

HAWAII TOURISM

AUTHORITY



2017 Annual Visitor
Research Report

ABOUT THIS REPORT

The 2017 Annual Visitor Research report provides the final statistics on Hawai'i's visitor industry in 2017 and a comprehensive comparison with 2016 visitor data. Included in this report are characteristics and expenditures data from visitors who came to Hawai'i by air or by cruise ships. Visitor statistics are categorized by Hawai'i's Major Market Areas (MMA), by select countries, purpose of trip, accommodation type, first-time or repeat visitor status and by island. Statistics about visitor room inventory, hotel occupancy, room rates and air seat capacity are also included.

This report was produced by the Tourism Research staff of the Hawai'i Tourism Authority (HTA). The HTA is headed by Mr. George Szigeti. This report was prepared by Jennifer Chun, Minh-Chau Chun, Lawrence Liu and Joseph Patoskie.

STR Inc. provided hotel occupancy and room rate statistics.

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For more information on the content of this report, contact the HTA at (808) 973-2255.

2017 statistics presented in this report are the final numbers and reflect actual air fares and updated reports from airlines and cruise ships.

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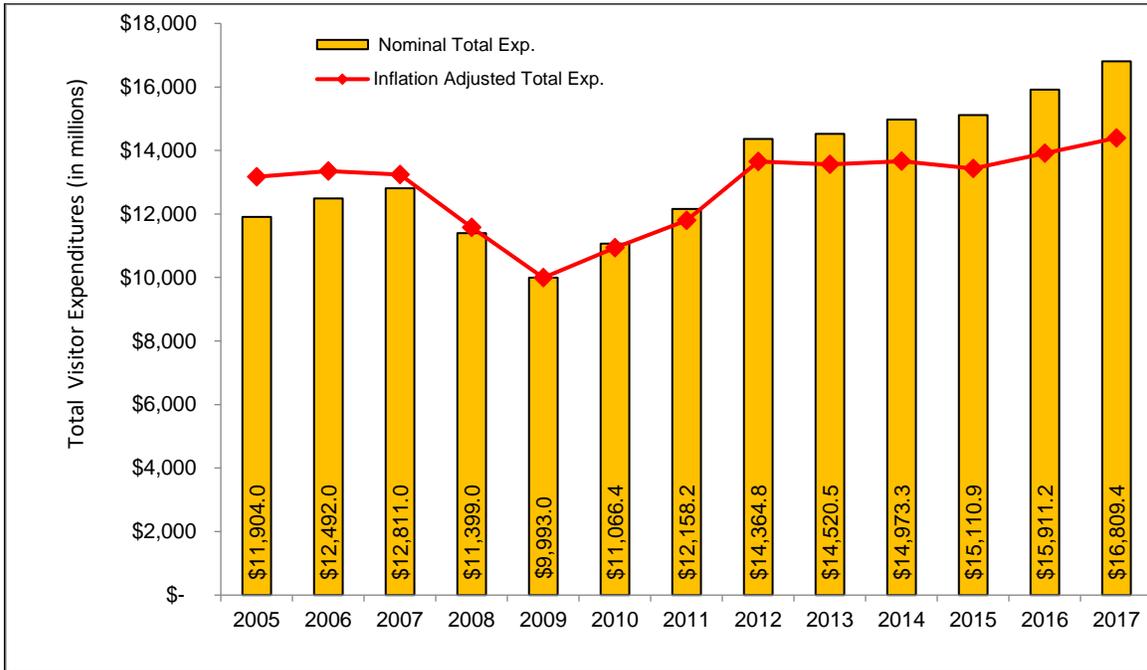
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SUMMARY OF 2017 VISITORS TO HAWAI‘I

ALL VISITORS (BY AIR AND BY CRUISE SHIPS)

Hawai'i's tourism industry achieved new records in total visitor spending and visitor arrivals in 2017, marking the sixth consecutive year of record growth in both categories. Total spending by visitors to the Hawaiian Islands gained 5.6 percent to a new high of \$16.81 billion. When adjusted for inflation, total visitor spending was up 3.5 percent from 2016 (Figure 1). A total of 9,404,346 visitors came by air service or by cruise ships to the state, an increase of 5.3 percent from the previous record of 8,934,277 visitors in 2016 (Table 1). Total visitor days rose 4.8 percent compared to last year. The average spending per day by these visitors (\$198 per person) was slightly higher than a year ago (\$197 per person).

Figure 1. Total Visitor Spending: Nominal & Real
2005 - 2017



Note: Implicit price deflator (2009=100)
Source: 2017 State of Hawai'i Data Book Table 7.35.

Arrivals by air service rose 5.2 percent to 9,277,613 visitors. Additionally, there were 126,733 visitors who came to the islands by cruise ships¹, an increase of 12.7 percent from 2016 (Table 1).

Total Spending by Category:

- Lodging, the largest spending category by all visitors to Hawai'i, rose 3.4 percent to \$6.96 billion and comprised 41.4 percent of total visitor spending in 2017 (Table 69).
- Food and beverage, the second largest category, increased 6.4 percent to \$3.48 billion or 20.7 percent of total visitor spending.
- Shopping expenditures of \$2.36 billion were up 5.0 percent from 2016.
- Spending on transportation (+7.9% to \$1.67 billion) and entertainment and recreation (+10.8% to \$1.57 billion) also increased from the previous year.

¹ Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

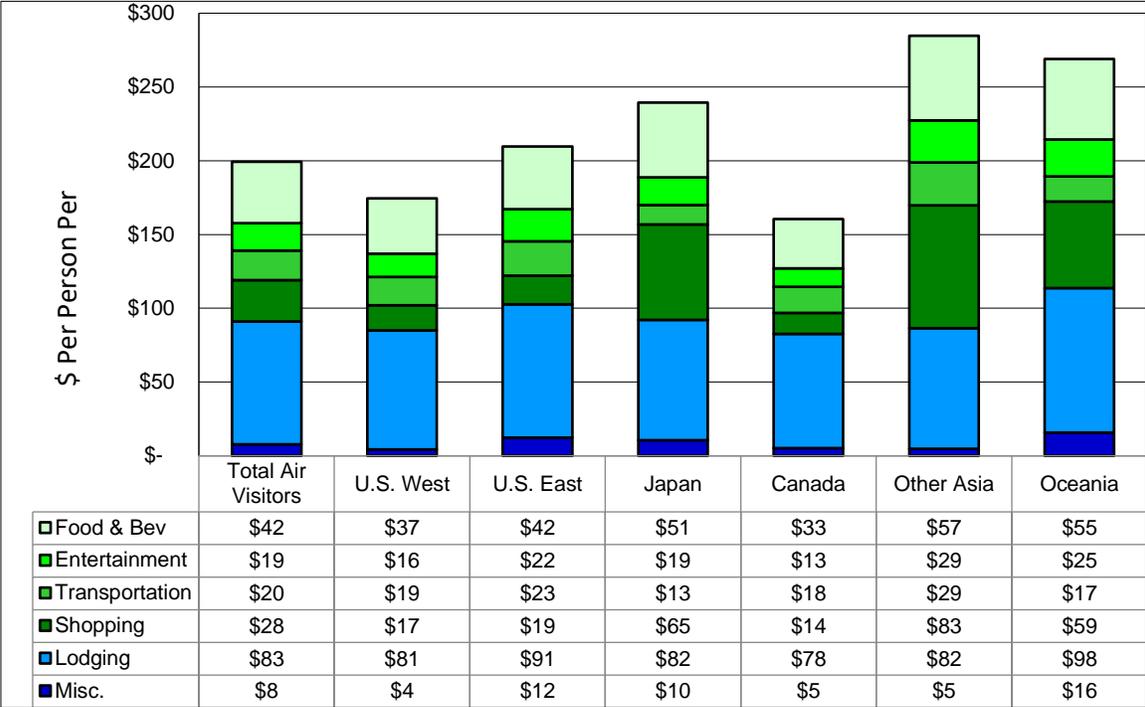
- Supplemental business spending grew 5.9 percent to \$125.1 million. These are additional business expenses spent locally on conventions and corporate meetings by out-of-state visitors (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending.

VISITORS (ARRIVALS BY AIR)

Spending by air visitors to the islands increased 5.6 percent to \$16.64 billion in 2017, boosted by growth in arrivals (+5.2% to 9,277,613 visitors) and slightly higher spending on a daily basis (+0.8% to \$199 per person) (Tables 1 and 70).

The average daily census showed that December was the busiest month for air visitors in 2017 (266,216 visitors per day) and in 2016 (253,576 visitors per day) (Table 7). The average party size was 2.21 visitors, similar to the 2.19 average party size from the previous year (Table 2).

Figure 2. 2017 Air Visitor Personal Daily Spending by Category and Selected MMA



- On a daily basis, air visitors in 2017 spent slightly less on lodging (\$83 per person), but more on food and beverage (\$42), transportation (\$20) and entertainment and recreation (\$19) compared to the prior year. Daily spending on shopping (\$28) was similar to 2016 (Figure 2, Table 70).
- Lodging was the largest daily expense for most visitor markets except for Chinese visitors who spent more on shopping (Table 80).

AIR VISITORS BY MAJOR MARKET AREAS

Figure 3. Four Largest Markets' Share of Total Visitor Spending
2008 - 2017

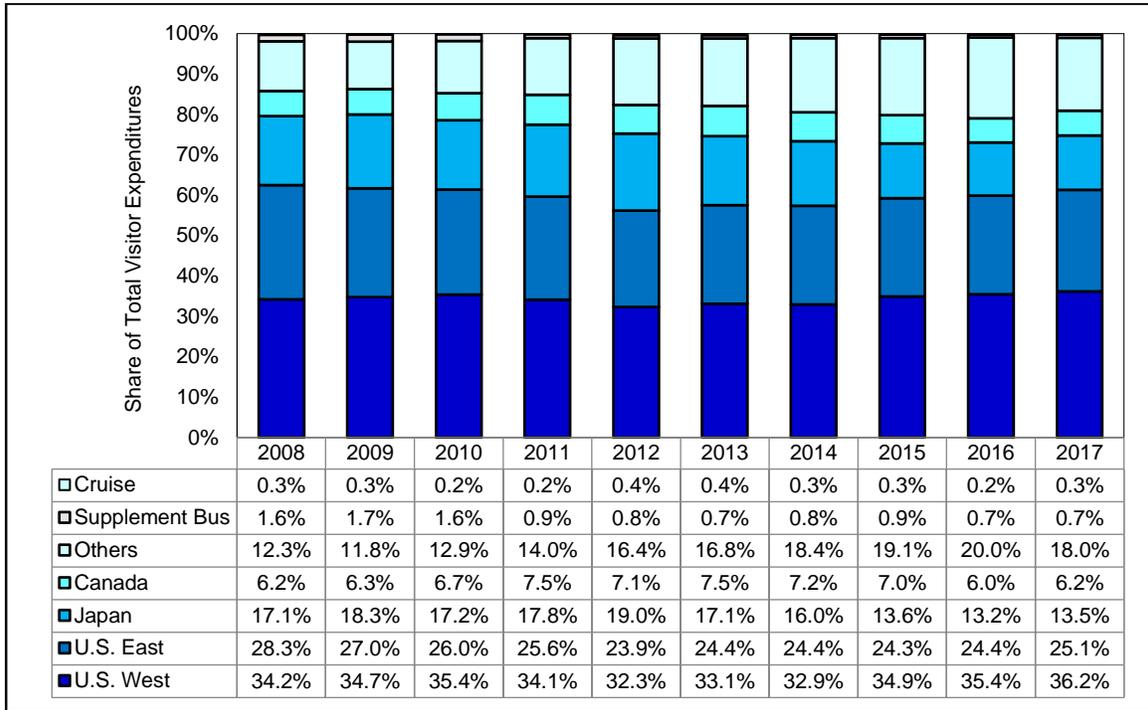
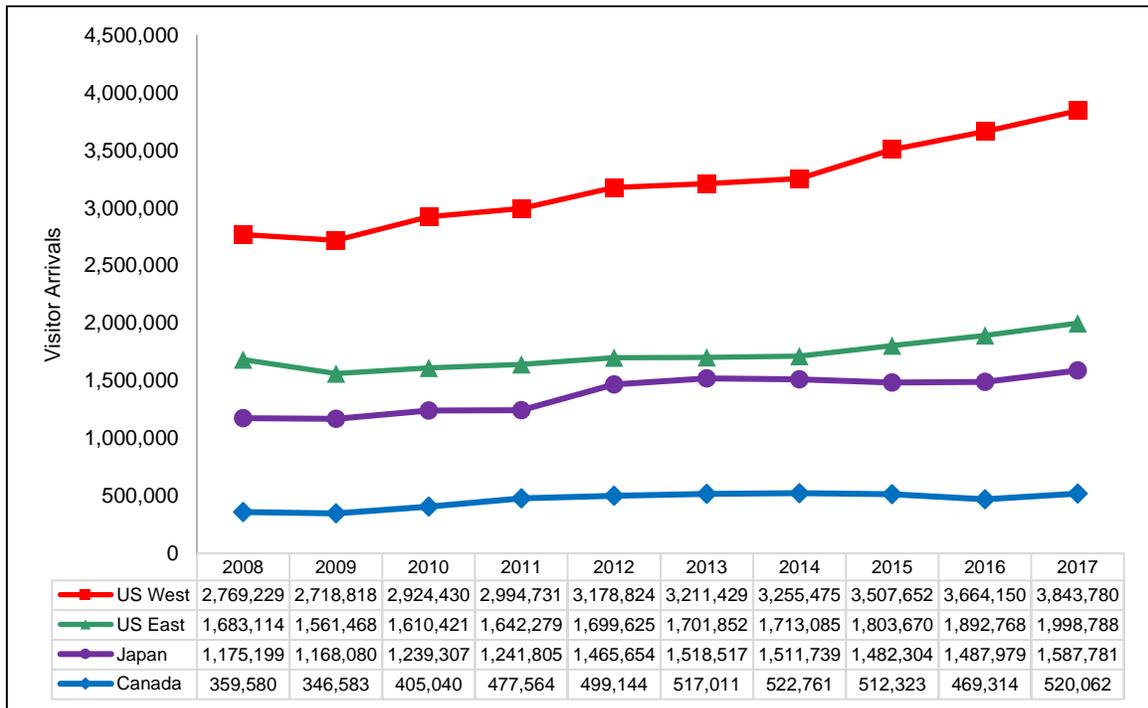


Figure 4. Visitor Arrivals from Four Largest Markets (by Air)
2008 - 2017



U.S. WEST

In 2017, air capacity from the U.S. West of 7,334,734 seats (+0.1%) was similar to last year and comprised 59.9 percent of total air seats to the Hawaiian Islands (Table 94).

The U.S. West continued to be Hawai'i's largest market in terms of visitor spending, visitor days and visitor arrivals. In 2017, visitor spending increased 7.9 percent to \$6.08 billion. U.S. West air visitors' share of total visitor spending (36.4%) was up from 2015 (35.7%) (Figure 3, Table 1).

- Daily spending increased to \$174 per person, from \$168 last year (Figure 2, Table 71).
- U.S. West visitors spent more on lodging (\$81), food and beverage (\$37), transportation (\$19), shopping (\$17) and entertainment and recreation compared to 2016.
- Arrivals were up 4.9 percent to 3,843,780 visitors and visitor days rose 3.9 percent from a year ago (Figure 4, Table 13).
- This market continued to have the highest percentage of repeat visitors (80.9%) among all the MMAs.
- True independent travelers comprised 81.8 percent of U.S. West visitors in 2017.
- O'ahu hosted 42.6 percent of U.S. West visitors, 35.4 percent went to Maui, 18.5 percent went to the island of Hawai'i and 17.1 percent went to Kaua'i. Arrivals to these four islands increased compared to 2016.
- These visitors stayed the longest on the island of Hawai'i (8.64 days), followed by Kaua'i (8.35 days) and Maui (8.33 days).
- Half (50.6%) of U.S. West visitors stayed in hotels, 20 percent stayed in condominiums, 11.9 percent stayed in timeshares, 11.8 percent stayed with friends or relatives and 10.9 percent stayed in rental homes. More U.S. West visitors stayed in rental homes (+11.9%), bed and breakfasts (+11.1%), hotels (+5.9%) and timeshares (+3.5%) but fewer stayed in condominiums (-1%) compared to last year.
- Eight out of ten U.S. West visitors in 2017 came to vacation (80.8%), 10.5 percent came to visit friends and relatives, 3.8 percent came for meetings, conventions and incentives (MCI) and 2.8 percent came to honeymoon. More U.S. West came to get married (+2.7%) and for MCI (+2.3%) compared to 2016.
- The largest age group among U.S. West visitors was between 41 to 59 years old (26.1%), followed by 25 to 40 years old (24.3%) and those 60 years and older (19.7%) More than half (52.7%) of U.S. West visitors in 2017 were females. (Table 36).
- Arrivals from California, the largest single state contributor, increased 3.9 percent to 2,176,869 visitors. There were also more visitors from Washington (+6.0% 540,406 visitors), Oregon (+7% to 238,825 visitors), Arizona (+2.2% to 179,898 visitors) and Colorado (+9.0% 168,368 visitors) and Utah (+10.5% to 139,634) compared to 2016 (Table 17).
- In terms of average daily census, June was the busiest month for U.S. West visitors in 2017, followed by July and December.

U.S. EAST

Air capacity from U.S. East rose 9.2 percent to 1,008,790 seats in 2017 and accounted for 8.2 percent of total air seats to Hawai'i (Table 94).

Spending by U.S. East visitors gained 8.6 percent from 2016 to \$4.22 billion. U.S. East's share of total visitor expenditures (25.3%) was up from last year (24.6%). Daily spending by these visitors rose to \$210 per person, from \$202 in 2016 (Figure 3, Table 1).

- Lodging expenses increased slightly to \$91 per person in 2017 (Figure 2, Table 72).
- These visitors also spent more on food and beverage (\$42), transportation (\$23), entertainment and recreation (\$22) and shopping (\$19) expenses compared to the previous year.
- Arrivals and visitor days increased 5.6 percent and 4.5 percent, respectively. Of the 1,998,788 U.S. East visitors in 2017, 58.1 percent were repeat visitors to Hawai'i (Figure 3, Table 15).
- Over half of U.S. East visitors went to O'ahu (57.6%), 37.4 percent visited Maui, 23.4 percent visited the island of Hawai'i and 19.3 percent visited Kaua'i. All four larger islands experienced growth in U.S. East visitors compared to 2015.
- U.S. East visitors stayed the longest on Maui (7.81 days) followed by the island of Hawai'i (7.43 days) and O'ahu (6.94 days).
- Three out of four U.S. East visitors came to vacation (75.2%), 11.1 percent came to visit friends and relatives, seven percent came for MCI purposes and 4.9 percent came to honeymoon. More U.S. East visitors came to honeymoon (+7.4%) compared to a year ago.
- In 2017, 78.6 percent of U.S. East visitors were true independent travelers, up from 77.8 percent last year.
- The majority of U.S. East visitors stayed in hotels (60.9%), while some stayed in condominiums (14%), with friends or relatives (12.1%), in timeshares (9.7%) and in rental homes (9.6%). Usage of rental homes by U.S. East visitors rose 12.8 percent from 2016. More visitors also stayed in hotels (+5.2%) and timeshares (+2.7%).
- There were more female (52.9%) than male (47.1%) visitors in 2017. The largest age group comprised of those between 41 to 59 years (28%), followed by those between the ages 25 to 40 (24.2%) and those 60 years and older (21.5%) (Table 36).
- There were more visitors from Texas (+6.4% to 280,746 visitors), New York (+7.5% to 147,617), Illinois (+2.9% to 140,814) and Florida (+8.1% to 123,552 visitors) compared to 2016 (Table 17).
- In 2017, June was the busiest month for U.S. East visitors based on average daily census, followed by July and January.

JAPAN

Air capacity from Japan increased 8.3 percent to 1,988,036 seats, boosted by the launch of direct service to Kona from Haneda and Narita airports. This represented 16.2 percent of total air seats to the islands in 2017, up from 15.3 percent in the previous year. Japan continued to rank third in visitor spending, visitor days and arrivals.

In 2017, visitor spending increased 7.9 percent to \$2.26 billion, boosted by growth in visitor arrivals (+6.7%) and visitor days (+8.3%). Daily spending of \$240 per person was similar to last year. Japanese visitors' share of total spending was 13.6 percent (Figure 3) (Tables 1).

- Lodging (\$82) and transportation (\$13) expenses increased compared to 2016.
- Even though shopping expenses declined from last year (\$65 down from \$68), Japanese visitors continued to spend three times more per day than U.S. West, U.S. East, Canadian or European visitors.
- Food and beverage (\$51) and entertainment and recreation (\$19) expenses were about the same as last year.
- Of the total Japanese visitors in 2017, 65.1 percent had been to Hawai'i before, compared to 61.8 percent in the previous year (Table 20).
- Nearly all Japanese visitors went to O'ahu (95.5%), 11.9 percent visited the island of Hawai'i, 3.6 percent visited Maui and 1.7 percent visited Kaua'i. Supported by the launch of direct air service to Kona, Japanese arrivals to the island of Hawai'i rose significantly (+32.6%) compared to 2016. Arrivals to Kaua'i (+15.3%), Maui (+6.3%) and Oahu (+5.1%) also increased compared to 2015.
- Japanese visitors stayed the longest on O'ahu (5.57 days), followed by the island of Hawai'i (3.91 days) and Maui (3.39 days).
- The majority of Japanese visitors came on packaged trips (61.1%), but this was down compared to 2016 (65.5%). True independent travelers (35.2%) comprised a higher percentage compared to the prior year (29.8%).
- While hotels continued to be the primary choice for lodging, used by 82.3 percent of Japanese visitors in 2017, growth in hotel stays was moderate (+3.7%) compared to 2016. More Japanese visitors stayed in condominiums (+24.9%), rental homes (+21.1%) and timeshares (+20.8%) compared to last year.
- Seven out of ten Japanese visitors in 2017 came to vacation (69.7%), 13.5 percent came honeymoon, 6.3 percent for MCI purposes and 2.1 percent came to get married. Fewer Japanese visitors came for MCI purposes (-20.9%), to get married (-9%) or to honeymoon (-5.9%) but more came for vacation (+12.5%) than in 2016.
- There continued to be more female (58.3%) than male (41.7%) visitors from Japan. The largest age group was between 25 to 40 years old (33.3%). The second largest age group were those between 41 to 59 years (27.5%), followed by those over 60 years old (19.9%) (Table 36).
- Arrivals from Kanto (includes Tokyo), the largest source of Japanese visitors to Hawai'i, rose 7.8 percent to 757,682 visitors in 2017. Arrivals from Kinki (+16.2% to 277,051), Chubu (+4.1% to 219,137), Chugoku (+7.7% to 61,901), Hokaido (+14.3% to 52,047), Shikoku (+25% to 35,686) and Okinawa (+19.8% to 9,125) also increased. However, there were fewer visitors from Kyushu (-18.5% to 87,415) and Tohoku (-1.4% to 79,741) compared to last year (Table 21).
- Based on average daily census, the busiest month for Japanese visitors in 2017 was August, followed by July and March.

CANADA

Air capacity from Canada of 462,889 seats was virtually unchanged compared to 2016. There were more seats to Līhu‘e (+7.9%), Kona (+4.4%) and Honolulu (+0.6%) but fewer seats from Kahului (-2.3%) than a year ago. Seats out of Canada comprised 3.8 percent of total air seats to the state in 2017.

Spending by Canadian visitors, Hawai‘i’s fourth largest visitor market, gained 8.7 percent to \$1.04 billion in 2017. Canadian visitors’ share of total spending rose slightly to 6.2 percent from six percent in 2016. Arrivals were up 10.8 percent to 520,062 visitors and visitor days increased 9.2 percent. Daily visitors spending of \$160 per person was about the same as last year (Figure 3, Table 1).

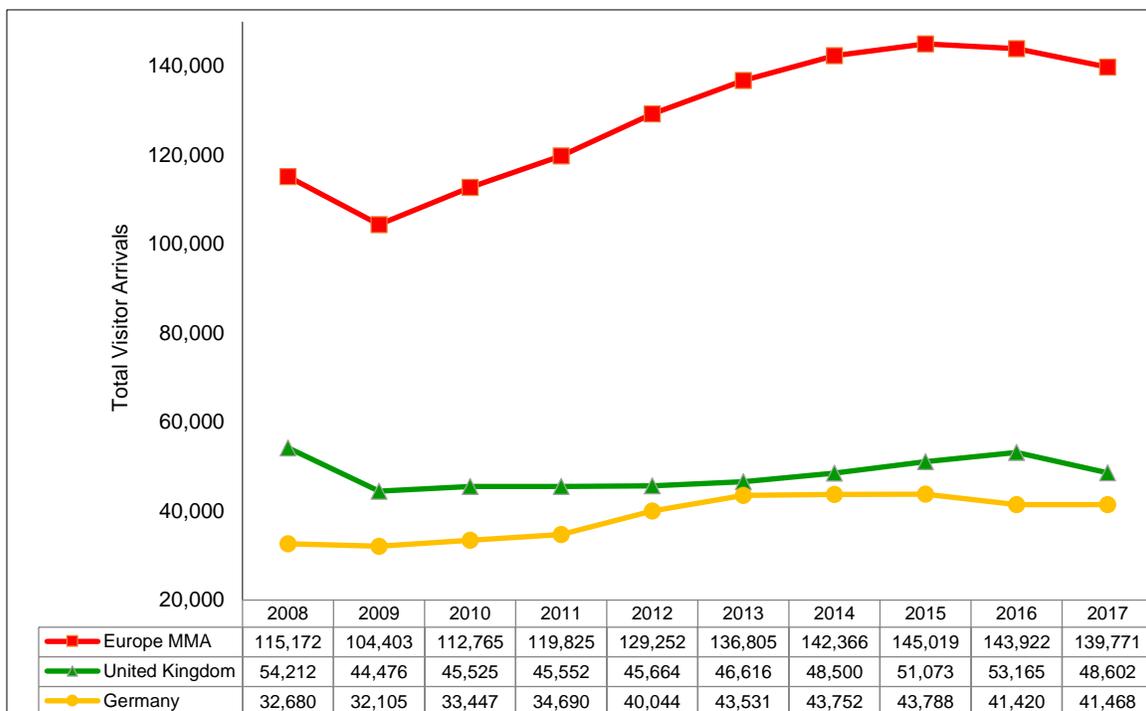
- Canadian visitors spent more per day on transportation (\$18) and entertainment and recreation (\$13), while lodging (\$78) and food and beverage (\$33) expenses were slightly lower than in 2016. Shopping expenses (\$14) were similar to last year (Figure 2, Table 74).
- Three out of four Canadian visitors (74.1%) flew direct from international ports while the remainder arrived on flights from the U.S. mainland (Table 22).
- Repeat visitors comprised 65.1 percent of Canadian visitors in 2017.
- Direct air service contributed to more Canadians visiting to Maui (50.6% of Canadian visitors) than O‘ahu (41% of Canadian visitors).
- Canadian visitors spent the most time on Maui (10.93 days), then the island of Hawai‘i (9.83 days) and Kaua‘i (8.93 days).
- The majority Canadian visitors were true independent travelers (79.9%).
- Nearly half (44.6%) of Canadians visitors stayed in hotels, 35.7 percent stayed in condominiums, 12.3 percent stayed in rental homes, 9.6 percent stayed in timeshares and five percent stayed with friends or relatives.
- Most Canadian visitors in 2017 came to vacation (91.6%), 3.6 percent came to visit friends and relatives, 3.4 percent came for MCI purposes, and 2.9 came to honeymoon.
- Those between 41 to 59 years old were the largest age group (29.5%) of Canadian visitors in 2017, followed by those between 25 to 40 years (23.8%) and over 60 years old (21.4%). There were more female (54.1%) than male (45.9%) Canadian visitors (Table 36).
- In 2017, the largest group of Canadian visitors was from British Columbia (41.9% or 218,124 visitors), followed by Ontario (24.8% or 128,895), Alberta (18.0% or 93,378), Quebec (7.9% or 40,990), Saskatchewan (2.8% or 14,479) and Manitoba (2.2% or 11,449) (Table 23).
- January was the busiest month in 2017, followed closely by December and February.

EUROPE

Total visitor spending by Europe MMA declined 6.7 percent to \$329.8 million in 2017, as a result of decreases in arrivals (-2.9% to 139,771), visitor days (-1.9%) and daily spending (-4.8% to \$181 per person) compared to the prior year (Table 1).

- These visitors spent less on lodging (\$77), transportation (\$22) and shopping (\$15) expenses but more on food and beverage (\$44) and entertainment and recreation (\$18) compared to 2016 (Table 75).
- There were more visitors from France (+3.2%) but fewer visitors from United Kingdom (-8.6%) and Switzerland (-1.4%) than a year ago (Table 11 and Table 12).
- The majority of European visitors (77.6%) came on domestic flights (Table 24).
- The largest age group for European visitors was between 25 to 40 years (34.2%), followed by those 41 to 59 years (26.5%) and those over 60 years old (13.5%). Over half (52.2%) of the visitors were females (Table 36).
- August, July and September were the busiest months for European visitors in 2017.

Figure 5. Europe MMA, UK & Germany
Visitor Arrivals: 2008 - 2017



Visitors from United Kingdom

Visitors from the United Kingdom (U.K.) comprised the largest share (34.8%) of the European market with 48,602 visitors (Figure 5, Tables 11 & 12).

- Nearly seven out of ten U.K. visitors in 2017 were first timers (67%) to Hawai'i (Table 25).
- The majority of U.K. arrivals visited O'ahu (72.5%), 34.7 percent visited Maui, 27.0 percent visited the island of Hawai'i and 16.0 percent visited Kaua'i.
- U.K. visitors stayed the longest on Maui (7.39 days), followed by the island of Hawai'i (7.20 days) and O'ahu (6.99 days).

- The percentage of true independent travelers (58.2%) from the U.K. were up slightly compared to 2016 (57.5%).
- Seven out of ten U.K. visitors stayed in hotels (71.0%). Some stayed in condominiums (10.5%), rental homes (9.9%), with friends or relatives (7.0%) or in timeshares (3.9%). Fewer U.K. visitors stayed in hotels (-13.3%) and in condominiums (-10.4%) than in 2016, while stays in rental homes (+32.5%) and in timeshares (+12.3%) increased.
- A little over 79 percent of U.K. visitors in 2017 came to vacation, 9.3 percent came honeymoon, 6.1 percent came to visit friends and relatives, and 4.9 percent came for MCI purposes.

Visitors from Germany

- Germany accounted for the second largest share of European visitors (29.7%) in 2017. Arrivals of 41,468 visitors were comparable to last year (Figure 5, Tables 11 & 12). These visitors stayed an average 15.04 days, the longest among all visitor groups.
- There were more first-time visitors (70.7%) compared to 2016 (68.4%) (Table 26).
- Seven out of ten German visitors went to O‘ahu (69.6%), 50.6 percent went to Maui, 43.7 percent went to the island of Hawai‘i and 32.1 percent went to Kaua‘i.
- The average length of stay was the longest on the island of Hawai‘i (8.25 days), followed by Maui (8.07 days) and O‘ahu (7.42 days).
- A greater percentage of German visitors were true independent travelers (72.2%) compared to the previous year (71.1%).
- The majority of German visitors stayed in hotels (65.2%), some stayed in rental homes (12.9%), condominiums (12.4%), in bed and breakfast properties (9.3%) or with friends or relatives (8.2%).
- Eight out of ten German visitors in 2017 came to vacation (79.7%), 8.0 percent came to honeymoon, 7.3 percent came for MCI purposes and 7.2 percent came to visit friends and relatives.

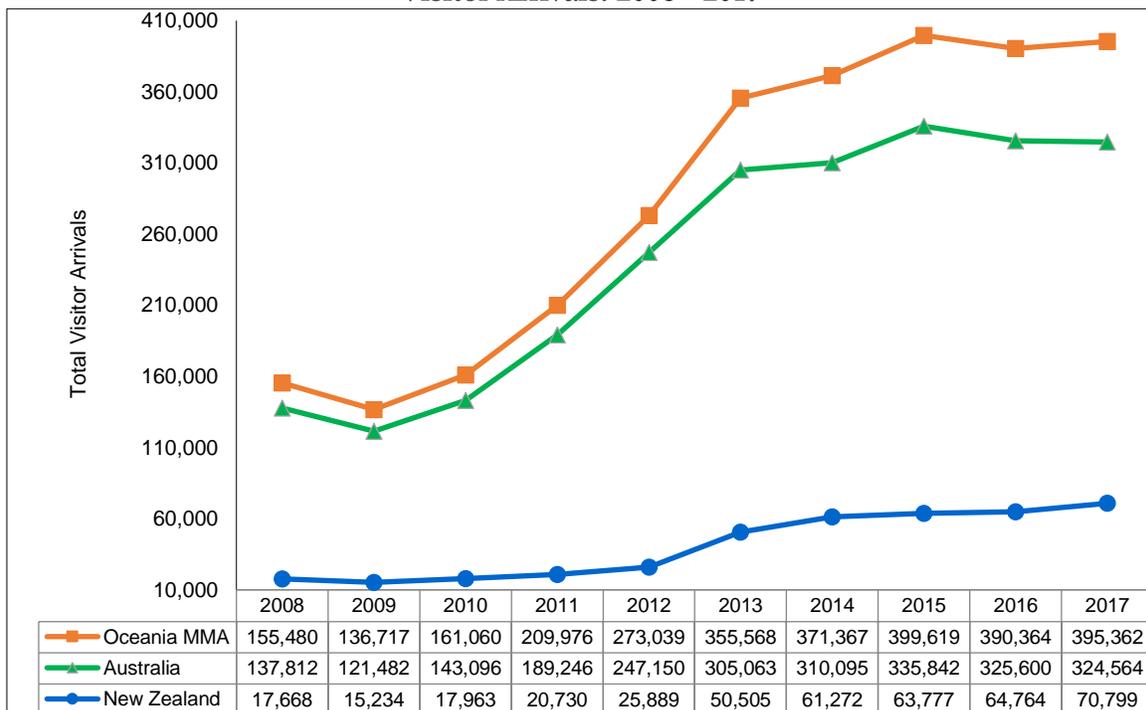
OCEANIA

Air capacity from Oceania dropped 6.1 percent from 2016 to 483,122 seats. A reduction in seats from Brisbane (-51%) which offset growth from Sydney (+4.1%) and Auckland (+4.4%). Oceania seats comprised 3.9 percent of total air capacity, down slightly from a year ago (4.3%).

Total spending by visitors from Oceania declined 4.0 percent to \$1.03 billion in 2017. Visitor arrivals (+1.3% to 395,362) and visitor days (+2.2%) increased, but daily spending (-6.1% to \$269 per person) was lower compared to 2016 (Figure 6, Table 1)

- These visitors spent less on lodging (\$98), more on shopping (\$59), while their food and beverage (\$55), entertainment and recreation (\$25) and transportation (\$17) expenses were similar to 2016 (Table 76).
- Visitors from Australia accounted for 82.1 percent of all visitors from Oceania, while 17.9 percent were from New Zealand (Table 11).
- Those between 41 to 59 years old (31.9%), between 25 to 40 years (22.1%) and those over 60 years old (21.2%) were the three largest age groups from Oceania. Over half (56%) of the visitors were females (Table 36)
- September was the busiest month for visitors from Oceania in 2017, followed by July and December.

**Figure 6. Oceania MMA
Visitor Arrivals: 2008 - 2017**



Visitors from Australia

- Arrivals from Australia were flat (-0.3% 324,564) compared to 2016 (Figure 6, Table 28). These visitors stayed an average 9.69 days.
- Their daily spending decreased to \$273 per person from \$293 per person in 2016 (Table 83).
- Their shopping expenses (\$59) increased but lodging (\$99) and food and beverage (\$56) expenses were lower than in 2016.

- Most Australian visitors went to O‘ahu (97.4%) while 19 percent went to Maui, 17.1 went to the island of Hawai‘i and 9.6 percent went to Kaua‘i (Table 28).
- These visitors spent the most time on O‘ahu (8.00 days), followed by Maui (4.37 days) and the island of Hawai‘i (3.87 days).
- Over half of Australian visitors in 2017 were first-timers (51.2%) to Hawai‘i.
- A lower percentage of Australian visitors (54.7%) were true independent travelers compared to 2016 (56.5%)
- Most Australian visitors in 2017 stayed in hotels (89.5%), some stayed in condominiums (7.8%) and rental homes (4.4%).
- Australian visitors primarily came to vacation (90.8%), 3.9 percent came for a honeymoon and two percent came for MCI purposes. There was a sharp decline in Australian honeymoon visitors (-19.3%) compared to 2016.

Visitors from New Zealand

- Arrivals from New Zealand were up 9.3 percent to 70,799 visitors in 2017 (Figure 6, Table 29). The average length of stay was 9.52 days, compared to 10.15 days last year.
- Daily spending by these visitors dropped to \$249 from \$263 in 2016 (Table 84).
- These visitors spent less on lodging (\$96), shopping (\$56) and entertainment and recreation (\$22), while food and beverages (\$48) and transportation (\$17) expenses were similar to the previous year.
- Over half of the visitors in 2017 were first-timers (52.4%) (Table 29).
- Nearly all New Zealand visitors went to O‘ahu (98%), 16.8 percent went to Maui, 13.2 went to the island of Hawai‘i and 5.7 percent went to Kaua‘i.
- These visitors spent the most time on O‘ahu (7.96 days), followed by Maui (5.18 days), the island of Hawai‘i (4.52 days) and Kaua‘i (4.13 days) and.
- There was a higher percentage of independent travelers (68.6%) from New Zealand compared to 2016 (65.4%).

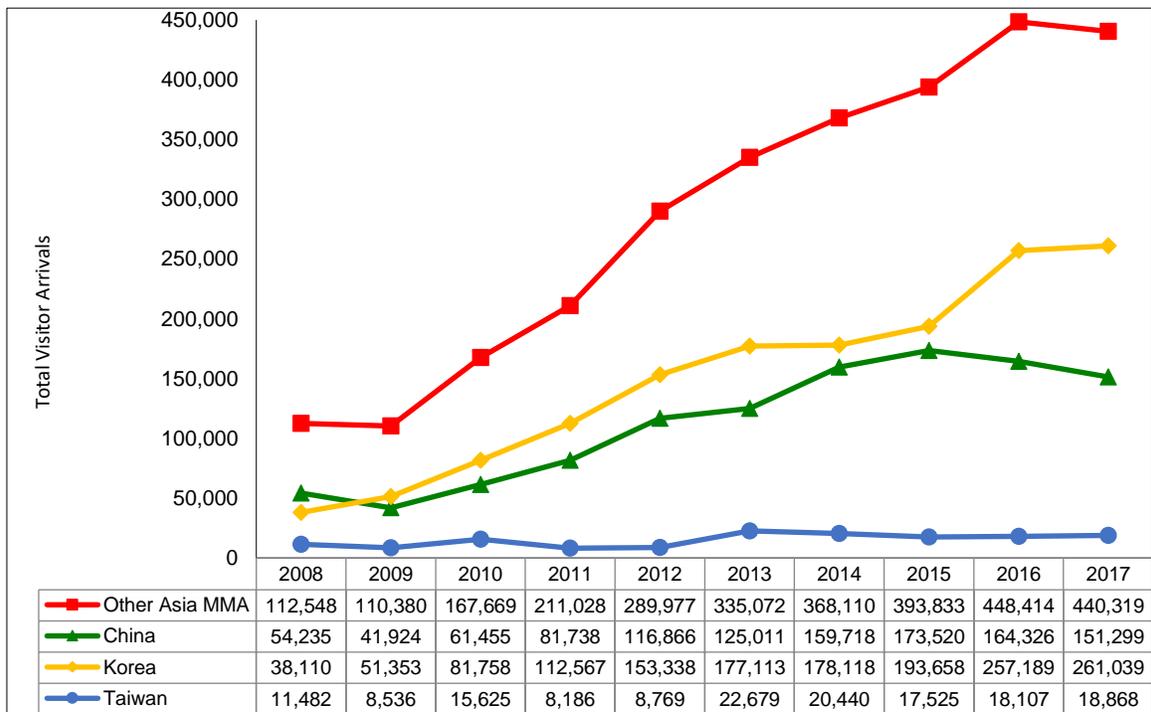
OTHER ASIA

Air capacity from Other Asia rose slightly (+0.7%) to 579,109 seats in 2016. There were more seats from Seoul (+2.2%), but fewer seats from Beijing (-0.9%), Shanghai (-2.9%) and Taipei (-3.8%) compared to 2016. Other Asia seats accounted for 4.7 percent of total air seats in 2017.

Spending by visitors from Other Asia declined 13.3 percent to \$930.3 million, mainly due to lower daily spending (-16.4% to \$285 per person) compared to last year (Figure 7, Table 1). Despite a drop in visitors (-1.8%), a longer average length of stay (+5.6%) contributed to a 3.7 percent growth in visitor days.

- These visitors' daily shopping (\$83), lodging (\$82), food and beverage (\$57), transportation (\$29) and entertainment and recreation (\$29) expenses were all lower compared to 2016 (Table 77).
- Nine out of ten visitors from Other Asia flew directly from international airports (90%) while the remainder (10%) arrived via U.S. mainland airports (Table 30).
- The largest age group of visitors from Other Asia was 25 to 40 years old (49%), followed by those between 41 to 59 years (24.1%) and those over 60 years old (11.3%). There were more female (54.7%) than male (45.3%) visitors from this market in 2017 (Table 36).
- Visitors from Korea (59.3%) and China (34.4%) accounted for the two largest shares of total arrivals from Other Asia (Table 11).
- In 2017, January was the busiest month for visitors from Other Asia, followed by February and October.

**Figure 7. Other Asia MMA
Visitor Arrivals: 2008 – 2017**



Visitors from Korea

- Arrivals from Korea rose 1.5 percent to 261,039 visitors (Figure 7, Table 31).
- These visitors spent \$262 per person daily, down from \$316 last year (Table 81).
- They spent less on lodging (\$77), food and beverage (\$60), transportation (\$25) and entertainment and recreation (\$27) while shopping expenses (\$70) were similar to last year.
- Among Korean visitors in 2017, 82 percent were first-time visitors (Table 31).
- Nearly all Korean visitors went to O'ahu (98.3%), 17.3 percent went to Maui, 10.7 percent went to the island of Hawai'i and 4.1 percent went to Kaua'i.
- Among the four larger islands, the average length of stay was the longest on O'ahu (6.34 days), followed by the island of Hawai'i (3.63 days) and Maui (2.83 days).
- A higher percentage of Korean visitors in 2017 were true independent travelers (49.7%) compared to 2015 (46.3%).
- Six out of ten Korean visitors in 2017 came to vacation (61.7%), 32.9 percent came to honeymoon, 2.7 percent came for MCI purposes, 2.2 percent to get married and 1.4 percent came to visit friends and relatives.

Visitors from China

- In 2017, arrivals from China decreased 7.9 to 151,299 visitors, but the average length of stay was longer than the previous year (+15% to 7.58 days). The net result was a 5.9 percent growth in visitor days (Figure 7, Table 32).
- Although daily spending by Chinese visitors of \$332 per person was lower than 2016 (\$385) it continued to be the highest among all visitor groups (Table 80).
- Chinese visitors continued to spend nearly twice as much on shopping compared to their Japanese counterparts even though their shopping expenditures (\$109) showed a decrease from that in 2016 (\$116).
- This group also spent less on lodging (\$92), food and beverage (\$52), transportation (\$36) and entertainment and recreation (\$34) than a year ago.
- Eight out of ten Chinese visitors in 2017 were first-time visitors (80.9%) to Hawai'i (Table 32).
- Most Chinese visitors went to O'ahu (96.6%), 35.8 percent went to the island of Hawai'i, 20.9 percent went to Maui and 3.3 percent went to Kaua'i.
- These visitors stayed the longest on O'ahu (5.78 days), followed by Maui (3.30 days) and the island of Hawai'i (3.30 days).
- While the majority of Chinese visitors continued to purchase packaged trips and group tours (54.9%), there was a higher percentage of true independent travelers (41.4%) in 2017 than in the prior year (31%).
- Most Chinese visitors stayed in hotels (86.4%), some stayed in condominiums (10.5%), in rental homes (3.3%) or with friends or relatives (2.5%).
- Four out of five Chinese visitors in 2017 came to vacation (80.1%), 9.9 percent came for MCI purposes, 5.0 percent came to honeymoon and 2.7 percent came to visit friends and relatives.

Visitors from Taiwan

- Arrivals from Taiwan increased 4.2 percent to 18,868 visitors in 2017 and visitor days rose 10 percent from the previous year (Figure 7, Table 33).
- However, these visitors spent less on a daily basis (\$244 per person) compared to 2016 (\$265) (Table 82).
- Their lodging (\$70), food and beverage (\$39) and entertainment and recreation (\$22) expenditures were lower, while shopping (\$81) and transportation (\$27) purchases increased from a year ago.

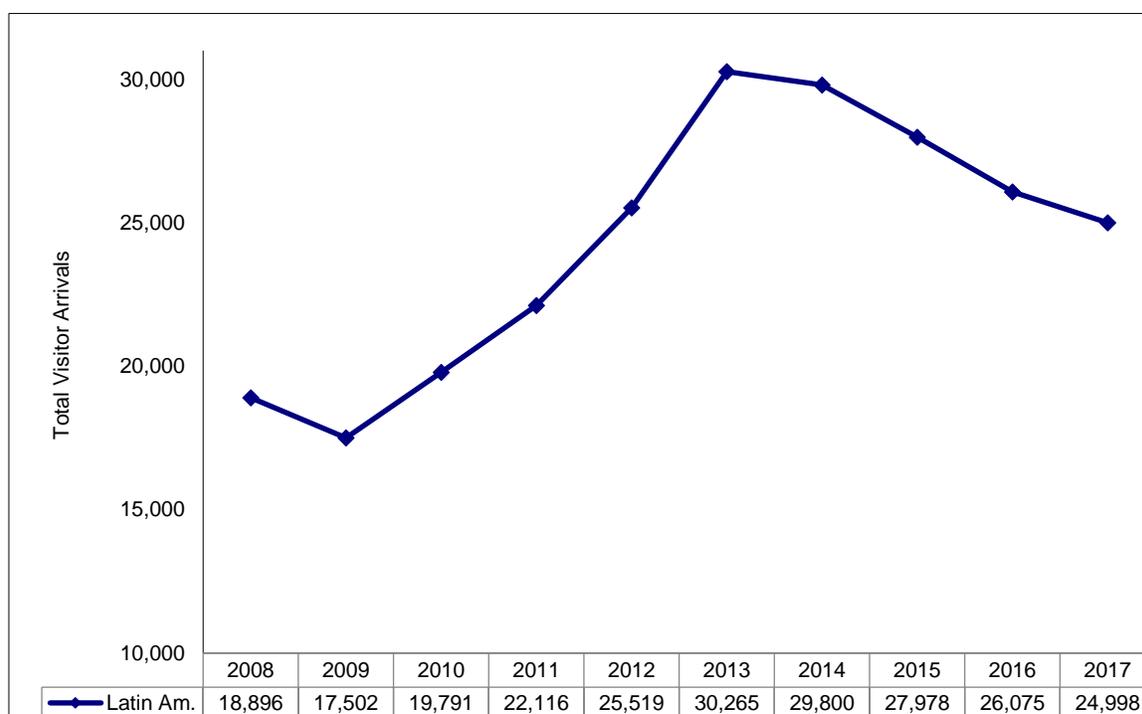
- Seven out of ten (71.1%) Taiwanese visitors in 2017 were first timers to Hawai'i.
 - Over half of Taiwan visitors in 2017 were true independent travelers (52.8%).
 - Most of the Taiwanese visitors went to O'ahu (96.1%), 28.2 percent went to the island of Hawai'i, 17.8 percent went to Maui and 6.3 percent went to Kaua'i.
 - The majority of Taiwanese visitors stayed in hotels (78.6%), some stayed in condominiums (16.4%), with friends or relatives (10.0%) or in rental homes (4.8%).
- More than six out of ten Taiwanese visitors came to vacation in 2017 (62.3%), 14.0 percent came to honeymoon, 13.7 percent came for MCI purposes and 6.1 percent came to visit friends and relatives.

LATIN AMERICA

Total spending by visitors from Latin America MMA rose 29.5 percent to \$73.2 million, boosted by increased daily spending compared to last year (\$261 per person from \$187). Arrivals declined 4.1 percent to 24,998 visitors and visitor days dropped 7.4 percent from 2016 (Figure 8, Table 1).

- Their lodging (\$101), shopping (\$46), food and beverage (\$44), transportation (\$26) and entertainment and recreation (\$25) expenses were all higher compared to 2016 (Table 78).
- Visitors from Brazil accounted for 38 percent of Latin America MMA in 2017, followed by visitors from Mexico (36.3%) and Argentina (25.8%) (Table 11).

**Figure 8. Latin America MMA
Visitor Arrivals: 2008 - 2017**



- First-timers comprised 68.7 percent of Latin American visitors in 2017 (Table 34).
- The majority of Latin American visitors were true independent travelers (64.5%) similar to 2016.
- Three out of four visitors from this market went to O'ahu (74.6%), 37.9 percent went to Maui, 25.1 percent went to the island of Hawai'i and 12.4 percent went to Kaua'i.

- The majority stayed in hotels (69.8%), 10.3 percent stayed in rental homes, 9.3 percent stayed with friends or relatives, and 7.3 percent stayed in condominiums.
- The largest age group for visitors from Latin America was those 25 to 40 years old (31.9%), followed by those between 41 to 59 years (27.2%) and those over 60 years old (12.1%). There were more female (51.7%) than male (48.3%) visitors in 2017 (Table 36).

AIR VISITORS BY SEGMENT

TRAVEL METHODS

- A higher percentage of total air visitors in 2017 were true independent travelers (69.8%) compared to the prior year (68.2%) (Tables 2 & 3).
- True independent travelers comprised the majority of the visitors from U.S. West (81.8%), U.S. East (78.6%), Canada (79.9%), New Zealand (68.6%), Europe (67.5%) and Latin America (64.5%) and about half of visitors from Australia (54.7%) and Taiwan (52.8%).
- A smaller percentage of Chinese (41.4%) and Japanese (35.2%) visitors in 2017 made their own travel arrangements. Most of these visitors purchased group tours or packaged trips.
- Japanese visitors who came on group tours in 2017 spent \$250 per person. Daily spending by group tour visitors from U.S. East and U.S. West was \$208 and \$240, respectively (Table 87).
- In comparison, Japanese (\$238), U.S. East (\$201) and U.S. West (\$173) visitors who made their own travel arrangements spent less.

PURPOSE OF TRIP

Honeymoon

In 2017, there were 574,848 visitors who came to honeymoon in the islands, which was a decrease of 4.2 percent from the previous year. Honeymooners comprised 6.2 percent of total air visitors to Hawai'i (Tables 2 & 37).

- The largest percentage of honeymoon visitors continued to be from Japan (37.3%) followed by U.S. West (18.8%), U.S. East (17.0%) and Korea (15.0%).
- Honeymoon visitors stayed an average 7.58 days in 2017.
- Three out of four (73%) honeymooners were first-time visitors to the state.
- Over half purchased packaged trips (58.7%), while 4.5 percent purchased group tours. Forty-one percent made their own travel arrangements.
- The majority visited O'ahu (76.4%), 26.4 percent visited Maui, 14.7 percent visited the island of Hawai'i and 13 percent visited Kaua'i.
- Nine out of ten honeymooners stayed in hotels (88%). Some visitors also stayed in condominiums (7%), rental homes (3.9%), timeshares (3.4%).
- Daily spending by Japanese honeymoon visitors was \$323 in 2017 (\$330 in 2016). U.S. East honeymoon visitors spent \$278 (\$283 in 2016) while U.S. West honeymooners spent \$224 (\$231 in 2016) (Table 87).

Get Married

There were 101,276 visitors who came to get married in 2017, a two percent decrease from the prior year. This segment accounted for 1.1 percent of total air visitors to the state, similar to 2016 (1.2%) (Tables 2 & 38).

- Japanese visitors comprised 32.7 percent of visitors who came to get married, down from 35.2 percent in 2016. Shares of U.S. West (34.6% vs. 33% in 2016) and U.S. East (17.4% vs. 16.8% in 2016) were higher compared to last year.
- In 2017, there were more repeat visitors (51.8%) than first time visitors (48.2%) who came to get married in the islands.
- Over half (55.2%) of those who came to get married made their own travel arrangements, 43.7 percent purchased packaged trips and 6.4 percent purchased group tours.
- The average travel party size was 2.25 people, similar to 2016.
- Seven out of ten (68.2%) visitors from this segment went to O‘ahu, 26.5 percent visited Maui, 14.7 percent visited the island of Hawai‘i and 12.1 percent visited Kaua‘i.
- The average length of stay was 8.32 days.
- The majority (73.2%) stayed in hotels, 13.0 percent stayed in condominiums, 7.2 percent stayed in rental homes, and 4.1 percent stayed in timeshares.

Meetings, Conventions and Incentives (MCI)

A total of 475,229 visitors came for meetings, conventions and incentives in 2017, down 2.1 percent from a year ago (Table 39). The average length of stay was 7.42 days, compared to 7.27 days in 2016. MCI visitors comprised 5.1 percent of total air visitors in 2017, down slightly from last year (5.5%) (Tables 2 & 39).

- Visitors from U.S. West (31.1%, vs. 29.8% in 2016), U.S. East (29.6% vs. 28.3% in 2016) and Japan (21.0% vs. 26.0% in 2016) comprised the three largest share of MCI visitors.
- Almost two out of three (63.8) MCI visitors have been to the islands before.
- Over half (56.9%) of MCI visitors made their own travel arrangements rather than purchasing packaged trips (34.2%) or group tours (29.8%).
- The majority MCI visitors went to O‘ahu (62.4%), 27.5 percent visited Maui, 19.3 percent visited the island of Hawai‘i and 9.8 percent visited Kaua‘i.
- Most MCI visitors stayed in hotels (88.8%) while seven percent stayed in condominiums.
- MCI visitors from Japan (\$271), U.S. East (\$241) and U.S. West (\$203) spent more compared to Japanese (\$224), U.S. East (\$204) and U.S. West (\$179) pleasure visitors (Table 87).

Visiting Friends or Relatives

There were 734,353 visitors who came to see friends or relatives, up 1.6 percent from 2016 (Table 40). These visitors accounted for 7.9 percent of all visitors to Hawai‘i. The average length of stay was 11.30 days, slightly shorter than last year (11.53 days). (Tables 2 & 40).

- U.S. West had the largest share of this segment (55.1%) followed by U.S. East (30.3%), Japan (3.5%) and Canada (2.5%).
- Eight out of ten visitors (80.3%) from this segment were repeat visitors to Hawai‘i.
- Most of the visitors made their own travel arrangements (91.4%).
- The majority visited O‘ahu (69%), 19.4 percent visited Maui, 19.5 percent visited the island of Hawai‘i and 10.5 percent visited Kaua‘i.
- The average party size was 1.78 persons, similar to 2016.
- Six out of ten (62.2%) visitors stayed with friends or relatives, 27.0 percent stayed in hotels, 10.1 percent stayed in condominiums, 4.8 percent stayed in rental homes, and 4.2 percent stayed in timeshares.

FAMILY VISITORS

In 2017, there were 2,463,241 visitors who came with children 17 years and under (family visitors), which was an increase of 6.7 percent from the previous year (Table 41). This group comprised 26.6 percent of air visitors.

- The majority (70.8%) of visitors have been to Hawai'i before.
- Many family visitors made their own travel arrangements (71.9%) rather than purchased group tours (4.2%) or packaged trips (27.1%).
- Six out of ten family visitors (61.9%) were on O'ahu, 28.4 percent went to Maui, 17.3 percent went to the island of Hawai'i and 11.8 percent went to Kaua'i.
- The average party size was 3.88 persons, similar to 2016.
- The majority (61.9%) stayed in hotels, 19.3 percent stayed in condominiums, 9.8 percent were in timeshares, 7.1 percent stayed in rental homes and 6.5 percent stayed with friends or relatives.

ACCOMMODATIONS

The majority of air visitors in 2017 stayed in hotels (61.9%), down slightly from the prior year (62.4%). Condominiums (16.9%) were the second most popular choice for lodging followed by timeshares (9.1%), friends or relatives (8.8%) and rental homes (8.3%). Stays in rental homes (+13.1%), bed and breakfasts (+11.8%), timeshares (+5.3%), hotels (+4.4%), and condominiums (+3.1%) all increased compared to 2016. (Table 2).

- Typically, U.S. West, U.S. East and Japanese air visitors who stayed in hotels spent more per person per day than those who stayed in condominiums, timeshare properties or with friends and relatives (Table 87).
- In 2017, Japanese air visitors who stayed in hotels spent \$263 per day, compared to U.S. East visitors at \$249 and U.S. West visitors at \$214 (Table 87).
- Japanese visitors who stayed in condominiums spent \$176 daily. U.S. East and U.S. West visitors who stayed in condominiums spent \$196 and \$172, respectively.
- Visitors from Japan who used timeshare properties spent \$136. U.S. East timeshare visitors spent \$154 per person, while U.S. West timeshare visitors spent \$132 per person.

Hotel-Only

In 2017, there were 4,983,894 visitors who stayed exclusively in hotels, up 3.8 percent from last year. The average length of stay was 7.27 days. Hotel-only visitors comprised 53.7 percent of total air visitors to Hawai'i (Table 42).

- The majority (74.1%) came to vacation, 9.4 percent came to honeymoon, 7.8 percent came for MCI purposes and 2.4 percent came to visit friends or relatives.
- Repeat visitors comprised 59.2 percent of hotel-only visitors (58.0% in 2016).
- Over half of hotel-only visitors made their own travel arrangements (54.1%) while 44.0 percent purchased packages.
- O'ahu had the most number of hotel-only visitors at 72.3 percent, followed by Maui with 24.0 percent, the island of Hawai'i with 14.7 percent and Kaua'i with 8.8 percent.

Condo-Only

There were 1,211,812 visitors who only stayed in condominiums, an increase of 2.6 percent from 2016. These visitors stayed an average of 10.85 days in 2017, much higher than those who stayed only in hotels (Table 43).

- The majority of these visitors had been to Hawai'i before (80.4%) with an average of 6.72 trips to the islands.
- Eight out of ten visitors (85.1%) were true independent travelers.
- Most of these visitors (90.7%) came to vacation, 3.7 percent came to visit friends or relatives, 2.1 percent came to honeymoon and 1.6 percent came for meetings, conventions and incentives.
- Maui had the largest share of condo-only visitors at 47.9 percent, followed by O'ahu (32.1%), the island of Hawai'i (15.3%) and Kaua'i (14.4%).

Timeshare-Only

The number of visitors who stayed exclusively in timeshare properties rose 4.3 percent compared to 2016. These 648,319 visitors stayed an average of 9.64 days in the islands (Table 44).

- Most of these visitors (94.8%) came to vacation, 2.5 percent came to visit friends or relatives and 2.1 percent came to honeymoon.
- Most were true independent travelers (91.4%) and 84.9 percent were repeat visitors to Hawai'i.
- O'ahu had a 36.3 percent share of timeshare-only visitors, followed by Maui with 34.4 percent, Kaua'i with 23.6 percent, and the island of Hawai'i with 18.5 percent.

Rental Home-Only

There were 531,880 visitors who stayed entirely in rental homes, which was a 12.3 percent increase from 2016. Their average length of stay was 10.07 days (Table 45).

- Seven out of ten were repeat visitors (68.3%) to the state. Most were true independent travelers (92.7%).
- The majority (86.3%) came to vacation, 6.7 percent came to visit friends or relatives and 2.1 percent came to honeymoon.
- O'ahu had largest percentage of rental home-only visitors (44.3%), followed by the island of Hawai'i (25.2%), Maui (22.3%) and Kaua'i (20.5%).

Bed & Breakfast-Only

The number of visitors who stayed exclusively in bed and breakfast properties rose 11.1 percent from 2016. These 36,198 visitors stayed an average of 9.02 days in 2017 (Table 45).

- More than half of them were repeat visitors (51.2%) to Hawai'i, and most (88.2%) were true independent travelers.
- Eight out of ten (80.5%) came to vacation, 7.9 percent came to visit friends or relatives and 6.1 percent came to honeymoon.
- O'ahu had the highest share of bed & breakfast-only visitors at 54 percent, followed by the island of Hawai'i with 30.0 percent, Maui with 26.1 percent and Kaua'i with 14.9 percent.

FIRST-TIME/REPEAT VISITORS

First-Time Visitors

There were 3,141,811 first-time visitors in 2017, which was an increase of 3.3 percent from the prior year. First-time visitors comprised 33.9 percent of total air visitors to the state. Their average length of stay was 8.37 days (Table 47).

- First-time visitors accounted for 19.1 percent of U.S. West, 41.9 percent of U.S. East, 34.9 percent of Japanese, and 34.9 percent of Canadian visitors in 2017. In contrast, first-timers comprised the

majority of visitors from the emerging markets: Other Asia (80.5%), Europe (71.2%), Latin America (68.7%) and Oceania (51.4%).

- Three out of four (73.8%) first-time visitors stayed in hotels, 11.0 percent stayed in condominiums, 5.7 percent stayed with friends or relatives, 5.4 percent stayed in rental homes and 4.2 percent stayed in timeshares.
- The majority of first-time visitors went to O‘ahu (74.1%), followed by Maui (28.3%), island of Hawai‘i (20.2%) and Kaua‘i (12.4%).
- Seven out of ten (73.2%) came to vacation, 13.4 percent came to honeymoon, 5.5 percent came for meetings, conventions and incentives and 4.6 percent came to see friends and relatives.
- First-time visitors from the top three markets (U.S. West, U.S. East and Japan) in 2017 spent more on a daily basis than those who have been to Hawai‘i before (Table 87).
- Japanese first-time visitors spent \$265 per person, compared to \$228 by repeat Japanese visitors.
- U.S. East first-time visitors spent \$216, while repeat visitors spent \$186.
- U.S. West first-time visitors spent \$183 versus \$169 for repeat visitors.

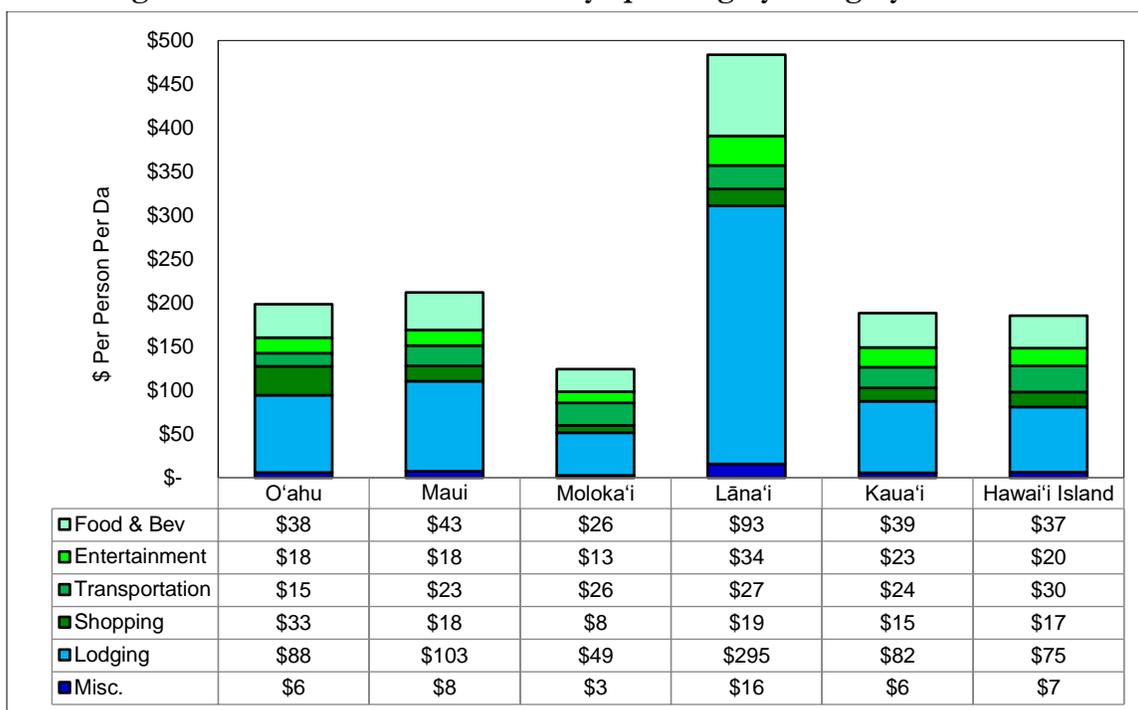
Repeat Visitors

In 2017, there were 6,135,802 repeat visitors to the islands, up 6.1 percent from a year ago. Repeat visitors accounted for 66.1 percent of air visitors to the state. Their average length of stay was 9.32 days (Table 48).

- The largest percentage of repeat visitors in 2017 continued to be from U.S. West (80.9%), followed by Japan (65.1%) and Canada (65.1%), then U.S. East (58.1%).
- Three out of four repeat visitors (76.1%) made their own travel arrangements.
- The average number of trips for a repeat visitor was 7.21 trips, similar to 2016.
- Over half (55.8%) of repeat visitors stayed in hotels, 19.9 percent stayed in condominiums, 11.5 percent stayed in timeshares, 10.4 percent stayed with friends or relatives and 5.9 percent stayed in rental homes.
- More than half (54.8%) of all repeat visitors in 2017 went to O‘ahu, 30.3 percent visited Maui, 18.4 percent went to the island of Hawai‘i and 14.5 percent went to Kaua‘i.
- The majority of repeat visitors (80.2%) came to vacation, 9.6 percent visited friends or relatives, and 4.9 percent came for meetings, conventions, and incentives.

AIR VISITORS BY ISLANDS

Figure 9. 2017 Visitor Personal Daily Spending by Category and Island

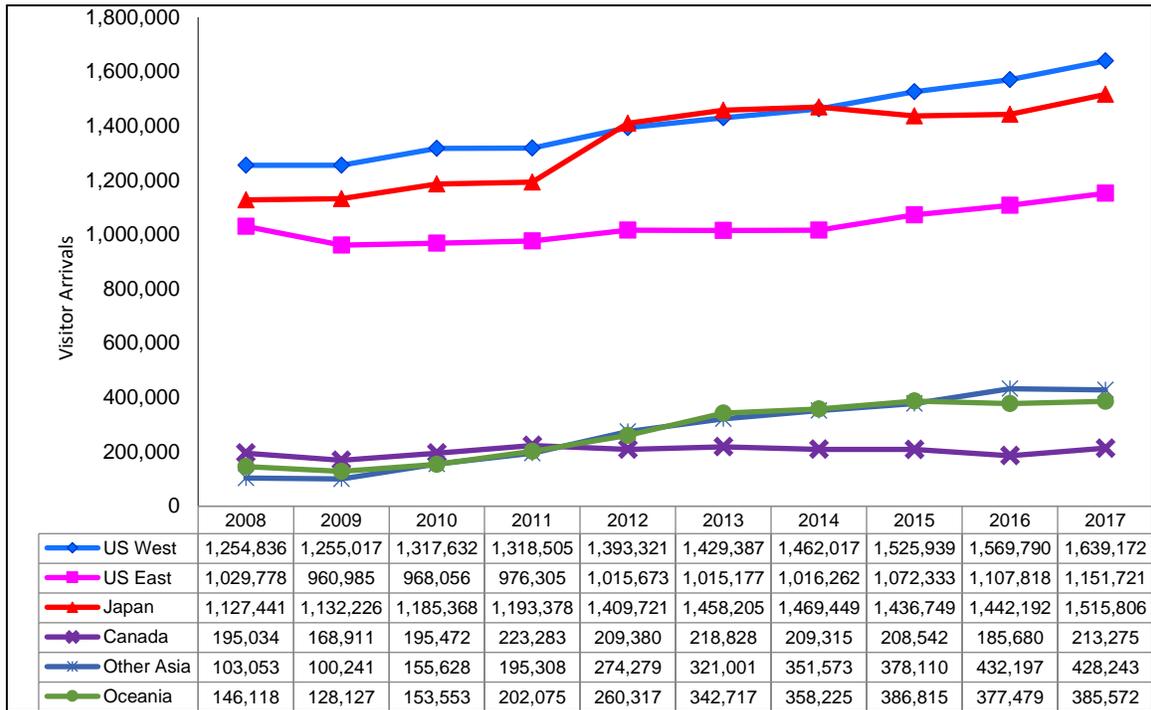


O'AHU

Of the \$16.64 billion in total spending by air visitors in 2017, \$7.61 billion were spent on O'ahu, an increase of 3.7 percent from the previous year. Arrivals by air to O'ahu rose 4.5 percent to 5,690,752 visitors and visitor days were up 3.8 percent from 2016. Daily spending on O'ahu (\$198 per person) was similar to last year (Tables 1 & 56).

- Lodging continued to be largest expense for visitors on all islands. O'ahu visitors' spending on lodging (\$88) was about the same as in 2016 (Figure 9, Table 85).
- Visitors to O'ahu continued to spend the most per day on shopping compared to the other islands. Their shopping expenditures of \$33 per person were up slightly from last year (\$32 per person).
- In 2017, the average daily census indicated that 105,141 visitors were on O'ahu on any given day, up 4.1 percent from the previous year (Table 6).
- The U.S. markets continued to have the most visitors to O'ahu. Arrivals from U.S. West grew 4.4 percent to 1,639,172 visitors, while U.S. East arrivals rose 4.0 percent to 1,151,721 visitors (Tables 67 & 68). There were more domestic visitors from Los Angeles (+3.7%), New York (+7.0%), Portland (+7%), San Jose (+8.3%) and Seattle (+6.8%) compared to 2016 (Table 51 and Table 52).
- Japanese arrivals to O'ahu increased 5.1 percent to 1,515,806 visitors (Figure 10, Tables 67 & 68)
- Arrivals from Canada were up 14.9 percent to 213,275 visitors.
- Oceania arrivals grew 2.1 percent to 385,572 visitors. There were more visitors from New Zealand (+12.3%) and about the same number of visitors from Australia (+0.2%) compared to last year.

**Figure 10. O‘ahu Visitor Arrivals by Selected MMA
2008 – 2017**



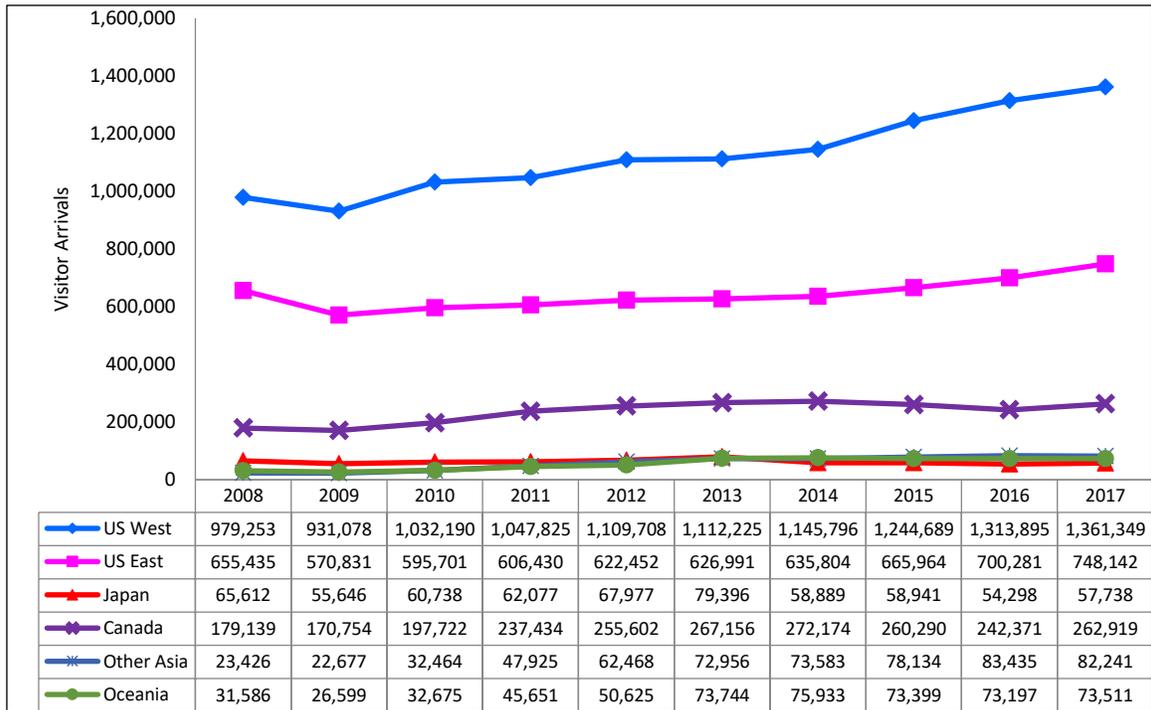
- Arrivals from Other Asia decreased slightly by 0.9 percent to 428,243 visitors. There were fewer visitors from China (-6.8% to 146,142) but more visitors from Korea (+1.6% to 256,510) and Taiwan (+12.6% to 18,130).
- Arrivals from Europe declined 1.4 percent to 101,678 visitors. Growth in arrivals from Germany (+3% to 28,850), Italy (+2.8% to 8,148) and Switzerland (+6.5% to 13,035) were offset by decreased arrivals from the United Kingdom (-8.3% to 35,222).
- The majority (73.5%) of O‘ahu visitors came to the state for a vacation, 8.9 percent came to visit friends or relatives, 7.7 percent came to honeymoon, and 5.2 percent came for meetings, conventions, and incentives.

MAUI

Spending by air visitors to Maui rose 3.4 percent to \$4.68 billion in 2017, boosted by growth in arrivals (+4.2% to 2,744,994 visitors) and visitor days (+3%). Daily spending on Maui (+0.5% to \$212 per person) was slightly higher compared to 2016 (Tables 1 & 58).

- Maui visitors’ daily lodging expenses dropped slightly to \$103 per person (Figure 9, Table 85).
- These visitors spent slightly more on transportation (\$23) and shopping (\$18) while their food and beverage (\$43) and entertainment and recreation (\$18) expenses were about the same as last year.
- Of those that visited Maui, six out of ten (63.6%) stayed exclusively there while the rest visited other islands as well (Table 58).
- The average daily census on Maui increased 3.3 percent to 60,506 visitors in 2017 (Table 6).

**Figure 11. Maui Visitor Arrivals by Selected MMA
2008 – 2017**



- Repeat visitors comprised 67.6 percent of Maui visitors in 2017, similar to the prior year.
- The majority of Maui visitors made their own travel arrangements (75.4%).
- The largest share of visitors to Maui in 2017 was from U.S. West (49.6%), followed by U.S. East (27.3%), Canada (9.6%), Other Asia (3.0%), Oceania (2.7%), Europe (2.2%) and Japan (2.1%) (Table 67).
- Arrivals from U.S. West and U.S. East increased 3.6 percent and 6.8 percent, respectively (Tables 67 & 68).
- There were more visitors from Japan (+6.3%) and Canada (+8.5%) compared to 2016.
- Arrivals from Other Asia to Maui decreased 1.4 percent, with more visitors from China (+9.5%) but fewer visitors from Korea (-7.5%) and Taiwan (-2.1%).
- Over half (56.1%) of visitors who went to Maui stayed in hotels while in the state, 27.3 percent stayed in condominiums, 11 percent stayed in timeshares, 7.3 percent stayed in rental homes and 6.2 percent stayed with friends or relatives (Table 58).
- The majority (84.9%) of Maui visitors came to the state for a vacation, 5.5 percent came to honeymoon, 5.2 percent came to visit friends or relatives, and 4.8 percent came for meetings, conventions, and incentives.

MOLOKA‘I²

Spending by air visitors to Moloka‘i grew 5.2 percent to \$34.6 million in 2017, largely due to higher daily spending (+7.8% to \$124 per person) than in the previous year. Visitor arrivals (-0.8% to 58,450 visitors) and visitor days (-2.4%) declined compared to 2016 (Tables 1 & 59).

²Small sample size for Lāna‘i and Moloka‘i resulted in broad estimates; use with discretion. Statistics may be used for year-to-year trends.

- Molokaʻi visitors in 2017 spent more on lodging (\$49), transportation (\$26), food and beverages (\$26), entertainment and recreation (\$13) and shopping (\$8) than a year ago (Figure 9, Table 85).
- Most of those who visited Molokaʻi also went to other islands, while only 12.7 percent stayed exclusively on Molokaʻi.
- The average daily census showed 763 visitors (-2.1%) per day in 2017 (Table 6).
- U.S. West (38.6%) and U.S. East (25.9%) continued to be the two largest visitor markets to Molokaʻi (Table 67).
- The majority of those who went to Molokaʻi in 2017 were repeat visitors (61.5%) to the state.
- Seven out of ten visitors (71.1%) to Molokaʻi were independent travelers. Some purchased package trips (26.6%) and group tours (6.3%).

LĀNAʻI²

Visitor spending on Lānaʻi rose 15.4 percent to \$105.8 million in 2017, boosted by increased daily spending (+16.7% to \$484 per person) which remained the highest among the islands. Arrivals rose 2.1 percent to 64,357 visitors. However, a shorter averaged length of stay (-3.1% to 3.40 days) resulted in a 1.1 percent drop in visitor days (Tables 1 & 60).

Lānaʻi visitors in 2017 continued to spend the most on lodging at \$295 per person, up sharply from \$256 per person in 2016.

- Food and beverage (\$93), entertainment and recreation (\$34), transportation (\$27) and shopping (\$19) expenses also increased (Figure 9, Table 85).
- Only 14.8 percent of these visitors spent their entire time on Lānaʻi while the majority visited other islands.
- The average daily census showed 599 visitors (-0.8%) on Lānaʻi on any given day in 2017 (Table 6).
- The largest group of visitors to Lānaʻi were from U.S. West (38.1%), followed by U.S. East (30.9%), Canada (7.4%) (Table 67).
- More repeat visitors (63.5%) than first-timers (36.5%) went to Lānaʻi.

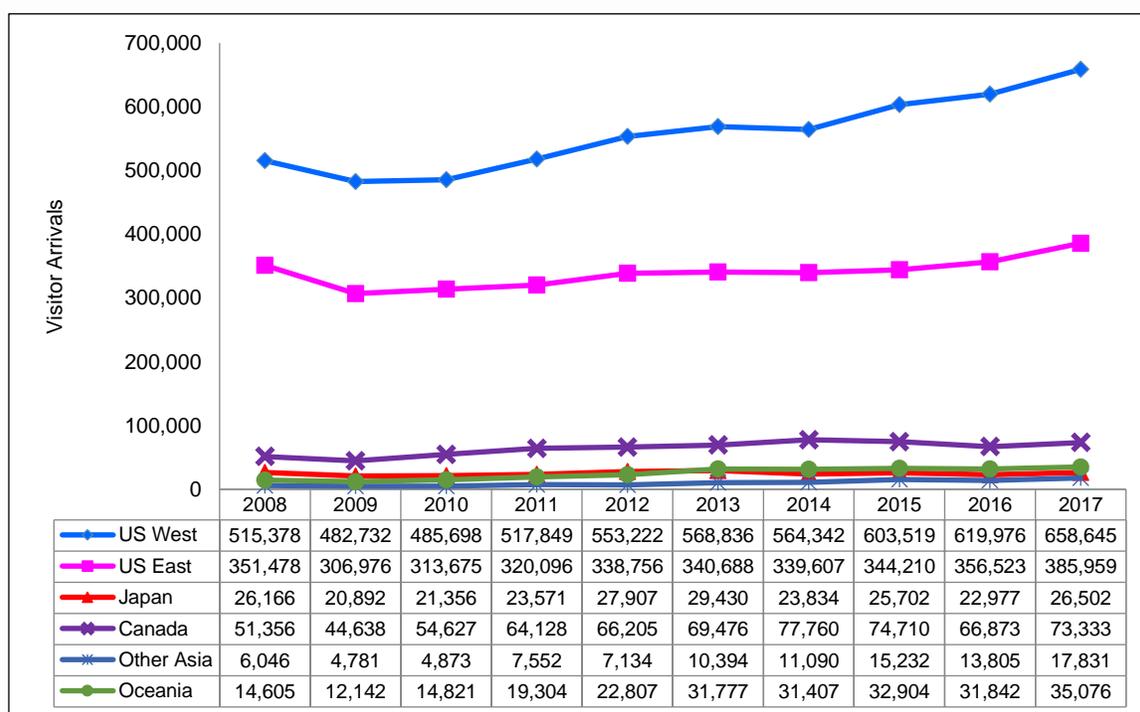
KAUAʻI

Spending by air visitor to Kauaʻi rose 8.5 percent to \$1.81 billion in 2017. Arrivals grew 7.8 percent to 1,279,968 visitors and visitor days increased 5.8 percent from 2016. Daily spending (\$188 per person) was also higher compared to last year (\$184 per person) (Tables 1 & 61).

- Kauaʻi visitors in 2017 spent more on lodging (\$82), transportation (\$24) and entertainment and recreation (\$23), while food and beverages (\$39) and shopping expenses (\$15) were similar to a year ago (Figure 9, Table 85).
- Over half (53.7%) of these visitors stayed on Kauaʻi exclusively.
- The average daily census increased 6.1 percent to 26,364 visitors per day (Table 6).
- U.S. West (51.5%) continued to have the largest share of visitors to Kauaʻi, followed by U.S. East (30.2%), Canada (5.7%), Oceania (2.7%), Europe (2.6%), Japan (2.1%) and Other Asia (1.4%) (Tables 67 & 68).
- Among the top four visitor markets, U.S. West (+6.2%), U.S. East (+8.3%), Japan (+15.3%) and Canada (+9.7%) all recorded growth in arrivals to Kauaʻi compared to 2016.
- There were also more visitors from Other Asia (+29.2%), Oceania (+10.2%) and Europe (+6.8%).
- Repeat visitors comprised 69.6 percent of Kauaʻi visitors in 2017.

- The majority of visitors who went to Kauaʻi were independent travelers (78.7%).
- Over half (52.9%) of those who visited Kauaʻi stayed in hotels while in the state. Some stayed in condominiums (20.4%), timeshares (16.5%), and rental homes (13.7%).
- Most of the visitors were in the state for a vacation (85.5%), six percent visited friends or relatives, 5.8 percent honeymooned, and 3.6 percent came for meetings, conventions, and incentives.

Figure 12. Kauaʻi Visitor Arrivals by Selected MMA
2008 – 2017

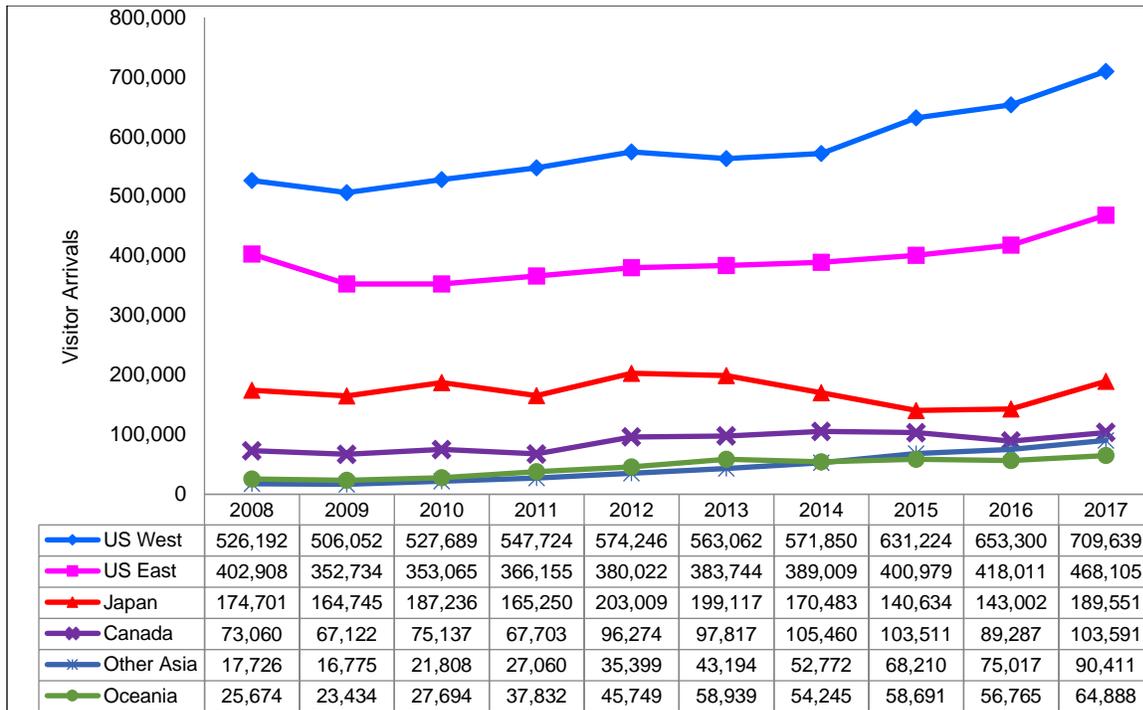


THE ISLAND OF HAWAIʻI

Spending by air visitors on the island of Hawaiʻi gained 14.3 percent to \$2.39 billion in 2017. Arrivals rose 13.6 percent to 1,761,489 visitors, and visitor days were up 10.9 percent from 2016, supported by increases in direct air service from the U.S. and Japan markets. Daily spending (\$185 per person) was also higher compared to last year (\$180 per person) (Tables 1 & 62).

- These visitors spent more on food and beverage (\$37), entertainment and recreation (\$20), and shopping (\$17), but they spent less on transportation (\$30) compared to 2016. Their lodging expenses (\$75) were similar to last year (Figure 9, Table 85).
- About half (47.9%) of these visitors spent their time exclusively on the island of Hawaiʻi.
- The average daily census rose 11.2 percent to 35,412 visitors present on any given day (Table 6).
- The largest group of visitors to the island of Hawaiʻi continued to be from U.S. West (40.3%), followed by U.S. East (26.6%), Japan (10.8%), Canada (5.9%), Other Asia (5.1%), Oceania (3.7%) and Europe (3%) (Tables 67 and 68).
- Among the top four visitor markets, arrivals from U.S. West (+8.6%), U.S. East (+12.0%), Japan (+32.6%) and Canada (+16.0%) increased compared to 2016.
- Among the emerging markets, there were more visitors from Korea (+35.6%), China (+16.2%), Australia (+13.7%), New Zealand (+18.1%) and Europe (+7.8%), but arrivals from Taiwan (-11.6%) declined.

**Figure 13. Island of Hawai'i Visitor Arrivals by Selected MMA
2008 – 2017**



- Of the visitors to island of Hawai'i in 2017, 64.0 percent have been to the state before while 36.0 percent were first-time visitors.
- The majority of the visitors to island of Hawai'i made their own travel arrangements (73.0%). Some visitors came on package trips (25.5%) and purchased group tours (5.8%).
- Six out of ten (59.3%) visitors to the island of Hawai'i stayed in hotels while in the state. Some visitors stayed in condominiums (17.3%), rental homes (13.1%), timeshares (9.9%) and with friends or relatives (9.9%).
- The majority (82.4%) of the visitors came to the state for a vacation, 8.1 percent came to visit friends or relatives, 5.2 percent for meetings, conventions and incentives and 4.8 percent to honeymoon.

Island of Hawai'i (Hilo Side)

Arrivals by air to Hilo climbed 18.8 percent to 654,170 visitors in 2017 (Table 63).

- The average daily census showed 7,329 visitors present, up 16.2 percent from 2016.
- U.S. West (32.3%) continued to be the largest group of visitors to Hilo, followed by U.S. East (30.2%), Japan (8.9%), Other Asia (7.1%), Oceania (6%), Canada (5.5%) and Europe (4.2%) (Table 67 & 68).
- More than half (54.3%) were repeat visitors to the state and 70.2 percent were true independent travelers. Only 7.5 percent purchased group tours while 28 percent purchased package trips.
- Two out of three visitors to Hilo stayed in hotels (64.2%), 15.4 percent stayed on cruise ships, 15.1 percent stayed in rental homes, 13.5 percent stayed in condominiums, 9.8 percent stayed with friends or relatives, and 5.6 percent stayed in timeshares while in the state.

Island of Hawai'i (Kona Side)

Arrivals by air to Kona increased 13.6 percent to 1,506,778 visitors (Table 64).

- The average daily census rose 10.0 percent to 28,084 visitors in 2017.
- A breakdown by visitor markets to Kona showed 41.8 percent from U.S. West, 26.3 percent from U.S. East, 10.2 percent from Japan, 6.2 percent from Canada, 4.6 percent from Other Asia and 3.5 percent from Oceania (Table 67).
- Two out of three visitors (65.3%) to Kona in 2017 have been to the state before.
- Most visitors made their own travel arrangements (73.5%). One in four visitors (25.1%) came on package trips and 5.4% purchased group tours.
- Six out of ten visitors to Kona stayed in hotels (58.6%), 18.4 percent stayed in condominiums, 12.9 percent stayed in rental homes, 10.8 percent stayed in timeshares, 8.9 percent stayed with friends or relatives, and 6.8 percent stayed on cruise ships while in the state.
- Six out of ten visitors to Kona stayed in hotels, 18.4 percent stayed in condominiums, 12.9 percent stayed in rental homes, 10.8 percent stayed in timeshares, 8.9 percent stayed with friends or relatives, and 6.8 percent stayed on cruise ships while in the state.

SEASONALITY BY ISLAND

The average daily census statewide indicated that there were 228,785 visitors on any given day in 2017, which was an increase of 5.1 percent from a year ago. Average daily census showed growth on the island of Hawai'i (+11.2%), Kaua'i (+6.1%), O'ahu (+4.1%) and Maui (+3.3%) but decreases on Moloka'i (-2.1%) and Lāna'i (-0.8%). In 2017, the busiest month statewide was December with 266,216 visitors per day. However, peak months varied by island (Tables 6, 7, & 50).

- **O'ahu:** In 2017, July was the busiest month on O'ahu with 122,965 visitors daily, followed by December (117,263 visitors daily) and June (115,332 visitors daily).
- **Maui:** The most popular months on Maui in 2017 were December (72,217 visitors daily), January (66,657 visitors daily) and July (65,891 visitors daily).
- **Island of Hawai'i:** December (45,146 visitors daily) was the busiest month on the island of Hawai'i in 2017, followed by January (42,674 visitors daily) and July (39,969 visitors daily).
- **Kaua'i:** The busiest month for visitors to Kaua'i in 2017 was July (31,026 visitors daily), followed by June (30,592 visitors daily) and December (29,626 visitors daily).
- **Lāna'i:** December was the heaviest traffic on Lāna'i with 948 visitors daily, followed by March (677 visitors) and June (662 visitors).
- **Moloka'i:** January (1,310 visitors daily) was the peak month on Moloka'i followed by December (1,017 visitors daily) and February (942 visitors daily).

CRUISE VISITORS

Spending from visitors who came by cruise ships in 2017 rose 17.1 percent to \$46.4 million. More tours from out-of-state cruise ships compared to 2016 resulted in a 12.7 percent growth in arrivals to 126,733 visitors³. Daily spending by these visitors (\$83 per person from \$71 per person) also increased compared to last year (Tables 1, 89 and 90).

Another 129,113 visitors (+12.8%) flew to the state and boarded cruise ships in Hawai'i after their arrival. In all, there were 255,846 total cruise visitors in 2017, up 12.7 percent from last year (Table 89).

Total spending by all cruise visitors (those who arrived by cruise ships and those who arrived by air to board cruise ships) grew 18.4 percent to \$463.7 million in 2017 (Table 91). Spending by cruise visitors from U.S. East (+19.2% to \$249.7 million), U.S. West (+4.8% to \$71.7 million), and Canada (+3.5% to \$38.8 million) increased compared to 2016.

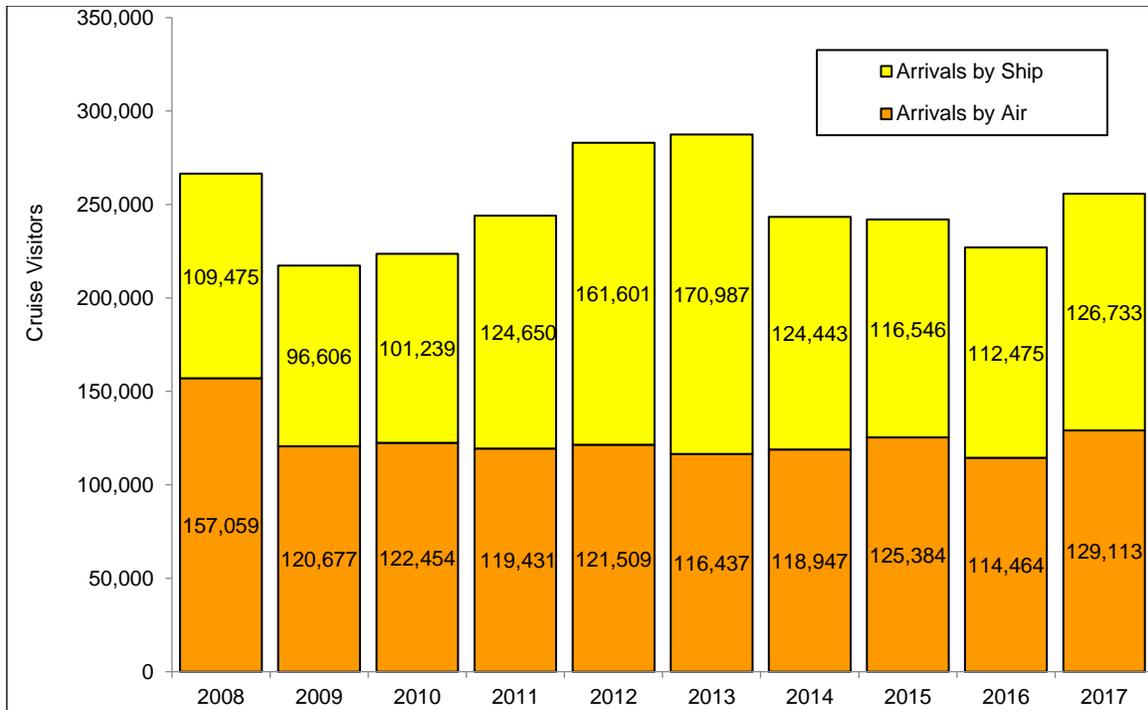
Cruise Visitor Characteristics

There were 258,473 total cruise passengers in 2017. Most of whom were visitors (99% or 255,846) while one percent or 2,627 were Hawai'i residents.

- By the nature of the cruise routes, most passengers went to the four largest islands. Nearly all (99.8%) of the cruise passengers visited O'ahu, 93.8 percent visited the island of Hawai'i, 92.6 percent visited Maui, and 83.9 percent visited Kaua'i. In addition to their cruise itinerary, 4,685 passengers visited Lāna'i and 3,173 visited Moloka'i.

³ Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

Figure 14: Cruise Visitors to Hawai'i: 2008 – 2017



- In terms of cruise visitors, the largest group was from U.S. East (40.6% of total cruise visitors), followed by visitors from U.S. West (26.6%), Oceania (12.9%), Canada (8.6%), Europe (3.7%) and other markets (7.6%).
- Over half (55.4%) of all cruise visitors have been to the islands before while 44.6 percent came for the first time. There were more first-timers among European (79.3%), U.S. East (53.3%) and Oceania (51.6%) cruise visitors. In contrast, repeat visitors comprised a larger percentage of cruise visitors from U.S. West (81%) and Canada (50.9%).
- Most (86.5%) of the visitors in 2017 cruised the islands for leisure, 8.9 percent visited friends or relatives and 2.1 percent were on their honeymoon.

Length of Stay and Type of Accommodation

The average length of stay by all cruise visitors in 2016 was 7.63 days compared to 7.93 days in 2016. Cruise visitors in 2017 spent an average of 5.40 days aboard ship touring the islands and 0.95 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 1.29 days in Hawai'i before their cruise.

- Cruise visitors from Oceania in 2017 spent the most time in the islands at 8.88 days, down from 8.69 days in 2016. Their average length of cruise in 2017 was 5.52 days and these visitors also spent 1.80 days on shore after their cruise was over.
- The average length of stay by U.S. East visitors was 8.32 days, compared to 8.64 days in 2016. In 2017, these visitors spent 5.90 days on ship and .80 days were spent post-cruise.
- The average length of stay by Canadian visitors decreased to 7.41 days, from 7.81 days in 2016. In 2017, these visitors spent 5.21 days on ship and 0.91 days were spent after cruise.
- European cruise visitors stayed 6.66 days in 2017 (7.37 days in 2016). They spent 4.96 days on ship and 0.62 of a day in Hawai'i post cruise.

- Cruise visitors from U.S. West in 2017 stayed an average 6.31 days (6.90 in 2016), the shortest among the visitor groups. Their average length of cruise was 4.74 days and these visitors also spent 0.82 days on shore post cruise.
- Over half (54.5%) of the cruise visitors in 2017 stayed in hotels in addition to their cruise stay.
- Other lodging used by cruise visitors included timeshares (4.2%), condominiums (3.9%) and staying with friends or relatives (1.8%).

Daily Spending

Cruise visitors in 2017 spent an average of \$237 per person per day statewide, compared to \$218 in 2016. This amount included on shore spending by visitors from all cruise ships, as well as spending on ship for visitors on the U.S. flagged Hawai'i home-ported ship which was considered as a Hawai'i business (Table 92).

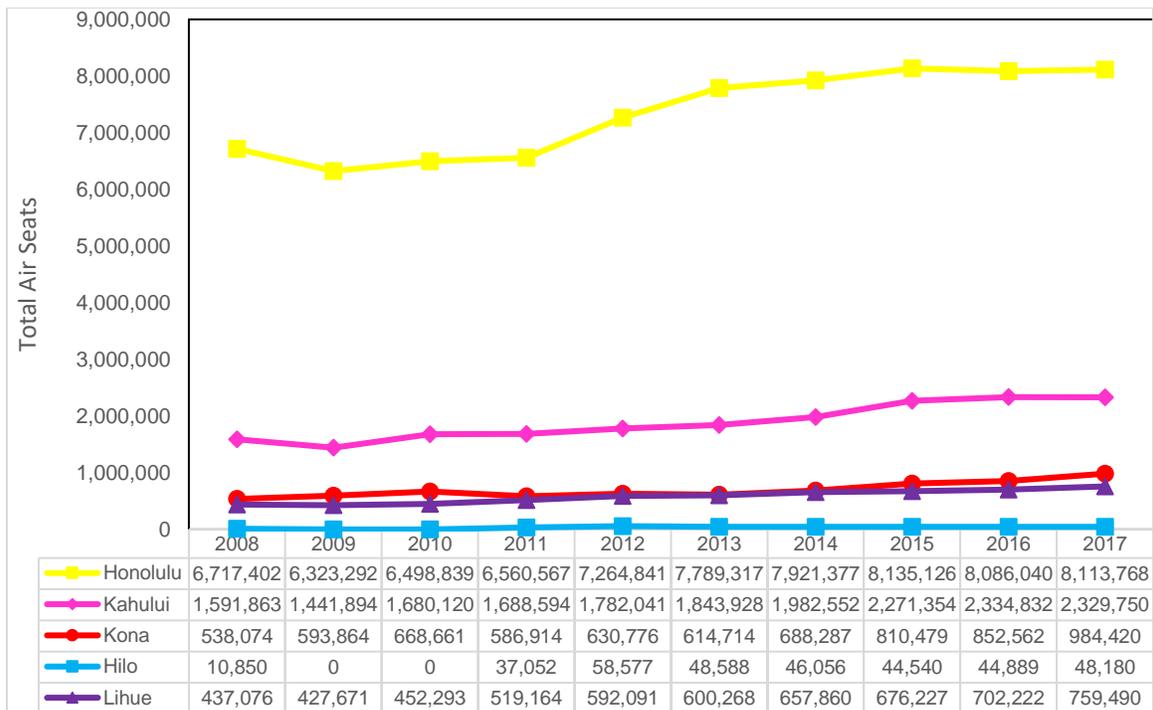
- The statewide figure of \$237 also included \$145 in visitor spending that was spent on board U.S. flagged Hawai'i home-ported ship or which cruise package expenditures could not be allocated to a specific expenditure category.
- Spending by cruise visitors on O'ahu was the highest among the four major islands at \$134, up from \$118 in 2016.
- Daily cruise visitor spending on Maui (\$76) increased from last year (\$71).
- Daily cruise visitor spending on the island of Hawai'i rose slightly to \$68 from \$67.
- Daily cruise visitor spending on Kaua'i (\$64) was also higher compared to 2016 (\$61).

TOTAL AIR SEATS OPERATED TO HAWAI'I

In 2017, total trans-Pacific air capacity to the Hawaiian Islands increased (+1.8%) to a record 12,235,608 seats. Growth in scheduled seats (+1.9% to 12,150,539), offset fewer charter seats (-9% to 85,069) compared to 2016 (Table 93).

- Scheduled air seats increased from U.S. East (+9.2%), Japan (+8.3%) and Other Asia (+0.7%) but declined from Oceania (-6.1%). The number of scheduled seats from U.S. West and Canada were similar to the previous year.
- Seat capacity to Kona rose significantly in 2017 compared to a year ago (+15.5%), boosted by the launch of direct service from Tokyo's Haneda Airport (started December 2016, +43,056 seats) and Narita Airport (started September 2017, +21,492 seats). Additionally, there was increased service from Dallas (+23,826 seats), Denver (+10,816), Los Angeles (+15,667) and Seattle (+16,162), which offset fewer seats from Oakland (-10,346).
- Air capacity to Lihu'e (+8.2%) and Hilo (+7.3%) increased in 2017 compared to 2016, with added flights from Los Angeles. Total air seats to Honolulu (+0.3%) and Kahului (-0.2%) were flat compared to 2016.

**Figure 15. Air Seats Operated to Hawai'i by Island
2008-2017**



HOTEL OCCUPANCY AND ROOM RATE⁴

Hotels in the Hawaiian Islands ended 2017 with a record \$212 in revenue per available room (RevPAR), an increase of 5.4 percent compared to 2016. Maui County (+8.9%), Island of Hawai'i (+11.7%), and Kaua'i (+8.6%) reported strong RevPAR increases supported by growth in both occupancy and average daily rate (ADR), while O'ahu RevPAR was driven by higher ADR. 2017 O'ahu occupancy was softer than last year (-0.7 percentage points).

Statewide hotels ADR rose by 4.2 percent to \$264 in 2017, also a record high. 2017 marks the sixth year of ADR growth for Hawai'i's hotels, with increases from all four larger islands. Maui's room rate remained the highest at \$353.04 (+7.1%). Room rates on Kaua'i at \$263.97 (+4.3%) was second highest, followed by the island of Hawai'i at \$249.26 (+3.1%). O'ahu's room rate remained the lowest at \$233.11 (+2.5%).

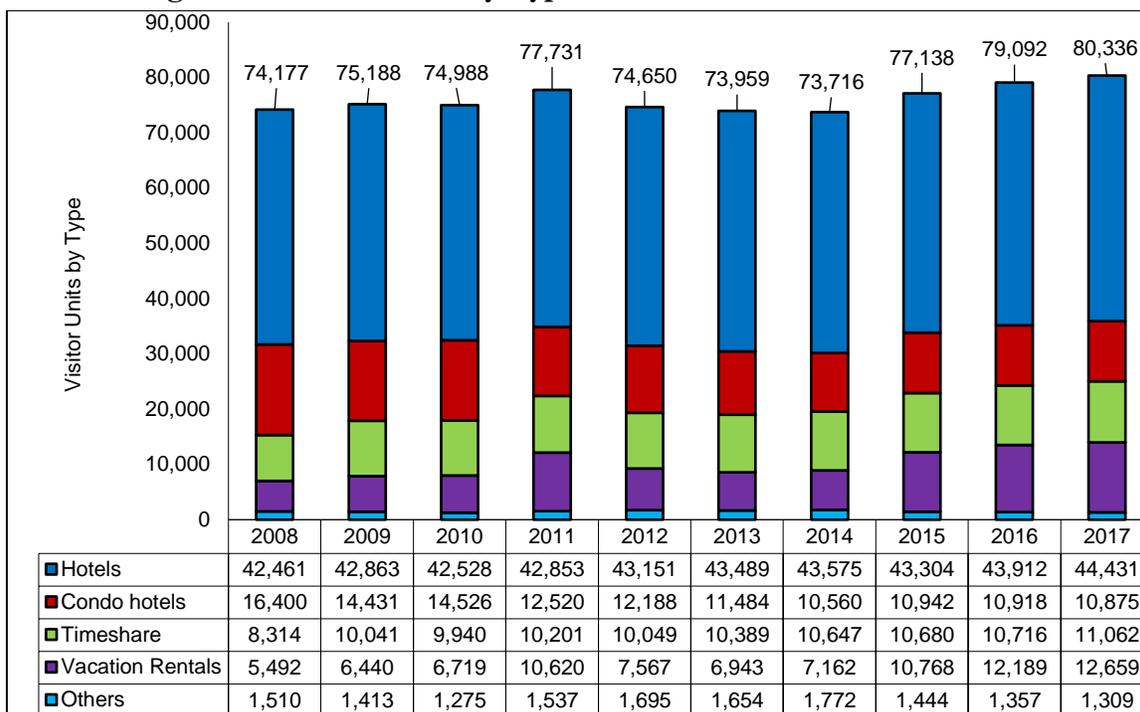
Hotel occupancy grew 0.9 percentage points over 2016 to 80.0 percent. Occupancy rates on O'ahu (-0.7 points to 83.3%) dropped slightly, while occupancy rates on Maui (+1.2 points to 77.1%), Kaua'i (+3 points to 75.7%) and the island of Hawai'i (+5.7 points to 74.4%) were higher compared to 2016 (Tables 96 to 100).

⁴ Hotel performance statistics are posted on the HTA website:
www.hawaii-tourism-authority.org/research/infrastructure-research/

VISITOR PLANT INVENTORY

From HTA’s 2017 Visitor Plant Inventory report (VPI)⁵, there were 80,336 lodging units available for short-term rental by Hawai’i visitors, which represented an increase of 1.6 percent (+1,244 units) compared to 2016. Most of the gains were in and hotel (+519), vacation rental (+470) and timeshare (+346) units (Tables 101 to 104).

Figure 16. Visitor Units by Type of Accommodations: 2008 – 2017



The majority of the lodging supply in the State was comprised of hotel units (55.3%). In 2017, the number of hotel units rose 1.2 percent to 44,431, due to new hotels opening and hotel properties reopening after renovation or redevelopment. Over sixty percent of all hotel rooms were located on O’ahu (27,102).

Vacation rental increased 3.9 percent over 2016 to 12,659 units and accounted for 15.8 percent of all lodging units in 2017. Vacation rental include condominium units, houses, villas, cottages, and private and shared rooms.

There were 11,062 timeshare units (+3.2%) in 2017, representing 13.8 percent of the State’s lodging units. The majority of Hawai’i’s timeshare supply is located on Maui and O’ahu. Both islands have nearly a third of the state’s total timeshare units (30.5% and 30.1% share, respectively).

Condo hotels were the fourth largest property type in 2017 (13.5%) with 10,875 visitor units. Condo hotels consist of individually deeded condominium units but provide hotel-like services such as a front desk and often daily housekeeping service. The overall number of condo hotel units decreased slightly (-0.4%). Most of the State’s condo hotel supply was located on Maui (4,402 units) and O’ahu (4,246 units).

⁵ The 2017 Visitor Plant Inventory is posted on the HTA website: www.hawaiiitourismauthority.org/research/visitor-plant-inventory

VISITOR SATISFACTION

Visitor satisfaction levels are an important indicator of visitor industry performance, providing feedback on how well services are delivered and how well those services fulfill visitors' expectations. High satisfaction encourages return trips to Hawai'i and results in a higher likelihood to recommend Hawai'i as a vacation destination. This section examined the first four questions from the 2017 Visitor Satisfaction and Activity survey (VSAT).

Overall Ratings of Most Recent Vacation to Hawai'i

The majority of respondents in 2017 continued to give high marks for their overall experience in Hawai'i.

- In 2017, 88.9 percent of U.S. West respondents gave “excellent”⁶ rating to their overall trip to the islands, consistent with a year ago (88.2%).
- Excellent ratings by respondents from U.S. East (91.6%), Japan (79.3%), Canada (88.6%), Europe (88.6%) and Oceania (+0.2%) were similar to last year.
- Excellent ratings by Chinese respondents improved 5.3 points to 81.8 percent in 2017.
- Three out of four Korean (74.9%) respondents in 2017 gave excellent ratings to their trip to Hawai'i compared to 77.7 percent last year.

Meeting Visitors' Expectations

Visitors' evaluation of their trip is influenced not only by the nature of the service they receive, but also by their needs, motivations, and interests. Overall, Hawai'i's ability to exceed expectations remained quite strong. In 2017, very few respondents from U.S. East (2.1%), Japan (2.3%), U.S. West (2.5%), Canada (2.7%), Europe (2.8%), Oceania (4.7%), China (4.7%) and Korea (6.7%) said that Hawai'i “did not meet” their expectations.

- In 2017, more than half of the respondents from U.S. East (52.7%), Europe (51.4%) and Korea (51.1%) and felt their trip exceeded their expectations.
- Four out of ten respondents from U.S. West (43.3%), Canada (42.3%), Japan (41.9%) and Oceania (37.9%) said Hawai'i exceeded their expectations.
- Chinese visitors were more critical about Hawai'i than other visitor groups. Only 23.7 percent of the respondents felt that Hawai'i “exceeded” their expectations while 71.6 percent said the trip “met” their expectations.

⁶ Excellent ratings are the sum of responses for ratings of seven and eight on an eight-point scale.

Visitor satisfaction results presented in this section are based on preliminary 2017 data.

The full Visitor Satisfaction Report with final 2017 statistics will be posted on the HTA website in November 2018 at: www.hawaiiitourismauthority.org/research/visitor-satisfaction-and-activity/

Likelihood to Recommend Hawai'i

Highly satisfied visitors are more likely to recommend their vacation destination to their friends and family. The majority of visitors surveyed in 2017 said they would very likely recommend Hawai'i to others.

- Nine out of ten U.S. East (89.3%), U.S. West (88.9%) and Canadian (88.6%) respondents in 2017 would very likely recommend Hawai'i. These ratings have been relatively consistent over the last six years.
- Slightly above 80 percent of respondents from Europe (83.2%) and Oceania (80.1%) would very likely recommend Hawai'i. Their ratings in 2017 were similar to year ago.
- Japanese visitors' ratings have been hovering near 80 percent. Ratings in 2017 (76.1%) were similar to last year.
- In 2017, 80 percent of Chinese respondents would very likely recommend Hawai'i to their friends and relatives, up from 65.9 percent in 2016.
- Ratings from Korean respondents (77.3%) were lower than last year (83.2%).

Likelihood to Revisit Hawai'i

Each visitor's decision to return to Hawai'i is influenced by a variety of factors: positive experiences during their most recent trips, a desire for new experiences, amount of time available, financial considerations, and other commitments. Likelihood to revisit Hawai'i is an indicator of future demand and changes in desires. The percentage likely to return was closely correlated to distance from Hawai'i.

- U.S. West respondents continued to show the highest overall willingness to revisit Hawai'i in the next five years. However, their ratings of 74.2 percent were down from 79.3 percent in 2016.
- Ratings by respondents from Canada (65.2%), U.S. East (57.8%), Oceania (56.9%), Japan (56%) were similar to 2016.
- With the long distance and no direct flights to Hawai'i, European visitors continued to show the lowest percentage of likelihood to return (44.2%), consistent with last year (45%).
- Ratings from Chinese respondents improved 10.7 points to 63 percent.
- Seven out of ten Korean respondents (72.6%) in 2017 said that they would very likely revisit Hawai'i in the next five years, down from 79.7 percent in 2016.

ANNUAL VISITOR RESEARCH REPORT
TABLES

**Table 1. Summary of Visitor Statistics
2017 vs. 2016**

TOTAL EXPENDITURES (\$mil.)	2017	2016	(%) Change
TOTAL EXPENDITURES (\$mil.)	16,809.4	15,911.2	5.6
Visitor expenditure by air	16,637.8	15,753.5	5.6
Visitor expenditure by cruise ships	46.4	39.6	17.1
Supplemental business (all MMAs)	125.1	118.1	5.9

MMA (Air & Ship)	2017	2016	(%) Change
TOTAL EXPENDITURES (\$mil.)	16,684.2	15,793.1	5.6
Visitor arrivals by air	16,637.8	15,753.5	5.6
U.S. West	6,080.7	5,634.1	7.9
U.S. East	4,225.0	3,889.4	8.6
Japan	2,262.5	2,095.9	7.9
Canada	1,037.7	954.9	8.7
Europe	329.8	353.4	-6.7
Oceania	1,027.4	1,070.4	-4.0
Other Asia	930.3	1,073.6	-13.3
Latin America	73.2	56.5	29.5
Other	671.2	625.1	7.4
Visitor arrivals by cruise ships	46.4	39.6	17.1
TOTAL VISITOR DAYS	84,065,784	80,225,407	4.8
Visitor arrivals by air	83,506,498	79,669,135	4.8
U.S. West	34,854,624	33,552,091	3.9
U.S. East	20,144,049	19,283,520	4.5
Japan	9,447,795	8,722,235	8.3
Canada	6,468,689	5,926,189	9.2
Europe	1,825,032	1,860,887	-1.9
Oceania	3,818,800	3,736,542	2.2
Other Asia	3,267,862	3,151,235	3.7
Latin America	280,363	302,638	-7.4
Other	3,399,285	3,133,799	8.5
Visitor arrivals by cruise ships	559,285	556,271	0.5
VISITOR ARRIVALS	9,404,346	8,934,277	5.3
Visitor arrivals by air	9,277,613	8,821,802	5.2
U.S. West	3,843,780	3,664,150	4.9
U.S. East	1,998,788	1,892,768	5.6
Japan	1,587,781	1,487,979	6.7
Canada	520,062	469,314	10.8
Europe	139,771	143,922	-2.9
Oceania	395,362	390,364	1.3
Other Asia	440,319	448,414	-1.8
Latin America	24,998	26,075	-4.1
Other	326,751	298,817	9.3
Visitor arrivals by cruise ships	126,733	112,475	12.7

Note: Sums may not add up to total due to rounding.

Table 1: Summary of Visitor Statistics (continued)

MMA (Air & Ship)	2017	2016	(%) Change
AVERAGE LENGTH OF STAY (days)	8.94	8.98	-0.5
Visitor arrivals of stay by air	9.00	9.03	-0.3
U.S. West	9.07	9.16	-1.0
U.S. East	10.08	10.19	-1.1
Japan	5.95	5.86	1.5
Canada	12.44	12.63	-1.5
Europe	13.06	12.93	1.0
Oceania	9.66	9.57	0.9
Other Asia	7.42	7.03	5.6
Latin America	11.22	11.61	-3.4
Other	10.40	10.49	-0.8
Visitor arrivals of stay by cruise ships	4.41	4.95	-10.8
PER PERSON PER DAY SPENDING (\$)	198.5	196.9	0.8
Visitor arrivals by air	199.2	197.7	0.8
U.S. West	174.5	167.9	3.9
U.S. East	209.7	201.7	4.0
Japan	239.5	240.3	-0.3
Canada	160.4	161.1	-0.4
Europe	180.7	189.9	-4.8
Oceania	269.0	286.5	-6.1
Other Asia	284.7	340.7	-16.4
Latin America	261.0	186.7	39.8
Other	197.4	199.5	-1.0
Visitor arrivals by cruise ships	83.0	71.2	16.5
PER PERSON PER TRIP SPENDING (\$)	1,774.1	1,767.7	0.4
Visitor arrivals by air	1,793.3	1,785.7	0.4
U.S. West	1,582.0	1,537.6	2.9
U.S. East	2,113.8	2,054.9	2.9
Japan	1,424.9	1,408.6	1.2
Canada	1,995.4	2,034.7	-1.9
Europe	2,359.7	2,455.6	-3.9
Oceania	2,598.7	2,742.0	-5.2
Other Asia	2,112.9	2,394.2	-11.8
Latin America	2,927.6	2,167.1	35.1
Other	2,054.1	2,092.1	-1.8
Visitor arrivals by cruise ships	366.1	352.4	3.9

Table 1: Summary of Visitor Statistics (continued)

ISLAND (Air & Ship)	2017	2016	(%) Change
TOTAL EXPENDITURES (\$mil, AIR + SHIP)	16,684.2	15,793.1	5.6
Total by air	16,637.8	15,753.5	5.6
O'ahu	7,611.6	7,340.3	3.7
Maui	4,679.2	4,523.4	3.4
Moloka'i	34.6	32.9	5.2
Lāna'i	105.8	91.7	15.4
Kaua'i	1,812.8	1,671.4	8.5
Hawai'i Island	2,393.9	2,093.8	14.3
Visitor arrivals by cruise ships	46.4	39.6	17.1
TOTAL VISITOR DAYS	84,065,784	80,225,407	4.8
Total by air	83,506,498	79,669,135	4.8
O'ahu	38,376,361	36,968,064	3.8
Maui	22,084,752	21,447,140	3.0
Moloka'i	278,372	285,221	-2.4
Lāna'i	218,775	221,145	-1.1
Kaua'i	9,622,709	9,092,351	5.8
Hawai'i Island	12,925,530	11,655,215	10.9
Visitor arrivals by cruise ships	559,285	556,271	0.5
VISITOR ARRIVALS	9,404,346	8,934,277	5.3
Total by air	9,277,613	8,821,802	5.2
O'ahu	5,690,752	5,447,229	4.5
Maui	2,744,994	2,634,237	4.2
Moloka'i	58,450	58,932	-0.8
Lāna'i	64,357	63,024	2.1
Kaua'i	1,279,968	1,187,269	7.8
Hawai'i Island	1,761,489	1,549,943	13.6
Visitor arrivals by cruise ships	126,733	112,475	12.7
AVERAGE LENGTH OF STAY	8.94	8.98	-0.5
Total by air	9.00	9.03	-0.3
O'ahu	6.74	6.79	-0.6
Maui	8.05	8.14	-1.2
Moloka'i	4.76	4.84	-1.6
Lāna'i	3.40	3.51	-3.1
Kaua'i	7.52	7.66	-1.8
Hawai'i Island	7.34	7.52	-2.4
Visitor arrivals by cruise ships	4.41	4.95	-10.8
PER PERSON PER DAY SPENDING (\$)	198.5	196.9	0.8
Total by air	199.2	197.7	0.8
O'ahu	198.3	198.6	-0.1
Maui	211.9	210.9	0.5
Moloka'i	124.2	115.2	7.8
Lāna'i	483.8	414.6	16.7
Kaua'i	188.4	183.8	2.5
Hawai'i Island	185.2	179.6	3.1
Visitor arrivals by cruise ships	83.0	71.2	16.5
PER PERSON PER TRIP SPENDING (\$)	1,774.1	1,767.7	0.4
Total by air	1,793.3	1,785.7	0.4
O'ahu	1,337.5	1,347.5	-0.7
Maui	1,704.6	1,717.2	-0.7
Moloka'i	591.6	557.8	6.1
Lāna'i	1,644.5	1,454.8	13.0
Kaua'i	1,416.3	1,407.7	0.6
Hawai'i Island	1,359.0	1,350.9	0.6
Visitor arrivals by cruise ships	366.1	352.4	3.9

Note: Sums may not add up to total due to rounding.

**Table 2. Summary of Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
VISITOR ARRIVALS	9,277,613	8,821,802	5.2	6,239,748	5,968,779	4.5	3,037,865	2,853,023	6.5
VISITOR DAYS	83,506,498	79,669,135	4.8	59,959,536	57,810,695	3.7	23,546,962	21,858,441	7.7
AVERAGE DAILY CENSUS	228,785	217,675	5.1	164,273	157,953	4.0	64,512	59,723	8.0
ISLANDS VISITED									
O'ahu	5,690,752	5,447,229	4.5	3,009,467	2,913,562	3.3	2,681,286	2,533,667	5.8
O'ahu only	4,267,191	4,139,493	3.1	2,139,729	2,098,751	2.0	2,127,462	2,040,743	4.2
O'ahu one day or less	223,003	209,583	6.4	192,201	179,153	7.3	30,802	30,430	1.2
Kaua'i	1,279,968	1,187,269	7.8	1,125,560	1,050,577	7.1	154,408	136,691	13.0
Kaua'i only	687,907	645,779	6.5	660,178	615,215	7.3	27,730	30,564	-9.3
Kaua'i one day or less	112,840	104,246	8.2	67,577	65,679	2.9	45,263	38,567	17.4
Maui County	2,786,729	2,678,089	4.1	2,303,733	2,207,858	4.3	482,997	470,232	2.7
Maui	2,744,994	2,634,237	4.2	2,269,119	2,171,914	4.5	475,875	462,323	2.9
Maui only	1,747,039	1,683,204	3.8	1,554,168	1,491,887	4.2	192,871	191,317	0.8
Maui one day or less	150,009	137,397	9.2	80,079	75,050	6.7	69,930	62,348	12.2
Moloka'i *	58,450	58,932	-0.8	41,560	44,203	-6.0	16,890	14,728	14.7
Moloka'i only *	7,425	7,696	-3.5	6,925	6,909	0.2	500	787	-36.5
Moloka'i one day or less *	28,239	28,513	-1.0	16,442	18,571	-11.5	11,797	9,942	18.7
Lāna'i *	64,357	63,024	2.1	48,021	49,299	-2.6	16,337	13,725	19.0
Lāna'i only *	9,493	9,910	-4.2	9,170	9,242	-0.8	323	668	-51.6
Lāna'i one day or less *	35,440	33,717	5.1	21,898	22,550	-2.9	13,542	11,167	21.3
Hawai'i Island	1,761,489	1,549,943	13.6	1,292,724	1,187,740	8.8	468,765	362,203	29.4
Kona side	1,506,778	1,325,981	13.6	1,122,658	1,035,424	8.4	384,119	290,558	32.2
Hilo side	654,170	550,524	18.8	450,722	396,360	13.7	203,448	154,164	32.0
Hawai'i Island only	844,190	759,017	11.2	738,266	688,621	7.2	105,923	70,396	50.5
Hawai'i Island one day or less	122,701	115,629	6.1	48,371	45,798	5.6	74,330	69,831	6.4
Any Neighbor Island	5,010,422	4,682,309	7.0	4,100,019	3,870,029	5.9	910,403	812,280	12.1
NI only	3,586,860	3,374,573	6.3	3,230,281	3,055,217	5.7	356,579	319,356	11.7
O'ahu & NI	1,423,561	1,307,736	8.9	869,737	814,811	6.7	553,824	492,924	12.4
Any one island only	7,563,246	7,245,100	4.4	5,108,436	4,910,626	4.0	2,454,809	2,334,475	5.2
Multiple Islands	1,714,367	1,576,702	8.7	1,131,311	1,058,154	6.9	583,056	518,548	12.4
Avg. Islands Visited	1.25	1.24	0.8	1.25	1.24	0.4	1.26	1.23	1.7
Average Length of Stay in Hawai'i									
O'ahu	9.00	9.03	-0.3	9.61	9.69	-0.8	7.75	7.66	1.2
O'ahu	6.74	6.79	-0.6	7.08	7.23	-2.0	6.36	6.28	1.3
Maui	8.05	8.14	-1.2	8.22	8.32	-1.1	7.19	7.31	-1.6
Moloka'i	4.76	4.84	-1.6	5.67	5.52	2.7	2.52	2.79	-9.6
Lāna'i	3.40	3.51	-3.1	4.01	3.96	1.4	1.61	1.91	-15.6
Kaua'i	7.52	7.66	-1.8	7.85	7.93	-0.9	5.08	5.59	-9.2
Hawai'i Island	7.34	7.52	-2.4	8.28	8.35	-0.7	4.73	4.81	-1.7
Hilo	4.09	4.19	-2.5	4.83	4.90	-1.5	2.45	2.37	3.3
Kona	6.80	7.05	-3.5	7.60	7.70	-1.3	4.47	4.74	-5.6
ACCOMMODATIONS									
Plan to stay in Hotel	5,743,630	5,502,947	4.4	3,426,573	3,258,527	5.2	2,317,057	2,244,420	3.2
Hotel only	4,983,894	4,803,345	3.8	2,861,585	2,742,043	4.4	2,122,309	2,061,302	3.0
Plan to stay in Condo	1,566,757	1,520,162	3.1	1,103,367	1,108,225	-0.4	463,390	411,937	12.5
Condo only	1,211,812	1,181,576	2.6	864,743	876,142	-1.3	347,069	305,435	13.6
Plan to stay in Timeshare	841,061	798,503	5.3	670,568	650,132	3.1	170,492	148,371	14.9
Timeshare only	648,319	621,816	4.3	517,923	506,232	2.3	130,396	115,584	12.8
Cruise Ship	136,056	120,868	12.6	109,634	100,478	9.1	26,422	20,390	29.6
Friends/Relatives	815,444	784,885	3.9	722,070	697,641	3.5	93,374	87,244	7.0
Bed & Breakfast	104,388	93,350	11.8	77,684	71,697	8.4	26,704	21,653	23.3
Rental House	768,370	679,484	13.1	649,771	586,710	10.7	118,599	92,774	27.8
Hostel	70,023	62,265	12.5	46,955	43,991	6.7	23,068	18,275	26.2

**Table 2. Summary of Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	53,043	50,639	4.7	43,641	41,079	6.2	9,403	9,560	-1.6
Private Room in Private Home**	127,145	63,465	100.3	80,879	33,500	141.4	46,265	29,965	54.4
Shared Room/Space in Private Home**	35,856	17,328	106.9	27,468	11,376	141.4	8,388	5,952	40.9
Other	116,741	128,772	-9.3	104,537	106,966	-2.3	12,204	21,806	-44.0
PURPOSE OF TRIP									
Pleasure (Net)	7,795,027	7,338,059	6.2	5,178,034	4,914,524	5.4	2,616,993	2,423,536	8.0
Honeymoon/Get Married	635,078	659,138	-3.7	271,040	267,555	1.3	364,038	391,582	-7.0
Honeymoon	574,848	599,740	-4.2	231,373	228,554	1.2	343,475	371,186	-7.5
Get Married	101,276	103,376	-2.0	53,584	53,484	0.2	47,692	49,892	-4.4
Pleasure/Vacation	7,220,456	6,739,100	7.1	4,949,087	4,689,088	5.5	2,271,368	2,050,012	10.8
Mtgs/Conventions/Incentive	475,229	485,194	-2.1	311,893	305,460	2.1	163,336	179,734	-9.1
Conventions	238,026	231,194	3.0	188,920	182,861	3.3	49,106	48,332	1.6
Corporate Meetings	86,576	80,552	7.5	74,016	72,414	2.2	12,560	8,138	54.3
Incentive	165,530	188,747	-12.3	60,906	63,072	-3.4	104,624	125,675	-16.8
Other Business	256,931	255,919	0.4	234,020	237,903	-1.6	22,911	18,017	27.2
Visit Friends/Rel.	734,353	722,681	1.6	653,459	637,769	2.5	80,894	84,912	-4.7
Govt/Military	91,074	94,105	-3.2	78,225	80,886	-3.3	12,848	13,219	-2.8
Attend School	30,449	28,091	8.4	13,803	13,842	-0.3	16,645	14,249	16.8
Sport Events	84,295	89,744	-6.1	55,894	65,021	-14.0	28,401	24,723	14.9
Other	437,957	434,311	0.8	211,355	210,694	0.3	226,603	223,618	1.3
TRAVEL STATUS									
% First Timers ***	33.9	34.5	-0.6	28.8	29.0	-0.2	44.4	46.0	-1.6
% Repeaters ***	66.1	65.5	0.6	71.2	71.0	0.2	55.6	54.0	1.6
Average # of Trips	5.1	5.1	1.0	5.8	5.8	-0.3	3.7	3.5	6.0
Group Tour	563,887	625,461	-9.8	175,002	192,172	-8.9	388,885	433,289	-10.2
Non-Group	8,713,726	8,196,341	6.3	6,064,746	5,776,607	5.0	2,648,980	2,419,734	9.5
Package Trip	2,666,347	2,659,773	0.2	1,207,264	1,201,825	0.5	1,459,083	1,457,948	0.1
No Package	6,611,266	6,162,029	7.3	5,032,484	4,766,954	5.6	1,578,782	1,395,075	13.2
Net True Independent	6,474,207	6,012,593	7.7	4,969,519	4,702,415	5.7	1,504,688	1,310,177	14.8
Avg. Age	45	45	0.2	46	46	-0.1	44	43	0.9
Avg. Party Size ^{1/}	2.21	2.20	0.4	2.09	2.08	0.3	2.53	2.53	-0.1

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 3. Summary of Visitor Characteristics Percentage of Total (Arrivals by Air)
2017 vs. 2016**

	TOTAL		DOMESTIC		INTERNATIONAL	
	2017	2016	2017	2016	2017	2016
VISITOR ARRIVALS	9,277,613	8,821,802	6,239,748	5,968,779	3,037,865	2,853,023
VISITOR DAYS	83,506,498	79,669,135	59,959,536	57,810,695	23,546,962	21,858,441
AVERAGE DAILY CENSUS	228,785	217,675	164,273	157,953	64,512	59,723
ISLANDS VISITED						
O'ahu	61.3%	61.7%	48.2%	48.8%	88.3%	88.8%
O'ahu only	46.0%	46.9%	34.3%	35.2%	70.0%	71.5%
O'ahu one day or less	2.4%	2.4%	3.1%	3.0%	1.0%	1.1%
Kaua'i	13.8%	13.5%	18.0%	17.6%	5.1%	4.8%
Kaua'i only	7.4%	7.3%	10.6%	10.3%	0.9%	1.1%
Kaua'i one day or less	1.2%	1.2%	1.1%	1.1%	1.5%	1.4%
Maui County	30.0%	30.4%	36.9%	37.0%	15.9%	16.5%
Maui	29.6%	29.9%	36.4%	36.4%	15.7%	16.2%
Maui only	18.8%	19.1%	24.9%	25.0%	6.3%	6.7%
Maui one day or less	1.6%	1.6%	1.3%	1.3%	2.3%	2.2%
Moloka'i *	0.6%	0.7%	0.7%	0.7%	0.6%	0.5%
Moloka'i only *	0.1%	0.1%	0.1%	0.1%	0.0%	0.0%
Moloka'i one day or less*	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%
Lāna'i *	0.7%	0.7%	0.8%	0.8%	0.5%	0.5%
Lāna'i only *	0.1%	0.1%	0.1%	0.2%	0.0%	0.0%
Lāna'i one day or less*	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Hawai'i Island	19.0%	17.6%	20.7%	19.9%	15.4%	12.7%
Kona side	16.2%	15.0%	18.0%	17.3%	12.6%	10.2%
Hilo side	7.1%	6.2%	7.2%	6.6%	6.7%	5.4%
Hawai'i Island only	9.1%	8.6%	11.8%	11.5%	3.5%	2.5%
Hawai'i Island one day or less	1.3%	1.3%	0.8%	0.8%	2.4%	2.4%
Any Neighbor Island	54.0%	53.1%	65.7%	64.8%	30.0%	28.5%
NI only	38.7%	38.3%	51.8%	51.2%	11.7%	11.2%
O'ahu & NI	15.3%	14.8%	13.9%	13.7%	18.2%	17.3%
Any one island only	81.5%	82.1%	81.9%	82.3%	80.8%	81.8%
Multiple Islands	18.5%	17.9%	18.1%	17.7%	19.2%	18.2%
Avg. Islands Visited	1.25	1.24	1.25	1.24	1.26	1.23
ACCOMMODATIONS						
Plan to stay in Hotel	61.9%	62.4%	54.9%	54.6%	76.3%	78.7%
Hotel only	53.7%	54.4%	45.9%	45.9%	69.9%	72.2%
Plan to stay in Condo	16.9%	17.2%	17.7%	18.6%	15.3%	14.4%
Condo only	13.1%	13.4%	13.9%	14.7%	11.4%	10.7%
Plan to stay in Timeshare	9.1%	9.1%	10.7%	10.9%	5.6%	5.2%
Timeshare only	7.0%	7.0%	8.3%	8.5%	4.3%	4.1%
Cruise Ship	1.5%	1.4%	1.8%	1.7%	0.9%	0.7%
Friends/Relatives	8.8%	8.9%	11.6%	11.7%	3.1%	3.1%
Bed & Breakfast	1.1%	1.1%	1.2%	1.2%	0.9%	0.8%
Rental House	8.3%	7.7%	10.4%	9.8%	3.9%	3.3%
Hostel	0.8%	0.7%	0.8%	0.7%	0.8%	0.6%

**Table 3. Summary of Visitor Characteristics Percentage of Total (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL		DOMESTIC		INTERNATIONAL	
	2017	2016	2017	2016	2017	2016
Camp Site, Beach	0.6%	0.6%	0.7%	0.7%	0.3%	0.3%
Private Room in Private Home**	1.4%	0.7%	1.3%	0.6%	1.5%	1.1%
Shared Room/Space in Private Home**	0.4%	0.2%	0.4%	0.2%	0.3%	0.2%
Other	1.3%	1.5%	1.7%	1.8%	0.4%	0.8%
PURPOSE OF TRIP						
Pleasure (Net)	84.0%	83.2%	83.0%	82.3%	86.1%	84.9%
Honeymoon/Get Married	6.8%	7.5%	4.3%	4.5%	12.0%	13.7%
Honeymoon	6.2%	6.8%	3.7%	3.8%	11.3%	13.0%
Get Married	1.1%	1.2%	0.9%	0.9%	1.6%	1.7%
Pleasure/Vacation	77.8%	76.4%	79.3%	78.6%	74.8%	71.9%
Mtgs/Conventions/Incentive	5.1%	5.5%	5.0%	5.1%	5.4%	6.3%
Conventions	2.6%	2.6%	3.0%	3.1%	1.6%	1.7%
Corporate Meetings	0.9%	0.9%	1.2%	1.2%	0.4%	0.3%
Incentive	1.8%	2.1%	1.0%	1.1%	3.4%	4.4%
Other Business	2.8%	2.9%	3.8%	4.0%	0.8%	0.6%
Visit Friends/Rel.	7.9%	8.2%	10.5%	10.7%	2.7%	3.0%
Govt/Military	1.0%	1.1%	1.3%	1.4%	0.4%	0.5%
Attend School	0.3%	0.3%	0.2%	0.2%	0.5%	0.5%
Sport Events	0.9%	1.0%	0.9%	1.1%	0.9%	0.9%
Other	4.7%	4.9%	3.4%	3.5%	7.5%	7.8%
TRAVEL STATUS						
% First Timers ***	33.9	34.5	28.8	29.0	44.4	46.0
% Repeaters ***	66.1	65.5	71.2	71.0	55.6	54.0
Average # of Trips	5.11	5.06	5.79	5.80	3.71	3.50
Group Tour	6.1%	7.1%	2.8%	3.2%	12.8%	15.2%
Non-Group	93.9%	92.9%	97.2%	96.8%	87.2%	84.8%
Package Trip	28.7%	30.1%	19.3%	20.1%	48.0%	51.1%
No Package	71.3%	69.9%	80.7%	79.9%	52.0%	48.9%
Net True Independent	69.8%	68.2%	79.6%	78.8%	49.5%	45.9%
Avg. Age	45	45	46	46	44	43
Avg. Party Size ^{1/}	2.2	2.2	2.1	2.1	2.5	2.5

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 4. Visitor Days by Island (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
TOTAL STATE	83,506,498	79,669,135	4.8%	59,959,536	57,810,695	3.7%	23,546,962	21,858,441	7.7%
O'AHU	38,376,361	36,968,064	3.8%	21,321,309	21,064,065	1.2%	17,055,052	15,904,000	7.2%
MAUI COUNTY	22,581,899	21,953,505	2.9%	19,090,787	18,506,578	3.2%	3,491,112	3,446,927	1.3%
MAUI	22,084,752	21,447,140	3.0%	18,662,476	18,067,414	3.3%	3,422,276	3,379,726	1.3%
MOLOKA'I	278,372	285,221	-2.4%	235,815	244,177	-3.4%	42,557	41,044	3.7%
LĀNA'I	218,775	221,145	-1.1%	192,496	194,987	-1.3%	26,279	26,158	0.5%
KAUA'I	9,622,709	9,092,351	5.8%	8,838,765	8,328,189	6.1%	783,944	764,162	2.6%
HAWAII ISLAND	12,925,530	11,655,215	10.9%	10,708,675	9,911,863	8.0%	2,216,855	1,743,352	27.2%
HILO	2,674,972	2,307,979	15.9%	2,177,026	1,942,628	12.1%	497,945	365,351	36.3%
KONA	10,250,558	9,347,235	9.7%	8,531,648	7,969,235	7.1%	1,718,910	1,378,001	24.7%

**Table 5. Visitor Days by Month (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JANUARY	7,674,800	7,404,468	3.7%	5,239,899	5,177,396	1.2%	2,434,901	2,227,072	9.3%
FEBRUARY	6,452,061	6,311,992	2.2%	4,443,465	4,405,545	0.9%	2,008,596	1,906,447	5.4%
MARCH	7,032,233	6,863,235	2.5%	4,959,565	4,847,432	2.3%	2,072,668	2,015,803	2.8%
APRIL	6,441,634	5,865,373	9.8%	4,491,836	4,142,321	8.4%	1,949,798	1,723,052	13.2%
MAY	6,398,019	6,061,561	5.6%	4,831,895	4,618,664	4.6%	1,566,125	1,442,898	8.5%
JUNE	7,488,774	7,235,519	3.5%	5,801,140	5,628,353	3.1%	1,687,634	1,607,166	5.0%
JULY	8,092,017	7,561,516	7.0%	6,128,864	5,766,500	6.3%	1,963,153	1,795,016	9.4%
AUGUST	7,031,158	6,766,547	3.9%	4,963,274	4,818,551	3.0%	2,067,883	1,947,997	6.2%
SEPTEMBER	5,878,399	5,685,918	3.4%	4,127,536	4,009,404	2.9%	1,750,863	1,676,514	4.4%
OCTOBER	6,344,484	6,057,459	4.7%	4,549,778	4,379,694	3.9%	1,794,706	1,677,765	7.0%
NOVEMBER	6,420,221	5,994,696	7.1%	4,453,882	4,239,022	5.1%	1,966,340	1,755,673	12.0%
DECEMBER	8,252,698	7,860,852	5.0%	5,968,401	5,777,813	3.3%	2,284,296	2,083,039	9.7%
TOTAL	83,506,498	79,669,135	4.8%	59,959,536	57,810,695	3.7%	23,546,962	21,858,441	7.7%

**Table 6. Average Daily Census by Island (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
TOTAL STATE	228,785	217,675	5.1%	164,273	157,953	4.0%	64,512	59,723	8.0%
O'AHU	105,141	101,006	4.1%	58,415	57,552	1.5%	46,726	43,454	7.5%
MAUI COUNTY	61,868	59,982	3.1%	52,304	50,564	3.4%	9,565	9,418	1.6%
MAUI	60,506	58,599	3.3%	51,130	49,365	3.6%	9,376	9,234	1.5%
MOLOKA'I	763	779	-2.1%	646	667	-3.2%	117	112	4.0%
LĀNA'I	599	604	-0.8%	527	533	-1.0%	72	71	0.7%
KAUA'I	26,364	24,842	6.1%	24,216	22,755	6.4%	2,148	2,088	2.9%
HAWAII ISLAND	35,412	31,845	11.2%	29,339	27,082	8.3%	6,074	4,763	27.5%
HILO	7,329	6,306	16.2%	5,964	5,308	12.4%	1,364	998	36.7%
KONA	28,084	25,539	10.0%	23,374	21,774	7.4%	4,709	3,765	25.1%

**Table 7. Average Daily Census by Month (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JANUARY	247,574	238,854	3.7%	169,029	167,013	1.2%	78,545	71,841	9.3%
FEBRUARY	230,431	217,655	5.9%	158,695	151,915	4.5%	71,736	65,740	9.1%
MARCH	226,846	221,395	2.5%	159,986	156,369	2.3%	66,860	65,026	2.8%
APRIL	214,721	195,512	9.8%	149,728	138,077	8.4%	64,993	57,435	13.2%
MAY	206,388	195,534	5.6%	155,868	148,989	4.6%	50,520	46,545	8.5%
JUNE	249,626	241,184	3.5%	193,371	187,612	3.1%	56,254	53,572	5.0%
JULY	261,033	243,920	7.0%	197,705	186,016	6.3%	63,328	57,904	9.4%
AUGUST	226,812	218,276	3.9%	160,106	155,437	3.0%	66,706	62,839	6.2%
SEPTEMBER	195,947	189,531	3.4%	137,585	133,647	2.9%	58,362	55,884	4.4%
OCTOBER	204,661	195,402	4.7%	146,767	141,280	3.9%	57,894	54,121	7.0%
NOVEMBER	214,007	199,823	7.1%	148,463	141,301	5.1%	65,545	58,522	12.0%
DECEMBER	266,216	253,576	5.0%	192,529	186,381	3.3%	73,687	67,195	9.7%
TOTAL	228,785	217,675	5.1%	164,273	157,953	4.0%	64,512	59,723	8.0%

**Table 8. Visitors Staying Overnight or Longer (Arrivals by Air)
1955 – 2017**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%
2002	6,389,058	1.4%	4,358,850	3.2%	2,030,208	-2.4%
2003	6,380,439	-0.1%	4,531,289	4.0%	1,849,150	-8.9%
2004	6,912,094	8.3%	4,892,960	8.0%	2,019,134	9.2%
2005	7,416,574	7.3%	5,313,281	8.6%	2,103,293	4.2%
2006	7,528,106	1.5%	5,550,125	4.5%	1,977,981	-6.0%
2007	7,496,820	-0.4%	5,582,530	0.6%	1,914,290	-3.2%
2008	6,713,436	-10.4%	4,901,893	-12.2%	1,811,543	-5.4%
2009	6,420,448	-4.4%	4,672,001	-4.7%	1,748,447	-3.5%
2010R	6,916,894	7.7%	4,957,352	6.1%	1,959,542	12.1%
2011	7,174,397	3.7%	5,127,291	3.4%	2,047,106	4.5%
2012	7,867,143	9.7%	5,403,025	5.4%	2,464,118	20.4%
2013	8,003,474	1.7%	5,405,300	0.0%	2,598,174	5.4%
2014R	8,196,342	2.4%	5,486,059	1.5%	2,710,283	4.3%
2015	8,563,018	4.5%	5,782,140	5.4%	2,780,878	2.6%
2016	8,821,802	3.0%	5,968,779	3.2%	2,853,023	2.6%
2017	9,277,613	5.2%	6,239,748	4.5%	3,037,865	6.5%

Table 9. Visitor Days by Month and MMA (Arrivals by Air)
2017

2017	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
TOTAL	2,732,896	2,065,163	722,694	921,355	33,425	14,609	40,027	5,310	20,384	113,754	269,560	57,322	326,882			
Jan	2,418,765	1,678,781	742,103	804,653	25,506	19,365	35,734	4,209	14,481	102,295	186,973	35,322	222,296			
Feb	2,824,747	1,754,192	844,414	862,590	34,996	15,948	45,601	4,590	15,430	116,601	215,486	46,722	262,208			
Mar	2,788,991	1,386,224	675,394	606,146	43,204	21,545	59,865	5,006	22,884	152,503	248,177	56,697	304,873			
Apr	2,783,350	1,686,703	705,047	272,281	46,453	19,135	46,073	6,222	20,292	138,176	233,645	56,556	290,200			
May	3,453,045	2,090,359	768,559	214,478	35,289	21,064	36,589	8,237	17,405	118,584	293,030	61,591	354,621			
Jun	3,556,231	2,101,240	860,567	319,124	56,144	35,956	58,581	14,457	52,271	217,410	292,779	81,961	374,740			
Jul	2,909,707	1,553,612	1,049,551	331,899	62,470	35,315	67,360	42,715	20,918	228,778	268,214	61,327	329,541			
Aug	2,443,134	1,211,148	813,099	250,350	56,229	16,103	65,831	10,946	33,681	182,790	307,830	57,102	364,932			
Sep	2,677,956	1,338,568	777,657	359,632	46,288	26,645	69,577	10,809	29,784	183,103	276,960	53,980	330,940			
Oct	2,848,483	1,276,311	731,462	626,213	29,611	19,799	46,319	5,615	20,245	121,588	238,179	50,024	288,203			
Nov	3,417,319	2,001,748	757,247	899,968	40,461	25,582	48,946	10,671	23,791	149,451	313,646	55,715	369,362			
Dec	34,854,624	20,144,049	9,447,795	6,468,689	510,076	271,065	623,539	128,786	291,566	1,825,032	3,144,481	674,319	3,818,800			
DOMESTIC	2,668,079	1,993,113	4,750	193,466	28,209	8,537	35,473	4,155	18,305	94,678	44,227	8,368	52,595			
Jan	2,366,755	1,627,434	4,170	166,096	22,554	10,356	35,256	3,434	13,671	85,271	11,743	2,539	14,282			
Feb	2,777,534	1,704,001	4,226	191,713	26,671	9,260	36,342	3,974	12,977	89,225	13,035	2,390	15,425			
Mar	2,748,774	1,333,431	3,674	72,873	36,860	9,642	42,358	3,955	20,777	113,592	25,370	5,642	31,012			
Apr	2,734,584	1,640,436	5,295	101,401	35,260	9,918	36,892	5,314	18,308	105,691	29,517	5,691	35,209			
May	3,376,267	2,015,018	5,645	46,312	28,059	9,054	39,665	6,914	15,649	89,041	26,153	7,670	33,824			
Jun	3,464,927	1,997,371	5,684	126,279	46,864	27,275	50,857	12,745	46,738	184,480	34,734	10,082	44,817			
Jul	2,861,801	1,488,710	6,898	146,647	51,838	27,358	56,476	38,532	18,674	192,878	25,840	7,849	33,689			
Aug	2,412,318	1,185,729	4,668	98,654	49,068	11,232	58,601	9,786	29,781	158,467	46,537	9,822	56,359			
Sep	2,652,371	1,307,816	4,395	157,154	39,770	16,464	60,602	9,717	25,674	152,227	34,507	9,000	43,507			
Oct	2,786,514	1,209,731	4,207	148,802	25,352	9,360	40,222	4,559	17,777	97,269	19,606	4,354	23,960			
Nov	3,362,562	1,960,857	5,801	201,308	31,132	11,642	40,938	9,120	20,827	113,660	22,386	4,572	26,958			
Dec	34,212,487	19,463,646	59,415	1,650,704	421,637	160,097	523,382	112,204	259,157	1,476,478	333,655	77,980	411,635			
INTERNATIONAL	64,817	72,050	717,943	727,889	5,216	6,072	4,554	1,155	2,079	19,076	225,333	48,953	274,287			
Jan	52,010	51,347	737,933	638,557	2,952	9,009	3,478	775	810	17,024	175,231	32,783	208,013			
Feb	47,212	50,191	840,188	670,877	8,324	6,688	9,295	616	2,453	27,376	202,452	44,331	246,783			
Mar	40,217	52,793	671,720	533,273	6,344	11,903	17,507	1,051	2,107	38,911	222,807	51,055	273,862			
Apr	48,766	46,267	699,752	170,881	11,193	9,217	9,182	908	1,985	32,484	204,127	50,864	254,992			
May	76,778	75,342	762,914	168,166	7,230	12,011	7,224	1,323	1,757	29,544	266,876	53,921	320,798			
Jun	91,304	103,869	854,883	192,845	9,280	8,681	7,724	1,712	5,533	32,930	258,045	71,879	329,924			
Jul	47,906	64,902	1,042,653	185,252	10,632	7,957	10,884	4,183	2,244	35,899	242,375	53,478	295,853			
Aug	30,816	25,419	808,431	151,696	7,161	4,871	7,230	1,160	3,900	24,322	261,294	47,280	308,573			
Sep	25,585	30,752	773,262	202,478	6,519	10,181	8,975	1,092	4,110	30,877	242,453	44,980	287,433			
Oct	61,969	66,580	727,255	477,410	4,259	10,439	6,097	1,056	2,468	24,319	218,573	45,670	264,243			
Nov	54,758	40,891	751,446	698,660	9,329	13,939	8,008	1,551	2,964	35,791	291,261	51,143	342,404			
Dec	642,138	680,403	9,388,380	4,817,984	88,439	110,967	100,156	16,582	32,404	348,554	2,810,826	596,339	3,407,164			

Note: Sums may not add up to total due to rounding.

Table 9. Visitor Days by Month and MMA (Arrivals by Air) continued
2017

2017	OTHER ASIA MMA										LATIN AMERICA MMA			OTHER MMA	TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL			
TOTAL	154,985	3,661	189,704	3,290	13,513	365,153	13,102	13,550	5,136	31,788	395,116	7,674,800			
Jan	113,157	2,154	162,798	3,312	11,029	292,450	6,712	8,756	2,882	18,350	172,370	6,452,061			
Feb	70,142	2,081	103,551	2,750	6,390	184,914	4,886	6,168	3,421	14,475	168,093	7,032,233			
Mar	89,609	2,072	115,485	2,769	9,284	219,220	4,398	8,003	10,689	23,089	285,193	6,441,634			
Apr	113,836	2,588	118,074	2,764	9,219	246,481	6,104	6,919	5,952	18,975	256,806	6,398,019			
May	91,294	3,332	143,679	4,205	15,130	257,641	4,038	7,073	6,882	17,992	213,494	7,488,774			
Jun	101,203	4,552	166,549	3,828	16,936	293,068	7,562	11,198	13,816	32,575	337,062	8,092,017			
Jul	108,443	2,860	167,742	2,692	15,300	297,037	4,644	6,911	7,434	18,990	312,043	7,031,158			
Aug	88,077	1,664	151,694	2,877	12,566	256,877	4,259	7,772	5,837	17,869	338,200	5,878,399			
Sep	91,166	2,627	194,593	2,256	13,304	303,947	4,748	11,014	6,922	22,685	349,996	6,344,484			
Oct	51,130	1,934	180,417	7,179	19,159	259,820	2,735	7,931	4,263	14,930	253,212	6,420,221			
Nov	73,122	3,519	191,519	6,588	16,508	291,256	8,459	27,539	12,647	48,645	317,702	8,252,698			
Dec	1,146,163	33,045	1,885,805	44,511	158,338	3,267,862	71,648	122,834	85,881	280,363	3,399,285	83,506,498			
DOMESTIC															
Jan	15,187	2,045	4,929	787	929	23,878	12,934	12,630	4,429	29,992	179,347	5,239,899			
Feb	13,990	968	3,858	452	654	19,920	6,486	7,788	2,707	16,981	142,556	4,443,465			
Mar	14,370	1,000	2,990	440	849	19,649	4,787	5,483	3,141	13,412	144,381	4,959,565			
Apr	12,181	1,043	3,710	653	536	18,122	4,186	6,698	10,059	20,942	149,417	4,491,836			
May	23,837	1,396	5,415	892	1,139	32,680	5,956	6,429	5,609	17,994	158,606	4,831,895			
Jun	21,022	1,363	4,534	1,261	1,219	29,400	3,923	6,449	6,595	16,966	188,667	5,801,140			
Jul	16,885	2,211	4,162	1,089	976	25,323	7,378	10,124	13,151	30,653	249,330	6,128,864			
Aug	14,855	1,806	4,474	908	1,069	23,112	4,602	6,298	6,720	17,620	191,919	4,963,274			
Sep	13,365	1,037	5,129	879	1,066	21,475	4,149	7,205	5,641	16,996	172,869	4,127,536			
Oct	14,943	1,411	4,645	922	1,127	23,049	4,607	10,412	6,432	21,452	187,807	4,549,778			
Nov	10,022	1,278	3,336	911	1,034	16,581	2,637	7,141	3,962	13,740	153,077	4,453,882			
Dec	23,197	1,787	5,977	1,691	1,638	34,290	8,388	26,300	11,667	46,355	216,612	5,988,401			
TOTAL	193,855	17,343	53,161	10,885	12,237	287,480	70,033	112,957	80,113	263,103	2,134,588	59,959,536			
INTERNATIONAL															
Jan	139,797	1,616	184,775	2,503	12,584	341,275	168	920	707	1,795	215,768	2,434,901			
Feb	99,167	1,186	158,941	2,860	10,375	272,529	226	968	175	1,369	29,814	2,008,596			
Mar	55,772	1,081	100,561	2,310	5,541	165,265	99	684	280	1,063	23,712	2,072,668			
Apr	77,429	1,029	111,775	2,117	8,748	201,097	212	1,305	630	2,147	135,777	1,949,798			
May	89,999	1,192	112,658	1,872	8,080	213,801	148	490	343	981	98,200	1,566,125			
Jun	70,271	1,970	139,145	2,944	13,911	228,241	115	624	287	1,026	24,827	1,687,634			
Jul	84,318	2,341	162,386	2,739	15,960	267,744	184	1,074	665	1,923	87,732	1,963,153			
Aug	93,588	1,054	163,268	1,784	14,231	273,924	42	614	714	1,370	120,124	2,067,883			
Sep	74,712	627	146,565	1,998	11,501	235,402	110	566	196	872	165,331	1,750,863			
Oct	76,222	1,217	189,947	1,335	12,177	280,898	141	602	490	1,233	162,189	1,794,706			
Nov	41,108	657	177,081	6,288	18,125	243,239	98	791	301	1,190	100,135	1,966,340			
Dec	49,925	1,733	185,542	4,897	14,870	256,966	71	1,239	980	2,290	101,090	2,284,296			
TOTAL	952,308	15,702	1,832,644	33,626	146,102	2,980,382	1,615	9,877	5,768	17,259	1,264,697	23,546,962			

Table 10. Visitor Days Growth by Month and MMA
% change 2017 vs. 2016

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
TOTAL	2.5%	-0.9%	8.6%	-1.6%	8.6%	-1.6%	-2.6%	-9.8%	-1.5%	-28.0%	-2.7%	-4.8%	6.1%	61.5%	12.9%			
Jan	0.6%	3.1%	14.1%	6.0%	14.1%	6.0%	-15.4%	22.9%	-6.4%	-12.1%	-15.2%	-6.3%	14.0%	121.5%	23.6%			
Feb	0.9%	3.3%	16.4%	3.0%	16.4%	3.0%	-8.2%	40.0%	-2.8%	-3.7%	-9.5%	-1.4%	2.5%	64.4%	9.9%			
Mar	8.0%	11.4%	11.3%	23.6%	11.3%	23.6%	-23.4%	9.2%	22.0%	4.0%	4.3%	0.3%	-10.9%	11.8%	-7.4%			
Apr	3.8%	8.8%	8.3%	19.8%	8.3%	19.8%	-3.8%	24.1%	6.2%	0.0%	-2.9%	3.0%	-14.4%	17.2%	-9.7%			
May	1.3%	6.6%	13.8%	11.7%	13.8%	11.7%	-15.3%	22.5%	6.0%	-8.6%	-3.6%	-1.6%	10.0%	-11.3%	5.6%			
Jun	5.2%	10.9%	12.9%	5.2%	12.9%	5.2%	-12.5%	-2.5%	3.7%	0.4%	5.6%	-1.8%	13.9%	-4.9%	9.2%			
Jul	2.3%	4.7%	7.9%	12.0%	7.9%	12.0%	-13.7%	-10.1%	-5.2%	11.0%	-19.0%	-7.4%	20.5%	-12.4%	12.6%			
Aug	8.6%	-5.4%	3.7%	16.2%	3.7%	16.2%	-10.5%	-23.5%	-6.7%	-12.0%	-3.6%	-9.4%	-12.1%	-36.9%	-17.2%			
Sep	2.5%	6.5%	4.4%	9.1%	4.4%	9.1%	-6.9%	7.3%	4.9%	-0.7%	-5.5%	-0.1%	-1.5%	-11.0%	-3.2%			
Oct	7.0%	3.4%	0.6%	16.4%	0.6%	16.4%	-10.6%	75.1%	8.3%	23.0%	16.2%	11.3%	1.9%	3.6%	2.2%			
Nov	4.9%	1.7%	0.2%	12.4%	0.2%	12.4%	-5.8%	45.7%	-2.9%	-0.5%	3.2%	3.3%	8.8%	4.2%	8.1%			
Dec	3.9%	4.5%	8.3%	9.2%	8.3%	9.2%	-11.2%	9.9%	1.6%	0.2%	-2.2%	-1.9%	2.1%	2.6%	2.2%			
TOTAL	2.3%	1.2%	-22.5%	7.1%	-22.5%	7.1%	-4.1%	-25.4%	-1.6%	-38.7%	0.2%	-7.1%	-10.7%	-9.4%	-10.5%			
DOMESTIC	-0.2%	3.3%	-12.5%	29.2%	-12.5%	29.2%	-8.6%	-4.5%	0.0%	-18.9%	-11.0%	-5.6%	-10.6%	2.6%	-8.5%			
Jan	0.8%	5.0%	-3.8%	34.6%	-3.8%	34.6%	-20.2%	43.4%	-5.4%	-4.0%	-9.8%	-7.9%	-14.7%	-3.1%	-13.1%			
Feb	8.4%	10.1%	5.5%	4.7%	5.5%	4.7%	20.3%	0.6%	19.2%	-2.0%	8.7%	14.8%	-18.6%	-11.0%	-17.3%			
Mar	2.9%	8.8%	-2.6%	28.7%	-2.6%	28.7%	8.8%	13.7%	-3.0%	-3.1%	0.6%	2.8%	-4.4%	-15.5%	-6.4%			
Apr	1.9%	8.5%	6.2%	-17.9%	6.2%	-17.9%	-12.9%	4.3%	7.3%	-15.1%	-5.7%	-4.2%	-12.1%	15.9%	-7.0%			
May	5.1%	11.3%	2.3%	3.0%	2.3%	3.0%	-7.5%	7.4%	6.5%	-0.6%	3.0%	1.3%	-12.9%	3.4%	-9.7%			
Jun	2.1%	6.7%	-1.0%	20.4%	-1.0%	20.4%	-12.0%	-1.9%	-10.0%	8.3%	-20.5%	-7.5%	-10.2%	2.4%	-7.6%			
Jul	9.0%	-5.6%	3.1%	18.7%	3.1%	18.7%	-6.4%	-20.6%	-11.8%	-12.3%	-8.1%	-10.3%	-5.8%	3.7%	-4.3%			
Aug	3.0%	6.4%	6.6%	12.3%	6.6%	12.3%	0.3%	2.4%	2.9%	0.5%	-11.8%	-0.8%	-13.9%	9.6%	-9.9%			
Sep	7.5%	2.6%	1.3%	-7.2%	1.3%	-7.2%	-10.6%	4.3%	7.0%	19.2%	9.4%	2.4%	2.0%	-40.5%	-9.7%			
Oct	4.8%	2.0%	-14.5%	-0.9%	-14.5%	-0.9%	-9.8%	20.7%	0.0%	-7.1%	-5.9%	-2.9%	-8.6%	-16.6%	-10.1%			
Nov	3.9%	5.1%	-3.6%	11.0%	-3.6%	11.0%	-5.7%	1.4%	-0.3%	-3.0%	-4.3%	-2.6%	-10.2%	-4.6%	-9.2%			
Dec	13.2%	-37.1%	8.9%	-3.7%	8.9%	-3.7%	6.2%	27.9%	-0.6%	91.1%	-22.1%	8.9%	10.2%	86.5%	18.9%			
INTERNATIONAL	51.5%	-2.0%	14.3%	1.3%	14.3%	1.3%	-45.9%	83.5%	-43.3%	39.9%	-52.8%	-9.3%	16.2%	143.3%	26.6%			
Jan	4.8%	-33.4%	16.5%	-3.5%	16.5%	-3.5%	78.1%	35.6%	9.0%	-2.1%	-7.9%	27.8%	3.9%	70.8%	11.7%			
Feb	-15.9%	58.6%	11.3%	26.7%	11.3%	26.7%	-75.4%	17.4%	29.4%	34.9%	-25.2%	-26.7%	-10.0%	15.1%	-6.2%			
Mar	102.4%	9.8%	8.4%	15.0%	8.4%	15.0%	-29.5%	37.8%	71.2%	23.1%	-26.6%	3.6%	-15.7%	22.5%	-10.1%			
Apr	-18.5%	-27.9%	13.8%	24.0%	13.8%	24.0%	-23.8%	41.0%	1.1%	51.7%	19.5%	7.5%	12.8%	-14.2%	7.1%			
May	8.8%	2.2%	13.0%	6.7%	13.0%	6.7%	-31.2%	-24.2%	-11.4%	7.9%	34.9%	-16.3%	18.8%	-6.0%	12.4%			
Jun	11.2%	-26.6%	8.0%	6.2%	8.0%	6.2%	-21.0%	-30.2%	30.9%	43.3%	-3.5%	-6.5%	25.1%	-14.2%	15.5%			
Jul	-12.5%	7.8%	3.7%	14.6%	3.7%	14.6%	-30.9%	-29.3%	78.5%	-9.4%	53.5%	-3.2%	-13.1%	-41.7%	-19.2%			
Aug	-32.3%	8.9%	4.3%	6.8%	4.3%	6.8%	-35.4%	16.4%	20.2%	-10.5%	71.7%	3.2%	0.5%	-14.3%	-2.1%			
Sep	-10.8%	19.9%	0.5%	26.4%	0.5%	26.4%	-10.9%	347.3%	17.7%	43.0%	110.7%	71.2%	1.9%	11.5%	3.5%			
Oct	6.3%	-11.3%	0.3%	17.0%	0.3%	17.0%	-30.3%	76.2%	-15.5%	70.4%	220.8%	29.5%	10.5%	6.5%	9.9%			
Nov	3.0%	-11.1%	8.4%	8.5%	8.4%	8.5%	-30.3%	25.1%	13.2%	29.2%	17.9%	1.2%	3.8%	3.6%	3.8%			
Dec	3.0%	-11.1%	8.4%	8.5%	8.4%	8.5%	-30.3%	25.1%	13.2%	29.2%	17.9%	1.2%	3.8%	3.6%	3.8%			

Table 11. Visitor Arrivals by Month and MMA (Arrivals by Air)
2017

2017	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
TOTAL	265,318	171,883	121,447	64,626	2,825	1,146	2,401	414	1,004	7,791	29,157	5,484	34,641			
Jan	261,540	159,983	128,355	60,724	2,703	1,508	2,540	340	850	7,940	18,253	3,759	22,012			
Feb	321,902	186,030	140,866	69,345	3,178	1,250	3,260	373	899	8,959	21,760	4,983	26,743			
Mar	321,898	147,545	112,692	48,772	4,441	1,590	4,079	505	1,504	12,120	26,792	6,030	32,822			
Apr	313,681	173,023	120,973	25,292	4,299	1,442	3,216	520	1,299	10,776	26,542	5,671	32,213			
May	372,316	205,552	132,519	19,052	3,511	1,606	2,555	710	1,055	9,438	29,920	6,361	36,281			
Jun	385,282	208,561	141,179	27,107	5,045	2,988	3,955	1,192	3,250	16,431	30,052	8,445	38,497			
Jul	342,087	159,594	162,841	29,948	5,989	2,966	4,460	3,730	1,380	18,525	26,488	6,545	33,032			
Aug	281,260	123,867	137,416	22,989	5,548	1,605	4,382	1,104	1,727	14,367	32,729	5,943	38,672			
Sep	295,298	137,708	134,897	29,903	4,494	2,201	4,689	916	1,717	14,017	28,051	6,101	34,151			
Oct	322,207	132,685	129,505	52,398	2,841	1,496	2,940	437	1,055	8,768	25,089	5,365	30,455			
Nov	360,991	192,358	125,091	69,908	3,727	1,885	2,991	771	1,266	10,640	29,731	6,111	35,842			
Dec	384,378	1,998,788	1,587,781	520,062	48,602	21,683	41,468	11,011	17,008	139,771	324,564	70,799	395,362			
DOMESTIC	256,152	163,361	539	13,055	2,173	594	1,987	337	815	5,907	6,062	1,186	7,248			
Jan	254,110	153,145	564	13,317	1,965	815	2,126	272	715	5,892	1,796	364	2,160			
Feb	314,004	178,761	653	16,785	2,381	722	2,415	296	676	6,489	1,907	352	2,259			
Mar	316,884	141,518	487	6,647	3,529	733	2,867	402	1,203	8,735	3,521	790	4,311			
Apr	307,887	166,597	628	9,259	3,387	733	2,645	435	1,099	8,299	4,349	794	5,143			
May	361,150	196,006	715	3,945	2,547	656	2,056	595	900	6,755	3,704	979	4,683			
Jun	373,470	196,556	689	10,246	4,149	1,925	3,374	978	2,747	13,174	4,769	1,373	6,142			
Jul	332,726	151,778	1,031	13,450	5,050	2,196	3,880	3,228	1,176	15,530	3,605	1,057	4,661			
Aug	276,124	120,501	682	8,343	4,584	860	3,900	967	1,597	11,909	6,461	1,324	7,785			
Sep	290,994	134,471	647	12,397	3,749	1,393	4,164	790	1,580	11,676	4,956	1,234	6,189			
Oct	311,800	124,717	616	11,808	2,154	645	2,500	341	950	6,589	2,713	635	3,349			
Nov	351,241	184,942	745	15,500	2,531	733	2,445	630	1,123	7,462	2,872	572	3,444			
Dec	3,746,542	1,912,352	7,996	134,750	38,200	12,005	34,359	9,270	14,583	108,416	46,715	10,661	57,375			
INTERNATIONAL	9,166	8,522	120,908	51,571	652	562	414	77	189	1,884	23,095	4,298	27,393			
Jan	7,430	6,838	127,791	47,407	738	693	414	68	135	2,048	16,457	3,395	19,852			
Feb	7,898	7,269	140,213	52,560	797	528	845	77	223	2,470	19,853	4,631	24,484			
Mar	5,014	6,027	112,205	42,125	912	857	1,212	103	301	3,385	23,271	5,240	28,511			
Apr	5,794	6,426	120,345	16,033	912	709	571	85	200	2,477	22,193	4,877	27,070			
May	11,166	9,546	131,804	15,107	964	950	499	115	155	2,683	26,216	5,382	31,598			
Jun	11,812	12,005	140,490	16,861	896	1,063	581	214	503	3,257	25,283	7,072	32,355			
Jul	9,361	7,816	161,810	16,498	939	770	580	502	204	2,995	22,883	5,488	28,371			
Aug	5,136	3,366	136,734	14,646	964	745	482	137	130	2,458	26,268	4,619	30,887			
Sep	4,304	3,237	134,250	17,506	745	808	525	126	137	2,341	23,095	4,867	27,962			
Oct	10,407	7,968	128,889	40,590	687	851	440	96	105	2,179	22,376	4,730	27,106			
Nov	9,750	7,416	124,346	54,408	1,196	1,152	546	141	143	3,178	26,859	5,539	32,398			
Dec	97,238	86,436	1,579,785	385,312	10,402	9,678	7,109	1,741	2,425	31,355	277,849	60,138	337,987			
TOTAL	3,843,780	1,998,788	1,587,781	520,062	48,602	21,683	41,468	11,011	17,008	139,771	324,564	70,799	395,362			

Table 11. Visitor Arrivals by Month and MMA (Arrivals by Air) continued
2017

2017	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS				
TOTAL	14,712	341	24,241	295	1,935	41,524	1,124	1,018	544	2,686	31,368	741,283				
Jan	12,669	244	22,087	275	1,211	36,485	659	669	322	1,650	16,022	694,710				
Feb	9,732	221	14,579	401	961	25,895	461	490	408	1,359	16,296	797,394				
Mar	13,781	281	16,348	342	1,309	32,061	473	663	1,110	2,246	32,319	742,474				
Apr	17,088	330	16,531	375	1,307	35,631	596	717	672	1,985	26,599	740,173				
May	14,909	407	19,970	522	2,019	37,827	368	621	602	1,591	20,789	835,365				
Jun	13,489	506	23,456	542	2,070	40,063	715	999	1,376	3,091	31,966	892,176				
Jul	13,766	406	20,879	362	1,878	37,291	374	566	814	1,754	31,469	816,541				
Aug	12,281	206	21,993	414	1,497	36,392	411	676	630	1,717	34,083	690,763				
Sep	12,104	334	25,810	419	1,596	40,263	489	973	806	2,268	30,456	718,961				
Oct	7,389	210	26,822	638	1,468	36,527	262	544	494	1,299	25,829	739,672				
Nov	9,379	372	28,325	668	1,617	40,361	509	1,558	1,285	3,352	29,557	868,100				
Dec	151,299	3,859	261,039	5,254	18,868	440,319	6,443	9,492	9,063	24,998	326,751	9,277,613				
TOTAL	1,789	139	740	76	128	2,872	1,100	940	443	2,483	15,059	466,675				
JAN	2,313	113	582	55	95	3,157	627	587	297	1,511	13,427	447,282				
FEB	1,896	115	437	71	125	2,645	447	432	373	1,252	14,567	537,414				
MAR	2,462	134	507	93	65	3,261	420	576	1,020	2,016	15,380	499,238				
APR	4,329	181	812	136	173	5,631	575	668	623	1,866	15,826	521,136				
MAY	3,741	176	562	138	174	4,791	345	569	561	1,475	18,026	597,546				
JUN	2,736	234	493	129	122	3,714	691	908	1,281	2,881	23,442	630,313				
JUL	2,404	227	600	89	163	3,483	368	514	695	1,577	19,736	543,972				
AUG	2,508	127	688	100	170	3,594	400	628	602	1,630	16,789	447,357				
SEP	2,861	178	711	111	120	3,981	469	922	757	2,148	18,596	481,099				
OCT	1,765	143	506	112	160	2,686	248	477	451	1,175	15,361	478,100				
NOV	2,981	181	656	195	178	4,191	499	1,453	1,145	3,097	18,993	589,615				
DEC	31,785	1,949	7,292	1,306	1,673	44,005	6,191	8,672	8,248	23,111	205,200	6,239,748				
TOTAL	12,923	202	23,501	219	1,807	38,652	24	78	101	203	16,309	274,608				
JAN	10,356	131	21,505	220	1,116	33,328	32	82	25	139	2,595	247,428				
FEB	7,836	106	14,142	330	836	23,250	14	58	35	107	1,729	259,980				
MAR	11,319	147	15,841	249	1,244	28,800	53	87	90	230	16,939	243,236				
APR	12,759	149	15,719	239	1,134	30,000	21	49	49	119	10,773	219,037				
MAY	11,168	231	19,408	384	1,845	33,036	23	52	41	116	2,763	237,819				
JUN	10,753	272	22,963	413	1,948	36,349	24	91	95	210	8,524	261,863				
JUL	11,362	179	20,279	273	1,715	33,808	6	52	119	177	11,733	272,569				
AUG	9,773	79	21,305	314	1,327	32,798	11	48	28	87	17,294	243,406				
SEP	9,243	156	25,099	308	1,476	36,282	20	51	49	120	11,860	237,862				
OCT	5,624	67	26,316	526	1,308	33,841	14	67	43	124	10,468	261,572				
NOV	6,398	191	27,669	473	1,439	36,170	10	105	140	255	10,564	278,485				
DEC	119,514	1,910	253,747	3,948	17,195	396,314	252	820	815	1,887	121,551	3,037,865				
TOTAL	1,789	139	740	76	128	2,872	1,100	940	443	2,483	15,059	466,675				
JAN	2,313	113	582	55	95	3,157	627	587	297	1,511	13,427	447,282				
FEB	1,896	115	437	71	125	2,645	447	432	373	1,252	14,567	537,414				
MAR	2,462	134	507	93	65	3,261	420	576	1,020	2,016	15,380	499,238				
APR	4,329	181	812	136	173	5,631	575	668	623	1,866	15,826	521,136				
MAY	3,741	176	562	138	174	4,791	345	569	561	1,475	18,026	597,546				
JUN	2,736	234	493	129	122	3,714	691	908	1,281	2,881	23,442	630,313				
JUL	2,404	227	600	89	163	3,483	368	514	695	1,577	19,736	543,972				
AUG	2,508	127	688	100	170	3,594	400	628	602	1,630	16,789	447,357				
SEP	2,861	178	711	111	120	3,981	469	922	757	2,148	18,596	481,099				
OCT	1,765	143	506	112	160	2,686	248	477	451	1,175	15,361	478,100				
NOV	2,981	181	656	195	178	4,191	499	1,453	1,145	3,097	18,993	589,615				
DEC	31,785	1,949	7,292	1,306	1,673	44,005	6,191	8,672	8,248	23,111	205,200	6,239,748				
TOTAL	12,923	202	23,501	219	1,807	38,652	24	78	101	203	16,309	274,608				
JAN	10,356	131	21,505	220	1,116	33,328	32	82	25	139	2,595	247,428				
FEB	7,836	106	14,142	330	836	23,250	14	58	35	107	1,729	259,980				
MAR	11,319	147	15,841	249	1,244	28,800	53	87	90	230	16,939	243,236				
APR	12,759	149	15,719	239	1,134	30,000	21	49	49	119	10,773	219,037				
MAY	11,168	231	19,408	384	1,845	33,036	23	52	41	116	2,763	237,819				
JUN	10,753	272	22,963	413	1,948	36,349	24	91	95	210	8,524	261,863				
JUL	11,362	179	20,279	273	1,715	33,808	6	52	119	177	11,733	272,569				
AUG	9,773	79	21,305	314	1,327	32,798	11	48	28	87	17,294	243,406				
SEP	9,243	156	25,099	308	1,476	36,282	20	51	49	120	11,860	237,862				
OCT	5,624	67	26,316	526	1,308	33,841	14	67	43	124	10,468	261,572				
NOV	6,398	191	27,669	473	1,439	36,170	10	105	140	255	10,564	278,485				
DEC	119,514	1,910	253,747	3,948	17,195	396,314	252	820	815	1,887	121,551	3,037,865				

Table 12. Visitor Arrivals Growth by Month and MMA
 % change 2017 vs. 2016

% change	US WEST MMA		US EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA								OCEANIA MMA		
	US WEST	US EAST	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA				
TOTAL																			
Jan	3.4%	0.3%	5.2%	3.5%	5.2%	3.5%	-4.0%	-2.5%	0.0%	-18.5%	5.8%	-2.3%	2.6%	53.5%	8.3%				
Feb	-0.3%	3.7%	9.9%	6.4%	9.9%	6.4%	-10.4%	-3.5%	-8.9%	-23.6%	-4.5%	-8.7%	10.7%	112.3%	20.5%				
Mar	1.4%	2.3%	12.4%	6.5%	12.4%	6.5%	-13.0%	27.2%	-3.0%	-13.2%	-19.0%	-6.0%	5.1%	87.2%	14.5%				
Apr	8.4%	11.5%	11.5%	20.2%	11.5%	20.2%	-24.3%	3.0%	16.7%	19.6%	10.9%	-4.4%	-11.8%	17.5%	-7.6%				
May	3.3%	11.2%	7.0%	19.7%	7.0%	19.7%	5.0%	1.3%	-4.7%	-12.4%	-1.0%	-0.2%	-12.2%	6.5%	-9.4%				
Jun	3.2%	9.0%	12.2%	10.6%	12.2%	10.6%	-9.0%	7.9%	5.7%	-9.3%	-5.2%	-2.3%	5.2%	-9.5%	2.3%				
Jul	4.8%	11.7%	12.7%	7.1%	12.7%	7.1%	-11.2%	4.9%	9.5%	2.7%	9.6%	1.0%	10.7%	2.1%	8.7%				
Aug	5.3%	4.6%	5.9%	9.5%	5.9%	9.5%	-11.8%	-1.3%	-6.5%	14.3%	-16.6%	-4.9%	5.0%	-2.4%	3.4%				
Sep	10.4%	-4.5%	3.9%	19.5%	3.9%	19.5%	-7.0%	-9.8%	-10.0%	-10.2%	-6.8%	-8.5%	-10.4%	-25.5%	-13.1%				
Oct	3.3%	7.9%	1.7%	9.9%	1.7%	9.9%	0.1%	5.8%	5.0%	-5.2%	-2.3%	1.8%	-10.9%	-1.6%	-9.3%				
Nov	9.1%	4.0%	-0.3%	19.8%	-0.3%	19.8%	-6.9%	9.4%	1.8%	9.7%	7.6%	1.0%	8.8%	10.2%	9.0%				
Dec	6.8%	4.0%	0.4%	11.1%	0.4%	11.1%	-0.6%	7.2%	0.4%	-11.4%	-3.5%	-0.3%	8.2%	16.2%	9.5%				
TOTAL	4.9%	5.6%	6.7%	10.8%	6.7%	10.8%	-8.6%	3.2%	0.1%	-0.5%	-1.4%	-2.9%	-0.3%	9.3%	1.3%				
DOMESTIC																			
Jan	2.6%	4.2%	-0.4%	14.1%	-0.4%	14.1%	-6.6%	-9.5%	-1.2%	-22.7%	5.7%	-4.8%	-14.2%	2.4%	-11.9%				
Feb	-1.0%	3.7%	-12.9%	32.9%	-12.9%	32.9%	-14.4%	-7.9%	-9.2%	-28.3%	-5.6%	-11.5%	-10.8%	8.8%	-8.0%				
Mar	1.0%	4.3%	-8.6%	37.3%	-8.6%	37.3%	-17.1%	54.8%	-4.7%	-16.5%	-24.2%	-8.9%	-14.0%	2.8%	-11.7%				
Apr	9.1%	10.3%	2.9%	1.7%	2.9%	1.7%	16.0%	-4.0%	19.9%	22.4%	11.2%	14.8%	-20.4%	0.5%	-17.2%				
May	2.8%	10.3%	-13.8%	24.7%	-13.8%	24.7%	5.4%	-0.6%	-6.3%	-15.0%	-1.7%	-1.2%	-9.3%	-10.0%	-9.4%				
Jun	3.1%	10.5%	5.5%	-16.3%	5.5%	-16.3%	-13.5%	11.4%	5.7%	-11.7%	-6.8%	-5.1%	-9.7%	19.3%	-4.9%				
Jul	5.1%	11.9%	1.1%	5.1%	1.1%	5.1%	-7.4%	11.3%	9.9%	0.6%	2.8%	1.9%	-15.4%	8.2%	-11.1%				
Aug	3.9%	7.3%	8.3%	17.4%	8.3%	17.4%	-10.5%	-1.7%	-10.2%	13.4%	-21.6%	-6.1%	-12.9%	6.7%	-9.1%				
Sep	10.8%	-4.7%	-14.2%	22.2%	-14.2%	22.2%	-9.5%	-20.6%	-11.7%	-12.2%	-7.8%	-11.1%	-7.9%	3.0%	-6.2%				
Oct	3.3%	8.0%	-0.9%	10.9%	-0.9%	10.9%	-0.5%	7.5%	5.2%	-6.4%	-2.8%	1.6%	-11.9%	9.9%	-8.3%				
Nov	9.7%	4.7%	3.6%	-6.9%	3.6%	-6.9%	-11.1%	9.4%	0.6%	9.9%	7.4%	-1.5%	-5.8%	-7.5%	-6.1%				
Dec	6.8%	3.9%	-23.3%	0.9%	-23.3%	0.9%	-4.3%	5.7%	-1.2%	-14.9%	-4.8%	-3.5%	-9.2%	-5.0%	-8.6%				
TOTAL	4.7%	6.4%	-5.2%	12.6%	-5.2%	12.6%	-6.2%	2.4%	-1.2%	-2.4%	-3.9%	-3.1%	-12.0%	3.7%	-9.4%				
INTERNATIONAL																			
Jan	30.1%	-41.6%	5.2%	1.1%	5.2%	1.1%	6.2%	6.4%	6.2%	6.9%	6.2%	6.3%	8.2%	78.0%	15.3%				
Feb	30.7%	2.9%	10.0%	0.8%	10.0%	0.8%	2.4%	2.4%	-7.0%	3.0%	2.3%	0.3%	13.7%	136.4%	24.8%				
Mar	17.4%	-29.7%	12.5%	-0.6%	12.5%	-0.6%	2.3%	2.3%	2.4%	2.7%	2.3%	2.4%	7.4%	99.7%	17.7%				
Apr	-21.3%	47.7%	11.5%	23.8%	11.5%	23.8%	-67.7%	9.9%	9.9%	9.6%	9.9%	-33.3%	-10.4%	20.6%	-5.9%				
May	39.2%	45.1%	7.2%	17.0%	7.2%	17.0%	3.4%	3.4%	3.4%	3.7%	3.6%	3.4%	-12.8%	9.8%	-9.4%				
Jun	8.4%	-14.3%	12.3%	20.7%	12.3%	20.7%	5.6%	5.6%	5.5%	5.5%	5.4%	5.5%	7.7%	-13.3%	3.4%				
Jul	-4.4%	8.6%	12.8%	8.4%	12.8%	8.4%	-25.5%	-4.9%	7.0%	13.2%	71.7%	-2.7%	17.5%	1.0%	13.4%				
Aug	102.5%	-30.2%	5.9%	3.8%	5.9%	3.8%	-18.3%	-0.1%	28.9%	20.4%	30.8%	1.7%	8.5%	-4.0%	5.8%				
Sep	-5.2%	6.5%	4.0%	17.9%	4.0%	17.9%	7.1%	7.2%	7.1%	7.0%	7.4%	7.1%	-11.0%	-31.0%	-14.7%				
Oct	2.3%	5.3%	1.7%	9.2%	1.7%	9.2%	2.9%	2.9%	2.9%	3.3%	3.0%	2.9%	-10.6%	-4.1%	-9.6%				
Nov	-4.8%	-5.3%	-0.3%	30.7%	-0.3%	30.7%	9.4%	9.4%	9.5%	9.1%	9.4%	9.4%	10.9%	13.2%	11.3%				
Dec	7.3%	7.3%	0.6%	14.3%	0.6%	14.3%	8.1%	8.2%	8.1%	8.5%	8.3%	8.2%	10.5%	19.0%	11.8%				
TOTAL	11.9%	-9.0%	6.8%	10.2%	6.8%	10.2%	-16.4%	4.2%	6.9%	10.8%	17.0%	-2.1%	2.0%	10.4%	3.4%				

Table 12. Visitor Arrivals Growth by Month and MMA continued
 % change 2017 vs. 2016

%change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS				
TOTAL																
Jan	9.6%	-4.7%	0.1%	-20.6%	28.3%	4.1%	18.5%	-17.6%	-14.6%	-4.8%	34.7%	4.1%				
Feb	-30.1%	-42.6%	-2.4%	17.6%	-37.4%	-15.8%	-18.4%	-39.6%	-28.9%	-30.3%	-28.4%	1.3%				
Mar	3.3%	-38.9%	-8.6%	42.7%	-15.7%	-4.6%	-14.1%	-13.6%	-50.6%	-29.6%	-32.9%	2.8%				
Apr	5.5%	7.5%	-9.2%	-12.4%	-0.8%	-2.9%	-20.2%	-7.7%	75.2%	15.5%	38.4%	9.6%				
May	-15.3%	-26.7%	-7.0%	9.2%	-12.9%	-11.4%	2.7%	-11.6%	-2.2%	-4.5%	5.0%	4.6%				
Jun	-18.5%	-16.3%	8.4%	23.0%	10.1%	-4.1%	-3.8%	1.8%	-8.5%	-3.6%	-23.9%	4.7%				
Jul	-15.6%	-19.0%	1.4%	56.8%	18.2%	-4.2%	30.7%	10.0%	-11.2%	2.8%	2.7%	7.2%				
Aug	3.7%	-10.5%	-2.5%	25.6%	21.9%	0.8%	8.8%	-6.8%	0.0%	-0.6%	17.3%	5.3%				
Sep	-3.5%	-4.5%	1.7%	68.2%	-2.1%	0.2%	5.3%	-1.0%	-18.2%	-6.8%	44.9%	5.0%				
Oct	-15.1%	-5.7%	1.8%	54.6%	19.4%	-3.2%	3.2%	6.8%	3.0%	4.7%	22.7%	3.7%				
Nov	5.7%	0.5%	13.4%	60.1%	26.9%	12.7%	8.0%	-6.1%	-7.4%	-4.1%	26.3%	7.6%				
Dec	9.0%	19.3%	13.3%	-2.6%	4.0%	11.6%	5.9%	6.8%	6.3%	6.4%	13.2%	6.0%				
TOTAL	-7.9%	-14.5%	1.5%	22.7%	4.2%	-1.8%	1.8%	-6.9%	-5.1%	-4.1%	9.3%	5.2%				
DOMESTIC																
Jan	-9.2%	-30.4%	-16.8%	-28.1%	11.9%	-12.4%	18.9%	-19.1%	-18.2%	-5.6%	-5.4%	2.7%				
Feb	-35.3%	-50.6%	-14.8%	22.6%	-26.1%	-32.2%	-19.2%	-42.9%	-30.8%	-32.3%	-13.8%	0.2%				
Mar	-13.4%	-50.9%	-35.4%	-21.8%	-15.8%	-20.9%	-14.5%	-15.3%	-52.9%	-31.4%	-11.8%	2.1%				
Apr	-13.4%	-14.2%	-12.8%	-19.3%	-56.1%	-15.1%	-22.9%	-9.9%	84.9%	16.2%	2.0%	8.7%				
May	-30.7%	-38.7%	6.1%	24.4%	-3.8%	-25.8%	2.6%	-12.6%	-2.6%	-5.0%	-8.4%	4.3%				
Jun	-41.5%	-28.5%	-9.1%	-11.8%	9.1%	-36.8%	-4.3%	1.4%	-9.3%	-4.2%	-8.1%	4.1%				
Jul	-30.1%	-32.7%	-25.2%	-30.2%	-31.7%	-29.8%	28.9%	5.2%	-12.8%	0.4%	0.1%	6.3%				
Aug	-25.5%	-21.9%	-10.4%	-17.6%	10.9%	-21.6%	9.3%	-10.5%	-3.9%	-3.5%	0.9%	4.3%				
Sep	-25.8%	5.3%	18.8%	51.4%	28.0%	-16.0%	5.2%	-1.6%	-19.1%	-7.5%	0.2%	4.6%				
Oct	-32.4%	2.8%	5.6%	23.4%	-5.4%	-24.8%	3.2%	7.1%	3.1%	4.8%	5.9%	4.3%				
Nov	-18.1%	-8.9%	-21.4%	39.3%	11.1%	-15.6%	8.0%	-7.9%	-8.8%	-5.3%	10.3%	7.4%				
Dec	10.8%	7.3%	5.1%	39.4%	57.3%	12.2%	5.8%	6.7%	6.0%	6.3%	3.3%	5.3%				
TOTAL	-25.8%	-25.6%	-9.6%	1.0%	-2.8%	-22.1%	1.5%	-8.5%	-6.5%	-5.3%	-2.1%	4.5%				
INTERNATIONAL																
Jan	12.9%	27.8%	0.7%	-17.7%	29.6%	5.6%	4.3%	6.8%	6.3%	6.3%	120.8%	6.7%				
Feb	-28.8%	-33.2%	-2.0%	16.4%	-38.2%	-13.9%	3.2%	2.5%	4.2%	3.0%	-61.8%	3.5%				
Mar	8.4%	-16.5%	-7.4%	73.7%	-15.7%	-2.3%	0.0%	1.8%	2.9%	1.9%	-77.8%	4.2%				
Apr	10.8%	40.0%	-9.0%	-9.5%	6.1%	-1.3%	10.4%	10.1%	9.8%	10.0%	104.8%	11.5%				
May	-8.3%	-3.9%	-7.6%	2.1%	-14.1%	-8.1%	5.0%	4.3%	4.3%	4.4%	33.7%	5.5%				
Jun	-6.2%	-3.8%	9.0%	43.3%	10.1%	3.6%	4.5%	6.1%	5.1%	5.5%	-64.1%	6.1%				
Jul	-10.9%	-1.8%	2.2%	156.5%	23.8%	-0.6%	118.2%	102.2%	15.9%	52.2%	10.5%	9.2%				
Aug	13.0%	9.8%	-2.3%	51.7%	23.1%	3.9%	-14.3%	57.6%	30.8%	35.1%	61.5%	7.2%				
Sep	4.6%	-16.8%	1.2%	74.4%	-5.0%	2.3%	10.0%	6.7%	7.7%	7.4%	155.4%	5.9%				
Oct	-7.9%	-13.8%	1.7%	70.2%	22.0%	0.0%	5.3%	2.0%	2.1%	2.6%	63.3%	2.5%				
Nov	16.3%	28.8%	14.3%	65.4%	29.1%	15.7%	7.7%	9.8%	10.3%	9.7%	60.3%	8.1%				
Dec	8.2%	33.6%	13.5%	-13.4%	-0.1%	11.6%	11.1%	8.2%	8.5%	8.5%	36.6%	7.3%				
TOTAL	-1.6%	1.0%	1.9%	32.1%	4.9%	1.1%	11.0%	14.5%	10.7%	12.4%	36.2%	6.5%				

**Table 13. U.S. West MMA Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
VISITOR ARRIVALS	3,843,780	3,664,150	4.9	3,746,542	3,577,224	4.7	97,238	86,926	11.9
VISITOR DAYS	34,854,624	33,552,091	3.9	34,212,487	32,928,470	3.9	642,138	623,621	3.0
AVERAGE DAILY CENSUS	95,492	91,672	4.2	93,733	89,968	4.2	1,759	1,704	3.3
ISLANDS VISITED									
O'ahu	1,639,172	1,569,790	4.4	1,559,490	1,497,386	4.1	79,682	72,404	10.1
O'ahu only	1,299,540	1,251,290	3.9	1,232,280	1,191,693	3.4	67,260	59,597	12.9
O'ahu one day or less	74,541	71,529	4.2	72,160	66,762	8.1	2,381	4,767	-50.1
Kaua'i	658,645	619,976	6.2	653,641	611,603	6.9	5,004	8,373	-40.2
Kaua'i only	476,985	447,742	6.5	476,019	444,695	7.0	966	3,047	-68.3
Kaua'i one day or less	23,985	25,185	-4.8	22,728	23,707	-4.1	1,257	1,477	-14.9
Maui County	1,382,955	1,336,006	3.5	1,366,349	1,317,978	3.7	16,605	18,027	-7.9
Maui	1,361,349	1,313,895	3.6	1,345,250	1,297,072	3.7	16,099	16,823	-4.3
Maui only	1,089,426	1,052,522	3.5	1,080,607	1,043,543	3.6	8,818	8,979	-1.8
Maui one day or less	32,791	33,073	-0.9	30,256	29,388	3.0	2,535	3,685	-31.2
Moloka'i *	22,561	24,975	-9.7	21,962	23,435	-6.3	599	1,540	-61.1
Moloka'i only*	4,961	4,747	4.5	4,961	4,747	4.5	0	0	NA
Moloka'i one day or less*	8,052	9,848	-18.2	7,628	9,014	-15.4	424	834	-49.2
Lāna'i *	24,498	25,945	-5.6	24,498	24,853	-1.4	0	1,093	-100.0
Lāna'i only*	6,292	5,762	9.2	6,292	5,762	9.2	0	0	NA
Lāna'i one day or less*	10,285	11,971	-14.1	10,285	11,057	-7.0	0	914	-100.0
Hawai'i Island	709,639	653,300	8.6	694,799	645,219	7.7	14,840	8,080	83.7
Kona side	629,332	579,532	8.6	615,559	573,336	7.4	13,773	6,196	122.3
Hilo side	211,397	186,709	13.2	205,447	182,720	12.4	5,951	3,990	49.2
Hawai'i Island only	500,487	464,020	7.9	494,178	462,343	6.9	6,309	1,677	276.3
Hawai'i Island one day or less	20,204	21,311	-5.2	19,330	19,286	0.2	875	2,025	-56.8
Any Neighbor Island	2,544,239	2,412,860	5.4	2,514,262	2,385,531	5.4	29,978	27,329	9.7
NI only	2,204,607	2,094,360	5.3	2,187,051	2,079,838	5.2	17,556	14,522	20.9
O'ahu & NI	339,632	318,500	6.6	327,211	305,693	7.0	12,421	12,808	-3.0
Any one island only	3,377,691	3,226,084	4.7	3,294,338	3,152,784	4.5	83,354	73,300	13.7
Multiple Islands	466,088	438,066	6.4	452,204	424,439	6.5	13,884	13,626	1.9
Avg. Islands Visited	1.15	1.15	0.0	1.15	1.15	0.1	1.20	1.25	-4.1
Average Length of									
Stay in Hawai'i	9.07	9.16	-1.0	9.13	9.21	-0.8	6.60	7.17	-8.0
O'ahu	7.09	7.22	-1.8	7.18	7.30	-1.6	5.37	5.61	-4.3
Maui	8.33	8.41	-0.9	8.36	8.43	-0.9	6.34	6.37	-0.5
Moloka'i	6.26	5.95	5.2	6.31	6.08	3.9	4.22	3.94	7.1
Lāna'i	4.56	4.09	11.6	4.56	4.20	8.5	0	1.49	-100.0
Kaua'i	8.35	8.42	-0.8	8.38	8.44	-0.7	4.45	6.44	-30.9
Hawai'i Island	8.64	8.72	-0.9	8.70	8.75	-0.6	5.90	6.02	-1.9
Hilo	5.21	5.30	-1.9	5.29	5.33	-0.9	2.43	3.90	-37.7
Kona	7.99	8.12	-1.5	8.05	8.15	-1.2	5.31	5.34	-0.5
ACCOMMODATIONS									
Plan to stay in Hotel	1,944,437	1,835,921	5.9	1,894,366	1,782,727	6.3	50,070	53,194	-5.9
Hotel only	1,659,066	1,574,681	5.4	1,614,793	1,526,442	5.8	44,273	48,239	-8.2
Plan to stay in Condo	767,727	775,191	-1.0	751,420	762,340	-1.4	16,308	12,851	26.9
Condo only	627,894	638,721	-1.7	614,584	627,969	-2.1	13,310	10,751	23.8
Plan to stay in Timeshare	458,910	443,522	3.5	451,993	436,548	3.5	6,917	6,974	-0.8
Timeshare only	363,225	354,949	2.3	358,418	348,857	2.7	4,807	6,092	-21.1
Cruise Ship	25,975	25,608	1.4	25,905	25,365	2.1	70	243	-71.1
Friends/Relatives	455,016	435,328	4.5	440,680	424,075	3.9	14,336	11,253	27.4
Bed & Breakfast	38,538	34,691	11.1	37,851	34,114	11.0	687	576	19.2
Rental House	417,610	373,150	11.9	403,743	367,778	9.8	13,867	5,372	158.1
Hostel	21,461	19,922	7.7	20,496	18,864	8.6	965	1,058	-8.7

**Table 13. U.S. West MMA Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	23,834	23,636	0.8	23,834	22,681	5.1	0	955	-100.0
Private Room in Private Home**	49,685	20,077	147.5	45,538	18,682	143.8	4,147	1,396	197.1
Shared Room/Space in Private Home**	15,620	6,277	148.8	15,498	6,111	153.6	123	166	-26.0
Other	61,497	64,072	-4.0	61,201	62,794	-2.5	296	1,278	-76.9
PURPOSE OF TRIP									
Pleasure (Net)	3,219,410	3,055,254	5.4	3,147,488	2,988,736	5.3	71,922	66,518	8.1
Honeymoon/Get Married	136,051	133,703	1.8	131,346	130,103	1.0	4,705	3,599	30.7
Honeymoon	108,343	107,591	0.7	106,076	104,975	1.0	2,267	2,616	-13.3
Get Married	34,994	34,067	2.7	32,556	32,811	-0.8	2,438	1,257	94.0
Pleasure/Vacation	3,107,554	2,945,472	5.5	3,039,804	2,882,206	5.5	67,750	63,267	7.1
Mtgs/Conventions/Incentive	147,969	144,691	2.3	145,622	142,749	2.0	2,347	1,942	20.9
Conventions	88,950	86,920	2.3	87,935	86,458	1.7	1,016	463	119.5
Corporate Meetings	39,365	37,994	3.6	38,188	37,647	1.4	1,177	347	239.5
Incentive	24,694	25,057	-1.4	24,539	23,843	2.9	155	1,214	-87.2
Other Business	148,366	149,620	-0.8	146,322	147,766	-1.0	2,043	1,854	10.2
Visit Friends/Rel.	404,557	393,331	2.9	395,727	383,970	3.1	8,829	9,361	-5.7
Govt/Military	31,987	33,208	-3.7	31,228	31,833	-1.9	759	1,375	-44.8
Attend School	7,481	8,786	-14.8	7,481	7,440	0.6	0	1,346	-100.0
Sport Events	31,961	36,571	-12.6	31,630	36,490	-13.3	331	81	309.6
Other	145,190	133,692	8.6	129,126	125,206	3.1	16,064	8,487	89.3
TRAVEL STATUS									
% First Timers ***	19.1	19.0	0.1	19.0	19.0	-0.1	22.6	18.3	4.3
% Repeaters ***	80.9	81.0	-0.1	81.0	81.0	0.1	77.4	81.7	-4.3
Average # of Trips	6.9	7.0	-0.4	6.9	7.0	-0.3	6.2	6.6	-5.3
Group Tour	63,032	63,133	-0.2	62,053	61,527	0.9	979	1,606	-39.0
Non-Group	3,780,747	3,601,016	5.0	3,684,488	3,515,696	4.8	96,259	85,320	12.8
Package Trip	669,184	652,594	2.5	656,967	642,335	2.3	12,217	10,260	19.1
No Package	3,174,596	3,011,555	5.4	3,089,575	2,934,889	5.3	85,021	76,666	10.9
Net True Independent	3,145,441	2,983,359	5.4	3,060,978	2,906,861	5.3	84,463	76,498	10.4
Avg. Age	46	46	-0.4	46	46	-0.1	45	48	-7.0
Avg. Party Size ^{1/}	2.17	2.15	0.8	2.17	2.15	0.8	2.18	2.11	4.0

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 14. Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air)
2017 vs. 2016**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	199,584	202,545	239,908	261,638	241,094	291,653	311,973	288,793	227,887	230,191	255,358	286,428	3,037,050
Alaska	10,334	9,150	10,235	5,742	5,708	3,538	3,159	3,450	3,159	6,175	8,555	11,745	80,950
California	125,144	121,138	153,416	183,184	177,582	234,223	254,321	222,161	173,900	164,143	175,810	191,846	2,176,869
Oregon	21,341	20,201	26,449	17,297	17,941	17,291	17,379	18,697	16,020	18,773	22,473	24,962	238,825
Washington	42,764	52,056	49,808	55,415	39,864	36,601	37,113	44,485	34,807	41,100	48,519	57,874	540,406
MOUNTAIN	56,568	51,565	74,096	55,246	66,792	69,497	61,497	43,934	48,237	60,803	56,442	64,813	709,491
Arizona	11,084	9,709	17,410	12,207	19,493	20,769	18,878	11,476	14,201	18,031	12,086	14,555	179,898
Colorado	12,933	12,125	18,662	12,188	15,509	15,884	14,623	9,718	10,746	15,240	13,703	17,037	168,368
Idaho	5,483	5,258	7,252	3,763	4,080	4,993	3,348	2,826	3,006	3,764	5,040	5,421	54,234
Montana	3,205	3,179	4,107	2,259	1,905	1,900	1,222	1,199	1,119	1,872	2,309	2,902	27,177
Nevada	7,442	6,392	8,904	9,357	8,572	10,248	10,688	7,526	8,493	8,205	8,046	9,294	103,167
New Mexico	2,167	1,777	2,320	1,619	3,213	3,019	2,700	1,762	1,932	2,028	1,876	2,596	27,007
Utah	13,287	12,319	13,790	12,792	13,285	11,883	9,442	8,980	8,275	11,060	12,427	12,093	139,634
Wyoming	967	806	1,651	1,060	735	801	598	447	465	605	956	916	10,007
TOTAL U.S. WEST	256,152	254,110	314,004	316,884	307,887	361,150	373,470	332,726	276,124	290,994	311,800	351,241	3,746,542

Note: Sums may not add up to total due to rounding.

**Table 15. U.S. East MMA Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
VISITOR ARRIVALS	1,998,788	1,892,768	5.6	1,912,352	1,797,746	6.4	86,436	95,022	-9.0
VISITOR DAYS	20,144,049	19,283,520	4.5	19,463,646	18,517,739	5.1	680,403	765,781	-11.1
AVERAGE DAILY CENSUS	55,189	52,687	4.7	53,325	50,595	5.4	1,864	2,092	-10.9
ISLANDS VISITED									
O'ahu	1,151,721	1,107,818	4.0	1,076,469	1,027,579	4.8	75,252	80,239	-6.2
O'ahu only	717,286	701,938	2.2	664,562	646,196	2.8	52,724	55,742	-5.4
O'ahu one day or less	102,055	94,412	8.1	99,587	91,878	8.4	2,467	2,534	-2.6
Kaua'i	385,959	356,523	8.3	376,712	345,260	9.1	9,247	11,263	-17.9
Kaua'i only	153,172	141,135	8.5	151,420	137,801	9.9	1,751	3,334	-47.5
Kaua'i one day or less	40,205	35,819	12.2	37,446	34,387	8.9	2,759	1,432	92.7
Maui County	758,786	712,079	6.6	738,996	689,058	7.2	19,790	23,021	-14.0
Maui	748,142	700,281	6.8	728,353	677,455	7.5	19,790	22,826	-13.3
Maui only	388,750	363,743	6.9	382,860	355,499	7.7	5,891	8,244	-28.5
Maui one day or less	43,940	38,607	13.8	40,396	36,009	12.2	3,544	2,598	36.4
Moloka'i *	15,132	15,028	0.7	14,647	14,833	-1.3	485	195	148.7
Moloka'i only*	1,545	1,674	-7.7	1,545	1,674	-7.7	0	0	NA
Moloka'i one day or less*	7,505	7,300	2.8	7,020	7,300	-3.8	485	0	NA
Lāna'i *	19,869	20,340	-2.3	19,233	19,430	-1.0	636	910	-30.1
Lāna'i only*	2,388	2,826	-15.5	2,388	2,826	-15.5	0	0	NA
Lāna'i one day or less*	10,209	10,005	2.0	9,573	9,095	5.3	636	910	-30.1
Hawai'i Island	468,105	418,011	12.0	450,591	404,511	11.4	17,514	13,500	29.7
Kona side	395,640	356,232	11.1	382,166	345,243	10.7	13,474	10,990	22.6
Hilo side	197,737	166,083	19.1	185,344	159,133	16.5	12,393	6,950	78.3
Hawai'i Island only	189,507	173,669	9.1	186,601	172,265	8.3	2,906	1,404	106.9
Hawai'i Island one day or less	25,443	23,238	9.5	23,357	20,701	12.8	2,086	2,537	-17.8
Any Neighbor Island	1,281,501	1,190,829	7.6	1,247,789	1,151,549	8.4	33,712	39,280	-14.2
NI only	847,067	784,949	7.9	835,882	770,167	8.5	11,184	14,783	-24.3
O'ahu & NI	434,435	405,880	7.0	411,907	381,383	8.0	22,528	24,497	-8.0
Any one island only	1,452,649	1,384,986	4.9	1,389,377	1,316,262	5.6	63,272	68,724	-7.9
Multiple Islands	546,139	507,782	7.6	522,975	481,484	8.6	23,164	26,298	-11.9
Avg. Islands Visited	1.40	1.38	0.9	1.39	1.38	0.7	1.42	1.36	4.8
Average Length of Stay in Hawai'i									
O'ahu	10.08	10.19	-1.1	10.18	10.30	-1.2	7.87	8.06	-2.3
O'ahu	6.94	7.14	-2.9	7.00	7.22	-3.1	6.10	6.13	-0.5
Maui	7.81	7.93	-1.4	7.89	8.00	-1.4	5.21	5.79	-10.0
Moloka'i	4.75	5.06	-6.1	4.87	4.90	-0.6	1.00	17.00	-94.1
Lāna'i	3.33	3.55	-6.4	3.40	3.67	-7.3	1.00	1.00	0.0
Kaua'i	6.97	7.11	-2.0	7.04	7.14	-1.3	4.11	6.31	-34.8
Hawai'i Island	7.43	7.50	-0.9	7.54	7.59	-0.6	4.50	4.90	-8.2
Hilo	4.25	4.32	-1.7	4.36	4.40	-0.9	2.63	2.65	-0.7
Kona	6.67	6.78	-1.7	6.78	6.86	-1.2	3.43	4.35	-21.1
ACCOMMODATIONS									
Plan to stay in Hotel	1,217,326	1,157,236	5.2	1,161,270	1,091,727	6.4	56,057	65,510	-14.4
Hotel only	981,225	939,675	4.4	936,387	889,333	5.3	44,837	50,342	-10.9
Plan to stay in Condo	279,396	277,006	0.9	269,392	261,700	2.9	10,004	15,306	-34.6
Condo only	194,064	191,746	1.2	189,023	185,168	2.1	5,041	6,578	-23.4
Plan to stay in Timeshare	194,374	189,257	2.7	187,288	180,859	3.6	7,086	8,398	-15.6
Timeshare only	141,786	139,275	1.8	136,145	132,976	2.4	5,642	6,298	-10.4
Cruise Ship	73,761	62,729	17.6	70,380	61,579	14.3	3,381	1,150	194.0
Friends/Relatives	241,188	233,052	3.5	231,456	221,465	4.5	9,732	11,588	-16.0
Bed & Breakfast	27,258	23,848	14.3	25,466	22,986	10.8	1,792	862	107.9
Rental House	191,824	170,090	12.8	185,913	161,676	15.0	5,912	8,414	-29.7
Hostel	14,362	11,691	22.8	12,181	10,769	13.1	2,181	922	136.5

**Table 15. U.S. East MMA Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	12,363	11,284	9.6	12,083	11,079	9.1	280	204	37.3
Private Room in Private Home**	26,685	10,800	147.1	22,429	8,376	167.8	4,256	2,424	75.6
Shared Room/Space in Private Home**	8,868	3,819	132.2	7,964	3,283	142.6	904	536	68.6
Other	33,731	35,037	-3.7	33,061	33,622	-1.7	670	1,416	-52.7
PURPOSE OF TRIP									
Pleasure (Net)	1,598,504	1,492,780	7.1	1,529,539	1,417,224	7.9	68,964	75,557	-8.7
Honeymoon/Get Married	110,104	102,464	7.5	105,181	100,128	5.0	4,923	2,336	110.7
Honeymoon	97,771	90,995	7.4	93,929	89,501	4.9	3,842	1,494	157.2
Get Married	17,651	17,360	1.7	16,570	16,080	3.0	1,081	1,281	-15.6
Pleasure/Vacation	1,502,362	1,403,998	7.0	1,438,060	1,330,582	8.1	64,302	73,416	-12.4
Mtgs/Conventions/Incentive	140,751	137,349	2.5	136,892	133,046	2.9	3,859	4,303	-10.3
Conventions	84,259	80,207	5.1	81,762	78,645	4.0	2,498	1,562	59.9
Corporate Meetings	30,703	29,396	4.4	30,256	28,795	5.1	447	601	-25.7
Incentive	31,627	34,285	-7.8	30,713	31,951	-3.9	915	2,335	-60.8
Other Business	76,202	77,430	-1.6	74,525	75,634	-1.5	1,677	1,796	-6.6
Visit Friends/Rel.	222,426	220,037	1.1	215,139	209,326	2.8	7,287	10,711	-32.0
Govt/Military	45,546	47,330	-3.8	42,613	43,931	-3.0	2,933	3,399	-13.7
Attend School	4,356	4,762	-8.5	3,918	3,833	2.2	438	929	-52.9
Sport Events	16,859	19,548	-13.8	16,348	19,548	-16.4	512	0	NA
Other	71,921	74,241	-3.1	66,667	68,585	-2.8	5,254	5,657	-7.1
TRAVEL STATUS									
% First Timers ***	41.9	41.5	0.4	41.5	41.5	0.0	49.8	41.2	8.7
% Repeaters ***	58.1	58.5	-0.4	58.5	58.5	0.0	50.2	58.8	-8.7
Average # of Trips	4.1	4.1	-1.2	4.1	4.2	-1.0	3.3	3.6	-8.6
Group Tour	80,271	84,623	-5.1	77,036	82,236	-6.3	3,235	2,388	35.5
Non-Group	1,918,517	1,808,144	6.1	1,835,316	1,715,510	7.0	83,201	92,634	-10.2
Package Trip	403,135	395,364	2.0	387,642	378,494	2.4	15,494	16,870	-8.2
No Package	1,595,652	1,497,403	6.6	1,524,710	1,419,252	7.4	70,942	78,152	-9.2
Net True Independent	1,570,221	1,471,734	6.7	1,499,948	1,394,368	7.6	70,273	77,366	-9.2
Avg. Age	47	47	0.0	47	47	-0.1	46	46	1.5
Avg. Party Size ^{1/}	1.98	1.95	1.3	1.97	1.94	1.6	2.16	2.26	-3.3

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

Table 16. Domestic U.S. East Visitor Arrivals by Month and State (Arrivals by Air)

2017

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	30,607	26,879	31,908	14,542	17,414	17,358	16,658	10,745	10,953	14,353	14,874	22,755	229,046
Iowa	3,951	3,628	3,736	1,633	1,661	2,378	2,042	1,245	1,426	1,511	1,728	2,739	27,678
Kansas	2,840	1,869	3,170	1,608	2,652	2,279	2,802	1,395	1,604	1,832	2,174	2,911	27,135
Minnesota	13,580	12,661	15,934	6,055	4,506	4,408	3,879	4,041	2,895	4,974	5,480	8,754	87,168
Missouri	4,823	4,013	4,857	3,094	5,671	5,193	5,232	2,552	3,365	3,671	3,123	4,263	49,858
Nebraska	2,417	2,277	2,148	1,133	1,830	1,907	1,794	877	1,035	1,255	1,186	2,211	20,071
N. Dakota	1,474	1,121	1,107	470	518	506	336	263	260	506	522	878	7,962
S. Dakota	1,522	1,310	956	549	577	686	572	373	368	603	661	999	9,175
W.S. CENTRAL	20,461	18,247	31,704	20,228	34,339	45,509	45,625	27,979	22,772	22,723	22,942	31,201	343,731
Arkansas	1,093	913	1,504	872	1,625	1,935	1,731	935	1,057	1,024	1,007	1,383	15,080
Louisiana	995	1,336	1,172	1,446	2,336	2,540	2,437	1,164	1,502	1,421	1,424	1,386	19,159
Oklahoma	2,082	1,622	2,456	1,833	3,360	3,581	3,354	1,807	2,164	2,169	1,779	2,540	28,746
Texas	16,291	14,375	26,572	16,077	27,019	37,454	38,103	24,072	18,049	18,109	18,733	25,892	280,746
EN. CENTRAL	37,255	36,953	42,986	27,329	29,305	35,288	32,997	23,608	22,979	27,652	25,530	42,056	383,938
Illinois	13,506	11,623	14,801	8,826	10,611	12,609	13,913	9,121	8,531	9,235	9,864	18,173	140,814
Indiana	3,708	3,574	5,262	2,515	3,641	4,866	3,993	1,993	3,002	4,461	2,750	4,492	44,257
Michigan	6,861	8,785	9,186	5,728	5,116	5,476	4,937	4,952	4,161	4,955	5,010	8,340	73,507
Ohio	5,979	6,087	6,705	5,754	7,142	8,350	7,342	4,458	5,136	5,485	4,420	6,307	73,164
Wisconsin	7,201	6,885	7,032	4,505	2,795	3,987	2,812	3,085	2,148	3,515	3,485	4,745	52,195
E.S. CENTRAL	6,339	5,948	8,146	6,168	10,400	11,567	9,522	5,398	6,896	7,174	5,373	7,745	90,676
Alabama	1,480	1,177	1,900	1,498	2,730	2,642	2,295	1,352	1,633	1,548	1,411	1,790	21,454
Kentucky	1,622	1,419	1,776	1,511	2,051	2,857	2,267	1,223	1,761	1,634	1,121	1,794	21,036
Mississippi	543	502	705	585	1,206	1,188	941	517	597	618	676	688	8,765
Tennessee	2,694	2,850	3,766	2,574	4,413	4,881	4,019	2,307	2,905	3,375	2,165	3,473	39,421
NEW ENGLAND	11,466	12,247	10,376	11,001	9,058	10,013	11,406	11,309	7,156	8,755	7,827	11,640	122,254
Connecticut	2,340	2,022	2,458	2,182	2,234	2,271	3,036	2,778	1,538	1,842	1,632	2,500	26,834
Maine	1,017	1,121	843	876	608	636	555	507	499	644	586	693	8,586
Massachusetts	5,590	6,411	5,007	5,594	4,468	5,365	5,999	6,491	3,672	4,525	4,043	6,562	63,727
New Hampshire	1,180	1,405	967	1,161	835	820	834	677	686	821	726	885	10,998
Rhode Island	718	646	606	670	496	488	581	578	424	554	421	590	6,772
Vermont	622	642	494	518	417	433	401	278	335	369	420	410	5,337
MID ATLANTIC	25,747	24,255	21,650	25,140	23,343	25,612	31,700	35,867	18,300	20,234	18,511	28,141	298,499
New Jersey	6,084	5,023	4,804	7,000	6,303	6,247	8,949	10,767	4,675	5,057	5,097	6,585	76,591
New York	13,366	13,298	11,141	12,094	10,598	10,969	14,618	18,476	8,944	9,634	8,910	15,569	147,617
Pennsylvania	6,297	5,934	5,705	6,047	6,442	8,395	8,134	6,624	4,681	5,544	4,504	5,986	74,292
S. ATLANTIC	31,485	28,615	31,991	37,111	42,738	50,659	48,647	36,872	31,445	33,580	29,660	41,404	444,207
Delaware	562	447	439	574	489	575	555	458	500	449	438	486	5,970
Washington, D.C.	861	770	837	863	874	865	1,015	1,160	706	869	803	1,624	11,246
Florida	8,247	7,489	9,671	9,051	13,529	15,344	14,069	9,474	8,510	9,242	8,342	10,585	123,552
Georgia	4,398	4,446	5,175	6,051	8,122	8,738	7,590	3,905	5,722	5,200	4,682	6,403	70,431
Maryland	4,398	3,535	3,507	4,925	4,324	5,826	5,954	6,238	3,776	4,166	3,646	4,984	55,278
N. Carolina	4,085	3,919	4,155	5,131	5,037	6,636	6,310	4,746	4,178	4,370	3,600	5,612	57,778
S. Carolina	1,742	1,628	1,532	2,440	2,468	2,864	2,491	1,720	1,784	1,980	1,640	2,032	24,320
Virginia	6,745	5,954	6,215	7,630	7,411	9,152	9,930	8,863	5,807	6,850	6,027	9,293	89,878
West Virginia	449	428	460	446	484	659	733	309	462	453	484	386	5,753
TOTAL U.S. EAST	163,361	153,145	178,761	141,518	166,597	196,006	196,556	151,778	120,501	134,471	124,717	184,942	1,912,352

Note: Sums may not add up to total due to rounding.

**Table 17. Domestic U.S. Visitors by State (Arrivals by Air)
2005 – 2017**

	2017	2016	2015	2014R	2013	2012	2011	2010R	2009	2008	2007	2006	2005
PACIFIC COAST	3,037,050	2,910,610	2,769,433	2,567,685	2,548,978	2,558,886	2,375,475	2,321,329	2,143,635	2,171,206	2,558,488	2,541,078	2,432,433
Alaska	80,950	81,644	79,812	74,718	77,365	79,200	79,218	69,175	66,076	56,075	46,577	40,737	39,349
California	2,176,869	2,095,908	1,987,085	1,829,346	1,803,858	1,817,836	1,629,858	1,617,786	1,490,479	1,557,050	1,946,829	1,997,750	1,919,548
Oregon	238,825	223,210	212,730	200,957	201,869	200,289	204,240	196,533	176,912	172,079	179,235	165,178	152,462
Washington	540,406	509,849	489,806	462,664	465,887	461,561	462,160	437,835	410,167	386,002	385,846	337,413	321,074
MOUNTAIN	709,491	666,614	641,004	588,873	594,199	574,311	559,924	538,453	523,423	551,782	640,831	635,764	554,935
Arizona	179,898	175,945	166,966	160,896	165,660	155,940	148,450	147,722	140,163	152,122	190,089	198,471	151,642
Colorado	168,368	154,498	148,652	136,930	136,990	140,166	139,448	134,163	128,870	133,645	145,590	140,728	135,564
Idaho	54,234	49,040	46,744	44,441	46,097	39,538	38,753	35,261	36,626	36,683	41,222	36,782	32,752
Montana	27,177	26,037	25,633	24,869	25,280	23,375	23,572	20,863	19,268	20,218	20,105	19,928	19,391
Nevada	103,167	99,633	95,280	89,330	88,646	88,025	81,518	76,986	73,561	76,733	96,806	100,014	91,186
New Mexico	27,007	25,700	25,200	24,485	26,066	27,736	26,559	26,953	25,837	26,802	31,595	30,468	27,699
Utah	139,634	126,416	122,793	97,991	96,406	90,549	92,049	87,841	90,179	96,306	105,904	100,467	88,584
Wyoming	10,007	9,344	9,734	9,932	9,053	8,981	9,574	8,664	8,919	9,274	9,519	8,907	8,117
W.N. CENTRAL	229,046	213,548	203,733	197,983	196,435	200,691	200,784	189,866	185,516	203,438	220,179	226,088	224,273
Iowa	27,678	25,266	25,489	25,595	26,019	27,387	26,102	23,682	23,443	25,851	28,324	28,709	28,221
Kansas	27,135	25,007	24,891	23,981	24,059	24,362	26,017	23,904	23,888	25,676	28,674	28,462	28,442
Minnesota	87,168	81,029	75,412	71,516	68,742	70,241	71,518	68,358	66,000	75,400	79,874	82,888	84,560
Missouri	49,858	46,433	44,378	42,698	43,243	44,377	43,465	42,769	42,492	46,298	50,764	52,998	50,363
Nebraska	20,071	19,122	17,375	16,663	17,074	17,558	17,393	16,261	16,031	16,360	17,918	18,263	18,429
N. Dakota	7,962	8,041	8,149	9,305	8,785	8,434	7,724	6,947	6,004	6,137	6,291	6,391	6,356
S. Dakota	9,175	8,650	8,040	8,225	8,513	8,331	8,565	7,947	7,658	7,716	8,333	8,377	7,901
W.S. CENTRAL	343,731	323,807	314,922	297,274	288,044	300,282	286,962	282,848	275,802	267,355	297,700	295,493	272,439
Arkansas	15,080	14,120	13,168	12,606	12,919	13,145	13,487	13,923	14,013	13,264	14,978	16,455	15,886
Louisiana	19,159	18,227	18,876	17,980	16,838	17,404	17,435	17,258	17,636	18,090	21,783	23,243	20,237
Oklahoma	28,746	27,554	26,847	26,046	26,064	27,621	27,106	27,061	26,122	26,495	30,514	29,759	26,746
Texas	280,746	263,905	256,030	240,642	232,224	242,112	228,934	224,606	218,032	209,506	230,425	226,037	209,570
E.N. CENTRAL	383,938	366,129	349,602	333,644	335,549	344,260	345,118	330,498	320,607	364,099	407,255	427,680	436,299
Illinois	140,814	136,783	133,442	125,188	126,284	132,958	132,196	126,637	120,274	135,097	147,619	153,809	151,806
Indiana	44,257	41,097	39,851	38,805	38,289	39,323	39,743	38,066	36,477	42,069	48,920	51,666	52,721
Michigan	73,507	67,845	64,979	60,928	62,270	61,461	60,818	58,515	57,369	66,683	75,859	81,670	84,412
Ohio	73,164	69,642	65,863	64,387	64,309	65,183	65,880	65,021	62,085	72,598	82,220	86,523	88,463
Wisconsin	52,195	50,762	45,467	44,335	44,397	45,334	46,482	42,259	44,402	47,652	52,636	54,012	58,897
E.S. CENTRAL	90,676	84,941	78,607	73,722	74,524	78,110	76,712	79,106	75,076	82,880	97,862	101,872	99,269
Alabama	21,454	21,021	18,419	17,568	17,524	19,321	18,825	19,094	18,766	21,167	23,638	23,896	23,524
Kentucky	21,036	19,431	18,519	17,750	18,131	19,238	18,516	20,328	18,141	20,702	24,288	27,214	26,759
Mississippi	8,765	8,433	8,177	7,777	7,661	8,323	7,848	8,012	7,893	8,392	10,551	10,639	9,768
Tennessee	39,421	36,055	33,492	30,627	31,207	31,227	31,524	31,673	30,276	32,619	39,385	40,123	39,218
NEW ENGLAND	122,254	115,114	106,903	104,931	107,911	105,140	102,404	98,612	97,319	105,260	121,707	126,058	130,519
Connecticut	26,834	26,756	24,539	24,399	26,292	25,268	23,916	23,377	22,878	25,199	29,124	30,432	31,556
Maine	8,586	8,123	7,605	7,409	7,943	7,766	7,171	7,396	7,502	8,090	9,071	9,378	9,987
Massachusetts	63,727	58,487	53,975	52,921	53,502	51,946	50,919	48,390	48,169	51,109	59,146	61,421	62,914
New Hampshire	10,998	10,142	9,543	9,349	9,267	9,221	9,253	8,971	8,321	9,300	11,485	11,254	11,719
Rhode Island	6,772	6,361	6,057	6,051	5,980	6,099	6,204	5,914	5,703	6,512	7,175	7,993	8,339
Vermont	5,337	5,245	5,185	4,802	4,926	4,840	4,940	4,563	4,745	5,051	5,706	5,581	6,003
MID ATLANTIC	298,499	281,153	266,373	259,092	270,350	256,818	235,893	235,053	230,012	246,367	283,285	285,521	290,955
New Jersey	76,591	72,318	70,002	68,938	72,970	68,618	61,109	62,845	60,716	63,500	75,337	74,534	77,295
New York	147,617	137,307	126,932	123,451	128,832	119,696	108,282	107,152	106,446	112,367	127,397	129,946	134,627
Pennsylvania	74,292	71,528	69,438	66,703	68,548	68,504	66,502	65,056	62,850	70,500	80,551	81,041	79,032
S. ATLANTIC	444,207	413,054	386,641	364,654	355,864	361,396	346,839	344,047	336,216	369,270	429,746	447,991	431,427
Delaware	5,970	5,269	5,670	5,069	5,075	4,904	4,535	7,905	4,565	5,128	6,009	8,168	5,897
Washington, D.C.	11,246	10,571	9,871	9,253	8,977	8,771	9,258	4,586	7,618	7,529	8,116	6,031	7,930
Florida	123,552	114,345	107,362	99,315	95,885	95,117	89,414	86,636	85,249	96,993	121,870	127,551	121,877
Georgia	70,431	65,628	59,702	56,531	54,563	54,755	52,100	51,924	51,144	56,095	65,536	72,763	67,544
Maryland	55,278	50,995	48,906	46,598	46,564	48,971	47,393	46,816	47,283	50,590	59,903	61,832	60,660
N. Carolina	57,778	52,078	48,519	45,697	45,659	44,461	42,354	43,604	40,454	45,863	52,886	52,574	49,633
S. Carolina	24,320	22,743	20,931	20,199	18,922	19,149	18,300	18,556	17,529	19,373	23,053	22,845	21,450
Virginia	89,878	85,562	80,040	76,639	74,498	79,447	77,819	78,128	76,712	80,936	85,295	88,888	89,226
West Virginia	5,753	5,863	5,640	5,353	5,721	5,820	5,667	5,891	5,662	6,764	7,077	7,339	7,210
UNITED STATES	5,658,893	5,374,969	5,117,218	4,787,858	4,771,854	4,779,893	4,530,111	4,419,811	4,187,606	4,361,657	5,057,052	5,087,546	4,872,548

Note: Sums may not add up to total due to rounding.

Table 18. Domestic U.S. Visitor Characteristics by State (Arrivals by Air)

2017

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	AVERAGE ISLES VISITED	# OF TRIPS
PACIFIC COAST	3,037,050	9.01	27,362,576	94.4	62.8	18.8	70.6	27.0	5.9	4.4	1.14	7.17
Alaska	80,950	11.63	941,073	95.6	56.1	14.6	54.1	42.2	6.8	4.1	1.14	7.90
California	2,176,869	8.61	18,746,047	94.2	61.3	19.4	75.5	22.2	5.9	4.3	1.14	7.13
Oregon	238,825	9.93	2,371,044	94.6	69.6	17.9	55.1	41.5	6.7	4.8	1.13	7.07
Washington	540,406	9.82	5,304,413	95.1	66.6	17.5	58.6	38.9	5.4	4.4	1.12	7.29
MOUNTAIN	709,491	9.65	6,849,910	91.7	60.4	26.6	70.4	26.1	8.6	5.9	1.20	5.98
Arizona	179,898	9.41	1,693,035	91.5	59.8	27.6	74.2	22.5	8.4	6.4	1.21	5.93
Colorado	168,368	10.03	1,689,224	89.6	66.1	26.7	70.3	26.1	9.2	5.8	1.22	5.91
Idaho	54,234	10.05	545,113	93.3	68.1	25.8	57.5	38.9	8.2	5.4	1.16	5.64
Montana	27,177	10.76	292,361	92.2	71.0	27.4	54.1	42.2	7.4	5.5	1.17	5.38
Nevada	103,167	9.29	958,215	93.4	51.5	23.8	74.8	22.4	6.6	5.6	1.18	7.15
New Mexico	27,007	10.14	273,794	90.1	59.6	33.1	73.0	22.8	11.3	6.6	1.22	5.23
Utah	139,634	9.27	1,294,398	92.9	55.5	25.9	70.2	26.0	9.6	5.9	1.19	5.74
Wyoming	10,007	10.37	103,771	89.1	67.3	32.6	66.9	29.2	7.9	6.6	1.23	4.96
WEST NORTH CENTRAL	229,046	10.38	2,377,032	83.5	56.3	42.0	73.3	22.6	12.8	7.3	1.34	4.31
Iowa	27,678	10.54	291,849	81.1	54.5	44.3	73.5	22.4	12.9	7.4	1.37	4.12
Kansas	27,135	9.76	264,842	84.7	55.6	42.9	76.4	20.2	12.5	6.8	1.34	4.18
Minnesota	87,168	10.70	932,814	84.2	59.5	38.8	71.0	24.7	12.7	7.2	1.32	4.58
Missouri	49,858	10.16	506,331	82.2	52.0	45.0	74.4	21.2	12.8	7.8	1.37	4.10
Nebraska	20,071	9.94	199,589	83.8	56.7	43.7	76.0	20.7	13.2	7.0	1.32	4.14
North Dakota	7,962	10.71	85,291	85.1	55.8	44.1	74.4	21.7	12.0	7.9	1.31	4.10
South Dakota	9,175	10.50	96,316	85.2	56.5	41.0	73.1	23.4	14.3	6.8	1.31	4.34
WEST SOUTH CENTRAL	343,731	9.31	3,199,972	85.8	50.5	42.3	80.4	16.7	10.9	6.2	1.31	4.40
Arkansas	15,080	9.71	146,416	84.3	49.2	47.0	74.8	21.7	13.1	6.8	1.34	3.88
Louisiana	19,159	9.57	183,423	82.1	42.5	52.8	80.3	15.8	13.3	8.5	1.40	3.47
Oklahoma	28,746	9.78	281,227	85.6	52.1	42.8	75.6	21.2	11.3	6.6	1.32	4.23
Texas	280,746	9.22	2,588,906	86.2	51.0	41.3	81.2	16.0	10.6	5.9	1.30	4.50
EAST NORTH CENTRAL	383,938	10.44	4,006,935	80.3	54.4	45.2	76.0	20.0	11.1	8.6	1.40	4.11
Illinois	140,814	10.05	1,415,094	82.1	57.3	40.3	78.8	17.8	9.8	8.5	1.36	4.50
Indiana	44,257	10.36	458,505	81.1	50.9	47.4	75.0	20.7	12.6	8.6	1.40	3.83
Michigan	73,507	11.03	810,730	78.9	54.8	48.1	72.9	22.6	10.7	9.2	1.42	3.94
Ohio	73,164	10.38	759,669	78.0	49.8	50.0	77.4	18.3	12.5	8.9	1.45	3.73
Wisconsin	52,195	10.79	562,937	80.0	55.7	45.7	71.4	24.0	11.9	7.8	1.39	4.05
EAST SOUTH CENTRAL	90,676	10.04	909,978	81.4	43.0	50.3	80.8	15.5	12.8	7.5	1.40	3.76
Alabama	21,454	9.92	212,840	82.6	37.0	49.9	82.8	13.9	11.7	6.2	1.38	3.87
Kentucky	21,036	10.55	221,916	79.1	45.4	50.1	78.2	17.8	11.8	8.6	1.44	3.84
Mississippi	8,765	9.38	82,229	84.5	38.5	53.5	81.9	14.8	13.9	7.6	1.34	3.25
Tennessee	39,421	9.97	392,993	81.4	46.0	49.8	80.9	15.4	13.8	7.6	1.39	3.78
NEW ENGLAND	122,254	11.06	1,352,106	78.0	51.1	46.6	79.2	15.9	12.3	10.1	1.43	4.27
Connecticut	26,834	10.83	290,596	75.7	48.7	48.0	82.5	13.2	11.1	10.4	1.47	4.19
Maine	8,586	11.83	101,543	84.2	47.6	41.8	73.5	21.0	12.1	6.5	1.33	4.87
Massachusetts	63,727	10.89	694,256	77.1	53.0	47.3	79.3	15.6	13.2	10.8	1.44	4.13
New Hampshire	10,998	11.52	126,697	79.4	50.3	47.2	77.2	17.0	12.3	8.7	1.42	4.19
Rhode Island	6,772	11.02	74,658	79.6	42.3	47.0	82.2	13.9	11.1	9.1	1.41	4.47
Vermont	5,337	12.06	64,357	84.5	59.9	38.7	66.9	27.7	10.6	8.6	1.31	5.32
MIDDLE ATLANTIC	298,499	10.39	3,100,787	75.0	44.8	52.3	84.4	11.4	10.5	10.4	1.49	3.67
New Jersey	76,591	10.31	789,516	72.7	44.6	52.1	85.6	10.6	10.1	10.3	1.54	3.66
New York	147,617	10.29	1,519,465	75.9	44.3	52.0	85.1	10.7	9.3	10.6	1.47	3.74
Pennsylvania	74,292	10.66	791,806	75.7	45.9	53.0	81.7	13.6	13.4	10.1	1.49	3.54
SOUTH ATLANTIC	444,207	10.17	4,516,835	81.4	41.6	47.7	83.5	12.4	12.7	7.3	1.41	4.13
Delaware	5,970	10.90	65,050	78.2	43.2	50.1	77.5	16.7	13.1	8.9	1.48	3.90
Washington D.C.	11,246	9.47	106,531	81.5	46.1	42.9	84.6	10.6	11.7	9.0	1.36	4.64
Florida	123,552	10.35	1,278,818	79.5	42.3	49.4	83.4	12.5	12.7	7.1	1.47	4.14
Georgia	70,431	9.55	672,590	82.8	43.3	50.1	83.9	12.8	13.0	7.2	1.38	3.73
Maryland	55,278	10.18	562,712	81.7	40.4	46.2	83.9	11.4	12.7	7.8	1.39	4.27
North Carolina	57,778	10.32	596,046	80.2	45.6	50.4	81.1	14.3	13.7	8.2	1.42	3.71
South Carolina	24,320	10.53	256,196	81.1	42.1	50.6	82.1	13.7	13.0	7.3	1.43	3.78
Virginia	89,878	10.22	918,253	83.7	36.7	42.1	85.4	11.0	11.9	6.6	1.36	4.72
West Virginia	5,753	10.54	60,638	80.5	43.9	53.8	80.7	16.0	12.5	8.1	1.42	3.68

Note: Sums may not add up to total due to rounding.

**Table 19. Market Penetration for Top U.S. CBSA (Arrivals by Air)
2017**

RANK	METRO AREA	2017	2016	% CHNG	Population (1000) ¹	Est. 2017 Penetration per 1,000
1	Los Angeles-Long Beach-Anaheim CA	647,295	616,949	4.9	13,354	48.5
2	San Francisco-Oakland-Hayward CA	490,161	478,987	2.3	4,727	103.7
3	Seattle-Tacoma-Bellevue WA	355,913	334,959	6.3	3,867	92.0
4	San Diego-Carlsbad CA	200,980	193,664	3.8	3,338	60.2
5	San Jose-Sunnyvale-Santa Clara CA	200,561	191,957	4.5	1,998	100.4
6	Portland-Vancouver-Hillsboro OR-WA	178,586	167,192	6.8	2,453	72.8
7	New York-Newark-Jersey City NY-NJ-PA	176,143	163,886	7.5	20,321	8.7
8	Sacramento--Roseville--Arden-Arcade CA	141,483	137,091	3.2	2,325	60.9
9	Phoenix-Mesa-Scottsdale AZ	137,537	134,075	2.6	4,737	29.0
10	Riverside-San Bernardino-Ontario CA	130,704	122,358	6.8	4,581	28.5
11	Chicago-Naperville-Elgin IL-IN-WI	119,528	114,303	4.6	9,533	12.5
12	Dallas-Fort Worth-Arlington TX	102,310	97,797	4.6	7,400	13.8
13	Denver-Aurora-Lakewood CO	96,565	88,759	8.8	2,888	33.4
14	Washington-Arlington-Alexandria DC-VA-MD-WV	90,899	85,859	5.9	6,217	14.6
15	Las Vegas-Henderson-Paradise NV	71,896	69,798	3.0	2,204	32.6
16	Houston-The Woodlands-Sugar Land TX	71,102	68,102	4.4	6,892	10.3
17	Minneapolis-St. Paul-Bloomington MN-WI	66,486	61,794	7.6	3,601	18.5
18	Anchorage AK	52,638	52,675	-0.1	401	131.3
19	Salt Lake City UT	57,599	52,563	9.6	1,203	47.9
20	Atlanta-Sandy Springs-Roswell GA	52,254	49,047	6.5	5,885	8.9
21	Oxnard-Thousand Oaks-Ventura CA	48,848	47,308	3.3	854	57.2
22	Boston-Cambridge-Newton MA-NH	51,580	46,749	10.3	4,837	10.7
23	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	44,779	42,377	5.7	6,096	7.3
24	Santa Rosa CA	37,573	36,215	3.8	504	74.5
25	Detroit-Warren-Dearborn MI	34,666	32,299	7.3	4,313	8.0
26	Austin-Round Rock TX	36,310	30,446	19.3	2,116	17.2
27	Miami-Fort Lauderdale-West Palm Beach FL	31,353	29,236	7.2	6,159	5.1
28	Stockton-Lodi CA	28,130	26,824	4.9	745	37.7
29	Provo-Orem UT	30,051	26,587	13.0	618	48.7
30	Vallejo-Fairfield CA	28,165	26,521	6.2	445	63.2
31	Ogden-Clearfield UT	28,607	25,587	11.8	665	43.0
32	St. Louis MO-IL	28,354	25,436	11.5	2,807	10.1
32	Santa Cruz-Watsonville CA	25,182	25,137	0.2	276	91.3
34	Boise City ID	26,849	24,462	9.8	710	37.8
35	Kansas City MO-KS	25,346	23,834	6.3	2,129	11.9
36	Spokane-Spokane Valley WA	24,761	23,764	4.2	564	43.9
37	Baltimore-Columbia-Towson MD	25,753	23,130	11.3	2,808	9.2
38	San Antonio-New Braunfels TX	25,110	22,699	10.6	2,474	10.1
39	Fresno CA	23,336	22,373	4.3	989	23.6
40	Tucson AZ	22,455	22,319	0.6	1,023	22.0
41	Reno NV	22,822	21,502	6.1	465	49.1
42	Santa Maria-Santa Barbara CA	20,728	20,521	1.0	448	46.3
43	Tampa-St. Petersburg-Clearwater FL	20,515	18,163	12.9	3,091	6.6
44	Bremerton-Silverdale WA	19,351	18,101	6.9	266	72.6
45	Modesto CA	17,542	17,073	2.7	548	32.0
46	Orlando-Kissimmee-Sanford FL	18,253	16,974	7.5	2,510	7.3
47	Eugene OR	17,527	16,769	4.5	375	46.8
48	Olympia-Tumwater WA	17,313	16,729	3.5	281	61.7
49	Virginia Beach-Norfolk-Newport News VA-NC	16,821	16,699	0.7	1,725	9.7
50	Salem OR	17,997	16,669	8.0	425	42.3
51	Cincinnati OH-KY-IN	17,603	16,667	5.6	2,179	8.1
52	Colorado Springs CO	18,567	16,653	11.5	724	25.6
53	Salinas CA	16,897	16,360	3.3	438	38.6
54	Indianapolis-Carmel-Anderson IN	17,768	15,702	13.2	2,029	8.8
55	San Luis Obispo-Paso Robles-Arroyo Grande CA	16,341	15,661	4.3	283	57.7
56	Charlotte-Concord-Gastonia NC-SC	16,974	15,381	10.4	2,525	6.7
57	Bellingham WA	15,034	15,361	-2.1	221	67.9
58	Pittsburgh PA	15,711	14,690	7.0	2,333	6.7
59	Bakersfield CA	13,936	14,461	-3.6	893	15.6
60	Cleveland-Elyria OH	12,589	13,738	-8.4	2,059	6.1

¹ Based on 2017 population estimates

Source: Hawai'i Tourism Authority, Department of Business, Economic Development and Tourism, and U.S. Bureau of the Census.

**Table 20. Japan MMA Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
VISITOR ARRIVALS	1,587,781	1,487,979	6.7	7,996	8,431	-5.2	1,579,785	1,479,548	6.8
VISITOR DAYS	9,447,795	8,722,235	8.3	59,415	61,633	-3.6	9,388,380	8,660,602	8.4
AVERAGE DAILY CENSUS	25,884	23,831	8.6	163	168	-3.3	25,722	23,663	8.7
ISLANDS VISITED									
O'ahu	1,515,806	1,442,192	5.1	7,019	7,295	-3.8	1,508,787	1,434,897	5.1
O'ahu only	1,337,332	1,285,915	4.0	6,298	6,585	-4.4	1,331,034	1,279,331	4.0
O'ahu one day or less	9,140	7,763	17.7	227	168	35.4	8,913	7,595	17.4
Kaua'i	26,502	22,977	15.3	331	429	-22.9	26,171	22,548	16.1
Kaua'i only	2,088	2,100	-0.6	173	190	-9.0	1,915	1,909	0.3
Kaua'i one day or less	15,309	14,302	7.0	53	88	-39.7	15,256	14,214	7.3
Maui County	59,428	55,225	7.6	746	776	-3.7	58,682	54,449	7.8
Maui	57,738	54,298	6.3	727	740	-1.7	57,011	53,558	6.4
Maui only	10,131	9,941	1.9	348	410	-15.1	9,783	9,531	2.6
Maui one day or less	19,635	19,108	2.8	76	110	-31.3	19,560	18,998	3.0
Moloka'i *	2,515	1,410	78.4	23	26	-12.8	2,492	1,384	80.1
Moloka'i only*	2	32	-93.1	2	3	-30.3	0	29	-100.0
Moloka'i one day or less*	1,889	925	104.3	12	13	-8.7	1,878	912	105.9
Lāna'i *	2,373	1,101	115.6	18	28	-36.0	2,355	1,073	119.6
Lāna'i only*	90	31	191.0	5	2	138.7	85	29	194.9
Lāna'i one day or less*	1,693	852	98.7	4	8	-43.5	1,689	844	100.0
Hawai'i Island	189,551	143,002	32.6	798	869	-8.1	188,753	142,133	32.8
Kona side	152,985	109,180	40.1	643	720	-10.7	152,342	108,460	40.5
Hilo side	58,184	46,975	23.9	249	259	-3.9	57,935	46,716	24.0
Hawai'i Island only	54,811	30,326	80.7	380	439	-13.5	54,432	29,887	82.1
Hawai'i Island one day or less	35,823	32,160	11.4	46	53	-13.2	35,777	32,107	11.4
Any Neighbor Island	250,450	202,064	23.9	1,699	1,846	-8.0	248,751	200,217	24.2
NI only	71,975	45,787	57.2	977	1,136	-14.0	70,998	44,651	59.0
O'ahu & NI	178,475	156,276	14.2	722	710	1.6	177,753	155,566	14.3
Any one island only	1,404,454	1,328,345	5.7	7,206	7,629	-5.6	1,397,248	1,320,716	5.8
Multiple Islands	183,328	159,634	14.8	791	802	-1.4	182,537	158,832	14.9
Avg. Islands Visited	1.13	1.12	1.0	1.12	1.11	0.1	1.13	1.12	1.0
Average Length of									
Stay in Hawai'i	5.95	5.86	1.5	7.43	7.31	1.6	5.94	5.85	1.5
O'ahu	5.57	5.51	1.0	6.53	6.24	4.7	5.56	5.51	1.0
Maui	3.39	3.44	-1.6	7.50	7.17	4.6	3.34	3.39	-1.7
Moloka'i	1.50	1.79	-16.2	3.10	3.19	-2.8	1.48	1.76	-15.8
Lāna'i	2.15	1.53	40.5	3.79	4.51	-16.0	2.14	1.45	47.2
Kaua'i	2.37	2.44	-3.1	7.13	9.23	-22.8	2.31	2.32	-0.3
Hawai'i Island	3.91	3.66	6.8	7.07	7.66	-7.7	3.89	3.63	7.2
Hilo	1.99	1.91	4.3	4.57	8.02	-42.9	1.98	1.87	5.6
Kona	4.08	3.97	2.9	7.01	6.36	10.1	4.07	3.95	3.0
ACCOMMODATIONS									
Plan to stay in Hotel	1,306,009	1,260,010	3.7	5,759	6,016	-4.3	1,300,251	1,253,994	3.7
Hotel only	1,260,127	1,218,677	3.4	5,408	5,626	-3.9	1,254,719	1,213,051	3.4
Plan to stay in Condo	202,127	161,789	24.9	1,038	1,101	-5.8	201,089	160,688	25.1
Condo only	160,534	129,277	24.2	830	906	-8.3	159,704	128,371	24.4
Plan to stay in Timeshare	102,598	84,921	20.8	240	335	-28.4	102,358	84,586	21.0
Timeshare only	81,342	68,914	18.0	166	208	-20.0	81,176	68,706	18.1
Cruise Ship	2,373	1,931	22.9	29	47	-38.3	2,344	1,884	24.4
Friends/Relatives	18,762	16,132	16.3	604	793	-23.8	18,158	15,340	18.4
Bed & Breakfast	2,762	2,011	37.3	50	60	-17.6	2,712	1,951	39.0
Rental House	6,047	4,992	21.1	321	404	-20.5	5,726	4,588	24.8
Hostel	1,858	1,235	50.5	152	140	8.7	1,706	1,095	55.8

**Table 20. Japan MMA Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	846	524	61.4	33	35	-6.9	813	489	66.4
Private Room in Private Home**	4,292	3,464	23.9	99	49	103.9	4,193	3,416	22.8
Shared Room/Space in Private Home**	2,050	1,231	66.4	66	28	132.8	1,984	1,203	64.9
Other	2,111	4,159	-49.2	134	139	-3.1	1,977	4,021	-50.8
PURPOSE OF TRIP									
Pleasure (Net)	1,318,139	1,209,988	8.9	6,407	6,772	-5.4	1,311,732	1,203,216	9.0
Honeymoon/Get Married	224,288	239,588	-6.4	749	843	-11.1	223,539	238,745	-6.4
Honeymoon	214,258	227,731	-5.9	717	791	-9.3	213,541	226,940	-5.9
Get Married	33,129	36,396	-9.0	64	89	-28.3	33,065	36,307	-8.9
Pleasure/Vacation	1,107,200	983,907	12.5	5,704	6,010	-5.1	1,101,496	977,897	12.6
Mtgs/Conventions/Incentive	99,804	126,145	-20.9	445	390	14.2	99,359	125,755	-21.0
Conventions	16,488	18,706	-11.9	157	173	-9.1	16,331	18,533	-11.9
Corporate Meetings	5,024	2,968	69.3	172	140	22.9	4,852	2,828	71.6
Incentive	80,038	105,831	-24.4	125	120	3.5	79,913	105,711	-24.4
Other Business	7,180	6,020	19.3	294	412	-28.6	6,885	5,607	22.8
Visit Friends/Rel.	25,697	22,995	11.8	753	843	-10.6	24,944	22,152	12.6
Govt/Military	1,203	671	79.3	102	133	-23.2	1,101	538	104.6
Attend School	11,230	9,200	22.1	59	61	-3.7	11,171	9,139	22.2
Sport Events	21,919	17,743	23.5	113	91	24.3	21,806	17,652	23.5
Other	178,388	175,664	1.6	262	311	-15.7	178,126	175,354	1.6
TRAVEL STATUS									
% First Timers ***	34.9	38.2	-3.3	26.3	27.0	-0.6	34.9	38.3	-3.4
% Repeaters ***	65.1	61.8	3.3	73.7	73.0	0.6	65.1	61.7	3.4
Average # of Trips	4.5	4.1	10.0	6.3	6.3	-0.2	4.5	4.1	10.1
Group Tour	283,947	315,543	-10.0	815	917	-11.1	283,131	314,626	-10.0
Non-Group	1,303,835	1,172,436	11.2	7,181	7,514	-4.4	1,296,654	1,164,922	11.3
Package Trip	969,585	974,119	-0.5	1,935	2,122	-8.8	967,650	971,998	-0.4
No Package	618,196	513,860	20.3	6,062	6,310	-3.9	612,135	507,550	20.6
Net True Independent	558,862	443,843	25.9	5,786	6,011	-3.7	553,076	437,833	26.3
Avg. Age	44	43	2.3	43	42	0.8	44	43	2.3
Avg. Party Size ^{1/}	2.67	2.67	-0.2	1.69	1.69	0.3	2.67	2.68	-0.3

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

**Table 21. International Japanese MMA Visitor Characteristics by Region
2017**

JAPAN BY REGION	2017								
	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	219,137	277,051	79,741	757,682	61,901	35,686	87,415	52,047	9,125
PARTY SIZE									
One	11,368	14,285	5,371	42,693	2,781	1,868	4,285	2,317	579
Two	88,901	109,439	30,481	297,493	24,885	14,256	35,582	16,725	2,462
Three or more	118,993	153,338	43,881	417,547	34,246	19,571	47,597	32,807	6,031
Avg Party Size	2.70	2.70	2.71	2.65	2.77	2.74	2.75	2.94	3.17
VISIT STATUS									
First-Time	92,791	94,659	39,012	213,275	28,198	15,883	42,478	19,929	5,807
Repeat	128,140	182,154	41,963	538,713	34,429	20,180	46,257	32,310	3,608
Average # of Trips	2.70	2.70	2.71	2.65	2.77	2.74	2.75	2.94	3.17
TRAVEL METHOD									
Group Tour	44,957	44,640	19,696	117,643	14,206	10,011	19,445	9,512	3,022
Package	150,007	162,755	56,296	437,139	42,457	25,086	56,856	31,909	5,144
Group Tour & Pkg	38,057	34,643	15,876	92,379	11,834	8,156	13,307	7,307	2,513
True Independent	63,151	103,793	20,189	293,272	17,391	9,026	24,816	17,951	3,488
ISLANDS VISITED									
O'ahu	211,666	269,629	77,536	710,669	59,920	34,760	85,465	50,741	8,401
Maui County	7,821	9,693	2,569	29,157	3,131	1,047	2,897	2,038	329
...Maui	7,618	9,491	2,506	28,658	2,668	1,048	2,715	1,978	329
...Moloka'i *	205	633	99	1,364	0	46	88	58	0
...Lāna'i *	323	519	0	692	510	0	200	112	0
Kaua'i	3,823	4,096	1,418	13,705	719	295	1,232	841	41
Hawai'i Island	23,927	28,975	6,880	101,744	8,303	4,485	8,287	4,782	1,370
...Hilo	8,612	9,725	2,653	27,835	3,029	2,015	2,662	1,114	290
...Kona	17,970	22,553	4,617	86,804	6,220	2,833	5,995	4,214	1,137
LENGTH OF STAY									
O'ahu (days)	5.31	5.67	5.36	5.75	5.45	5.43	5.43	5.84	5.57
Maui (days)	3.12	2.62	3.24	3.76	2.79	2.22	2.37	3.16	6.88
Moloka'i (days)	1.00	1.17	1.00	1.92	0	1.00	2.00	1.00	0
Lāna'i (days)	1.40	1.25	0	1.55	5.11	0	1.00	1.00	0
Kaua'i (days)	1.83	2.00	2.62	2.44	2.53	1.35	2.29	1.85	1.00
Hawai'i Island (days)	3.40	3.71	2.93	4.37	3.14	2.98	3.46	3.44	3.24
...Hilo (days)	1.70	1.98	1.58	2.19	1.45	1.82	2.36	1.25	2.95
...Kona (days)	3.70	3.90	3.45	4.43	3.49	3.40	3.73	3.58	3.15
Statewide (days)	5.65	6.04	5.61	6.18	5.90	5.75	5.75	6.17	5.87
ACCOMMODATIONS									
Hotel	189,799	223,647	71,853	605,111	52,608	31,674	76,067	41,592	7,899
...Hotel Only	184,744	216,614	70,310	577,354	51,318	30,894	75,162	40,804	7,520
Condo	20,175	35,065	6,650	111,841	7,044	4,020	7,913	7,558	825
...Condo Only	16,225	28,772	5,676	86,551	5,713	3,057	6,380	6,601	729
Timeshare	11,887	20,769	2,215	55,729	3,064	912	4,295	3,223	264
...Timeshare Only	10,092	17,430	1,717	42,702	2,146	423	3,596	2,805	266
Rental House	262	1,020	363	3,304	94	134	215	298	37
...Rental House Only	177	540	351	1,936	18	40	139	288	36
hostel	210	351	0	784	65	51	201	45	0
camping	136	507	0	0	99	0	27	43	0
Private Room in Private Home **	825	658	66	2,402	69	26	72	26	49
Shared Room Space in Private Home **	142	125	71	1,473	101	0	53	19	0
Bed & Breakfast	480	339	81	1,453	46	25	99	0	190
Cruise Ship	409	523	81	1,048	128	81	39	35	0
Friends or Relatives	1,979	2,795	716	10,289	852	326	648	255	298
Other accommodation	377	757	94	534	84	44	64	21	0
PURPOSE OF TRIP									
Pleasure (Net)	176,413	230,735	61,512	650,943	48,897	28,107	67,222	41,668	6,235
....Vacation	137,628	195,058	45,604	572,133	36,723	22,024	51,055	35,931	5,341
....Honeymoon	41,363	36,072	17,175	74,985	13,116	6,499	17,585	5,811	935
....Getting Married	5,622	6,476	2,129	13,730	1,458	1,112	1,706	782	51
MC&I (Net)	15,984	13,817	9,338	38,164	5,082	3,984	8,042	3,745	1,202
....Convention/Conf.	1,041	1,927	1,594	7,371	900	545	1,490	965	499
....Corp. Meetings	808	364	22	2,859	192	94	194	294	25
....Incentive	14,750	11,941	7,767	28,330	4,082	3,410	6,462	2,540	631
Other Business	365	1,030	652	3,655	48	101	333	384	318
Visit Friends/Relatives	2,465	3,260	1,403	14,308	1,011	476	834	701	485
Government/Military	20	228	310	542	0	0	0	0	0
Attend School	2,510	1,805	378	3,765	290	516	1,449	458	0
Sport Events	2,498	3,096	871	12,399	952	363	921	507	200
other purpose	30,800	34,215	10,012	68,292	9,260	4,819	13,045	6,571	1,112
Average Age	49	51	49	51	50	52	49	51	49

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

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

**Table 22. Canada MMA Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
VISITOR ARRIVALS	520,062	469,314	10.8	134,750	119,621	12.6	385,312	349,693	10.2
VISITOR DAYS	6,468,689	5,926,189	9.2	1,650,704	1,487,379	11.0	4,817,984	4,438,810	8.5
AVERAGE DAILY CENSUS	17,722	16,192	9.5	4,522	4,064	11.3	13,200	12,128	8.8
ISLANDS VISITED									
O'ahu	213,275	185,680	14.9	57,422	50,023	14.8	155,852	135,656	14.9
O'ahu only	141,140	122,315	15.4	34,351	29,995	14.5	106,788	92,321	15.7
O'ahu one day or less	9,548	8,582	11.3	4,347	3,872	12.3	5,201	4,710	10.4
Kaua'i	73,333	66,873	9.7	25,980	23,734	9.5	47,353	43,139	9.8
Kaua'i only	34,404	32,312	6.5	12,603	12,109	4.1	21,801	20,203	7.9
Kaua'i one day or less	7,222	6,497	11.2	1,818	1,568	16.0	5,403	4,929	9.6
Maui County	265,148	244,851	8.3	54,058	48,336	11.8	211,090	196,515	7.4
Maui	262,919	242,371	8.5	53,399	47,735	11.9	209,519	194,636	7.6
Maui only	190,464	178,208	6.9	32,197	29,051	10.8	158,267	149,156	6.1
Maui one day or less	9,121	7,238	26.0	2,045	1,674	22.1	7,076	5,563	27.2
Moloka'i *	3,767	4,441	-15.2	834	904	-7.7	2,933	3,537	-17.1
Moloka'i only *	584	665	-12.2	135	151	-10.7	450	515	-12.6
Moloka'i one day or less *	1,698	2,543	-33.2	302	380	-20.6	1,397	2,163	-35.4
Lāna'i *	4,765	4,029	18.3	986	913	8.0	3,779	3,116	21.3
Lāna'i only *	356	530	-32.9	117	143	-17.9	238	387	-38.4
Lāna'i one day or less *	3,106	2,642	17.5	488	493	-1.0	2,617	2,149	21.8
Hawai'i Island	103,591	89,287	16.0	41,235	35,625	15.7	62,356	53,663	16.2
Kona side	93,933	81,381	15.4	37,779	32,448	16.4	56,154	48,933	14.8
Hilo side	36,256	29,592	22.5	14,246	11,600	22.8	22,010	17,992	22.3
Hawai'i Island only	54,461	48,493	12.3	24,256	21,044	15.3	30,205	27,449	10.0
Hawai'i Island one day or less	4,495	3,489	28.8	846	716	18.1	3,649	2,773	31.6
Any Neighbor Island	378,923	346,998	9.2	100,399	89,626	12.0	278,524	257,372	8.2
NI only	306,788	283,634	8.2	77,328	69,597	11.1	229,460	214,037	7.2
O'ahu & NI	72,135	63,364	13.8	23,071	20,029	15.2	49,064	43,335	13.2
Any one island only	421,408	382,524	10.2	103,659	92,492	12.1	317,749	290,032	9.6
Multiple Islands	98,654	86,790	13.7	31,091	27,129	14.6	67,563	59,661	13.2
Avg. Islands Visited	1.27	1.26	0.7	1.33	1.33	0.5	1.25	1.24	0.8
Average Length of Stay in Hawai'i									
O'ahu	12.44	12.63	-1.5	12.25	12.43	-1.5	12.50	12.69	-1.5
Maui	8.84	8.92	-0.9	7.64	7.81	-2.2	9.29	9.33	-0.5
Maui	10.93	11.21	-2.5	10.14	10.38	-2.3	11.14	11.41	-2.4
Moloka'i	5.88	4.74	24.0	7.99	7.10	12.5	5.28	4.14	27.5
Lāna'i	2.70	2.91	-7.2	3.82	3.81	0.3	2.41	2.64	-8.9
Kaua'i	8.93	9.13	-2.1	9.07	9.25	-1.9	8.86	9.06	-2.2
Hawai'i Island	9.83	10.18	-3.5	10.31	10.44	-1.3	9.51	10.01	-5.0
Hilo	4.12	4.13	-0.3	4.44	4.66	-4.8	3.91	3.79	3.3
Kona	9.25	9.67	-4.4	9.57	9.80	-2.3	9.03	9.59	-5.8
ACCOMMODATIONS									
Plan to stay in Hotel	231,755	207,116	11.9	63,009	54,392	15.8	168,746	152,725	10.5
Hotel only	175,444	157,920	11.1	45,911	39,974	14.9	129,533	117,946	9.8
Plan to stay in Condo	185,457	176,209	5.2	39,627	37,467	5.8	145,829	138,742	5.1
Condo only	151,626	144,332	5.1	30,918	29,582	4.5	120,708	114,749	5.2
Plan to stay in Timeshare	50,163	48,503	3.4	12,532	12,714	-1.4	37,631	35,789	5.1
Timeshare only	37,206	36,420	2.2	9,177	9,408	-2.4	28,028	27,012	3.8
Cruise Ship	8,467	7,974	6.2	4,254	3,804	11.8	4,213	4,170	1.0
Friends/Relatives	26,210	23,786	10.2	8,406	7,573	11.0	17,803	16,214	9.8
Bed & Breakfast	8,228	7,013	17.3	2,710	2,257	20.1	5,517	4,756	16.0
Rental House	63,759	51,505	23.8	19,557	15,812	23.7	44,202	35,693	23.8
Hostel	8,208	6,341	29.4	3,032	2,495	21.5	5,177	3,846	34.6

**Table 22. Canada MMA Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	6,837	5,485	24.7	2,505	1,863	34.5	4,332	3,622	19.6
Private Room in Private Home**	9,911	4,632	114.0	2,625	1,007	160.7	7,286	3,625	101.0
Shared Room/Space in Private Home**	2,620	1,156	126.7	847	353	139.7	1,773	802	121.0
Other	5,782	6,058	-4.6	2,244	1,819	23.3	3,537	4,238	-16.5
PURPOSE OF TRIP									
Pleasure (Net)	490,425	436,912	12.2	125,492	110,316	13.8	364,933	326,596	11.7
Honeymoon/Get Married	16,593	15,449	7.4	5,231	4,746	10.2	11,362	10,703	6.2
Honeymoon	15,021	13,595	10.5	4,765	4,306	10.7	10,256	9,289	10.4
Get Married	2,338	2,600	-10.1	707	635	11.3	1,631	1,965	-17.0
Pleasure/Vacation	476,298	424,058	12.3	121,183	106,349	13.9	355,115	317,709	11.8
Mtgs/Conventions/Incentive	17,660	17,417	1.4	5,183	4,586	13.0	12,477	12,831	-2.8
Conventions	12,174	11,297	7.8	3,780	2,983	26.7	8,394	8,315	1.0
Corporate Meetings	2,419	2,450	-1.3	746	721	3.5	1,673	1,729	-3.2
Incentive	3,573	4,206	-15.1	810	1,027	-21.1	2,763	3,179	-13.1
Other Business	3,248	3,582	-9.3	1,470	1,485	-1.1	1,779	2,096	-15.2
Visit Friends/Rel.	18,574	16,633	11.7	5,977	5,718	4.5	12,597	10,915	15.4
Govt/Military	404	753	-46.3	316	433	-27.1	88	320	-72.4
Attend School	387	481	-19.5	221	168	31.6	166	312	-46.9
Sport Events	3,081	3,267	-5.7	1,203	1,433	-16.1	1,878	1,834	2.4
Other	9,250	10,193	-9.3	2,219	2,147	3.4	7,031	8,046	-12.6
TRAVEL STATUS									
% First Timers ***	34.9	34.1	0.9	41.1	39.5	1.5	32.8	32.2	0.6
% Repeaters ***	65.1	65.9	-0.9	58.9	60.5	-1.5	67.2	67.8	-0.6
Average # of Trips	4.1	4.0	0.8	4.2	4.3	-2.1	4.0	3.9	1.8
Group Tour	7,983	9,020	-11.5	2,920	2,944	-0.8	5,063	6,075	-16.7
Non-Group	512,079	460,294	11.3	131,830	116,676	13.0	380,249	343,618	10.7
Package Trip	101,507	96,600	5.1	26,203	23,099	13.4	75,304	73,501	2.5
No Package	418,555	372,713	12.3	108,547	96,521	12.5	310,008	276,192	12.2
Net True Independent	415,767	369,705	12.5	107,445	95,435	12.6	308,322	274,269	12.4
Avg. Age	47	47	-0.2	46	46	-0.7	48	48	0.3
Avg. Party Size ^{1/}	2.23	2.20	0.7	2.02	2.01	0.3	2.31	2.28	1.1

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

**Table 23. Canada MMA Visitor Characteristics by Province
2017**

2017	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward	Quebec	Saskatchewan	Yukon Territory
Visitor Counts	520,062	93,378	218,124	11,449	3,029	1,640	777	4,574	128,895	518	40,990	14,479	2,208
PARTY SIZE													
One	62,469	9,889	21,959	1,151	281	174	186	729	18,779	50	7,928	1,136	208
Two	228,292	39,290	92,728	5,227	2,047	971	277	2,486	57,981	326	18,590	7,462	907
Three or more	229,301	44,203	103,444	5,072	700	495	314	1,358	52,131	142	14,469	5,880	1,094
Avg Party Size	2.23	2.32	2.32	2.34	2.05	2.05	1.89	1.95	2.11	2.05	1.95	2.27	2.33
VISIT STATUS													
First-Time	181,617	25,035	44,387	4,321	1,644	1,239	414	2,504	69,105	318	27,017	5,187	445
Repeat	338,445	68,328	173,674	7,129	1,386	402	363	2,072	59,837	200	13,999	9,292	1,763
Average # of Trips	4.07	5.11	5.51	4.40	2.82	1.98	3.39	3.02	2.76	2.27	2.15	4.35	4.79
TRAVEL METHOD													
Group Tour	7,983	1,019	2,015	421	156	8	3	104	3,365	12	726	150	4
Package	101,507	16,704	41,537	2,181	633	317	81	852	28,490	141	7,063	3,084	424
True independent	415,767	76,303	175,767	9,114	2,373	1,321	692	3,707	99,308	365	33,698	11,339	1,780
ISLANDS VISITED													
O'ahu	213,275	37,992	80,501	5,459	1,540	997	366	1,961	56,861	237	18,070	8,185	1,106
Maui County	265,148	39,041	109,221	5,195	1,696	897	277	2,471	73,945	223	25,988	5,293	899
...Maui	262,919	38,655	108,279	4,965	1,669	895	277	2,471	73,604	223	25,780	5,216	884
...Moloka'i *	3,767	504	1,543	228	6	2	0	15	940	0	377	131	19
...Lāna'i *	4,765	987	1,527	127	36	1	0	24	1,487	0	483	94	0
Kaua'i	73,333	12,437	23,966	1,438	436	395	64	644	22,162	60	9,866	1,758	107
Hawai'i Island	103,591	20,115	34,267	2,243	788	496	178	1,019	29,917	129	11,745	2,442	251
...Hilo	36,256	5,450	10,017	822	314	328	36	470	12,003	45	5,942	734	95
...Kona	93,933	18,595	31,917	2,173	707	432	170	920	26,159	115	10,208	2,327	210
LENGTH OF STAY													
O'ahu (days)	8.84	10.11	8.98	10.74	7.82	8.77	6.96	10.70	7.47	8.21	7.24	12.79	11.31
Maui (days)	10.93	11.47	11.95	12.08	9.95	10.44	8.79	11.72	9.30	10.14	9.90	13.09	12.63
Moloka'i (days)	5.88	5.14	7.42	1.61	2.66	4.43	0	1.71	4.21	0	5.58	7.58	32.24
Lāna'i (days)	2.70	2.72	2.30	2.52	10.68	1.00	0	1.46	2.87	0	2.93	2.71	0
Kaua'i (days)	8.93	10.40	10.23	9.55	7.58	4.41	7.11	10.28	7.31	10.54	7.69	8.92	8.75
Hawai'i Island (days)	9.83	11.47	11.05	14.49	7.45	5.69	12.34	8.34	7.53	10.94	8.15	12.70	15.82
...Hilo (days)	4.12	4.27	4.45	7.85	3.64	1.61	5.97	3.62	3.55	3.58	4.34	2.96	8.60
...Kona (days)	9.25	11.16	10.47	11.99	6.69	5.32	11.65	7.39	6.98	10.94	6.86	12.40	15.05
Statewide (days)	12.44	12.77	12.17	14.45	12.61	13.81	9.83	14.23	11.67	12.06	13.68	15.24	13.22
ACCOMMODATIONS													
Hotel	231,755	34,932	87,453	4,643	1,753	835	422	2,128	73,145	302	18,805	6,172	1,166
...Hotel Only	175,444	25,963	72,483	3,401	1,005	539	210	1,375	53,782	247	10,925	4,604	910
Condo	185,457	37,247	88,889	4,961	789	472	198	1,458	30,871	105	13,755	5,858	854
...Condo Only	151,626	31,107	78,416	4,120	539	276	112	961	21,731	81	8,833	4,767	684
Timeshare	50,163	11,302	21,213	1,201	333	120	44	545	12,051	25	1,638	1,619	73
...Timeshare Only	37,206	8,472	16,902	665	224	110	41	409	8,130	18	990	1,191	53
Rental House	63,759	13,044	21,131	1,124	416	315	163	686	17,424	92	7,680	1,484	200
Hostel	8,208	657	1,506	73	108	8	25	99	1,897	6	3,722	105	1
Camp Site	6,837	500	1,788	51	98	3	17	68	1,425	6	2,800	36	44
Private Room **	9,911	1,850	2,830	162	53	9	33	171	2,853	2	1,814	114	18
Shared Room/Space **	2,620	493	647	36	0	52	0	17	785	0	461	31	97
Bed & Breakfast	8,228	1,049	2,212	225	35	22	4	155	2,971	3	1,410	123	19
Cruise Ship	8,467	743	1,274	64	163	100	12	178	4,576	13	1,111	233	0
Friends or Relatives	26,210	4,433	10,147	708	128	86	91	354	7,430	28	2,143	627	36
PURPOSE OF TRIP													
Pleasure (Net)	490,425	88,278	208,004	10,692	2,590	1,605	679	4,147	119,768	489	38,273	13,777	2,124
....Vacation	476,298	85,864	204,036	10,297	2,507	1,589	628	4,046	114,174	467	37,139	13,433	2,119
....Honeymoon	15,021	2,483	4,016	404	72	18	64	100	6,169	22	1,290	376	6
....Get Married	2,338	443	972	41	21	2	11	13	700	0	95	40	0
MC&I (Net)	17,660	2,590	4,576	394	364	39	56	319	6,619	22	2,108	419	155
....Convention/Conf.	12,174	1,796	3,447	351	288	39	56	228	4,185	22	1,400	347	16
....Corp. Meetings	2,419	250	561	9	71	0	0	35	936	4	473	39	42
....Incentive	3,573	616	664	37	6	0	0	88	1,668	0	328	71	96
Other Business	3,248	472	1,033	88	61	5	17	41	1,110	3	394	23	0
Visit Friends/Relatives	18,574	2,816	7,399	423	91	61	23	223	5,354	40	1,625	432	87
Government/Military	404	44	121	9	0	2	1	14	177	2	34	0	0
Attend School	387	100	122	5	1	0	0	0	98	0	55	4	1
Sport Events	3,081	401	1,537	24	31	3	0	52	613	0	388	29	2
Other purpose	9,250	2,305	3,096	197	8	1	8	41	2,762	1	510	319	1
Average Age	47	51	51	53	52	53	39	52	48	43	45	53	51

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

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

**Table 24. Europe MMA Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
VISITOR ARRIVALS	139,771	143,922	-2.9	108,416	111,897	-3.1	31,355	32,025	-2.1
VISITOR DAYS	1,825,032	1,860,887	-1.9	1,476,478	1,516,597	-2.6	348,554	344,290	1.2
AVERAGE DAILY CENSUS	5,000	5,084	-1.7	4,045	4,144	-2.4	955	941	1.5
ISLANDS VISITED									
O'ahu	101,678	103,118	-1.4	75,093	76,008	-1.2	26,585	27,110	-1.9
O'ahu only	45,379	48,903	-7.2	33,262	34,724	-4.2	12,117	14,179	-14.5
O'ahu one day or less	4,981	5,120	-2.7	4,037	4,164	-3.0	944	956	-1.3
Kaua'i	33,918	31,772	6.8	27,502	27,721	-0.8	6,416	4,051	58.4
Kaua'i only	3,642	4,094	-11.0	3,612	3,980	-9.3	30	114	-73.4
Kaua'i one day or less	2,893	2,133	35.7	1,596	1,667	-4.2	1,297	466	178.4
Maui County	61,241	65,293	-6.2	49,344	52,563	-6.1	11,897	12,730	-6.5
Maui	60,172	64,502	-6.7	48,730	51,804	-5.9	11,442	12,698	-9.9
Maui only	15,731	19,503	-19.3	13,209	15,775	-16.3	2,521	3,728	-32.4
Maui one day or less	3,118	3,084	1.1	1,756	1,946	-9.8	1,362	1,138	19.6
Moloka'i *	2,179	1,993	9.3	1,723	1,970	-12.6	456	23	1,846.3
Moloka'i only*	29	22	30.6	29	22	30.6	0	0	NA
Moloka'i one day or less*	479	630	-23.9	479	630	-23.9	0	0	NA
Lāna'i *	1,316	1,584	-16.9	1,133	1,335	-15.1	183	249	-26.6
Lāna'i only*	54	109	-50.2	54	109	-50.2	0	0	NA
Lāna'i one day or less*	725	804	-9.7	543	587	-7.6	183	217	-15.5
Hawai'i Island	52,246	48,481	7.8	41,198	39,045	5.5	11,048	9,436	17.1
Kona side	43,088	39,479	9.1	33,927	32,157	5.5	9,161	7,322	25.1
Hilo side	27,587	24,912	10.7	19,562	17,988	8.8	8,026	6,924	15.9
Hawai'i Island only	10,261	9,060	13.2	8,807	8,639	2.0	1,453	422	244.7
Hawai'i Island one day or less	1,893	2,111	-10.4	1,065	1,102	-3.4	828	1,009	-18.0
Any Neighbor Island	94,392	95,019	-0.7	75,154	77,173	-2.6	19,238	17,846	7.8
NI only	38,093	40,804	-6.6	33,323	35,889	-7.2	4,770	4,915	-2.9
O'ahu & NI	56,299	54,215	3.8	41,831	41,284	1.3	14,468	12,931	11.9
Any one island only	75,095	81,690	-8.1	58,973	63,248	-6.8	16,122	18,442	-12.6
Multiple Islands	64,676	62,232	3.9	49,443	48,649	1.6	15,233	13,583	12.2
Avg. Islands Visited	1.80	1.75	3.0	1.80	1.77	1.9	1.79	1.67	7.0
Average Length of									
Stay in Hawai'i	13.06	12.93	1.0	13.62	13.55	0.5	11.12	10.75	3.4
O'ahu	7.21	7.35	-1.9	7.29	7.48	-2.5	6.99	7.01	-0.2
Maui	7.88	8.04	-2.0	8.22	8.36	-1.6	6.43	6.75	-4.8
Moloka'i	4.92	4.59	7.2	4.64	4.54	2.1	6.00	9.00	-33.3
Lāna'i	2.68	3.15	-14.9	2.95	3.53	-16.3	1.00	1.13	-11.6
Kaua'i	6.12	6.28	-2.4	6.46	6.47	-0.2	4.69	4.94	-5.1
Hawai'i Island	7.57	7.64	-0.9	8.24	8.26	-0.2	5.08	5.10	-0.4
Hilo	4.22	4.44	-4.8	4.96	4.97	-0.2	2.41	3.03	-20.6
Kona	6.48	6.58	-1.7	7.14	7.24	-1.4	4.02	3.70	8.4
ACCOMMODATIONS									
Plan to stay in Hotel	94,278	100,707	-6.4	76,011	78,221	-2.8	18,267	22,486	-18.8
Hotel only	70,315	77,247	-9.0	58,695	61,971	-5.3	11,620	15,277	-23.9
Plan to stay in Condo	16,503	15,696	5.1	10,299	11,023	-6.6	6,204	4,673	32.8
Condo only	8,034	7,974	0.8	5,606	6,417	-12.6	2,428	1,557	56.0
Plan to stay in Timeshare	2,811	2,932	-4.1	2,189	2,607	-16.0	622	325	91.4
Timeshare only	2,130	1,831	16.4	1,522	1,750	-13.0	608	81	649.4
Cruise Ship	4,166	3,658	13.9	2,976	3,201	-7.0	1,189	457	160.3
Friends/Relatives	11,280	10,727	5.2	8,351	8,910	-6.3	2,928	1,817	61.2
Bed & Breakfast	8,917	9,012	-1.1	6,332	6,454	-1.9	2,584	2,558	1.0
Rental House	15,476	15,213	1.7	12,893	12,985	-0.7	2,583	2,228	15.9
Hostel	10,331	8,810	17.3	5,336	5,254	1.6	4,995	3,556	40.5

**Table24. Europe MMA Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	3,254	3,769	-13.7	2,444	2,289	6.7	810	1,479	-45.3
Private Room in Private Home**	9,595	5,566	72.4	4,599	2,436	88.8	4,996	3,130	59.6
Shared Room/Space in Private Home**	1,838	883	108.2	1,221	652	87.3	616	230	167.5
Other	2,239	3,233	-30.7	2,239	2,351	-4.7	0	882	-100.0
PURPOSE OF TRIP									
Pleasure (Net)	122,982	124,394	-1.1	94,539	97,118	-2.7	28,444	27,275	4.3
Honeymoon/Get Married	14,158	14,886	-4.9	11,148	12,440	-10.4	3,010	2,445	23.1
Honeymoon	13,404	14,075	-4.8	10,424	11,668	-10.7	2,980	2,408	23.8
Get Married	1,226	1,253	-2.1	1,104	1,215	-9.1	122	38	225.3
Pleasure/Vacation	110,394	111,150	-0.7	84,764	86,166	-1.6	25,630	24,983	2.6
Mtgs/Conventions/Incentive	8,390	8,086	3.8	6,481	5,958	8.8	1,909	2,129	-10.3
Conventions	5,922	4,740	24.9	4,585	3,312	38.4	1,337	1,428	-6.3
Corporate Meetings	1,511	1,317	14.7	985	1,221	-19.3	526	96	447.1
Incentive	1,178	2,381	-50.5	1,132	1,732	-34.6	46	649	-92.9
Other Business	1,915	3,138	-39.0	1,756	2,166	-19.0	159	972	-83.6
Visit Friends/Rel.	8,687	10,698	-18.8	7,319	7,621	-4.0	1,368	3,076	-55.5
Govt/Military	327	435	-24.8	327	435	-24.8	0	0	NA
Attend School	952	1,070	-11.0	853	978	-12.8	99	92	7.8
Sport Events	2,510	2,845	-11.8	2,345	2,551	-8.1	165	294	-43.8
Other	3,421	3,461	-1.2	2,351	2,664	-11.8	1,070	797	34.2
TRAVEL STATUS									
% First Timers ***	71.2	70.8	0.4	69.6	69.1	0.6	76.7	77.1	-0.4
% Repeaters ***	28.8	29.2	-0.4	30.4	30.9	-0.6	23.3	22.9	0.4
Average # of Trips	2.2	2.2	1.1	2.3	2.4	-2.8	1.9	1.6	21.4
Group Tour	6,815	8,943	-23.8	5,525	6,936	-20.3	1,290	2,007	-35.7
Non-Group	132,956	134,979	-1.5	102,891	104,961	-2.0	30,065	30,018	0.2
Package Trip	42,727	46,608	-8.3	35,368	39,155	-9.7	7,359	7,452	-1.2
No Package	97,044	97,314	-0.3	73,048	72,742	0.4	23,996	24,573	-2.3
Net True Independent	94,801	93,533	1.4	71,011	70,336	1.0	23,789	23,197	2.6
Avg. Age	42	43	-1.3	43	43	-0.1	39	41	-5.5
Avg. Party Size ^{1/}	1.81	1.82	-0.6	1.80	1.79	0.7	1.86	1.96	-2.1

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 25. United Kingdom Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
VISITOR ARRIVALS	48,602	53,165	-8.6	38,200	40,723	-6.2	10,402	12,442	-16.4
VISITOR DAYS	510,076	574,105	-11.2	421,637	447,293	-5.7	88,439	126,811	-30.3
AVERAGE DAILY CENSUS	1,397	1,569	-10.9	1,155	1,222	-5.5	242	346	-30.1
ISLANDS VISITED									
O'ahu	35,222	38,401	-8.3	25,940	27,436	-5.5	9,282	10,965	-15.3
O'ahu only	21,268	22,815	-6.8	15,463	16,489	-6.2	5,805	6,326	-8.2
O'ahu one day or less	1,976	2,114	-6.5	1,754	1,828	-4.1	222	286	-22.3
Kaua'i	7,800	7,478	4.3	6,023	6,466	-6.9	1,777	1,012	75.6
Kaua'i only	1,591	1,905	-16.5	1,561	1,791	-12.9	30	114	-73.4
Kaua'i one day or less	1,793	989	81.4	732	811	-9.8	1,061	178	497.5
Maui County	17,037	19,191	-11.2	13,893	15,164	-8.4	3,144	4,028	-21.9
Maui	16,843	18,905	-10.9	13,699	14,910	-8.1	3,144	3,995	-21.3
Maui only	6,471	7,525	-14.0	5,647	6,351	-11.1	824	1,174	-29.8
Maui one day or less	1,871	1,227	52.5	810	1,000	-19.1	1,061	226	369.3
Moloka'i *	282	413	-31.8	282	413	-31.8	0	0	NA
Moloka'i only*	6	7	-1.9	6	7	-1.9	0	0	NA
Moloka'i one day or less*	147	211	-30.3	147	211	-30.3	0	0	NA
Lāna'i *	480	696	-31.1	389	447	-13.0	91	249	-63.5
Lāna'i only*	35	51	-30.9	35	51	-30.9	0	0	NA
Lāna'i one day or less*	280	432	-35.2	189	215	-12.2	91	217	-58.0
Hawai'i Island	13,109	14,191	-7.6	10,481	10,637	-1.5	2,628	3,554	-26.0
Kona side	10,848	12,164	-10.8	8,918	9,024	-1.2	1,930	3,140	-38.5
Hilo side	6,439	6,925	-7.0	4,136	4,149	-0.3	2,302	2,777	-17.1
Hawai'i Island only	3,606	3,362	7.3	3,340	3,295	1.4	266	67	298.7
Hawai'i Island one day or less	1,058	598	77.1	391	554	-29.5	668	44	1,433.2
Any Neighbor Island	27,333	30,350	-9.9	22,737	24,233	-6.2	4,597	6,116	-24.8
NI only	13,380	14,763	-9.4	12,260	13,287	-7.7	1,120	1,477	-24.2
O'ahu & NI	13,954	15,586	-10.5	10,477	10,947	-4.3	3,477	4,640	-25.1
Any one island only	32,978	35,664	-7.5	26,052	27,984	-6.9	6,925	7,680	-9.8
Multiple Islands	15,624	17,501	-10.7	12,147	12,739	-4.6	3,477	4,762	-27.0
Avg. Islands Visited	1.52	1.51	0.7	1.49	1.48	0.4	1.63	1.59	2.4
Average Length of Stay in Hawai'i									
O'ahu	6.99	7.22	-3.1	7.19	7.24	-0.7	6.45	7.16	-10.0
Maui	7.39	7.52	-1.7	8.03	7.96	0.9	4.59	5.87	-21.8
Moloka'i	3.29	4.17	-21.2	3.29	4.17	-21.2	0	0	NA
Lāna'i	2.87	2.60	10.2	3.30	3.42	-3.4	1.00	1.13	-11.6
Kaua'i	5.47	6.30	-13.1	6.43	6.63	-3.0	2.23	4.17	-46.5
Hawai'i Island	7.20	7.34	-1.9	8.04	7.88	2.0	3.85	5.72	-32.8
Hilo	3.75	3.90	-3.9	4.90	4.60	6.7	1.67	2.86	-41.5
Kona	6.48	6.34	2.1	7.18	7.18	0.0	3.24	3.95	-17.9
ACCOMMODATIONS									
Plan to stay in Hotel	34,512	39,816	-13.3	28,412	30,369	-6.4	6,101	9,447	-35.4
Hotel only	28,337	32,361	-12.4	23,825	25,550	-6.8	4,512	6,811	-33.8
Plan to stay in Condo	5,107	5,701	-10.4	3,472	3,837	-9.5	1,635	1,864	-12.3
Condo only	3,044	3,513	-13.3	2,177	2,636	-17.4	867	876	-1.1
Plan to stay in Timeshare	1,919	1,709	12.3	1,311	1,597	-17.9	608	112	441.8
Timeshare only	1,566	1,234	26.9	958	1,152	-16.9	608	81	649.4
Cruise Ship	2,895	2,166	33.7	1,706	1,925	-11.4	1,189	240	394.5
Friends/Relatives	3,411	3,999	-14.7	2,889	3,017	-4.2	522	983	-46.9
Bed & Breakfast	1,397	2,128	-34.4	822	885	-7.0	575	1,244	-53.8
Rental House	4,826	3,643	32.5	3,525	3,471	1.6	1,300	172	656.7
Hostel	1,270	1,570	-19.1	731	821	-11.0	539	749	-28.0

**Table 25. United Kingdom Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	435	364	19.6	269	306	-11.9	166	58	185.6
Private Room in Private Home**	1,962	974	101.4	549	238	130.6	1,413	736	92.0
Shared Room/Space in Private Home**	165	119	39.2	165	62	165.1	0	56	-100.0
Other	470	897	-47.6	470	494	-4.8	0	403	-100.0
PURPOSE OF TRIP									
Pleasure (Net)	42,911	45,595	-5.9	33,264	35,520	-6.4	9,647	10,075	-4.3
Honeymoon/Get Married	4,787	5,986	-20.0	3,978	4,720	-15.7	809	1,267	-36.2
Honeymoon	4,537	5,687	-20.2	3,758	4,458	-15.7	779	1,229	-36.7
Get Married	343	432	-20.4	313	394	-20.5	30	38	-19.4
Pleasure/Vacation	38,504	40,055	-3.9	29,636	31,209	-5.0	8,868	8,846	0.3
Mtgs/Conventions/Incentive	2,383	2,871	-17.0	2,343	2,148	9.1	40	724	-94.5
Conventions	1,564	1,814	-13.8	1,525	1,194	27.7	40	621	-93.6
Corporate Meetings	433	502	-13.7	433	451	-3.9	0	52	-100.0
Incentive	492	671	-26.7	492	620	-20.6	0	52	-100.0
Other Business	830	1,025	-19.1	790	974	-18.9	40	52	-23.0
Visit Friends/Rel.	2,986	4,282	-30.3	2,602	2,748	-5.3	384	1,534	-75.0
Govt/Military	161	198	-18.8	161	198	-18.8	0	0	NA
Attend School	68	94	-27.2	68	94	-27.2	0	0	NA
Sport Events	658	716	-8.1	538	538	0.0	120	178	-32.8
Other	1,538	1,410	9.1	712	800	-10.9	825	610	35.3
TRAVEL STATUS									
% First Timers ***	67.0	69.3	-2.3	66.9	66.9	0.0	67.1	77.1	-10.0
% Repeaters ***	33.0	30.7	2.3	33.1	33.1	0.0	32.9	22.9	10.0
Average # of Trips	2.5	2.3	6.4	2.5	2.6	-3.5	2.4	1.4	64.1
Group Tour	2,080	2,989	-30.4	1,753	2,182	-19.7	327	807	-59.5
Non-Group	46,522	50,176	-7.3	36,447	38,541	-5.4	10,075	11,635	-13.4
Package Trip	19,659	21,545	-8.8	16,306	18,071	-9.8	3,354	3,474	-3.5
No Package	28,942	31,620	-8.5	21,894	22,652	-3.3	7,048	8,968	-21.4
Net True Independent	28,291	30,570	-7.5	21,449	22,080	-2.9	6,842	8,490	-19.4
Avg. Age	46	47	-2.0	46	46	-0.4	44	48	-8.2
Avg. Party Size ^{1/}	1.94	1.90	2.3	1.90	1.89	0.8	2.08	1.94	13.2

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 26. Germany Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
VISITOR ARRIVALS	41,468	41,420	0.1	34,359	34,772	-1.2	7,109	6,648	6.9
VISITOR DAYS	623,539	613,563	1.6	523,382	525,085	-0.3	100,156	88,478	13.2
AVERAGE DAILY CENSUS	1,708	1,676	1.9	1,434	1,435	-0.1	274	242	13.5
ISLANDS VISITED									
O'ahu	28,850	28,013	3.0	22,961	23,005	-0.2	5,888	5,008	17.6
O'ahu only	10,670	9,709	9.9	7,973	8,170	-2.4	2,696	1,539	75.2
O'ahu one day or less	1,083	1,503	-27.9	1,083	1,095	-1.1	0	407	-100.0
Kaua'i	13,301	13,010	2.2	11,122	11,216	-0.8	2,179	1,794	21.5
Kaua'i only	1,189	1,193	-0.4	1,189	1,193	-0.4	0	0	NA
Kaua'i one day or less	470	579	-18.8	446	437	2.2	24	143	-83.3
Maui County	21,220	23,102	-8.1	17,861	18,897	-5.5	3,359	4,205	-20.1
Maui	20,994	22,864	-8.2	17,635	18,659	-5.5	3,359	4,205	-20.1
Maui only	4,202	5,764	-27.1	3,655	4,463	-18.1	547	1,301	-57.9
Maui one day or less	493	801	-38.5	493	476	3.5	0	325	-100.0
Moloka'i *	771	800	-3.6	771	777	-0.7	0	23	-100.0
Moloka'i only*	15	12	21.6	15	12	21.6	0	0	NA
Moloka'i one day or less*	156	194	-19.5	156	194	-19.5	0	0	NA
Lāna'i *	427	381	12.0	335	381	-12.1	92	0	NA
Lāna'i only*	5	21	-73.9	5	21	-73.9	0	0	NA
Lāna'i one day or less*	259	173	49.8	167	173	-3.5	92	0	NA
Hawai'i Island	18,142	16,952	7.0	15,751	14,695	7.2	2,391	2,257	5.9
Kona side	14,677	13,894	5.6	12,772	11,951	6.9	1,905	1,943	-2.0
Hilo side	9,554	8,448	13.1	7,868	7,166	9.8	1,686	1,282	31.5
Hawai'i Island only	3,344	3,006	11.3	2,940	2,891	1.7	404	115	251.0
Hawai'i Island one day or less	452	671	-32.6	360	278	29.5	92	392	-76.6
Any Neighbor Island	30,799	31,711	-2.9	26,386	26,602	-0.8	4,413	5,109	-13.6
NI only	12,618	13,407	-5.9	11,398	11,767	-3.1	1,221	1,640	-25.6
O'ahu & NI	18,180	18,304	-0.7	14,988	14,835	1.0	3,192	3,470	-8.0
Any one island only	19,425	19,705	-1.4	15,778	16,750	-5.8	3,647	2,955	23.4
Multiple Islands	22,043	21,715	1.5	18,581	18,022	3.1	3,462	3,693	-6.3
Avg. Islands Visited	1.99	1.98	0.4	2.00	1.98	1.0	1.96	2.00	-2.1
Average Length of Stay in Hawai'i									
O'ahu	7.42	6.98	6.3	7.19	7.16	0.5	8.30	6.15	34.9
Maui	8.07	8.38	-3.7	8.24	8.39	-1.8	7.19	8.36	-13.9
Moloka'i	5.11	4.61	10.8	5.11	4.48	14.1	0	9.00	-100.0
Lāna'i	2.31	3.73	-38.0	2.68	3.73	-28.3	1.00	0	NA
Kaua'i	6.42	6.46	-0.6	6.56	6.55	0.1	5.75	5.92	-2.9
Hawai'i Island	8.25	8.10	1.9	8.59	8.55	0.4	6.06	5.18	17.0
Hilo	4.91	4.78	2.6	5.18	5.05	2.6	3.61	3.27	10.3
Kona	7.01	6.98	0.5	7.40	7.48	-1.2	4.42	3.86	14.5
ACCOMMODATIONS									
Plan to stay in Hotel	27,029	26,274	2.9	22,267	22,662	-1.7	4,761	3,613	31.8
Hotel only	18,875	18,487	2.1	15,899	16,733	-5.0	2,975	1,754	69.6
Plan to stay in Condo	5,141	5,057	1.7	3,691	3,944	-6.4	1,450	1,114	30.2
Condo only	2,357	2,024	16.4	1,908	1,977	-3.5	449	47	858.8
Plan to stay in Timeshare	439	776	-43.4	439	564	-22.0	0	213	-100.0
Timeshare only	250	312	-19.8	250	312	-19.8	0	0	NA
Cruise Ship	810	972	-16.7	810	855	-5.2	0	117	-100.0
Friends/Relatives	3,409	3,628	-6.0	2,867	3,117	-8.0	542	511	6.1
Bed & Breakfast	3,865	3,536	9.3	2,671	2,866	-6.8	1,194	671	78.1
Rental House	5,369	5,170	3.8	4,574	4,582	-0.2	795	589	34.9
Hostel	3,483	3,778	-7.8	2,624	2,455	6.9	859	1,323	-35.0

**Table 26. Germany Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
Camp Site, Beach	1,611	1,861	-13.5	1,130	1,083	4.3	481	778	-38.2
Private Room in Private Home**	3,370	2,221	51.7	2,309	1,218	89.6	1,060	1,003	5.7
Shared Room/Space in Private Home**	997	488	104.4	606	314	93.2	391	174	124.7
Other	887	1,357	-34.6	887	878	1.0	0	479	-100.0
PURPOSE OF TRIP									
Pleasure (Net)	35,876	36,179	-0.8	29,877	30,174	-1.0	5,999	6,005	-0.1
Honeymoon/Get Married	3,581	3,585	-0.1	3,015	3,252	-7.3	565	333	69.9
Honeymoon	3,304	3,286	0.6	2,739	2,953	-7.3	565	333	69.9
Get Married	555	524	5.9	463	524	-11.6	92	0	NA
Pleasure/Vacation	33,065	33,294	-0.7	27,465	27,622	-0.6	5,600	5,672	-1.3
Mtgs/Conventions/Incentive	3,028	2,264	33.8	2,165	1,855	16.7	863	409	111.3
Conventions	2,402	1,143	110.0	1,584	978	61.9	817	165	395.8
Corporate Meetings	226	328	-31.2	226	283	-20.3	0	45	-100.0
Incentive	442	905	-51.2	396	661	-40.2	46	244	-81.1
Other Business	428	486	-11.9	428	486	-11.9	0	0	NA
Visit Friends/Rel.	3,006	3,131	-4.0	2,551	2,720	-6.2	455	410	11.0
Govt/Military	91	105	-13.2	91	105	-13.2	0	0	NA
Attend School	241	235	2.8	183	221	-17.2	58	13	337.8
Sport Events	1,009	896	12.7	963	849	13.5	46	47	-2.5
Other	1,155	1,259	-8.2	1,004	1,071	-6.3	151	187	-19.4
TRAVEL STATUS									
% First Timers ***	70.7	68.4	2.3	69.5	68.8	0.8	76.4	66.3	10.0
% Repeaters ***	29.3	31.6	-2.3	30.5	31.2	-0.8	23.6	33.7	-10.0
Average # of Trips	2.2	2.3	-2.3	2.3	2.3	-1.2	1.9	2.0	-7.4
Group Tour	2,077	2,552	-18.6	1,968	2,359	-16.6	109	193	-43.4
Non-Group	39,391	38,868	1.3	32,391	32,412	-0.1	7,000	6,455	8.4
Package Trip	10,579	10,915	-3.1	9,251	10,003	-7.5	1,328	912	45.5
No Package	30,889	30,505	1.3	25,108	24,769	1.4	5,781	5,736	0.8
Net True Independent	29,948	29,451	1.7	24,167	23,715	1.9	5,781	5,736	0.8
Avg. Age	42	41	2.3	42	42	0.3	41	36	13.3
Avg. Party Size ^{1/}	1.70	1.74	-2.1	1.72	1.71	0.1	1.64	1.92	-11.6

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 27. Oceania MMA Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
VISITOR ARRIVALS	395,362	390,364	1.3	57,375	63,361	-9.4	337,987	327,003	3.4
VISITOR DAYS	3,818,800	3,736,542	2.2	411,635	453,439	-9.2	3,407,164	3,283,103	3.8
AVERAGE DAILY CENSUS	10,462	10,209	2.5	1,128	1,239	-9.0	9,335	8,970	4.1
ISLANDS VISITED									
O'ahu	385,572	377,479	2.1	53,671	59,282	-9.5	331,901	318,197	4.3
O'ahu only	272,563	271,897	0.2	45,942	50,825	-9.6	226,621	221,072	2.5
O'ahu one day or less	4,912	5,678	-13.5	1,660	1,866	-11.1	3,252	3,812	-14.7
Kaua'i	35,076	31,842	10.2	2,637	2,961	-10.9	32,438	28,881	12.3
Kaua'i only	1,122	2,008	-44.2	561	673	-16.6	560	1,335	-58.0
Kaua'i one day or less	10,989	8,588	28.0	545	545	0.1	10,444	8,043	29.8
Maui County	74,701	74,603	0.1	6,626	7,474	-11.3	68,074	67,129	1.4
Maui	73,511	73,197	0.4	6,533	7,355	-11.2	66,978	65,842	1.7
Maui only	4,948	6,359	-22.2	1,827	1,952	-6.4	3,120	4,407	-29.2
Maui one day or less	15,748	11,196	40.7	632	706	-10.4	15,115	10,490	44.1
Moloka'i *	5,221	4,913	6.3	194	214	-9.4	5,027	4,699	7.0
Moloka'i only *	42	15	176.2	21	15	40.0	21	0	NA
Moloka'i one day or less *	4,315	4,240	1.8	114	142	-19.6	4,202	4,099	2.5
Lāna'i *	6,159	5,357	15.0	169	192	-12.3	5,990	5,164	16.0
Lāna'i only *	4	14	-69.6	4	14	-69.6	0	0	NA
Lāna'i one day or less *	5,705	4,781	19.3	123	125	-1.9	5,583	4,655	19.9
Hawai'i Island	64,888	56,765	14.3	4,555	4,631	-1.6	60,333	52,134	15.7
Kona side	53,239	46,456	14.6	3,660	3,774	-3.0	49,578	42,682	16.2
Hilo side	38,990	32,715	19.2	2,024	1,926	5.1	36,966	30,789	20.1
Hawai'i Island only	2,712	3,067	-11.6	993	1,045	-5.0	1,720	2,021	-14.9
Hawai'i Island one day or less	9,835	9,133	7.7	419	564	-25.8	9,416	8,569	9.9
Any Neighbor Island	122,799	118,467	3.7	11,433	12,537	-8.8	111,366	105,931	5.1
NI only	9,790	12,885	-24.0	3,704	4,079	-9.2	6,086	8,806	-30.9
O'ahu & NI	113,010	105,582	7.0	7,729	8,457	-8.6	105,281	97,125	8.4
Any one island only	281,391	283,360	-0.7	49,349	54,524	-9.5	232,042	228,836	1.4
Multiple Islands	113,971	107,004	6.5	8,026	8,837	-9.2	105,945	98,167	7.9
Avg. Islands Visited	1.44	1.41	2.5	1.18	1.18	0.3	1.49	1.45	2.4
Average Length of									
Stay in Hawai'i	9.66	9.57	0.9	7.17	7.16	0.3	10.08	10.04	0.4
O'ahu	7.99	7.91	1.1	6.06	6.00	1.0	8.31	8.26	0.5
Maui	4.50	4.86	-7.4	6.56	6.82	-3.8	4.30	4.64	-7.3
Moloka'i	1.43	1.48	-3.2	2.95	2.77	6.2	1.37	1.42	-3.3
Lāna'i	1.18	1.23	-4.3	2.06	2.74	-24.7	1.15	1.17	-1.8
Kaua'i	3.81	4.18	-8.9	5.52	5.90	-6.4	3.67	4.00	-8.4
Hawai'i Island	3.96	4.38	-9.5	6.17	6.30	-2.1	3.80	4.21	-9.8
Hilo	1.94	1.91	1.3	3.66	4.15	-11.7	1.84	1.77	4.0
Kona	3.41	4.01	-14.8	5.65	5.61	0.7	3.25	3.86	-16.0
ACCOMMODATIONS									
Plan to stay in Hotel	347,296	339,894	2.2	49,213	54,586	-9.8	298,083	285,309	4.5
Hotel only	304,139	299,180	1.7	46,381	51,650	-10.2	257,758	247,530	4.1
Plan to stay in Condo	35,664	38,637	-7.7	3,035	3,520	-13.8	32,630	35,117	-7.1
Condo only	21,071	22,375	-5.8	2,346	2,750	-14.7	18,725	19,626	-4.6
Plan to stay in Timeshare	8,566	9,160	-6.5	844	1,216	-30.6	7,723	7,944	-2.8
Timeshare only	4,572	5,747	-20.4	611	828	-26.2	3,961	4,919	-19.5
Cruise Ship	13,324	10,700	24.5	962	935	2.9	12,361	9,764	26.6
Friends/Relatives	7,476	9,229	-19.0	1,819	2,019	-9.9	5,657	7,210	-21.5
Bed & Breakfast	3,485	3,731	-6.6	597	596	0.1	2,888	3,135	-7.9
Rental House	18,970	17,388	9.1	2,493	2,431	2.5	16,477	14,957	10.2
Hostel	2,463	4,064	-39.4	695	791	-12.2	1,768	3,273	-46.0

**Table 27. Oceania MMA Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	495	1,366	-63.7	132	164	-19.1	363	1,203	-69.8
Private Room in Private Home**	6,481	5,577	16.2	423	267	58.3	6,058	5,309	14.1
Shared Room/Space in Private Home**	901	770	17.0	140	83	69.2	761	688	10.7
Other	883	2,604	-66.1	535	552	-3.0	348	2,052	-83.0
PURPOSE OF TRIP									
Pleasure (Net)	372,695	360,759	3.3	54,025	59,540	-9.3	318,671	301,219	5.8
Honeymoon/Get Married	15,734	18,561	-15.2	2,508	3,083	-18.6	13,226	15,478	-14.5
Honeymoon	14,914	17,474	-14.7	2,350	2,885	-18.5	12,564	14,589	-13.9
Get Married	1,233	1,729	-28.7	192	259	-25.8	1,040	1,470	-29.2
Pleasure/Vacation	358,271	343,572	4.3	51,781	56,839	-8.9	306,490	286,733	6.9
Mtgs/Conventions/Incentive	7,948	7,608	4.5	728	766	-4.9	7,220	6,842	5.5
Conventions	6,320	5,187	21.8	503	541	-7.1	5,817	4,646	25.2
Corporate Meetings	631	604	4.6	134	148	-9.5	497	456	9.1
Incentive	1,354	1,946	-30.4	109	131	-16.6	1,245	1,815	-31.4
Other Business	1,656	1,863	-11.1	551	615	-10.5	1,106	1,247	-11.4
Visit Friends/Rel.	7,977	10,343	-22.9	1,767	1,957	-9.7	6,211	8,387	-25.9
Govt/Military	331	854	-61.3	141	201	-30.0	190	653	-70.9
Attend School	273	202	35.2	31	37	-14.9	241	165	46.5
Sport Events	2,797	4,499	-37.8	292	295	-1.2	2,505	4,204	-40.4
Other	11,221	13,836	-18.9	1,010	1,383	-27.0	10,211	12,453	-18.0
TRAVEL STATUS									
% First Timers ***	51.4	53.2	-1.8	42.7	44.2	-1.5	52.9	55.0	-2.0
% Repeaters ***	48.6	46.8	1.8	57.3	55.8	1.5	47.1	45.0	2.0
Average # of Trips	2.4	2.5	-3.1	2.9	2.8	2.9	2.4	2.5	-4.0
Group Tour	7,761	9,552	-18.7	1,172	1,331	-11.9	6,589	8,222	-19.9
Non-Group	387,601	380,812	1.8	56,203	62,031	-9.4	331,398	318,781	4.0
Package Trip	167,371	161,437	3.7	22,188	25,562	-13.2	145,183	135,876	6.8
No Package	227,991	228,927	-0.4	35,187	37,800	-6.9	192,804	191,127	0.9
Net True Independent	226,161	226,420	-0.1	34,826	37,345	-6.7	191,335	189,075	1.2
Avg. Age	46	46	0.3	46	46	0.9	46	46	0.2
Avg. Party Size ^{1/}	2.47	2.40	2.7	2.12	2.11	0.6	2.54	2.47	2.7

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 28. Australia Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
VISITOR ARRIVALS	324,564	325,600	-0.3	46,715	53,080	-12.0	277,849	272,520	2.0
VISITOR DAYS	3,144,481	3,079,043	2.1	333,655	371,669	-10.2	2,810,826	2,707,374	3.8
AVERAGE DAILY CENSUS	8,615	8,413	2.4	914	1,015	-10.0	7,701	7,397	4.1
ISLANDS VISITED									
O'ahu	316,170	315,682	0.2	43,986	50,195	-12.4	272,184	265,487	2.5
O'ahu only	221,647	225,746	-1.8	37,586	43,251	-13.1	184,060	182,496	0.9
O'ahu one day or less	4,159	4,190	-0.7	1,402	1,541	-9.1	2,757	2,649	4.1
Kaua'i	31,049	27,818	11.6	2,156	2,217	-2.7	28,893	25,602	12.9
Kaua'i only	943	1,539	-38.7	393	427	-7.8	550	1,112	-50.5
Kaua'i one day or less	9,610	7,646	25.7	440	379	16.2	9,170	7,267	26.2
Maui County	62,633	62,887	-0.4	5,322	5,916	-10.0	57,311	56,972	0.6
Maui	61,596	61,830	-0.4	5,250	5,820	-9.8	56,346	56,010	0.6
Maui only	4,283	4,832	-11.4	1,393	1,436	-3.0	2,890	3,396	-14.9
Maui one day or less	14,120	9,836	43.6	518	615	-15.7	13,601	9,221	47.5
Moloka'i *	4,736	4,047	17.0	145	152	-4.8	4,591	3,895	17.9
Moloka'i only*	37	10	275.0	16	10	64.3	21	0	NA
Moloka'i one day or less*	3,878	3,528	9.9	92	106	-12.7	3,785	3,422	10.6
Lāna'i *	5,517	4,432	24.5	140	142	-1.1	5,377	4,290	25.3
Lāna'i only*	2	14	-84.7	2	14	-84.7	0	0	NA
Lāna'i one day or less*	5,145	4,044	27.2	99	93	6.2	5,047	3,951	27.7
Hawai'i Island	55,566	48,876	13.7	3,650	3,728	-2.1	51,916	45,147	15.0
Kona side	45,567	39,768	14.6	2,955	3,046	-3.0	42,612	36,723	16.0
Hilo side	33,503	28,509	17.5	1,643	1,572	4.6	31,860	26,937	18.3
Hawai'i Island only	2,281	2,404	-5.1	721	792	-9.0	1,560	1,611	-3.2
Hawai'i Island one day or less	8,881	8,134	9.2	330	472	-30.1	8,552	7,662	11.6
Any Neighbor Island	102,917	99,853	3.1	9,128	9,829	-7.1	93,789	90,024	4.2
NI only	8,393	9,918	-15.4	2,728	2,885	-5.4	5,665	7,033	-19.5
O'ahu & NI	94,523	89,936	5.1	6,400	6,944	-7.8	88,124	82,991	6.2
Any one island only	229,193	234,545	-2.3	40,112	45,929	-12.7	189,081	188,615	0.2
Multiple Islands	95,370	91,055	4.7	6,602	7,150	-7.7	88,768	83,905	5.8
Avg. Islands Visited	1.46	1.42	2.9	1.18	1.17	1.0	1.51	1.47	2.7
Average Length of									
Stay in Hawai'i	9.69	9.46	2.5	7.14	7.00	2.0	10.12	9.93	1.8
O'ahu	8.00	7.81	2.5	6.05	5.96	1.5	8.32	8.15	2.0
Maui	4.37	4.66	-6.2	6.46	6.55	-1.5	4.18	4.46	-6.5
Moloka'i	1.45	1.39	4.3	2.92	2.37	23.3	1.40	1.35	3.8
Lāna'i	1.14	1.20	-5.1	2.04	2.97	-31.3	1.11	1.14	-2.3
Kaua'i	3.76	3.98	-5.4	5.46	5.65	-3.3	3.64	3.84	-5.2
Hawai'i Island	3.87	4.20	-7.8	5.82	5.65	3.0	3.73	4.08	-8.5
Hilo	1.90	1.84	3.2	3.41	3.47	-1.8	1.82	1.75	4.3
Kona	3.32	3.84	-13.5	5.29	5.12	3.3	3.18	3.73	-14.7
ACCOMMODATIONS									
Plan to stay in Hotel	290,329	289,444	0.3	41,072	46,733	-12.1	249,256	242,712	2.7
Hotel only	254,454	257,240	-1.1	38,759	44,352	-12.6	215,695	212,888	1.3
Plan to stay in Condo	25,470	27,936	-8.8	2,126	2,535	-16.1	23,345	25,401	-8.1
Condo only	14,458	15,487	-6.6	1,635	1,964	-16.7	12,823	13,523	-5.2
Plan to stay in Timeshare	7,178	7,133	0.6	550	854	-35.6	6,628	6,278	5.6
Timeshare only	3,810	4,747	-19.7	381	582	-34.5	3,429	4,165	-17.7
Cruise Ship	12,456	9,455	31.7	845	823	2.7	11,611	8,632	34.5
Friends/Relatives	4,942	5,156	-4.2	1,088	1,272	-14.5	3,855	3,885	-0.8
Bed & Breakfast	2,433	2,626	-7.4	450	495	-9.0	1,983	2,131	-7.0
Rental House	14,246	14,083	1.2	1,914	1,879	1.8	12,333	12,204	1.1
Hostel	1,666	3,006	-44.6	522	648	-19.5	1,145	2,358	-51.5

**Table28. Australia Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	376	877	-57.1	101	112	-9.7	275	765	-64.1
Private Room in Private Home**	5,366	4,219	27.2	337	195	72.8	5,029	4,024	25.0
Shared Room/Space in Private Home**	755	552	36.9	106	54	96.0	649	498	30.5
Other	661	2,044	-67.6	390	414	-5.7	271	1,630	-83.4
PURPOSE OF TRIP									
Pleasure (Net)	306,807	303,108	1.2	44,503	50,359	-11.6	262,304	252,749	3.8
Honeymoon/Get Married	13,240	16,614	-20.3	2,128	2,704	-21.3	11,112	13,910	-20.1
Honeymoon	12,627	15,656	-19.3	2,006	2,543	-21.1	10,621	13,113	-19.0
Get Married	975	1,553	-37.2	147	212	-30.6	829	1,341	-38.2
Pleasure/Vacation	294,586	287,765	2.4	42,578	47,957	-11.2	252,008	239,807	5.1
Mtgs/Conventions/Incentive	6,533	5,973	9.4	542	540	0.5	5,991	5,433	10.3
Conventions	5,259	4,019	30.8	372	388	-4.1	4,887	3,631	34.6
Corporate Meetings	495	489	1.2	98	99	-1.1	397	390	1.8
Incentive	1,135	1,569	-27.7	89	101	-12.1	1,046	1,468	-28.7
Other Business	1,266	1,347	-6.0	352	436	-19.3	914	911	0.3
Visit Friends/Rel.	5,703	6,558	-13.0	1,064	1,306	-18.5	4,638	5,251	-11.7
Govt/Military	214	640	-66.6	104	137	-24.3	110	502	-78.1
Attend School	142	167	-14.6	26	26	-0.2	116	141	-17.3
Sport Events	2,386	3,409	-30.0	201	202	-0.6	2,184	3,207	-31.9
Other	9,406	11,745	-19.9	709	1,094	-35.2	8,697	10,651	-18.3
TRAVEL STATUS									
% First Timers ***	51.2	53.9	-2.7	43.3	45.0	-1.7	52.5	55.7	-3.1
% Repeaters ***	48.8	46.1	2.7	56.7	55.0	1.7	47.5	44.3	3.1
Average # of Trips	2.4	2.4	-1.0	2.7	2.7	3.0	2.4	2.4	-1.5
Group Tour	6,621	8,077	-18.0	935	1,028	-9.1	5,687	7,049	-19.3
Non-Group	317,942	317,523	0.1	45,780	52,051	-12.0	272,162	265,471	2.5
Package Trip	145,382	139,450	4.3	18,448	21,912	-15.8	126,933	117,538	8.0
No Package	179,182	186,150	-3.7	28,266	31,168	-9.3	150,916	154,982	-2.6
Net True Independent	177,600	184,080	-3.5	28,028	30,821	-9.1	149,572	153,259	-2.4
Avg. Age	46	46	0.8	46	46	1.1	46	46	0.7
Avg. Party Size ^{1/}	2.48	2.42	2.3	2.12	2.11	0.4	2.55	2.49	2.2

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 29. New Zealand Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
VISITOR ARRIVALS	70,799	64,764	9.3	10,661	10,281	3.7	60,138	54,483	10.4
VISITOR DAYS	674,319	657,498	2.6	77,980	81,770	-4.6	596,339	575,729	3.6
AVERAGE DAILY CENSUS	1,847	1,796	2.8	214	223	-4.4	1,634	1,573	3.9
ISLANDS VISITED									
O'ahu	69,402	61,797	12.3	9,685	9,087	6.6	59,717	52,710	13.3
O'ahu only	50,916	46,150	10.3	8,356	7,574	10.3	42,560	38,577	10.3
O'ahu one day or less	752	1,488	-49.4	258	325	-20.6	495	1,163	-57.5
Kaua'i	4,026	4,023	0.1	481	744	-35.4	3,546	3,279	8.1
Kaua'i only	178	470	-62.0	168	247	-31.8	10	223	-95.5
Kaua'i one day or less	1,379	942	46.3	105	166	-36.8	1,274	776	64.1
Maui County	12,068	11,716	3.0	1,304	1,558	-16.3	10,764	10,158	6.0
Maui	11,915	11,366	4.8	1,284	1,534	-16.3	10,631	9,832	8.1
Maui only	665	1,527	-56.5	434	516	-15.8	231	1,011	-77.2
Maui one day or less	1,628	1,360	19.7	114	91	25.2	1,514	1,269	19.3
Moloka'i *	485	866	-44.0	49	61	-20.9	436	805	-45.8
Moloka'i only *	5	5	-4.5	5	5	-4.5	0	0	NA
Moloka'i one day or less *	438	712	-38.5	22	36	-40.0	416	676	-38.5
Lāna'i *	641	924	-30.6	28	50	-43.9	613	874	-29.8
Lāna'i only *	2	0	NA	2	0	NA	0	0	NA
Lāna'i one day or less *	560	737	-24.0	24	32	-25.3	536	705	-23.9
Hawai'i Island	9,321	7,890	18.1	905	902	0.3	8,416	6,987	20.5
Kona side	7,671	6,688	14.7	705	729	-3.3	6,966	5,959	16.9
Hilo side	5,486	4,206	30.5	380	354	7.6	5,106	3,852	32.6
Hawai'i Island only	431	663	-34.9	272	253	7.4	160	410	-61.1
Hawai'i Island one day or less	953	999	-4.6	89	92	-3.5	865	907	-4.7
Any Neighbor Island	19,883	18,614	6.8	2,305	2,708	-14.9	17,578	15,906	10.5
NI only	1,396	2,968	-53.0	976	1,195	-18.3	421	1,773	-76.3
O'ahu & NI	18,486	15,646	18.2	1,329	1,513	-12.2	17,157	14,133	21.4
Any one island only	52,198	48,815	6.9	9,237	8,595	7.5	42,961	40,221	6.8
Multiple Islands	18,601	15,949	16.6	1,423	1,687	-15.6	17,177	14,262	20.4
Avg. Islands Visited	1.35	1.34	0.9	1.17	1.20	-3.2	1.39	1.37	1.4
Average Length of Stay in Hawai'i									
O'ahu	9.52	10.15	-6.2	7.31	7.95	-8.0	9.92	10.57	-6.2
O'ahu	7.96	8.43	-5.6	6.11	6.20	-1.5	8.26	8.82	-6.4
Maui	5.18	5.95	-12.9	6.98	7.85	-11.0	4.96	5.65	-12.2
Moloka'i	1.29	1.91	-32.5	3.04	3.79	-19.9	1.09	1.76	-38.1
Lāna'i	1.50	1.37	9.9	2.17	2.08	4.1	1.47	1.33	11.0
Kaua'i	4.13	5.55	-25.6	5.77	6.64	-13.0	3.90	5.30	-26.4
Hawai'i Island	4.52	5.51	-18.1	7.57	8.98	-15.8	4.19	5.07	-17.3
Hilo	2.16	2.39	-9.5	4.77	7.17	-33.5	1.97	1.95	1.0
Kona	3.94	5.00	-21.2	7.14	7.64	-6.5	3.62	4.68	-22.7
ACCOMMODATIONS									
Plan to stay in Hotel	56,967	50,450	12.9	8,141	7,853	3.7	48,826	42,597	14.6
Hotel only	49,685	41,940	18.5	7,622	7,298	4.4	42,063	34,643	21.4
Plan to stay in Condo	10,194	10,701	-4.7	909	985	-7.7	9,285	9,716	-4.4
Condo only	6,613	6,889	-4.0	711	786	-9.5	5,902	6,103	-3.3
Plan to stay in Timeshare	1,388	2,027	-31.5	293	362	-18.9	1,095	1,666	-34.3
Timeshare only	762	1,001	-23.8	231	247	-6.6	531	754	-29.5
Cruise Ship	868	1,245	-30.3	117	112	4.3	751	1,133	-33.7
Friends/Relatives	2,534	4,073	-37.8	731	748	-2.2	1,803	3,325	-45.8
Bed & Breakfast	1,052	1,105	-4.8	146	101	45.0	906	1,004	-9.8
Rental House	4,724	3,305	42.9	579	552	4.8	4,145	2,753	50.6
Hostel	796	1,058	-24.8	174	143	21.2	623	915	-31.9

**Table 29. New Zealand Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	119	489	-75.7	31	51	-39.7	88	437	-79.9
Private Room in Private Home**	1,116	1,358	-17.8	86	73	19.3	1,029	1,285	-19.9
Shared Room/Space in Private Home**	146	219	-33.3	34	29	19.2	112	190	-41.3
Other	222	560	-60.3	145	139	4.8	77	421	-81.7
PURPOSE OF TRIP									
Pleasure (Net)	65,888	57,651	14.3	9,521	9,181	3.7	56,367	48,470	16.3
Honeymoon/Get Married	2,494	1,947	28.1	380	379	0.3	2,114	1,568	34.9
Honeymoon	2,287	1,818	25.8	344	342	0.7	1,943	1,476	31.6
Get Married	257	176	45.7	45	48	-4.6	212	129	64.3
Pleasure/Vacation	63,685	55,807	14.1	9,204	8,882	3.6	54,481	46,925	16.1
Mtgs/Conventions/Incentive	1,415	1,636	-13.5	186	227	-17.9	1,229	1,409	-12.8
Conventions	1,061	1,168	-9.1	131	153	-14.6	930	1,014	-8.3
Corporate Meetings	136	114	18.8	36	49	-26.5	100	66	52.4
Incentive	219	377	-42.0	20	30	-31.9	199	348	-42.9
Other Business	390	515	-24.3	199	179	10.9	191	336	-43.1
Visit Friends/Rel.	2,275	3,786	-39.9	702	651	7.9	1,573	3,135	-49.8
Govt/Military	117	214	-45.5	37	64	-42.3	80	151	-46.8
Attend School	130	35	273.6	5	11	-50.6	125	24	418.9
Sport Events	411	1,090	-62.3	91	93	-2.5	320	997	-67.9
Other	1,814	2,091	-13.2	300	288	4.1	1,514	1,803	-16.0
TRAVEL STATUS									
% First Timers ***	52.4	49.6	2.8	40.0	40.0	0.0	54.7	51.4	3.2
% Repeaters ***	47.6	50.4	-2.8	60.0	60.0	0.0	45.3	48.6	-3.2
Average # of Trips	2.5	2.9	-12.6	3.4	3.5	-0.7	2.3	2.8	-15.1
Group Tour	1,140	1,475	-22.7	238	302	-21.4	902	1,173	-23.1
Non-Group	69,659	63,289	10.1	10,423	9,979	4.4	59,236	53,310	11.1
Package Trip	21,989	21,987	0.0	3,740	3,650	2.5	18,249	18,337	-0.5
No Package	48,810	42,777	14.1	6,921	6,631	4.4	41,889	36,146	15.9
Net True Independent	48,560	42,341	14.7	6,797	6,525	4.2	41,763	35,816	16.6
Avg. Age	46	47	-2.0	47	47	-0.5	46	47	-2.3
Avg. Party Size ^{1/}	2.42	2.32	4.6	2.12	2.08	2.1	2.49	2.37	4.9

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 30. Other Asia MMA Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
VISITOR ARRIVALS	440,319	448,414	-1.8	44,005	56,519	-22.1	396,314	391,895	1.1
VISITOR DAYS	3,267,862	3,151,235	3.7	287,480	349,466	-17.7	2,980,382	2,801,769	6.4
AVERAGE DAILY CENSUS	8,953	8,610	4.0	788	955	-17.5	8,165	7,655	6.7
ISLANDS VISITED									
O'ahu	428,243	432,197	-0.9	39,212	51,047	-23.2	389,031	381,150	2.1
O'ahu only	282,850	300,681	-5.9	30,235	42,026	-28.1	252,615	258,655	-2.3
O'ahu one day or less	7,045	5,909	19.2	2,380	2,421	-1.7	4,665	3,488	33.8
Kaua'i	17,831	13,805	29.2	1,986	2,372	-16.3	15,845	11,433	38.6
Kaua'i only	1,332	1,040	28.1	626	732	-14.5	706	308	129.0
Kaua'i one day or less	7,587	6,393	18.7	374	512	-26.9	7,214	5,881	22.7
Maui County	83,375	84,945	-1.8	6,800	8,014	-15.1	76,575	76,932	-0.5
Maui	82,241	83,435	-1.4	6,614	7,711	-14.2	75,627	75,724	-0.1
Maui only	3,665	5,567	-34.2	1,899	2,266	-16.2	1,766	3,301	-46.5
Maui one day or less	18,772	18,831	-0.3	902	1,278	-29.4	17,870	17,553	1.8
Moloka'i *	1,962	2,416	-18.8	209	323	-35.2	1,752	2,093	-16.3
Moloka'i only*	49	298	-83.4	20	54	-63.5	30	244	-87.9
Moloka'i one day or less*	1,657	1,707	-2.9	117	164	-28.9	1,540	1,543	-0.2
Lāna'i *	2,165	1,507	43.7	172	287	-40.1	1,993	1,220	63.4
Lāna'i only*	31	156	-79.9	31	48	-34.8	0	108	-100.0
Lāna'i one day or less*	1,778	1,030	72.5	63	165	-61.4	1,714	866	98.0
Hawai'i Island	90,411	75,017	20.5	7,951	7,339	8.3	82,460	67,679	21.8
Kona side	69,674	59,529	17.0	5,722	5,224	9.5	63,952	54,304	17.8
Hilo side	46,488	34,326	35.4	3,951	3,624	9.0	42,538	30,702	38.5
Hawai'i Island only	5,474	7,675	-28.7	1,691	1,765	-4.2	3,783	5,910	-36.0
Hawai'i Island one day or less	18,813	20,482	-8.1	1,128	1,000	12.8	17,686	19,483	-9.2
Any Neighbor Island	157,469	147,733	6.6	13,770	14,493	-5.0	143,699	133,240	7.8
NI only	12,076	16,217	-25.5	4,793	5,471	-12.4	7,283	10,745	-32.2
O'ahu & NI	145,392	131,516	10.6	8,977	9,021	-0.5	136,416	122,495	11.4
Any one island only	293,403	315,418	-7.0	34,503	46,891	-26.4	258,900	268,527	-3.6
Multiple Islands	146,917	132,996	10.5	9,503	9,628	-1.3	137,414	123,368	11.4
Avg. Islands Visited	1.41	1.36	4.3	1.28	1.22	4.4	1.43	1.38	3.9
Average Length of Stay in Hawai'i									
O'ahu	7.42	7.03	5.6	6.53	6.18	5.7	7.52	7.15	5.2
Maui	6.17	5.93	4.1	4.96	4.87	2.0	6.29	6.07	3.6
Maui	3.09	3.16	-2.4	5.52	5.86	-5.7	2.88	2.89	-0.5
Moloka'i	1.53	2.78	-45.0	2.87	3.49	-17.6	1.37	2.67	-48.8
Lāna'i	1.47	3.92	-62.4	4.19	3.15	33.0	1.24	4.10	-69.8
Kaua'i	2.84	3.44	-17.3	5.54	5.56	-0.3	2.51	3.00	-16.4
Hawai'i Island	3.49	3.55	-1.6	5.53	5.54	-0.3	3.30	3.33	-1.1
Hilo	2.28	2.33	-2.6	3.70	3.58	3.4	2.14	2.19	-2.1
Kona	3.02	3.13	-3.6	5.12	5.30	-3.4	2.83	2.92	-3.1
ACCOMMODATIONS									
Plan to stay in Hotel	381,326	400,093	-4.7	37,188	48,055	-22.6	344,138	352,038	-2.2
Hotel only	343,370	367,654	-6.6	35,066	45,336	-22.7	308,304	322,319	-4.3
Plan to stay in Condo	41,773	35,328	18.2	1,482	1,959	-24.4	40,291	33,369	20.7
Condo only	20,853	18,528	12.6	1,021	1,405	-27.3	19,832	17,123	15.8
Plan to stay in Timeshare	4,729	2,699	75.2	729	789	-7.6	4,000	1,910	109.4
Timeshare only	2,643	1,573	68.0	468	559	-16.3	2,176	1,015	114.5
Cruise Ship	1,995	2,013	-0.9	361	490	-26.4	1,634	1,523	7.3
Friends/Relatives	12,917	13,217	-2.3	2,204	3,180	-30.7	10,713	10,037	6.7
Bed & Breakfast	8,510	7,782	9.4	729	1,042	-30.0	7,781	6,741	15.4
Rental House	21,441	16,376	30.9	2,275	2,663	-14.6	19,166	13,713	39.8
Hostel	1,519	1,991	-23.7	393	538	-26.9	1,126	1,452	-22.5

**Table 30. Other Asia MMA Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	1,099	809	35.9	336	505	-33.5	764	304	150.9
Private Room in Private Home**	11,457	6,564	74.5	668	365	82.8	10,789	6,199	74.0
Shared Room/Space in Private Home**	1,852	1,511	22.6	274	116	137.2	1,578	1,395	13.1
Other	1,078	3,493	-69.1	439	580	-24.4	640	2,913	-78.0
PURPOSE OF TRIP									
Pleasure (Net)	400,838	414,246	-3.2	38,416	49,951	-23.1	362,421	364,295	-0.5
Honeymoon/Get Married	101,738	118,595	-14.2	2,860	3,547	-19.4	98,878	115,048	-14.1
Honeymoon	96,886	114,322	-15.3	2,587	3,234	-20.0	94,299	111,089	-15.1
Get Married	7,988	7,418	7.7	341	377	-9.5	7,647	7,041	8.6
Pleasure/Vacation	300,116	296,745	1.1	35,880	46,796	-23.3	264,237	249,949	5.7
Mtgs/Conventions/Incentive	25,984	18,665	39.2	2,211	2,242	-1.4	23,773	16,423	44.8
Conventions	9,824	8,384	17.2	1,146	1,083	5.8	8,678	7,301	18.9
Corporate Meetings	3,159	2,175	45.2	394	377	4.5	2,765	1,798	53.8
Incentive	13,550	8,473	59.9	748	840	-11.1	12,802	7,632	67.7
Other Business	3,214	3,653	-12.0	966	1,184	-18.5	2,249	2,469	-8.9
Visit Friends/Rel.	9,931	10,491	-5.3	2,188	3,153	-30.6	7,743	7,339	5.5
Govt/Military	711	666	6.8	448	413	8.7	263	253	3.8
Attend School	1,832	1,406	30.3	201	228	-11.8	1,631	1,179	38.4
Sport Events	784	859	-8.7	167	273	-38.8	617	586	5.3
Other	7,119	7,217	-1.4	951	1,145	-16.9	6,168	6,072	1.6
TRAVEL STATUS									
% First Timers ***	80.5	81.2	-0.7	67.2	69.2	-2.0	82.0	83.0	-1.0
% Repeaters ***	19.5	18.8	0.7	32.8	30.8	2.0	18.0	17.0	1.0
Average # of Trips	1.5	1.5	-3.8	2.7	2.7	0.2	1.4	1.4	-1.9
Group Tour	94,880	115,168	-17.6	15,185	23,979	-36.7	79,695	91,189	-12.6
Non-Group	345,439	333,245	3.7	28,820	32,539	-11.4	316,619	300,706	5.3
Package Trip	219,546	251,463	-12.7	22,373	32,130	-30.4	197,173	219,333	-10.1
No Package	220,773	196,950	12.1	21,632	24,388	-11.3	199,141	172,562	15.4
Net True Independent	208,934	187,004	11.7	19,234	21,027	-8.5	189,700	165,977	14.3
Avg. Age	38	39	-1.2	40	41	-2.1	38	39	-1.0
Avg. Party Size ^{1/}	2.57	2.55	0.9	2.33	2.41	-3.6	2.60	2.57	1.2

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

**Table 31. Korea Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
VISITOR ARRIVALS	261,039	257,189	1.5	7,292	8,063	-9.6	253,747	249,126	1.9
VISITOR DAYS	1,885,805	1,849,761	1.9	53,161	58,768	-9.5	1,832,644	1,790,992	2.3
AVERAGE DAILY CENSUS	5,167	5,054	2.2	146	161	-9.3	5,021	4,893	2.6
ISLANDS VISITED									
O'ahu	256,510	252,467	1.6	6,467	7,081	-8.7	250,043	245,386	1.9
O'ahu only	184,836	185,149	-0.2	5,341	5,985	-10.7	179,494	179,164	0.2
O'ahu one day or less	1,825	1,437	26.9	290	273	6.3	1,535	1,165	31.8
Kaua'i	10,774	7,827	37.7	335	432	-22.3	10,439	7,395	41.2
Kaua'i only	725	278	160.7	133	185	-28.0	592	93	534.2
Kaua'i one day or less	5,618	4,651	20.8	62	84	-26.7	5,557	4,567	21.7
Maui County	45,677	49,122	-7.0	1,024	1,115	-8.2	44,653	48,007	-7.0
Maui	45,271	48,961	-7.5	1,009	1,087	-7.2	44,262	47,874	-7.5
Maui only	1,496	2,429	-38.4	326	402	-19.1	1,170	2,027	-42.3
Maui one day or less	9,355	9,205	1.6	143	151	-4.9	9,212	9,055	1.7
Moloka'i *	1,063	827	28.5	9	17	-49.8	1,055	810	30.2
Moloka'i only*	30	0	NA	0	0	#DIV/0!	30	0	NA
Moloka'i one day or less*	874	639	36.8	8	13	-41.6	866	626	38.4
Lāna'i *	861	594	45.0	23	40	-43.7	838	553	51.4
Lāna'i only*	2	3	-38.2	2	3	-38.2	0	0	NA
Lāna'i one day or less*	596	329	81.1	9	22	-60.2	588	308	91.1
Hawai'i Island	28,041	20,674	35.6	844	835	1.1	27,198	19,839	37.1
Kona side	21,530	16,315	32.0	682	699	-2.4	20,848	15,616	33.5
Hilo side	15,982	10,740	48.8	315	277	13.5	15,667	10,462	49.8
Hawai'i Island only	1,948	1,747	11.5	280	311	-9.7	1,667	1,437	16.0
Hawai'i Island one day or less	5,570	4,557	22.2	76	79	-4.6	5,495	4,478	22.7
Any Neighbor Island	76,204	72,040	5.8	1,951	2,078	-6.1	74,253	69,962	6.1
NI only	4,530	4,722	-4.1	826	981	-15.9	3,704	3,740	-1.0
O'ahu & NI	71,674	67,318	6.5	1,126	1,097	2.6	70,549	66,221	6.5
Any one island only	189,036	189,607	-0.3	6,083	6,886	-11.7	182,953	182,721	0.1
Multiple Islands	72,004	67,582	6.5	1,210	1,177	2.8	70,794	66,405	6.6
Avg. Islands Visited	1.31	1.29	1.8	1.19	1.18	1.2	1.32	1.29	1.8
Average Length of									
Stay in Hawai'i	7.22	7.19	0.4	7.29	7.29	0.0	7.22	7.19	0.5
O'ahu	6.34	6.28	1.0	5.89	5.84	0.9	6.35	6.29	1.0
Maui	2.83	2.93	-3.5	5.81	6.91	-15.9	2.76	2.84	-2.8
Moloka'i	1.58	4.15	-61.9	1.38	2.50	-44.9	1.59	4.19	-62.2
Lāna'i	1.59	7.26	-78.1	3.65	4.67	-21.8	1.54	7.45	-79.4
Kaua'i	2.46	3.28	-24.9	6.43	6.50	-1.2	2.34	3.09	-24.4
Hawai'i Island	3.63	4.26	-14.8	8.27	8.25	0.3	3.49	4.09	-14.8
Hilo	2.16	2.36	-8.4	4.16	4.45	-6.4	2.12	2.30	-7.9
Kona	3.12	3.85	-18.7	8.31	8.08	2.9	2.95	3.66	-19.2
ACCOMMODATIONS									
Plan to stay in Hotel	229,366	232,928	-1.5	5,675	6,192	-8.3	223,690	226,736	-1.3
Hotel only	210,397	218,139	-3.5	5,425	5,848	-7.2	204,972	212,290	-3.4
Plan to stay in Condo	21,751	15,985	36.1	344	495	-30.5	21,407	15,490	38.2
Condo only	11,335	8,185	38.5	265	377	-29.7	11,070	7,808	41.8
Plan to stay in Timeshare	1,054	1,018	3.5	146	146	-0.3	908	872	4.1
Timeshare only	661	613	7.8	124	98	27.0	536	515	4.2
Cruise Ship	870	676	28.6	51	70	-26.6	818	606	35.0
Friends/Relatives	6,289	6,346	-0.9	563	744	-24.2	5,725	5,602	2.2
Bed & Breakfast	5,464	4,439	23.1	69	101	-32.1	5,395	4,337	24.4
Rental House	14,994	10,349	44.9	429	390	9.9	14,565	9,959	46.2
Hostel	882	628	40.5	105	162	-35.3	777	466	66.9

**Table 31. Korea Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	701	67	950.0	28	35	-19.8	673	31	2040.1
Private Room in Private Home**	2,855	2,020	41.3	87	58	50.8	2,768	1,963	41.1
Shared Room/Space in Private Home**	555	286	94.0	57	17	234.1	498	269	85.1
Other	256	1,073	-76.2	101	157	-35.7	155	916	-83.1
PURPOSE OF TRIP									
Pleasure (Net)	249,713	244,910	2.0	5,986	6,655	-10.0	243,727	238,256	2.3
Honeymoon/Get Married	89,045	104,156	-14.5	1,126	1,241	-9.2	87,918	102,915	-14.6
Honeymoon	85,994	101,511	-15.3	1,069	1,190	-10.2	84,926	100,321	-15.3
Get Married	5,825	5,512	5.7	61	64	-4.0	5,764	5,448	5.8
Pleasure/Vacation	160,975	141,019	14.2	4,898	5,446	-10.1	156,077	135,573	15.1
Mtgs/Conventions/Incentive	6,928	6,172	12.3	341	396	-13.8	6,587	5,776	14.0
Conventions	2,750	3,410	-19.4	178	208	-14.5	2,572	3,202	-19.7
Corporate Meetings	190	302	-37.1	59	82	-27.6	131	221	-40.6
Incentive	4,159	2,502	66.2	111	128	-13.2	4,048	2,374	70.5
Other Business	1,079	854	26.3	161	256	-36.8	917	599	53.2
Visit Friends/Rel.	3,738	4,324	-13.6	651	759	-14.3	3,087	3,565	-13.4
Govt/Military	186	315	-41.1	170	168	1.2	15	147	-89.6
Attend School	269	404	-33.4	27	38	-30.7	243	366	-33.7
Sport Events	326	206	58.5	29	55	-47.3	297	151	96.8
Other	2,224	2,610	-14.8	208	204	1.9	2,017	2,407	-16.2
TRAVEL STATUS									
% First Timers ***	82.0	82.2	-0.2	59.8	56.4	3.4	82.6	83.0	-0.4
% Repeaters ***	18.0	17.8	0.2	40.2	43.6	-3.4	17.4	17.0	0.4
Average # of Trips	1.4	1.4	-4.9	2.8	3.0	-8.3	1.3	1.4	-4.3
Group Tour	42,858	35,237	21.6	1,293	1,442	-10.4	41,565	33,795	23.0
Non-Group	218,182	221,952	-1.7	6,000	6,621	-9.4	212,182	215,331	-1.5
Package Trip	125,536	134,086	-6.4	2,317	2,730	-15.1	123,219	131,356	-6.2
No Package	135,504	123,103	10.1	4,975	5,333	-6.7	130,528	117,770	10.8
Net True Independent	129,862	119,206	8.9	4,674	4,989	-6.3	125,188	114,217	9.6
Avg. Age	38	37	1.6	42	42	0.7	38	37	1.6
Avg. Party Size ^{1/}	2.58	2.50	3.1	2.01	2.08	-3.3	2.60	2.51	3.3

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

Table 32. China Visitor Characteristics (Arrivals by Air)

2017 vs. 2016

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
VISITOR ARRIVALS	151,299	164,326	-7.9	31,785	42,823	-25.8	119,514	121,503	-1.6
VISITOR DAYS	1,146,163	1,082,459	5.9	193,855	242,447	-20.0	952,308	840,012	13.4
AVERAGE DAILY CENSUS	3,140	2,958	6.2	531	662	-19.8	2,609	2,295	13.7
ISLANDS VISITED									
O'ahu	146,142	156,799	-6.8	29,123	39,922	-27.0	117,019	116,878	0.1
O'ahu only	81,789	101,203	-19.2	22,285	33,084	-32.6	59,503	68,119	-12.6
O'ahu one day or less	4,643	3,931	18.1	1,840	1,854	-0.7	2,802	2,078	34.9
Kaua'i	4,939	4,418	11.8	1,181	1,342	-12.0	3,758	3,076	22.2
Kaua'i only	341	497	-31.3	272	309	-11.7	69	188	-63.3
Kaua'i one day or less	1,785	1,552	15.0	267	319	-16.2	1,518	1,233	23.1
Maui County	32,279	30,145	7.1	4,596	5,391	-14.7	27,682	24,754	11.8
Maui	31,650	28,899	9.5	4,472	5,164	-13.4	27,178	23,734	14.5
Maui only	1,489	1,604	-7.2	998	1,109	-10.0	491	495	-0.8
Maui one day or less	8,949	8,628	3.7	684	1,019	-32.9	8,265	7,608	8.6
Moloka'i *	849	1,277	-33.6	171	262	-34.9	678	1,015	-33.2
Moloka'i only*	20	289	-93.2	20	46	-56.6	0	244	-100.0
Moloka'i one day or less*	747	844	-11.5	92	140	-33.8	654	705	-7.1
Lāna'i *	1,118	819	36.5	87	189	-53.7	1,031	630	63.5
Lāna'i only*	16	137	-88.0	16	28	-42.3	0	108	-100.0
Lāna'i one day or less*	1,044	649	60.9	42	127	-66.9	1,002	522	91.9
Hawai'i Island	54,191	46,642	16.2	6,083	5,470	11.2	48,108	41,173	16.8
Kona side	41,679	37,728	10.5	4,260	3,709	14.8	37,420	34,018	10.0
Hilo side	25,172	19,522	28.9	3,158	2,901	8.9	22,014	16,622	32.4
Hawai'i Island only	2,651	4,220	-37.2	1,059	1,061	-0.2	1,592	3,159	-49.6
Hawai'i Island one day or less	12,388	14,777	-16.2	944	819	15.2	11,444	13,958	-18.0
Any Neighbor Island	69,510	63,123	10.1	9,500	9,739	-2.5	60,011	53,384	12.4
NI only	5,157	7,527	-31.5	2,662	2,901	-8.2	2,495	4,625	-46.1
O'ahu & NI	64,354	55,597	15.8	6,838	6,838	0.0	57,516	48,759	18.0
Any one island only	86,306	107,949	-20.0	24,651	35,636	-30.8	61,655	72,313	-14.7
Multiple Islands	64,993	56,376	15.3	7,134	7,187	-0.7	57,859	49,190	17.6
Avg. Islands Visited	1.58	1.45	8.6	1.29	1.22	5.8	1.65	1.53	7.8
Average Length of									
Stay in Hawai'i	7.58	6.59	15.0	6.10	5.66	7.7	7.97	6.91	15.3
O'ahu	5.78	5.25	10.1	4.62	4.52	2.2	6.07	5.50	10.3
Maui	3.30	3.31	-0.1	5.09	5.34	-4.6	3.01	2.87	5.0
Moloka'i	1.45	2.09	-30.4	3.12	3.07	1.7	1.03	1.84	-43.6
Lāna'i	1.25	1.61	-22.8	3.81	2.52	51.3	1.03	1.34	-23.5
Kaua'i	3.09	3.32	-7.0	4.69	4.70	-0.3	2.59	2.72	-4.9
Hawai'i Island	3.30	3.10	6.4	4.95	4.90	1.1	3.09	2.86	8.0
Hilo	2.27	2.20	3.3	3.58	3.40	5.4	2.08	1.99	4.7
Kona	2.92	2.70	8.2	4.42	4.56	-3.2	2.75	2.49	10.2
ACCOMMODATIONS									
Plan to stay in Hotel	130,651	147,029	-11.1	28,104	38,093	-26.2	102,548	108,936	-5.9
Hotel only	115,577	132,396	-12.7	26,510	36,146	-26.7	89,067	96,250	-7.5
Plan to stay in Condo	15,889	16,396	-3.1	766	985	-22.2	15,123	15,412	-1.9
Condo only	8,128	8,176	-0.6	478	678	-29.4	7,650	7,498	2.0
Plan to stay in Timeshare	2,535	1,360	86.4	372	432	-13.8	2,163	928	133.1
Timeshare only	1,527	723	111.4	190	322	-41.1	1,338	400	234.0
Cruise Ship	940	1,047	-10.2	274	355	-22.8	666	692	-3.7
Friends/Relatives	3,775	3,814	-1.0	1,149	1,772	-35.1	2,626	2,042	28.6
Bed & Breakfast	2,565	2,616	-2.0	536	770	-30.4	2,028	1,846	9.9
Rental House	4,940	4,946	-0.1	1,465	1,739	-15.8	3,476	3,207	8.4
Hostel	471	854	-44.9	184	270	-31.8	286	584	-51.0

**Table 32. China Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	338	609	-44.5	261	402	-35.1	77	206	-62.9
Private Room in Private Home**	7,589	3,681	106.2	456	253	80.6	7,133	3,428	108.1
Shared Room/Space in Private Home**	1,087	1,105	-1.7	176	77	129.1	911	1,029	-11.4
Other	562	1,839	-69.4	265	301	-11.8	297	1,539	-80.7
PURPOSE OF TRIP									
Pleasure (Net)	129,707	149,052	-13.0	28,538	38,809	-26.5	101,169	110,242	-8.2
Honeymoon/Get Married	9,115	10,274	-11.3	1,446	1,964	-26.4	7,669	8,310	-7.7
Honeymoon	7,532	9,037	-16.7	1,284	1,745	-26.4	6,248	7,291	-14.3
Get Married	1,862	1,434	29.9	220	262	-16.1	1,642	1,172	40.2
Pleasure/Vacation	121,216	139,527	-13.1	27,347	37,175	-26.4	93,868	102,352	-8.3
Mtgs/Conventions/Incentive	15,051	8,520	76.7	1,465	1,456	0.6	13,586	7,064	92.3
Conventions	5,626	3,011	86.8	760	687	10.6	4,866	2,324	109.4
Corporate Meetings	2,115	863	145.2	216	191	13.3	1,899	672	182.7
Incentive	7,667	4,900	56.5	538	593	-9.2	7,129	4,307	65.5
Other Business	1,720	1,860	-7.5	630	745	-15.5	1,090	1,114	-2.2
Visit Friends/Rel.	4,058	3,491	16.2	1,101	1,739	-36.6	2,956	1,752	68.7
Govt/Military	383	216	77.3	136	171	-20.3	247	46	443.4
Attend School	1,322	875	51.1	145	157	-7.6	1,177	717	64.0
Sport Events	339	507	-33.1	91	162	-43.8	248	345	-28.1
Other	4,128	3,559	16.0	624	788	-20.8	3,504	2,772	26.4
TRAVEL STATUS									
% First Timers ***	80.9	83.8	-2.9	72.5	74.9	-2.4	83.1	86.9	-3.8
% Repeaters ***	19.1	16.2	2.9	27.5	25.1	2.4	16.9	13.1	3.8
Average # of Trips	1.6	1.5	2.0	2.4	2.4	0.7	1.3	1.2	8.8
Group Tour	48,642	77,719	-37.4	13,358	22,020	-39.3	35,284	55,698	-36.7
Non-Group	102,657	86,607	18.5	18,427	20,802	-11.4	84,230	65,805	28.0
Package Trip	83,051	107,530	-22.8	18,643	27,830	-33.0	64,408	79,700	-19.2
No Package	68,248	56,796	20.2	13,142	14,993	-12.3	55,106	41,803	31.8
Net True Independent	62,663	50,937	23.0	11,200	12,114	-7.5	51,463	38,823	32.6
Avg. Age	39	41	-5.6	39	41	-3.3	39	41	-6.3
Avg. Party Size ^{1/}	2.68	2.71	-0.8	2.50	2.58	-3.2	2.74	2.76	-0.3

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

**Table 33. Taiwan Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
VISITOR ARRIVALS	18,868	18,107	4.2	1,673	1,721	-2.8	17,195	16,386	4.9
VISITOR DAYS	158,338	143,895	10.0	12,237	13,355	-8.4	146,102	130,539	11.9
AVERAGE DAILY CENSUS	434	393	10.3	34	36	-8.1	400	357	12.2
ISLANDS VISITED									
O'ahu	18,130	16,107	12.6	1,361	1,409	-3.4	16,769	14,698	14.1
O'ahu only	11,634	9,399	23.8	1,021	1,056	-3.3	10,612	8,343	27.2
O'ahu one day or less	185	259	-28.7	87	99	-12.0	97	160	-39.0
Kaua'i	1,185	744	59.2	131	111	17.6	1,054	633	66.5
Kaua'i only	91	47	96.1	52	47	12.6	39	0	NA
Kaua'i one day or less	95	14	589.9	19	14	40.3	76	0	NA
Maui County	3,419	3,496	-2.2	316	352	-10.1	3,103	3,144	-1.3
Maui	3,359	3,430	-2.1	310	341	-9.2	3,049	3,088	-1.3
Maui only	136	464	-70.7	136	135	0.2	0	329	-100.0
Maui one day or less	185	814	-77.2	26	35	-27.0	160	779	-79.5
Moloka'i *	27	263	-89.7	8	6	20.2	19	257	-92.4
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Moloka'i one day or less *	25	205	-87.9	5	4	28.4	19	201	-90.3
Lāna'i *	49	9	471.8	15	9	74.1	34	0	NA
Lāna'i only *	0	6	-100.0	0	6	-100.0	0	0	NA
Lāna'i one day or less *	45	0	NA	11	0	NA	34	0	NA
Hawai'i Island	5,313	6,007	-11.6	329	303	8.7	4,983	5,704	-12.6
Kona side	4,155	4,224	-1.6	245	217	13.2	3,910	4,007	-2.4
Hilo side	3,683	3,342	10.2	177	137	29.4	3,506	3,205	9.4
Hawai'i Island only	276	1,243	-77.8	82	85	-3.0	194	1,158	-83.3
Hawai'i Island one day or less	484	948	-48.9	41	51	-19.2	443	897	-50.6
Any Neighbor Island	7,235	8,708	-16.9	652	665	-2.0	6,583	8,043	-18.2
NI only	739	2,000	-63.1	313	312	0.1	426	1,688	-74.8
O'ahu & NI	6,496	6,708	-3.2	340	353	-3.9	6,156	6,354	-3.1
Any one island only	12,137	11,159	8.8	1,292	1,329	-2.8	10,845	9,830	10.3
Multiple Islands	6,732	6,948	-3.1	382	392	-2.7	6,350	6,556	-3.1
Avg. Islands Visited	1.49	1.47	1.4	1.29	1.27	1.6	1.51	1.49	1.3
Average Length of									
Stay in Hawai'i	8.39	7.95	5.6	7.31	7.76	-5.8	8.50	7.97	6.7
O'ahu	6.74	6.47	4.1	5.64	6.29	-10.3	6.83	6.49	5.2
Maui	3.44	3.55	-3.0	6.38	5.99	6.5	3.14	3.28	-4.2
Moloka'i	1.16	1.23	-6.1	1.57	2.01	-21.9	1.00	1.22	-17.8
Lāna'i	1.37	6.25	-78.1	2.20	6.25	-64.7	1.00	0	NA
Kaua'i	2.78	3.51	-20.8	5.29	6.29	-15.9	2.47	3.02	-18.2
Hawai'i Island	4.00	4.08	-2.1	5.59	5.54	1.0	3.89	4.00	-2.8
Hilo	2.70	2.74	-1.5	3.55	3.56	-0.4	2.66	2.71	-1.8
Kona	2.71	3.63	-25.3	4.95	5.49	-9.9	2.57	3.53	-27.1
ACCOMMODATIONS									
Plan to stay in Hotel	14,840	13,431	10.5	1,247	1,243	0.4	13,593	12,188	11.5
Hotel only	11,995	11,235	6.8	1,148	1,118	2.7	10,847	10,117	7.2
Plan to stay in Condo	3,090	2,229	38.7	101	113	-10.5	2,989	2,115	41.3
Condo only	672	1,677	-59.9	73	72	1.3	600	1,605	-62.6
Plan to stay in Timeshare	723	115	530.8	49	42	18.9	674	73	821.3
Timeshare only	180	98	83.8	34	25	36.8	146	73	99.6
Cruise Ship	86	232	-63.1	17	22	-22.6	68	210	-67.4
Friends/Relatives	1,887	2,145	-12.0	114	167	-31.6	1,773	1,978	-10.4
Bed & Breakfast	356	517	-31.0	56	66	-15.5	300	450	-33.3
Rental House	912	521	74.9	116	133	-13.2	796	388	105.2
Hostel	103	450	-77.2	54	57	-5.8	49	393	-87.6

Table 33. Taiwan Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	24	88	-73.1	24	21	10.5	0	67	-100.0
Private Room in Private Home**	404	683	-40.9	41	25	63.5	363	658	-44.8
Shared Room/Space in Private Home**	14	102	-86.4	14	4	215.6	0	98	-100.0
Other	203	421	-51.6	16	23	-29.0	187	398	-52.9
PURPOSE OF TRIP									
Pleasure (Net)	14,472	13,508	7.1	1,296	1,355	-4.4	13,176	12,152	8.4
Honeymoon/Get Married	2,747	3,526	-22.1	122	159	-23.5	2,625	3,367	-22.0
Honeymoon	2,644	3,157	-16.3	101	135	-25.2	2,542	3,022	-15.9
Get Married	142	450	-68.6	25	29	-15.1	117	421	-72.2
Pleasure/Vacation	11,761	10,048	17.0	1,180	1,214	-2.8	10,580	8,834	19.8
Mtgs/Conventions/Incentive	2,579	2,947	-12.5	130	105	24.0	2,450	2,842	-13.8
Conventions	601	1,646	-63.5	100	53	89.2	501	1,593	-68.5
Corporate Meetings	740	791	-6.5	27	33	-17.9	713	758	-6.0
Incentive	1,247	561	122.4	11	21	-50.0	1,236	540	129.1
Other Business	272	608	-55.3	59	72	-17.8	212	536	-60.4
Visit Friends/Rel.	1,148	1,924	-40.4	123	187	-34.4	1,025	1,737	-41.0
Govt/Military	99	38	164.1	99	38	164.1	0	0	NA
Attend School	226	108	108.4	14	18	-23.3	212	90	134.8
Sport Events	49	22	120.8	5	22	-76.4	44	0	NA
Other	331	806	-59.0	40	48	-18.2	291	757	-61.6
TRAVEL STATUS									
% First Timers ***	71.1	59.2	11.9	50.6	46.5	4.1	73.1	60.5	12.6
% Repeaters ***	28.9	40.8	-11.9	49.4	53.5	-4.1	26.9	39.5	-12.6
Average # of Trips	1.8	2.3	-22.2	3.8	4.3	-10.4	1.6	2.1	-24.0
Group Tour	2,527	1,753	44.2	363	287	26.3	2,164	1,466	47.7
Non-Group	16,341	16,355	-0.1	1,311	1,434	-8.6	15,031	14,920	0.7
Package Trip	8,725	7,634	14.3	662	661	0.1	8,063	6,973	15.6
No Package	10,143	10,474	-3.2	1,011	1,060	-4.6	9,132	9,413	-3.0
Net True Independent	9,956	10,346	-3.8	924	973	-5.0	9,032	9,374	-3.6
Avg. Age	40	40	0.2	40	40	0.1	40	40	0.1
Avg. Party Size ^{1/}	2.07	2.20	-8.6	1.93	1.85	4.0	2.09	2.24	-10.3

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 34. Latin America MMA Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
VISITOR ARRIVALS	24,998	26,075	-4.1	23,111	24,396	-5.3	1,887	1,679	12.4
VISITOR DAYS	280,363	302,638	-7.4	263,103	290,646	-9.5	17,259	11,993	43.9
AVERAGE DAILY CENSUS	768	827	-7.1	721	794	-9.2	47	33	44.3
ISLANDS VISITED									
O'ahu	18,657	19,545	-4.5	16,848	17,866	-5.7	1,809	1,679	7.7
O'ahu only	10,465	11,103	-5.7	9,404	10,037	-6.3	1,061	1,066	-0.4
O'ahu one day or less	1,059	1,356	-21.9	1,059	1,294	-18.2	0	62	-100.0
Kaua'i	3,099	3,612	-14.2	2,954	3,281	-10.0	145	331	-56.2
Kaua'i only	676	617	9.5	676	617	9.5	0	0	NA
Kaua'i one day or less	509	732	-30.5	509	483	5.3	0	249	-100.0
Maui County	9,595	10,685	-10.2	9,353	10,154	-7.9	243	531	-54.3
Maui	9,462	10,585	-10.6	9,220	10,054	-8.3	243	531	-54.3
Maui only	3,285	3,594	-8.6	3,207	3,594	-10.7	78	0	NA
Maui one day or less	730	935	-22.0	715	687	4.1	15	249	-94.0
Moloka'i *	372	307	21.1	265	245	7.9	107	62	73.4
Moloka'i only*	36	5	563.1	36	5	563.1	0	0	NA
Moloka'i one day or less*	210	168	25.0	103	106	-3.1	107	62	73.4
Lāna'i *	320	247	29.4	213	247	-13.8	107	0	NA
Lāna'i only*	26	41	-37.2	26	41	-37.2	0	0	NA
Lāna'i one day or less*	210	110	90.6	103	110	-6.5	107	0	NA
Hawai'i Island	6,263	6,158	1.7	5,679	5,971	-4.9	584	187	212.0
Kona side	5,254	5,226	0.5	4,670	5,039	-7.3	584	187	212.0
Hilo side	2,555	2,742	-6.8	2,410	2,555	-5.7	145	187	-22.4
Hawai'i Island only	1,602	1,520	5.4	1,602	1,520	5.4	0	0	NA
Hawai'i Island one day or less	464	343	35.4	299	343	-12.8	165	0	NA
Any Neighbor Island	14,532	14,973	-2.9	13,706	14,359	-4.5	826	613	34.7
NI only	6,341	6,530	-2.9	6,263	6,530	-4.1	78	0	NA
O'ahu & NI	8,192	8,442	-3.0	7,444	7,829	-4.9	748	613	21.9
Any one island only	16,090	16,880	-4.7	14,951	15,814	-5.5	1,139	1,066	6.9
Multiple Islands	8,908	9,196	-3.1	8,160	8,582	-4.9	748	613	21.9
Avg. Islands Visited	1.53	1.55	-1.6	1.52	1.54	-1.4	1.59	1.66	-4.5
Average Length of									
Stay in Hawai'i	11.22	11.61	-3.4	11.38	11.91	-4.4	9.15	7.14	28.1
O'ahu	7.37	7.38	-0.2	7.43	7.60	-2.2	6.83	5.09	34.2
Maui	8.05	8.48	-5.0	8.11	8.69	-6.7	5.88	4.44	32.5
Moloka'i	4.29	2.93	46.4	5.62	3.42	64.6	1.00	1.00	0.0
Lāna'i	3.70	4.19	-11.5	5.06	4.19	20.9	1.00	0	NA
Kaua'i	5.86	5.86	0.1	5.81	6.25	-7.0	7.00	1.99	251.0
Hawai'i Island	7.30	7.39	-1.3	7.65	7.56	1.2	3.87	2.00	93.4
Hilo	4.21	3.93	7.2	4.29	4.15	3.4	3.00	1.00	200.0
Kona	6.65	6.65	0.1	7.09	6.86	3.4	3.12	1.00	212.2
ACCOMMODATIONS									
Plan to stay in Hotel	17,441	18,272	-4.5	16,073	16,709	-3.8	1,369	1,563	-12.4
Hotel only	15,455	15,716	-1.7	14,116	14,452	-2.3	1,339	1,265	5.9
Plan to stay in Condo	1,831	1,955	-6.4	1,633	1,894	-13.8	198	61	224.5
Condo only	1,310	1,286	1.9	1,142	1,286	-11.2	168	0	NA
Plan to stay in Timeshare	402	461	-12.7	402	461	-12.7	0	0	NA
Timeshare only	269	271	-0.8	269	271	-0.8	0	0	NA
Cruise Ship	891	1,210	-26.4	891	1,023	-13.0	0	187	-100.0
Friends/Relatives	2,332	2,340	-0.3	2,254	2,340	-3.7	78	0	NA
Bed & Breakfast	280	419	-33.2	280	419	-33.2	0	0	NA
Rental House	2,565	2,918	-12.1	2,473	2,836	-12.8	92	82	12.0
Hostel	982	1,130	-13.2	802	1,097	-26.9	180	34	432.6

**Table 34. Latin America MMA Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
Camp Site, Beach	115	196	-41.3	115	196	-41.3	0	0	NA
Private Room in Private Home**	480	291	64.5	480	241	99.0	0	51	-100.0
Shared Room/Space in Private Home**	136	102	33.8	136	102	33.8	0	0	NA
Other	363	375	-3.2	363	375	-3.2	0	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	21,590	22,106	-2.3	19,718	20,488	-3.8	1,872	1,618	15.7
Honeymoon/Get Married	1,697	1,668	1.7	1,343	1,600	-16.1	354	68	417.2
Honeymoon	1,201	1,545	-22.3	1,201	1,476	-18.7	0	68	-100.0
Get Married	555	269	106.6	202	200	0.6	354	68	417.2
Pleasure/Vacation	20,090	20,663	-2.8	18,571	19,113	-2.8	1,519	1,550	-2.0
Mtgs/Conventions/Incentive	1,578	1,802	-12.4	1,578	1,802	-12.4	0	0	NA
Conventions	820	1,012	-19.0	820	1,012	-19.0	0	0	NA
Corporate Meetings	416	406	2.5	416	406	2.5	0	0	NA
Incentive	434	548	-20.7	434	548	-20.7	0	0	NA
Other Business	350	440	-20.5	350	440	-20.5	0	0	NA
Visit Friends/Rel.	1,479	1,619	-8.7	1,479	1,619	-8.7	0	0	NA
Govt/Military	51	162	-68.5	51	101	-49.5	0	61	-100.0
Attend School	132	155	-14.8	132	155	-14.8	0	0	NA
Sport Events	753	856	-12.0	753	856	-12.0	0	0	NA
Other	535	620	-13.7	520	620	-16.1	15	0	NA
TRAVEL STATUS									
% First Timers ***	68.7	71.0	-2.3	68.9	70.4	-1.5	65.4	79.5	-14.0
% Repeaters ***	31.3	29.0	2.3	31.1	29.6	1.5	34.6	20.5	14.0
Average # of Trips	2.1	2.1	-0.2	2.2	2.1	2.2	1.4	2.0	-29.6
Group Tour	2,053	2,154	-4.7	1,762	1,905	-7.5	291	249	17.1
Non-Group	22,944	23,922	-4.1	21,349	22,491	-5.1	1,596	1,430	11.6
Package Trip	8,333	8,504	-2.0	7,332	7,922	-7.5	1,001	582	71.9
No Package	16,665	17,571	-5.2	15,779	16,474	-4.2	886	1,097	-19.2
Net True Independent	16,124	16,929	-4.8	15,238	15,894	-4.1	886	1,035	-14.4
Avg. Age	43	43	0.9	43	43	1.1	40	40	0.6
Avg. Party Size ^{1/}	2.02	1.96	3.6	2.01	1.96	3.0	2.11	1.95	11.1

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 35. Other MMA Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% CHANGE	2017	2016	% CHANGE	2017	2016	% CHANGE
VISITOR ARRIVALS	326,751	298,817	9.3	205,200	209,585	-2.1	121,551	89,232	36.2
VISITOR DAYS	3,399,285	3,133,799	8.5	2,134,588	2,205,326	-3.2	1,264,697	928,473	36.2
AVERAGE DAILY CENSUS	9,313	8,562	8.8	5,848	6,025	-2.9	3,465	2,537	36.6
ISLANDS VISITED									
O'ahu	236,628	209,411	13.0	124,241	127,076	-2.2	112,387	82,335	36.5
O'ahu only	160,636	145,451	10.4	83,394	86,671	-3.8	77,241	58,780	31.4
O'ahu one day or less	9,722	9,234	5.3	6,743	6,728	0.2	2,979	2,507	18.9
Kaua'i	45,605	39,890	14.3	33,817	33,217	1.8	11,788	6,673	76.6
Kaua'i only	14,488	14,731	-1.7	14,488	14,418	0.5	0	313	-100.0
Kaua'i one day or less	4,140	4,598	-10.0	2,508	2,722	-7.9	1,632	1,876	-13.0
Maui County	91,500	94,402	-3.1	71,460	73,505	-2.8	20,041	20,897	-4.1
Maui	89,461	91,673	-2.4	70,293	71,990	-2.4	19,168	19,684	-2.6
Maui only	40,639	43,768	-7.1	38,013	39,798	-4.5	2,626	3,970	-33.9
Maui one day or less	6,155	5,327	15.5	3,301	3,253	1.5	2,853	2,074	37.6
Moloka'i *	4,743	3,448	37.6	1,705	2,254	-24.4	3,039	1,195	154.4
Moloka'i only *	176	237	-25.7	176	237	-25.7	0	0	NA
Moloka'i one day or less *	2,434	1,152	111.2	668	821	-18.7	1,766	331	433.2
Lāna'i *	2,891	2,914	-0.8	1,599	2,013	-20.6	1,292	900	43.5
Lāna'i only *	252	440	-42.8	252	297	-15.1	0	144	-100.0
Lāna'i one day or less *	1,729	1,522	13.6	716	910	-21.3	1,013	613	65.3
Hawai'i Island	76,795	59,921	28.2	45,917	44,531	3.1	30,878	15,391	100.6
Kona side	63,633	48,966	30.0	38,531	37,482	2.8	25,101	11,485	118.6
Hilo side	34,976	26,471	32.1	17,491	16,557	5.6	17,485	9,914	76.4
Hawai'i Island only	24,874	21,186	17.4	19,757	19,560	1.0	5,117	1,626	214.7
Hawai'i Island one day or less	5,730	3,361	70.5	1,882	2,033	-7.4	3,848	1,328	189.7
Any Neighbor Island	166,116	153,366	8.3	121,806	122,914	-0.9	44,310	30,452	45.5
NI only	90,123	89,406	0.8	80,959	82,509	-1.9	9,164	6,897	32.9
O'ahu & NI	75,992	63,960	18.8	40,847	40,405	1.1	35,146	23,555	49.2
Any one island only	241,065	225,814	6.8	156,081	160,981	-3.0	84,984	64,833	31.1
Multiple Islands	85,686	73,004	17.4	49,119	48,604	1.1	36,567	24,399	49.9
Avg. Islands Visited	1.40	1.36	2.4	1.35	1.34	0.9	1.47	1.41	3.9
Average Length of									
Stay in Hawai'i	10.40	10.49	-0.8	10.40	10.52	-1.1	10.40	10.41	0.0
O'ahu	7.77	7.93	-2.0	7.36	7.61	-3.4	8.23	8.41	-2.2
Maui	7.70	7.82	-1.5	8.20	8.22	-0.3	5.89	6.33	-7.1
Moloka'i	3.50	3.80	-7.7	4.93	4.90	0.6	2.71	1.72	57.1
Lāna'i	2.70	3.72	-27.5	3.72	4.15	-10.4	1.43	2.76	-48.1
Kaua'i	6.65	6.80	-2.2	7.37	7.40	-0.4	4.58	3.83	19.6
Hawai'i Island	7.08	7.71	-8.1	8.29	8.55	-3.1	5.28	5.27	0.3
Hilo	4.58	4.67	-2.0	5.09	5.49	-7.3	4.07	3.31	23.0
Kona	6.03	6.91	-12.7	7.57	7.73	-2.1	3.66	4.21	-12.9
ACCOMMODATIONS									
Plan to stay in Hotel	203,760	183,696	10.9	123,684	126,095	-1.9	80,076	57,601	39.0
Hotel only	174,753	152,595	14.5	104,827	107,260	-2.3	69,926	45,335	54.2
Plan to stay in Condo	36,280	38,351	-5.4	25,441	27,221	-6.5	10,839	11,130	-2.6
Condo only	26,427	27,338	-3.3	19,273	20,659	-6.7	7,154	6,679	7.1
Plan to stay in Timeshare	18,507	17,048	8.6	14,352	14,603	-1.7	4,155	2,446	69.9
Timeshare only	15,145	12,836	18.0	11,147	11,375	-2.0	3,998	1,460	173.8
Cruise Ship	5,104	5,045	1.2	3,875	4,033	-3.9	1,229	1,011	21.5
Friends/Relatives	40,263	41,073	-2.0	26,295	27,287	-3.6	13,969	13,786	1.3
Bed & Breakfast	6,411	4,844	32.3	3,669	3,770	-2.7	2,741	1,074	155.1
Rental House	30,679	27,851	10.2	20,102	20,124	-0.1	10,576	7,726	36.9
Hostel	8,839	7,080	24.8	3,869	4,043	-4.3	4,970	3,038	63.6

**Table 35. Other MMA Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	%CHANGE	2017	2016	%CHANGE	2017	2016	%CHANGE
Camp Site, Beach	4,200	3,571	17.6	2,160	2,267	-4.8	2,041	1,303	56.6
Private Room in Private Home**	8,559	6,492	31.8	4,018	2,077	93.5	4,541	4,415	2.8
Shared Room/Space in Private Home**	1,971	1,579	24.8	1,321	648	103.9	650	932	-30.2
Other	9,057	9,741	-7.0	4,320	4,734	-8.7	4,737	5,007	-5.4
PURPOSE OF TRIP									
Pleasure (Net)	250,443	221,620	13.0	162,410	164,379	-1.2	88,033	57,242	53.8
Honeymoon/Get Married	14,714	14,224	3.4	10,674	11,065	-3.5	4,041	3,159	27.9
Honeymoon	13,049	12,411	5.1	9,323	9,718	-4.1	3,727	2,693	38.4
Get Married	2,162	2,284	-5.3	1,848	1,818	1.7	314	466	-32.6
Pleasure/Vacation	238,170	209,536	13.7	153,340	155,026	-1.1	84,830	54,509	55.6
Mtgs/Conventions/Incentive	25,144	23,429	7.3	12,753	13,921	-8.4	12,391	9,508	30.3
Conventions	13,268	14,740	-10.0	8,233	8,655	-4.9	5,035	6,085	-17.3
Corporate Meetings	3,349	3,243	3.3	2,725	2,959	-7.9	623	284	119.5
Incentive	9,082	6,019	50.9	2,297	2,880	-20.3	6,785	3,139	116.2
Other Business	14,800	10,173	45.5	7,787	8,199	-5.0	7,013	1,974	255.3
Visit Friends/Rel.	35,025	36,533	-4.1	23,110	23,563	-1.9	11,915	12,971	-8.1
Gov't/Military	10,514	10,026	4.9	2,999	3,405	-11.9	7,514	6,621	13.5
Attend School	3,806	2,030	87.5	907	943	-3.8	2,899	1,087	166.7
Sport Events	3,632	3,557	2.1	3,045	3,485	-12.6	587	73	706.3
Other	10,914	15,387	-29.1	8,250	8,635	-4.5	2,664	6,752	-60.5
TRAVEL STATUS									
% First Timers ***	49.7	46.1	3.7	42.6	43.1	-0.5	61.8	53.0	8.8
% Repeaters ***	50.3	53.9	-3.7	57.4	56.9	0.5	38.2	47.0	-8.8
Average # of Trips	4.0	4.2	-3.4	4.8	4.8	0.9	2.7	2.7	-1.7
Group Tour	17,145	17,325	-1.0	8,533	10,398	-17.9	8,612	6,928	24.3
Non-Group	309,607	281,492	10.0	196,667	199,188	-1.3	112,939	82,304	37.2
Package Trip	84,959	73,082	16.3	47,257	51,007	-7.4	37,702	22,076	70.8
No Package	241,792	225,735	7.1	157,943	158,579	-0.4	83,849	67,156	24.9
Net True Independent	237,896	220,065	8.1	155,053	155,138	-0.1	82,844	64,927	27.6
Avg. Age	44	45	-1.3	45	45	0.0	43	44	-2.3
Avg. Party Size	2.02	2.01	0.5	1.97	1.96	0.3	2.13	2.15	-1.6

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 36. Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)
(Arrivals by Air)
2017**

Age	U.S. West		U.S. East		Japan		Canada		Europe	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
<=12	7.0	7.2	4.9	5.2	4.1	4.1	5.6	5.9	4.1	3.9
13-17	3.3	3.5	3.1	3.7	1.0	1.3	2.6	3.1	3.0	3.3
18-24	4.0	4.9	4.2	5.2	2.7	6.0	3.2	4.9	4.6	6.9
25-40	11.2	13.1	11.4	12.8	13.8	19.4	10.7	13.1	16.6	17.6
41-59	12.4	13.7	13.2	14.8	11.0	16.5	13.7	15.9	12.8	13.7
>60	9.5	10.3	10.3	11.1	8.9	11.0	10.1	11.3	6.8	6.8
Total	47.3	52.7	47.1	52.9	41.7	58.3	45.9	54.1	47.8	52.2
Visitors	1,819,269	2,024,511	941,217	1,057,571	661,585	926,197	238,644	281,418	66,843	72,928
		3,843,780		1,998,788		1,587,781		520,062		139,771

Age	Oceania		Other Asia		Latin America		Other		All Visitors	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
<=12	4.9	4.9	4.3	4.3	5.7	5.1	5.3	5.4	5.6	5.8
13-17	2.6	3.1	1.1	1.0	3.9	4.2	2.9	3.1	2.7	3.0
18-24	3.4	5.9	1.7	3.0	4.6	5.4	4.4	4.7	3.7	5.2
25-40	9.4	12.7	22.0	27.1	15.6	16.3	14.2	15.1	12.4	15.0
41-59	13.7	18.2	11.0	13.1	12.8	14.4	13.7	16.0	12.4	14.8
>60	10.0	11.2	5.2	6.1	5.8	6.3	7.4	7.6	9.2	10.3
Total	44.0	56.0	45.3	54.7	48.3	51.7	48.0	52.0	46.0	54.0
Visitors	173,892	221,470	199,667	240,653	12,077	12,920	156,964	169,787	4,269,667	5,007,946
		395,362		440,319		24,998		326,751		9,277,613

Note: Sums may not add up to total due to rounding.

**Table 37. Honeymoon Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	4,355,657	4,471,287	-2.6	2,128,262	2,106,235	1.0	2,227,395	2,365,051	-5.8
Total Visitors	574,848	599,740	-4.2	231,373	228,554	1.2	343,475	371,186	-7.5
PARTY SIZE									
One	17,781	17,974	-1.1	13,996	14,730	-5.0	3,785	3,244	16.7
Two	508,403	537,302	-5.4	189,507	187,111	1.3	318,895	350,190	-8.9
Three or more	48,664	44,464	9.4	27,870	26,712	4.3	20,795	17,752	17.1
Avg Party Size	2.03	2.02	0.4	2.00	1.99	0.6	2.04	2.03	0.4
VISIT STATUS									
First-Time	419,867	448,998	-6.5	143,195	141,282	1.4	276,672	307,716	-10.1
Repeat	154,981	150,742	2.8	88,178	87,272	1.0	66,803	63,470	5.3
Average # of Trips	1.91	1.86	3.0	2.54	2.56	-0.8	1.49	1.42	4.7
TRAVEL METHOD									
Group Tour	26,030	28,365	-8.2	3,275	4,122	-20.5	22,755	24,243	-6.1
Package	337,609	371,617	-9.2	76,606	80,554	-4.9	261,003	291,063	-10.3
Group Tour & Pkg	23,417	25,973	-9.8	1,986	2,513	-21.0	21,431	23,460	-8.6
True Independent	234,626	225,730	3.9	153,478	146,390	4.8	81,148	79,340	2.3
ISLANDS VISITED									
O'ahu	438,994	469,105	-6.4	107,829	106,431	1.3	331,165	362,674	-8.7
Mau'i County	152,954	157,611	-3.0	114,014	114,429	-0.4	38,940	43,182	-9.8
...Mau'i	151,585	156,236	-3.0	112,852	113,382	-0.5	38,733	42,854	-9.6
...Moloka'i *	1,986	2,813	-29.4	1,657	2,207	-24.9	329	606	-45.7
...Lāna'i *	3,134	3,438	-8.8	2,548	2,814	-9.5	586	624	-6.0
Kaua'i	74,861	70,229	6.6	63,773	61,765	3.3	11,088	8,463	31.0
Hawai'i Island	84,680	78,519	7.8	45,024	43,249	4.1	39,655	35,270	12.4
...Hilo	32,642	30,345	7.6	18,780	17,006	10.4	13,862	13,339	3.9
...Kona	72,097	65,362	10.3	38,738	37,782	2.5	33,359	27,580	21.0
LENGTH OF STAY									
O'ahu (days)	5.68	5.66	0.5	5.58	5.57	0.2	5.71	5.68	0.6
Mau'i (days)	6.40	6.27	2.1	7.15	7.21	-0.8	4.20	3.78	11.3
Moloka'i (days)	3.33	2.58	29.1	3.77	2.93	28.8	1.13	1.32	-14.3
Lāna'i (days)	2.76	2.45	12.7	3.02	2.71	11.4	1.65	1.28	29.0
Kaua'i (days)	6.17	6.14	0.5	6.56	6.54	0.3	3.91	3.19	22.7
Hawai'i Island (days)	4.89	5.00	-2.2	6.37	6.43	-0.9	3.21	3.25	-1.2
...Hilo (days)	2.80	2.73	2.9	3.55	3.49	1.8	1.79	1.75	2.1
...Kona (days)	4.48	4.74	-5.6	5.68	5.79	-1.8	3.07	3.31	-7.1
Statewide (days)	7.58	7.46	1.6	9.20	9.22	-0.2	6.48	6.37	1.8
ACCOMMODATIONS									
Hotel	505,668	533,004	-5.1	174,769	172,700	1.2	330,899	360,304	-8.2
Hotel Only	468,307	497,887	-5.9	148,529	147,737	0.5	319,779	350,150	-8.7
Condo	40,063	40,079	0.0	28,020	29,290	-4.3	12,043	10,789	11.6
Condo Only	25,511	25,234	1.1	18,973	19,602	-3.2	6,538	5,632	16.1
Timeshare	19,634	20,121	-2.4	16,717	17,507	-4.5	2,917	2,614	11.6
Timeshare Only	13,586	14,113	-3.7	11,670	12,346	-5.5	1,916	1,767	8.4
Rental House	22,282	20,415	9.1	19,129	17,677	8.2	3,152	2,738	15.1
Hostel	1,786	1,568	13.9	1,321	1,165	13.5	465	403	15.3
Camp Site	2,576	2,548	1.1	2,140	2,273	-5.9	436	275	58.4
Private Room in Private Home**	6,654	3,039	119.0	3,722	1,660	124.2	2,932	1,379	112.7
Shared Room/Space in Private Home**	1,198	701	71.0	894	397	125.1	305	304	0.3
Bed & Breakfast	8,280	8,271	0.1	6,278	6,139	2.3	2,002	2,132	-6.1
Cruise Ship	5,212	5,558	-6.2	4,143	4,413	-6.1	1,069	1,145	-6.6
Friends or Relatives	9,232	9,261	-0.3	8,369	8,357	0.2	863	904	-4.6
PURPOSE OF TRIP									
Pleasure (Net)	574,848	599,740	-4.2	231,373	228,554	1.2	343,475	371,186	-7.5
....Vacation	45,643	45,280	0.8	29,790	29,882	-0.3	15,853	15,398	3.0
....Honeymoon	574,848	599,740	-4.2	231,373	228,554	1.2	343,475	371,186	-7.5
...Get Married	41,046	43,977	-6.7	13,916	14,482	-3.9	27,130	29,495	-8.0
MC&I (Net)	3,111	3,228	-3.6	2,216	2,347	-5.6	895	881	1.5
....Convention/Conf.	1,391	1,766	-21.2	1,252	1,352	-7.4	139	414	-66.4
....Corp. Meetings	696	1,020	-31.8	692	777	-10.9	4	243	-98.5
....Incentive	1,650	1,166	41.5	898	942	-4.7	752	224	235.9
Other Business	1,828	1,605	13.9	1,407	1,362	3.3	421	243	73.2
Visit Friends/Relatives	5,371	5,761	-6.8	5,076	4,980	1.9	294	781	-62.3
Government/Military	532	857	-37.9	528	589	-10.3	4	269	-98.6
Attend School	357	381	-6.3	349	381	-8.4	8	0	NA
Sport Events	818	1,595	-48.7	700	912	-23.3	118	683	-82.7
Other purpose	6,380	7,419	-14.0	2,531	2,306	9.7	3,850	5,113	-24.7
Average Age	33	32	0.9	35	35	-0.1	32	31	1.1

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

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

NA = Not applicable

**Table 38. Get Married Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	842,205	865,331	-2.7	517,512	520,449	-0.6	324,694	344,882	-5.9
Total Visitors	101,276	103,376	-2.0	53,584	53,484	0.2	47,692	49,892	-4.4
PARTY SIZE									
One	7,292	7,330	-0.5	6,179	6,415	-3.7	1,113	915	21.6
Two	59,908	61,933	-3.3	24,490	24,718	-0.9	35,418	37,215	-4.8
Three or more	34,076	34,113	-0.1	22,914	22,350	2.5	11,162	11,762	-5.1
Avg Party Size	2.25	2.24	0.4	2.26	2.23	1.3	2.24	2.25	-0.6
VISIT STATUS									
First-Time	48,777	51,874	-6.0	19,589	19,486	0.5	29,187	32,388	-9.9
Repeat	52,499	51,502	1.9	33,994	33,998	0.0	18,505	17,504	5.7
Average # of Trips	3.50	3.49	0.1	4.66	4.69	-0.6	2.19	2.21	-0.9
TRAVEL METHOD									
Group Tour	6,435	6,833	-5.8	887	1,054	-15.8	5,548	5,779	-4.0
Package	44,293	47,580	-6.9	11,083	11,468	-3.4	33,210	36,113	-8.0
Group Tour & Pkg	5,328	5,840	-8.8	405	531	-23.6	4,922	5,309	-7.3
True Independent	55,876	54,803	2.0	42,019	41,493	1.3	13,857	13,309	4.1
ISLANDS VISITED									
O'ahu	69,040	72,650	-5.0	24,037	24,536	-2.0	45,003	48,113	-6.5
Maui County	27,231	28,763	-5.3	22,791	23,492	-3.0	4,440	5,271	-15.8
...Maui	26,827	28,444	-5.7	22,390	23,202	-3.5	4,437	5,243	-15.4
...Moloka'i *	498	694	-28.2	448	622	-28.0	50	72	-30.4
...Lāna'i *	771	687	12.3	658	608	8.2	114	79	44.4
Kaua'i	12,300	11,760	4.6	11,164	10,451	6.8	1,136	1,309	-13.2
Hawai'i Island	14,895	13,208	12.8	9,263	8,805	5.2	5,632	4,403	27.9
...Hilo	5,249	4,725	11.1	3,269	2,942	11.1	1,980	1,783	11.0
...Kona	12,713	10,977	15.8	8,082	7,752	4.3	4,631	3,225	43.6
LENGTH OF STAY									
O'ahu (days)	6.38	6.47	-1.4	6.92	7.12	-2.9	6.09	6.14	-0.8
Maui (days)	7.82	7.71	1.4	8.28	8.23	0.6	5.52	5.42	1.8
Moloka'i (days)	3.60	3.12	15.4	3.88	3.23	20.3	1.06	2.20	-51.7
Lāna'i (days)	3.07	2.92	5.4	3.43	3.11	10.2	1.00	1.39	-28.3
Kaua'i (days)	7.48	7.48	-0.1	7.86	7.83	0.4	3.75	4.74	-21.0
Hawai'i Island (days)	6.42	6.33	1.5	8.01	7.85	2.1	3.81	3.28	16.1
...Hilo (days)	3.94	3.35	17.6	4.49	4.19	7.4	3.03	1.98	53.0
...Kona (days)	5.90	6.17	-4.4	7.36	7.32	0.5	3.34	3.39	-1.4
Statewide (days)	8.32	8.37	-0.7	9.66	9.73	-0.8	6.81	6.91	-1.5
ACCOMMODATIONS									
Hotel	74,140	77,084	-3.8	31,004	31,016	0.0	43,136	46,068	-6.4
Hotel Only	65,502	69,268	-5.4	24,371	24,568	-0.8	41,131	44,700	-8.0
Condo	13,215	14,060	-6.0	10,288	11,279	-8.8	2,926	2,781	5.2
Condo Only	9,567	10,171	-5.9	7,610	8,197	-7.2	1,957	1,974	-0.9
Timeshare	4,174	4,684	-10.9	3,638	3,986	-8.7	535	698	-23.3
Timeshare Only	2,745	3,016	-9.0	2,420	2,530	-4.3	325	487	-33.3
Rental House	7,322	9,962	-26.5	6,023	9,148	-34.2	1,299	814	59.6
Hostel	457	695	-34.3	380	605	-37.2	77	90	-14.4
Camp Site	726	806	-9.9	614	740	-17.0	112	66	71.2
Private Room in Private Home**	1,267	524	141.8	959	319	200.1	308	204	50.7
Shared Room/Space in Private Home**	466	217	115.4	380	217	75.4	87	0	NA
Bed & Breakfast	1,432	1,469	-2.5	1,185	1,149	3.1	248	320	-22.7
Cruise Ship	645	820	-21.4	635	812	-21.7	9	8	13.0
Friends or Relatives	5,287	5,057	4.6	4,576	4,533	0.9	711	523	36.0
PURPOSE OF TRIP									
Pleasure (Net)	101,276	103,376	-2.0	53,584	53,484	0.2	47,692	49,892	-4.4
....Vacation	25,003	26,645	-6.2	18,457	18,936	-2.5	6,546	7,709	-15.1
....Honeymoon	41,046	43,977	-6.7	13,916	14,482	-3.9	27,130	29,495	-8.0
...Get Married	101,276	103,376	-2.0	53,584	53,484	0.2	47,692	49,892	-4.4
MC&I (Net)	1,616	1,816	-11.0	1,391	1,444	-3.7	226	372	-39.3
....Convention/Conf.	930	999	-6.9	770	885	-13.0	160	114	39.8
....Corp. Meetings	651	809	-19.6	614	566	8.5	37	243	-85.0
....Incentive	686	723	-5.1	656	709	-7.4	29	14	109.5
Other Business	1,024	1,097	-6.7	975	853	14.3	48	243	-80.1
Visit Friends/Relatives	3,862	3,798	1.7	3,620	3,549	2.0	242	249	-2.8
Government/Military	583	488	19.5	374	488	-23.3	209	0	NA
Attend School	364	397	-8.2	356	397	-10.3	8	0	NA
Sport Events	719	899	-20.0	622	629	-1.2	97	269	-63.9
Other purpose	4,402	6,083	-27.6	1,404	1,353	3.7	2,999	4,730	-36.6
Average Age	37	38	-1.9	41	41	-1.2	34	35	-2.9

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

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

NA = Not applicable

**Table 39. Meetings, Conventions, and Incentives Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	3,528,026	3,529,138	0.0	2,505,846	2,473,936	1.3	1,022,180	1,055,201	-3.1
Total Visitors	475,229	485,194	-2.1	311,893	305,460	2.1	163,336	179,734	-9.1
PARTY SIZE									
One	111,279	111,327	0.0	84,433	79,112	6.7	26,846	32,214	-16.7
Two	184,320	181,951	1.3	142,147	143,187	-0.7	42,173	38,764	8.8
Three or more	179,630	191,917	-6.4	85,314	83,161	2.6	94,317	108,756	-13.3
Avg Party Size	1.97	2.01	-2.2	1.76	1.78	-1.0	2.52	2.57	-1.8
VISIT STATUS									
First-Time	172,212	172,670	-0.3	92,328	92,993	-0.7	79,884	79,677	0.3
Repeat	303,017	312,524	-3.0	219,565	212,467	3.3	83,452	100,057	-16.6
Average # of Trips	4.35	4.36	-0.2	5.11	5.15	-0.7	2.89	3.01	-3.9
TRAVEL METHOD									
Group Tour	141,592	163,448	-13.4	42,111	44,148	-4.6	99,481	119,300	-16.6
Package	162,564	175,049	-7.1	70,570	73,844	-4.4	91,994	101,205	-9.1
Group Tour & Pkg	99,227	110,848	-10.5	26,534	27,945	-5.1	72,693	82,903	-12.3
True Independent	270,300	257,545	5.0	225,746	215,413	4.8	44,554	42,131	5.8
ISLANDS VISITED									
O'ahu	296,411	294,249	0.7	149,600	132,929	12.5	146,812	161,319	-9.0
Maui County	134,336	138,675	-3.1	113,141	114,380	-1.1	21,195	24,296	-12.8
...Maui	130,650	135,411	-3.5	111,121	111,550	-0.4	19,529	23,861	-18.2
...Moloka'i *	2,621	2,222	18.0	1,370	1,822	-24.8	1,251	399	213.2
...Lāna'i *	4,436	4,648	-4.6	2,970	4,186	-29.1	1,466	461	217.8
Kaua'i	46,609	46,238	0.8	40,994	40,833	0.4	5,615	5,405	3.9
Hawai'i Island	91,938	95,346	-3.6	68,390	75,564	-9.5	23,548	19,782	19.0
...Hilo	25,130	23,091	8.8	15,592	14,997	4.0	9,538	8,093	17.9
...Kona	79,012	83,836	-5.8	61,418	68,492	-10.3	17,593	15,344	14.7
LENGTH OF STAY									
O'ahu (days)	5.71	5.49	4.0	6.01	6.00	0.1	5.41	5.07	6.7
Maui (days)	7.01	6.99	0.3	7.27	7.31	-0.5	5.52	5.51	0.1
Moloka'i (days)	3.63	3.83	-5.3	3.83	4.24	-9.6	3.40	1.98	71.6
Lāna'i (days)	3.74	4.54	-17.7	4.23	4.74	-10.8	2.75	2.80	-1.8
Kaua'i (days)	6.65	6.61	0.6	7.03	6.96	1.0	3.82	3.93	-2.9
Hawai'i Island (days)	6.35	6.63	-4.3	7.21	7.27	-0.9	3.86	4.20	-8.1
...Hilo (days)	3.47	3.49	-0.6	4.48	4.52	-0.9	1.83	1.60	14.6
...Kona (days)	6.28	6.58	-4.5	6.89	7.03	-2.0	4.17	4.57	-8.8
Statewide (days)	7.42	7.27	2.1	8.03	8.10	-0.8	6.26	5.87	6.6
ACCOMMODATIONS									
Hotel	422,109	438,043	-3.6	271,826	267,702	1.5	150,282	170,341	-11.8
Hotel Only	388,019	405,115	-4.2	243,641	240,342	1.4	144,377	164,772	-12.4
Condo	33,071	33,396	-1.0	22,558	24,866	-9.3	10,513	8,530	23.2
Condo Only	19,487	18,777	3.8	12,642	13,294	-4.9	6,845	5,483	24.8
Timeshare	10,850	10,407	4.3	8,742	8,958	-2.4	2,108	1,449	45.5
Timeshare Only	6,012	5,631	6.8	4,858	4,697	3.4	1,154	933	23.7
Rental House	9,070	16,529	-45.1	7,905	14,813	-46.6	1,166	1,716	-32.1
Hostel	3,380	3,127	8.1	2,468	2,349	5.1	912	778	17.2
Camp Site	2,257	2,010	12.3	1,812	1,663	9.0	445	348	27.9
Private Room in Private Home**	4,454	1,786	149.4	2,879	1,156	149.1	1,575	630	150.1
Shared Room/Space in Private Home**	1,482	743	99.5	1,293	527	145.2	189	216	-12.3
Bed & Breakfast	4,364	4,840	-9.8	3,846	4,020	-4.3	518	820	-36.8
Cruise Ship	2,093	1,999	4.7	1,813	1,789	1.4	279	210	33.1
Friends or Relatives	11,657	10,896	7.0	10,225	9,789	4.5	1,432	1,108	29.2
PURPOSE OF TRIP									
Pleasure (Net)	139,895	133,802	4.6	105,842	104,117	1.7	34,053	29,685	14.7
....Vacation	137,522	131,701	4.4	104,318	102,658	1.6	33,204	29,042	14.3
....Honeymoon	3,111	3,228	-3.6	2,216	2,347	-5.6	895	881	1.5
....Get Married	1,616	1,816	-11.0	1,391	1,444	-3.7	226	372	-39.3
MC&I (Net)	475,229	485,194	-2.1	311,893	305,460	2.1	163,336	179,734	-9.1
....Convention/Conf.	238,026	231,194	3.0	188,920	182,861	3.3	49,106	48,332	1.6
....Corp. Meetings	86,576	80,552	7.5	74,016	72,414	2.2	12,560	8,138	54.3
....Incentive	165,530	188,747	-12.3	60,906	63,072	-3.4	104,624	125,675	-16.8
Other Business	10,835	8,558	26.6	7,534	7,705	-2.2	3,301	853	286.9
Visit Friends/Relatives	7,974	8,354	-4.5	7,462	7,598	-1.8	512	756	-32.3
Government/Military	1,950	2,433	-19.8	1,855	2,206	-15.9	96	226	-57.8
Attend School	737	788	-6.5	676	760	-11.1	61	28	118.2
Sport Events	1,179	1,590	-25.9	961	1,325	-27.5	218	265	-17.9
Other purpose	2,531	2,976	-14.9	2,111	2,338	-9.7	420	638	-34.1
Average Age	44	44	-0.1	46	46	-0.6	42	42	0.2

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

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

NA = Not applicable

**Table 40. Visit Friends and Relatives Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	8,295,074	8,331,431	-0.4	7,370,967	7,319,580	0.7	924,106	1,011,852	-8.7
Total Visitors	734,353	722,681	1.6	653,459	637,769	2.5	80,894	84,912	-4.7
PARTY SIZE									
One	214,328	215,844	-0.7	193,073	193,642	-0.3	21,254	22,201	-4.3
Two	271,467	264,486	2.6	242,236	234,562	3.3	29,230	29,924	-2.3
Three or more	248,559	242,351	2.6	218,149	209,565	4.1	30,410	32,786	-7.2
Avg Party Size	1.78	1.76	0.8	1.77	1.75	1.0	1.87	1.87	0.3
VISIT STATUS									
First-Time	144,729	147,696	-2.0	124,918	124,832	0.1	19,811	22,864	-13.4
Repeat	589,624	574,984	2.5	528,540	512,936	3.0	61,083	62,048	-1.6
Average # of Trips	8.26	8.09	2.1	8.47	8.39	0.9	6.62	5.80	14.1
TRAVEL METHOD									
Group Tour	7,450	8,644	-13.8	4,646	5,104	-9.0	2,804	3,539	-20.8
Package	58,788	61,905	-5.0	44,876	46,292	-3.1	13,912	15,613	-10.9
Group Tour & Pkg	3,034	4,678	-35.1	1,642	2,226	-26.3	1,393	2,452	-43.2
True Independent	671,149	656,810	2.2	605,579	588,598	2.9	65,571	68,212	-3.9
ISLANDS VISITED									
O'ahu	506,342	505,355	0.2	438,789	433,869	1.1	67,553	71,486	-5.5
Maui County	148,241	144,246	2.8	132,602	129,140	2.7	15,639	15,106	3.5
...Maui	142,759	138,271	3.2	127,900	123,852	3.3	14,858	14,419	3.0
...Moloka'i *	7,013	7,476	-6.2	5,498	6,287	-12.5	1,515	1,189	27.4
...Lāna'i *	5,078	5,261	-3.5	4,045	4,316	-6.3	1,032	946	9.2
Kaua'i	76,951	74,310	3.6	72,010	68,883	4.5	4,941	5,427	-9.0
Hawai'i Island	143,220	132,798	7.8	128,385	119,589	7.4	14,836	13,209	12.3
...Hilo	64,347	61,354	4.9	57,205	53,641	6.6	7,142	7,713	-7.4
...Kona	109,108	100,090	9.0	97,925	90,850	7.8	11,183	9,241	21.0
LENGTH OF STAY									
O'ahu (days)	9.26	9.48	-2.4	9.18	9.38	-2.2	9.77	10.09	-3.2
Maui (days)	9.58	9.97	-3.9	9.74	10.01	-2.7	8.15	9.56	-14.8
Moloka'i (days)	7.31	6.99	4.5	7.46	7.02	6.4	6.76	6.87	-1.6
Lāna'i (days)	4.24	5.28	-19.7	4.99	4.90	2.0	1.28	7.02	-81.8
Kaua'i (days)	9.21	9.53	-3.4	9.50	9.72	-2.2	4.94	7.15	-30.9
Hawai'i Island (days)	10.19	10.34	-1.4	10.54	10.66	-1.1	7.22	7.49	-3.6
...Hilo (days)	7.63	7.80	-2.2	7.93	8.16	-2.9	5.19	5.24	-1.0
...Kona (days)	8.88	8.94	-0.7	9.18	9.21	-0.3	6.27	6.34	-1.1
Statewide (days)	11.30	11.53	-2.0	11.28	11.48	-1.7	11.42	11.92	-4.1
ACCOMMODATIONS									
Hotel	198,420	198,585	-0.1	169,777	162,804	4.3	28,643	35,780	-19.9
Hotel Only	119,564	123,662	-3.3	100,291	98,600	1.7	19,274	25,062	-23.1
Condo	74,005	73,978	0.0	62,722	64,631	-3.0	11,283	9,347	20.7
Condo Only	44,476	46,885	-5.1	38,120	40,929	-6.9	6,356	5,957	6.7
Timeshare	30,487	30,106	1.3	27,737	27,497	0.9	2,750	2,609	5.4
Timeshare Only	16,298	16,181	0.7	14,501	14,760	-1.8	1,797	1,421	26.4
Rental House	35,601	59,596	-40.3	33,994	54,294	-37.4	1,607	5,302	-69.7
Hostel	5,143	5,774	-10.9	4,353	4,079	6.7	790	1,695	-53.4
Camp Site	7,346	7,248	1.3	6,796	6,476	4.9	551	772	-28.7
Private Room in Private Home**	17,983	8,306	116.5	14,765	6,273	135.4	3,218	2,033	58.3
Shared Room/Space in Private Home**	6,129	2,848	115.2	5,021	2,146	134.0	1,108	702	57.8
Bed & Breakfast	9,013	8,498	6.1	8,188	7,552	8.4	824	946	-12.8
Cruise Ship	2,728	2,864	-4.7	2,666	2,623	1.6	63	241	-74.1
Friends or Relatives	456,498	444,214	2.8	412,551	401,905	2.6	43,948	42,309	3.9
PURPOSE OF TRIP									
Pleasure (Net)	259,508	255,719	1.5	228,794	225,944	1.3	30,715	29,775	3.2
....Vacation	256,609	252,476	1.6	226,003	223,363	1.2	30,606	29,112	5.1
.....Honeymoon	5,371	5,761	-6.8	5,076	4,980	1.9	294	781	-62.3
....Get Married	3,862	3,798	1.7	3,620	3,549	2.0	242	249	-2.8
MC&I (Net)	7,974	8,354	-4.5	7,462	7,598	-1.8	512	756	-32.3
....Convention/Conf.	5,090	5,492	-7.3	4,883	4,891	-0.2	208	601	-65.4
.....Corp. Meetings	2,237	2,202	1.6	2,102	2,145	-2.0	134	57	136.1
.....Incentive	1,551	1,591	-2.5	1,372	1,493	-8.1	179	98	82.4
Other Business	15,147	14,985	1.1	14,928	14,672	1.7	218	313	-30.3
Visit Friends/Relatives	734,353	722,681	1.6	653,459	637,769	2.5	80,894	84,912	-4.7
Government/Military	2,965	3,087	-4.0	2,855	2,777	2.8	110	310	-64.7
Attend School	1,692	1,739	-2.7	1,393	1,450	-3.9	299	289	3.4
Sport Events	3,757	4,662	-19.4	3,498	4,281	-18.3	259	381	-32.0
Other purpose	18,267	18,505	-1.3	16,951	16,426	3.2	1,316	2,078	-36.7
Average Age	46	46	-0.1	46	46	0.0	47	47	-0.2

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

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

NA = Not applicable

**Table 41. Family Visitors Characteristics (Arrivals by Air)
2017 vs. 2016**

FAMILY	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	21,375,725	20,055,996	6.6	15,089,932	14,332,334	5.3	6,285,793	5,723,662	9.8
Total Visitors	2,463,241	2,308,936	6.7	1,654,437	1,566,542	5.6	808,804	742,394	8.9
PARTY SIZE									
One	15,461	15,418	0.3	15,291	15,384	-0.6	170	34	399.3
Two	133,832	133,960	-0.1	111,049	109,120	1.8	22,784	24,841	-8.3
Three or more	2,313,948	2,159,558	7.1	1,528,097	1,442,039	6.0	785,851	717,519	9.5
Avg Party Size	3.88	3.85	0.8	3.71	3.70	0.3	4.29	4.23	1.4
VISIT STATUS									
First-Time	720,410	675,706	6.6	407,947	385,134	5.9	312,463	290,571	7.5
Repeat	1,742,831	1,633,230	6.7	1,246,490	1,181,408	5.5	496,341	451,822	9.9
Average # of Trips	4.98	4.95	0.7	5.56	5.60	-0.6	3.79	3.58	5.9
TRAVEL METHOD									
Group Tour	102,848	109,603	-6.2	26,818	29,459	-9.0	76,030	80,144	-5.1
Package	666,810	653,539	2.0	338,230	328,821	2.9	328,580	324,718	1.2
Group Tour & Pkg	76,865	82,037	-6.3	15,793	18,170	-13.1	61,072	63,866	-4.4
True Independent	1,770,448	1,627,830	8.8	1,305,182	1,226,432	6.4	465,266	401,399	15.9
ISLANDS VISITED									
O'ahu	1,525,335	1,417,953	7.6	757,436	718,544	5.4	767,898	699,408	9.8
Maui County	705,697	681,267	3.6	622,852	591,839	5.2	82,844	89,428	-7.4
...Maui	698,660	673,631	3.7	616,595	585,530	5.3	82,065	88,101	-6.9
...Moloka'i *	11,491	10,383	10.7	7,277	7,689	-5.4	4,214	2,694	56.4
...Lāna'i *	12,883	11,915	8.1	9,441	9,463	-0.2	3,441	2,453	40.3
Kaua'i	291,274	272,391	6.9	265,924	248,612	7.0	25,350	23,780	6.6
Hawai'i Island	426,867	368,346	15.9	318,222	286,874	10.9	108,646	81,472	33.4
...Hilo	150,757	119,200	26.5	99,404	83,881	18.5	51,352	35,319	45.4
...Kona	371,440	323,779	14.7	282,962	256,350	10.4	88,477	67,428	31.2
LENGTH OF STAY									
O'ahu (days)	6.92	6.96	-0.7	7.04	7.14	-1.4	6.80	6.78	0.2
Maui (days)	7.81	7.89	-1.1	8.11	8.20	-1.2	5.55	5.83	-4.8
Moloka'i (days)	3.83	3.97	-3.7	4.96	4.74	4.7	1.87	1.80	3.8
Lāna'i (days)	3.31	3.30	0.4	4.08	3.89	4.9	1.19	1.01	17.8
Kaua'i (days)	7.67	7.82	-2.0	8.01	8.12	-1.4	4.13	4.68	-11.8
Hawai'i Island (days)	7.14	7.20	-0.8	8.03	8.04	-0.1	4.55	4.27	6.7
...Hilo (days)	3.82	3.67	4.1	4.38	4.42	-0.8	2.74	1.90	44.0
...Kona (days)	6.66	6.84	-2.7	7.49	7.55	-0.8	4.00	4.16	-3.8
Statewide (days)	8.68	8.69	-0.1	9.12	9.15	-0.3	7.77	7.71	0.8
ACCOMMODATIONS									
Hotel	1,525,469	1,426,953	6.9	924,067	862,657	7.1	601,403	564,296	6.6
Hotel Only	1,317,358	1,245,119	5.8	780,947	732,500	6.6	536,411	512,619	4.6
Condo	475,584	458,594	3.7	323,959	327,752	-1.2	151,625	130,842	15.9
Condo Only	365,247	358,274	1.9	257,622	262,770	-2.0	107,625	95,504	12.7
Timeshare	240,967	231,051	4.3	183,373	178,448	2.8	57,594	52,603	9.5
Timeshare Only	181,887	181,085	0.4	141,392	138,880	1.8	40,494	42,205	-4.1
Rental House	174,200	216,542	-19.6	154,875	187,223	-17.3	19,324	29,319	-34.1
Hostel	6,398	4,844	32.1	4,180	3,901	7.1	2,219	943	135.2
Camp Site	7,111	6,230	14.1	6,189	5,398	14.6	923	832	10.9
Private Room in Private Home**	22,062	9,726	126.8	11,264	4,916	129.2	10,798	4,810	124.5
Shared Room/Space in Private Home**	4,650	2,371	96.1	3,489	1,470	137.3	1,161	901	28.9
Bed & Breakfast	14,735	12,593	17.0	9,728	8,222	18.3	5,007	4,370	14.6
Cruise Ship	21,903	18,828	16.3	17,280	15,203	13.7	4,623	3,625	27.5
Friends or Relatives	159,950	148,189	7.9	139,638	132,043	5.8	20,312	16,146	25.8
PURPOSE OF TRIP									
Pleasure (Net)	2,227,019	2,084,414	6.8	1,503,807	1,418,984	6.0	723,212	665,430	8.7
....Vacation	2,204,364	2,065,420	6.7	1,489,970	1,405,729	6.0	714,394	659,691	8.3
....Honeymoon	19,579	17,023	15.0	11,233	11,082	1.4	8,345	5,941	40.5
....Get Married	16,091	14,240	13.0	12,631	12,017	5.1	3,460	2,223	55.7
MC&I (Net)	67,572	62,638	7.9	50,680	50,587	0.2	16,891	12,051	40.2
....Convention/Conf.	42,376	42,184	0.5	34,945	33,063	5.7	7,431	9,121	-18.5
....Corp. Meetings	10,852	10,609	2.3	9,366	10,375	-9.7	1,486	234	533.9
....Incentive	16,702	12,140	37.6	8,284	9,444	-12.3	8,418	2,696	212.3
Other Business	25,173	24,201	4.0	22,990	22,972	0.1	2,184	1,229	77.7
Visit Friends/Relatives	155,026	150,515	3.0	135,407	130,689	3.6	19,619	19,826	-1.0
Government/Military	8,116	7,967	1.9	5,655	5,726	-1.2	2,461	2,242	9.8
Attend School	4,895	6,315	-22.5	1,904	1,783	6.8	2,990	4,532	-34.0
Sport Events	15,096	17,765	-15.0	10,634	12,466	-14.7	4,462	5,299	-15.8
Other purpose	109,095	99,579	9.6	41,974	40,065	4.8	67,121	59,514	12.8
Average Age	44	44	-0.1	44	44	0.0	44	44	-0.2

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

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

NA = Not applicable

**Table 42. Hotel-Only Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	36,225,072	34,498,033	5.0	22,498,000	21,531,351	4.5	13,727,071	12,966,682	5.9
Total Visitors	4,983,894	4,803,345	3.8	2,861,585	2,742,043	4.4	2,122,309	2,061,302	3.0
PARTY SIZE									
One	598,933	599,744	-0.1	480,033	485,235	-1.1	118,900	114,509	3.8
Two	2,094,886	2,032,958	3.0	1,150,916	1,104,683	4.2	943,970	928,275	1.7
Three or more	2,290,076	2,170,643	5.5	1,230,636	1,152,126	6.8	1,059,440	1,018,518	4.0
Avg Party Size	2.27	2.25	0.8	2.10	2.07	1.4	2.55	2.55	-0.1
VISIT STATUS									
First-Time	2,030,965	2,019,344	0.6	982,349	957,977	2.5	1,048,615	1,061,367	-1.2
Repeat	2,952,930	2,784,001	6.1	1,879,236	1,784,066	5.3	1,073,694	999,935	7.4
Average # of Trips	4.10	4.00	2.4	4.77	4.77	0.1	3.19	2.98	6.8
TRAVEL METHOD									
Group Tour	483,637	546,479	-11.5	127,179	146,261	-13.0	356,458	400,217	-10.9
Package	2,190,711	2,207,752	-0.8	877,656	877,636	0.0	1,313,055	1,330,116	-1.3
Group Tour & Pkg	386,891	434,963	-11.1	88,218	104,570	-15.6	298,673	330,393	-9.6
True Independent	2,696,437	2,484,078	8.5	1,944,968	1,822,716	6.7	751,469	661,362	13.6
ISLANDS VISITED									
O'ahu	3,603,820	3,521,718	2.3	1,603,782	1,561,953	2.7	2,000,038	1,959,765	2.1
Maui County	1,210,813	1,160,808	4.3	998,740	948,114	5.3	212,073	212,694	-0.3
...Maui	1,193,716	1,142,388	4.5	985,231	933,609	5.5	208,485	208,779	-0.1
...Moloka'i *	19,169	18,104	5.9	11,911	12,122	-1.7	7,258	5,981	21.3
...Lāna'i *	30,038	29,356	2.3	22,548	23,255	-3.0	7,490	6,101	22.8
Kaua'i	436,881	389,686	12.1	379,083	340,411	11.4	57,798	49,275	17.3
Hawai'i Island	732,843	649,341	12.9	469,463	447,918	4.8	263,380	201,424	30.8
...Hilo	231,590	193,074	19.9	129,864	112,759	15.2	101,726	80,315	26.7
...Kona	611,666	543,205	12.6	404,863	391,365	3.4	206,803	151,840	36.2
LENGTH OF STAY									
O'ahu (days)	5.97	5.92	0.8	6.18	6.22	-0.6	5.80	5.69	2.0
Maui (days)	6.58	6.56	0.4	7.00	6.99	0.1	4.62	4.61	0.1
Moloka'i (days)	2.46	2.57	-4.2	3.13	3.16	-0.7	1.35	1.37	-1.4
Lāna'i (days)	3.34	3.49	-4.4	3.85	3.99	-3.6	1.78	1.56	14.4
Kaua'i (days)	6.17	6.10	1.1	6.58	6.49	1.5	3.42	3.42	-0.1
Hawai'i Island (days)	5.47	5.57	-1.9	6.54	6.58	-0.6	3.56	3.34	6.7
...Hilo (days)	3.16	3.00	5.6	4.02	3.92	2.4	2.08	1.70	22.1
...Kona (days)	5.35	5.60	-4.4	6.29	6.40	-1.7	3.51	3.52	-0.4
Statewide (days)	7.27	7.18	1.2	7.86	7.85	0.1	6.47	6.29	2.8
ACCOMMODATIONS									
Hotel Only	4,983,894	4,803,345	3.8	2,861,585	2,742,043	4.4	2,122,309	2,061,302	3.0
PURPOSE OF TRIP									
Pleasure (Net)	4,161,120	3,964,443	5.0	2,359,782	2,233,303	5.7	1,801,338	1,731,140	4.1
.....Vacation	3,694,508	3,466,049	6.6	2,213,264	2,087,623	6.0	1,481,244	1,378,427	7.5
.....Honeymoon	468,307	497,887	-5.9	148,529	147,737	0.5	319,779	350,150	-8.7
.....Get Married	65,502	69,268	-5.4	24,371	24,568	-0.8	41,131	44,700	-8.0
MC&I (Net)	388,019	405,115	-4.2	243,641	240,342	1.4	144,377	164,772	-12.4
.....Convention/Conf.	179,773	179,251	0.3	141,661	138,985	1.9	38,112	40,266	-5.3
.....Corp. Meetings	70,369	65,492	7.4	59,995	58,457	2.6	10,374	7,035	47.5
.....Incentive	150,147	172,608	-13.0	51,495	52,871	-2.6	98,652	119,737	-17.6
Other Business	164,924	165,296	-0.2	149,461	153,768	-2.8	15,464	11,528	34.1
Visit Friends/Relatives	119,564	123,662	-3.3	100,291	98,600	1.7	19,274	25,062	-23.1
Government/Military	69,517	68,194	1.9	58,488	59,499	-1.7	11,029	8,695	26.8
Attend School	14,047	11,667	20.4	3,689	3,795	-2.8	10,359	7,872	31.6
Sport Events	48,509	52,928	-8.3	29,513	35,463	-16.8	18,995	17,464	8.8
Other purpose	276,455	277,972	-0.5	92,661	95,844	-3.3	183,793	182,127	0.9
Avg of Age	44	44	0.6	45	45	0.0	43	42	1.1

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

**Table 43. Condo-Only Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	13,154,111	13,121,680	0.2	9,468,267	9,682,478	-2.2	3,685,844	3,439,202	7.2
Total Visitors	1,211,812	1,181,576	2.6	864,743	876,142	-1.3	347,069	305,435	13.6
PARTY SIZE									
One	115,318	119,430	-3.4	94,189	99,537	-5.4	21,129	19,893	6.2
Two	464,484	463,327	0.2	357,642	361,330	-1.0	106,842	101,997	4.8
Three or more	632,010	598,819	5.5	412,912	415,274	-0.6	219,098	183,544	19.4
Avg Party Size	2.42	2.38	1.8	2.31	2.29	0.7	2.76	2.67	3.4
VISIT STATUS									
First-Time	237,192	233,314	1.7	152,938	158,442	-3.5	84,255	74,872	12.5
Repeat	974,620	948,262	2.8	711,805	717,700	-0.8	262,815	230,563	14.0
Average # of Trips	6.72	6.72	0.0	7.22	7.16	0.9	5.45	5.44	0.3
TRAVEL METHOD									
Group Tour	18,976	21,756	-12.8	4,796	5,023	-4.5	14,180	16,734	-15.3
Package	171,627	177,874	-3.5	107,766	113,355	-4.9	63,861	64,519	-1.0
Group Tour & Pkg	9,437	12,016	-21.5	1,590	1,596	-0.4	7,848	10,421	-24.7
True Independent	1,030,647	993,963	3.7	753,771	759,360	-0.7	276,876	234,603	18.0
ISLANDS VISITED									
O'ahu	389,147	363,210	7.1	162,979	171,703	-5.1	226,168	191,507	18.1
Maui County	585,962	590,991	-0.9	477,480	486,519	-1.9	108,483	104,471	3.8
...Maui	580,436	585,478	-0.9	472,840	481,693	-1.8	107,597	103,785	3.7
...Moloka'i *	8,092	8,548	-5.3	6,516	7,143	-8.8	1,577	1,405	12.2
...Lāna'i *	6,906	7,231	-4.5	5,541	5,994	-7.6	1,365	1,237	10.4
Kaua'i	175,006	175,793	-0.4	158,090	158,390	-0.2	16,916	17,403	-2.8
Hawai'i Island	185,686	171,289	8.4	140,765	137,052	2.7	44,921	34,237	31.2
...Hilo	36,516	30,816	18.5	24,004	22,393	7.2	12,512	8,423	48.5
...Kona	172,266	159,675	7.9	133,051	129,599	2.7	39,215	30,075	30.4
LENGTH OF STAY									
O'ahu (days)	8.76	9.25	-5.3	9.35	9.62	-2.8	8.33	8.92	-6.6
Maui (days)	10.49	10.55	-0.6	10.11	10.16	-0.5	12.15	12.37	-1.8
Moloka'i (days)	7.84	8.18	-4.2	8.74	8.81	-0.8	4.13	4.99	-17.3
Lāna'i (days)	3.38	3.31	2.3	3.79	3.53	7.2	1.74	2.20	-20.7
Kaua'i (days)	9.77	9.82	-0.5	9.82	9.84	-0.2	9.28	9.66	-3.9
Hawai'i Island (days)	10.03	10.29	-2.5	10.90	10.90	0.0	7.31	7.86	-6.9
...Hilo (days)	3.94	3.98	-1.1	4.59	4.51	1.9	2.69	2.59	3.9
...Kona (days)	9.98	10.27	-2.8	10.70	10.74	-0.4	7.52	8.22	-8.5
Statewide (days)	10.85	11.11	-2.3	10.95	11.05	-0.9	10.62	11.26	-5.7
ACCOMMODATIONS									
...Condo Only	1,211,812	1,181,576	2.6	864,743	876,142	-1.3	347,069	305,435	13.6
PURPOSE OF TRIP									
Pleasure (Net)	1,126,188	1,091,513	3.2	803,978	811,596	-0.9	322,210	279,917	15.1
....Vacation	1,099,450	1,065,213	3.2	783,741	791,182	-0.9	315,710	274,031	15.2
....Honeymoon	25,511	25,234	1.1	18,973	19,602	-3.2	6,538	5,632	16.1
...Get Married	9,567	10,171	-5.9	7,610	8,197	-7.2	1,957	1,974	-0.9
MC&I (Net)	19,487	18,777	3.8	12,642	13,294	-4.9	6,845	5,483	24.8
....Convention/Conf.	12,401	12,426	-0.2	9,159	9,447	-3.1	3,242	2,980	8.8
....Corp. Meetings	3,109	3,224	-3.6	2,584	2,907	-11.1	525	317	65.7
....Incentive	4,285	3,547	20.8	1,181	1,300	-9.1	3,103	2,246	38.1
Other Business	20,940	22,217	-5.7	19,604	20,958	-6.5	1,336	1,259	6.1
Visit Friends/Relatives	44,476	46,885	-5.1	38,120	40,929	-6.9	6,356	5,957	6.7
Government/Military	2,410	3,140	-23.3	2,302	2,616	-12.0	108	525	-79.4
Attend School	2,416	2,785	-13.3	1,008	985	2.3	1,408	1,800	-21.7
Sport Events	10,725	10,522	1.9	6,572	7,789	-15.6	4,154	2,732	52.0
Other purpose	39,354	40,704	-3.3	22,074	23,243	-5.0	17,280	17,462	-1.0
Avg of Age	49	49	0.0	50	49	0.3	47	48	-0.3

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

**Table 44. Timeshare-Only Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	6,247,422	6,115,475	2.2	5,108,274	5,035,873	1.4	1,139,149	1,079,602	5.5
Total Visitors	648,319	621,816	4.3	517,923	506,232	2.3	130,396	115,584	12.8
PARTY SIZE									
One	54,190	52,586	3.0	49,246	48,088	2.4	4,944	4,498	9.9
Two	284,350	274,816	3.5	237,289	235,312	0.8	47,061	39,504	19.1
Three or more	309,779	294,413	5.2	231,389	222,831	3.8	78,391	71,583	9.5
Avg Party Size	2.39	2.37	0.5	2.31	2.30	0.5	2.77	2.79	-1.0
VISIT STATUS									
First-Time	97,685	97,636	0.1	81,635	81,537	0.1	16,050	16,098	-0.3
Repeat	550,634	524,180	5.0	436,288	424,694	2.7	114,347	99,486	14.9
Average # of Trips	7.48	7.38	1.4	7.58	7.47	1.5	7.10	7.00	1.4
TRAVEL METHOD									
Group Tour	5,163	3,928	31.4	1,992	2,004	-0.6	3,171	1,924	64.9
Package	52,140	49,423	5.5	40,443	40,571	-0.3	11,698	8,853	32.1
Group Tour & Pkg	1,317	1,084	21.4	524	491	6.6	793	593	33.7
True Independent	592,333	569,549	4.0	476,013	464,148	2.6	116,320	105,401	10.4
ISLANDS VISITED									
O'ahu	235,158	216,948	8.4	132,729	129,868	2.2	102,429	87,080	17.6
Maui County	225,029	221,970	1.4	206,427	201,359	2.5	18,601	20,611	-9.7
...Maui	223,012	220,036	1.4	204,682	199,600	2.5	18,330	20,436	-10.3
...Moloka'i *	2,081	3,080	-32.4	1,846	2,223	-17.0	235	857	-72.6
...Lāna'i *	3,528	4,228	-16.6	2,796	3,007	-7.0	732	1,221	-40.1
Kaua'i	152,916	157,538	-2.9	145,006	147,119	-1.4	7,910	10,419	-24.1
Hawai'i Island	120,170	111,754	7.5	98,812	91,600	7.9	21,358	20,154	6.0
...Hilo	20,115	17,584	14.4	15,223	14,790	2.9	4,892	2,794	75.1
...Kona	113,626	105,763	7.4	93,923	86,910	8.1	19,703	18,853	4.5
LENGTH OF STAY									
O'ahu (days)	7.40	7.54	-1.8	7.46	7.59	-1.7	7.33	7.47	-1.8
Maui (days)	9.26	9.29	-0.3	9.21	9.26	-0.6	9.83	9.58	2.7
Moloka'i (days)	4.87	3.36	44.7	5.07	3.87	31.0	3.28	2.05	59.6
Lāna'i (days)	3.12	2.78	12.2	3.62	3.41	6.1	1.21	1.22	-0.9
Kaua'i (days)	9.30	9.28	0.2	9.33	9.30	0.3	8.76	9.02	-2.8
Hawai'i Island (days)	8.32	8.52	-2.4	8.73	8.90	-2.0	6.41	6.78	-5.3
...Hilo (days)	3.03	3.38	-10.5	3.48	3.57	-2.7	1.63	2.39	-31.6
...Kona (days)	8.26	8.44	-2.1	8.62	8.78	-1.8	6.55	6.89	-5.0
Statewide (days)	9.64	9.83	-2.0	9.86	9.95	-0.9	8.74	9.34	-6.5
ACCOMMODATIONS									
...Timeshare Only	648,319	621,816	4.3	517,923	506,232	2.3	130,396	115,584	12.8
PURPOSE OF TRIP									
Pleasure (Net)	627,494	601,398	4.3	501,270	488,951	2.5	126,225	112,447	12.3
.....Vacation	614,495	588,148	4.5	490,245	477,482	2.7	124,250	110,666	12.3
.....Honeymoon	13,586	14,113	-3.7	11,670	12,346	-5.5	1,916	1,767	8.4
.....Get Married	2,745	3,016	-9.0	2,420	2,530	-4.3	325	487	-33.3
MC&I (Net)	6,012	5,631	6.8	4,858	4,697	3.4	1,154	933	23.7
.....Convention/Conf.	3,462	2,871	20.6	2,765	2,491	11.0	697	380	83.5
.....Corp. Meetings	1,334	1,349	-1.1	1,296	1,296	0.0	38	53	-27.9
.....Incentive	1,357	1,547	-12.3	938	1,046	-10.4	419	500	-16.3
Other Business	4,383	4,480	-2.2	4,166	4,378	-4.8	217	102	113.9
Visit Friends/Relatives	16,298	16,181	0.7	14,501	14,760	-1.8	1,797	1,421	26.4
Government/Military	322	494	-34.9	322	494	-34.9	0	0	NA
Attend School	426	362	17.7	194	211	-7.8	232	151	53.1
Sport Events	2,712	2,378	14.1	1,234	1,694	-27.2	1,478	683	116.3
Other purpose	11,542	11,094	4.0	8,788	8,793	0.0	2,754	2,302	19.6
Average Age	52	52	0.4	52	52	0.3	52	51	0.6

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

**Table 45. Rental House-Only Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

RENTAL HOUSE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	5,355,439	4,914,427	9.0	4,644,381	4,350,298	6.8	711,058	564,129	26.0
Total Visitors	531,880	473,593	12.3	464,431	424,127	9.5	67,450	49,466	36.4
PARTY SIZE									
One	71,608	68,456	4.6	65,018	63,164	2.9	6,590	5,293	24.5
Two	176,009	157,847	11.5	154,640	142,666	8.4	21,369	15,182	40.8
Three or more	284,263	247,289	15.0	244,773	218,298	12.1	39,490	28,991	36.2
Avg Party Size	2.35	2.30	2.1	2.32	2.28	1.8	2.62	2.54	3.0
VISIT STATUS									
First-Time	168,479	146,894	14.7	137,036	123,974	10.5	31,443	22,920	37.2
Repeat	363,401	326,699	11.2	327,394	300,153	9.1	36,007	26,546	35.6
Average # of Trips	4.60	4.73	-2.8	4.85	4.96	-2.2	2.84	2.72	4.6
TRAVEL METHOD									
Group Tour	5,839	4,609	26.7	4,193	3,606	16.3	1,645	1,003	64.1
Package	34,311	30,243	13.5	27,590	25,884	6.6	6,721	4,359	54.2
Group Tour & Pkg	1,412	1,330	6.2	1,175	875	34.3	237	455	-47.9
True Independent	493,143	440,071	12.1	433,823	395,512	9.7	59,320	44,559	33.1
ISLANDS VISITED									
O'ahu	235,865	207,432	13.7	192,507	179,322	7.4	43,359	28,110	54.2
Maui County	121,290	108,198	12.1	104,442	94,698	10.3	16,848	13,500	24.8
...Maui	118,382	105,283	12.4	101,752	91,928	10.7	16,631	13,355	24.5
...Moloka'i *	3,014	3,267	-7.8	2,700	2,972	-9.2	314	295	6.3
...Lāna'i *	2,531	2,408	5.1	2,133	2,262	-5.7	398	146	172.9
Kaua'i	108,919	101,980	6.8	103,173	95,330	8.2	5,746	6,650	-13.6
Hawai'i Island	134,150	113,482	18.2	120,208	103,273	16.4	13,942	10,209	36.6
...Hilo	44,818	36,894	21.5	39,310	32,881	19.6	5,508	4,013	37.2
...Kona	115,249	96,715	19.2	103,050	88,036	17.1	12,198	8,679	40.5
LENGTH OF STAY									
O'ahu (days)	8.46	8.80	-3.8	8.43	8.74	-3.5	8.57	9.14	-6.3
Maui (days)	8.90	9.20	-3.3	8.78	9.06	-3.1	9.59	10.11	-5.1
Moloka'i (days)	6.24	6.32	-1.3	6.63	6.49	2.3	2.92	4.70	-37.9
Lāna'i (days)	5.25	5.16	1.8	5.76	5.32	8.2	2.54	2.63	-3.5
Kaua'i (days)	9.12	9.39	-2.8	9.14	9.38	-2.6	8.76	9.42	-7.0
Hawai'i Island (days)	9.55	9.97	-4.1	9.60	9.91	-3.1	9.17	10.55	-13.1
...Hilo (days)	6.19	7.00	-11.5	6.38	7.08	-10.0	4.89	6.30	-22.3
...Kona (days)	8.71	9.03	-3.5	8.76	8.98	-2.4	8.27	9.50	-12.9
Statewide (days)	10.07	10.38	-3.0	10.00	10.26	-2.5	10.54	11.40	-7.6
ACCOMMODATIONS									
Rental House Only	531,880	473,593	12.3	464,431	424,127	9.5	67,450	49,466	36.4
PURPOSE OF TRIP									
Pleasure (Net)	472,913	419,793	12.7	412,855	374,415	10.3	60,058	45,378	32.3
....Vacation	458,957	407,167	12.7	400,717	363,042	10.4	58,240	44,125	32.0
....Honeymoon	11,104	10,702	3.8	10,388	9,536	8.9	716	1,167	-38.6
...Get Married	7,322	6,265	16.9	6,023	5,837	3.2	1,299	428	203.5
MC&I (Net)	9,070	7,370	23.1	7,905	6,672	18.5	1,166	697	67.1
....Convention/Conf.	6,191	4,905	26.2	5,686	4,545	25.1	505	360	40.3
....Corp. Meetings	1,706	1,488	14.7	1,530	1,480	3.4	176	7	2339.4
....Incentive	1,347	1,089	23.7	842	759	10.9	506	330	53.1
Other Business	11,434	11,808	-3.2	10,915	11,225	-2.8	519	583	-11.1
Visit Friends/Relatives	35,601	34,123	4.3	33,994	32,354	5.1	1,607	1,769	-9.1
Government/Military	1,471	1,733	-15.1	1,471	1,664	-11.6	-	69	-100.0
Attend School	1,322	1,481	-10.7	995	1,085	-8.3	326	396	-17.5
Sport Events	7,158	6,858	4.4	6,464	6,625	-2.4	694	233	197.5
Other purpose	23,079	18,844	22.5	18,419	17,215	7.0	4,660	1,629	186.0
Average Age	44	44	0.1	44	44	-0.5	43	41	6.2

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

**Table 46. Bed and Breakfast-Only Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

B & B-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	326,362	312,675	4.4	254,978	241,872	5.4	71,384	70,803	0.8
Total Visitors	36,198	32,593	11.1	27,543	25,308	8.8	8,656	7,285	18.8
PARTY SIZE									
One	7,174	7,240	-0.9	6,206	6,216	-0.2	968	1,024	-5.5
Two	18,762	16,953	10.7	14,231	13,384	6.3	4,530	3,569	26.9
Three or more	10,263	8,400	22.2	7,106	5,708	24.5	3,157	2,692	17.3
Avg Party Size	1.90	1.84	3.4	1.82	1.76	3.4	2.19	2.15	1.9
VISIT STATUS									
First-Time	17,650	14,558	21.2	11,227	10,490	7.0	6,423	4,068	57.9
Repeat	18,548	18,035	2.8	16,316	14,817	10.1	2,233	3,217	-30.6
Average # of Trips	3.47	3.82	-9.1	4.04	4.03	0.2	1.67	3.09	-45.9
TRAVEL METHOD									
Group Tour	594	596	-0.4	342	389	-12.0	252	207	21.4
Package	3,953	2,889	36.8	2,494	2,432	2.6	1,459	457	219.0
Group Tour & Pkg	293	390	-24.8	108	183	-40.7	185	207	-10.8
True Independent	31,944	29,498	8.3	24,814	22,670	9.5	7,130	6,828	4.4
ISLANDS VISITED									
O'ahu	19,546	17,103	14.3	12,510	11,228	11.4	7,036	5,875	19.8
Maui County	9,579	9,552	0.3	7,911	8,082	-2.1	1,668	1,470	13.4
...Maui	9,445	9,383	0.7	7,778	7,948	-2.1	1,668	1,435	16.2
...Moloka'i *	242	311	-22.1	242	270	-10.4	0	40	-100.0
...Lāna'i *	260	159	63.6	168	159	5.6	92	0	NA
Kaua'i	5,384	4,691	14.8	4,265	4,088	4.3	1,119	603	85.7
Hawai'i Island	10,843	8,993	20.6	8,875	7,739	14.7	1,968	1,254	57.0
...Hilo	5,988	4,739	26.4	4,595	4,062	13.1	1,393	677	105.9
...Kona	8,161	6,659	22.6	6,690	5,912	13.2	1,472	748	96.9
LENGTH OF STAY									
O'ahu (days)	6.75	7.13	-5.3	6.90	6.88	0.3	6.48	7.61	-14.8
Maui (days)	7.47	8.12	-8.0	7.66	8.08	-5.1	6.56	8.37	-21.6
Moloka'i (days)	6.39	4.34	47.2	6.39	4.11	55.7	0	5.93	-100.0
Lāna'i (days)	4.57	5.11	-10.5	3.24	5.11	-36.6	7.00	0	NA
Kaua'i (days)	6.45	7.50	-14.0	7.27	7.52	-3.3	3.34	7.43	-55.0
Hawai'i Island (days)	7.98	8.59	-7.1	8.56	8.76	-2.3	5.32	7.50	-29.0
...Hilo (days)	5.31	5.78	-8.1	5.92	6.03	-1.9	3.32	4.28	-22.5
...Kona (days)	6.70	7.48	-10.5	7.30	7.33	-0.4	3.97	8.69	-54.3
Statewide (days)	9.02	9.59	-6.0	9.26	9.56	-3.1	8.25	9.72	-15.1
ACCOMMODATIONS									
Bed & Breakfast	36,198	32,593	11.1	27,543	25,308	8.8	8,656	7,285	18.8
PURPOSE OF TRIP									
Pleasure (Net)	31,333	27,821	12.6	23,114	20,966	10.2	8,219	6,855	19.9
....Vacation	29,129	25,552	14.0	21,576	19,426	11.1	7,553	6,126	23.3
....Honeymoon	2,213	2,399	-7.8	1,571	1,630	-3.6	641	769	-16.6
...Get Married	420	538	-21.9	379	285	33.2	40	253	-84.0
MC&I (Net)	848	1,072	-20.9	786	739	6.4	63	333	-81.2
....Convention/Conf.	659	867	-24.0	599	535	11.9	60	332	-82.0
....Corp. Meetings	132	94	41.4	130	92	40.9	3	2	67.4
....Incentive	77	127	-39.4	77	127	-39.4	0	0	NA
Other Business	948	1,208	-21.5	888	1,076	-17.5	60	132	-54.5
Visit Friends/Relatives	2,863	2,885	-0.8	2,789	2,646	5.4	74	240	-69.2
Government/Military	109	173	-36.9	109	152	-28.2	-	21	-100.0
Attend School	118	98	20.2	71	98	-28.0	47	0	NA
Sport Events	669	371	80.2	308	333	-7.7	361	38	848.0
Other purpose	1,686	1,466	15.0	1,366	1,269	7.7	320	197	62.3
Average Age	42	42	-0.2	44	43	0.5	38	39	-1.2

* Sample sizes for Moloka'i and Lāna'i are relatively small.
NA = Not applicable

**Table 47. First-Time Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	26,293,501	25,050,531	5.0	16,364,103	15,795,117	3.6	9,929,398	9,255,415	7.3
Total Visitors	3,141,811	3,040,435	3.3	1,794,343	1,727,977	3.8	1,347,467	1,312,458	2.7
PARTY SIZE									
One	427,579	416,825	2.6	335,450	335,463	0.0	92,130	81,362	13.2
Two	1,390,768	1,375,186	1.1	768,765	738,663	4.1	622,003	636,523	-2.3
Three or more	1,323,463	1,248,424	6.0	690,129	653,850	5.5	633,335	594,574	6.5
Avg Party Size	2.19	2.17	0.7	2.02	2.00	1.0	2.47	2.46	0.3
VISIT STATUS									
First-Time	3,141,811	3,040,435	3.3	1,794,343	1,727,977	3.8	1,347,467	1,312,458	2.7
Average # of Trips	1.00	1.00	0.0	1.00	1.00	0.0	1.00	1.00	0.0
TRAVEL METHOD									
Group Tour	293,902	337,583	-12.9	93,518	108,697	-14.0	200,384	228,886	-12.5
Package	1,275,889	1,319,541	-3.3	524,280	534,540	-1.9	751,609	785,001	-4.3
Group Tour & Pkg	233,790	268,433	-12.9	66,799	80,187	-16.7	166,991	188,246	-11.3
True Independent	1,805,810	1,651,743	9.3	1,243,345	1,164,927	6.7	562,466	486,817	15.5
ISLANDS VISITED									
O'ahu	2,326,531	2,273,952	2.3	1,082,741	1,057,079	2.4	1,243,790	1,216,872	2.2
Maui County	899,512	864,358	4.1	680,244	652,449	4.3	219,268	211,908	3.5
...Maui	888,355	852,407	4.2	672,539	644,021	4.4	215,816	208,386	3.6
...Moloka'i *	22,515	20,090	12.1	13,427	14,070	-4.6	9,088	6,021	50.9
...Lāna'i *	23,488	23,641	-0.6	15,431	16,502	-6.5	8,057	7,140	12.9
Kaua'i	389,000	351,203	10.8	317,721	294,260	8.0	71,280	56,943	25.2
Hawai'i Island	633,486	547,313	15.7	411,034	373,019	10.2	222,452	174,294	27.6
...Hilo	298,737	245,288	21.8	183,136	160,443	14.1	115,600	84,845	36.2
...Kona	522,114	452,045	15.5	346,341	315,516	9.8	175,772	136,528	28.7
LENGTH OF STAY									
O'ahu (days)	6.22	6.19	0.5	6.33	6.47	-2.1	6.12	5.95	3.0
Maui (days)	6.55	6.59	-0.6	6.96	7.03	-0.9	5.26	5.23	0.5
Moloka'i (days)	3.01	2.94	2.4	3.68	3.52	4.5	2.03	1.60	27.1
Lāna'i (days)	2.43	2.64	-8.1	3.01	3.14	-4.2	1.32	1.50	-11.6
Kaua'i (days)	5.71	5.80	-1.7	6.10	6.10	0.0	3.96	4.29	-7.7
Hawai'i Island (days)	5.78	5.85	-1.2	6.80	6.81	-0.1	3.90	3.82	2.1
...Hilo (days)	3.31	3.32	0.0	3.97	4.00	-0.7	2.28	2.03	12.3
...Kona (days)	5.12	5.29	-3.2	5.97	6.01	-0.7	3.44	3.61	-4.9
Statewide (days)	8.37	8.24	1.6	9.12	9.14	-0.2	7.37	7.05	4.5
ACCOMMODATIONS									
Hotel	2,318,503	2,280,914	1.6	1,172,732	1,132,520	3.6	1,145,771	1,148,394	-0.2
Hotel Only	2,030,965	2,019,344	0.6	982,349	957,977	2.5	1,048,615	1,061,367	-1.2
Condo	344,388	335,124	2.8	211,899	216,866	-2.3	132,489	118,258	12.0
Condo Only	237,192	233,314	1.7	152,938	158,442	-3.5	84,255	74,872	12.5
Timeshare	132,758	129,769	2.3	108,073	106,604	1.4	24,686	23,166	6.6
Timeshare Only	97,685	97,636	0.1	81,635	81,537	0.1	16,050	16,098	-0.3
Rental House	168,479	220,527	-23.6	137,036	176,579	-22.4	31,443	43,948	-28.5
Hostel	43,061	38,302	12.4	26,718	25,498	4.8	16,343	12,804	27.6
Camp Site	25,086	24,342	3.1	19,675	18,239	7.9	5,411	6,104	-11.4
Private Room in Private Home**	60,107	29,476	103.9	31,108	13,017	139.0	28,998	16,459	76.2
Shared Room/Space in Private Home**	16,218	8,420	92.6	11,567	4,805	140.7	4,650	3,614	28.7
Bed & Breakfast	54,087	47,704	13.4	34,976	32,600	7.3	19,111	15,104	26.5
Cruise Ship	81,760	71,188	14.9	64,711	59,042	9.6	17,049	12,146	40.4
Friends or Relatives	177,780	177,245	0.3	152,069	150,530	1.0	25,711	26,715	-3.8
PURPOSE OF TRIP									
Pleasure (Net)	2,713,989	2,603,213	4.3	1,549,864	1,477,708	4.9	1,164,126	1,125,504	3.4
....Vacation	2,300,814	2,159,578	6.5	1,413,515	1,342,743	5.3	887,299	816,835	8.6
....Honeymoon	419,867	448,998	-6.5	143,195	141,282	1.4	276,672	307,716	-10.1
...Get Married	48,777	51,874	-6.0	19,589	19,486	0.5	29,187	32,388	-9.9
MC&I (Net)	172,212	172,670	-0.3	92,328	92,993	-0.7	79,884	79,677	0.3
....Convention/Conf.	80,519	77,685	3.6	56,044	55,312	1.3	24,476	22,373	9.4
....Corp. Meetings	24,045	21,320	12.8	17,637	18,126	-2.7	6,409	3,194	100.7
....Incentive	72,413	78,850	-8.2	22,207	24,015	-7.5	50,206	54,835	-8.4
Other Business	50,683	47,918	5.8	40,729	42,425	-4.0	9,954	5,493	81.2
Visit Friends/Relatives	144,729	147,696	-2.0	124,918	124,832	0.1	19,811	22,864	-13.4
Government/Military	23,095	24,817	-6.9	19,087	20,045	-4.8	4,008	4,772	-16.0
Attend School	16,691	12,197	36.8	4,943	4,845	2.0	11,748	7,352	59.8
Sport Events	23,729	27,064	-12.3	16,999	19,209	-11.5	6,729	7,855	-14.3
Other purpose	175,222	183,560	-4.5	67,708	70,469	-3.9	107,514	113,091	-4.9
Average Age	40	40	0.5	42	42	0.0	39	39	1.1

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

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

**Table 48. Repeat Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Total Visitor Days	57,212,998	54,618,604	4.8	43,595,433	42,015,578	3.8	13,617,564	12,603,026	8.0
Total Visitors	6,135,802	5,781,367	6.1	4,445,404	4,240,803	4.8	1,690,398	1,540,565	9.7
PARTY SIZE									
One	860,708	847,269	1.6	740,539	732,135	1.1	120,168	115,134	4.4
Two	2,388,458	2,251,570	6.1	1,752,763	1,676,683	4.5	635,696	574,888	10.6
Three or more	2,886,636	2,682,528	7.6	1,952,102	1,831,986	6.6	934,534	850,543	9.9
Avg Party Size	2.23	2.20	1.0	2.12	2.10	1.0	2.57	2.57	0.2
VISIT STATUS									
Repeat	6,135,802	5,781,367	6.1	4,445,404	4,240,803	4.8	1,690,398	1,540,565	9.7
Average # of Trips	7.21	7.19	0.3	7.72	7.76	-0.5	5.87	5.63	4.3
TRAVEL METHOD									
Group Tour	269,985	287,878	-6.2	81,484	83,475	-2.4	188,501	204,403	-7.8
Package	1,390,458	1,340,232	3.7	682,983	667,285	2.4	707,475	672,947	5.1
Group Tour & Pkg	193,038	207,592	-7.0	45,237	47,446	-4.7	147,801	160,146	-7.7
True Independent	4,668,397	4,360,849	7.1	3,726,174	3,537,489	5.3	942,223	823,361	14.4
ISLANDS VISITED									
O'ahu	3,364,221	3,173,277	6.0	1,926,725	1,856,483	3.8	1,437,496	1,316,795	9.2
Mauí County	1,887,218	1,813,732	4.1	1,623,489	1,555,408	4.4	263,729	258,323	2.1
...Mauí	1,856,640	1,781,830	4.2	1,596,581	1,527,893	4.5	260,059	253,937	2.4
...Moloka'i *	35,935	38,841	-7.5	28,132	30,134	-6.6	7,802	8,707	-10.4
...Lāna'i *	40,869	39,383	3.8	32,590	32,798	-0.6	8,279	6,585	25.7
Kaua'i	890,967	836,066	6.6	807,839	756,318	6.8	83,128	79,749	4.2
Hawai'i Island	1,128,003	1,002,630	12.5	881,689	814,721	8.2	246,313	187,909	31.1
...Hilo	355,434	305,236	16.4	267,586	235,917	13.4	87,848	69,319	26.7
...Kona	984,664	873,937	12.7	776,317	719,907	7.8	208,347	154,029	35.3
LENGTH OF STAY									
O'ahu (days)	7.11	7.22	-1.5	7.51	7.66	-2.0	6.57	6.58	-0.3
Mauí (days)	8.76	8.88	-1.4	8.76	8.86	-1.2	8.80	9.02	-2.5
Moloka'i (days)	5.86	5.82	0.7	6.63	6.46	2.6	3.09	3.61	-14.4
Lāna'i (days)	3.96	4.03	-1.8	4.48	4.37	2.7	1.89	2.35	-19.7
Kaua'i (days)	8.31	8.44	-1.5	8.54	8.64	-1.1	6.04	6.52	-7.4
Hawai'i Island (days)	8.21	8.43	-2.6	8.98	9.05	-0.8	5.48	5.74	-4.5
...Hilo (days)	4.74	4.90	-3.2	5.42	5.52	-1.8	2.67	2.79	-4.1
...Kona (days)	7.70	7.96	-3.3	8.33	8.43	-1.3	5.35	5.74	-6.8
Statewide (days)	9.32	9.45	-1.3	9.81	9.91	-1.0	8.06	8.18	-1.5
ACCOMMODATIONS									
Hotel	3,425,126	3,222,033	6.3	2,253,840	2,126,007	6.0	1,171,286	1,096,026	6.9
Hotel Only	2,952,930	2,784,001	6.1	1,879,236	1,784,066	5.3	1,073,694	999,935	7.4
Condo	1,222,369	1,185,038	3.2	891,468	891,360	0.0	330,901	293,678	12.7
Condo Only	974,620	948,262	2.8	711,805	717,700	-0.8	262,815	230,563	14.0
Timeshare	708,302	668,734	5.9	562,496	543,529	3.5	145,806	125,205	16.5
Timeshare Only	550,634	524,180	5.0	436,288	424,694	2.7	114,347	99,486	14.9
Rental House	363,401	458,956	-20.8	327,394	410,131	-20.2	36,007	48,825	-26.3
Hostel	26,962	23,964	12.5	20,237	18,493	9.4	6,725	5,471	22.9
Camp Site	27,957	26,296	6.3	23,965	22,840	4.9	3,992	3,456	15.5
Private Room in Private Home**	67,038	33,989	97.2	49,771	20,483	143.0	17,267	13,506	27.8
Shared Room/Space in Private Home**	19,638	8,909	120.4	15,901	6,571	142.0	3,737	2,338	59.9
Bed & Breakfast	50,301	45,647	10.2	42,708	39,097	9.2	7,593	6,550	15.9
Cruise Ship	54,296	49,680	9.3	44,923	41,436	8.4	9,373	8,244	13.7
Friends or Relatives	637,664	607,640	4.9	570,001	547,111	4.2	67,663	60,529	11.8
PURPOSE OF TRIP									
Pleasure (Net)	5,081,038	4,734,847	7.3	3,628,171	3,436,816	5.6	1,452,867	1,298,031	11.9
....Vacation	4,919,642	4,579,522	7.4	3,535,573	3,346,345	5.7	1,384,069	1,233,177	12.2
....Honeymoon	154,981	150,742	2.8	88,178	87,272	1.0	66,803	63,470	5.3
...Get Married	52,499	51,502	1.9	33,994	33,998	0.0	18,505	17,504	5.7
MC&I (Net)	303,017	312,524	-3.0	219,565	212,467	3.3	83,452	100,057	-16.6
....Convention/Conf.	157,507	153,508	2.6	132,877	127,549	4.2	24,630	25,959	-5.1
....Corp. Meetings	62,531	59,232	5.6	56,380	54,288	3.9	6,151	4,944	24.4
....Incentive	93,117	109,897	-15.3	38,699	39,057	-0.9	54,418	70,841	-23.2
Other Business	206,248	208,001	-0.8	193,290	195,477	-1.1	12,957	12,524	3.5
Visit Friends/Relatives	589,624	574,984	2.5	528,540	512,936	3.0	61,083	62,048	-1.6
Government/Military	67,979	69,288	-1.9	59,138	60,840	-2.8	8,841	8,448	4.7
Attend School	13,758	15,894	-13.4	8,860	8,997	-1.5	4,897	6,896	-29.0
Sport Events	60,567	62,680	-3.4	38,895	45,812	-15.1	21,672	16,868	28.5
Other purpose	262,735	250,751	4.8	143,646	140,224	2.4	119,089	110,527	7.7
Average Age	48	48	-0.1	48	48	-0.2	47	47	0.2

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

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

**Table 49. Visitor Arrivals by Island and Month (Arrivals by Air)
2017 vs. 2016**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	741,283	711,868	4.1	466,675	454,620	2.7	274,608	257,248	6.7
FEB	694,710	685,557	1.3	447,282	446,494	0.2	247,428	239,063	3.5
MAR	797,394	775,981	2.8	537,414	526,556	2.1	259,980	249,425	4.2
APR	742,474	677,378	9.6	499,238	459,231	8.7	243,236	218,147	11.5
MAY	740,173	707,394	4.6	521,136	499,705	4.3	219,037	207,689	5.5
JUN	835,365	798,095	4.7	597,546	573,953	4.1	237,819	224,142	6.1
JUL	892,176	832,486	7.2	630,313	592,692	6.3	261,863	239,794	9.2
AUG	816,541	775,621	5.3	543,972	521,453	4.3	272,569	254,168	7.2
SEPT	690,763	657,703	5.0	447,357	427,874	4.6	243,406	229,829	5.9
OCT	718,961	693,242	3.7	481,099	461,141	4.3	237,862	232,101	2.5
NOV	739,672	687,204	7.6	478,100	445,309	7.4	261,572	241,895	8.1
DEC	868,100	819,274	6.0	589,615	559,752	5.3	278,485	259,522	7.3
TOTAL	9,277,613	8,821,802	5.2	6,239,748	5,968,779	4.5	3,037,865	2,853,023	6.5
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	450,995	433,868	3.9	221,452	220,906	0.2	229,543	212,962	7.8
FEB	421,289	413,384	1.9	213,260	214,691	-0.7	208,029	198,693	4.7
MAR	467,911	450,643	3.8	250,736	246,036	1.9	217,175	204,607	6.1
APR	442,101	407,656	8.4	234,843	219,230	7.1	207,258	188,426	10.0
MAY	460,840	449,777	2.5	258,690	256,080	1.0	202,150	193,696	4.4
JUN	514,137	494,834	3.9	293,745	286,302	2.6	220,392	208,532	5.7
JUL	558,901	514,313	8.7	312,169	291,582	7.1	246,732	222,731	10.8
AUG	517,728	495,518	4.5	269,408	260,981	3.2	248,320	234,536	5.9
SEPT	448,059	432,533	3.6	219,365	216,232	1.4	228,695	216,301	5.7
OCT	448,646	435,330	3.1	229,129	218,039	5.1	219,517	217,291	1.0
NOV	443,726	422,040	5.1	222,978	208,366	7.0	220,748	213,674	3.3
DEC	516,419	497,335	3.8	283,692	275,117	3.1	232,727	222,218	4.7
TOTAL	5,690,752	5,447,229	4.5	3,009,467	2,913,562	3.3	2,681,286	2,533,667	5.8
KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	99,638	96,331	3.4	84,601	80,253	5.4	15,036	16,078	-6.5
FEB	94,684	88,315	7.2	79,982	74,563	7.3	14,701	13,752	6.9
MAR	104,865	96,535	8.6	91,339	83,041	10.0	13,526	13,494	0.2
APR	101,408	93,001	9.0	87,691	80,531	8.9	13,717	12,471	10.0
MAY	105,084	95,315	10.2	94,899	87,981	7.9	10,185	7,334	38.9
JUN	123,190	114,323	7.8	111,832	103,811	7.7	11,358	10,512	8.0
JUL	127,518	119,871	6.4	117,054	110,241	6.2	10,464	9,630	8.7
AUG	111,729	105,087	6.3	99,086	94,447	4.9	12,643	10,640	18.8
SEPT	97,997	89,090	10.0	85,902	80,576	6.6	12,096	8,514	42.1
OCT	100,719	93,992	7.2	90,069	84,382	6.7	10,650	9,610	10.8
NOV	96,345	87,342	10.3	81,487	76,562	6.4	14,858	10,779	37.8
DEC	116,790	108,067	8.1	101,619	94,190	7.9	15,172	13,877	9.3
TOTAL	1,279,968	1,187,269	7.8	1,125,560	1,050,577	7.1	154,408	136,691	13.0

Note: Sums may not add up to total due to rounding.

**Table 49. Visitor Arrivals by Island and Month (Arrivals by Air) continued
2017 vs. 2016**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	223,926	218,882	2.3	167,690	164,148	2.2	56,237	54,734	2.7
FEB	206,558	208,809	-1.1	159,476	159,332	0.1	47,082	49,477	-4.8
MAR	243,515	237,679	2.5	196,992	191,985	2.6	46,524	45,694	1.8
APR	229,967	215,460	6.7	186,740	175,883	6.2	43,227	39,578	9.2
MAY	225,028	215,814	4.3	193,956	185,012	4.8	31,072	30,802	0.9
JUN	253,931	242,029	4.9	222,160	211,594	5.0	31,771	30,436	4.4
JUL	264,926	257,963	2.7	235,145	222,709	5.6	29,781	35,254	-15.5
AUG	236,517	229,595	3.0	201,477	193,329	4.2	35,039	36,267	-3.4
SEPT	203,700	197,719	3.0	171,613	164,678	4.2	32,087	33,041	-2.9
OCT	215,783	209,872	2.8	180,875	175,803	2.9	34,908	34,069	2.5
NOV	219,819	200,238	9.8	177,319	165,229	7.3	42,501	35,009	21.4
DEC	263,059	244,029	7.8	210,291	198,158	6.1	52,768	45,871	15.0
TOTAL	2,786,729	2,678,089	4.1	2,303,733	2,207,858	4.3	482,997	470,232	2.7
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	220,092	215,747	2.0	164,699	161,390	2.1	55,394	54,358	1.9
FEB	203,276	205,407	-1.0	156,764	156,364	0.3	46,512	49,043	-5.2
MAR	239,241	232,375	3.0	193,509	188,472	2.7	45,733	43,903	4.2
APR	226,766	211,663	7.1	184,128	172,954	6.5	42,638	38,709	10.2
MAY	221,663	212,135	4.5	191,057	181,859	5.1	30,606	30,276	1.1
JUN	250,913	238,648	5.1	219,329	208,751	5.1	31,584	29,897	5.6
JUL	261,647	254,728	2.7	232,132	219,884	5.6	29,515	34,844	-15.3
AUG	233,241	226,190	3.1	199,009	190,411	4.5	34,232	35,779	-4.3
SEPT	200,599	194,517	3.1	169,273	162,313	4.3	31,326	32,204	-2.7
OCT	212,846	206,507	3.1	178,318	172,866	3.2	34,529	33,641	2.6
NOV	216,264	196,946	9.8	174,642	162,366	7.6	41,622	34,580	20.4
DEC	258,445	239,374	8.0	206,261	194,285	6.2	52,184	45,089	15.7
TOTAL	2,744,994	2,634,237	4.2	2,269,119	2,171,914	4.5	475,875	462,323	2.9
MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	5,848	5,582	4.8	3,941	4,272	-7.8	1,907	1,310	45.5
FEB	4,734	5,028	-5.8	3,519	3,833	-8.2	1,215	1,195	1.7
MAR	5,640	6,106	-7.6	3,727	3,733	-0.2	1,914	2,374	-19.4
APR	3,857	4,398	-12.3	3,064	3,444	-11.0	792	954	-16.9
MAY	4,395	4,693	-6.3	3,290	4,100	-19.8	1,105	592	86.5
JUN	4,789	4,831	-0.9	3,549	3,761	-5.6	1,240	1,070	15.9
JUL	4,299	4,833	-11.1	3,684	4,067	-9.4	615	767	-19.8
AUG	4,516	4,937	-8.5	3,331	3,500	-4.8	1,186	1,437	-17.5
SEPT	5,419	4,506	20.3	3,006	2,847	5.6	2,413	1,659	45.5
OCT	4,312	4,237	1.8	3,198	3,502	-8.7	1,114	735	51.4
NOV	4,621	4,032	14.6	3,156	3,246	-2.8	1,465	786	86.3
DEC	6,019	5,748	4.7	4,095	3,899	5.0	1,924	1,849	4.1
TOTAL	58,450	58,932	-0.8	41,560	44,203	-6.0	16,890	14,728	14.7
LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	4,633	4,334	6.9	3,633	3,347	8.5	1,001	987	1.4
FEB	4,392	4,150	5.8	3,415	3,470	-1.6	977	681	43.5
MAR	6,219	5,333	16.6	4,624	4,162	11.1	1,595	1,171	36.3
APR	5,513	6,086	-9.4	3,667	4,279	-14.3	1,845	1,807	2.1
MAY	5,926	5,827	1.7	4,402	4,634	-5.0	1,524	1,193	27.8
JUN	5,389	5,127	5.1	4,447	4,484	-0.8	942	643	46.4
JUL	5,296	5,054	4.8	4,364	4,332	0.7	933	722	29.1
AUG	5,436	6,147	-11.6	3,765	4,412	-14.7	1,671	1,735	-3.7
SEPT	4,964	5,104	-2.7	3,521	3,805	-7.5	1,443	1,299	11.1
OCT	5,064	4,671	8.4	3,742	3,812	-1.8	1,322	859	53.9
NOV	4,917	5,232	-6.0	3,637	3,819	-4.8	1,281	1,413	-9.4
DEC	6,608	5,959	10.9	4,805	4,743	1.3	1,804	1,216	48.4
TOTAL	64,357	63,024	2.1	48,021	49,299	-2.6	16,337	13,725	19.0

**Table 49. Visitor Arrivals by Island and Month (Arrivals by Air) continued
2017 vs. 2016**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	149,603	136,047	10.0	104,988	99,218	5.8	44,615	36,830	21.1
FEB	136,074	124,627	9.2	100,651	90,783	10.9	35,422	33,845	4.7
MAR	151,355	133,685	13.2	113,480	101,646	11.6	37,875	32,040	18.2
APR	138,118	117,457	17.6	99,751	89,412	11.6	38,367	28,045	36.8
MAY	134,310	114,173	17.6	104,470	90,800	15.1	29,840	23,373	27.7
JUN	156,618	141,537	10.7	123,396	112,857	9.3	33,222	28,680	15.8
JUL	175,648	148,112	18.6	133,059	120,025	10.9	42,590	28,087	51.6
AUG	152,383	132,884	14.7	106,994	99,176	7.9	45,389	33,707	34.7
SEPT	119,345	111,355	7.2	84,460	81,153	4.1	34,885	30,202	15.5
OCT	137,133	121,281	13.1	96,511	93,064	3.7	40,622	28,216	44.0
NOV	136,626	113,824	20.0	95,830	88,030	8.9	40,796	25,793	58.2
DEC	174,275	154,960	12.5	129,132	121,576	6.2	45,143	33,384	35.2
TOTAL	1,761,489	1,549,943	13.6	1,292,724	1,187,740	8.8	468,765	362,203	29.4
HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	55,728	46,871	18.9	35,376	31,927	10.8	20,352	14,944	36.2
FEB	48,738	40,858	19.3	33,972	27,799	22.2	14,765	13,059	13.1
MAR	54,871	42,468	29.2	38,170	30,288	26.0	16,701	12,181	37.1
APR	52,137	43,517	19.8	35,466	31,479	12.7	16,671	12,038	38.5
MAY	52,140	44,461	17.3	38,720	33,203	16.6	13,420	11,258	19.2
JUN	57,648	52,054	10.7	42,864	37,688	13.7	14,784	14,366	2.9
JUL	64,511	51,874	24.4	46,171	39,779	16.1	18,341	12,095	51.6
AUG	59,228	47,938	23.6	38,062	34,233	11.2	21,166	13,705	54.4
SEPT	45,306	42,321	7.1	30,910	28,963	6.7	14,396	13,358	7.8
OCT	49,861	43,634	14.3	31,816	30,863	3.1	18,045	12,771	41.3
NOV	50,494	38,336	31.7	32,863	28,505	15.3	17,631	9,831	79.3
DEC	63,507	56,192	13.0	46,332	41,633	11.3	17,175	14,559	18.0
TOTAL	654,170	550,524	18.8	450,722	396,360	13.7	203,448	154,164	32.0
KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
JAN	127,108	116,621	9.0	91,216	86,832	5.0	35,892	29,789	20.5
FEB	116,397	107,073	8.7	87,789	79,291	10.7	28,608	27,782	3.0
MAR	128,731	114,227	12.7	99,224	88,258	12.4	29,506	25,970	13.6
APR	119,650	100,828	18.7	86,774	78,566	10.4	32,876	22,263	47.7
MAY	115,222	96,978	18.8	90,466	78,642	15.0	24,756	18,335	35.0
JUN	134,848	120,962	11.5	107,433	98,565	9.0	27,415	22,397	22.4
JUL	149,217	128,411	16.2	115,069	105,313	9.3	34,148	23,098	47.8
AUG	128,629	113,258	13.6	92,707	86,290	7.4	35,922	26,968	33.2
SEPT	103,090	94,851	8.7	73,087	70,366	3.9	30,003	24,485	22.5
OCT	116,854	102,969	13.5	83,886	80,961	3.6	32,968	22,009	49.8
NOV	117,204	98,667	18.8	83,735	77,446	8.1	33,469	21,221	57.7
DEC	149,827	131,135	14.3	111,273	104,894	6.1	38,554	26,242	46.9
TOTAL	1,506,778	1,325,981	13.6	1,122,658	1,035,424	8.4	384,119	290,558	32.2

Table 50. Average Daily Census by Island and Month (Arrivals by Air)
2016

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	107,703	102,090	101,742	97,614	98,179	115,332	122,965	111,849	95,469	94,396	96,279	117,263	105,141
Maui County	68,509	63,996	64,381	60,180	54,675	66,755	67,072	56,935	50,124	55,574	59,902	74,182	61,868
...Maui	66,657	62,528	62,889	59,029	53,442	65,439	65,891	55,890	49,078	54,409	58,478	72,217	60,506
...Molokai	1,310	942	815	602	643	654	568	551	582	678	795	1,017	763
...Lāna'i	541	527	677	549	591	662	614	493	464	488	628	948	599
Kaua'i	28,688	26,484	25,401	24,580	24,200	30,592	31,026	25,379	22,702	23,566	24,015	29,626	26,364
Hawai'i Island	42,674	37,861	35,322	32,347	29,333	36,946	39,969	32,649	27,652	31,124	33,812	45,146	35,412
...Hilo	8,512	7,494	6,855	6,594	6,740	7,853	8,595	7,546	5,691	6,173	6,590	9,232	7,329
...Kona	34,162	30,367	28,466	25,753	22,593	29,094	31,373	25,102	21,960	24,951	27,222	35,913	28,084
TOTAL DOM and INTL	247,574	230,431	226,846	214,721	206,388	249,626	261,033	226,812	195,947	204,661	214,007	266,216	228,785
DOMESTIC													
O'ahu	56,753	54,159	56,059	53,000	58,298	70,766	72,119	60,102	48,604	49,921	51,470	68,995	58,415
Maui County	52,514	50,194	52,096	49,104	49,224	60,584	61,861	50,232	44,543	48,489	48,997	59,407	52,304
...Maui	51,058	48,930	50,875	48,164	48,102	59,375	60,755	49,339	43,694	47,430	47,803	57,646	51,130
...Molokai	974	782	618	483	586	588	543	495	459	618	704	904	646
...Lāna'i	483	482	603	457	536	620	562	398	391	441	490	857	527
Kaua'i	25,159	23,235	22,678	21,968	23,008	29,259	29,721	23,854	21,257	22,371	21,221	26,662	24,216
Hawai'i Island	34,602	31,107	29,153	25,655	25,338	32,764	34,005	25,917	23,180	25,987	26,774	37,466	29,339
...Hilo	6,885	6,056	5,552	5,107	5,581	6,806	7,047	5,522	4,806	4,914	5,293	7,954	5,964
...Kona	27,717	25,051	23,601	20,548	19,758	25,957	26,958	20,395	18,374	21,073	21,481	29,512	23,374
TOTAL DOMESTIC	169,029	158,695	159,986	149,728	155,868	193,371	197,705	160,106	137,585	146,767	148,463	192,529	164,273
INTERNATIONAL													
O'ahu	50,950	47,930	45,683	44,614	39,882	44,567	50,846	51,747	46,865	44,475	44,809	48,268	46,726
Maui County	15,994	13,802	12,286	11,076	5,452	6,171	5,212	6,703	5,581	7,086	10,905	14,775	9,565
...Maui	15,600	13,597	12,014	10,865	5,340	6,064	5,136	6,551	5,385	6,979	10,675	14,572	9,376
...Molokai	336	159	197	119	57	66	24	56	123	59	91	113	117
...Lāna'i	59	45	75	92	55	42	51	95	73	48	138	90	72
Kaua'i	3,529	3,249	2,723	2,612	1,192	1,334	1,305	1,525	1,445	1,196	2,794	2,964	2,148
Hawai'i Island	8,072	6,754	6,169	6,692	3,995	4,183	5,964	6,732	4,472	5,137	7,038	7,680	6,074
...Hilo	1,627	1,438	1,303	1,487	1,160	1,046	1,549	2,024	885	1,260	1,296	1,278	1,364
...Kona	6,445	5,316	4,865	5,205	2,835	3,136	4,416	4,708	3,587	3,878	5,741	6,402	4,709
TOTAL INTL	78,545	71,736	66,860	64,993	50,520	56,254	63,328	66,706	58,362	57,894	65,545	73,687	64,512

Table 51. Domestic U.S. Visitor Arrivals by Island and Top CBSA (Arrivals by Air)

2017

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Anchorage AK	52,638	26,573	14,944	14,403	697	195	5,670	12,129	3,029	11,191
Atlanta-Sandy Springs-Roswell GA	52,254	30,953	18,953	18,680	338	491	8,939	12,342	4,701	10,600
Austin-Round Rock TX	36,310	16,494	14,340	14,106	268	345	7,153	8,364	3,054	7,214
Bakersfield CA	14,737	6,380	5,415	5,337	54	105	2,456	2,483	757	2,135
Baltimore-Columbia-Towson MD	25,753	16,574	8,278	8,127	230	246	5,056	5,956	2,631	4,999
Bellingham WA	15,034	3,747	6,733	6,639	114	69	2,494	3,461	921	3,170
Boise City ID	26,849	9,620	10,176	10,023	166	181	5,706	5,404	1,511	4,946
Boston-Cambridge-Newton MA-NH	51,580	27,059	21,139	20,835	347	531	12,000	13,434	5,369	11,495
Bremerton-Silverdale WA	19,351	9,092	5,857	5,747	128	105	3,101	3,590	1,081	3,184
Charlotte-Concord-Gastonia NC-SC	16,974	9,732	6,539	6,469	117	157	3,318	4,119	1,717	3,519
Chicago-Naperville-Elgin IL-IN-WI	119,528	56,802	54,601	53,988	795	1,079	23,334	25,406	9,230	21,959
Cincinnati OH-KY-IN	17,603	9,586	7,733	7,632	174	167	3,619	4,539	1,826	4,003
Cleveland-Elyria OH	14,541	7,820	6,292	6,226	112	164	3,115	3,729	1,630	3,136
Colorado Springs CO	18,567	9,837	5,351	5,277	115	117	3,522	3,647	1,403	3,036
Dallas-Fort Worth-Arlington TX	102,310	49,914	42,816	42,324	651	1,002	18,033	19,306	7,083	16,615
Denver-Aurora-Lakewood CO	96,565	37,815	37,324	36,750	602	853	20,503	21,738	6,843	19,214
Detroit-Warren-Dearborn MI	34,666	17,227	16,144	15,997	261	326	7,273	8,274	3,204	7,143
Eugene OR	17,527	5,675	6,522	6,413	118	98	3,303	4,265	1,252	3,819
Fresno CA	23,336	10,050	9,243	9,122	165	150	3,485	3,754	1,165	3,273
Houston-The Woodlands-Sugar Land TX	71,102	41,117	25,583	25,185	456	637	12,239	15,221	6,318	12,727
Indianapolis-Carmel-Anderson IN	17,768	9,240	7,634	7,509	170	170	3,774	3,927	1,629	3,331
Kansas City MO-KS	25,346	12,653	10,035	9,857	171	285	5,211	5,394	2,074	4,701
Las Vegas-Henderson-Paradise NV	71,896	43,683	21,336	20,950	413	529	9,240	11,216	4,251	9,226
Los Angeles-Long Beach-Anaheim CA	647,295	296,359	229,287	225,479	3,088	4,835	105,949	107,088	30,155	93,359
Miami-Fort Lauderdale-West Palm Beach FL	31,353	19,512	12,556	12,335	310	456	6,341	8,480	3,891	7,265
Minneapolis-St. Paul-Bloomington MN-WI	66,486	30,432	27,093	26,704	498	572	13,740	15,447	5,170	13,524
Modesto CA	17,542	6,879	7,256	7,194	104	96	2,714	2,677	706	2,398
New York-Newark-Jersey City NY-NJ-PA	176,143	106,643	72,321	71,125	1,285	2,278	36,803	44,116	17,846	37,177
Ogden-Clearfield UT	28,607	14,000	8,643	8,487	142	165	7,198	3,956	1,350	3,519
Olympia-Tumwater WA	17,313	6,881	6,137	6,035	121	87	2,672	3,571	1,108	3,295
Orlando-Kissimmee-Sanford FL	18,253	11,704	6,755	6,691	171	181	3,151	4,386	1,813	3,774
Oxnard-Thousand Oaks-Ventura CA	48,848	18,100	18,974	18,764	201	353	10,052	8,522	2,523	7,563
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	44,779	26,215	17,989	17,745	372	474	10,015	11,955	5,228	10,080
Phoenix-Mesa-Scottsdale AZ	137,537	61,818	51,417	50,666	866	1,102	26,837	24,763	8,151	21,512
Pittsburgh PA	15,711	9,155	6,489	6,397	129	216	3,169	3,923	1,661	3,360
Portland-Vancouver-Hillsboro OR-WA	178,586	65,483	67,827	66,584	1,260	1,111	28,705	38,057	11,042	34,086
Provo-Orem UT	30,051	16,649	8,075	7,920	136	158	6,948	3,833	1,330	3,360
Reno NV	22,822	7,492	9,181	9,080	119	130	4,202	5,062	1,263	4,542
Riverside-San Bernardino-Ontario CA	130,704	60,358	45,908	45,283	712	913	22,147	21,487	6,473	18,831
Sacramento-Roseville--Arden-Arcade CA	141,483	52,778	60,044	59,489	759	817	24,644	22,574	6,742	19,858
Salem OR	17,997	6,747	6,942	6,790	183	152	2,742	3,910	1,196	3,464
Salinas CA	16,897	6,693	6,227	6,125	110	130	2,955	3,055	848	2,730
Salt Lake City UT	57,599	26,671	18,453	18,159	265	344	13,665	9,039	2,889	8,081
San Antonio-New Braunfels TX	25,110	15,605	7,524	7,392	209	223	3,862	4,387	1,853	3,526
San Diego-Carlsbad CA	200,980	90,761	65,054	63,939	1,080	1,334	39,733	34,999	10,542	30,937
San Francisco-Oakland-Hayward CA	490,161	203,517	184,172	181,730	2,367	2,914	77,559	85,365	24,163	76,028
San Jose-Sunnyvale-Santa Clara CA	200,561	85,528	77,633	76,849	769	1,087	29,410	33,712	10,552	29,807
San Luis Obispo-Paso Robles-Arroyo Grande CA	16,341	4,749	6,273	6,158	122	125	3,933	3,368	1,055	2,927
Santa Cruz-Watsonville CA	25,182	7,013	9,750	9,601	174	144	6,083	5,166	1,646	4,530
Santa Maria-Santa Barbara CA	20,728	7,916	6,908	6,776	96	161	4,831	4,050	1,168	3,575
Santa Rosa CA	37,573	10,764	15,982	15,718	327	267	7,703	7,381	2,072	6,607
Seattle-Tacoma-Bellevue WA	355,913	133,872	134,155	132,400	1,962	1,883	55,103	72,391	19,627	65,556
Spokane-Spokane Valley WA	24,761	7,996	9,961	9,785	217	174	4,520	5,040	1,250	4,643
St. Louis MO-IL	28,354	14,730	12,010	11,859	216	331	5,545	6,559	2,647	5,694
Stockton-Lodi CA	28,130	12,800	10,889	10,765	131	182	3,910	3,688	1,022	3,221
Tampa-St. Petersburg-Clearwater FL	20,515	12,523	7,525	7,408	199	229	4,079	5,377	2,424	4,581
Tucson AZ	22,455	9,948	7,548	7,390	159	183	4,821	4,996	1,753	4,291
Vallejo-Fairfield CA	28,165	13,345	9,745	9,658	133	142	4,123	4,181	1,252	3,658
Virginia Beach-Norfolk-Newport News VA-NC	16,821	12,841	3,654	3,563	121	99	2,386	3,044	1,386	2,433
Washington-Arlington-Alexandria DC-VA-MD-WV	90,899	59,270	27,077	26,643	538	697	16,361	20,107	8,437	16,440

CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting
 Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

Table 52. Domestic U.S. Visitor Arrival Growth by Island and Top CBSA
% change 2017 vs. 2016

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Anchorage AK	-0.1	3.8	-0.4	-0.3	2.2	-27.8	-3.5	-4.8	-2.6	-4.3
Atlanta-Sandy Springs-Roswell GA	6.5	5.4	10.0	10.8	-11.1	-13.4	5.8	9.7	12.7	8.8
Austin-Round Rock TX	19.3	19.5	16.1	16.4	12.8	22.2	16.3	28.4	37.1	26.0
Bakersfield CA	1.9	-3.1	5.9	5.6	-28.6	23.5	6.7	0.5	0.2	0.0
Baltimore-Columbia-Towson MD	11.3	9.2	4.5	4.5	3.7	25.0	14.0	16.8	13.2	20.2
Bellingham WA	-2.1	-22.8	0.9	0.9	-18.1	-7.4	4.6	20.6	40.2	20.0
Boise City ID	9.8	1.0	16.3	16.2	-12.8	5.2	20.1	7.8	5.6	8.8
Boston-Cambridge-Newton MA-NH	10.3	5.3	10.5	10.2	8.6	10.8	15.0	19.0	17.9	20.5
Bremerton-Silverdale WA	6.9	8.6	5.3	4.7	5.1	22.6	7.3	7.1	9.2	7.7
Charlotte-Concord-Gastonia NC-SC	10.4	10.7	6.4	7.1	-3.8	-25.1	8.6	10.7	19.0	10.0
Chicago-Naperville-Elgin IL-IN-WI	4.6	4.3	5.6	5.8	-0.5	-16.2	7.0	8.7	15.7	7.9
Cincinnati OH-KY-IN	5.6	0.3	11.7	11.8	26.7	11.3	1.5	13.2	7.1	17.5
Cleveland-Elyria OH	5.8	6.9	2.5	2.7	-15.6	0.8	9.1	11.4	24.1	9.2
Colorado Springs CO	11.5	10.3	9.1	9.0	41.7	-5.8	17.6	16.2	20.1	14.9
Dallas-Fort Worth-Arlington TX	4.6	1.8	6.1	6.3	4.4	-1.7	6.8	12.0	18.7	11.7
Denver-Aurora-Lakewood CO	8.8	7.9	8.8	9.0	-6.9	3.2	11.3	13.1	20.2	13.6
Detroit-Warren-Dearborn MI	7.3	2.9	8.5	8.9	1.3	12.1	9.6	12.8	20.7	11.6
Eugene OR	4.5	6.9	-1.1	-1.1	-9.5	2.4	2.7	11.3	14.5	10.6
Fresno CA	4.3	3.8	4.3	4.2	25.8	-18.7	-0.1	3.6	-2.8	5.4
Houston-The Woodlands-Sugar Land TX	4.4	4.0	5.8	5.8	5.1	2.0	2.2	9.7	14.1	8.4
Indianapolis-Carmel-Anderson IN	13.2	11.9	18.1	18.3	21.5	13.2	12.6	12.5	18.9	10.1
Kansas City MO-KS	6.3	5.4	6.8	6.6	12.0	-9.9	13.7	8.5	13.3	8.2
Las Vegas-Henderson-Paradise NV	3.0	0.4	8.8	9.6	-20.6	-12.9	6.9	2.1	5.7	1.6
Los Angeles-Long Beach-Anaheim CA	4.9	3.7	5.3	5.2	-4.4	5.9	6.5	5.7	7.4	5.1
Miami-Fort Lauderdale-West Palm Beach FL	7.2	6.7	7.3	7.2	24.7	17.1	11.3	12.6	14.5	12.6
Minneapolis-St. Paul-Bloomington MN-WI	7.6	8.0	6.8	6.8	0.2	11.9	12.8	8.9	19.9	7.3
Modesto CA	2.7	5.2	4.0	4.0	4.3	51.9	0.0	-0.9	-15.2	0.4
New York-Newark-Jersey City NY-NJ-PA	7.5	7.0	8.2	8.5	6.1	-2.3	6.6	13.0	20.6	11.9
Ogden-Clearfield UT	11.8	12.0	7.5	7.8	-18.9	-21.5	24.2	3.3	14.9	2.1
Olympia-Tumwater WA	3.5	2.8	-1.5	-1.1	-14.0	-28.7	4.6	10.3	16.6	14.3
Orlando-Kissimmee-Sanford FL	7.5	8.7	12.7	13.6	34.1	-6.2	4.6	17.0	23.2	15.2
Oxnard-Thousand Oaks-Ventura CA	3.3	-0.8	5.3	5.5	-28.3	-7.6	5.0	4.2	16.4	3.3
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	5.7	4.5	2.9	3.2	-9.1	20.2	11.2	16.1	21.6	16.3
Phoenix-Mesa-Scottsdale AZ	2.6	2.1	3.3	3.2	4.1	7.6	3.1	8.4	17.3	6.1
Pittsburgh PA	7.0	12.3	5.5	5.4	20.0	37.3	9.3	2.0	11.2	0.5
Portland-Vancouver-Hillsboro OR-WA	6.8	7.0	4.7	4.6	-5.1	8.0	7.4	11.9	18.1	11.0
Provo-Orem UT	13.0	14.6	9.1	8.8	10.3	-3.7	21.7	11.1	25.6	9.1
Reno NV	6.1	1.1	5.5	5.9	-17.4	6.0	12.5	15.9	9.2	15.5
Riverside-San Bernardino-Ontario CA	6.8	3.7	8.9	8.9	9.2	2.8	11.9	6.9	6.1	8.1
Sacramento-Roseville-Arden-Arcade CA	3.2	2.5	3.7	4.2	-26.6	-16.7	4.5	6.2	16.2	4.6
Salem OR	8.0	3.5	8.1	7.7	23.4	71.4	2.0	16.2	24.8	16.6
Salinas CA	3.3	5.4	3.7	4.2	-0.3	14.3	-1.0	2.4	10.9	3.8
Salt Lake City UT	9.6	9.1	8.0	7.4	19.3	21.1	16.3	9.6	17.5	9.9
San Antonio-New Braunfels TX	10.6	7.8	15.2	15.8	-2.5	-8.0	16.3	4.0	10.1	-0.1
San Diego-Carlsbad CA	3.8	2.8	5.3	5.4	-5.9	-0.7	6.0	3.7	5.8	2.9
San Francisco-Oakland-Hayward CA	2.3	2.7	0.0	0.1	-5.4	-8.8	5.2	6.9	13.0	7.3
San Jose-Sunnyvale-Santa Clara CA	4.5	8.3	1.0	1.0	-15.1	-6.6	3.6	7.6	20.0	6.5
San Luis Obispo-Paso Robles-Arroyo Grande CA	4.3	2.1	4.5	5.0	-19.1	-4.6	1.9	2.2	0.4	3.4
Santa Cruz-Watsonville CA	0.2	-0.2	-2.0	-2.2	0.9	-15.6	-0.3	3.7	14.0	4.7
Santa Maria-Santa Barbara CA	1.0	2.5	-2.8	-2.9	-6.6	12.3	5.1	3.2	2.4	2.5
Santa Rosa CA	3.8	0.6	7.3	7.2	18.7	6.0	5.3	1.4	6.3	0.5
Seattle-Tacoma-Bellevue WA	6.3	6.8	1.7	1.9	-10.9	-5.1	5.9	14.2	19.7	13.7
Spokane-Spokane Valley WA	4.2	0.7	-0.5	-0.6	7.1	-14.9	14.4	9.9	14.9	10.3
St. Louis MO-IL	11.5	12.3	9.3	10.2	-18.1	4.6	11.3	19.9	26.5	21.0
Stockton-Lodi CA	4.9	5.1	5.2	5.4	-16.1	7.4	10.3	-4.1	-4.9	-5.6
Tampa-St. Petersburg-Clearwater FL	12.9	9.7	16.1	16.0	10.2	14.5	19.3	21.0	29.4	20.4
Tucson AZ	0.6	0.4	-2.0	-2.3	-16.1	-7.1	1.8	5.3	6.5	4.1
Vallejo-Fairfield CA	6.2	5.7	2.4	2.9	-7.4	-15.7	12.8	7.6	4.1	9.6
Virginia Beach-Norfolk-Newport News VA-NC	0.7	-1.2	0.2	-0.4	6.4	-14.8	1.8	13.0	11.1	14.0
Washington-Arlington-Alexandria DC-VA-MD-WV	5.9	2.7	5.3	5.9	-23.2	-8.6	14.1	10.8	10.0	11.6

CBSA= A Core Based Statistics Area is a U.S. geographic area defined by the Office of Management and Budget based around an urban center of at least 10,000 people and adjacent areas that are socioeconomically tied to the urban center by commuting
 Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

**Table 53. Domestic U.S. Visitor Arrivals by Island and State of Residence
2017**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	21,454	14,332	6,378	6,260	174	247	3,936	4,742	2,212	3,890
Alaska	80,950	39,131	22,809	21,925	1,078	360	9,789	19,906	5,445	18,167
Arizona	179,898	81,045	65,225	64,181	1,205	1,449	35,886	34,056	11,563	29,469
Arkansas	15,080	8,324	5,753	5,692	124	135	2,680	3,296	1,460	2,764
California	2,176,869	924,359	803,795	792,546	11,036	14,317	368,146	370,849	108,058	326,651
Colorado	168,368	65,999	62,226	61,226	1,085	1,488	37,380	38,883	13,021	33,872
Connecticut	26,834	15,254	11,241	11,058	207	320	5,651	7,021	2,864	5,907
Delaware	5,970	3,685	2,219	2,198	70	64	1,207	1,601	720	1,350
Florida	123,552	77,519	45,708	45,005	1,188	1,476	24,721	32,133	14,502	27,314
Georgia	70,431	43,194	24,698	24,287	512	731	11,861	16,349	6,403	14,034
Idaho	54,234	19,721	19,848	19,516	358	352	11,521	11,553	3,366	10,500
Illinois	140,814	68,602	63,365	62,625	978	1,313	27,755	30,424	11,380	26,239
Indiana	44,257	24,045	18,174	17,913	366	404	9,147	10,006	4,356	8,431
Iowa	27,678	14,013	11,011	10,863	217	272	5,855	6,826	2,739	5,919
Kansas	27,135	13,458	11,039	10,884	192	287	5,732	5,708	2,303	4,949
Kentucky	21,036	12,501	8,435	8,337	178	228	3,993	5,145	2,367	4,330
Louisiana	19,159	11,760	6,923	6,793	179	227	3,570	4,352	2,026	3,736
Maine	8,586	4,860	2,787	2,718	93	83	1,638	2,003	805	1,683
Maryland	55,278	35,413	17,422	17,105	451	501	10,642	12,918	5,703	10,682
Massachusetts	63,727	33,618	26,182	25,803	454	677	14,661	16,411	6,707	13,885
Michigan	73,507	37,301	31,957	31,571	607	685	15,899	18,108	7,145	15,507
Minnesota	87,168	40,544	34,976	34,468	659	743	18,113	20,380	6,893	17,756
Mississippi	8,765	5,651	2,779	2,730	62	90	1,259	1,995	875	1,701
Missouri	49,858	26,407	19,949	19,661	368	542	9,744	11,377	4,550	9,785
Montana	27,177	9,044	9,812	9,592	265	174	6,104	6,495	1,918	5,894
Nebraska	20,071	9,704	8,066	7,994	117	138	3,873	4,756	1,802	4,102
Nevada	103,167	54,161	33,659	33,092	609	715	15,231	18,119	6,055	15,411
New Hampshire	10,998	6,061	4,197	4,117	85	104	2,259	2,979	1,363	2,461
New Jersey	76,591	46,784	33,206	32,808	554	852	16,712	19,878	8,474	16,778
New Mexico	27,007	12,098	8,257	8,092	224	194	6,467	5,911	2,157	5,099
New York	147,617	89,393	57,520	56,479	1,084	1,836	30,339	37,321	15,315	31,311
North Carolina	57,778	34,124	20,618	20,293	498	592	11,498	14,973	6,524	12,540
North Dakota	7,962	3,936	3,101	3,047	80	74	1,502	1,776	644	1,527
Ohio	73,164	40,547	30,881	30,490	607	809	15,130	18,802	7,868	16,173
Oklahoma	28,746	15,065	10,722	10,613	211	249	5,697	6,187	2,497	5,300
Oregon	238,825	82,605	90,529	88,711	1,884	1,618	41,353	54,154	15,878	48,500
Pennsylvania	74,292	43,905	29,870	29,458	623	826	16,019	20,121	8,866	17,094
Rhode Island	6,772	4,173	2,474	2,433	53	68	1,280	1,529	673	1,229
South Carolina	24,320	15,167	8,744	8,613	207	278	4,677	5,910	2,667	4,994
South Dakota	9,175	4,440	3,795	3,735	72	77	1,599	2,088	737	1,841
Tennessee	39,421	23,049	14,141	13,955	299	388	7,456	9,690	3,943	8,262
Texas	280,746	150,417	105,674	104,159	1,952	2,611	48,696	56,227	22,276	47,496
Utah	139,634	68,394	42,312	41,578	678	797	33,419	20,716	6,884	18,347
Vermont	5,337	2,421	1,895	1,843	64	50	1,216	1,408	655	1,136
Virginia	89,878	60,671	25,707	25,309	508	636	15,537	19,390	8,182	15,874
Washington	540,406	199,129	204,413	201,384	3,450	2,945	85,937	111,691	30,342	101,469
Washington, D.C.	11,246	6,651	3,545	3,471	88	99	2,358	2,614	1,035	2,180
West Virginia	5,753	3,498	2,053	2,009	69	60	1,064	1,475	650	1,232
Wisconsin	52,195	25,981	21,788	21,557	396	457	11,741	12,674	5,162	10,776
Wyoming	10,007	3,804	3,464	3,407	91	88	2,408	2,464	759	2,180

Table 54. Domestic U.S. Visitor Arrival Growth by Island and State of Residence
% change 2017 vs. 2016

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	2.1	5.6	-4.3	-4.0	6.3	13.2	8.3	4.7	13.1	0.8
Alaska	-0.8	2.4	-2.1	-1.9	-9.8	-28.3	-1.4	-3.4	-0.9	-3.6
Arizona	2.2	2.0	2.2	2.1	1.5	4.4	3.0	8.1	16.8	6.0
Arkansas	6.8	2.7	15.0	15.7	4.8	-3.3	8.3	2.1	14.8	-0.5
California	3.9	3.5	3.3	3.4	-6.2	-1.9	5.5	5.5	9.5	5.2
Colorado	9.0	7.5	7.7	7.9	-11.6	5.3	13.0	13.5	19.7	12.9
Connecticut	0.3	-2.2	3.4	3.5	-15.0	-4.1	3.7	4.1	15.7	1.2
Delaware	13.3	12.4	5.8	7.0	16.8	32.4	15.5	24.9	29.7	26.1
Florida	8.1	6.6	11.1	11.4	17.4	9.1	12.3	13.0	17.4	12.1
Georgia	7.3	7.2	10.1	10.7	-5.4	-3.9	5.9	8.5	11.3	7.9
Idaho	10.6	6.3	13.0	13.0	-13.6	-2.0	16.7	11.4	18.6	11.3
Illinois	2.9	0.9	3.8	4.0	-4.8	-14.8	5.4	9.3	14.8	8.7
Indiana	7.7	6.1	9.9	10.5	-7.6	1.6	13.5	9.9	19.3	8.1
Iowa	9.5	4.2	6.8	6.8	2.9	1.5	20.1	20.0	30.5	20.1
Kansas	8.5	6.9	10.3	10.6	4.8	-7.3	13.7	12.9	15.9	12.7
Kentucky	8.3	8.8	11.2	11.8	-17.4	14.5	11.8	16.4	24.9	16.1
Louisiana	5.1	3.9	5.5	5.8	4.6	13.8	5.8	15.3	12.1	16.5
Maine	5.7	7.1	6.6	6.4	35.4	33.4	-1.0	4.9	3.6	7.1
Maryland	8.4	6.3	3.2	3.4	-1.9	-0.5	12.9	13.2	12.0	14.7
Massachusetts	9.0	4.5	10.1	9.9	11.0	9.0	14.5	17.1	17.9	17.0
Michigan	8.3	6.6	8.7	8.8	-0.3	1.3	9.2	12.9	17.2	11.9
Minnesota	7.6	9.1	6.4	6.4	-0.9	13.0	12.9	5.1	15.4	3.3
Mississippi	3.9	2.0	5.0	4.6	17.8	-4.0	-9.3	0.6	8.4	0.0
Missouri	7.4	7.8	7.5	8.1	-12.4	-3.6	12.8	13.1	18.7	13.3
Montana	4.4	1.8	4.9	4.7	6.7	-2.7	7.0	3.6	13.1	3.9
Nebraska	5.0	1.0	7.2	7.7	-11.2	-24.0	6.3	12.1	19.3	10.1
Nevada	3.5	0.1	7.5	8.1	-18.3	-9.9	8.5	6.0	7.1	5.8
New Hampshire	8.4	4.0	10.4	10.3	-6.6	15.3	2.2	28.0	30.9	28.2
New Jersey	5.9	5.3	6.8	7.4	-7.6	-11.6	6.6	13.5	22.6	12.3
New Mexico	5.1	1.7	0.7	0.5	-7.8	6.2	11.6	2.5	-1.8	4.1
New York	7.5	7.2	7.6	7.7	-1.3	-1.8	6.7	13.5	18.6	12.5
North Carolina	10.9	10.0	9.3	9.6	6.8	-8.4	17.5	16.8	23.4	16.3
North Dakota	-1.0	-1.8	2.2	2.0	-7.4	55.5	2.0	-6.4	8.9	-9.0
Ohio	5.1	3.6	5.1	5.4	-0.3	-2.3	4.3	10.0	9.7	10.9
Oklahoma	4.3	2.3	8.8	9.5	10.0	1.0	7.4	20.7	24.1	21.1
Oregon	7.0	6.4	5.3	5.1	0.0	15.5	7.2	12.3	19.1	11.6
Pennsylvania	3.9	2.7	4.0	4.2	-12.1	5.3	8.0	11.9	15.7	12.4
Rhode Island	6.5	1.6	10.3	10.4	6.2	-5.3	4.1	18.6	23.3	13.9
South Carolina	6.9	4.6	11.3	11.8	-0.5	2.4	8.8	10.2	18.8	8.5
South Dakota	6.1	2.3	17.6	17.8	-8.2	55.9	10.3	1.2	12.1	3.4
Tennessee	9.3	6.5	8.6	9.0	10.4	2.3	15.0	17.1	20.0	16.3
Texas	6.4	4.2	8.6	8.8	6.0	-1.5	6.2	11.5	17.8	9.8
Utah	10.5	10.0	8.5	8.3	4.6	-0.4	18.4	8.2	19.3	7.3
Vermont	1.8	-4.5	2.9	3.3	3.0	4.5	2.5	8.0	10.8	11.7
Virginia	5.0	2.0	6.0	6.4	-25.4	-8.0	11.5	11.0	9.5	11.6
Washington	6.0	5.5	2.0	2.1	-8.5	-5.7	6.6	14.0	19.0	14.0
Washington, D.C.	6.4	1.0	7.5	8.2	7.9	-7.3	17.6	12.5	9.3	16.3
West Virginia	-1.9	-12.1	14.5	13.8	72.7	31.5	25.9	20.4	29.6	18.1
Wisconsin	2.8	0.7	1.5	2.0	-22.5	-9.9	11.5	-1.7	5.9	-1.9
Wyoming	7.1	9.3	4.8	6.6	-18.2	-20.4	14.5	6.1	2.6	7.3

**Table 55. Domestic U.S. Visitor Length of Stay (in days) by Island and State
(Arrivals by Air)
2017**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	9.92	7.25	7.21	5.77	2.73	7.21	7.13	4.23	6.29
Alaska	11.63	8.31	10.91	12.12	5.53	10.65	12.93	8.05	11.76
Arizona	9.41	7.29	8.16	4.94	4.47	7.96	8.23	5.14	7.50
Arkansas	9.71	6.84	7.73	3.53	3.22	7.05	7.81	5.18	6.57
California	8.61	6.90	7.93	5.27	4.46	8.07	8.05	5.08	7.46
Colorado	10.03	7.11	8.67	5.73	3.79	8.69	9.06	5.39	8.33
Connecticut	10.83	6.93	8.07	8.55	3.49	7.03	7.55	4.36	6.87
Delaware	10.90	7.63	7.57	3.36	2.11	6.58	7.49	3.52	7.00
Florida	10.35	7.15	7.45	4.07	3.57	6.18	7.04	4.04	6.13
Georgia	9.55	6.94	7.25	4.07	3.44	6.38	7.12	3.85	6.54
Idaho	10.05	7.60	9.12	6.50	4.54	8.89	9.60	5.37	8.84
Illinois	10.05	6.58	8.24	4.63	3.72	7.40	7.65	4.36	6.99
Indiana	10.36	7.04	8.20	5.58	3.15	7.15	7.35	4.04	6.63
Iowa	10.54	6.99	8.48	4.67	2.92	7.93	7.85	4.35	7.04
Kansas	9.76	6.81	8.01	3.95	3.55	7.19	7.53	4.00	6.82
Kentucky	10.55	7.11	7.74	3.75	2.72	6.62	7.92	5.79	6.25
Louisiana	9.57	7.08	7.08	3.71	3.41	6.08	6.66	3.87	5.66
Maine	11.83	9.14	9.20	5.24	3.69	8.12	9.01	5.91	7.89
Maryland	10.18	7.27	7.56	5.21	3.07	7.19	7.39	4.41	6.58
Massachusetts	10.89	7.01	8.28	3.99	3.95	7.57	7.91	4.99	6.93
Michigan	11.03	6.94	8.60	7.36	3.25	7.64	8.41	4.87	7.57
Minnesota	10.70	6.98	9.06	6.53	3.77	8.32	8.83	4.87	8.24
Mississippi	9.38	7.18	7.08	5.41	3.50	6.46	6.79	3.80	6.01
Missouri	10.16	7.01	8.04	4.71	3.56	7.26	7.79	4.23	7.09
Montana	10.76	7.89	9.47	9.29	5.08	9.35	10.73	6.14	9.83
Nebraska	9.94	6.62	8.18	4.20	2.77	7.44	8.47	5.32	7.48
Nevada	9.29	7.42	8.30	5.35	3.86	7.95	8.53	5.50	7.86
New Hampshire	11.52	7.64	8.94	5.93	3.99	8.24	8.08	4.95	7.04
New Jersey	10.31	6.47	7.44	4.21	3.30	6.22	6.73	3.83	6.04
New Mexico	10.14	7.66	8.52	5.82	6.67	8.84	8.87	5.63	7.90
New York	10.29	6.85	7.56	4.49	4.03	6.54	7.22	4.35	6.48
North Carolina	10.32	7.30	7.53	4.64	3.31	6.74	7.49	4.21	6.76
North Dakota	10.71	7.05	8.71	6.34	3.95	9.10	9.30	6.70	7.99
Ohio	10.38	6.79	7.91	5.40	3.17	6.71	7.23	4.09	6.41
Oklahoma	9.78	7.32	7.71	4.58	2.32	7.06	7.66	3.92	7.09
Oregon	9.93	7.64	9.25	7.56	4.63	9.13	9.62	5.71	8.87
Pennsylvania	10.66	6.97	7.66	4.19	3.10	6.53	7.46	4.06	6.68
Rhode Island	11.02	7.70	8.28	4.24	3.20	7.34	8.19	5.55	7.15
South Carolina	10.53	7.63	7.63	4.14	3.39	6.52	7.20	4.07	6.34
South Dakota	10.50	7.16	8.85	5.60	3.03	7.47	9.03	5.43	8.08
Tennessee	9.97	6.92	7.55	3.72	2.81	6.88	7.71	4.34	6.97
Texas	9.22	6.86	7.55	4.65	3.20	7.03	7.30	4.25	6.65
Utah	9.27	7.41	8.12	5.17	6.30	8.11	8.24	4.87	7.48
Vermont	12.06	8.19	9.85	8.77	4.13	9.53	9.94	7.16	8.19
Virginia	10.22	7.63	7.72	5.17	3.45	7.24	7.37	4.58	6.64
Washington	9.82	7.79	9.24	8.05	4.88	9.12	9.54	5.27	8.92
Washington D.C.	9.47	6.63	7.43	5.22	3.61	7.11	7.29	4.57	6.57
West Virginia	10.54	7.30	7.50	5.69	2.76	7.38	7.88	4.00	7.32
Wisconsin	10.79	6.85	8.65	5.65	3.14	7.62	8.31	4.58	7.57
Wyoming	10.37	7.32	8.88	4.34	5.19	8.84	9.56	5.24	8.98

**Table 56. O'ahu Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
VISITOR DAYS	38,376,361	36,968,064	3.8	21,321,309	21,064,065	1.2	17,055,052	15,904,000	7.2
VISITOR ARRIVALS	5,690,752	5,447,229	4.5	3,009,467	2,913,562	3.3	2,681,286	2,533,667	5.8
AVERAGE DAILY CENSUS	105,141	101,006	4.1	58,415	57,552	1.5	46,726	43,454	7.5
TOTAL AIR SEATS	8,113,768	8,086,040	0.3	4,624,923	4,654,463	-0.6	3,488,845	3,431,577	1.7
ISLANDS VISITED									
O'ahu	5,690,752	5,447,229	4.5	3,009,467	2,913,562	3.3	2,681,286	2,533,667	5.8
O'ahu only	4,267,191	4,139,493	3.1	2,139,729	2,098,751	2.0	2,127,462	2,040,743	4.2
Kaua'i	425,841	388,633	9.6	313,937	295,456	6.3	111,904	93,177	20.1
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	782,403	751,234	4.1	518,928	496,405	4.5	263,475	254,829	3.4
Maui	764,035	731,403	4.5	506,267	482,719	4.9	257,768	248,684	3.7
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	35,574	33,278	6.9	20,081	21,201	-5.3	15,493	12,077	28.3
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	31,910	30,019	6.3	18,193	19,095	-4.7	13,717	10,924	25.6
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	746,907	642,006	16.3	403,316	365,017	10.5	343,591	276,989	24.0
Kona side	593,779	505,760	17.4	323,036	292,495	10.4	270,743	213,265	27.0
Hilo side	382,860	327,799	16.8	212,995	190,917	11.6	169,865	136,882	24.1
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	1,423,561	1,307,736	8.9	869,737	814,811	6.7	553,824	492,924	12.4
NI only	0	0	NA	0	0	NA	0	0	NA
Oahu & NI	1,423,561	1,307,736	8.9	869,737	814,811	6.7	553,824	492,924	12.4
Any one island only	4,267,191	4,139,493	3.1	2,139,729	2,098,751	2.0	2,127,462	2,040,743	4.2
Multiple Islands	1,423,561	1,307,736	8.9	869,737	814,811	6.7	553,824	492,924	12.4
Avg. Islands Visited	1.35	1.34	1.3	1.42	1.41	0.9	1.28	1.25	1.9
Average Length of Stay on O'ahu	6.74	6.79	-0.6	7.08	7.23	-2.0	6.36	6.28	1.3
ACCOMMODATIONS									
Plan to stay in Hotel	4,128,244	4,007,366	3.0	1,955,974	1,886,827	3.7	2,172,270	2,120,539	2.4
Hotel only	3,603,820	3,521,718	2.3	1,603,782	1,561,953	2.7	2,000,038	1,959,765	2.1
Plan to stay in Condo	593,985	558,705	6.3	270,090	279,318	-3.3	323,895	279,386	15.9
Condo only	389,147	363,210	7.1	162,979	171,703	-5.1	226,168	191,507	18.1
Plan to stay in Timeshare	337,051	309,755	8.8	201,272	196,529	2.4	135,779	113,226	19.9
Timeshare only	235,158	216,948	8.4	132,729	129,868	2.2	102,429	87,080	17.6
Cruise Ship	128,173	113,214	13.2	102,194	93,417	9.4	25,979	19,797	31.2
Friends/Relatives	534,207	524,942	1.8	460,278	454,329	1.3	73,928	70,613	4.7
Bed & Breakfast	59,080	52,654	12.2	37,563	34,841	7.8	21,518	17,813	20.8
Rental House	378,574	332,963	13.7	292,515	268,956	8.8	86,059	64,007	34.5
Hostel	49,254	43,564	13.1	29,506	28,882	2.2	19,747	14,682	34.5
Camp Site, Beach	25,114	24,629	2.0	18,943	18,735	1.1	6,170	5,894	4.7
Private Room in Private Home**	81,859	44,417	84.3	43,193	18,465	133.9	38,666	25,952	49.0
Shared Room/Space in Private Home**	21,780	11,717	85.9	15,072	6,441	134.0	6,708	5,276	27.1
Other	67,829	80,461	-15.7	59,448	62,843	-5.4	8,381	17,618	-52.4
PURPOSE OF TRIP									
Pleasure (Net)	4,618,310	4,371,872	5.6	2,325,609	2,232,178	4.2	2,292,700	2,139,694	7.2
Honeymoon/Get Married	475,375	506,122	-6.1	125,634	124,465	0.9	349,740	381,657	-8.4
Honeymoon	438,994	469,105	-6.4	107,829	106,431	1.3	331,165	362,674	-8.7
Get Married	69,040	72,650	-5.0	24,037	24,536	-2.0	45,003	48,113	-6.5
Pleasure/Vacation	4,180,323	3,902,814	7.1	2,220,777	2,128,198	4.4	1,959,546	1,774,616	10.4
Mtgs/Conventions/Incentive	296,411	294,249	0.7	149,600	132,929	12.5	146,812	161,319	-9.0
Conventions	136,758	124,326	10.0	98,164	86,467	13.5	38,594	37,860	1.9
Corporate Meetings	48,131	40,001	20.3	37,950	34,764	9.2	10,180	5,237	94.4
Incentive	118,830	136,728	-13.1	18,209	16,832	8.2	100,621	119,896	-16.1

**Table 56. O'ahu Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Other Business	177,661	179,443	-1.0	159,596	165,406	-3.5	18,065	14,037	28.7
Visit Friends/Rel.	506,342	505,355	0.2	438,789	433,869	1.1	67,553	71,486	-5.5
Gov't/Military	83,057	87,074	-4.6	70,609	73,958	-4.5	12,447	13,117	-5.1
Attend School	25,114	23,850	5.3	9,871	10,248	-3.7	15,243	13,601	12.1
Sport Events	60,579	63,157	-4.1	34,026	40,881	-16.8	26,553	22,276	19.2
Other	340,347	340,798	-0.1	123,343	127,426	-3.2	217,004	213,372	1.7
TRAVEL STATUS									
% First Timers ***	40.9	41.7	-0.9	36.0	36.3	-0.3	46.4	48.0	-1.6
% Repeaters ***	59.1	58.3	0.9	64.0	63.7	0.3	53.6	52.0	1.6
Average # of Trips	4.48	4.41	1.6	5.23	5.25	-0.4	3.65	3.45	5.7
Group Tour	487,765	547,354	-10.9	114,327	129,999	-12.1	373,438	417,355	-10.5
Non-Group	5,202,987	4,899,876	6.2	2,895,140	2,783,564	4.0	2,307,847	2,116,312	9.1
Package Trip	2,013,923	2,041,983	-1.4	636,896	648,255	-1.8	1,377,027	1,393,729	-1.2
No Package	3,676,830	3,405,246	8.0	2,372,571	2,265,308	4.7	1,304,259	1,139,938	14.4
Net True Independent	3,569,222	3,286,995	8.6	2,335,366	2,227,280	4.9	1,233,855	1,059,715	16.4
Avg. Age	44	44	0.4	45	45	0.0	43	43	0.8
Avg. Party Size ^{1/}	2.23	2.21	0.9	1.99	1.97	0.9	2.57	2.56	0.4

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 57. Maui County Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
VISITOR DAYS	22,581,899	21,953,505	2.9	19,090,787	18,506,578	3.2	3,491,112	3,446,927	1.3
VISITOR ARRIVALS	2,786,729	2,678,089	4.1	2,303,733	2,207,858	4.3	482,997	470,232	2.7
AVERAGE DAILY CENSUS	61,868	59,982	3.1	52,304	50,564	3.4	9,565	9,418	1.6
TOTAL AIR SEATS	2,329,750	2,334,832	-0.2	2,124,475	2,124,832	0.0	205,275	210,000	-2.3
ISLANDS VISITED									
O'ahu	782,403	751,234	4.1	518,928	496,405	4.5	263,475	254,829	3.4
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	328,993	303,324	8.5	258,989	247,146	4.8	70,004	56,178	24.6
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	2,786,729	2,678,089	4.1	2,303,733	2,207,858	4.3	482,997	470,232	2.7
Maui	2,744,994	2,634,237	4.2	2,269,119	2,171,914	4.5	475,875	462,323	2.9
Maui only	1,747,039	1,683,204	3.8	1,554,168	1,491,887	4.2	192,871	191,317	0.8
Moloka'i *	58,450	58,932	-0.8	41,560	44,203	-6.0	16,890	14,728	14.7
Moloka'i only *	7,425	7,696	-3.5	6,925	6,909	0.2	500	787	-36.5
Lāna'i *	64,357	63,024	2.1	48,021	49,299	-2.6	16,337	13,725	19.0
Lāna'i only *	9,493	9,910	-4.2	9,170	9,242	-0.8	323	668	-51.6
Hawai'i Island	400,303	356,553	12.3	289,291	266,621	8.5	111,012	89,932	23.4
Kona side	336,806	301,097	11.9	244,898	225,992	8.4	91,908	75,105	22.4
Hilo side	232,666	203,090	14.6	159,332	145,639	9.4	73,334	57,451	27.6
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	2,786,729	2,678,089	4.1	2,303,733	2,207,858	4.3	482,997	470,232	2.7
NI only	2,004,326	1,926,856	4.0	1,784,805	1,711,453	4.3	219,521	215,403	1.9
Oahu & NI	782,403	751,234	4.1	518,928	496,405	4.5	263,475	254,829	3.4
Any one island only	1,763,957	1,700,811	3.7	1,570,263	1,508,038	4.1	193,694	192,772	0.5
Multiple Islands	1,022,772	977,279	4.7	733,470	699,819	4.8	289,302	277,459	4.3
Avg. Islands Visited	1.57	1.56	1.0	1.49	1.48	0.2	1.97	1.90	4.1
Average Length of Stay on Maui County	8.10	8.20	-1.1	8.29	8.38	-1.1	7.23	7.33	-1.4
ACCOMMODATIONS									
Plan to stay in Hotel	1,563,750	1,490,172	4.9	1,269,705	1,198,836	5.9	294,044	291,336	0.9
Hotel only	1,210,813	1,160,808	4.3	998,740	948,114	5.3	212,073	212,694	-0.3
Plan to stay in Condo	757,780	764,769	-0.9	605,935	612,424	-1.1	151,844	152,346	-0.3
Condo only	585,962	590,991	-0.9	477,480	486,519	-1.9	108,483	104,471	3.8
Plan to stay in Timeshare	304,932	296,866	2.7	275,841	265,900	3.7	29,091	30,967	-6.1
Timeshare only	225,029	221,970	1.4	206,427	201,359	2.5	18,601	20,611	-9.7
Cruise Ship	113,312	99,976	13.3	88,395	81,631	8.3	24,917	18,346	35.8
Friends/Relatives	175,410	166,672	5.2	154,710	146,437	5.6	20,700	20,236	2.3
Bed & Breakfast	40,545	37,799	7.3	30,001	29,481	1.8	10,544	8,319	26.7
Rental House	204,496	184,413	10.9	169,825	152,953	11.0	34,672	31,460	10.2
Hostel	26,709	25,312	5.5	18,762	17,302	8.4	7,946	8,010	-0.8
Camp Site, Beach	20,496	19,567	4.7	15,345	14,105	8.8	5,151	5,462	-5.7
Private Room in Private Home**	38,289	19,861	92.8	24,116	10,124	138.2	14,172	9,737	45.5
Shared Room/Space in Private Home**	9,984	4,960	101.3	7,664	3,143	143.8	2,320	1,817	27.7
Other	28,490	29,872	-4.6	24,559	23,703	3.6	3,931	6,169	-36.3
PURPOSE OF TRIP									
Pleasure (Net)	2,512,464	2,402,734	4.6	2,071,837	1,978,006	4.7	440,628	424,727	3.7
Honeymoon/Get Married	171,809	177,256	-3.1	130,082	130,739	-0.5	41,727	46,516	-10.3
Honeymoon	152,954	157,611	-3.0	114,014	114,429	-0.4	38,940	43,182	-9.8
Get Married	27,231	28,763	-5.3	22,791	23,492	-3.0	4,440	5,271	-15.8
Pleasure/Vacation	2,360,668	2,246,941	5.1	1,959,264	1,866,124	5.0	401,404	380,817	5.4
Mtgs/Conventions/Incentive	134,336	138,675	-3.1	113,141	114,380	-1.1	21,195	24,296	-12.8
Conventions	69,718	71,040	-1.9	59,400	60,579	-1.9	10,319	10,462	-1.4
Corporate Meetings	29,000	28,837	0.6	26,510	26,571	-0.2	2,490	2,266	9.9
Incentive	41,637	45,203	-7.9	32,794	32,952	-0.5	8,843	12,251	-27.8

**Table 57. Maui County Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Other Business	61,120	58,936	3.7	55,432	55,807	-0.7	5,687	3,129	81.8
Visit Friends/Rel.	148,241	144,246	2.8	132,602	129,140	2.7	15,639	15,106	3.5
Gov't/Military	4,493	5,812	-22.7	4,439	5,193	-14.5	54	619	-91.3
Attend School	2,851	2,902	-1.8	2,047	2,252	-9.1	805	650	23.7
Sport Events	13,963	15,840	-11.9	11,245	13,066	-13.9	2,718	2,774	-2.0
Other	79,756	79,392	0.5	61,747	60,752	1.6	18,009	18,640	-3.4
TRAVEL STATUS									
% First Timers ***	32.3	32.3	0.0	29.5	29.6	0.0	45.4	45.1	0.3
% Repeaters ***	67.7	67.7	0.0	70.5	70.4	0.0	54.6	54.9	-0.3
Average # of Trips	5.23	5.22	0.2	5.62	5.64	-0.3	3.35	3.25	2.9
Group Tour	99,870	104,071	-4.0	69,861	69,622	0.3	30,009	34,449	-12.9
Non-Group	2,686,859	2,574,018	4.4	2,233,872	2,138,236	4.5	452,987	435,783	3.9
Package Trip	652,850	641,817	1.7	506,478	500,742	1.1	146,372	141,075	3.8
No Package	2,133,879	2,036,272	4.8	1,797,255	1,707,116	5.3	336,624	329,157	2.3
Net True Independent	2,103,202	2,004,634	4.9	1,773,933	1,683,776	5.4	329,269	320,858	2.6
Avg. Age	47	47	0.1	47	47	-0.1	46	45	1.2
Avg. Party Size ^{1/}	2.23	2.21	0.7	2.20	2.18	1.0	2.36	2.37	-0.9

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 58. Maui Island Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
VISITOR DAYS	22,084,752	21,447,140	3.0	18,662,476	18,067,414	3.3	3,422,276	3,379,726	1.3
VISITOR ARRIVALS	2,744,994	2,634,237	4.2	2,269,119	2,171,914	4.5	475,875	462,323	2.9
AVERAGE DAILY CENSUS	60,506	58,599	3.3	51,130	49,365	3.6	9,376	9,234	1.5
TOTAL AIR SEATS	2,329,750	2,334,832	-0.2	2,124,475	2,124,832	0.0	205,275	210,000	-2.3
ISLANDS VISITED									
O'ahu	764,035	731,403	4.5	506,267	482,719	4.9	257,768	248,684	3.7
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	323,351	297,266	8.8	254,363	242,455	4.9	68,988	54,811	25.9
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	2,744,994	2,634,237	4.2	2,269,119	2,171,914	4.5	475,875	462,323	2.9
Maui	2,744,994	2,634,237	4.2	2,269,119	2,171,914	4.5	475,875	462,323	2.9
Maui only	1,747,039	1,683,204	3.8	1,554,168	1,491,887	4.2	192,871	191,317	0.8
Moloka'i *	36,917	36,566	1.0	24,655	26,816	-8.1	12,262	9,749	25.8
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	42,975	40,789	5.4	29,710	30,108	-1.3	13,265	10,681	24.2
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	391,898	348,305	12.5	283,125	260,099	8.9	108,773	88,206	23.3
Kona side	329,653	294,192	12.1	239,664	220,659	8.6	89,989	73,533	22.4
Hilo side	229,262	199,252	15.1	157,191	143,129	9.8	72,070	56,123	28.4
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	2,744,994	2,634,237	4.2	2,269,119	2,171,914	4.5	475,875	462,323	2.9
NI only	1,980,959	1,902,834	4.1	1,762,852	1,689,195	4.4	218,107	213,639	2.1
Oahu & NI	764,035	731,403	4.5	506,267	482,719	4.9	257,768	248,684	3.7
Any one island only	1,747,039	1,683,204	3.8	1,554,168	1,491,887	4.2	192,871	191,317	0.8
Multiple Islands	997,955	951,033	4.9	714,951	680,027	5.1	283,004	271,006	4.4
Avg. Islands Visited	1.57	1.55	1.0	1.48	1.48	0.3	1.97	1.89	4.1
Average Length of Stay on Maui	8.05	8.14	-1.2	8.22	8.32	-1.1	7.19	7.31	-1.6
ACCOMMODATIONS									
Plan to stay in Hotel	1,541,021	1,466,165	5.1	1,251,769	1,179,782	6.1	289,252	286,384	1.0
Hotel only	1,193,716	1,142,388	4.5	985,231	933,609	5.5	208,485	208,779	-0.1
Plan to stay in Condo	749,329	756,065	-0.9	599,155	605,380	-1.0	150,175	150,684	-0.3
Condo only	580,436	585,478	-0.9	472,840	481,693	-1.8	107,597	103,785	3.7
Plan to stay in Timeshare	302,059	293,800	2.8	273,239	263,192	3.8	28,820	30,608	-5.8
Timeshare only	223,012	220,036	1.4	204,682	199,600	2.5	18,330	20,436	-10.3
Cruise Ship	112,903	99,637	13.3	88,059	81,333	8.3	24,844	18,304	35.7
Friends/Relatives	168,822	159,458	5.9	148,493	139,993	6.1	20,330	19,465	4.4
Bed & Breakfast	39,886	37,089	7.5	29,445	28,864	2.0	10,440	8,225	26.9
Rental House	199,159	178,180	11.8	165,359	148,177	11.6	33,800	30,003	12.7
Hostel	26,371	25,016	5.4	18,487	17,020	8.6	7,884	7,996	-1.4
Camp Site, Beach	20,131	19,130	5.2	15,036	13,694	9.8	5,095	5,436	-6.3
Private Room in Private Home**	36,736	18,579	97.7	23,295	9,866	136.1	13,441	8,713	54.3
Shared Room/Space in Private Home**	9,605	4,836	98.6	7,392	3,019	144.9	2,213	1,817	21.8
Other	27,254	27,758	-1.8	23,336	22,549	3.5	3,918	5,209	-24.8
PURPOSE OF TRIP									
Pleasure (Net)	2,479,980	2,369,053	4.7	2,044,704	1,950,971	4.8	435,276	418,082	4.1
Honeymoon/Get Married	170,152	175,687	-3.2	128,632	129,498	-0.7	41,520	46,188	-10.1
Honeymoon	151,585	156,236	-3.0	112,852	113,382	-0.5	38,733	42,854	-9.6
Get Married	26,827	28,444	-5.7	22,390	23,202	-3.5	4,437	5,243	-15.4
Pleasure/Vacation	2,329,588	2,214,618	5.2	1,933,333	1,840,119	5.1	396,255	374,499	5.8
Mtgs/Conventions/Incentive	130,650	135,411	-3.5	111,121	111,550	-0.4	19,529	23,861	-18.2
Conventions	68,136	70,045	-2.7	58,548	59,685	-1.9	9,588	10,360	-7.4
Corporate Meetings	27,920	28,077	-0.6	25,847	25,822	0.1	2,073	2,255	-8.1
Incentive	40,542	43,550	-6.9	32,219	31,622	1.9	8,324	11,929	-30.2

**Table 58. Maui Island Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Other Business	59,024	56,467	4.5	53,433	53,502	-0.1	5,591	2,965	88.5
Visit Friends/Rel.	142,759	138,271	3.2	127,900	123,852	3.3	14,858	14,419	3.0
Gov't/Military	4,211	5,457	-22.8	4,158	4,867	-14.6	54	590	-90.9
Attend School	2,801	2,672	4.8	1,996	2,119	-5.8	805	553	45.5
Sport Events	13,278	15,186	-12.6	10,784	12,412	-13.1	2,494	2,774	-10.1
Other	77,790	77,365	0.5	59,946	59,028	1.6	17,843	18,337	-2.7
TRAVEL STATUS									
% First Timers ***	32.4	32.4	0.0	29.6	29.7	0.0	45.4	45.1	0.3
% Repeaters ***	67.6	67.6	0.0	70.4	70.3	0.0	54.6	54.9	-0.3
Average # of Trips	5.21	5.20	0.2	5.60	5.61	-0.3	3.34	3.23	3.6
Group Tour	97,787	100,517	-2.7	68,805	67,717	1.6	28,982	32,800	-11.6
Non-Group	2,647,208	2,533,720	4.5	2,200,314	2,104,197	4.6	446,893	429,523	4.0
Package Trip	645,037	633,208	1.9	501,726	495,312	1.3	143,310	137,896	3.9
No Package	2,099,958	2,001,029	4.9	1,767,393	1,676,602	5.4	332,565	324,427	2.5
Net True Independent	2,070,095	1,970,817	5.0	1,744,615	1,654,124	5.5	325,480	316,693	2.8
Avg. Age	47	47	0.2	47	47	-0.1	46	45	1.6
Avg. Party Size ^{1/}	2.23	2.21	0.7	2.20	2.18	0.9	2.36	2.37	-0.7

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 59. Moloka'i Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
VISITOR DAYS	278,372	285,221	-2.4	235,815	244,177	-3.4	42,557	41,044	3.7
VISITOR ARRIVALS	58,450	58,932	-0.8	41,560	44,203	-6.0	16,890	14,728	14.7
AVERAGE DAILY CENSUS	763	779	-2.1	646	667	-3.2	117	112	4.0
TOTAL AIR SEATS	0	0	NA	0	0	NA	0	0	NA
ISLANDS VISITED									
O'ahu	35,574	33,278	6.9	20,081	21,201	-5.3	15,493	12,077	28.3
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	18,799	17,649	6.5	10,626	11,108	-4.3	8,173	6,541	25.0
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	58,450	58,932	-0.8	41,560	44,203	-6.0	16,890	14,728	14.7
Maui	36,917	36,566	1.0	24,655	26,816	-8.1	12,262	9,749	25.8
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	58,450	58,932	-0.8	41,560	44,203	-6.0	16,890	14,728	14.7
Moloka'i only *	7,425	7,696	-3.5	6,925	6,909	0.2	500	787	-36.5
Lāna'i *	14,892	13,834	7.6	7,920	8,848	-10.5	6,971	4,986	39.8
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	23,103	21,594	7.0	13,201	13,694	-3.6	9,902	7,901	25.3
Kona side	21,104	19,194	9.9	11,695	11,907	-1.8	9,409	7,287	29.1
Hilo side	17,677	16,623	6.3	9,054	9,730	-7.0	8,623	6,893	25.1
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	58,450	58,932	-0.8	41,560	44,203	-6.0	16,890	14,728	14.7
NI only	22,876	25,654	-10.8	21,479	23,003	-6.6	1,397	2,652	-47.3
Oahu & NI	35,574	33,278	6.9	20,081	21,201	-5.3	15,493	12,077	28.3
Any one island only	7,425	7,696	-3.5	6,925	6,909	0.2	500	787	-36.5
Multiple Islands	51,025	51,236	-0.4	34,635	37,295	-7.1	16,390	13,941	17.6
Avg. Islands Visited	3.21	3.09	4.1	2.84	2.85	-0.3	4.13	3.80	8.6
Average Length of Stay on Moloka'i	4.76	4.84	-1.6	5.67	5.52	2.7	2.52	2.79	-9.6
ACCOMMODATIONS									
Plan to stay in Hotel	33,027	30,700	7.6	20,646	21,578	-4.3	12,381	9,121	35.7
Hotel only	19,169	18,104	5.9	11,911	12,122	-1.7	7,258	5,981	21.3
Plan to stay in Condo	13,431	14,439	-7.0	10,478	11,549	-9.3	2,953	2,889	2.2
Condo only	8,092	8,548	-5.3	6,516	7,143	-8.8	1,577	1,405	12.2
Plan to stay in Timeshare	3,594	5,161	-30.4	3,161	3,949	-20.0	433	1,212	-64.3
Timeshare only	2,081	3,080	-32.4	1,846	2,223	-17.0	235	857	-72.6
Cruise Ship	6,304	4,809	31.1	3,181	3,108	2.3	3,124	1,701	83.7
Friends/Relatives	8,253	8,879	-7.1	7,096	7,594	-6.6	1,157	1,285	-10.0
Bed & Breakfast	1,622	1,908	-15.0	1,448	1,790	-19.1	174	118	47.3
Rental House	7,329	8,268	-11.4	5,609	6,292	-10.9	1,719	1,976	-13.0
Hostel	838	1,306	-35.9	762	955	-20.2	76	351	-78.5
Camp Site, Beach	936	1,169	-19.9	688	1,011	-31.9	248	158	57.3
Private Room in Private Home**	1,990	1,595	24.8	1,136	400	183.9	854	1,195	-28.5
Shared Room/Space in Private Home**	512	199	157.0	405	199	103.3	107	0	NA
Other	1,616	2,629	-38.5	1,580	1,589	-0.5	35	1,040	-96.6
PURPOSE OF TRIP									
Pleasure (Net)	49,114	49,347	-0.5	34,486	36,262	-4.9	14,629	13,085	11.8
Honeymoon/Get Married	2,340	3,246	-27.9	1,964	2,597	-24.4	376	649	-42.1
Honeymoon	1,986	2,813	-29.4	1,657	2,207	-24.9	329	606	-45.7
Get Married	498	694	-28.2	448	622	-28.0	50	72	-30.4
Pleasure/Vacation	47,181	46,843	0.7	32,928	34,375	-4.2	14,253	12,468	14.3
Mtgs/Conventions/Incentive	2,621	2,222	18.0	1,370	1,822	-24.8	1,251	399	213.2
Conventions	1,628	1,123	44.9	824	1,006	-18.1	804	117	589.1
Corporate Meetings	433	491	-11.7	296	491	-39.8	138	0	NA
Incentive	642	739	-13.1	332	456	-27.2	309	283	9.5

**Table 59. Moloka'i Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Other Business	2,241	2,236	0.2	1,993	2,168	-8.0	247	68	261.9
Visit Friends/Rel.	7,013	7,476	-6.2	5,498	6,287	-12.5	1,515	1,189	27.4
Gov't/Military	391	633	-38.3	391	483	-19.0	0	151	-100.0
Attend School	408	405	0.8	209	292	-28.5	199	112	76.9
Sport Events	928	962	-3.6	696	903	-22.9	232	59	292.5
Other	2,451	2,329	5.2	2,123	2,132	-0.4	328	198	66.3
TRAVEL STATUS									
% First Timers ***	38.5	34.1	4.4	32.3	31.8	0.5	53.8	40.9	12.9
% Repeaters ***	61.5	65.9	-4.4	67.7	68.2	-0.5	46.2	59.1	-12.9
Average # of Trips	5.19	5.79	-10.4	5.91	5.96	-0.9	3.43	5.29	-35.3
Group Tour	3,682	4,183	-12.0	2,210	2,388	-7.4	1,472	1,796	-18.0
Non-Group	54,768	54,748	0.0	39,350	41,816	-5.9	15,418	12,932	19.2
Package Trip	15,539	14,767	5.2	7,967	8,370	-4.8	7,572	6,397	18.4
No Package	42,911	44,165	-2.8	33,593	35,833	-6.3	9,318	8,331	11.8
Net True Independent	41,581	42,671	-2.6	32,669	34,788	-6.1	8,911	7,883	13.0
Avg. Age	50	51	-1.8	50	50	0.6	49	53	-7.1
Avg. Party Size ^{1/}	2.02	2.01	0.2	1.92	1.91	0.3	2.31	2.39	-1.2

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 60. Lāna'i Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
VISITOR DAYS	218,775	221,145	-1.1	192,496	194,987	-1.3	26,279	26,158	0.5
VISITOR ARRIVALS	64,357	63,024	2.1	48,021	49,299	-2.6	16,337	13,725	19.0
AVERAGE DAILY CENSUS	599	604	-0.8	527	533	-1.0	72	71	0.7
TOTAL AIR SEATS	0	0	NA	0	0	NA	0	0	NA
ISLANDS VISITED									
O'ahu	31,910	30,019	6.3	18,193	19,095	-4.7	13,717	10,924	25.6
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	21,094	19,163	10.1	12,059	12,422	-2.9	9,035	6,741	34.0
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	64,357	63,024	2.1	48,021	49,299	-2.6	16,337	13,725	19.0
Maui	42,975	40,789	5.4	29,710	30,108	-1.3	13,265	10,681	24.2
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	14,892	13,834	7.6	7,920	8,848	-10.5	6,971	4,986	39.8
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	64,357	63,024	2.1	48,021	49,299	-2.6	16,337	13,725	19.0
Lāna'i only *	9,493	9,910	-4.2	9,170	9,242	-0.8	323	668	-51.6
Hawai'i Island	25,363	21,937	15.6	14,235	14,441	-1.4	11,128	7,497	48.4
Kona side	23,677	19,846	19.3	12,958	12,886	0.6	10,719	6,960	54.0
Hilo side	17,680	16,367	8.0	8,963	9,601	-6.6	8,717	6,766	28.8
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	64,357	63,024	2.1	48,021	49,299	-2.6	16,337	13,725	19.0
NI only	32,447	33,006	-1.7	29,828	30,205	-1.2	2,620	2,801	-6.5
Oahu & NI	31,910	30,019	6.3	18,193	19,095	-4.7	13,717	10,924	25.6
Any one island only	9,493	9,910	-4.2	9,170	9,242	-0.8	323	668	-51.6
Multiple Islands	54,864	53,114	3.3	38,851	40,057	-3.0	16,013	13,057	22.6
Avg. Islands Visited	3.12	3.00	4.1	2.71	2.72	-0.5	4.31	3.97	8.5
Average Length of Stay on Lāna'i	3.40	3.51	-3.1	4.01	3.96	1.4	1.61	1.91	-15.6
ACCOMMODATIONS									
Plan to stay in Hotel	42,425	40,611	4.5	30,007	30,685	-2.2	12,418	9,927	25.1
Hotel only	30,038	29,356	2.3	22,548	23,255	-3.0	7,490	6,101	22.8
Plan to stay in Condo	10,116	10,521	-3.8	8,191	8,606	-4.8	1,925	1,915	0.5
Condo only	6,906	7,231	-4.5	5,541	5,994	-7.6	1,365	1,237	10.4
Plan to stay in Timeshare	4,992	5,903	-15.4	4,078	4,402	-7.4	913	1,501	-39.2
Timeshare only	3,528	4,228	-16.6	2,796	3,007	-7.0	732	1,221	-40.1
Cruise Ship	7,841	6,338	23.7	3,547	3,307	7.2	4,294	3,031	41.7
Friends/Relatives	5,824	6,034	-3.5	5,078	5,213	-2.6	745	822	-9.3
Bed & Breakfast	1,292	1,291	0.0	897	1,139	-21.2	395	152	159.1
Rental House	4,536	4,445	2.0	3,880	4,073	-4.7	656	372	76.2
Hostel	674	1,027	-34.4	545	726	-25.0	130	302	-57.0
Camp Site, Beach	986	935	5.5	624	852	-26.8	363	82	340.0
Private Room in Private Home**	1,363	379	259.9	846	318	165.7	518	61	755.4
Shared Room/Space in Private Home**	295	142	108.7	291	99	194.0	4	43	-89.7
Other	1,017	1,250	-18.6	976	1,139	-14.3	41	111	-63.3
PURPOSE OF TRIP									
Pleasure (Net)	53,975	52,903	2.0	40,406	40,586	-0.4	13,569	12,317	10.2
Honeymoon/Get Married	3,567	3,831	-6.9	2,970	3,142	-5.5	597	690	-13.4
Honeymoon	3,134	3,438	-8.8	2,548	2,814	-9.5	586	624	-6.0
Get Married	771	687	12.3	658	608	8.2	114	79	44.4
Pleasure/Vacation	51,007	49,845	2.3	37,933	38,135	-0.5	13,074	11,710	11.6
Mtgs/Conventions/Incentive	4,436	4,648	-4.6	2,970	4,186	-29.1	1,466	461	217.8
Conventions	1,521	1,420	7.1	1,223	1,275	-4.1	299	145	105.3
Corporate Meetings	1,290	1,159	11.3	886	1,116	-20.7	404	43	842.7
Incentive	1,738	2,442	-28.8	975	2,169	-55.0	763	273	179.5

**Table 60. Lāna'i Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Other Business	2,341	2,755	-15.0	2,291	2,568	-10.8	51	187	-72.9
Visit Friends/Rel.	5,078	5,261	-3.5	4,045	4,316	-6.3	1,032	946	9.2
Govt/Military	300	396	-24.3	300	396	-24.3	0	0	NA
Attend School	349	238	46.9	150	216	-30.3	199	22	801.7
Sport Events	420	364	15.3	340	353	-3.5	80	12	579.7
Other	2,609	2,406	8.4	2,142	1,995	7.4	466	411	13.4
TRAVEL STATUS									
% First Timers ***	36.5	37.5	-1.0	32.1	33.5	-1.3	49.3	52.0	-2.7
% Repeaters ***	63.5	62.5	1.0	67.9	66.5	1.3	50.7	48.0	2.7
Average # of Trips	5.03	5.13	-1.9	5.65	5.48	3.1	3.22	3.87	-16.9
Group Tour	4,839	5,266	-8.1	2,746	3,787	-27.5	2,093	1,479	41.5
Non-Group	59,518	57,759	3.0	45,275	45,513	-0.5	14,244	12,246	16.3
Package Trip	18,036	16,842	7.1	9,842	11,028	-10.8	8,194	5,815	40.9
No Package	46,322	46,182	0.3	38,179	38,272	-0.2	8,143	7,910	2.9
Net True Independent	44,916	44,343	1.3	37,161	36,967	0.5	7,755	7,376	5.1
Avg. Age	49	49	0.2	48	48	0.5	51	52	-1.3
Avg. Party Size ^{1/}	2.12	2.04	3.6	2.01	1.99	1.1	2.50	2.24	10.2

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 61. Kaua'i Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
VISITOR DAYS	9,622,709	9,092,351	5.8	8,838,765	8,328,189	6.1	783,944	764,162	2.6
VISITOR ARRIVALS	1,279,968	1,187,269	7.8	1,125,560	1,050,577	7.1	154,408	136,691	13.0
AVERAGE DAILY CENSUS	26,364	24,842	6.1	24,216	22,755	6.4	2,148	2,088	2.9
TOTAL AIR SEATS	759,490	702,222	8.2	729,754	674,670	8.2	29,736	27,552	7.9
ISLANDS VISITED									
O'ahu	425,841	388,633	9.6	313,937	295,456	6.3	111,904	93,177	20.1
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	1,279,968	1,187,269	7.8	1,125,560	1,050,577	7.1	154,408	136,691	13.0
Kaua'i only	687,907	645,779	6.5	660,178	615,215	7.3	27,730	30,564	-9.3
Maui County	328,993	303,324	8.5	258,989	247,146	4.8	70,004	56,178	24.6
Maui	323,351	297,266	8.8	254,363	242,455	4.9	68,988	54,811	25.9
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	18,799	17,649	6.5	10,626	11,108	-4.3	8,173	6,541	25.0
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	21,094	19,163	10.1	12,059	12,422	-2.9	9,035	6,741	34.0
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	266,690	229,339	16.3	202,301	181,098	11.7	64,389	48,241	33.5
Kona side	234,194	200,476	16.8	176,612	158,168	11.7	57,581	42,308	36.1
Hilo side	174,303	148,958	17.0	124,817	112,521	10.9	49,486	36,437	35.8
Hawai'i Island only	0	0	NA	0	0	NA	0	0	NA
Any Neighbor Island	1,279,968	1,187,269	7.8	1,125,560	1,050,577	7.1	154,408	136,691	13.0
NI only	854,127	798,636	6.9	811,623	755,121	7.5	42,504	43,515	-2.3
Oahu & NI	425,841	388,633	9.6	313,937	295,456	6.3	111,904	93,177	20.1
Any one island only	687,907	645,779	6.5	660,178	615,215	7.3	27,730	30,564	-9.3
Multiple Islands	592,060	541,490	9.3	465,382	435,362	6.9	126,678	106,128	19.4
Avg. Islands Visited	1.82	1.80	1.3	1.70	1.71	-0.1	2.70	2.53	6.6
Average Length of Stay on Kaua'i	7.52	7.66	-1.8	7.85	7.93	-0.9	5.08	5.59	-9.2
ACCOMMODATIONS									
Plan to stay in Hotel	677,691	599,467	13.0	572,262	514,860	11.1	105,429	84,608	24.6
Hotel only	436,881	389,686	12.1	379,083	340,411	11.4	57,798	49,275	17.3
Plan to stay in Condo	261,539	260,976	0.2	228,769	226,877	0.8	32,771	34,099	-3.9
Condo only	175,006	175,793	-0.4	158,090	158,390	-0.2	16,916	17,403	-2.8
Plan to stay in Timeshare	211,211	213,835	-1.2	197,573	197,729	-0.1	13,638	16,106	-15.3
Timeshare only	152,916	157,538	-2.9	145,006	147,119	-1.4	7,910	10,419	-24.1
Cruise Ship	102,600	88,825	15.5	79,143	71,813	10.2	23,458	17,012	37.9
Friends/Relatives	89,006	84,529	5.3	82,670	77,191	7.1	6,336	7,338	-13.6
Bed & Breakfast	25,041	20,515	22.1	19,122	17,802	7.4	5,919	2,714	118.1
Rental House	174,739	157,600	10.9	157,317	142,049	10.7	17,421	15,551	12.0
Hostel	14,210	11,874	19.7	10,094	9,000	12.1	4,117	2,874	43.3
Camp Site, Beach	18,810	16,371	14.9	14,298	13,367	7.0	4,513	3,004	50.2
Private Room in Private Home**	21,658	11,128	94.6	16,119	7,021	129.6	5,539	4,107	34.9
Shared Room/Space in Private Home**	6,191	3,040	103.7	5,095	2,187	132.9	1,097	853	28.6
Other	17,040	18,350	-7.1	16,117	15,884	1.5	923	2,466	-62.5
PURPOSE OF TRIP									
Pleasure (Net)	1,166,296	1,075,262	8.5	1,023,485	951,643	7.5	142,811	123,619	15.5
Honeymoon/Get Married	82,773	77,223	7.2	71,059	68,205	4.2	11,714	9,017	29.9
Honeymoon	74,861	70,229	6.6	63,773	61,765	3.3	11,088	8,463	31.0
Get Married	12,300	11,760	4.6	11,164	10,451	6.8	1,136	1,309	-13.2
Pleasure/Vacation	1,094,284	1,008,099	8.5	961,923	892,886	7.7	132,362	115,213	14.9
Mtgs/Conventions/Incentive	46,609	46,238	0.8	40,994	40,833	0.4	5,615	5,405	3.9
Conventions	27,356	27,948	-2.1	24,787	25,324	-2.1	2,568	2,624	-2.1
Corporate Meetings	10,171	8,985	13.2	9,413	8,314	13.2	758	671	13.0
Incentive	11,120	11,321	-1.8	8,750	9,147	-4.3	2,371	2,174	9.0

**Table 61. Kaua'i Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Other Business	26,484	26,001	1.9	25,286	24,817	1.9	1,199	1,184	1.2
Visit Friends/Rel.	76,951	74,310	3.6	72,010	68,883	4.5	4,941	5,427	-9.0
Gov't/Military	6,495	6,584	-1.4	6,333	5,863	8.0	162	721	-77.5
Attend School	1,468	1,876	-21.7	1,355	1,283	5.7	113	593	-80.9
Sport Events	5,244	5,198	0.9	4,260	4,687	-9.1	984	511	92.6
Other	34,617	33,410	3.6	29,880	28,476	4.9	4,737	4,935	-4.0
TRAVEL STATUS									
% First Timers ***	30.4	29.6	0.8	28.2	28.0	0.2	46.2	41.7	4.5
% Repeaters ***	69.6	70.4	-0.8	71.8	72.0	-0.2	53.8	58.3	-4.5
Average # of Trips	5.28	5.40	-2.2	5.56	5.61	-1.0	3.27	3.74	-12.5
Group Tour	47,908	45,720	4.8	35,425	34,284	3.3	12,484	11,437	9.2
Non-Group	1,232,059	1,141,549	7.9	1,090,135	1,016,294	7.3	141,924	125,255	13.3
Package Trip	258,456	239,736	7.8	206,315	193,741	6.5	52,141	45,995	13.4
No Package	1,021,512	947,532	7.8	919,245	856,836	7.3	102,267	90,696	12.8
Net True Independent	1,007,085	934,271	7.8	907,652	845,289	7.4	99,434	88,982	11.7
Avg. Age	48	48	-0.7	48	48	-0.6	48	49	-2.2
Avg. Party Size ^{1/}	2.15	2.13	0.7	2.13	2.11	0.8	2.29	2.30	-0.7

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 62. Hawai'i Island Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
VISITOR DAYS	12,925,530	11,655,215	10.9	10,708,675	9,911,863	8.0	2,216,855	1,743,352	27.2
VISITOR ARRIVALS	1,761,489	1,549,943	13.6	1,292,724	1,187,740	8.8	468,765	362,203	29.4
AVERAGE DAILY CENSUS	35,412	31,845	11.2	29,339	27,082	8.3	6,074	4,763	27.5
TOTAL AIR SEATS	1,032,600	897,451	15.1	930,588	861,493	8.0	102,012	35,958	183.7
ISLANDS VISITED									
O'ahu	746,907	642,006	16.3	403,316	365,017	10.5	343,591	276,989	24.0
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	266,690	229,339	16.3	202,301	181,098	11.7	64,389	48,241	33.5
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	400,303	356,553	12.3	289,291	266,621	8.5	111,012	89,932	23.4
Maui	391,898	348,305	12.5	283,125	260,099	8.9	108,773	88,206	23.3
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	23,103	21,594	7.0	13,201	13,694	-3.6	9,902	7,901	25.3
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	25,363	21,937	15.6	14,235	14,441	-1.4	11,128	7,497	48.4
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	1,761,489	1,549,943	13.6	1,292,724	1,187,740	8.8	468,765	362,203	29.4
Kona side	1,506,778	1,325,981	13.6	1,122,658	1,035,424	8.4	384,119	290,558	32.2
Hilo side	654,170	550,524	18.8	450,722	396,360	13.7	203,448	154,164	32.0
Hawai'i Island only	844,190	759,017	11.2	738,266	688,621	7.2	105,923	70,396	50.5
Any Neighbor Island	1,761,489	1,549,943	13.6	1,292,724	1,187,740	8.8	468,765	362,203	29.4
NI only	1,014,582	907,937	11.7	889,407	822,723	8.1	125,175	85,214	46.9
Oahu & NI	746,907	642,006	16.3	403,316	365,017	10.5	343,591	276,989	24.0
Any one island only	844,190	759,017	11.2	738,266	688,621	7.2	105,923	70,396	50.5
Multiple Islands	917,299	790,925	16.0	554,457	499,118	11.1	362,842	291,807	24.3
Avg. Islands Visited	1.83	1.81	0.6	1.71	1.70	0.4	2.15	2.18	-1.7
Average Length of Stay on Hawai'i Island	7.34	7.52	-2.4	8.28	8.35	-0.7	4.73	4.81	-1.7
ACCOMMODATIONS									
Plan to stay in Hotel	1,044,561	920,583	13.5	698,634	648,588	7.7	345,927	271,995	27.2
Hotel only	732,843	649,341	12.9	469,463	447,918	4.8	263,380	201,424	30.8
Plan to stay in Condo	304,910	275,854	10.5	217,664	207,804	4.7	87,247	68,050	28.2
Condo only	185,686	171,289	8.4	140,765	137,052	2.7	44,921	34,237	31.2
Plan to stay in Timeshare	173,834	159,915	8.7	142,999	131,539	8.7	30,835	28,376	8.7
Timeshare only	120,170	111,754	7.5	98,812	91,600	7.9	21,358	20,154	6.0
Cruise Ship	108,578	94,757	14.6	84,151	77,209	9.0	24,427	17,548	39.2
Friends/Relatives	173,607	155,656	11.5	154,429	142,390	8.5	19,178	13,266	44.6
Bed & Breakfast	53,605	45,423	18.0	39,653	35,468	11.8	13,952	9,955	40.1
Rental House	230,419	194,150	18.7	198,036	166,785	18.7	32,383	27,365	18.3
Hostel	23,521	17,312	35.9	14,531	12,396	17.2	8,990	4,916	82.9
Camp Site, Beach	18,550	15,975	16.1	15,001	12,936	16.0	3,550	3,040	16.8
Private Room in Private Home**	43,527	21,960	98.2	27,501	10,788	154.9	16,025	11,172	43.4
Shared Room/Space in Private Home**	12,385	5,791	113.9	8,705	3,363	158.9	3,680	2,428	51.6
Other	31,443	34,195	-8.0	28,545	27,637	3.3	2,898	6,558	-55.8
PURPOSE OF TRIP									
Pleasure (Net)	1,534,120	1,325,416	15.7	1,108,173	1,002,420	10.5	425,947	322,997	31.9
Honeymoon/Get Married	93,677	85,888	9.1	51,282	49,128	4.4	42,395	36,760	15.3
Honeymoon	84,680	78,519	7.8	45,024	43,249	4.1	39,655	35,270	12.4
Get Married	14,895	13,208	12.8	9,263	8,805	5.2	5,632	4,403	27.9
Pleasure/Vacation	1,451,786	1,250,549	16.1	1,066,113	962,001	10.8	385,673	288,548	33.7
Mtgs/Conventions/Incentive	91,938	95,346	-3.6	68,390	75,564	-9.5	23,548	19,782	19.0
Conventions	57,418	56,290	2.0	45,510	47,559	-4.3	11,908	8,731	36.4
Corporate Meetings	15,830	17,177	-7.8	13,645	15,324	-11.0	2,185	1,852	18.0
Incentive	21,965	25,485	-13.8	11,881	15,999	-25.7	10,083	9,486	6.3

**Table 62. Hawai'i Island Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

HAWAI'I ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Other Business	47,283	45,942	2.9	43,075	43,300	-0.5	4,207	2,642	59.2
Visit Friends/Rel.	143,220	132,798	7.8	128,385	119,589	7.4	14,836	13,209	12.3
Gov't/Military	5,278	5,526	-4.5	4,919	5,206	-5.5	359	320	12.3
Attend School	6,467	5,306	21.9	4,027	3,762	7.0	2,440	1,544	58.0
Sport Events	20,177	22,189	-9.1	16,836	18,953	-11.2	3,340	3,236	3.2
Other	55,632	54,802	1.5	39,646	38,416	3.2	15,986	16,386	-2.4
TRAVEL STATUS									
% First Timers ***	36.0	35.3	0.7	31.8	31.4	0.4	47.5	48.1	-0.7
% Repeaters ***	64.0	64.7	-0.7	68.2	68.6	-0.4	52.5	51.9	0.7
Average # of Trips	4.97	5.08	-2.1	5.53	5.61	-1.3	3.42	3.33	2.5
Group Tour	102,731	104,298	-1.5	51,460	51,842	-0.7	51,271	52,456	-2.3
Non-Group	1,658,758	1,445,645	14.7	1,241,264	1,135,898	9.3	417,495	309,747	34.8
Package Trip	448,965	390,614	14.9	248,588	234,382	6.1	200,377	156,232	28.3
No Package	1,312,524	1,159,328	13.2	1,044,136	953,358	9.5	268,388	205,971	30.3
Net True Independent	1,286,242	1,131,155	13.7	1,025,751	934,587	9.8	260,492	196,568	32.5
Avg. Age	48	48	-0.1	48	48	-0.1	47	46	0.5
Avg. Party Size ^{1/}	2.17	2.13	1.4	2.07	2.05	1.0	2.49	2.48	-0.2

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 63. Hilo Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
VISITOR DAYS	2,674,972	2,307,979	15.9	2,177,026	1,942,628	12.1	497,945	365,351	36.3
VISITOR ARRIVALS	654,170	550,524	18.8	450,722	396,360	13.7	203,448	154,164	32.0
AVERAGE DAILY CENSUS	7,329	6,306	16.2	5,964	5,308	12.4	1,364	998	36.7
TOTAL AIR SEATS	48,180	44,889	7.3	48,180	44,889	7.3	0	0	NA
ISLANDS VISITED									
O'ahu	382,860	327,799	16.8	212,995	190,917	11.6	169,865	136,882	24.1
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	174,303	148,958	17.0	124,817	112,521	10.9	49,486	36,437	35.8
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	232,666	203,090	14.6	159,332	145,639	9.4	73,334	57,451	27.6
Maui	229,262	199,252	15.1	157,191	143,129	9.8	72,070	56,123	28.4
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	17,677	16,623	6.3	9,054	9,730	-7.0	8,623	6,893	25.1
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	17,680	16,367	8.0	8,963	9,601	-6.6	8,717	6,766	28.8
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	654,170	550,524	18.8	450,722	396,360	13.7	203,448	154,164	32.0
Kona side	399,459	326,563	22.3	280,657	244,044	15.0	118,802	82,519	44.0
Hilo side	654,170	550,524	18.8	450,722	396,360	13.7	203,448	154,164	32.0
Hawai'i Island only	214,307	177,144	21.0	188,567	164,070	14.9	25,741	13,074	96.9
Any Neighbor Island	654,170	550,524	18.8	450,722	396,360	13.7	203,448	154,164	32.0
NI only	271,310	222,725	21.8	237,728	205,443	15.7	33,583	17,282	94.3
Oahu & NI	382,860	327,799	16.8	212,995	190,917	11.6	169,865	136,882	24.1
Any one island only	214,307	177,144	21.0	188,567	164,070	14.9	25,741	13,074	96.9
Multiple Islands	439,863	373,380	17.8	262,155	232,290	12.9	177,708	141,091	26.0
Avg. Islands Visited	2.26	2.29	-1.4	2.14	2.18	-1.7	2.52	2.58	-2.3
Average Length of Stay in Hilo	4.09	4.19	-2.5	4.83	4.90	-1.5	2.45	2.37	3.3
ACCOMMODATIONS									
Plan to stay in Hotel	420,169	351,240	19.6	263,805	227,639	15.9	156,364	123,601	26.5
Hotel only	231,590	193,074	19.9	129,864	112,759	15.2	101,726	80,315	26.7
Plan to stay in Condo	88,415	74,127	19.3	55,030	49,759	10.6	33,385	24,367	37.0
Condo only	36,516	30,816	18.5	24,004	22,393	7.2	12,512	8,423	48.5
Plan to stay in Timeshare	36,737	31,726	15.8	28,777	26,329	9.3	7,960	5,397	47.5
Timeshare only	20,115	17,584	14.4	15,223	14,790	2.9	4,892	2,794	75.1
Cruise Ship	100,757	88,203	14.2	77,727	71,332	9.0	23,029	16,871	36.5
Friends/Relatives	75,993	70,055	8.5	67,049	61,930	8.3	8,944	8,125	10.1
Bed & Breakfast	35,904	30,147	19.1	24,803	22,682	9.4	11,101	7,465	48.7
Rental House	98,834	81,746	20.9	80,868	66,777	21.1	17,966	14,969	20.0
Hostel	14,830	10,297	44.0	7,774	7,230	7.5	7,056	3,068	130.0
Camp Site, Beach	11,109	9,835	12.9	8,386	7,476	12.2	2,723	2,359	15.4
Private Room in Private Home**	24,019	12,188	97.1	12,966	5,273	145.9	11,053	6,915	59.8
Shared Room/Space in Private Home**	6,090	3,437	77.2	4,035	1,590	153.8	2,055	1,847	11.2
Other	14,171	16,459	-13.9	12,294	12,432	-1.1	1,877	4,028	-53.4
PURPOSE OF TRIP									
Pleasure (Net)	569,743	469,954	21.2	385,434	333,121	15.7	184,309	136,833	34.7
Honeymoon/Get Married	35,846	32,725	9.5	20,826	18,774	10.9	15,020	13,952	7.7
Honeymoon	32,642	30,345	7.6	18,780	17,006	10.4	13,862	13,339	3.9
Get Married	5,249	4,725	11.1	3,269	2,942	11.1	1,980	1,783	11.0
Pleasure/Vacation	538,680	442,198	21.8	368,471	318,110	15.8	170,209	124,088	37.2
Mtgs/Conventions/Incentive	25,130	23,091	8.8	15,592	14,997	4.0	9,538	8,093	17.9
Conventions	14,135	13,378	5.7	11,208	10,402	7.7	2,927	2,976	-1.7
Corporate Meetings	3,436	2,989	14.9	2,914	2,754	5.8	521	235	121.9
Incentive	8,306	7,387	12.4	2,010	2,478	-18.9	6,295	4,909	28.2

**Table 63. Hilo Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Other Business	17,721	17,080	3.8	16,460	15,952	3.2	1,261	1,128	11.7
Visit Friends/Rel.	64,347	61,354	4.9	57,205	53,641	6.6	7,142	7,713	-7.4
Govt/Military	2,898	3,132	-7.5	2,763	2,838	-2.6	135	294	-53.9
Attend School	3,749	2,802	33.8	1,805	1,728	4.5	1,944	1,073	81.1
Sport Events	4,869	5,499	-11.5	3,360	4,481	-25.0	1,509	1,018	48.2
Other	24,620	23,648	4.1	16,546	16,297	1.5	8,074	7,350	9.8
TRAVEL STATUS									
% First Timers ***	45.7	44.6	1.1	40.6	40.5	0.2	56.8	55.0	1.8
% Repeaters ***	54.3	55.4	-1.1	59.4	59.5	-0.2	43.2	45.0	-1.8
Average # of Trips	3.93	4.06	-3.0	4.42	4.49	-1.6	2.85	2.93	-2.6
Group Tour	48,748	48,622	0.3	25,250	24,472	3.2	23,498	24,150	-2.7
Non-Group	605,422	501,902	20.6	425,472	371,888	14.4	179,950	130,014	38.4
Package Trip	183,244	156,025	17.4	97,467	87,021	12.0	85,777	69,003	24.3
No Package	470,926	394,500	19.4	353,255	309,339	14.2	117,671	85,161	38.2
Net True Independent	459,316	381,803	20.3	344,998	301,101	14.6	114,318	80,702	41.7
Avg. Age	47	48	-1.0	48	48	-0.4	46	47	-2.1
Avg. Party Size ^{1/}	2.18	2.15	1.4	2.10	2.07	5.8	2.48	2.48	-0.6

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

**Table 64. Kona Visitor Characteristics (Arrivals by Air)
2017 vs. 2016**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
VISITOR DAYS	10,250,558	9,347,235	9.7	8,531,648	7,969,235	7.1	1,718,910	1,378,001	24.7
VISITOR ARRIVALS	1,506,778	1,325,981	13.6	1,122,658	1,035,424	8.4	384,119	290,558	32.2
AVERAGE DAILY CENSUS	28,084	25,539	10.0	23,374	21,774	7.4	4,709	3,765	25.1
TOTAL AIR SEATS	984,420	852,562	15.5	882,408	816,604	8.1	102,012	35,958	183.7
ISLANDS VISITED									
O'ahu	593,779	505,760	17.4	323,036	292,495	10.4	270,743	213,265	27.0
O'ahu only	0	0	NA	0	0	NA	0	0	NA
Kaua'i	234,194	200,476	16.8	176,612	158,168	11.7	57,581	42,308	36.1
Kaua'i only	0	0	NA	0	0	NA	0	0	NA
Maui County	336,806	301,097	11.9	244,898	225,992	8.4	91,908	75,105	22.4
Maui	329,653	294,192	12.1	239,664	220,659	8.6	89,989	73,533	22.4
Maui only	0	0	NA	0	0	NA	0	0	NA
Moloka'i *	21,104	19,194	9.9	11,695	11,907	-1.8	9,409	7,287	29.1
Moloka'i only *	0	0	NA	0	0	NA	0	0	NA
Lāna'i *	23,677	19,846	19.3	12,958	12,886	0.6	10,719	6,960	54.0
Lāna'i only *	0	0	NA	0	0	NA	0	0	NA
Hawai'i Island	1,506,778	1,325,981	13.6	1,122,658	1,035,424	8.4	384,119	290,558	32.2
Kona side	1,506,778	1,325,981	13.6	1,122,658	1,035,424	8.4	384,119	290,558	32.2
Hilo side	399,459	326,563	22.3	280,657	244,044	15.0	118,802	82,519	44.0
Hawai'i Island only	770,238	693,809	11.0	672,930	629,360	6.9	97,308	64,449	51.0
Any Neighbor Island	1,506,778	1,325,981	13.6	1,122,658	1,035,424	8.4	384,119	290,558	32.2
NI only	912,999	820,221	11.3	799,622	742,928	7.6	113,376	77,293	46.7
Oahu & NI	593,779	505,760	17.4	323,036	292,495	10.4	270,743	213,265	27.0
Any one island only	770,238	693,809	11.0	672,930	629,360	6.9	97,308	64,449	51.0
Multiple Islands	736,539	632,172	16.5	449,728	406,063	10.8	286,811	226,109	26.8
Avg. Islands Visited	1.80	1.78	0.8	1.68	1.67	0.5	2.14	2.18	-1.8
Average Length of Stay in Kona	6.80	7.05	-3.5	7.60	7.70	-1.3	4.47	4.74	-5.6
ACCOMMODATIONS									
Plan to stay in Hotel	882,827	778,579	13.4	604,918	566,121	6.9	277,909	212,458	30.8
Hotel only	611,666	543,205	12.6	404,863	391,365	3.4	206,803	151,840	36.2
Plan to stay in Condo	277,051	251,788	10.0	201,217	192,266	4.7	75,834	59,522	27.4
Condo only	172,266	159,675	7.9	133,051	129,599	2.7	39,215	30,075	30.4
Plan to stay in Timeshare	162,471	149,533	8.7	134,042	123,241	8.8	28,429	26,292	8.1
Timeshare only	113,626	105,763	7.4	93,923	86,910	8.1	19,703	18,853	4.5
Cruise Ship	101,891	89,573	13.8	79,227	72,827	8.8	22,664	16,746	35.3
Friends/Relatives	134,429	117,759	14.2	118,669	108,734	9.1	15,760	9,025	74.6
Bed & Breakfast	43,942	36,494	20.4	32,152	28,578	12.5	11,790	7,916	48.9
Rental House	194,984	162,567	19.9	168,113	140,682	19.5	26,871	21,886	22.8
Hostel	17,948	13,675	31.3	11,433	9,430	21.2	6,515	4,245	53.5
Camp Site, Beach	15,491	13,067	18.6	12,070	10,351	16.6	3,420	2,715	26.0
Private Room in Private Home**	36,056	17,625	104.6	22,692	8,648	162.4	13,365	8,977	48.9
Shared Room/Space in Private Home**	9,891	4,663	112.1	7,107	2,741	159.2	2,784	1,921	44.9
Other	24,780	27,151	-8.7	22,658	21,421	5.8	2,121	5,730	-63.0
PURPOSE OF TRIP									
Pleasure (Net)	1,329,362	1,149,396	15.7	976,459	887,593	10.0	352,903	261,803	34.8
Honeymoon/Get Married	79,880	71,775	11.3	44,169	43,033	2.6	35,711	28,742	24.2
Honeymoon	72,097	65,362	10.3	38,738	37,782	2.5	33,359	27,580	21.0
Get Married	12,713	10,977	15.8	8,082	7,752	4.3	4,631	3,225	43.6
Pleasure/Vacation	1,259,183	1,086,913	15.8	940,314	852,230	10.3	318,869	234,683	35.9
Mtgs/Conventions/Incentive	79,012	83,836	-5.8	61,418	68,492	-10.3	17,593	15,344	14.7
Conventions	51,392	50,573	1.6	40,582	42,768	-5.1	10,809	7,805	38.5
Corporate Meetings	14,276	15,629	-8.7	12,200	13,933	-12.4	2,076	1,696	22.4
Incentive	16,347	20,952	-22.0	11,036	14,834	-25.6	5,311	6,118	-13.2

**Table 64. Kona Visitor Characteristics (Arrivals by Air) continued
2017 vs. 2016**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2017	2016	% Change	2017	2016	% Change	2017	2016	% Change
Other Business	37,425	36,305	3.1	33,900	34,354	-1.3	3,525	1,951	80.7
Visit Friends/Rel.	109,108	100,090	9.0	97,925	90,850	7.8	11,183	9,241	21.0
Govt/Military	3,354	3,431	-2.2	3,130	3,405	-8.1	224	26	746.3
Attend School	4,287	3,732	14.9	3,085	2,836	8.8	1,201	896	34.1
Sport Events	17,555	19,857	-11.6	15,125	17,019	-11.1	2,429	2,838	-14.4
Other	43,408	43,150	0.6	32,382	31,065	4.2	11,027	12,085	-8.8
TRAVEL STATUS									
% First Timers ***	34.7	34.1	0.6	30.9	30.5	0.4	45.8	47.0	-1.2
% Repeaters ***	65.3	65.9	-0.6	69.1	69.5	-0.4	54.2	53.0	1.2
Average # of Trips	5.07	5.17	-2.0	5.60	5.67	-1.2	3.51	3.40	3.4
Group Tour	81,683	80,955	0.9	44,598	44,466	0.3	37,085	36,489	1.6
Non-Group	1,425,095	1,245,026	14.5	1,078,060	990,958	8.8	347,035	254,069	36.6
Package Trip	377,755	326,599	15.7	218,951	207,471	5.5	158,804	119,128	33.3
No Package	1,129,022	999,382	13.0	903,707	827,953	9.1	225,315	171,430	31.4
Net True Independent	1,107,044	976,872	13.3	887,793	811,905	9.3	219,251	164,967	32.9
Avg. Age	48	48	0.1	48	48	-0.1	47	46	1.3
Avg. Party Size ^{1/}	2.14	2.10	1.9	2.01	1.98	-3.0	2.49	2.47	0.5

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

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

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

^{1/} 2016 Average Party Size data was revised from the 2016 Annual Visitor Research Report.

NA = Not applicable

Table 65. Visitor Days by Island and MMA (Arrivals by Air)
2017

2017	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA-LIA	NEW ZEALAND	TOTAL OCEANIA					
TOTAL	11,625,830	7,991,485	8,440,209	1,885,682	246,215	120,766	214,010	53,260	99,151	733,401	2,530,228	552,326	3,082,554					
O'ahu	11,343,600	5,846,337	1,955,889	2,874,915	124,473	58,596	169,395	41,928	79,780	474,172	269,198	61,681	330,879					
Maui	141,203	71,844	3,767	22,141	928	3,445	3,940	432	1,982	10,727	6,854	624	7,478					
Molokai'i	111,776	66,083	5,104	12,864	1,376	417	988	108	641	3,529	6,277	965	7,243					
Kaua'i	5,500,829	2,690,706	62,797	655,077	42,696	25,643	85,447	13,140	40,795	207,721	116,898	16,613	133,512					
Hawaii'i Island	6,131,386	3,477,594	740,329	1,018,009	94,388	62,198	149,760	19,919	69,217	395,482	215,025	42,110	257,135					
...Hilo	1,100,526	840,638	115,713	149,343	24,130	18,632	46,873	5,151	21,658	116,444	63,677	11,858	75,536					
...Kona	5,030,860	2,636,956	624,616	868,666	70,258	43,566	102,886	14,768	47,558	279,037	151,348	30,251	181,599					
STATE	34,854,624	20,144,049	9,447,795	6,468,689	510,076	271,065	623,539	128,786	291,566	1,825,032	3,144,481	674,319	3,818,800					
DOMESTIC																		
O'ahu	11,198,201	7,532,195	45,822	438,456	186,384	63,219	165,141	44,499	88,283	547,526	266,038	59,182	325,220					
Maui	11,241,505	5,743,210	5,452	541,246	110,033	35,581	145,234	38,055	71,711	400,614	33,900	8,966	42,866					
Molokai'i	138,675	71,359	70	6,662	928	710	3,940	432	1,982	7,991	423	148	571					
Lāna'i	111,776	65,447	68	3,764	1,285	417	896	108	641	3,346	286	61	347					
Kaua'i	5,478,564	2,652,656	2,359	235,640	38,730	17,212	72,913	11,446	37,336	177,638	11,773	2,776	14,550					
Hawaii'i Island	6,043,765	3,398,779	5,644	424,935	84,277	42,958	135,259	17,665	59,203	339,362	21,234	6,848	28,082					
...Hilo	1,086,094	808,057	1,138	63,229	20,283	12,799	40,792	4,523	18,719	97,115	5,600	1,814	7,415					
...Kona	4,957,672	2,590,722	4,506	361,706	63,995	30,159	94,467	13,143	40,484	242,248	15,634	5,033	20,667					
STATE	34,212,487	19,463,646	59,415	1,650,704	421,637	160,097	523,382	112,204	259,157	1,476,478	333,655	77,980	411,635					
INTERNATIONAL																		
O'ahu	427,629	459,290	8,394,388	1,447,226	59,831	57,547	48,869	8,761	10,867	185,876	2,264,189	493,145	2,757,334					
Maui	102,095	103,127	190,137	2,333,669	14,440	23,015	24,161	3,873	8,069	73,557	235,298	52,715	288,013					
Molokai'i	2,527	485	3,697	15,479	0	2,735	0	0	0	2,735	6,431	476	6,907					
Lāna'i	0	636	5,036	9,100	91	0	92	0	0	183	5,991	904	6,895					
Kaua'i	22,266	38,050	60,437	419,437	3,966	8,431	12,534	1,694	3,459	30,083	105,125	13,837	118,962					
Hawaii'i Island	87,621	78,815	734,685	593,074	10,111	19,240	14,501	2,254	10,014	56,119	193,791	35,262	229,053					
...Hilo	14,433	32,580	114,575	86,114	3,847	5,833	6,082	628	2,939	19,330	58,077	10,044	68,121					
...Kona	73,188	46,234	620,111	506,960	6,264	13,407	8,419	1,626	7,075	36,790	135,714	25,218	160,932					
STATE	642,138	680,403	9,388,380	4,817,984	88,439	110,967	100,156	16,582	32,409	348,554	2,810,826	596,539	3,407,164					

Note: Sums may not total to total MMA due to rounding.

Table 65. Visitor Days by Island and MMA (Arrivals by Air) continued
2017

2017	OTHER ASIA MMA										LATIN AMERICA MMA					OTHER MMA		TOTAL	
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	MMA	TOTAL VISITOR DAYS	TOTAL					
O'ahu	844,878	21,774	1,626,274	25,908	122,165	2,640,998	30,922	67,043	39,537	137,502	1,838,698	38,376,361	38,376,361						
Maui	104,571	4,477	128,151	5,221	11,553	253,974	28,231	25,710	22,261	76,202	689,085	22,084,752	22,084,752						
Molokai	1,235	44	1,684	0	31	2,994	962	346	287	1,595	16,824	278,372	278,372						
Lāna'i	1,392	45	1,370	316	67	3,191	224	202	760	1,186	7,800	218,775	218,775						
Kaua'i	15,268	2,009	26,539	3,615	3,293	50,723	4,149	7,803	6,216	18,168	303,177	9,622,709	9,622,709						
Hawai'i Island	178,818	4,697	101,787	9,451	21,229	315,982	7,160	21,731	16,820	45,711	543,902	12,925,530	12,925,530						
...Hilo	57,125	1,549	34,512	2,828	9,955	105,769	2,042	4,041	4,685	10,768	160,235	2,674,972	2,674,972						
...Kona	121,693	3,147	67,275	6,823	11,275	210,213	5,118	17,690	12,135	34,943	383,667	10,250,558	10,250,558						
STATE	1,146,163	33,045	1,885,805	44,511	158,338	3,267,862	71,648	122,834	85,881	280,363	3,399,285	83,506,498	83,506,498						
DOMESTIC																			
O'ahu	134,536	9,123	38,069	5,278	7,681	194,687	29,586	60,439	35,130	125,155	914,047	21,321,309	21,321,309						
Maui	22,783	3,359	5,862	2,554	1,977	36,535	27,983	25,710	21,083	74,776	576,272	18,662,476	18,662,476						
Molokai	533	44	12	0	12	601	947	346	195	1,488	8,398	235,815	235,815						
Lāna'i	333	45	83	226	33	720	209	202	668	1,079	5,949	192,496	192,496						
Kaua'i	5,538	1,728	2,155	887	693	11,001	4,149	6,787	6,216	17,152	249,207	8,838,765	8,838,765						
Hawai'i Island	30,132	3,044	6,979	1,940	1,841	43,936	7,160	19,474	16,820	43,454	380,716	10,708,675	10,708,675						
...Hilo	11,315	890	1,310	484	627	14,625	2,042	3,606	4,685	10,333	89,020	2,177,026	2,177,026						
...Kona	18,817	2,155	5,669	1,457	1,214	29,311	5,118	15,868	12,135	33,121	291,696	8,531,648	8,531,648						
STATE	193,855	17,343	53,161	10,885	12,237	287,480	70,033	112,957	80,113	263,103	2,134,588	59,959,536	59,959,536						
INTERNATIONAL																			
O'ahu	710,342	12,650	1,588,205	20,630	114,484	2,446,311	1,336	6,604	4,407	12,347	924,651	17,055,052	17,055,052						
Maui	81,788	1,118	122,289	2,667	9,576	217,439	249	0	1,177	1,426	112,814	3,422,276	3,422,276						
Molokai	702	0	1,672	0	19	2,393	15	0	92	107	8,226	42,557	42,557						
Lāna'i	1,059	0	1,287	90	34	2,471	15	0	92	107	1,851	26,279	26,279						
Kaua'i	9,730	281	24,384	2,728	2,600	39,723	0	1,016	0	1,016	53,970	783,944	783,944						
Hawai'i Island	148,687	1,652	94,808	7,510	19,388	272,046	0	2,257	0	2,257	163,186	2,216,855	2,216,855						
...Hilo	45,810	659	33,202	2,144	9,327	91,143	0	435	0	435	71,215	497,945	497,945						
...Kona	102,876	993	61,606	5,366	10,061	180,902	0	1,821	0	1,821	91,971	1,718,910	1,718,910						
STATE	952,308	15,702	1,832,644	33,826	146,102	2,980,382	1,615	9,877	5,768	17,259	1,264,697	23,546,962	23,546,962						

Note: Sums may not total to total MMA due to rounding.

Table 66. Visitor Days Growth by Island and MMA (Arrivals by Air)
% change 2017 vs. 2016

% change	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA				
TOTAL	2.5	1.0	6.1	13.8	-11.2	-0.5	9.5	-2.9	-9.5	-3.3	2.7	6.0	3.3				
Oahu	2.7	5.3	4.6	5.8	-12.4	11.9	-11.6	-8.3	-8.0	-8.6	-6.6	-8.7	-7.0				
Maui	-4.9	-5.4	49.4	5.2	-46.3	270.6	6.8	6.3	-17.7	17.1	22.0	-62.2	2.9				
Molokai	5.3	-8.6	203.0	9.8	-24.0	-17.8	-30.5	-71.3	-26.6	-29.3	18.1	-23.8	10.1				
Lānaʻi	5.4	6.1	11.8	7.3	-9.4	29.7	1.6	18.7	9.2	4.2	5.5	-25.6	0.3				
Kauaʻi	7.7	10.9	41.6	12.0	-9.4	20.5	9.0	24.2	13.0	6.8	4.8	-3.2	3.4				
Hawaiʻi Island	11.1	17.1	29.2	22.2	-10.6	-1.5	16.0	6.9	11.9	5.4	21.2	18.1	20.7				
...Hilo	6.9	9.1	44.1	10.4	-9.0	33.1	6.1	31.6	13.5	7.3	-0.8	-9.6	-2.4				
...Kona	3.9	4.5	8.3	9.2	-11.2	9.9	1.6	0.2	-2.2	-1.9	2.1	2.6	2.2				
DOMESTIC	2.4	1.5	0.7	12.3	-6.2	-2.5	0.3	-1.2	-7.3	-3.7	-11.1	5.0	-8.5				
Oahu	2.8	6.0	2.8	9.2	-7.3	-1.7	-7.2	-13.3	-7.6	-7.5	-11.1	-25.6	-14.6				
Maui	-2.7	-1.8	-15.3	3.8	-46.3	-23.6	13.3	6.3	-17.7	-10.7	17.3	-36.6	-3.8				
Molokai	7.0	-8.3	-46.3	8.3	-16.0	-17.8	-37.0	-71.3	-26.6	-28.9	-32.1	-41.6	-34.0				
Lānaʻi	6.1	7.7	-40.4	7.4	-9.7	5.7	-0.7	11.7	2.3	-1.0	-6.0	-43.8	-16.7				
Kauaʻi	7.0	10.8	-15.2	14.2	0.5	9.8	7.7	12.3	2.1	5.3	0.9	-15.5	-3.7				
Hawaiʻi Island	11.4	15.5	-45.1	16.9	6.3	17.2	12.6	-4.2	0.9	8.5	2.7	-28.5	-7.2				
...Hilo	6.1	9.4	-1.7	13.8	-1.2	6.9	5.6	19.4	2.7	4.0	0.3	-9.6	-2.3				
...Kona	3.9	5.1	-3.6	11.0	-5.7	1.4	-0.3	-3.0	-4.3	-2.6	-10.2	-4.6	-9.2				
INTERNATIONAL	5.3	-6.7	6.2	14.3	-23.8	1.8	58.6	-10.9	-23.7	-2.1	4.6	6.1	4.9				
Oahu	-4.8	-22.0	4.7	5.0	-38.4	42.5	-31.3	108.9	-11.4	-14.2	-5.9	-5.1	-5.8				
Maui	-58.3	-85.4	51.6	5.7	NA	NA	-100.0	NA	NA	1197.6	22.3	-66.5	3.5				
Molokai	-100.0	-30.1	223.3	10.4	-67.7	NA	NA	NA	NA	-35.1	22.4	-22.1	13.9				
Lānaʻi	-58.7	-46.5	15.7	7.3	-6.0	142.5	18.0	105.0	292.4	50.2	7.0	-20.4	2.9				
Kauaʻi	80.2	19.0	42.3	10.4	-50.3	53.7	24.0	615.4	206.5	16.6	5.3	-0.4	4.4				
Hawaiʻi Island	121.2	77.1	31.0	26.3	-49.5	196.1	45.1	534.3	268.6	-8.0	23.4	33.8	24.8				
...Hilo	3.0	-11.1	8.4	8.5	-30.3	25.1	13.2	29.2	17.9	1.2	3.8	-9.6	-2.4				
...Kona	3.0	-11.1	8.4	8.5	-30.3	25.1	13.2	29.2	17.9	1.2	3.8	-9.6	-2.4				
STATE	3.0	-11.1	8.4	8.5	-30.3	25.1	13.2	29.2	17.9	1.2	3.8	-9.6	-2.4				

NA = Not Applicable

Table 66. Visitor Days Growth by Island and MMA (Arrivals by Air) continued
% change 2017 vs. 2016

% change	OTHER ASIA MMA						LATIN AMERICA MMA			OTHER MMA		TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	
TOTAL												
Oahu	2.6	-14.8	2.6	13.7	17.2	3.1	-4.0	-4.2	-6.1	-4.7	10.8	3.8
Maui	9.4	-32.7	-10.8	-12.4	-5.0	-3.8	-14.1	-14.1	-17.3	-15.1	-3.8	3.0
Molokai	-53.7	-70.3	-51.0	-100.0	-90.3	-55.4	225.2	1.0	9.8	77.3	26.9	-2.4
Lānaʻi	5.4	-72.6	-68.2	440.2	25.1	-46.0	-14.9	-25.7	51.8	14.5	-28.1	-1.1
Kauaʻi	4.0	-33.3	3.4	141.2	26.2	6.8	-10.6	-19.2	-9.2	-14.1	11.8	5.8
Hawaiʻi Island	23.6	-7.9	15.6	133.8	-13.4	18.6	-9.1	1.8	3.2	0.4	17.7	10.9
...Hilo	33.2	-13.7	36.4	167.6	8.6	32.0	0.2	-22.0	31.5	-0.1	29.5	15.9
...Kona	19.6	-4.8	7.2	122.9	-26.5	12.9	-12.3	9.5	-4.7	0.6	13.4	9.7
STATE	5.9	-18.7	1.9	29.1	10.0	3.7	-8.3	-6.6	-7.6	-7.4	8.5	4.8
DOMESTIC												
Oahu	-25.5	-28.4	-7.9	5.3	-13.4	-21.6	-5.0	-8.1	-9.6	-7.8	-5.5	1.2
Maui	-17.4	-34.6	-22.0	-11.2	-3.3	-19.1	-14.2	-14.0	-15.2	-14.4	-2.6	3.3
Molokai	-33.8	-67.9	-72.3	-100.0	-6.1	-46.6	220.2	23.2	-25.4	77.5	-23.9	-3.4
Lānaʻi	-29.9	-70.7	-56.0	573.2	-38.5	-20.4	-20.5	-25.7	33.4	4.2	-28.8	-1.3
Kauaʻi	-12.2	-33.8	-23.3	18.3	-1.1	-16.5	-2.0	-29.3	-6.7	-16.3	1.4	6.1
Hawaiʻi Island	12.5	-8.1	1.4	-2.8	9.8	8.1	-9.1	-8.7	5.6	-3.7	0.0	8.0
...Hilo	14.7	-2.3	6.2	2.4	28.9	12.8	0.2	-30.4	38.8	-2.4	-2.1	12.1
...Kona	11.2	-10.4	0.4	-4.4	2.0	5.8	-12.3	-1.8	-3.3	-4.1	0.6	7.1
STATE	-20.0	-28.0	-9.5	0.8	-8.4	-17.7	-8.4	-11.2	-8.0	-9.5	-3.2	3.7
INTERNATIONAL												
Oahu	10.5	-1.4	2.9	16.1	20.0	5.8	25.8	55.8	36.0	44.6	33.5	7.2
Maui	20.3	-26.4	-10.1	-13.6	-5.4	-0.6	-1.5	-100.0	-42.4	-39.5	-9.5	1.3
Molokai	-62.4	-100.0	-50.7	NA	-93.8	-57.1	NA	-100.0	NA	73.4	299.7	3.7
Lānaʻi	25.1	-100.0	-68.8	261.6	NA	-50.6	NA	NA	NA	NA	-25.5	0.5
Kauaʻi	16.2	-30.5	6.7	264.4	36.2	15.8	-100.0	1546.6	-100.0	53.9	111.3	2.6
Hawaiʻi Island	26.1	-7.5	16.8	267.0	-15.1	20.5	NA	NA	-100.0	503.4	101.1	27.2
...Hilo	38.7	-25.5	37.9	320.7	7.4	35.7	NA	NA	-100.0	132.8	117.0	36.3
...Kona	21.2	10.2	7.9	249.2	-28.9	14.1	NA	NA	-100.0	874.0	90.4	24.7
STATE	13.4	-5.1	2.3	42.1	11.9	6.4	-6.4	123.3	-1.3	43.9	36.2	7.7

NA = Not Applicable

Table 67. Visitor Arrivals by Island and MMA (Arrivals by Air)
2017

2017	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA			
TOTAL																
O'ahu	1,639,172	1,151,721	1,515,806	213,275	35,222	16,423	28,850	8,148	13,035	101,678	316,170	69,402	385,572			
Maui	1,361,349	748,142	57,738	262,919	16,843	7,786	20,994	5,608	8,940	60,172	61,596	11,915	73,511			
Molokai	22,561	15,132	2,515	3,767	282	619	771	93	412	2,179	4,736	485	5,221			
Lāna'i	24,498	19,869	2,373	4,765	480	106	427	65	238	1,316	5,517	641	6,159			
Kaua'i	658,645	385,959	26,502	73,333	7,800	4,276	13,301	2,300	6,241	33,918	31,049	4,026	35,076			
Hawai'i Island	709,639	468,105	189,551	103,591	13,109	9,070	18,142	3,101	8,824	52,246	55,566	9,321	64,888			
...Hilo	211,397	197,737	58,184	36,256	6,439	5,534	9,554	1,257	4,804	27,587	33,503	5,486	38,990			
...Kona	629,332	395,640	152,985	93,933	10,848	8,117	14,677	2,458	6,989	43,088	45,567	7,671	53,239			
STATE	3,843,780	1,998,788	1,587,781	520,062	48,602	21,683	41,468	11,011	17,008	139,771	324,564	70,799	395,362			
DOMESTIC																
O'ahu	1,559,490	1,076,469	7,019	57,422	25,940	8,788	22,961	6,470	10,935	75,093	43,986	9,685	53,671			
Maui	1,345,250	728,353	727	53,399	13,699	4,414	17,635	4,861	8,121	48,730	5,250	1,284	6,533			
Molokai	21,962	14,647	23	834	282	163	771	93	412	1,723	145	49	194			
Lāna'i	24,498	19,233	18	986	389	106	335	65	238	1,133	140	28	169			
Kaua'i	653,641	376,712	331	25,980	6,023	2,798	11,122	1,852	5,707	27,502	2,156	481	2,637			
Hawai'i Island	694,799	450,591	798	41,235	10,481	5,194	15,751	2,605	7,168	41,198	3,650	905	4,555			
...Hilo	205,447	185,344	249	14,246	4,136	2,647	7,868	1,114	3,796	19,562	1,643	380	2,024			
...Kona	615,559	382,166	643	37,779	8,918	4,240	12,772	2,105	5,893	33,927	2,955	705	3,660			
STATE	3,746,542	1,912,352	7,996	134,750	38,200	12,005	34,359	9,270	14,583	108,416	46,715	10,661	57,375			
INTERNATIONAL																
O'ahu	79,682	75,252	1,508,787	155,852	9,282	7,635	5,888	1,678	2,101	26,585	272,184	59,717	331,901			
Maui	16,099	19,790	57,011	209,519	3,144	3,372	3,359	747	819	11,442	56,346	10,631	66,978			
Molokai	599	485	2,492	2,933	0	456	0	0	0	456	4,591	436	5,027			
Lāna'i	0	636	2,355	3,779	91	0	92	0	0	183	5,377	613	5,990			
Kaua'i	5,004	9,247	26,171	47,353	1,777	1,478	2,179	447	534	6,416	28,893	3,546	32,438			
Hawai'i Island	14,840	17,514	188,753	62,356	2,628	3,876	2,391	496	1,656	11,048	51,916	8,416	60,333			
...Hilo	5,951	12,393	57,935	22,010	2,302	2,887	1,686	143	1,007	8,026	31,860	5,106	36,966			
...Kona	13,773	13,474	152,342	56,154	1,930	3,876	1,905	354	1,096	9,161	42,612	6,966	49,578			
STATE	97,238	86,436	1,579,785	385,312	10,402	9,678	7,109	1,741	2,425	31,355	277,849	60,138	337,987			

Note: Sums may not total to total MMA due to rounding.

Table 67. Visitor Arrivals by Island and MMA (Arrivals by Air) continued
2017

2017	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS				
TOTAL																
Oahu	146,142	3,205	256,510	4,256	18,130	428,243	4,741	7,717	6,198	18,657	236,628	5,690,752				
Maui	31,650	765	45,271	1,195	3,359	82,241	3,134	3,077	3,251	9,462	89,461	2,744,994				
Molokai	849	22	1,063	0	27	1,962	128	71	173	372	4,743	58,450				
Lānaʻi	1,118	11	861	127	49	2,165	82	53	185	320	2,891	64,357				
Kauaʻi	4,939	290	10,774	643	1,185	17,831	696	1,315	1,089	3,099	45,605	1,279,968				
Hawaiʻi Island	54,191	908	28,041	1,958	5,313	90,411	999	2,887	2,377	6,263	76,795	1,761,489				
...Hilo	25,172	530	15,982	1,122	3,683	46,488	488	1,058	1,009	2,555	34,976	654,170				
...Kona	41,679	661	21,530	1,648	4,155	69,674	779	2,590	1,885	5,254	63,633	1,506,778				
STATE	151,299	3,859	261,039	5,254	18,868	440,319	6,443	9,492	9,063	24,998	326,751	9,277,613				
DOMESTIC																
Oahu	29,123	1,326	6,467	935	1,361	39,212	4,489	6,897	5,461	16,848	124,241	3,009,467				
Maui	4,472	484	1,009	339	310	6,614	3,062	3,077	3,081	9,220	70,293	2,269,119				
Molokai	171	22	9	0	8	209	113	71	81	265	1,705	41,560				
Lānaʻi	87	11	23	36	15	172	68	53	93	213	1,599	48,021				
Kauaʻi	1,181	239	335	99	131	1,986	696	1,169	1,089	2,954	33,817	1,125,560				
Hawaiʻi Island	6,083	390	844	305	329	7,951	999	2,303	2,377	5,679	45,917	1,292,724				
...Hilo	3,158	189	315	112	177	3,951	488	912	1,009	2,410	17,491	450,722				
...Kona	4,260	284	682	251	245	5,722	779	2,006	1,885	4,670	38,531	1,122,658				
STATE	31,785	1,949	7,292	1,306	1,673	44,005	6,191	8,672	8,248	23,111	205,200	6,239,748				
INTERNATIONAL																
Oahu	117,019	1,879	250,043	3,321	16,769	389,031	252	820	737	1,809	112,387	2,681,286				
Maui	27,178	282	44,262	856	3,049	75,627	72	0	170	243	19,168	475,875				
Molokai	678	0	1,055	0	19	1,752	15	0	92	107	3,039	16,890				
Lānaʻi	1,031	0	838	90	34	1,993	15	0	92	107	1,292	16,337				
Kauaʻi	3,758	51	10,439	543	1,054	15,845	0	145	0	145	11,788	154,408				
Hawaiʻi Island	48,108	518	27,198	1,653	4,983	82,460	0	584	0	584	30,378	468,765				
...Hilo	22,014	341	15,667	1,010	3,506	42,538	0	145	0	145	17,485	203,448				
...Kona	37,420	377	20,848	1,397	3,910	63,952	0	584	0	584	25,101	384,119				
STATE	119,514	1,910	253,747	3,948	17,195	396,314	252	820	815	1,887	121,551	3,037,865				

Table 68. Visitor Arrival Growth by Island and MMA (Arrivals by Air)
 % change 2017 vs. 2016

%change	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA							OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA					
TOTAL																		
Oahu	4.4	4.0	5.1	14.9	-8.3	-0.7	3.0	2.8	6.5	-1.4	0.2	12.3	2.1					
Maui	3.6	6.8	6.3	8.5	-10.9	10.6	-8.2	-3.0	-9.8	-6.7	-0.4	4.8	0.4					
Molokai	-9.7	0.7	78.4	-15.2	-31.8	225.5	-3.6	-28.0	-10.3	9.3	17.0	-44.0	6.3					
Lānaʻi	-5.6	-2.3	115.6	18.3	-31.1	-23.1	12.0	-40.4	-8.3	-16.9	24.5	-30.6	15.0					
Kauaʻi	6.2	8.3	15.3	9.7	4.3	27.0	2.2	10.2	7.1	6.8	11.6	0.1	10.2					
Hawaiʻi Island	8.6	12.0	32.6	16.0	-7.6	22.4	7.0	24.9	18.5	7.8	13.7	18.1	14.3					
...Hilo	13.2	19.1	23.9	22.5	-7.0	22.2	13.1	9.0	24.5	10.7	17.5	30.5	19.2					
...Kona	8.6	11.1	40.1	15.4	-10.8	53.1	5.6	24.1	13.8	9.1	14.6	14.7	14.6					
STATE	4.9	5.6	6.7	10.8	-8.6	3.2	0.1	-0.5	-1.4	-2.9	-0.3	9.3	1.3					
DOMESTIC																		
Oahu	4.1	4.8	-3.8	14.8	-5.5	5.0	-0.2	0.4	1.7	-1.2	-12.4	6.6	-9.5					
Maui	3.7	7.5	-1.7	11.9	-8.1	1.2	-5.5	-7.5	-5.8	-5.9	-9.8	-16.3	-11.2					
Molokai	-6.3	-1.3	-12.8	-7.7	-31.8	-14.1	-0.7	-28.0	-10.3	-12.6	-4.8	-20.9	-9.4					
Lānaʻi	-1.4	-1.0	-36.0	8.0	-13.0	-23.1	-12.1	-40.4	-8.3	-15.1	-1.1	-43.9	-12.3					
Kauaʻi	6.9	9.1	-22.9	9.5	-6.9	8.9	-0.8	1.2	1.2	-0.8	-2.7	-35.4	-10.9					
Hawaiʻi Island	7.7	11.4	-8.1	15.7	-1.5	14.1	7.2	14.9	4.0	5.5	-2.1	0.3	-1.6					
...Hilo	12.4	16.5	-3.9	22.8	-0.3	26.6	9.8	5.8	7.6	8.8	4.6	7.6	5.1					
...Kona	7.4	10.7	-10.7	16.4	-1.2	12.8	6.9	19.2	4.1	5.5	-3.0	-3.3	-3.0					
STATE	4.7	6.4	-5.2	12.6	-6.2	2.4	-1.2	-2.4	-3.9	-3.1	-12.0	3.7	-9.4					
INTERNATIONAL																		
Oahu	10.1	-6.2	5.1	14.9	-15.3	-6.7	17.6	13.7	41.8	-1.9	2.5	13.3	4.3					
Maui	-4.3	-13.3	6.4	7.6	-21.3	26.1	-20.1	41.5	-36.7	-9.9	0.6	8.1	1.7					
Molokai	-61.1	148.7	80.1	-17.1	NA	NA	-100.0	NA	NA	1846.3	17.9	-45.8	7.0					
Lānaʻi	-100.0	-30.1	119.6	21.3	-63.5	NA	NA	NA	NA	-26.6	25.3	-29.8	16.0					
Kauaʻi	-40.2	-17.9	16.1	9.8	75.6	85.2	21.5	74.2	178.9	58.4	12.9	8.1	12.3					
Hawaiʻi Island	83.7	29.7	32.8	16.2	-26.0	35.7	5.9	129.7	199.9	17.1	15.0	20.5	15.7					
...Hilo	49.2	78.3	24.0	22.3	-17.1	18.5	31.5	44.1	204.4	15.9	18.3	32.6	20.1					
...Kona	122.3	22.6	40.5	14.8	-38.5	151.2	-2.0	63.7	128.9	25.1	16.0	16.9	16.2					
STATE	11.9	-9.0	6.8	10.2	-16.4	4.2	6.9	10.8	17.0	-2.1	2.0	10.4	3.4					

NA = Not Applicable

Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air) continued
% change 2017 vs. 2016

% change	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA		TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL					
TOTAL																	
Oahu	-6.8	-8.4	1.6	28.0	12.6	-0.9	0.5	-7.3	-4.7	-4.5	13.0	4.5					
Mau	9.5	-24.1	-7.5	5.1	-2.1	-1.4	-3.9	-9.7	-16.9	-10.6	-2.4	4.2					
Molokai	-33.6	-36.9	28.5	-100.0	-89.7	-18.8	71.0	-48.6	83.3	21.1	37.6	-0.8					
Lānaʻi	36.5	-79.9	45.0	290.6	471.8	43.7	15.6	-25.0	74.8	29.4	-0.8	2.1					
Kauaʻi	11.8	-36.3	37.7	78.1	59.2	29.2	-10.9	-6.8	-23.4	-14.2	14.3	7.8					
Hawaiʻi Island	16.2	-0.8	35.6	151.4	-11.6	20.5	-5.9	15.4	-8.4	1.7	28.2	13.6					
...Hilo	28.9	12.7	48.8	346.4	10.2	35.4	-3.7	-1.9	-12.7	-6.8	32.1	18.8					
...Kona	10.5	5.0	32.0	160.6	-1.6	17.0	-8.4	23.3	-17.1	0.5	30.0	13.6					
STATE	-7.9	-14.5	1.5	22.7	4.2	-1.8	1.8	-6.9	-5.1	-4.1	9.3	5.2					
DOMESTIC																	
Oahu	-27.0	-25.0	-8.7	7.9	-3.4	-23.2	-0.1	-9.3	-5.3	-5.7	-2.2	3.3					
Mau	-13.4	-30.7	-7.2	-19.3	-9.2	-14.2	-4.7	-8.1	-11.9	-8.3	-2.4	4.5					
Molokai	-34.9	-8.7	-49.8	-100.0	20.2	-35.2	51.1	-7.0	-14.2	7.9	-24.4	-6.0					
Lānaʻi	-53.7	-74.7	-43.7	388.7	74.1	-40.1	-5.3	-25.0	-12.1	-13.8	-20.6	-2.6					
Kauaʻi	-12.0	-30.5	-22.3	-30.2	17.6	-16.3	-0.5	-13.3	-11.7	-10.0	1.8	7.1					
Hawaiʻi Island	11.2	-10.6	1.1	3.4	8.7	8.3	-5.9	-7.9	-1.2	-4.9	3.1	8.8					
...Hilo	8.9	3.2	13.5	-10.7	29.4	9.0	-3.7	-15.4	4.1	-5.7	5.6	13.7					
...Kona	14.8	-18.8	-2.4	0.6	13.2	9.5	-8.4	-4.5	-9.7	-7.3	2.8	8.4					
STATE	-25.8	-25.6	-9.6	1.0	-2.8	-22.1	1.5	-8.5	-6.5	-5.3	-2.1	4.5					
INTERNATIONAL																	
Oahu	0.1	8.6	1.9	35.1	14.1	2.1	11.0	14.5	0.1	7.7	36.5	5.8					
Mau	14.5	-9.5	-7.5	19.4	-1.3	-0.1	43.2	-100.0	-59.4	-54.3	-2.6	2.9					
Molokai	-33.2	-100.0	30.2	NA	-92.4	-16.3	NA	-100.0	NA	73.4	154.4	14.7					
Lānaʻi	63.5	-100.0	51.4	261.6	NA	63.4	NA	NA	NA	NA	43.5	19.0					
Kauaʻi	22.2	-54.2	41.2	148.8	66.5	38.6	-100.0	135.2	-100.0	-56.2	76.6	13.0					
Hawaiʻi Island	16.8	8.1	37.1	241.6	-12.6	21.8	NA	NA	-100.0	212.0	100.6	29.4					
...Hilo	32.4	18.7	49.8	702.0	9.4	38.5	NA	NA	-100.0	-22.4	76.4	32.0					
...Kona	10.0	35.0	33.5	264.8	-2.4	17.8	NA	NA	-100.0	212.0	118.6	32.2					
STATE	-1.6	1.0	1.9	32.1	4.9	1.1	11.0	14.5	10.7	12.4	36.2	6.5					

Table 69: Total Visitor Expenditures by Category
(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)
2017 vs. 2016

Expenditure Type	2017	2016	% change
GRAND TOTAL	16,809.4	15,911.2	5.6
Total Food and beverage	3,479.5	3,271.2	6.4
Restaurant food	2,354.4	2,230.8	5.5
Dinner shows and cruises	353.8	319.9	10.6
Groceries and snacks	771.2	720.5	7.0
Entertainment & Recreation	1,567.7	1,414.5	10.8
Total Transportation	1,665.4	1,543.2	7.9
Interisland airfare	283.5	282.6	0.3
Ground transportation	163.1	155.9	4.6
Rental vehicles	1,117.3	1,020.4	9.5
Gasoline, parking, etc.	98.5	84.2	17.0
Total Shopping	2,357.6	2,244.8	5.0
Fashion and clothing	906.2	860.5	5.3
Jewelry and watches	285.4	286.8	-0.5
Cosmetics, perfume	110.1	103.6	6.2
Leather goods	338.8	320.6	5.7
Hawai'i food products	344.1	318.0	8.2
Souvenirs	373.0	355.4	5.0
Lodging	6,958.6	6,731.1	3.4
All other expenses 1/	655.5	588.3	11.4
Supplemental business	125.1	118.1	\$5.9

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
 Note: Sums may not add up to total due to rounding.

**Table 70. Total Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	199.2	197.7	0.8
Total Food and beverage	41.6	41.0	1.4
Restaurant food	28.1	27.9	0.6
Dinner shows and cruises	4.2	4.0	5.4
Groceries and snacks	9.2	9.0	2.1
Entertainment & Recreation	18.6	17.6	5.8
Attractions/entertainment	5.6	5.6	-0.3
Recreation	6.4	6.0	6.8
Other activities & tours	6.7	6.1	10.3
Total Transportation	19.9	19.3	3.0
Interisland airfare	3.4	3.5	-4.3
Ground transportation	1.9	1.9	-0.1
Rental vehicles	13.4	12.8	4.4
Gasoline, parking, etc.	1.2	1.1	11.6
Total Shopping	28.1	28.0	0.2
Fashion and clothing	10.8	10.7	0.5
Jewelry and watches	3.4	3.6	-5.0
Cosmetics, perfume	1.3	1.3	1.2
Leather goods	4.0	4.0	0.8
Hawai'i food products	4.1	4.0	3.4
Souvenirs	4.4	4.4	0.1
Lodging	83.3	84.5	-1.4
All other expenses 1/	7.8	7.4	6.3

^{1/} Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.
Does not include Supplemental business expenditures
Note: Sums may not add up to total due to rounding.

**Table 71. U.S. West MMA Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	174.5	167.9	3.9
Total Food and beverage	37.4	36.2	3.5
Restaurant food	23.7	22.9	3.2
Dinner shows and cruises	4.0	3.6	11.8
Groceries and snacks	9.7	9.6	1.0
Entertainment & Recreation	15.9	14.7	8.1
Attractions/entertainment	3.9	3.6	8.6
Recreation	6.4	6.3	1.9
Other activities & tours	5.6	4.8	16.0
Total Transportation	19.2	18.1	5.7
Interisland airfare	2.5	2.5	0.9
Ground transportation	0.8	0.7	7.8
Rental vehicles	14.7	13.9	6.2
Gasoline, parking, etc.	1.2	1.1	9.7
Total Shopping	17.0	16.2	4.6
Fashion and clothing	6.5	6.2	3.9
Jewelry and watches	2.7	2.6	2.7
Cosmetics, perfume	0.4	0.3	22.8
Leather goods	0.9	0.8	11.1
Hawai'i food products	2.7	2.5	9.8
Souvenirs	3.7	3.7	0.5
Lodging	80.7	78.4	3.0
All other expenses ^{1/}	4.2	4.3	-1.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 72. U.S. East MMA Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	209.7	201.7	4.0
Total Food and beverage	42.5	40.7	4.4
Restaurant food	29.0	27.7	4.7
Dinner shows and cruises	5.2	4.8	9.8
Groceries and snacks	8.3	8.3	0.5
Entertainment & Recreation	21.9	20.3	7.6
Attractions/entertainment	6.0	5.5	9.1
Recreation	7.5	7.1	6.3
Other activities & tours	8.3	7.7	7.8
Total Transportation	23.3	22.0	5.8
Interisland airfare	4.8	4.9	-1.8
Ground transportation	1.1	1.1	1.4
Rental vehicles	16.0	14.7	8.5
Gasoline, parking, etc.	1.4	1.3	8.2
Total Shopping	19.3	18.5	4.5
Fashion and clothing	6.9	6.7	3.3
Jewelry and watches	3.5	3.1	10.1
Cosmetics, perfume	0.6	0.4	46.7
Leather goods	0.7	0.7	-9.0
Hawai'i food products	2.8	2.7	2.6
Souvenirs	4.9	4.8	2.0
Lodging	90.6	89.6	1.0
All other expenses 1/	12.2	10.6	15.6

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 73. Japan MMA Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	239.5	240.3	-0.3
Total Food and beverage	50.6	50.4	0.4
Restaurant food	37.8	37.6	0.8
Dinner shows and cruises	3.7	4.0	-6.8
Groceries and snacks	9.1	8.9	1.8
Entertainment & Recreation	19.0	19.0	-0.2
Attractions/entertainment	5.8	6.0	-3.0
Recreation	4.4	4.1	6.9
Other activities & tours	8.7	8.9	-1.5
Total Transportation	13.1	12.3	6.6
Interisland airfare	2.0	2.0	2.3
Ground transportation	6.1	6.0	2.3
Rental vehicles	4.5	4.0	11.5
Gasoline, parking, etc.	0.5	0.3	44.9
Total Shopping	64.7	68.0	-4.9
Fashion and clothing	18.1	18.1	-0.2
Jewelry and watches	5.8	6.7	-14.2
Cosmetics, perfume	3.6	3.8	-4.3
Leather goods	17.0	18.5	-8.1
Hawai'i food products	13.7	13.9	-1.3
Souvenirs	6.6	7.1	-6.6
Lodging	81.6	80.1	1.8
All other expenses 1/	10.5	10.4	0.5

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 74. Canada MMA Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	160.4	161.1	-0.4
Total Food and beverage	33.3	33.8	-1.4
Restaurant food	19.4	19.4	-0.2
Dinner shows and cruises	2.8	3.0	-7.3
Groceries and snacks	11.1	11.3	-1.9
Entertainment & Recreation	12.6	11.8	6.3
Attractions/entertainment	3.8	3.8	-0.3
Recreation	4.7	4.5	3.7
Other activities & tours	4.1	3.5	16.8
Total Transportation	17.7	16.8	5.5
Interisland airfare	1.6	1.7	-3.6
Ground transportation	0.9	0.9	-0.4
Rental vehicles	13.8	13.0	5.7
Gasoline, parking, etc.	1.4	1.2	16.1
Total Shopping	14.1	13.5	4.6
Fashion and clothing	7.3	6.9	5.5
Jewelry and watches	1.5	1.6	-3.2
Cosmetics, perfume	0.3	0.2	2.1
Leather goods	0.6	0.5	19.0
Hawai'i food products	1.9	1.7	13.2
Souvenirs	2.6	2.6	-1.3
Lodging	77.5	79.3	-2.3
All other expenses 1/	5.2	5.9	-12.0

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 75. Europe MMA Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	180.7	189.9	-4.8
Total Food and beverage	44.4	36.9	20.6
Restaurant food	36.8	27.3	35.1
Dinner shows and cruises	1.6	2.6	-38.4
Groceries and snacks	6.0	7.0	-14.2
Entertainment & Recreation	17.5	14.8	18.7
Attractions/entertainment	5.4	5.3	1.4
Recreation	5.0	5.3	-5.8
Other activities & tours	7.2	4.2	71.3
Total Transportation	22.4	26.1	-14.1
Interisland airfare	4.3	7.3	-40.5
Ground transportation	5.2	3.3	55.8
Rental vehicles	11.2	14.3	-21.6
Gasoline, parking, etc.	1.7	1.2	37.7
Total Shopping	14.6	18.2	-19.8
Fashion and clothing	7.7	10.5	-26.9
Jewelry and watches	1.9	4.2	-54.2
Cosmetics, perfume	0.6	0.5	40.2
Leather goods	0.8	0.2	231.0
Hawai'i food products	0.6	1.0	-39.9
Souvenirs	3.0	1.8	62.8
Lodging	76.7	88.2	-13.0
All other expenses 1/	5.0	5.8	-13.9

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 76. Oceania MMA Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	269.0	286.5	-6.1
Total Food and beverage	54.6	54.9	-0.6
Restaurant food	39.9	39.8	0.3
Dinner shows and cruises	5.3	5.3	-1.7
Groceries and snacks	9.5	9.8	-3.2
Entertainment & Recreation	25.0	24.8	1.0
Attractions/entertainment	10.9	11.3	-3.8
Recreation	4.5	4.4	3.0
Other activities & tours	9.6	9.1	6.1
Total Transportation	17.0	17.2	-1.3
Interisland airfare	3.9	4.5	-12.7
Ground transportation	3.6	3.8	-6.3
Rental vehicles	8.7	8.2	5.8
Gasoline, parking, etc.	0.8	0.7	4.0
Total Shopping	58.7	56.4	4.2
Fashion and clothing	37.5	35.9	4.2
Jewelry and watches	5.0	4.8	3.3
Cosmetics, perfume	4.8	4.8	-1.3
Leather goods	5.6	5.1	8.7
Hawai'i food products	1.5	1.3	11.3
Souvenirs	4.4	4.3	2.9
Lodging	97.9	118.3	-17.3
All other expenses 1/	15.8	14.8	6.3

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 77. Other Asia MMA Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	284.7	340.7	-16.4
Total Food and beverage	57.3	68.0	-15.8
Restaurant food	44.7	56.7	-21.2
Dinner shows and cruises	4.5	4.5	0.2
Groceries and snacks	8.0	6.8	18.4
Entertainment & Recreation	28.5	33.5	-14.8
Attractions/entertainment	15.3	22.1	-31.0
Recreation	8.7	7.2	21.0
Other activities & tours	4.6	4.2	9.1
Total Transportation	29.2	34.5	-15.5
Interisland airfare	8.2	9.4	-12.2
Ground transportation	3.2	7.1	-55.8
Rental vehicles	16.5	16.8	-1.7
Gasoline, parking, etc.	1.1	1.2	-6.9
Total Shopping	83.2	88.0	-5.5
Fashion and clothing	28.6	32.6	-12.4
Jewelry and watches	7.8	9.8	-19.8
Cosmetics, perfume	7.0	7.5	-7.3
Leather goods	26.6	26.1	2.0
Hawai'i food products	7.6	7.1	7.1
Souvenirs	5.7	5.0	13.3
Lodging	81.7	110.3	-25.9
All other expenses 1/	4.8	6.4	-24.0

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 78. Latin America MMA Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	261.0	186.7	39.8
Total Food and beverage	43.9	33.5	31.3
Restaurant food	28.9	22.4	29.4
Dinner shows and cruises	7.3	5.0	47.3
Groceries and snacks	7.7	6.1	25.2
Entertainment & Recreation	24.9	16.7	48.6
Attractions/entertainment	8.3	5.6	48.8
Recreation	11.1	5.1	116.2
Other activities & tours	5.5	6.1	-8.6
Total Transportation	26.0	22.8	13.9
Interisland airfare	3.5	4.7	-24.6
Ground transportation	1.7	1.1	53.5
Rental vehicles	19.4	15.4	26.2
Gasoline, parking, etc.	1.2	1.6	-21.1
Total Shopping	45.8	34.1	34.5
Fashion and clothing	27.8	13.4	107.4
Jewelry and watches	4.0	11.2	-64.8
Cosmetics, perfume	1.7	1.3	27.0
Leather goods	1.6	0.2	698.2
Hawai'i food products	4.6	2.0	127.7
Souvenirs	6.1	5.9	4.3
Lodging	100.6	66.2	52.1
All other expenses 1/	19.8	13.5	47.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 79. Other MMA Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	197.4	199.5	-1.0
Total Food and beverage	37.8	41.1	-8.2
Restaurant food	24.5	30.6	-20.0
Dinner shows and cruises	4.1	4.2	-2.3
Groceries and snacks	9.2	6.4	44.8
Entertainment & Recreation	21.6	16.7	29.1
Attractions/entertainment	7.4	6.4	15.3
Recreation	7.2	3.8	88.7
Other activities & tours	7.0	6.5	7.9
Total Transportation	22.3	22.4	-0.5
Interisland airfare	5.3	5.0	7.0
Ground transportation	4.2	2.5	66.3
Rental vehicles	10.8	13.8	-21.7
Gasoline, parking, etc.	1.5	1.1	36.6
Total Shopping	36.6	39.6	-7.6
Fashion and clothing	17.3	18.1	-4.2
Jewelry and watches	1.7	2.4	-29.9
Cosmetics, perfume	1.4	2.2	-35.0
Leather goods	5.8	4.3	34.7
Hawai'i food products	5.0	6.3	-20.5
Souvenirs	5.3	6.3	-15.7
Lodging	68.8	72.6	-5.3
All other expenses 1/	10.5	7.0	49.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 80. China Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	331.5	384.7	-13.8
Total Food and beverage	52.1	62.9	-17.1
Restaurant food	41.4	52.8	-21.5
Dinner shows and cruises	3.9	4.3	-9.4
Groceries and snacks	6.8	5.8	16.9
Entertainment & Recreation	33.6	42.1	-20.3
Attractions/entertainment	24.7	35.4	-30.0
Recreation	4.6	2.9	61.4
Other activities & tours	4.2	3.9	7.2
Total Transportation	36.4	44.7	-18.6
Interisland airfare	13.9	13.9	-0.2
Ground transportation	5.5	14.8	-62.7
Rental vehicles	15.6	14.7	6.1
Gasoline, parking, etc.	1.2	1.3	-4.5
Total Shopping	109.0	115.8	-5.9
Fashion and clothing	39.7	46.0	-13.8
Jewelry and watches	22.6	20.3	11.3
Cosmetics, perfume	14.5	12.6	14.3
Leather goods	21.9	24.8	-11.7
Hawai'i food products	7.0	7.2	-1.7
Souvenirs	3.3	4.9	-31.5
Lodging	92.5	108.5	-14.7
All other expenses 1/	7.9	10.6	-25.5

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 81. Korea Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	262.0	316.4	-17.2
Total Food and beverage	60.1	74.5	-19.4
Restaurant food	46.9	62.2	-24.6
Dinner shows and cruises	4.5	4.8	-5.2
Groceries and snacks	8.7	7.6	14.6
Entertainment & Recreation	26.5	28.1	-5.5
Attractions/entertainment	12.1	14.0	-13.0
Recreation	9.9	10.0	-0.7
Other activities & tours	4.4	4.1	8.4
Total Transportation	25.2	28.2	-10.6
Interisland airfare	5.5	6.2	-11.7
Ground transportation	2.3	2.4	-1.6
Rental vehicles	16.4	18.4	-11.2
Gasoline, parking, etc.	0.9	1.1	-17.3
Total Shopping	70.3	69.9	0.6
Fashion and clothing	22.6	24.3	-7.0
Jewelry and watches	2.6	3.7	-28.9
Cosmetics, perfume	3.9	4.1	-5.8
Leather goods	27.3	25.6	6.7
Hawai'i food products	7.6	7.2	5.7
Souvenirs	6.3	5.0	25.6
Lodging	77.3	112.9	-31.5
All other expenses 1/	2.6	2.8	-7.1

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 82. Taiwan Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	244.1	264.9	-7.8
Total Food and beverage	39.3	53.7	-26.8
Restaurant food	29.7	46.2	-35.6
Dinner shows and cruises	3.5	4.8	-26.5
Groceries and snacks	6.1	2.8	117.1
Entertainment & Recreation	22.4	27.1	-17.3
Attractions/entertainment	15.8	23.1	-31.7
Recreation	2.6	2.8	-5.2
Other activities & tours	2.6	1.2	121.8
Total Transportation	26.6	25.3	4.8
Interisland airfare	9.9	5.6	77.2
Ground transportation	2.8	2.0	37.2
Rental vehicles	10.3	15.0	-31.8
Gasoline, parking, etc.	2.2	2.7	-18.5
Total Shopping	81.1	73.1	10.9
Fashion and clothing	33.8	20.3	66.7
Jewelry and watches	7.4	1.7	322.9
Cosmetics, perfume	5.2	7.0	-24.9
Leather goods	18.9	27.7	-31.5
Hawai'i food products	10.6	7.9	35.0
Souvenirs	5.0	8.5	-41.1
Lodging	69.7	79.5	-12.3
All other expenses 1/	5.1	6.2	-17.8

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 83. Australia Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	273.3	293.2	-6.8
Total Food and beverage	56.1	57.0	-1.7
Restaurant food	41.1	41.9	-2.0
Dinner shows and cruises	5.5	5.5	-0.8
Groceries and snacks	9.5	9.6	-0.9
Entertainment & Recreation	25.6	25.5	0.1
Attractions/entertainment	11.4	11.9	-4.1
Recreation	4.5	4.2	5.1
Other activities & tours	9.7	9.4	3.1
Total Transportation	17.1	17.4	-1.9
Interisland airfare	3.9	4.4	-11.1
Ground transportation	3.6	3.8	-5.2
Rental vehicles	8.8	8.5	3.3
Gasoline, parking, etc.	0.7	0.8	-4.6
Total Shopping	59.2	56.2	5.4
Fashion and clothing	36.6	34.7	5.3
Jewelry and watches	5.3	5.2	2.1
Cosmetics, perfume	4.9	4.6	5.9
Leather goods	6.2	5.7	9.2
Hawai'i food products	1.4	1.2	13.5
Souvenirs	4.9	4.8	2.9
Lodging	98.6	121.5	-18.8
All other expenses 1/	16.8	15.6	7.3

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 84. New Zealand Air Visitor Personal Daily Spending
by Category in Dollars
2017 vs. 2016**

Expenditure Type	2017	2016	% change
GRAND TOTAL	248.7	262.8	-5.4
Total Food and beverage	47.8	48.0	-0.5
Restaurant food	34.7	32.9	5.4
Dinner shows and cruises	4.0	4.5	-9.9
Groceries and snacks	9.1	10.7	-14.8
Entertainment & Recreation	21.8	22.7	-4.0
Attractions/entertainment	7.9	9.7	-18.4
Recreation	5.1	4.8	6.1
Other activities & tours	8.7	8.2	6.9
Total Transportation	16.5	16.6	-0.4
Interisland airfare	3.9	4.6	-14.5
Ground transportation	3.6	3.9	-7.9
Rental vehicles	8.2	7.3	11.8
Gasoline, parking, etc.	0.8	0.8	5.6
Total Shopping	55.7	57.0	-2.4
Fashion and clothing	41.1	39.5	4.1
Jewelry and watches	3.1	3.8	-20.1
Cosmetics, perfume	4.0	5.2	-23.5
Leather goods	2.9	3.6	-18.2
Hawai'i food products	2.0	1.6	20.8
Souvenirs	2.6	3.3	-19.8
Lodging	96.1	107.5	-10.6
All other expenses 1/	10.9	11.0	-1.7

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 85. Air Visitor Personal Daily Spending
by Category and Island in Dollars
2017**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	198.3	211.9	124.2	483.8	188.4	185.2
Total Food and beverage	38.2	42.8	25.8	93.0	39.4	37.0
Restaurant food	25.9	27.1	12.2	84.9	24.2	24.3
Dinner shows and cruises	4.9	5.0	0.3	2.0	4.7	2.2
Groceries and snacks	7.5	10.7	13.3	6.1	10.5	10.5
Entertainment & Recreation	17.8	17.8	12.6	33.7	22.6	20.4
Total Transportation	14.7	23.5	26.0	27.0	23.7	29.8
Interisland airfare	2.2	4.1	9.7	14.4	3.7	7.9
Ground transportation	2.0	0.7	0.6	3.8	0.4	0.8
Rental vehicles	9.6	17.6	14.2	8.4	18.7	19.0
Gasoline, parking, etc.	0.9	1.1	1.6	0.4	0.9	2.1
Total Shopping	33.4	17.5	8.2	19.0	15.1	16.9
Fashion and clothing	12.3	7.2	3.4	9.3	6.2	5.6
Jewelry and watches	4.0	3.2	0.8	0.7	2.3	2.0
Cosmetics, perfume	1.8	0.5	-	0.1	0.4	0.4
Leather goods	4.5	0.7	0.1	4.2	0.1	0.2
Hawai'i food products	3.2	2.1	2.3	0.8	2.1	3.8
Souvenirs	7.6	3.9	1.6	3.8	4.0	4.8
Lodging	88.3	102.8	48.9	295.3	82.0	74.5
All other expenses 1/	6.0	7.5	2.8	15.8	5.6	6.5

^{1/} Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 86. Air Visitor Personal Daily Spending Growth
by Category and Island
% change 2017 vs. 2016**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	-0.1	0.5	7.8	16.7	2.5	3.1
Total Food and beverage	0.0	0.1	22.3	2.5	1.2	2.0
Restaurant food	0.1	-1.2	54.1	5.7	-0.4	0.4
Dinner shows and cruises	16.8	4.4	-8.6	181.7	13.5	8.8
Groceries and snacks	-8.9	1.8	3.6	-37.4	-0.2	4.6
Entertainment & Recreation	4.5	1.9	19.2	45.9	3.1	12.5
Total Transportation	1.2	5.0	4.5	14.6	7.2	-2.4
Interisland airfare	13.7	15.6	25.0	27.3	-20.4	-20.3
Ground transportation	2.5	8.6	34.4	5.1	44.0	11.3
Rental vehicles	-1.9	3.0	-8.5	1.1	14.3	5.9
Gasoline, parking, etc.	5.2	0.5	29.4	23.5	9.3	7.2
Total Shopping	4.0	-1.9	13.2	55.8	1.3	10.6
Fashion and clothing	2.5	-2.0	74.9	-3.6	7.8	-0.5
Jewelry and watches	4.5	9.7	-62.9	24.2	-15.4	-5.1
Cosmetics, perfume	18.9	-3.6	-100.0	158.4	40.2	68.2
Leather goods	9.1	-21.5	1253.3	938.0	-8.6	-26.4
Hawai'i food products	-1.6	1.5	48.2	112.4	1.8	7.0
Souvenirs	2.6	-7.0	-0.2	241.8	0.9	41.5
Lodging	0.1	-0.8	8.7	15.5	1.6	0.6
All other expenses 1/	-29.3	9.6	-57.6	67.1	6.4	23.8

^{1/} Includes cruise package spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 87. Air Visitor Personal Daily Spending by Visitor and Trip Characteristics
(in Dollars, 2017 vs. 2016)**

Expenditure Type	U.S. West		U.S. East		Japan	
	2017	2016	2017	2016	2017	2016
ALL VISITORS	174.5	167.9	209.7	201.7	239.5	240.3
Group tour status:						
Organized group tour	207.7	231.1	240.4	236.8	250.0	253.5
Individually arranged	173.1	166.2	200.8	193.6	237.6	238.2
Arrived on package tour:						
Yes	182.5	186.3	227.4	226.6	269.0	268.9
No	171.0	161.8	194.7	186.1	194.0	187.9
Accommodations:						
Hotel	213.6	212.1	249.4	242.5	262.5	263.8
Condo	172.3	166.0	195.5	190.0	175.5	169.8
Guests of friends and relatives	83.3	79.0	82.5	77.7	98.0	89.1
Timeshare	131.7	127.8	153.6	150.6	136.4	134.1
Previous visits: ^{1/}						
First trip	183.0	175.6	216.2	209.9	264.6	267.6
Repeat visitors	169.2	162.8	186.2	180.2	228.0	225.8
Purpose of trip:						
Pleasure	178.8	169.1	203.8	195.4	223.8	220.9
Business, meetings, Conventions, incentive	203.0	208.4	241.4	235.1	271.2	249.6
Honeymoon	224.2	231.2	277.9	283.5	323.3	330.1

^{1/} Data were revised from the 2016 Annual Visitor Research Report

Table 88. Meeting, Convention and Incentive (MCI) Visitor Characteristics and Spending
2017

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PER PERSON		TOTAL		
					PER DAY PERSONAL SPENDING\$	TOTAL PERSONAL SPENDING\$	SUPPLEMENTAL BUSINESS SPENDING \$	TOTAL SPENDING \$	
Convention/Conference	230,183								\$548,317,707
Party Size	1.82								
Delegates	126,538	4.0	4.1	8.1	\$236.1	\$241,659,723	\$110,178,652	\$351,838,375	
Companions	103,645	4.0	4.1	8.1	\$0.0	\$196,479,331	\$0	\$196,479,331	
Corporate Meeting	83,622								\$174,382,133
Party Size	1.71								
Delegates	48,767	3.0	4.3	7.3	\$263.8	\$93,881,387	\$14,971,005	\$108,852,392	
Companions	34,855	3.0	4.3	7.3	\$0.0	\$65,529,740	\$0	\$65,529,740	
Incentive	161,424								\$223,793,562
Party Size	2.46								
Delegates	65,723			6.0	\$237.1	\$92,923,388		\$92,923,388	
Companions	95,702			6.0		\$130,870,173		\$130,870,173	
MCI TOTAL						\$821,343,744	\$125,149,657	\$946,493,401	

**Table 89. Cruise Ship Visitors
2017**

2017	SHIP ARRIVALS FROM OUT-OF-STATE ^{1/}	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	12	17,636	9,153	16	26,789	6.66	178,507
FEBRUARY	7	13,348	9,181	11	22,529	6.93	156,058
MARCH	5	10,112	9,197	9	19,309	7.16	138,292
APRIL	8	15,168	14,599	14	29,767	7.38	219,558
MAY	8	14,358	9,415	12	23,773	7.19	170,821
JUNE	0	0	10,085	4	10,085	10.40	104,838
JULY	2	3,646	12,907	7	16,554	8.87	146,850
AUGUST	1	2,632	10,083	5	12,715	9.87	125,457
SEPTEMBER	4	9,712	11,616	9	21,328	8.56	182,573
OCTOBER	9	18,681	11,421	14	30,102	6.36	191,438
NOVEMBER	6	9,794	9,267	10	19,061	7.57	144,365
DECEMBER	7	11,644	12,190	12	23,833	8.14	193,962
TOTAL	69	126,733	129,113	123	255,846	7.63	1,952,717

^{1/} Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships Pride of America.
 Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.
 Note: Sums may not add up to total due to rounding.

**Table 90. Cruise Ship Visitor Growth
% change 2017 vs. 2016**

2017 vs 2016	SHIP ARRIVALS FROM OUT-OF-STATE ^{1/}	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	71.4%	51.1%	-19.5%	33.3%	16.2%	-11.4%	3.0%
FEBRUARY	250.0%	178.0%	104.1%	175.0%	142.2%	-4.2%	132.2%
MARCH	0.0%	47.1%	100.9%	28.6%	68.6%	-1.6%	65.9%
APRIL	-20.0%	-33.6%	29.9%	-6.7%	-12.7%	6.0%	-7.4%
MAY	100.0%	53.6%	2.9%	50.0%	28.5%	-12.1%	12.9%
JUNE	NA	NA	3.4%	-33.3%	-11.2%	5.9%	-6.0%
JULY	100.0%	283.0%	4.1%	16.7%	24.0%	-14.5%	6.0%
AUGUST	0.0%	39.8%	4.0%	0.0%	9.8%	2.8%	12.8%
SEPTEMBER	-20.0%	-1.7%	29.2%	0.0%	13.0%	-0.1%	12.9%
OCTOBER	-18.2%	-21.4%	1.4%	-12.5%	-14.1%	-4.3%	-17.8%
NOVEMBER	20.0%	-1.1%	-0.2%	11.1%	-0.7%	-3.3%	-3.9%
DECEMBER	75.0%	30.3%	-0.3%	33.3%	12.6%	-4.9%	7.1%
TOTAL	21.1%	12.7%	12.8%	16.0%	12.7%	-3.8%	8.5%

^{1/} Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships Pride of America.
 Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.
 NA = Not applicable
 Note: Sums may not add up to total due to rounding.

Table 91. Total Cruise Ship Passengers by MMA
2017

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawaii's Residents	Total Passengers
Total Passengers	255,846	67,986	103,845	21,951	32,950	9,575	19,540	2,627	258,473
Island Visitation (Number of Passengers)									
Oahu	255,247	67,899	103,774	21,929	32,607	9,498	19,541	2,616	257,863
Kauai'i	214,255	56,746	92,126	17,429	24,513	7,702	15,739	2,497	216,752
Maui County	236,901	62,393	98,570	20,055	29,710	8,696	17,476	2,566	239,467
Maui	236,901	62,393	98,570	20,055	29,710	8,696	17,476	2,566	239,467
Molokai'i	3,173	1,346	804	275	380	38	330	0	3,173
Lana'i	4,685	2,020	1,187	407	489	69	513	0	4,685
Hawaii'i Island	240,004	63,738	99,084	20,237	30,470	8,968	17,505	2,545	242,549
Purpose of Trip (Number of Passengers)									
Honeymoon	5,446	950	2,493	281	589	485	647	31	5,477
Get Married	927	207	461	20	163	42	34	0	927
Attend Wedding	1,326	332	341	176	242	27	209	0	1,326
Convention / Conference	1,369	304	713	32	104	88	129	0	1,369
Business	1,962	830	807	22	94	12	198	39	2,001
Visit Friends or Relatives	22,730	9,790	8,786	1,010	1,028	140	1,975	685	23,415
Play Golf	3,972	959	1,635	272	456	312	339	35	4,007
Leisure	221,295	55,748	89,883	20,215	30,688	8,540	16,223	1,854	223,149
Type of Accommodation Before or After Cruise (Number of Passengers)									
Hotel	139,413	21,927	67,174	10,403	25,167	4,562	10,180	21	139,434
Hotel only	126,273	17,362	62,175	9,154	23,791	4,452	9,338	0	126,273
Condo	9,942	3,761	3,236	1,122	998	74	753	46	9,988
Condo only	2,996	1,261	874	358	324	11	168	24	3,020
Timeshare	10,630	3,840	4,332	996	831	102	531	0	10,630
Timeshare Only	4,575	1,403	2,058	459	400	31	226	0	4,575
Cruise only	103,601	41,535	31,470	10,279	6,823	4,915	8,577	2,532	106,133
Bed & Breakfast	1,451	315	509	116	334	29	150	0	1,451
Bed & Breakfast only	513	150	152	22	134	7	48	0	513
Friends & relatives	4,557	1,994	1,904	129	124	14	393	49	4,606
Other accommodation	2,891	711	1,477	397	129	27	149	0	2,891
Average Length of Stay (days)									
Total Length of Stay in Hawaii'i	7.63	6.31	8.32	7.41	8.88	6.66	8.07	6.61	7.62
LOS in Hawaii'i Before Cruise	1.29	0.75	1.63	1.29	1.56	1.08	1.35	0.00	1.28
LOS in Hawaii'i During Cruise	5.40	4.74	5.90	5.21	5.52	4.96	5.54	6.61	5.41
LOS in Hawaii'i After Cruise	0.95	0.82	0.80	0.91	1.80	0.62	1.18	0.00	0.94
Type of Visitors									
First Timers	114,222	12,912	55,401	10,788	16,991	7,594	10,535	N/A	N/A
Repeat Visitors	141,626	55,074	48,445	11,163	15,959	1,981	9,005	N/A	N/A
Total Expenditures (\$mil)									
PPPD (All visitors, \$)	463.7	71.7	249.7	38.8	N/A	N/A	N/A	N/A	N/A
PPPD (On domestic ships, \$)	237.5	167.1	288.9	238.8	N/A	N/A	N/A	N/A	N/A
PPPD (On foreign ships, \$)	306.2	288.4	336.6	317.6	N/A	N/A	N/A	N/A	N/A
PPPD (On foreign ships, \$)	83.6	63.5	86.6	82.5	N/A	N/A	N/A	N/A	N/A

NA = Not Applicable

Table 92. Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars
2017

Expenditure Type	State	% Change	O'ahu	% Change	Mau	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	237.5	9.1	134.4	13.8	75.5	6.0	64.0	5.2	67.7	0.6
Lodging	22.4	25.3	46.5	26.0	11.3	26.5	9.8	13.8	8.1	8.5
Food & beverages	14.0	22.1	25.9	30.2	9.7	8.0	6.0	6.8	6.9	6.7
Restaurant	10.3	23.4	18.9	28.7	7.3	14.2	4.2	8.7	5.1	10.8
Dinner shows	1.6	43.0	3.4	55.7	1.0	22.8	0.8	-1.1	0.4	42.0
Groceries/snacks	2.1	4.7	3.6	19.2	1.4	-21.6	1.0	5.8	1.4	-11.5
Entertainment and Recreation	2.6	-8.3	4.2	-4.1	1.8	-6.8	1.7	-13.3	1.9	-21.3
Shore Tour	23.9	6.6	17.7	2.9	24.0	11.8	28.5	6.6	28.3	5.2
Total Transportation	8.1	3.2	12.1	7.1	6.7	-5.1	5.2	1.5	5.8	-0.8
Inter-island airfare	1.7	14.8	1.9	22.7	1.5	5.2	1.4	7.1	1.6	18.8
Ground transportation	2.7	2.8	5.1	2.5	1.6	6.5	1.0	5.9	1.7	-13.5
Rental car/moped	3.3	-1.2	4.3	5.4	3.2	-13.4	2.6	-0.5	2.3	0.1
Other transportation	0.4	1.9	0.8	15.8	0.4	-9.6	0.2	-19.0	0.2	-14.8
Total Shopping	18.2	-3.7	24.9	-0.7	18.2	-8.7	10.8	1.7	14.0	-7.7
Fashion & clothing	6.7	-8.1	10.6	-0.1	6.5	-20.2	3.6	-4.3	3.7	-16.1
Jewelry/watch	3.6	-5.5	4.5	-9.0	4.3	-9.9	2.5	17.5	2.2	0.9
Cosmetics/perfumes	0.8	29.8	1.4	15.1	1.1	59.8	0.3	37.8	0.2	45.1
leather goods	1.0	23.1	1.2	74.5	0.8	11.6	0.1	-19.1	1.5	-1.9
Hawai'i food products	1.8	-14.3	2.0	-23.6	1.3	-6.0	1.1	-13.8	2.4	-7.0
Souvenirs	4.3	0.5	5.2	4.3	4.1	-0.4	3.2	3.4	4.0	-7.9
All other spending outside ship	3.0	0.5	3.2	-6.3	3.8	29.6	2.0	-6.7	2.6	-13.0
Unallocated and on ship spending 1/	145.2	9.0								

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Note: Sums may not add up to total due to rounding.

**Table 93. Total Air Seats Operated To Hawai'i
2017 vs. 2016**

	STATEWIDE		HONOLULU		KAHALUI		KONA		HILO		LIHUE	
	2017	2016	% Chge	2017	2016	% Chge	2017	2016	% Chge	2017	2016	% Chge
TOTAL SEATS	12,235,608	12,020,545	1.8	8,113,768	8,086,040	0.3	2,329,750	2,334,832	-0.2	48,180	44,889	7.3
Scheduled Seats	12,150,539	11,927,024	1.9	8,033,048	7,997,193	0.4	2,328,461	2,332,192	-0.2	48,180	44,889	7.3
Charter seats	85,069	93,521	-9.0	80,720	88,847	-9.1	1,289	2,640	-51.2	827	945	-12.5

Source: Scheduled seats from Dto M schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

**Table 94. Domestic Air Seats Operated To Hawai'i
2017 vs. 2016**

	STATEWIDE		HONOLULU		KAHALUI		KONA		HILO		LIHUE	
	2017	2016	% Chge	2017	2016	% Chge	2017	2016	% Chge	2017	2016	% Chge
DOMESTIC SEATS	8,409,740	8,315,458	1.1	4,624,923	4,654,463	-0.6	2,124,475	2,124,832	0.0	48,180	44,889	7.3
Scheduled Seats	8,343,524	8,247,887	1.2	4,563,056	4,591,566	-0.6	2,123,186	2,122,192	0.0	48,180	44,889	7.3
Charter seats	66,216	67,571	-2.0	61,867	62,897	-1.6	1,289	2,640	-51.2	827	945	-12.5
US West	7,334,734	7,324,285	0.1	3,725,652	3,803,944	-2.1	1,982,732	1,989,765	-0.4	48,180	44,889	7.3
...Anchorage	71,391	72,899	-2.1	52,788	53,312	-1.0	11,448	11,982	-4.5	48,180	44,889	7.3
...Bellingham	17,114	32,619	-47.5	0	17,441	-100.0	13,674	13,906	-1.7	48,180	44,889	7.3
...Denver	205,360	167,608	22.5	133,028	109,979	21.0	37,518	36,335	3.3	48,180	44,889	7.3
...Las Vegas	290,670	291,137	-0.2	290,670	291,137	-0.2	626,990	600,975	4.3	48,180	44,889	7.3
...Los Angeles	2,565,380	2,525,189	1.6	1,258,502	1,310,590	-4.0	151,314	153,147	-1.2	48,180	44,889	7.3
...Oakland	398,601	414,320	-3.8	139,620	145,206	-3.8	99,416	110,700	-10.2	48,180	44,889	7.3
...Phoenix	461,570	493,574	-6.5	228,882	252,010	-9.2	98,898	102,175	-3.2	48,180	44,889	7.3
...Portland	309,811	321,116	-3.5	169,255	176,344	-4.0	58,035	59,458	-2.4	48,180	44,889	7.3
...Sacramento	152,850	154,252	-0.9	94,815	94,794	0.0	2,486	0	NA	48,180	44,889	7.3
...Salt Lake City	101,667	94,964	7.1	99,181	94,964	4.4	61,533	72,001	-14.5	48,180	44,889	7.3
...San Diego	284,680	296,613	-4.0	161,455	161,365	0.1	409,835	403,513	1.6	48,180	44,889	7.3
...San Francisco	1,248,829	1,219,739	2.4	619,431	600,895	3.1	136,568	147,609	-7.5	48,180	44,889	7.3
...San Jose	322,467	344,179	-6.3	126,044	135,960	-7.3	275,017	277,964	-1.1	48,180	44,889	7.3
...Seattle	904,344	896,076	0.9	351,981	359,947	-2.2	140,454	132,427	6.1	48,180	44,889	7.3
US East	1,008,790	923,602	9.2	837,404	787,622	6.3	140,454	132,427	6.1	3,553	0	NA
...Atlanta	106,945	107,464	-0.5	106,945	107,464	-0.5	21,520	21,672	-0.7	3,553	0	NA
...Chicago	152,200	144,801	5.1	130,680	123,129	6.1	118,934	110,755	7.4	3,553	0	NA
...Dallas	311,012	272,323	14.2	161,146	158,015	2.0	27,379	3,553	670.6	3,553	0	NA
...Houston	130,800	125,904	3.9	130,800	125,904	3.9	27,379	3,553	670.6	3,553	0	NA
...Minneapolis	72,955	36,590	99.4	72,955	36,590	99.4	27,379	3,553	670.6	3,553	0	NA
...New York JFK	116,304	108,850	6.8	116,304	108,850	6.8	27,379	3,553	670.6	3,553	0	NA
...Newark	79,772	86,772	-8.1	79,772	86,772	-8.1	27,379	3,553	670.6	3,553	0	NA
...Washington D.C.	38,802	40,898	-5.1	38,802	40,898	-5.1	27,379	3,553	670.6	3,553	0	NA

NA = Not Applicable
Source: Scheduled seats from Dto M schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

Table 95. International Air Seats To Hawai'i
2017 vs. 2016

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2017	2016	% Chge	2017	2016	% Chge	2017	2016	% Chge	2017	2016	% Chge	2017	2016	% Chge	2017	2016	% Chge
INTERNATIONAL SEATS	3,925,868	3,705,087	3.3	3,488,845	3,431,577	1.7	205,275	210,000	-2.3	102,012	35,958	183.7	29,736	27,552	7.9	29,736	27,552	7.9
Scheduled Seats	3,807,015	3,679,137	3.5	3,469,992	3,405,627	1.9	205,275	210,000	-2.3	102,012	35,958	183.7	29,736	27,552	7.9	29,736	27,552	7.9
Charter seats	18,853	25,950	-27.3	18,853	25,950	-27.3												
Japan	1,988,036	1,835,718	8.3	1,922,018	1,834,248	4.8				66,018	1,470	4,391.0						
...Fukuoka	65,293	61,683	5.9	65,293	61,683	5.9												
...Nagoya	153,233	168,074	-8.8	153,233	168,074	-8.8												
...Osaka	346,990	305,997	13.4	346,990	305,997	13.4												
...Sapporo	40,663	40,663	0.0	40,663	40,663	0.0												
...Tokyo-HND	312,515	302,433	3.3	267,989	300,963	-11.0				44,526	1,470	2929.0						
...Tokyo-NRT	1,069,342	956,868	11.8	1,047,850	956,868	9.5				21,492	0	NA						
Canada	462,889	462,845	0.0	191,884	190,805	0.6	205,275	210,000	-2.3	35,994	34,488	4.4	29,736	27,552	7.9			
...Calgary	51,339	49,795	3.1	10,480	10,339	1.4	40,859	39,456	3.6									
...Edmonton	10,480	14,574	-28.1				10,480	14,574	-28.1									
...Toronto	5,640	8,742	-35.5	5,640	8,742	-35.5												
...Vancouver	395,430	387,524	2.0	175,764	169,514	3.7	153,936	155,970	-1.3	35,994	34,488	4.4	29,736	27,552	7.9			
...Victoria	0	2,210	-100.0	0	2,210	-100.0												
Other Asia	579,109	575,244	0.7	579,109	575,244	0.7												
...Beijing	87,538	88,306	-0.9	87,538	88,306	-0.9												
...Seoul	384,019	375,920	2.2	384,019	375,920	2.2												
...Shanghai	76,366	78,610	-2.9	76,366	78,610	-2.9												
...Taipei	31,186	32,408	-3.8	31,186	32,408	-3.8												
Oceania	483,122	514,641	-6.1	483,122	514,641	-6.1												
...Auckland	104,932	100,462	4.4	104,932	100,462	4.4												
...Brisbane	44,202	90,268	-51.0	44,202	90,268	-51.0												
...Melbourne	60,300	60,970	-1.1	60,300	60,970	-1.1												
...Sydney	273,688	262,941	4.1	273,688	262,941	4.1												
Other	293,859	290,689	1.1	293,859	290,689	1.1												
...Apia	8,528	8,692	-1.9	8,528	8,692	-1.9												
...Christmas	5,702	6,169	-7.6	5,702	6,169	-7.6												
...Guam	130,820	125,904	3.9	130,820	125,904	3.9												
...Majuro	25,896	26,062	-0.6	25,896	26,062	-0.6												
...Manila	68,512	68,221	0.4	68,512	68,221	0.4												
...Nadi	8,692	8,720	-0.3	8,692	8,720	-0.3												
...Pago Pago	30,821	31,339	-1.7	30,821	31,339	-1.7												
...Papeete	14,888	15,582	-4.5	14,888	15,582	-4.5												

NA = Not Applicable

Source: Scheduled seats from Diio M schedules, charter seats estimated based on reports from State of Hawai'i DOT Airports Division

**Table 96. State Hotel Occupancy and Room Rate
2017 vs. 2016**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2017	2016	Absolute	2017	2016	%	2017	2016	%
			Change			Change			Change
JANUARY	81.3%	80.3%	1.0%	281.38	256.99	9.5%	228.76	206.35	10.9%
FEBRUARY	83.7%	83.4%	0.3%	272.14	261.53	4.1%	227.78	218.17	4.4%
MARCH	79.0%	78.9%	0.1%	267.58	257.61	3.9%	211.39	203.30	4.0%
APRIL	77.7%	76.8%	0.9%	258.65	239.99	7.8%	200.97	184.36	9.0%
MAY	78.0%	75.8%	2.2%	241.45	228.84	5.5%	188.33	173.55	8.5%
JUNE	82.5%	80.0%	2.5%	262.96	253.34	3.8%	216.94	202.69	7.0%
JULY	84.5%	82.6%	1.9%	281.85	273.66	3.0%	238.16	226.14	5.3%
AUGUST	80.9%	80.4%	0.5%	268.82	264.72	1.5%	217.48	212.90	2.1%
SEPTEMBER	78.4%	78.5%	-0.1%	231.23	235.55	-1.8%	181.28	184.81	-1.9%
OCTOBER	78.6%	78.5%	0.1%	240.48	232.41	3.5%	189.02	182.52	3.6%
NOVEMBER	78.5%	75.5%	3.0%	242.56	239.10	1.4%	190.41	180.43	5.5%
DECEMBER	78.7%	78.9%	-0.2%	319.20	308.98	3.3%	251.21	243.80	3.0%
TOTAL	80.0%	79.1%	0.9%	264.43	254.84	3.8%	211.60	201.64	4.9%

Source: STR, Inc.

**Table 97. O'ahu Hotel Occupancy and Room Rate
2017 vs. 2016**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2017	2016	Absolute	2017	2016	%	2017	2016	%
			Change			Change			Change
JANUARY	82.9%	83.9%	-1.0%	245.51	225.98	8.6%	203.53	189.57	7.4%
FEBRUARY	85.7%	86.6%	-0.9%	230.82	223.08	3.5%	197.81	193.10	2.4%
MARCH	79.7%	81.9%	-2.2%	222.51	211.96	5.0%	177.34	173.52	2.2%
APRIL	80.0%	81.5%	-1.5%	220.91	207.00	6.7%	176.73	168.71	4.8%
MAY	81.1%	82.5%	-1.4%	216.29	210.46	2.8%	175.41	173.58	1.1%
JUNE	87.4%	85.7%	1.7%	236.99	229.61	3.2%	207.13	196.85	5.2%
JULY	88.7%	88.4%	0.3%	254.04	250.31	1.5%	225.33	221.28	1.8%
AUGUST	85.7%	86.7%	-1.0%	244.68	243.73	0.4%	209.69	211.28	-0.8%
SEPTEMBER	84.0%	85.8%	-1.8%	217.64	227.81	-4.5%	182.82	195.47	-6.5%
OCTOBER	81.8%	84.1%	-2.3%	222.59	218.24	2.0%	182.08	183.50	-0.8%
NOVEMBER	82.1%	80.9%	1.2%	219.31	218.32	0.5%	180.05	176.56	2.0%
DECEMBER	81.7%	82.8%	-1.1%	261.23	256.95	1.7%	213.42	212.87	0.3%
TOTAL	83.3%	84.2%	-1.0%	233.11	227.51	2.5%	194.08	191.56	1.3%

Source: STR, Inc.

**Table 98. Maui Hotel Occupancy and Room Rate
2017 vs. 2016**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2017	2016	Absolute Change	2017	2016	% Change	2017	2016	% Change
JANUARY	78.2%	76.8%	1.4%	382.43	333.63	14.6%	299.06	256.15	16.8%
FEBRUARY	79.8%	79.9%	-0.1%	383.02	360.62	6.2%	305.65	288.07	6.1%
MARCH	80.0%	80.1%	-0.1%	381.34	364.54	4.6%	305.07	291.98	4.5%
APRIL	78.7%	77.2%	1.5%	351.70	316.30	11.2%	276.79	244.09	13.4%
MAY	75.6%	72.3%	3.3%	311.80	282.62	10.3%	235.72	204.38	15.3%
JUNE	77.7%	75.9%	1.8%	342.35	327.57	4.5%	266.01	248.74	6.9%
JULY	80.2%	76.3%	3.9%	370.32	354.89	4.3%	297.00	270.90	9.6%
AUGUST	76.1%	74.9%	1.2%	339.68	334.58	1.5%	258.50	250.77	3.1%
SEPTEMBER	73.6%	72.8%	0.8%	279.25	272.76	2.4%	205.53	198.51	3.5%
OCTOBER	74.9%	74.2%	0.7%	294.58	278.46	5.8%	220.64	206.73	6.7%
NOVEMBER	75.2%	73.5%	1.7%	313.70	299.00	4.9%	235.90	219.70	7.4%
DECEMBER	75.1%	75.3%	-0.2%	477.22	455.49	4.8%	358.39	343.02	4.5%
TOTAL	77.1%	75.8%	1.3%	353.04	332.52	6.2%	272.15	251.90	8.0%

Source: STR, Inc.

**Table 99. Kaua'i Hotel Occupancy and Room Rate
2017 vs. 2016**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2017	2016	Absolute Change	2017	2016	% Change	2017	2016	% Change
JANUARY	79.8%	77.9%	1.9%	278.90	258.40	7.9%	222.56	201.39	10.5%
FEBRUARY	81.9%	82.2%	-0.3%	269.03	262.91	2.3%	220.34	215.99	2.0%
MARCH	76.0%	71.6%	4.4%	262.64	258.78	1.5%	199.61	185.34	7.7%
APRIL	73.0%	67.3%	5.7%	251.79	243.76	3.3%	183.81	164.16	12.0%
MAY	75.2%	67.3%	7.9%	248.01	233.55	6.2%	186.50	157.18	18.7%
JUNE	76.4%	72.5%	3.9%	267.25	254.18	5.1%	204.18	184.28	10.8%
JULY	78.6%	78.7%	-0.1%	291.08	278.11	4.7%	228.79	218.95	4.5%
AUGUST	75.6%	74.5%	1.1%	277.44	257.36	7.8%	209.74	191.86	9.3%
SEPTEMBER	73.3%	70.6%	2.7%	236.47	231.66	2.1%	173.33	163.50	6.0%
OCTOBER	77.1%	71.0%	6.1%	236.50	233.53	1.3%	182.34	165.88	9.9%
NOVEMBER	72.5%	66.8%	5.7%	232.16	222.86	4.2%	168.32	148.76	13.1%
DECEMBER	73.7%	71.9%	1.8%	312.84	295.48	5.9%	230.56	212.39	8.6%
TOTAL	75.7%	72.6%	3.1%	263.97	253.25	4.2%	199.83	183.81	8.7%

Source: STR, Inc.

**Table 100. Hawai'i Island Hotel Occupancy and Room Rates
2017 vs. 2016**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2017	2016	Absolute Change	2017	2016	% Change	2017	2016	% Change
JANUARY	80.9%	74.1%	6.8%	266.21	257.74	3.3%	215.36	190.91	12.8%
FEBRUARY	83.4%	78.3%	5.1%	265.49	251.55	5.5%	221.42	196.99	12.4%
MARCH	76.6%	70.3%	6.3%	260.32	251.53	3.5%	199.41	176.81	12.8%
APRIL	69.0%	64.0%	5.0%	255.97	240.98	6.2%	176.62	154.13	14.6%
MAY	70.8%	61.1%	9.7%	223.16	213.91	4.3%	158.00	130.60	21.0%
JUNE	74.6%	68.7%	5.9%	239.68	230.65	3.9%	178.80	158.43	12.9%
JULY	78.1%	72.5%	5.6%	247.24	240.21	2.9%	193.09	174.14	10.9%
AUGUST	72.6%	68.2%	4.4%	250.87	246.96	1.6%	182.13	168.49	8.1%
SEPTEMBER	67.0%	63.2%	3.8%	206.13	208.20	-1.0%	138.11	131.56	5.0%
OCTOBER	72.9%	68.0%	4.9%	228.90	216.82	5.6%	166.87	147.50	13.1%
NOVEMBER	73.2%	62.3%	10.9%	228.45	237.59	-3.8%	167.23	148.04	13.0%
DECEMBER	75.4%	73.1%	2.3%	303.96	298.31	1.9%	229.19	218.13	5.1%
TOTAL	74.4%	68.7%	5.7%	249.26	242.42	2.8%	185.35	166.44	11.4%

Source: STR, Inc.

**Table 101. Visitor Plant Inventory – Existing Inventory by Island and Property
2017 vs. 2016**

ISLAND	TYPE	2017	2016	CHANGE
		PROPERTIES	PROPERTIES	FROM 2016
HAWAII	Apartment/ Hotel	2	2	0
ISLAND	Bed & Breakfast	59	65	-6
	Condominium Hotel	13	15	-2
	Hostel	3	3	0
	Hotel	31	32	-1
	Vacation Rental Unit	348	343	5
	Timeshare	15	17	-2
	Other	9	11	-2
	Total	480	488	-8
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	8	11	-3
	Condominium Hotel	21	21	0
	Hostel	0	0	0
	Hotel	15	14	1
	Vacation Rental Unit	303	290	13
	Timeshare	19	19	0
	Other	3	3	0
Total	369	358	11	
MAUI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	42	46	-4
	Condominium Hotel	52	52	0
	Hostel	3	3	0
	Hotel	34	35	-1
	Vacation Rental Unit	323	376	-53
	Timeshare	22	22	0
	Other	2	2	0
Total	478	536	-58	
MOLOKAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	19	14	5
	Timeshare	1	1	0
	Other	0	0	0
Total	23	18	5	
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	2	2	0
	Vacation Rental Unit	2	2	0
	Timeshare	0	0	0
	Other	0	0	0
Total	4	4	0	
OAHU	Apartment/ Hotel	2	2	0
	Bed & Breakfast	24	26	-2
	Condominium Hotel	30	27	3
	Hostel	6	6	0
	Hotel	71	70	1
	Vacation Rental Unit	128	156	-28
	Timeshare	16	17	-1
	Other	4	4	0
Total	281	308	-27	
STATEWIDE	Apartment/ Hotel	4	4	0
	Bed & Breakfast	134	149	-15
	Condominium Hotel	118	117	1
	Hostel	12	12	0
	Hotel	153	153	0
	Vacation Rental Unit	1,123	1,181	-58
	Timeshare	73	76	-3
	Other	18	20	-2
State Total	1,635	1,712	-77	

**Table 102. Visitor Plant Inventory – Existing Inventory by Island and Unit
2017 vs. 2016**

ISLAND	TYPE	2017 UNITS	2016 UNITS	CHANGE FROM 2016
HAWAII ISLAND	Apartment/ Hotel	36	36	0
	Bed & Breakfast	262	269	-7
	Condominium Hotel	499	613	-114
	Hostel	24	24	0
	Hotel	6,512	6,614	-102
	Vacation Rental Unit	2,037	1,943	94
	Timeshare	1,801	1,728	73
	Other	113	122	-9
	Total	11,284	11,349	-65
KAUAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	29	52	-23
	Condominium Hotel	1,657	1,536	121
	Hostel	0	0	0
	Hotel	2,851	2,654	197
	Vacation Rental Unit	1,710	1,546	164
	Timeshare	2,546	2,628	-82
	Other	28	28	0
	Total	8,821	8,444	377
MAUI	Apartment/ Hotel	15	15	0
	Bed & Breakfast	168	187	-19
	Condominium Hotel	4,402	4,317	85
	Hostel	48	48	0
	Hotel	7,742	8,245	-503
	Vacation Rental Unit	5,472	5,469	3
	Timeshare	3,379	3,160	219
	Other	24	24	0
	Total	21,250	21,465	-215
MOLOKAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	71	73	-2
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	165	101	64
	Timeshare	7	7	0
	Other	0	0	0
	Total	244	182	62
LANAI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	224	247	-23
	Vacation Rental Unit	5	5	0
	Timeshare	0	0	0
	Other	0	0	0
	Total	229	252	-23
O'AHU	Apartment/ Hotel	50	48	2
	Bed & Breakfast	47	43	4
	Condominium Hotel	4,246	4,379	-133
	Hostel	239	235	4
	Hotel	27,102	26,152	950
	Vacation Rental Unit	3,270	3,125	145
	Timeshare	3,329	3,193	136
	Other	225	225	0
	Total	38,508	37,400	1,108
STATEWIDE	Apartment/ Hotel	101	99	2
	Bed & Breakfast	507	552	-45
	Condominium Hotel	10,875	10,918	-43
	Hostel	311	307	4
	Hotel	44,431	43,912	519
	Vacation Rental Unit	12,659	12,189	470
	Timeshare	11,062	10,716	346
	Other	390	399	-9
	State Total	80,336	79,092	1,244

**Table 103. Visitor Plant Inventory - Class of Units by Island
2017 vs. 2016**

ISLAND	CLASS	PERCENT OF TOTAL UNITS ^[1]		
		2017 ^[2]	2016 ^[3]	% CHANGE FROM 2016
HAWAII ISLAND	Budget (Up to \$100)	9.6%	8.9%	0.7%
	Standard (\$101 to \$250)	19.7%	27.0%	-7.3%
	Deluxe (\$251 to \$500)	41.5%	43.5%	-2.0%
	Luxury (Over \$500/Night)	29.2%	20.6%	8.6%
	Total	100.0%	100.0%	
KAUAI		0.0%		
	Budget (Up to \$100)	4.2%	2.1%	2.1%
	Standard (\$101 to \$250)	35.8%	31.8%	4.0%
	Deluxe (\$251 to \$500)	20.5%	29.7%	-9.2%
	Luxury (Over \$500/Night)	39.5%	36.4%	3.1%
Total	100.0%	100.0%		
MAUI		0.0%		
	Budget (Up to \$100)	1.5%	1.6%	-0.1%
	Standard (\$101 to \$250)	18.9%	18.7%	0.2%
	Deluxe (\$251 to \$500)	25.9%	23.4%	2.5%
	Luxury (Over \$500/Night)	53.7%	56.3%	-2.6%
Total	100.0%	100.0%		
MOLOKA'I		0.0%		
	Budget (Up to \$100)	7.2%	6.7%	0.5%
	Standard (\$101 to \$250)	88.0%	88.9%	-0.9%
	Deluxe (\$251 to \$500)	3.6%	4.4%	-0.8%
	Luxury (Over \$500/Night)	1.2%	0.0%	1.2%
Total	100.0%	100.0%		
LANAI		0.0%		
	Budget (Up to \$100)	0.0%	0.0%	0.0%
	Standard (\$101 to \$250)	2.6%	4.5%	-1.9%
	Deluxe (\$251 to \$500)	3.9%	26.3%	-22.4%
	Luxury (Over \$500/Night)	93.4%	69.2%	24.2%
Total	100.0%	100.0%		
O'AHU		0.0%		
	Budget (Up to \$100)	2.3%	2.8%	-0.5%
	Standard (\$101 to \$250)	25.4%	28.6%	-3.2%
	Deluxe (\$251 to \$500)	42.9%	39.2%	3.7%
	Luxury (Over \$500/Night)	29.4%	29.4%	0.0%
Total	100.0%	100.0%		
STATEWIDE		0.0%		
	Budget (Up to \$100)	3.4%	3.5%	-0.1%
	Standard (\$101 to \$250)	24.0%	26.4%	-2.4%
	Deluxe (\$251 to \$500)	36.9%	35.4%	1.5%
	Luxury (Over \$500/Night)	35.7%	34.6%	1.1%
Total	100.0%	100.0%		

[1] Totals may not sum to 100% due to rounding.

[2] Based on 47,248 units (58.8 percent of the total units in 2017) for which information on the class of units was available.

[3] Based on 46,551 units (58.9 percent of the total units in 2016) for which information on the class of units was available.

Source: Hawai'i Tourism Authority

**Table 104. Visitor Plant Inventory - Available Units by County
1965 – 2017**

YEAR	STATE TOTAL	% CHANGE	HAWAII ISLAND	% CHANGE	KAUAI	% CHANGE	MAUI COUNTY	% CHANGE	O'AHU	% CHANGE
1965	12,903		865		776		1,231		10,031	
1966	14,827	14.9%	1,387	60.3%	860	10.8%	1,497	21.6%	11,083	10.5%
1967	17,217	16.1%	1,790	29.1%	1,115	29.7%	1,714	14.5%	12,598	13.7%
1968	18,657	8.4%	2,188	22.2%	1,260	13.0%	2,043	19.2%	13,166	4.5%
1969	22,801	22.2%	2,480	13.3%	1,914	51.9%	2,415	18.2%	15,992	21.5%
1970	26,923	18.1%	3,166	27.7%	2,565	34.0%	2,743	13.6%	18,449	15.4%
1971	32,289	19.9%	3,435	8.5%	2,628	2.5%	3,695	34.7%	22,531	22.1%
1972	35,797	10.9%	4,241	23.5%	2,719	3.5%	4,095	10.8%	24,742	9.8%
1973	36,608	2.3%	4,796	13.1%	2,629	-3.3%	4,075	-0.5%	25,108	1.5%
1974	38,675	5.6%	5,234	9.1%	2,868	9.1%	5,208	27.8%	25,365	1.0%
1975	39,632	2.5%	5,348	2.2%	3,102	8.2%	5,830	11.9%	25,352	-0.1%
1976	42,648	7.6%	6,045	13.0%	3,520	13.5%	7,232	24.0%	25,851	2.0%
1977	44,986	5.5%	5,929	-1.9%	3,657	3.9%	8,037	11.1%	27,363	5.8%
1978	47,070	4.6%	6,002	1.2%	3,786	3.5%	8,736	8.7%	28,546	4.3%
1979	49,832	5.9%	6,093	1.5%	4,202	11.0%	9,472	8.4%	30,065	5.3%
1980	54,246	8.9%	5,889	-3.3%	4,322	2.9%	9,701	2.4%	34,334	14.2%
1981	56,769	4.7%	6,705	13.9%	4,738	9.6%	11,359	17.1%	33,967	-1.1%
1982	57,968	2.1%	7,167	6.9%	5,147	8.6%	12,162	7.1%	33,492	-1.4%
1983	58,765	1.4%	7,469	4.2%	4,193	-18.5%	12,749	4.8%	34,354	2.6%
1984	62,448	6.3%	7,149	-4.3%	5,313	26.7%	13,138	3.1%	36,848	7.3%
1985	65,919	5.6%	7,511	5.1%	5,656	6.5%	14,152	7.7%	38,600	4.8%
1986	66,308	0.6%	7,280	-3.1%	5,922	4.7%	14,096	-0.4%	39,010	1.1%
1987	65,318	-1.5%	7,328	0.7%	5,956	0.6%	13,849	-1.8%	38,185	-2.1%
1988	69,012	5.7%	8,823	20.4%	7,180	20.6%	15,168	9.5%	37,841	-0.9%
1989	67,734	-1.9%	8,161	-7.5%	7,398	3.0%	15,708	3.6%	36,467	-3.6%
1990	71,266	5.2%	8,952	9.7%	7,546	2.0%	17,869	13.8%	36,899	1.2%
1991	72,275	1.4%	9,383	4.8%	7,567	0.3%	18,702	4.7%	36,623	-0.7%
1992	73,089	1.1%	9,170	-2.3%	7,778	2.8%	19,290	3.1%	36,851	0.6%
1993	69,502	-4.9%	9,140	-0.3%	4,631	-40.5%	19,127	-0.8%	36,604	-0.7%
1994	70,463	1.4%	9,595	5.0%	5,870	26.8%	18,804	-1.7%	36,194	-1.1%
1995 *										
1996	70,288	-0.2%	9,558	-0.4%	6,760	15.2%	17,824	-5.2%	36,146	-0.1%
1997	71,025	1.0%	9,913	3.7%	6,589	-2.5%	18,552	4.1%	35,971	-0.5%
1998	71,480	0.6%	9,655	-2.6%	6,969	5.8%	18,650	0.5%	36,206	0.7%
1999	71,157	-0.5%	9,815	1.7%	6,872	-1.4%	18,609	-0.2%	35,861	-1.0%
2000	71,506	0.5%	9,774	-0.4%	7,159	4.2%	18,270	-1.8%	36,303	1.2%
2001	72,204	1.0%	9,944	1.7%	7,202	0.6%	18,234	-0.2%	36,824	1.4%
2002	70,783	-2.0%	9,297	-6.5%	7,037	-2.3%	17,992	-1.3%	36,457	-1.0%
2003	70,579	-0.3%	9,478	1.9%	7,257	3.1%	18,303	1.7%	35,541	-2.5%
2004	72,176	2.3%	9,857	4.0%	8,105	11.7%	18,445	0.8%	35,769	0.6%
2005	72,307	0.2%	10,940	11.0%	8,221	1.4%	19,220	4.2%	33,926	-5.2%
2006	72,274	0.0%	10,831	-1.0%	8,266	0.5%	19,571	1.8%	33,606	-0.9%
2007	73,220	1.3%	11,061	2.1%	8,692	5.2%	19,879	1.6%	33,588	-0.1%
2008	74,177	1.3%	11,240	1.6%	9,203	5.9%	19,653	-1.1%	34,081	1.5%
2009	75,188	1.4%	11,541	2.7%	9,469	2.9%	20,151	2.5%	34,027	-0.2%
2010	74,988	-0.3%	11,479	-0.5%	9,344	-1.3%	20,383	1.2%	33,782	-0.7%
2011	77,731	3.7%	11,113	-3.2%	9,872	5.7%	21,745	6.7%	35,001	3.6%
2012	74,650	-4.0%	10,594	-4.7%	8,289	-16.0%	20,441	-6.0%	35,326	0.9%
2013	73,959	-0.9%	10,903	2.9%	8,675	4.7%	18,691	-8.6%	35,690	1.0%
2014	73,716	-0.3%	10,666	-2.2%	8,492	-2.1%	18,694	0.0%	35,864	0.5%
2015	77,138	4.6%	11,085	3.9%	8,582	1.1%	21,413	14.5%	36,058	0.5%
2016	79,092	2.5%	11,349	2.4%	8,444	-1.6%	21,899	2.3%	37,400	3.7%
2017	80,336	1.6%	11,284	-0.6%	8,821	4.5%	21,723	-0.8%	38,508	3.0%

* HVCB did not conduct an update survey in 1995

**Table 105. Overall Rating of Most Recent Vacation to Hawai‘i
(Percentage of 2017 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Excellent	88.9	91.6	79.3	88.6	88.6	81.8	81.8	74.9
Above Average	9.7	7.3	19.8	10.5	10.6	16.3	17.5	23.0
Below Average	1.3	1.0	0.8	0.9	0.6	1.7	0.6	1.8
Poor	0.1	0.1	0.2	0.1	0.1	0.3	0.1	0.3

**Table 106. Expectations of Vacation
(Percentage of 2017 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Exceeded your expectations	43.3	52.7	41.9	42.3	51.4	37.9	23.7	51.1
Met your expectations	54.3	45.2	55.8	55.1	45.9	57.4	71.6	42.2
Did not meet your expectations	2.5	2.1	2.3	2.7	2.8	4.7	4.7	6.7

**Table 107. Likelihood to Recommend Hawai‘i
(Percentage of 2017 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Very likely	88.9	89.3	76.1	88.6	83.2	80.1	80.0	77.3
Somewhat likely	9.6	9.1	22.3	9.7	14.3	16.5	18.2	18.0
Not too likely	1.4	1.3	1.4	1.4	2.1	2.8	1.7	4.3
Not at all likely	0.2	0.3	0.3	0.3	0.3	0.6	0.2	0.4

**Table 108. Likelihood to Revisit Hawai‘i in the Next Five Years
(Percentage of 2017 Air Visitors by MMA)**

	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	China	Korea
Very likely	74.2	57.8	56.0	65.2	44.2	56.9	63.0	72.6
Somewhat likely	18.5	26.8	31.7	23.4	30.9	29.0	27.5	18.7
Not too likely	5.8	12.4	10.8	9.0	19.2	10.6	8.7	6.7
Not at all likely	1.5	3.0	1.5	2.3	5.6	3.5	0.9	2.0

APPENDIX A

TECHNICAL NOTES

DEFINITIONS

Airline Passenger Counts: Every airline is required to complete an Air Traffic Summary Report to the Department of Transportation on a monthly basis (both chartered and scheduled flights). The report shows passenger counts from U.S., Canada, Japan, Europe, Other Asia, Oceania and Other Pacific, arriving to the Honolulu International, Kahului, Kona, Hilo and Lihū'e airports, and also includes counts of any in-transit passengers (international or domestic).

Arrivals by Air: Visitors who entered Hawai'i via arriving airline flights, not including visitors who arrived into Hawai'i via out-of-state cruise ships. The data reported under this section were derived from Domestic In-flight survey and the International Departure survey.

Arrivals by Cruise Ships: Visitors who entered Hawai'i via foreign-flagged cruise ships. The data reported under this section were derived from monthly State of Hawai'i Department of Transportation - Harbors reports and from the Cruise survey.

Cruise Ships (Arrivals by Air): Derived from the Domestic In-flight and International Departure surveys which sampled only visitor arrivals by air. This figure represented an estimate of visitors staying on cruise ships. This figure may not correspond with the number reported under the Cruise Visitors section, which was derived from the Cruise Visitor Survey and cruise ship passenger counts.

Cruise Ships, Foreign Flagged: These ships were not considered Hawai'i businesses and therefore on-ship spending were not included in the reported visitor expenditures.

Cruise Ship, U.S. Flagged: The Pride of America which is home-ported in Hawai'i was considered a Hawai'i business. Therefore, visitor expenditures for this ship included both on-ship and on-shore spending.

Daily Census: Average number of visitors present on a single day.

Domestic: Visitor who arrived on flights from the U.S. mainland. Total domestic arrivals included U.S. residents and foreign residents who came to Hawai'i on flights from the U.S. mainland. A foreign resident arriving on flights from the U.S. mainland was counted as a domestic visitor.

Expenditures: The U.S. dollar amount spent in Hawai'i attributed to a visitor. Included direct spending by visitors while in Hawai'i as well as any prepaid package purchased before arrival. Expenditure data does not include transpacific air costs to and from Hawai'i, commissions paid to travel agents or portions of the package in another state or country.

Expenditures, Total by Island: Included on-ship spending on U.S. flagged cruise ships. The expenditures were allocated to each island in proportion to visitor days.

Per Person Per Day (PPPD) Expenditures, by Island: The denominator was air and cruise visitor days by island.

Expenditures, Cruise Visitor: Expenditures by visitors onboard foreign flagged and U.S. flagged cruise ships. Expenditures by visitors onboard the U.S. flagged cruise ship included spending on ship

because the U.S. flagged cruise ship was considered a Hawai'i business. Visitors onboard foreign flagged cruise ships reported only on island expenditures.

Group Tour: Visitors who traveled and participated in activities in a group with tour guide(s) much of the time during their visit.

In-transit, International:

- True Transit: Passengers who clear U.S. Immigration and Customs at Honolulu International Airport and then proceed to another city.
- Bonded transit: Passengers who are held in a sterile lounge area and reboard an aircraft without being processed by either U.S. Immigration or Customs.

In-Transit, Domestic:

- U.S. to Foreign: Passengers who arrive at Honolulu International Airport from the Mainland or the Neighbor Islands and reboard an aircraft destined for a foreign country (without leaving Honolulu International Airport).
- Neighbor Island to Mainland: Passengers who arrived at Honolulu International Airport from a Neighbor Island airport and reboard an aircraft destined for the Mainland (without leaving Honolulu International Airport).

Intended Residents: Air passengers who are intending to move to Hawai'i and seek long-term residence for at least one year. Students or military members have often classified themselves in this category.

International: Visitor who arrived on flights from U.S. territories and foreign countries. A U.S. visitor who arrived on flight from a foreign country was counted as an international visitor.

Length of Stay: Average numbers of days visitors were present, including the day of arrival and of departure.

Major Market Areas (MMAs): Visitors were classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the state more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
2. U.S. East – Other States in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
8. Latin America – Argentina, Brazil and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands and other U.S. territories

Market Penetration: Number of visitors from a given Metro Area (CBSA) divided by the population of that area. Reported as the rate per 1,000 visitors.

MC&I (Net): Visitors whose reasons for traveling were for corporate meetings, conventions, or incentives, or any combination of these reasons. If a visitor selected two or more sub-categories within the MC&I category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the MC&I category.

Package: Visitors who purchased a packaged trip which included at least air-tickets and accommodations.

Passengers: The total number of people on a flight or on a cruise, including visitors and Hawai'i residents.

Pleasure (Net): Visitors whose reasons for traveling were for vacation, honeymoon, or to get married, or any combination of these reasons. If a visitor selected two or more sub-categories within the pleasure category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

Returning Hawai'i Residents: These air passengers are Hawai'i residents who are returning to the islands after travelling out of state for various purposes (pleasure, MCI, friends/family, school, etc.).

True Independent: Visitors who were not part of a tour group and did not purchase their air-tickets and accommodations as a package.

Seats, Scheduled: Total number of seats, on all flights reported by Diio Mi, arriving into Hawai'i.

Seats, Charter: Number of seats, on all flights not reported by Diio Mi but reported on the state monthly.

Seats, Total: Total number of seats, on all flights arriving into Hawai'i. The sum of Scheduled and Charter seats.

Supplemental Business Expenditures: Additional business expenditures spent locally on conventions and corporate meetings by out-of-state visitors (i.e. costs on space, equipment rentals, transportation, etc.). As of 2012, these figures were calculated using the Destination Marketing Association International (DMAI) Event Impact Calculator (EIC).

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year. Air Visitors were calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. Visitors by cruise ships were calculated by subtracting Hawai'i resident from counts of passengers who came to Hawai'i aboard foreign flagged cruise ships.

SOURCES OF DATA FOR VISITOR STATISTICS

The data in this report came from the following sources:

Air Traffic Summary Report: All domestic and international airlines with flights to the Hawaiian Islands are required to complete this report of airline passenger counts and in-transit counts and submit them to the Department of Transportation – Airports Division, by the 10th of each month with data for the previous month.

Summary of International Travel to the United States report: The International Visitor Arrivals Program provided the U.S. government and the public with the official U.S. monthly and final overseas visitor arrivals to the U.S. based on using the INS I-94 form data, which all U.S. non-citizens must complete to enter the United States. The National Travel and Tourism Office (NTTO) manages the program. The monthly reports provided counts of international visitors to Hawai'i by their country of residence. The reports also identified those simply passing through Hawai'i (in-transit). Canadian and U.S residents were not included in these counts.

International Intercept Survey: Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport, the Kahului Airport on Maui, the Kona International Airport, and the Līhu'e Airport on Kaua'i. In 2017, a total of 61,793 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The survey also collects information on state-wide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription. The 2017 International Intercept Survey form is included in Appendix B.

Domestic Survey: The domestic survey form is on the reverse side of the Hawai'i State Department of Agriculture's mandatory Plants and Animals declaration form. The dual-sided forms were distributed to passengers on all flights from the U.S. mainland to Hawai'i every day of the year. In 2017, there were 3,534,555 usable forms collected and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. Some characteristics of respondents were attributed to non-respondents using ascription. The 2017 Domestic Survey form is included in Appendix B.

Island Visitor Survey: Surveys were conducted at departure area of the airports on all the islands. In 2017, 32,993 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 16,591 completed forms received from Maui, 713 forms from Moloka'i, 858 forms from Lāna'i, 11,232 forms from Kaua'i, 5,428 forms from Hilo, and 12,245 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures. The 2017 Island Visitor Survey form is included in Appendix B.

Cruise Visitor Survey: The Cruise visitor survey forms are distributed to all cabins on passenger ships in Hawaii during the year. Data collected from cruise visitors include purpose of trip, island visitation and spending by island. The questionnaire used on foreign flagged ships did not include on-ship spending. In 2017, a total of 14,127 completed forms were processed for cruise visitor information. The 2017 Cruise Survey form is included in Appendix B.

Cruise Ship Passenger Counts Report: All cruise ships which entered Honolulu, Hilo, Kona, Lahaina, Kahului and Nāwiliwili Harbor reported passenger counts to the Department of Transportation, Harbors Division and the Department of Land and Natural Resources. HTA obtained monthly passenger counts from these harbors and estimated counts for other harbors based on this information. The HTA figures specifically look at the number of passengers who arrived in the state on cruise ships. Visitors who flew to Hawai'i and then boarded the cruise vessel were captured in the surveys of air passengers.

Visitor Plant Inventory Survey: The purpose of this survey is to compile an accurate annual assessment of existing and planned visitor accommodations for the State of Hawai'i by island, location, property type (hotel, condo-hotel, bed and breakfast, individual vacation units, rental house, hostels, timeshare, and apartment-hotel), and class of units (standard, budget, deluxe, luxury).

To access the report online,
visit: www.hawaiiourismauthority.org/research/visitor-plant-inventory

Hawai'i Hotel Performance Data: STR, Inc. is the source of hotel occupancy rate, average daily room rate and revenue per available room data. Hotel performance statistics are posted on the HTA website: www.hawaiiourismauthority.org/research/infrastructure-research/

Air Seat Statistics: Since 2013, HTA has used airline schedules from Diio Mi as the source of its data on scheduled air seats. Diio Mi is an online database of airline industry data used by airlines, airports and destination marketing organizations across the U.S.

Daily Passenger Counts: published by the Department of Business, Economic Development and Tourism daily, these are counts of passengers on domestic and international flights, (excludes flights from Canada).

Visitor Satisfaction Survey (VSAT): This post trip survey collects data on visitors' satisfaction with Hawai'i as a vacation destination, their willingness to return to the islands, activities they participated in, their trip planning, and their visitor profile. Survey forms were mailed to a sample of visitors from U.S. West, U.S. East, Japanese, Canada, Europe, and Oceania after they returned home from their trip to Hawai'i. Respondents completed forms and returned them in postage-paid envelopes. English and Japanese-speaking respondents were also given the option of filling out the VSAT questionnaire online. Those who provided e-mail addresses were sent an e-mail invitation with the link to the survey.

U.S. samples were drawn from In-flight forms used in the Domestic Survey. Japanese samples were drawn from departure survey forms used in the International Intercept Survey. Canada, Europe and Oceania samples were drawn from both In-flight forms and departure survey forms. In 2017, 19,505 completed survey forms were collected via on-line from U.S. West, U.S. East, Japanese, Canada, Europe and Oceania visitors. Another 2,112 survey forms were collected from Chinese and Korean visitors through intercept surveys the at Honolulu International Airport.

To access the 2017 Visitor Satisfaction and Activities report online in November 2018,
visit: www.hawaiiourismauthority.org/research/visitor-satisfaction-and-activity

APPENDIX B

DOMESTIC IN-FLIGHT SURVEY

SPANISH Debe completar este formulario antes de descender del avión. Si no le es posible leerlo en inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.
TAGALOG Ang pamamagyang ita ay dapat sagutin bago mag "landing" ang eroplano. Kung hindi siya maunawa ang pamamagyang ita, mangyari po lamang na humingi sa "flight attendant" na ibang pamamagyang sa wikang Tagalog.
JAPANESE 降機なさる前にこの用紙を必ず記入し終えて下さい。この用紙が読めない場合は、乗務員に日本語の用紙を渡して下さい。
KOREAN 좌하락기전에 이 양식에 반드시 기입하시야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.
CHINESE 请在下机前填写完毕这份表格。如果您不懂此表，请向乘务员索取一份中文表格。



STATE OF HAWAII
Department of Agriculture
PLANTS AND ANIMALS DECLARATION FORM
MANDATORY DECLARATION
FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS



ALOHA and Welcome to Hawai'i. Many plants and animals from elsewhere in the world can be harmful to our unique environment, agriculture, and communities. Please help to protect Hawai'i by not bringing harmful pests into our state.

YOU ARE REQUIRED BY STATE LAW TO FILL OUT THIS AGRICULTURAL DECLARATION FORM. Any person who defaces this declaration form, gives false information, or fails to declare, prohibited or restricted articles in their possession, including baggage, or fails to declare these items on cargo manifests is in violation of Chapter 150A, Hawaii Revised Statutes, and may be guilty of a misdemeanor punishable, in certain instances, by a maximum penalty of \$25,000 and/or up to one year imprisonment. Intentionally smuggling a snake or other prohibited or restricted article into Hawai'i is, in certain circumstances, a Class C felony punishable by a maximum penalty of \$200,000 and/or up to five years imprisonment.

One adult member of a family may complete this declaration for other family members.

A) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- Fresh Fruit & Vegetables
- Cut Flowers & Foliage
- Rooted Plants & Plant Cuttings, or Algae
- Raw or Propagative Seeds or Bulbs
- Soil, Growing Media, Sand, etc.
- Live Seafood (lobsters, clams, oysters, etc.)
- Cultures of Bacteria, Fungi, Viruses, or Protozoa
- Insects, Live Fishes, Amphibians, etc.

Please submit all of the above-marked items in your possession and/or baggage for inspection to a Hawai'i Plant Quarantine Inspector in the baggage claims area. The cargo agent will submit cargo for inspection on your behalf.

B) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- Dogs
- Cats
- Birds
- Reptiles (Turtles, Lizards, Snakes, etc.)
- Other Animals

If you are traveling with any LIVE ANIMALS, you must NOTIFY A CABIN ATTENDANT PRIOR TO DEPLANING. All live animals must be turned in to the Honolulu Airport Animal Quarantine Holding Facility by the transportation carrier, not the passenger, upon arrival.

NONE OF THE ABOVE

PLEASE LIST THE SPECIFIC TYPES/NAMES OF THE ITEMS MARKED ABOVE.
 (Items meeting State requirements will be inspected and released.)

1 _____ 3 _____
 2 _____ 4 _____

Origin (State or Country) of above items _____

Full Name (Print) _____
 Home Address _____
 City _____ State _____ Zip _____
 Hawai'i Address or Name of Hotel/Lodging _____
 Island _____ Phone No. _____ No. in Party _____
 Name of Airline/Ship _____ Flight No. _____ Date of Arrival _____

Signature _____ Date _____ 58844

DOMESTIC IN-FLIGHT SURVEY (BACK)



STATE OF HAWAII

HAWAII TOURISM AUTHORITY

Aloha! On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawai'i experience remains the best it can be. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

TO BE COMPLETED BY: Returning Hawai'i residents, those moving to Hawai'i, frequent or repeat visitors to Hawai'i and our first time visitors alike. (PLEASE ANSWER BY COMPLETELY FILLING THE APPROPRIATE OVAL AND BOXES IN BLUE OR BLACK PEN.)

(Fill out one form per party/family)

1. The total number of people (including myself) covered by this form is:

1 2 3 4 5 6 7 8 9 10 >10

2. I am a:

Visitor to Hawai'i

Intended resident moving to Hawai'i for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)

Returning Hawai'i resident.

Number of nights away from Hawai'i:

NIGHTS
(ANSWER QUESTIONS 10 TO 14 ONLY.)

3. This trip to Hawai'i is my:

1st 5th

2nd 6 to 10th

3rd More than 10th

4th

4. Altogether, five will be in the Hawaiian Islands for:

A few hours only. (STOP HERE)

One night or more.

NIGHTS
(CONTINUE TO QUESTION 5.)

5. Please mark the places you plan to visit and the number of nights you plan to stay at that place (Write 0 if day-only trip).

Plan to visit	# of nights
<input type="radio"/> O'ahu <small>(includes Waikiki and Honolulu)</small>	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Maui	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Molokai	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Lanai	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Kona <small>(Big Island of Hawai'i)</small>	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Hilo <small>(Big Island of Hawai'i)</small>	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Kauai	<input type="text"/> <input type="text"/> <input type="text"/>

6. [Answer if you plan to visit O'ahu, otherwise skip to Q.7.]

Are you or any member of your party planning on attending any events at the Hawai'i Convention Center?

Yes No

7. On this trip, I am a member of an organized tour group:

Yes No

8. I am on a pre-paid package trip that includes at least airfare and lodging:

Yes No

9. Where will you stay while in Hawai'i? (mark all that apply)

Hotel Friends or Relatives

Condominium Hostel

Rental House Camp Site, Beach

Timeshare Unit Private Room in Private Home

Bed & Breakfast Shared Room/Space in Private Home

Cruise Ship Other (please specify): _____

10. The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)

Honeymoon Other Business

To Get Married Visiting Friends or Relatives

Pleasure/Vacation Government or Military Business

Convention/Conference To Attend School

Corporate Meeting Sports Event

Incentive Trip Other (please specify): _____

11. What is your age:

12. What is your gender:

Male Female

13. Of the people covered by this form (NOT including yourself), how many are:

	# Males	# Females	# Males	# Females
12 yrs. or under	<input type="text"/>	<input type="text"/>	25 to 40 yrs.	<input type="text"/>
13 to 17 yrs.	<input type="text"/>	<input type="text"/>	41 to 59 yrs.	<input type="text"/>
18 to 24 yrs.	<input type="text"/>	<input type="text"/>	60 or more	<input type="text"/>
TOTAL		<input type="text"/>	<input type="text"/>	<input type="text"/>

14. I am a resident of:

U.S.A. (provide Zip Code below)

1

2

3

4

5

6

7

8

9

0

Canada (provide postal code below)

-

All other countries (provide postal code below)

Argentina

Australia

Brazil

China

France

Germany

Hong Kong

Italy

Japan

Korea

Mexico

New Zealand

Philippines

Singapore

Switzerland

Taiwan

United Kingdom

Other (please specify) _____

16. E-mail Address (to participate in a follow-up survey):

HTA Form Rev. 02-01-2016 Printed in U.S.A. 58844

●●●●●● Mahalo (thank you) and Aloha!

We welcome you to our home and hope you enjoy your stay with us.

INTERNATIONAL INTERCEPT SURVEY



HAWAII TOURISM

AUTHORITY

INT'L

On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure your Hawai'i experience remains the best it can be. Please fill in the appropriate bubble (•) or print 1 2 clearly. We greatly appreciate your assistance. *Mahalo!*
Your answers will be kept strictly confidential and will be tabulated for research purposes only.

[Fill out one form per family/party. Not to be completed by your tour leader or tour conductor]

1. The total number of people (including myself) covered by this form is: persons

2. I am a:

Visitor to Hawai'i [CONTINUE TO QUESTION 3]

Hawai'i resident, to be away for night(s) [ANSWER QUESTIONS 9 - 13a ONLY]

3. Altogether, I was in the Hawaiian Islands for:

A few hours only [STOP HERE]

 night(s) [CONTINUE TO QUESTION 4]

4. Including this trip, how many times have you visited Hawai'i? times

5. I came on this trip as a member of an organized tour group:

Yes No

6. I came on a prepaid package trip that included at least airfare and lodging:

Yes No

7. Please mark (•) if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	# of NIGHTS stayed (write "0" if day-only trip)
O'ahu	<input type="radio"/>	
Maul	<input type="radio"/>	
Moloka'i	<input type="radio"/>	
Lāna'i	<input type="radio"/>	
Kona (Big Island of Hawai'i)	<input type="radio"/>	
Hilo (Big Island of Hawai'i)	<input type="radio"/>	
Kaua'i	<input type="radio"/>	

8. Where did you stay while in Hawai'i? (Mark all that apply)

Hotel

Condominium

Rental House

Timeshare Unit

Bed & Breakfast

Cruise Ship

Friends or Relatives

Hostel

Camp site, Beach

Private Room in Private Home

Shared Room/Space in Private Home

Other (please specify) _____

8a. What is the name of the hotel/condominium you stayed at while in Hawai'i? (Internal Use)

9. The primary reason for this trip was: [RESIDENTS - MARK (•) PURPOSE OF THIS TRIP]

To get married

Honeymoon

To attend a wedding

Pleasure/Vacation

Convention/Conference

Corporate meeting

Incentive/Reward Travel

Company Trip

Other Business

Visit friends or relatives

Government or military business

To attend school

Sports Event/Group (Participant/Spectator)

School Group

Event/Concert/Festival (Participant/Spectator)

Other (please specify) _____

10. What is your age? years old

11. What is your gender? Male Female

12. Of the people covered by this form (not including yourself), how many were:

	Number of Males	Number of Females
12 years or under	 	
13 to 17 years	 	
18 to 24 years	 	
25 to 40 years	 	
41 to 59 years	 	
60 or more years	 	
TOTAL	 	

13. I am a resident of:

U.S.A. Argentina

Australia Japan

Korea Brazil

Mexico New Zealand

China Philippines

France Singapore

Germany Switzerland

Hong Kong Taiwan

Italy United Kingdom

Canada Other _____

13a. Please specify zipcode/postal code:

USA Zipcode:

Canada Postal Code: -

Other Country Postal Code:

Information provided is for research purposes only and for possible participation in a Visitor Satisfaction Survey. **Absolutely no personal information will be shared.**

YOUR NAME: _____

HOME ADDRESS: _____

ZIPCODE/POSTAL CODE: _____

EMAIL ADDRESS: _____

DEPARTING HAWAII

Day / Month / Year

Flight No. Name of Airline: _____

FOR INTERNAL USE ONLY
Airline Code

ARRIVAL IN HAWAII

Day / Month / Year

Flight No. Name of Airline: _____

FOR INTERNAL USE ONLY
Airline Code

CONTINUE ON THE OTHER SIDE 7070485292

INTERNATIONAL INTERCEPT SURVEY (BACK)

14. On this trip, I first arrived at:
 Honolulu International Airport Kauai Airport
 Kona International Airport Other (please specify) _____
 Maui Airport

15. On this trip, did you or any member of your family/party attend any events at the Hawai'i Convention Center?
 Yes No

16. Overall, how would you rate this current trip to Hawai'i?

Excellent	Above Average	Below Average	Poor
8 <input type="radio"/>	7 <input type="radio"/>	6 <input type="radio"/>	5 <input type="radio"/>
	4 <input type="radio"/>	3 <input type="radio"/>	2 <input type="radio"/>
		1 <input type="radio"/>	

17. Would you say this trip to Hawai'i...?
 Exceeded your expectations
 Met your expectations
 Did not meet your expectations

18. How likely are you to recommend Hawai'i as a vacation place to your friends and relatives?
 Very Likely Not Too Likely
 Somewhat Likely Not Likely At All

19. How likely are you to return to visit Hawai'i in the next five years?
 Very Likely Not Too Likely
 Somewhat Likely Not Likely At All

20. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 20a-20e. IF NOT, please skip to Question 21.

20a. How much did the package trip cost? (please specify currency)
 , , US \$
 name of currency: _____

20b. What did the package trip include? (Mark all that apply)

<input type="checkbox"/> Airfare (to and from Hawai'i)	<input type="checkbox"/> Lunch/Dinner
<input type="checkbox"/> Breakfast	<input type="checkbox"/> Rental Car
<input type="checkbox"/> Airfare (Inter-Island)	<input type="checkbox"/> Tours/Attractions
<input type="checkbox"/> Inter-island cruise (not including dinner/sunset cruise)	<input type="checkbox"/> Lodging (hotel, condo, etc.)
<input type="checkbox"/> Other (please specify) _____	<input type="checkbox"/> Trip to another state/country

20c. Name of the package: _____ (Internal Use)

20d. Number of nights in Hawai'i covered by it: _____ night(s)

20e. Number of people covered by amount in Q20a above: _____ persons

21. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)? (please specify currency)
 , , US \$
 name of currency: _____

22. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 20 and 21. Please round to the nearest dollar.) Absolutely no personal information will be shared.
 How many people are you reporting for? persons (specify total number of people)

22a. Lodging (hotel, condo, B&B, hostel, etc., including tips).....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
22b. Total Food and Beverage.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
In restaurants, bars and other eating places.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dinner shows/dinner cruises.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Groceries/snacks.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
22c. Total Entertainment and Recreation.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attractions/entertainment.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Recreation/Sports (e.g. golf, tennis, snorkeling, hiking).....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other activities & tours.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
22d. Total Transportation.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Inter island airfare.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bus, taxi, trolley, etc.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Rental car/mopeds.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other expenses (gasoline, parking, etc.).....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
22e. Total Shopping.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Fashion and clothing.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Jewelry/watches.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cosmetics/perfumes.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Leather goods (belts, wallets, handbags, etc.).....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hawai'i food products to take home (fruits, nuts, coffee etc.).....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Souvenirs.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
22f. Other Spending	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Electronics.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Health/Wellness.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Household Items.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Art and Collectibles.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other, please specify below.....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
22. TOTAL for Question 22 (22a-22f).....	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

9572485291 **Mahalo (Thank You)! Please return your completed survey to the interviewer.** Int'l 2017Q1

ISLAND SURVEY (BACK)

<p>15. Did you come to this island on a pre-paid package trip (including at least airfare and any items in Q16a)?</p> <p><input type="radio"/> Yes... [IF YES, CONTINUE TO Q16a]</p> <p><input type="radio"/> No... [IF NO, SKIP TO Q17a]</p> <p>16a. What did your package include? Please mark ALL that apply:</p> <table style="width: 100%;"> <tr> <td><input type="radio"/> Airfare (to and from Hawai'i)</td> <td><input type="radio"/> Rental car</td> </tr> <tr> <td><input type="radio"/> Airfare (inter-island)</td> <td><input type="radio"/> Lunch/Dinner</td> </tr> <tr> <td><input type="radio"/> Inter-island cruise</td> <td><input type="radio"/> Lodging</td> </tr> <tr> <td><input type="radio"/> Breakfast</td> <td><input type="radio"/> Tours/Attractions</td> </tr> <tr> <td><input type="radio"/> Trip to another state/country (specify) _____</td> <td><input type="radio"/> Other (please specify): _____</td> </tr> </table> <p>16b. How much did your package cost?..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p>16c. Number of nights covered by it:..... <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p>16d. Number of people covered by amount in Q16b above:..... <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p>16e. Did your package include a stay on:</p> <p><input type="radio"/> This island only <input type="radio"/> Multiple Hawaiian Islands</p>	<input type="radio"/> Airfare (to and from Hawai'i)	<input type="radio"/> Rental car	<input type="radio"/> Airfare (inter-island)	<input type="radio"/> Lunch/Dinner	<input type="radio"/> Inter-island cruise	<input type="radio"/> Lodging	<input type="radio"/> Breakfast	<input type="radio"/> Tours/Attractions	<input type="radio"/> Trip to another state/country (specify) _____	<input type="radio"/> Other (please specify): _____	<p>22. How much additional did you and your family/party spend while on this island? (NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.)</p> <p>How many people are you reporting for? <input style="width: 40px;" type="text"/> persons (specify total number of people)</p> <p>Absolutely no personal information will be shared.</p> <p style="text-align: center;">"Amount spent on THIS ISLAND ONLY"</p> <p>22a. Lodging (hotel, condo, B&B, incl. tips)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p>22b. Total Food and Beverage..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">In restaurants, bars and other eating places..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Dinner shows/ Dinner cruises... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Groceries/snacks..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p>22c. Total Entertainment and Recreation..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Attractions..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Other activities & tours..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p>22d. Total Ground Transportation..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Ground transportation (buses, taxis, trolleys)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Rental car/moped..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Other transportation costs (gas, parking)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p>22e. Total Shopping..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Fashion and clothing..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Jewelry/watches..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Cosmetics/perfumes..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Leather goods (belts, wallets, handbags, etc.)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Hawai'i food products (fruits, nuts, & coffee, etc.)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Souvenirs..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p>22f. Other Spending</p> <p style="padding-left: 20px;">Electronics..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Health/Wellness..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Household Items..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Art and Collectibles..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="padding-left: 20px;">Other, please specify below..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p style="text-align: right;">SUM OF Q22a-Q22f...US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p>
<input type="radio"/> Airfare (to and from Hawai'i)	<input type="radio"/> Rental car										
<input type="radio"/> Airfare (inter-island)	<input type="radio"/> Lunch/Dinner										
<input type="radio"/> Inter-island cruise	<input type="radio"/> Lodging										
<input type="radio"/> Breakfast	<input type="radio"/> Tours/Attractions										
<input type="radio"/> Trip to another state/country (specify) _____	<input type="radio"/> Other (please specify): _____										
<p>17a. Did you arrive on this island on a/an...</p> <p><input type="radio"/> Transpacific flight <input type="radio"/> Inter-island flight</p> <p>17b. How much did you pay for your flight (if not included as part of a package)?</p> <p>Transpacific flight (round-trip)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p> <p>Inter-island flight (one-way)..... US\$ <input style="width: 40px;" type="text"/>, <input style="width: 40px;" type="text"/><input style="width: 40px;" type="text"/></p>	<p>18. Overall, how would you rate this current trip to this island?</p> <p style="text-align: center;">Excellent 8 <input type="radio"/> 7 <input type="radio"/> 6 <input type="radio"/> 5 <input type="radio"/> 4 <input type="radio"/> 3 <input type="radio"/> 2 <input type="radio"/> 1 <input type="radio"/> Poor</p> <p>19. Would you say this trip to this island...?</p> <p><input type="radio"/> Exceeded your expectations</p> <p><input type="radio"/> Met your expectations</p> <p><input type="radio"/> Did not meet your expectations</p> <p>20. How likely are you to recommend this island as a vacation place to your friends and relatives?</p> <p><input type="radio"/> Very Likely <input type="radio"/> Not Too Likely</p> <p><input type="radio"/> Somewhat Likely <input type="radio"/> Not Likely At All</p> <p>21. How likely are you to return to visit this island in the next five years?</p> <p><input type="radio"/> Very Likely <input type="radio"/> Not Too Likely</p> <p><input type="radio"/> Somewhat Likely <input type="radio"/> Not Likely At All</p>										
<p>Information provided is for research purposes only and for possible participation in a Visitor Satisfaction Survey. Absolutely no personal information will be shared.</p> <p>EMAIL ADDRESS: _____</p>											
<p style="text-align: center;">6810338706 Mahalo (Thank You)! Please return your completed survey to the interviewer. NI 2017Q3</p>											

CRUISE SURVEY



HAWAII TOURISM AUTHORITY

Aloha. On behalf of the State of Hawaii, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawaii experience remains the best it can be. Please fill in the appropriate bubble or print 1 2 clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

Cruise Start Date:
 - -
Month Day Year

1. The total number of people (including myself) covered by this form is:
(Fill out one form per party/family)
 persons

2. I am a:
 Visitor to Hawaii
 Resident of Hawaii (GO TO Q7)

3. Including this trip, I have made:
 trips to Hawaii in my lifetime

4. Please indicate the number of nights you have spent in Hawaii on this trip...

Before starting this cruise.....	<input type="text"/>	<input type="text"/>
During this cruise.....	<input type="text"/>	<input type="text"/>
Expect to spend after this cruise.....	<input type="text"/>	<input type="text"/>

TOTAL NIGHTS IN HAWAII
(Before, during and after cruise)

5. Please indicate where you spent your nights in Hawaii on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Hawaii Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kauai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Moloka'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6. Excluding the nights spent on this cruise ship, where did you stay in Hawaii on this trip?

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	<input type="radio"/>	<input type="radio"/>
Condominium	<input type="radio"/>	<input type="radio"/>
Timeshare unit	<input type="radio"/>	<input type="radio"/>
Bed & breakfast	<input type="radio"/>	<input type="radio"/>
Friends or relatives	<input type="radio"/>	<input type="radio"/>
Other, specify:	<input type="radio"/>	<input type="radio"/>
DO NOT WRITE IN THESE BOXES	<input type="text"/>	<input type="text"/>

7. How much did you pay for your cruise package?
 us\$,

7a. Was this a gift or paid by someone else other than yourself?
 Yes No

7b. Package details:
 Number of nights covered:
 Number of people covered by (\$) amount:

8. What was included in the cruise package you purchased when booking your cruise to Hawaii?
(Please mark () all that apply)*

Airfare (Transpacific)
 (Number of round-trip flights)

Airfare (Inter island)
 (Number of one-way flights)

Non-cruise lodging
 (Number of nights)

Additional vacation stop to other location (aside from Hawaii)

Meals on shore
 (Number of meals)

Rental car
 (Number of days)

None of the above

9. I am a resident of:

U.S.A.
(specify zip code)

Canada United Kingdom
 Japan Germany
 Korea France
 Taiwan Switzerland
 Hong Kong Australia

Other (specify)
DO NOT WRITE IN THESE BOXES

10. Did you do any of the following on this trip to Hawaii?

Go on honeymoon
 Get married
 Attend a wedding
 Attend a Convention/Conference
 Conduct some business
 Visit friends or relatives
 Play golf

11. What is your age? years old

12. What is your gender?
 Male Female

13. Of the people covered by this form (including yourself), how many were:

	NUMBER OF MALES	NUMBER OF FEMALES
Under 10 years	<input type="text"/>	<input type="text"/>
10 - 19	<input type="text"/>	<input type="text"/>
20 - 29	<input type="text"/>	<input type="text"/>
30 - 39	<input type="text"/>	<input type="text"/>
40 - 49	<input type="text"/>	<input type="text"/>
50 - 59	<input type="text"/>	<input type="text"/>
60 or more	<input type="text"/>	<input type="text"/>
TOTAL	<input type="text"/>	<input type="text"/>

14. Overall, how would you rate this current trip to Hawaii?

Excellent	Above Average	Average	Below Average	Poor
<input type="radio"/> 8	<input type="radio"/> 7	<input type="radio"/> 6	<input type="radio"/> 5	<input type="radio"/> 4
<input type="radio"/> 3	<input type="radio"/> 2	<input type="radio"/> 1		

15. Would you say this trip to Hawaii...?

Exceeded your expectations
 Met your expectations
 Did not meet your expectations

16. How likely are you to recommend Hawaii as a vacation place to your friends and relatives?

Very Likely
 Somewhat Likely
 Not Too Likely
 Not Likely At All

17. How likely are you to return to visit Hawaii in the next five years?

Very Likely
 Somewhat Likely
 Not Too Likely
 Not Likely At All

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CONTINUE TO OTHER SIDE →

CRUISE SURVEY (BACK)

FOR ALL PARTS OF QUESTION 18:
DO NOT include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please estimate your expenses for your total time in Hawai'i and write your answers below.

18. How much did you and your party spend in total on non-package items while you were in Hawai'i? (Write "0" if none spent)..... US\$,

18.1. Including yourself, how many people does this expenditure cover?

Of this total amount (Q18), how much was spent for:

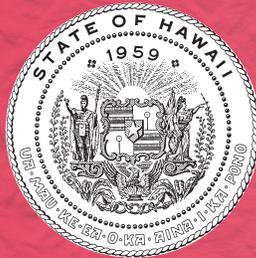
	ON SHIP (IN US\$)	O'AHU (IN US\$)	MAUI (Maui/Moloka'i/Lana'i) (IN US\$)	KAUAI (IN US\$)	HAWAII ISLAND KONA (IN US\$)	HILO (IN US\$)
18a. Lodging (hotel, condo, B&B, hostel, etc., including tips).....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18b. Total Food and Beverage.. <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
In restaurants, bars and other eating places.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dinner shows/dinner cruises.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Groceries/snacks.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18c. Total Entertainment and Recreation.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18d. Total Shore Tours.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18e. Total Transportation.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Inter island airfare.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bus, taxi, trolley, etc.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Rental car/mopeds.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other expenses (gasoline, parking, etc.).....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18f. Total Shopping..... <input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Fashion and clothing.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Jewelry/watches.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cosmetics/perfumes.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Leather goods (belts, wallets, handbags, etc.).....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hawai'i food products to take home (fruits, nuts, coffee, etc.).....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Souvenirs.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18g. Other Spending	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Electronics.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Health/wellness.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Household items.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Art and collectibles.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other.....	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Please specify:.....						

Cruise Domestic
2017Q1

NAME OF CRUISE SHIP: _____

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IN THESE BOXES

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HAWAII TOURISM

AUTHORITY

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