HAWAI'I TOURISM

AUTHORITY

2018 Annual Visitor Research Report

ABOUT THIS REPORT

The 2018 Annual Visitor Research report provides the final statistics on Hawai'i's visitor industry in 2018 and a comprehensive comparison with 2017 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.

2018 statistics presented in this report reflect immigration data from the U.S. Department of Commerce National Travel and Tourism Office (NTTO), updated air fare statistics from DIIO Mi. airline database (DIIO) and final reports received from airlines and cruise ships.

Revision to 2017 Visitor Statistics

2017 visitor statistics presented in this report (including visitor expenditures, visitor days, visitor arrivals, average daily census, length of stay, accommodations, purpose of trip, visitor characteristics by major markets and by island, etc.) were restated from 2017 data published in the 2017 Annual Visitor Research Report released in September 2018. Tables with revised statistics are indicated with 2017R.

2017 visitor data were revised with updated immigration statistics from (NTTO) and with updated air fare statistics from DIIO. 2017 domestic data, cruise visitor statistics, air seats, visitor plant inventory and hotel performance data were not affected.

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

STR Inc. provided hotel occupancy and room rate statistics.

Professional Image designed the cover and printed this report.

To download this report, go to: www.hawaiitourismauthority.org/research/annual-visitor-research-reports/ and click on 2018 Annual Research Report [pdf].

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

TABLE OF CONTENTS

SUMMARY OF 2018 VISITORS TO HAWAIʻI 1

ALL VISITORS (BY AIR AND BY CRUISE SHIPS) 2
VISITORS (ARRIVALS BY AIR) 3
AIR VISITORS BY MAJOR MARKET AREAS 4
U.S. WEST 5
U.S. EAST 5
JAPAN 6
CANADA 7
EUROPE 7
OCEANIA 9
OTHER ASIA 10
LATIN AMERICA 12
AIR VISITORS BY SEGMENT 13
TRAVEL METHODS 13
PURPOSE OF TRIP 13
FAMILY VISITORS 15
ACCOMMODATIONS 15
FIRST-TIME/REPEAT VISITORS 17
AIR VISITORS BY ISLANDs 18
OʻAHU 18
MAUI 19
MOLOKAʻI 21
LĀNAʻI 21
KAUAʻI 22
THE ISLAND OF HAWAIʻI 23
SEASONALITY BY ISLAND 25
CRUISE VISITORS 26
TOTAL AIR SEATS OPERATED TO HAWAIʻI 28
HOTEL OCCUPANCY AND ROOM RATE 29
VISITOR PLANT INVENTORY 30

ANNUAL VISITOR RESEARCH REPORT 31

TABLES 31

APPENDIX A 182

TECHNICAL NOTES 183
DEFINITIONS 183
SOURCES OF DATA FOR VISITOR STATISTICS 186

APPENDIX B 188

DOMESTIC IN-FLIGHT SURVEY 189
INTERNATIONAL INTERCEPT SURVEY 191
ISLAND SURVEY 193
CRUISE SURVEY 195

LIST OF FIGURES

Figure 1. Total Visitor Spending: Nominal & Real....2
Figure 2. 2017 Air Visitor Personal Daily Spending by Category and Selected MMA....3
Figure 3. Four Largest Markets' Share of Total Visitor Spending....4
Figure 4. Visitor Arrivals from Four Largest Markets (by Air)....4
Figure 5. Europe MMA, UK & Germany....8
Figure 6. Oceania MMA....9
Figure 7. Other Asia MMA....11
Figure 8. Latin America MMA....12
Figure 9. 2017 Visitor Personal Daily Spending by Category and Island....18
Figure 10. O'ahu Visitor Arrivals by Selected MMA....19
Figure 11. Maui Visitor Arrivals by Selected MMA....20
Figure 12. Kaua'i Visitor Arrivals by Selected MMA....22
Figure 13. Island of Hawai'i Visitor Arrivals by Selected MMA....23
Figure 14: Cruise Visitors to Hawai'i: 2009 – 2018....26
Figure 15. Air Seats Operated to Hawai'i by Island....28
Figure 16. Visitor Units by Type of Accommodations: 2009 – 2018....30

LIST OF TABLES

Table 1. Summary of Visitor Statistics....32
Table 2. Summary of Visitor Characteristics (Arrivals by Air)....35
Table 3. Summary of Visitor Characteristics Percentage of Total (Arrivals by Air)....37
Table 4. Visitor Days by Island (Arrivals by Air)....39
Table 5. Visitor Days by Month (Arrivals by Air)....39
Table 6. Average Daily Census by Island (Arrivals by Air)....40
Table 7. Average Daily Census by Month (Arrivals by Air)....40
Table 8. Visitors Staying Overnight or Longer (Arrivals by Air)....41
Table 9. Visitor Days by Month and MMA (Arrivals by Air)....42
Table 10. Visitor Days Growth by Month and MMA....46
Table 11. Visitor Arrivals by Month and MMA (Arrivals by Air)....48
Table 12. Visitor Arrivals Growth by Month and MMA....52
Table 13. U.S. West MMA Visitor Characteristics (Arrivals by Air)....54
Table 14 Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air)....56
Table 15. U.S. East MMA Visitor Characteristics (Arrivals by Air)....57
Table 16. Domestic U.S. East Visitor Arrivals by Month and State (Arrivals by Air)....59
Table 17. Domestic U.S. Visitors by State (Arrivals by Air)....60
Table 18. Domestic U.S. Visitor Characteristics by State (Arrivals by Air)....61
Table 19. Market Penetration for Top U.S. CBSA (Arrivals by Air)....62
Table 20. Japan MMA Visitor Characteristics (Arrivals by Air)....63
Table 21. International Japanese MMA Visitor Characteristics by Region....65
Table 22. Canada MMA Visitor Characteristics (Arrivals by Air)....67
Table 23. Canada MMA Visitor Characteristics by Province....69
Table 24. Europe MMA Visitor Characteristics (Arrivals by Air)....70
Table 25. United Kingdom Visitor Characteristics (Arrivals by Air)....72

Table 26. Germany Visitor Characteristics (Arrivals by Air) 74
Table 27. Oceania MMA Visitor Characteristics (Arrivals by Air) 76
Table 28. Australia Visitor Characteristics (Arrivals by Air) 78
Table 29. New Zealand Visitor Characteristics (Arrivals by Air) 80
Table 30. Other Asia MMA Visitor Characteristics (Arrivals by Air) 82
Table 31. Korea Visitor Characteristics (Arrivals by Air) 84
Table 32. China Visitor Characteristics (Arrivals by Air) 86
Table 33. Taiwan Visitor Characteristics (Arrivals by Air) 88
Table 34. Latin America MMA Visitor Characteristics (Arrivals by Air) 90
Table 35. Other MMA Visitor Characteristics (Arrivals by Air) 92
Table 36. Visitor Age and Gender Distribution by MMA (Percentage of MMA Total) 94
Table 37. Honeymoon Visitor Characteristics (Arrivals by Air) 96
Table 38. Get Married Visitor Characteristics (Arrivals by Air) 97
Table 39. Meetings, Conventions, and Incentives Visitor Characteristics (Arrivals by Air) 98
Table 40. Visit Friends and Relatives Visitor Characteristics (Arrivals by Air) 99
Table 41. Family Visitors Characteristics (Arrivals by Air) 100
Table 42. Hotel-Only Visitor Characteristics (Arrivals by Air) 101
Table 43. Condo-Only Visitor Characteristics (Arrivals by Air) 102
Table 44. Timeshare-Only Visitor Characteristics (Arrivals by Air) 103
Table 45. Rental House-Only Visitor Characteristics (Arrivals by Air) 104
Table 46. Bed and Breakfast-Only Visitor Characteristics (Arrivals by Air) 105
Table 47. First-Time Visitor Characteristics (Arrivals by Air) 106
Table 48. Repeat Visitor Characteristics (Arrivals by Air) 107
Table 49. Visitor Arrivals by Island and Month (Arrivals by Air) 108
Table 50. Average Daily Census by Island and Month (Arrivals by Air) 111
Table 51. Domestic U.S. Visitor Arrivals by Island and Top CBSA (Arrivals by Air) 113
Table 52. Domestic U.S. Visitor Arrival Growth by Island and Top CBSA 114
Table 53. Domestic U.S. Visitor Arrivals by Island and State of Residence 115
Table 54. Domestic U.S. Visitor Arrival Growth by Island and State of Residence 116
Table 55. Domestic U.S. Visitor Length of Stay (in days) by Island and State 117
Table 56. Oʻahu Visitor Characteristics (Arrivals by Air) 118
Table 57. Maui County Visitor Characteristics (Arrivals by Air) 120
Table 58. Maui Island Visitor Characteristics (Arrivals by Air) 122
Table 59. Moloka'i Visitor Characteristics (Arrivals by Air) 124
Table 60. Lāna'i Visitor Characteristics (Arrivals by Air) 126
Table 61. Kaua'i Visitor Characteristics (Arrivals by Air) 128
Table 62. Hawai'i Island Visitor Characteristics (Arrivals by Air) 130
Table 63. Hilo Visitor Characteristics (Arrivals by Air) 132
Table 64. Kona Visitor Characteristics (Arrivals by Air) 134
Table 65. Visitor Days by Island and MMA (Arrivals by Air) 136
Table 66. Visitor Days Growth by Island and MMA (Arrivals by Air) 140
Table 67. Visitor Arrivals by Island and MMA (Arrivals by Air) 142
Table 68. Visitor Arrival Growth by Island and MMA (Arrivals by Air) 146
Table 69: Total Visitor Expenditures by Category 148
Table 70. Total Air Visitor Personal Daily Spending 149
Table 71. U.S. West MMA Air Visitor Personal Daily Spending 150
Table 72. U.S. East MMA Air Visitor Personal Daily Spending 151
Table 73. Japan MMA Air Visitor Personal Daily Spending 152

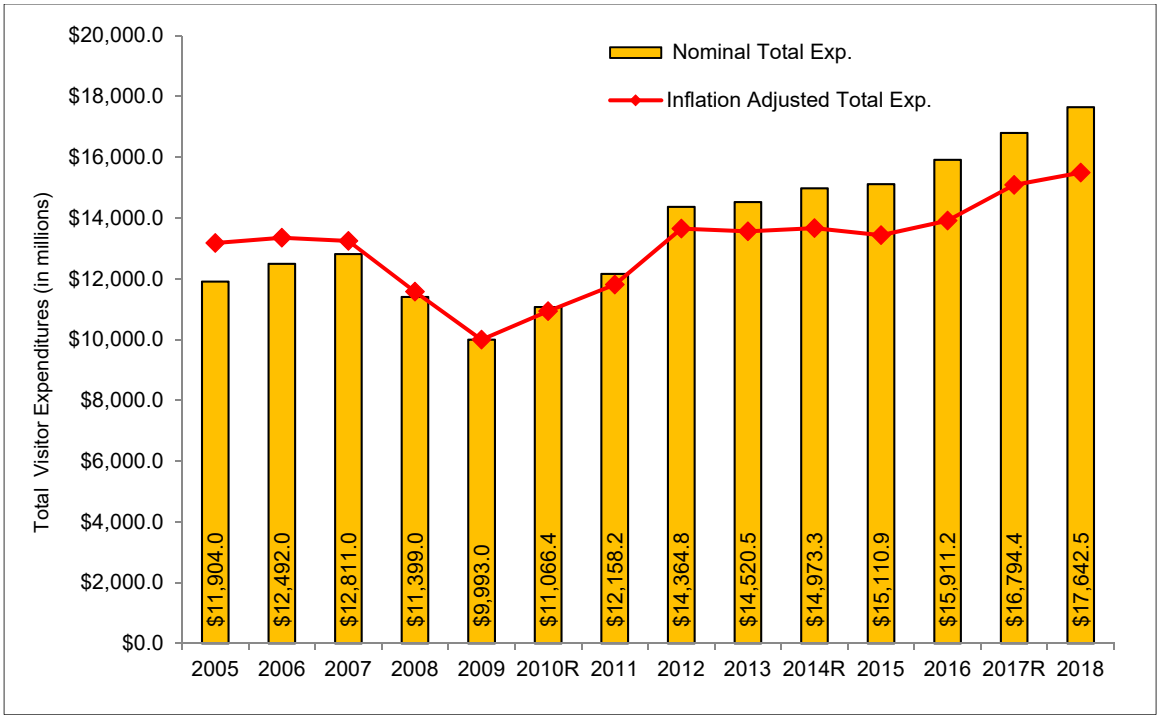
Table 74. Canada MMA Air Visitor Personal Daily Spending ... 153
Table 75. Europe MMA Air Visitor Personal Daily Spending ... 154
Table 76. Oceania MMA Air Visitor Personal Daily Spending ... 155
Table 77. Other Asia MMA Air Visitor Personal Daily Spending ... 156
Table 78. Latin America MMA Air Visitor Personal Daily Spending ... 157
Table 79. Other MMA Air Visitor Personal Daily Spending ... 158
Table 80. China Air Visitor Personal Daily Spending ... 159
Table 81. Korea Air Visitor Personal Daily Spending ... 160
Table 82. Taiwan Air Visitor Personal Daily Spending ... 161
Table 83. Australia Air Visitor Personal Daily Spending ... 162
Table 84. New Zealand Air Visitor Personal Daily Spending ... 163
Table 85. Air Visitor Personal Daily Spending ... 164
Table 86. Air Visitor Personal Daily Spending Growth ... 166
Table 87. Air Visitor Personal Daily Spending by Visitor and Trip Characteristics ... 167
Table 88. Meeting, Convention and Incentive (MCI) Air Visitor Characteristics and Spending ... 168
Table 89. Cruise Ship Visitors ... 170
Table 90. Cruise Ship Visitor Growth ... 170
Table 91. Total Cruise Ship Passengers by MMA ... 171
Table 92. Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars ... 172
Table 93. Total Air Seats Operated To Hawai‘i ... 173
Table 94. Domestic Air Seats Operated To Hawai‘i ... 173
Table 95. International Air Seats To Hawai‘i ... 174
Table 96. State Hotel Occupancy and Room Rate ... 175
Table 97. O‘ahu Hotel Occupancy and Room Rate ... 175
Table 98. Maui County Hotel Occupancy and Room Rate ... 176
Table 99. Kaua‘i Hotel Occupancy and Room Rate ... 176
Table 100. Hawai‘i Island Hotel Occupancy and Room Rates ... 177
Table 101. Visitor Plant Inventory – Existing Inventory by Island and Property ... 178
Table 102. Visitor Plant Inventory – Existing Inventory by Island and Unit ... 179
Table 103. Visitor Plant Inventory - Class of Units by Island ... 180
Table 104. Visitor Plant Inventory - Available Units by County ... 181

SUMMARY OF 2018 VISITORS TO HAWAI‘I

ALL VISITORS (BY AIR AND BY CRUISE SHIPS)

In 2018, total visitor spending and visitor arrivals to Hawai'i increased compared to 2017, marking the seventh consecutive year of record growth in both categories. Total spending by visitors to the Hawaiian Islands gained 5.1 percent to a new high of $17.64 billion. When adjusted for inflation, total visitor spending was up 2.7 percent from 2017 (Figure 1). A total of 9,888,845 visitors came by air service or by cruise ships to the state, an increase of 5.2 percent from the previous record of 9,404,346 visitors in 2017 (Table 1). Total visitor days rose 4.9 percent compared to last year. The average spending per day by these visitors ($198 per person) was similar to 2017.

Figure 1. Total Visitor Spending: Nominal & Real
2005 - 2018



Note: Implicit price deflator (2012=100)
Source: 2017 State of Hawai'i Data Book Table 7.35.

Arrivals by air service rose 5.2 percent to 9,761,448 visitors. Additionally, there were 127,397 visitors who came to the islands by cruise ships[1], up slightly (+0.5%) from 2017 (Table 1).

Total Spending by Category:

- Lodging, the largest spending category by all visitors to Hawai'i, rose 7.0 percent to $7.44 billion and comprised 42.2 percent of total visitor spending in 2018 (Table 69).
- Food and beverage, the second largest category, increased 4.1 percent to $3.62 billion or 20.5 percent of total visitor spending.
- Shopping expenditures of $2.41 billion were up 3.0 percent from 2017.
- Spending on transportation (+6.7% to $1.78 billion) and entertainment and recreation (+3.0% to $1.62 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.

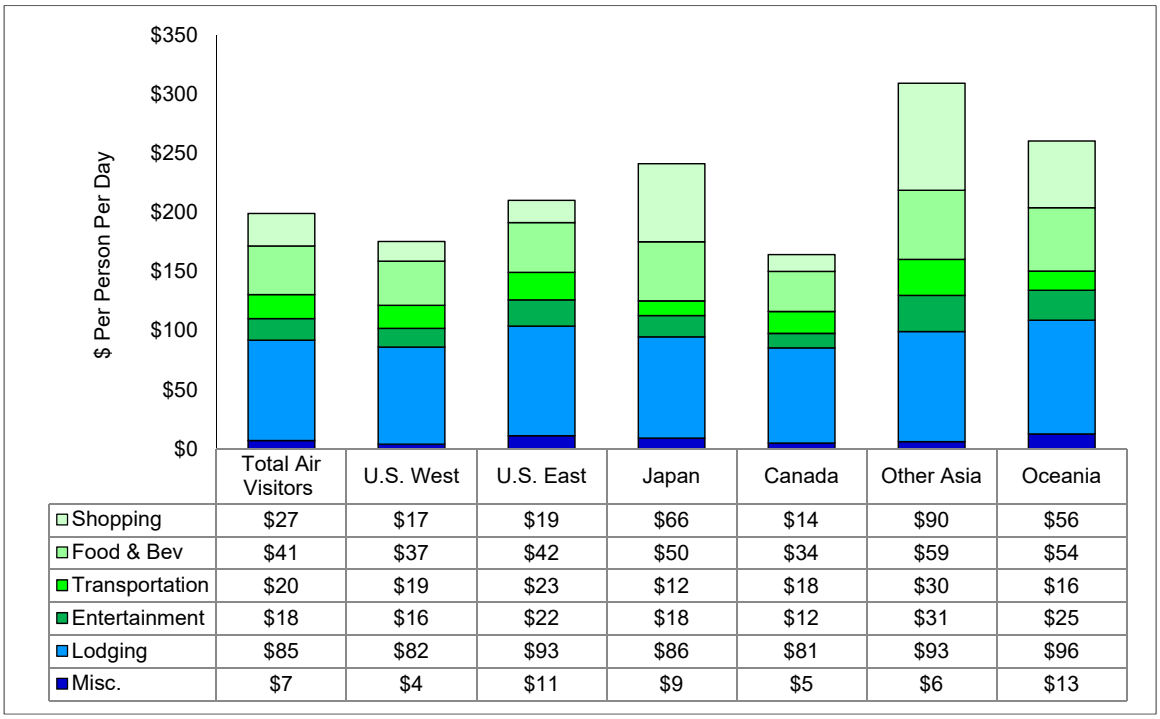
- Supplemental business spending grew 5.7 percent to $132.8 million. These are additional business expenses spent locally on conventions and corporate meetings by out-of-state visitors (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending.

VISITORS (ARRIVALS BY AIR)

Spending by air visitors to the islands increased 5.1 percent to $17.46 billion in 2018, boosted by growth in arrivals (+5.2% to 9,761,448 visitors). The average daily spending of $199 per person was virtually unchanged from 2017 (Tables 1 and 70).

The average daily census showed that December was the busiest month for air visitors in 2018 (268,332 visitors per day) and in 2017 (266,192 visitors per day) (Table 7). The average party size was 2.22 visitors, virtually unchanged from the previous year (2.21 visitors) (Table 2).

Figure 2. 2018 Air Visitor Personal Daily Spending by Category and Selected MMA

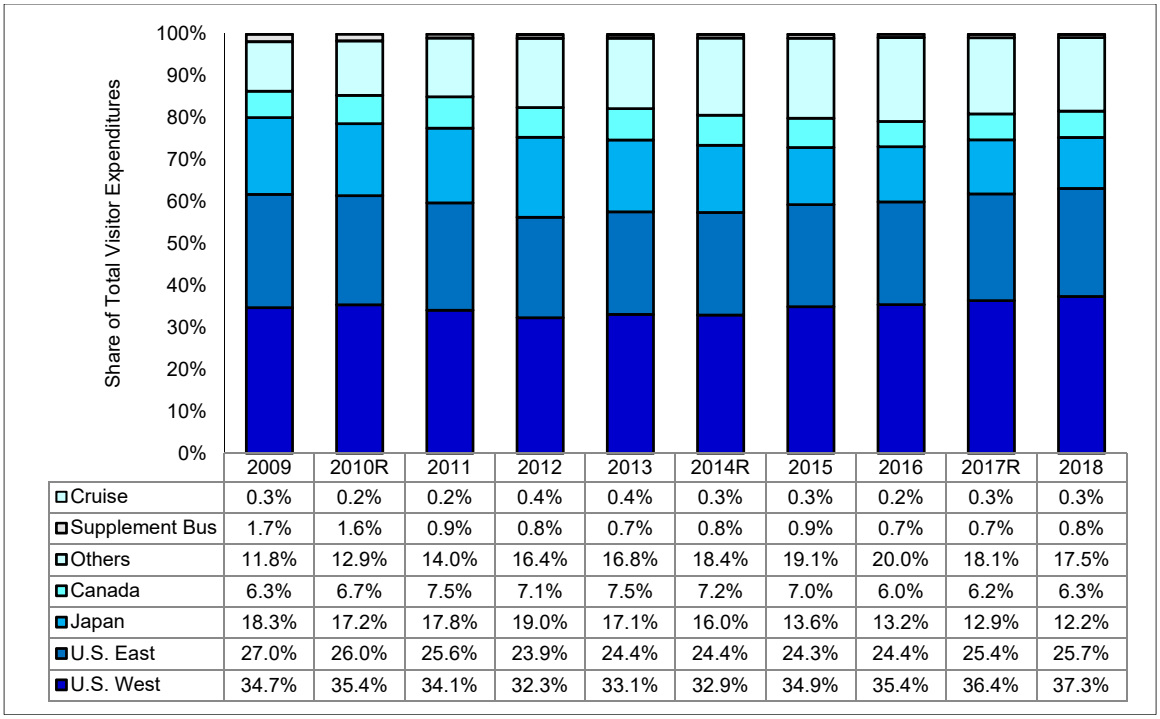


	Total Air Visitors	U.S. West	U.S. East	Japan	Canada	Other Asia	Oceania
Shopping	$27	$17	$19	$66	$14	$90	$56
Food & Bev	$41	$37	$42	$50	$34	$59	$54
Transportation	$20	$19	$23	$12	$18	$30	$16
Entertainment	$18	$16	$22	$18	$12	$31	$25
Lodging	$85	$82	$93	$86	$81	$93	$96
Misc.	$7	$4	$11	$9	$5	$6	$13

- On a daily basis, air visitors in 2018 spent more on lodging ($85 per person), but slightly less on shopping ($27) and on entertainment and recreation ($18) compared to the prior year. Daily spending on food and beverage ($41) and transportation ($20) were similar to 2017 (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).

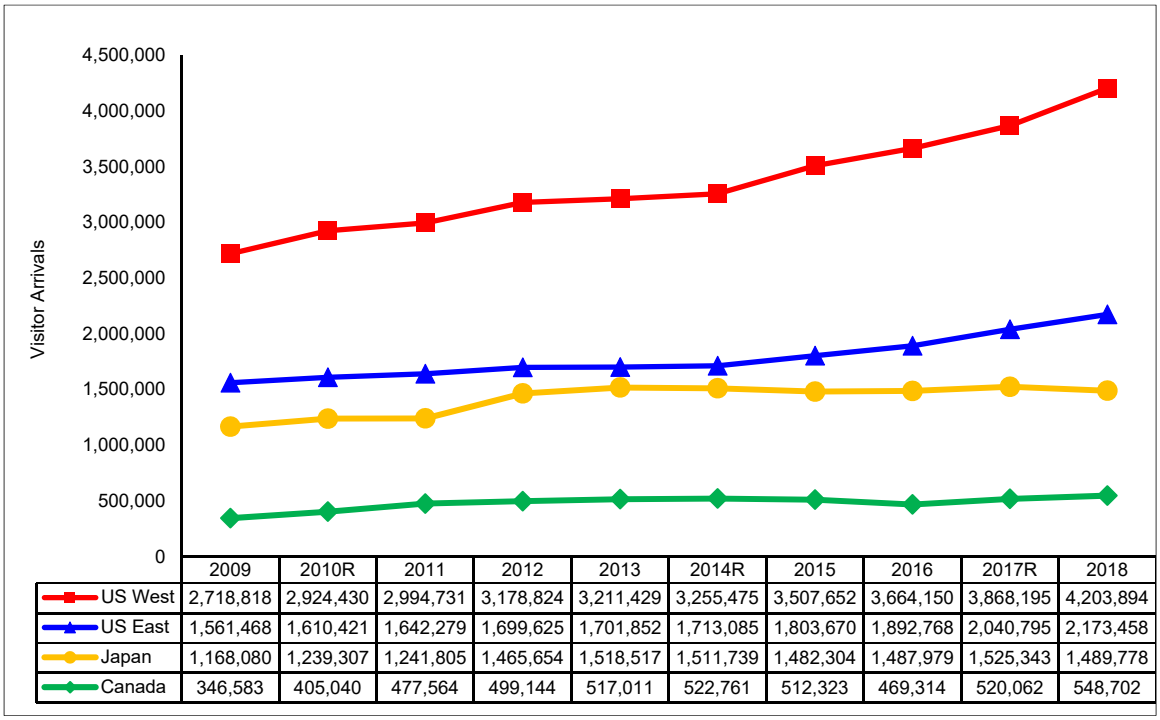
AIR VISITORS BY MAJOR MARKET AREAS

Figure 3. Four Largest Markets' Share of Total Visitor Spending
2009 - 2018



	2009	2010R	2011	2012	2013	2014R	2015	2016	2017R	2018
Cruise	0.3%	0.2%	0.2%	0.4%	0.4%	0.3%	0.3%	0.2%	0.3%	0.3%
Supplement Bus	1.7%	1.6%	0.9%	0.8%	0.7%	0.8%	0.9%	0.7%	0.7%	0.8%
Others	11.8%	12.9%	14.0%	16.4%	16.8%	18.4%	19.1%	20.0%	18.1%	17.5%
Canada	6.3%	6.7%	7.5%	7.1%	7.5%	7.2%	7.0%	6.0%	6.2%	6.3%
Japan	18.3%	17.2%	17.8%	19.0%	17.1%	16.0%	13.6%	13.2%	12.9%	12.2%
U.S. East	27.0%	26.0%	25.6%	23.9%	24.4%	24.4%	24.3%	24.4%	25.4%	25.7%
U.S. West	34.7%	35.4%	34.1%	32.3%	33.1%	32.9%	34.9%	35.4%	36.4%	37.3%

Figure 4. Visitor Arrivals from Four Largest Markets (by Air)
2009 - 2018



	2009	2010R	2011	2012	2013	2014R	2015	2016	2017R	2018
US West	2,718,818	2,924,430	2,994,731	3,178,824	3,211,429	3,255,475	3,507,652	3,664,150	3,868,195	4,203,894
US East	1,561,468	1,610,421	1,642,279	1,699,625	1,701,852	1,713,085	1,803,670	1,892,768	2,040,795	2,173,458
Japan	1,168,080	1,239,307	1,241,805	1,465,654	1,518,517	1,511,739	1,482,304	1,487,979	1,525,343	1,489,778
Canada	346,583	405,040	477,564	499,144	517,011	522,761	512,323	469,314	520,062	548,702

U.S. WEST

In 2018, air capacity from the U.S. West increased 10.7 percent from the prior year to 8,121,002 seats and comprised 61.3 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 2018, visitor spending increased 7.9 percent to $6.59 billion. U.S. West air visitors' share of total visitor spending (37.3%) was up from 2017 (36.4%) (Figure 3, Table 1).

- Daily spending increased slightly (+0.9%) from last year to $176 per person (Figure 2, Table 71).
- U.S. West visitors spent more on lodging ($82) and food and beverage ($38). Transportation ($20), shopping ($17) and entertainment and recreation ($16) expenses were similar to 2017.
- Arrivals were up 8.7 percent to 4,203,894 visitors and visitor days grew 7.0 percent from a year ago (Figure 4, Table 13).
- This market continued to have the highest percentage of repeat visitors (81.0%) among all the MMAs.
- True independent travelers comprised 83.1 percent of U.S. West visitors in 2018.
- O'ahu hosted 42.7 percent of U.S. West visitors, 35.2 percent went to Maui, 17.3 percent went to the island of Hawai'i and 17.1 percent went to Kaua'i. Arrivals to these four islands increased compared to 2017.
- Nearly half (49.6%) of U.S. West visitors stayed in hotels, 19.7 percent stayed in condominiums, 12.2 percent stayed in rental homes, 11.9 percent stayed with friends or relatives and 11.2 percent stayed in timeshares. Significantly more U.S. West visitors stayed in rental homes (+21.6%) and bed and breakfasts (+17.0%). Stays with friends and relatives (+8.7%), in condominiums (+7.3%), hotels (+6.5%) and timeshares (+2.2%) also increased compared to last year.
- Eight out of ten U.S. West visitors in 2018 came to vacation (81.3%), 10.6 percent came to visit friends and relatives, 3.7 percent came for meetings, conventions and incentives (MCI) and 2.6 percent came to honeymoon.
- Arrivals from California, the largest single state contributor, increased 8.3 percent to 2,357,641 visitors. There were also more visitors from Washington (+10.0% 594,250 visitors), Oregon (+11.0% to 265,168 visitors), Arizona (+8.7% to 195,487 visitors) and Colorado (+12.5% 189,349 visitors) and Utah (+16.7% to 162,937) compared to 2017 (Table 17).
- In terms of average daily census, June was the busiest month for U.S. West visitors in 2018, followed by July and December.

U.S. EAST

Air capacity from U.S. East grew 8.9 percent to 1,098,631 seats in 2018 and accounted for 8.3 percent of total air seats to Hawai'i (Table 94).

Spending by U.S. East visitors gained 6.1 percent from 2017 to $4.53 billion. U.S. East's share of total visitor expenditures (25.7%) was up from last year (25.4%). Daily spending by these visitors rose slightly (+0.9%) to $210 per person (Figure 3, Table 1).

- Lodging expenses increased to $93 per person in 2018 (Figure 2, Table 72).
- These visitors spent less on shopping ($19) while food and beverage ($42), transportation ($23) and entertainment and recreation ($22) expenses were similar to the previous year.
- Arrivals and visitor days increased 6.5 percent and 5.2 percent, respectively. Of the 2,173,458 U.S. East visitors in 2018, 58.5 percent were repeat visitors to Hawai'i (Figure 3, Table 15).

- Over half of U.S. East visitors went to O‘ahu (57.5%), 36.8 percent visited Maui, 20.9 percent visited the island of Hawai‘i and 19.1 percent visited Kaua‘i. Arrivals increased on O‘ahu (+5.1%), Maui (+5.4%) and Kaua‘i (+6.2%) but declined on the island of Hawai‘i (-4.9%) compared to 2017.
- Three out of four U.S. East visitors came to vacation (76.3%), 11.0 percent came to visit friends and relatives, 6.3 percent came for MCI purposes and 4.5 percent came to honeymoon.
- Eight out of ten U.S. East visitors were true independent travelers (80.0%), up from 78.6 percent in 2017.
- The majority of U.S. East visitors stayed in hotels (59.1%), while some stayed in condominiums (14.4%), with friends or relatives (11.9%), in rental homes (11.0%) and in timeshares (9.1%). Usage of rental homes by U.S. East visitors rose significantly (+23.8%) from 2017. More visitors also stayed in condominiums (+10.2%) and hotels (+3.2%).
- There were more visitors from Texas (+10.3% to 309,772 visitors), Illinois (+5.0% to 147,915), Florida (+6.0% to 130,990 visitors) and Nevada (+6.8% to 110,222) compared to 2017 (Table 17).
- In 2018, 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 rose 2.7 percent to 2,042,595 seats. This represented 15.4 percent of total air seats to the islands in 2018 (Table 95). Japan continued to rank third in visitor spending, visitor days and arrivals.

Visitor spending dropped slightly (-0.7%) to $2.14 billion in 2018, as a result of decreased visitor arrivals (-2.3% to 1,489,778) and visitor days (-2.1%). Daily spending of $241 per person was higher compared to last year. Japanese visitors' share of total spending was 12.2 percent in 2018, down from 12.9 percent in 2017 (Figure 3) (Tables 1).

- Lodging ($82) and shopping ($66) expenses increased compared to 2017.
- Japanese visitors continued to spend three times more per day on shopping than U.S. West, U.S. East, Canadian or European visitors.
- Japanese visitors in 2018 spent less on entertainment and recreation ($18) and transportation ($12), while food and beverage ($50) expenses were about the same as last year.
- Of the total Japanese visitors in 2018, 66.9 percent had been to Hawai‘i before, up from 65.2 percent in the previous year (Table 20).
- Most Japanese visitors went to O‘ahu (93.9%), 11.8 percent visited the island of Hawai‘i, 3.3 percent visited Maui and 1.7 percent visited Kaua‘i. Arrivals declined on Maui (-12.8%), the island of Hawai‘i (-4.0%), O‘ahu (-3.8%) and Kaua‘i (-2.5%) compared to 2017.
- The majority of Japanese visitors came on packaged trips (56.2%), but this was down compared to 2017 (61.0%). True independent travelers (39.7%) comprised a higher percentage compared to the prior year (35.3%).
- While hotels continued to be the primary choice for lodging, used by 82.5 percent of Japanese visitors in 2018, stays in hotel declined (-2.0%) compared to 2017. Stays in timeshares (-10.2%) and condominiums (-0.9%) also decreased while stays in rental homes rose significantly (+49.3%) compared to last year.
- Seven out of ten Japanese visitors in 2018 came to vacation (71.4%), 12.2 percent came
- Based on average daily census, the busiest month for Japanese visitors in 2018 was August, followed by February and September.

CANADA

Air capacity from Canada increased 5.6 percent to 488,857 seats. There were more seats to Kona (+18.3%), Līhuʻe (+8.7%), Kahului (+6.4%) and Honolulu (+1.9%) compared to last year. Seats out of Canada comprised 3.7 percent of total air seats to the state in 2018 (Table 95).

Spending by Canadian visitors, Hawaiʻi's fourth largest visitor market, gained 6.5 percent to $1.11 billion in 2018. Canadian visitors' share of total spending was 6.3 percent up slightly from 2017 (6.2%). Arrivals grew 5.5 percent to 548,702 visitors and visitor days increased 4.2 percent. Daily visitors spending increased (+2.2%) to $164 per person (Figure 3, Table 1).

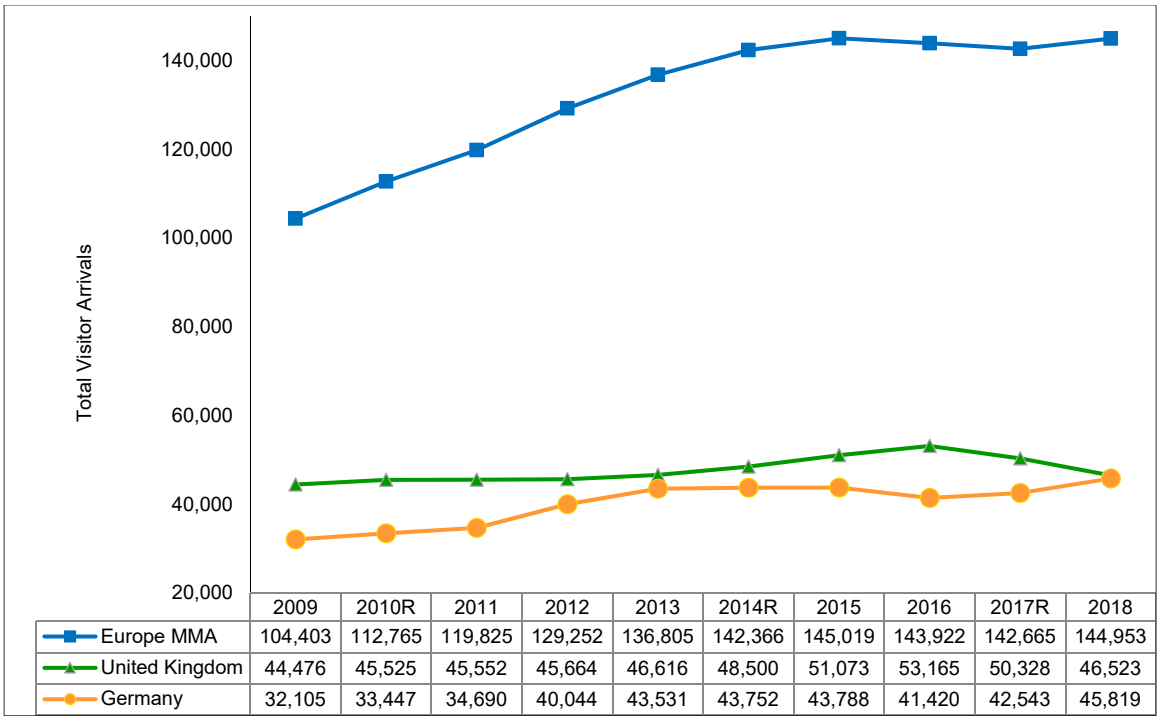
- Canadian visitors spent more per day on lodging ($81), food and beverage ($34) and transportation ($19) but slightly less on entertainment and recreation ($12) compared to 2017. Shopping expenses ($14) were similar to last year (Figure 2, Table 74).
- Three out of four Canadian visitors (75.2%) flew direct from international ports while the remainder arrived on flights from the U.S. mainland (Table 22).
- Repeat visitors comprised 64.0 percent of Canadian visitors in 2018.
- Direct air service contributed to more Canadians visiting to Maui (51.0% of Canadian visitors) than Oʻahu (42.6% of Canadian visitors).
- The majority Canadian visitors were true independent travelers (80.2%).
- Close to half (43.4%) of Canadians visitors stayed in hotels, 34.9 percent stayed in condominiums, 15.0 percent stayed in rental homes, 9.1 percent stayed in timeshares and 4.4 percent stayed with friends or relatives. More visitors stayed in rental homes (+29.3%) and bed and breakfasts (+11.1%). Stays in condominiums (+3.2%) and hotels (+2.9%) also increased compared to 2017.
- Most Canadian visitors in 2018 came to vacation (92.0%), 3.2 percent came for MCI purposes, 3.0 percent came to visit friends and relatives and 2.7 came to honeymoon.
- January was the busiest month in 2018, followed by February and March.

EUROPE

Total visitor spending by Europe MMA increased 5.3 percent to $326.3 million in 2018, boosted by growth in arrivals (+1.6% to 144,953), visitor days (+2.1%) and higher daily spending (+3.2% to $172 per person) compared to the prior year (Table 1).

- These visitors spent less on lodging ($65) and entertainment and recreation ($17) but more on transportation ($26) compared to 2017. Spending on food and beverage ($41) and shopping ($14) were about the same as last year (Table 75).
- There were more visitors from France (+14.9%), Germany (+7.7%) and Italy (+3.3%) but fewer visitors from United Kingdom (-7.6%) and Switzerland (-5.1%) than a year ago (Table 11 and Table 12).
- The majority of European visitors (76.8%) came on domestic flights (Table 24).
- July, August and September were the busiest months for European visitors in 2018.

Figure 5. Europe MMA, UK & Germany
Visitor Arrivals: 2009 - 2018



	2009	2010R	2011	2012	2013	2014R	2015	2016	2017R	2018
Europe MMA	104,403	112,765	119,825	129,252	136,805	142,366	145,019	143,922	142,665	144,953
United Kingdom	44,476	45,525	45,552	45,664	46,616	48,500	51,073	53,165	50,328	46,523
Germany	32,105	33,447	34,690	40,044	43,531	43,752	43,788	41,420	42,543	45,819

Visitors from United Kingdom

Arrivals from the United Kingdom (U.K.) decreased 7.6 percent to 46,523 visitors in 2018 and comprised 32.1 percent of the European market (Figure 5, Tables 11 & 12).

- Nearly seven out of ten U.K. visitors were first-timers (68.1%) to Hawai‘i (Table 25).
- The majority of U.K. arrivals visited O‘ahu (71.6%), 33.5 percent visited Maui, 23.6 percent visited the island of Hawai‘i and 16.1 percent visited Kaua‘i.

- A larger percentage of visitors in 2018 were true independent travelers (60.2%) compared to the prior year (58.0%).
- Seven out of ten U.K. visitors stayed in hotels (70.3%). Some stayed in condominiums (12.1%), rental homes (10.3%), with friends or relatives (7.3%) or in timeshares (3.4%).
- A little over 77 percent of U.K. visitors in 2018 came to vacation, 10.5 percent came honeymoon, 6.3 percent came to visit friends and relatives, and 4.8 percent came for MCI purposes.

Visitors from Germany

- Germany accounted for the second largest share of European visitors (31.6%) in 2018. Arrivals increased 7.7 percent to 45,819 visitors (Figure 5, Tables 11 & 12). These visitors stayed an average 14.79 days, the longest among all visitor groups.
- The majority were first-time visitors (68.0%) (Table 26).
- Seven out of ten German visitors went to O‘ahu (70.1%), 51.0 percent went to Maui, 44.3 percent went to the island of Hawai‘i and 32.1 percent went to Kaua‘i.
- Seven out of ten German visitors were true independent travelers (71.4%).
- The majority of German visitors stayed in hotels (61.8%), some stayed in rental homes (16.8%), condominiums (13.6%), in bed and breakfast properties (9.7%) or with friends or relatives (6.7%).
- Eight out of ten visitors in 2018 came to vacation (81.0%), 7.8 percent came to honeymoon, 6.5 percent came to visit friends and relatives and 5.7 percent came for MCI purposes.

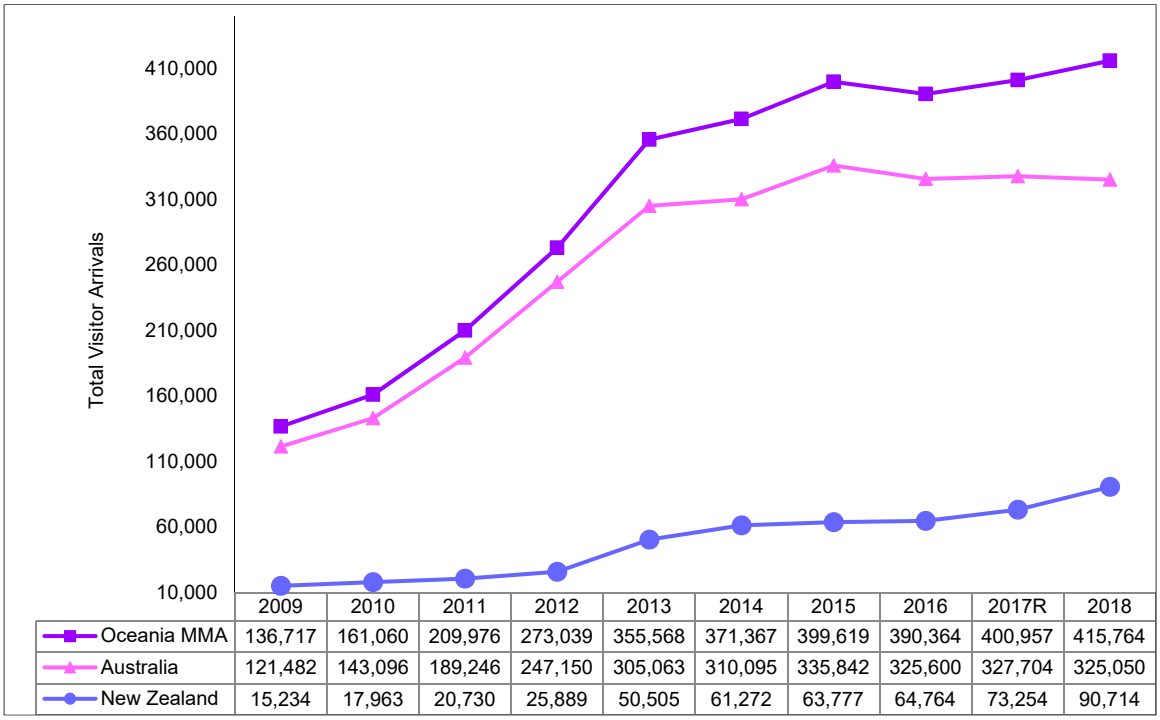
OCEANIA

Air capacity from Oceania rose 10.3 percent to 533,045 seats, with significantly more seats from Auckland, New Zealand (+45.1%) compared to 2017. From the Australia market, there were more seats from Sydney (+1.2%) and Brisbane (+1.3%) but fewer seats from Melbourne (-2.2%). Oceania seats comprised 4.0 percent of total air capacity similar to last year (Table 95).

Visitors from Oceania spent a total of $1.05 billion (+0.4%) in 2018, similar to last year. Visitor arrivals (+3.7% to 415,764) and visitor days (+3.7%) increased, but daily spending (-3.2% to $260 per person) was lower compared to 2017 (Figure 6, Table 1).

- These visitors spent less on lodging ($96), shopping ($56), food and beverage ($54) and transportation ($16) while spending on entertainment and recreation ($25) were similar to last year (Table 76).

Figure 6. Oceania MMA
Visitor Arrivals: 2009 - 2018



	2009	2010	2011	2012	2013	2014	2015	2016	2017R	2018
Oceania MMA	136,717	161,060	209,976	273,039	355,568	371,367	399,619	390,364	400,957	415,764
Australia	121,482	143,096	189,246	247,150	305,063	310,095	335,842	325,600	327,704	325,050
New Zealand	15,234	17,963	20,730	25,889	50,505	61,272	63,777	64,764	73,254	90,714

- Visitors from Australia accounted for 78.2 percent of all visitors from Oceania, while 21.8 percent were from New Zealand (Table 11).
- September was the busiest month for visitors from Oceania in 2018, followed by June and May.

Visitors from Australia

- Arrivals from Australia dropped slightly (-0.8% to 325,050) compared to 2017 (Figure 6, Table 28). These visitors stayed an average 9.72 days.
- Their daily spending decreased to $267 per person from $273 per person in 2017 (Table 83).
- These visitors spent less on shopping ($57), food and beverage ($55) and transportation ($16) compared to 2017, while their lodging ($99) and entertainment and recreation expenses ($26) were about the same.
- Most Australian visitors went to Oʻahu (97.8%) while 17.6 percent went to Maui, 13.3 went to the island of Hawaiʻi and 8.6 percent went to Kauaʻi (Table 28).

- Over half of Australian visitors in 2018 were repeaters (51.0%) to Hawai‘i.
- A higher percentage of visitors (56.1%) were true independent travelers compared to 2017 (54.6%).
- Most Australian visitors in 2018 stayed in hotels (89.1%), some stayed in condominiums (8.2%) and rental homes (4.5%).
- Australian visitors primarily came to vacation (90.7%), 3.9 percent came for a honeymoon, 2.0 percent came to visit friends and relatives and 1.5 percent came for MCI purposes.

Visitors from New Zealand

- Supported by growth in air seat capacity, arrivals from New Zealand increased 23.8 percent to 90,714 visitors in 2018 (Figure 6, Table 29). The average length of stay was 9.41 days.
- Daily spending by these visitors dropped to $229 from $249 in 2017 (Table 84).
- These visitors spent less on lodging ($83), shopping ($52) and food and beverages ($46) while entertainment and recreation ($22) and transportation ($17) expenses were similar to 2017.
- Slightly over half of the visitors in 2018 were repeat visitors (50.1%) (Table 29).
- Nearly all New Zealand visitors went to O‘ahu (98.2%), 13.5 percent went to Maui, 9.3 went to the island of Hawai‘i and 5.5 percent went to Kaua‘i.
- The majority of visitors were independent travelers (65.2%).

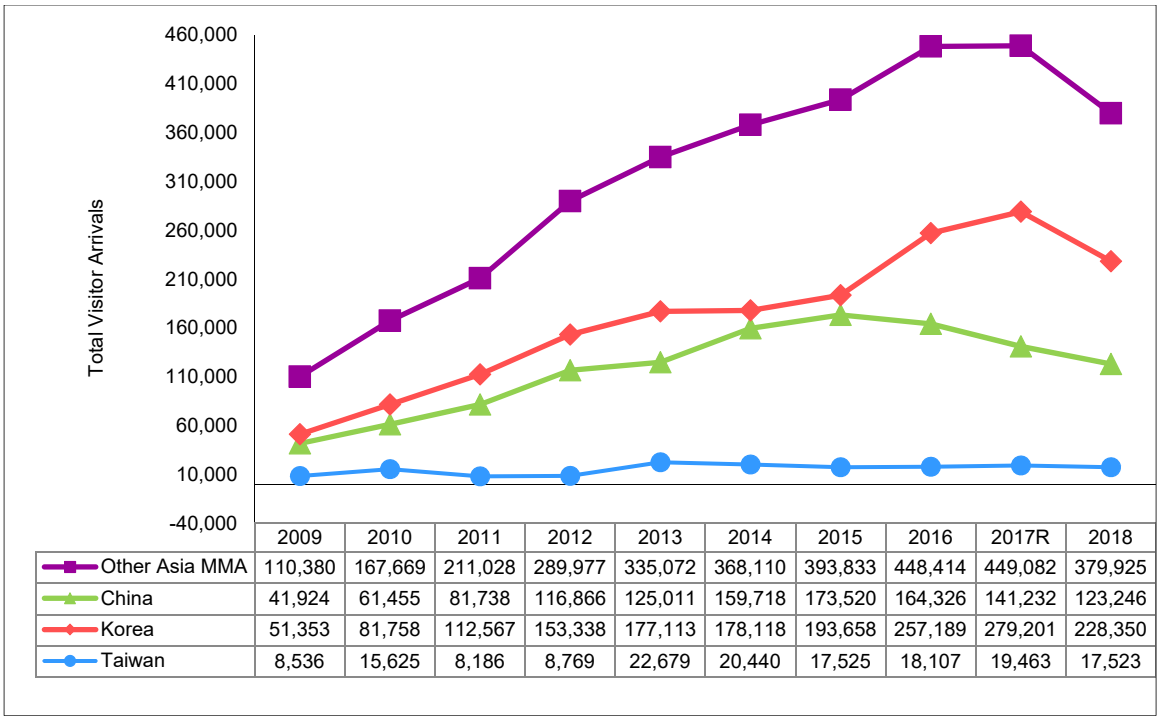
OTHER ASIA

Air capacity from Other Asia decreased 6.5 percent to 541,557 seats in 2018. There were fewer seats from Seoul Korea (-8.6%) compared to 2017. From the China market, there were more seats from Shanghai (+11.8%) but fewer seats from Beijing (-17.0%). Seats from Taipei, Taiwan rose 2.0 percent from the previous year. Other Asia seats accounted for 4.1 percent of total air seats in 2018 (Table 95).

Visitors from Korea

- Arrivals from Korea decreased 18.2 percent to 228,350 visitors in 2018 (Figure 7, Table 31).
- These visitors spent $292 per person daily, up from $279 last year (Table 81).
- They spent more on lodging ($93) and shopping ($79), while food and beverage ($64), entertainment and recreation ($28) and transportation ($25) expenses were similar to last year.
- Among Korean visitors in 2018, 78.3 percent were first-time visitors (Table 31).
- Nearly all Korean visitors went to O‘ahu (97.6%), 13.9 percent went to Maui, 10.6 percent went to the island of Hawai‘i and 4.0 percent went to Kaua‘i.
- A higher percentage of Korean visitors in 2018 were true independent travelers (54.3%) compared to 2017 (49.6%).
- Six out of ten Korean visitors in 2018 came to vacation (61.0%), 33.2 percent came to honeymoon, 2.8 percent came for MCI purposes, 2.1 percent to get married and 1.6 percent came to visit friends and relatives.

Figure 7. Other Asia MMA
Visitor Arrivals: 2009 – 2018



	2009	2010	2011	2012	2013	2014	2015	2016	2017R	2018
Other Asia MMA	110,380	167,669	211,028	289,977	335,072	368,110	393,833	448,414	449,082	379,925
China	41,924	61,455	81,738	116,866	125,011	159,718	173,520	164,326	141,232	123,246
Korea	51,353	81,758	112,567	153,338	177,113	178,118	193,658	257,189	279,201	228,350
Taiwan	8,536	15,625	8,186	8,769	22,679	20,440	17,525	18,107	19,463	17,523

Visitors from China

- Arrivals from China declined 12.7 percent to 123,246 visitors in 2018 (Figure 7, Table 32).
- Daily spending by Chinese visitors increased to $349 per person from $338 per person 2017 and continued to be the highest among all visitor groups (Table 80).
- Chinese visitors spent more on shopping ($115) per day compared to 2017 ($108). These visitors continued to spend nearly twice as much on shopping compared to their Japanese counterparts.
- This group also spent more on entertainment and recreation ($36), while their lodging ($97), food and beverage ($54), transportation ($37) expenses were similar to last year.
- Eight out of ten Chinese visitors in 2018 were first-time visitors (78.1%) to Hawai‘i (Table 32).
- Most Chinese visitors went to O‘ahu (97.2%), 33.2 percent went to the island of Hawai‘i, 21.6 percent went to Maui and 3.2 percent went to Kaua‘i.
- While over half of Chinese visitors continued to purchase packaged trips (52.7%), there was a higher percentage of true independent travelers (44.5%) in 2018 than in the prior year (41.6%).
- Most Chinese visitors stayed in hotels (86.3%), some stayed in condominiums (14.3%), in rental homes (3.7%) or with friends or relatives (2.0%).
- Eight out of ten Chinese visitors in 2018 came to vacation (83.1%), 7.4 percent came for MCI purposes, 5.1 percent came to honeymoon and 1.9 percent came to visit friends and relatives.

Visitors from Taiwan

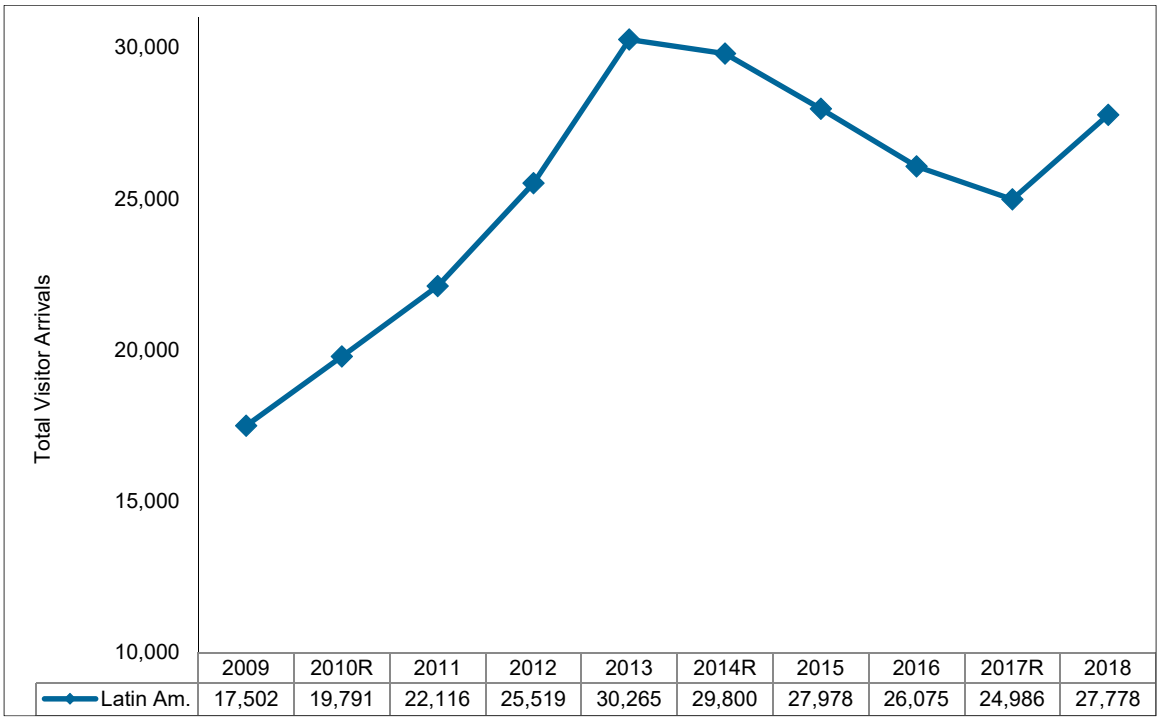
- Arrivals from Taiwan dropped 10.0 percent to 17,523 visitors in 2018 (Figure 7, Table 33).
- These visitors spent more on a daily basis ($241 per person) compared to 2017 ($222) (Table 82).
- Their lodging ($77), food and beverage ($51), transportation ($27) and entertainment and recreation ($23) expenses were higher but their shopping expenses ($57) decreased from a year ago.
- Seven out of ten (69.7%) Taiwanese visitors in 2018 were first-timers to Hawai‘i.

- A larger percentage of visitors in 2018 were true independent travelers (61.5%) compared to 2017 (53.1%).
- Most of the Taiwanese visitors went to O‘ahu (96.4%), 26.8 percent went to the island of Hawai‘i, 20.6 percent went to Maui and 3.7 percent went to Kaua‘i.
- The majority of Taiwanese visitors stayed in hotels (73.2%), some stayed in condominiums (16.8%), in rental homes (8.9%) or with friends or relatives (7.4%).
- Seven out of ten Taiwanese visitors came to vacation in 2018 (68.8%), 12.6 percent came to honeymoon, 10.9 percent came for MCI purposes and 4.6 percent came to visit friends and relatives.

LATIN AMERICA

Total spending by visitors from Latin America MMA of $71.2 million was virtually unchanged from 2017. Arrivals (+11.2% to 27,778 visitors) and visitor days (+5.4%) increased. However, daily visitor spending (-5.1% to $241 per person) was lower than last year. (Figure 8, Table 1).

Figure 8. Latin America MMA
Visitor Arrivals: 2009 - 2018



	2009	2010R	2011	2012	2013	2014R	2015	2016	2017R	2018
Latin Am.	17,502	19,791	22,116	25,519	30,265	29,800	27,978	26,075	24,986	27,778

- These visitors spent more on transportation ($30) and entertainment and recreation ($25), but spent less on lodging ($98), food and beverage ($42) and shopping ($30) compared to 2017 (Table 78).
- Visitors from Brazil accounted for 39.1 percent of Latin America MMA in 2018, followed by visitors from Mexico (36.4%) and Argentina (24.5%) (Table 11).
- First-timers comprised 71.0 percent of Latin American visitors in 2018 (Table 34).
- The majority of Latin American visitors were true independent travelers (65.5%).
- Three out of four visitors from this market went to O‘ahu (77.3%), 34.5 percent went to Maui, 21.8 percent went to the island of Hawai‘i and 14.0 percent went to Kaua‘i.
- The majority stayed in hotels (67.7%), 13.0 percent stayed in rental homes, 9.3 percent stayed with friends or relatives, and 6.7 percent stayed in condominiums.

AIR VISITORS BY SEGMENT

TRAVEL METHODS

- A higher percentage of total air visitors in 2018 were true independent travelers (72.7%) compared to the prior year (70.1%) (Tables 2 & 3).
- True independent travelers comprised the majority of the visitors from U.S. West (83.1%), Canada (80.2%), U.S. East (80.0%), Europe (68.0%), Latin America (65.5%), New Zealand (65.2%) and Taiwan (61.5%) and about half of visitors from Australia (56.1%) and Korea (54.3%).
- A smaller percentage of Chinese (44.5%) and Japanese (39.7%) visitors in 2018 made their own travel arrangements. Most of these visitors purchased group tours or packaged trips.
- U.S. East visitors who came on group tours in 2018 spent $258 per person. Daily spending by group tour visitors from Japan, Canada and U.S. West was $252, $236 and $226, respectively (Table 87).
- In comparison, Japanese ($241), U.S. East ($202), U.S. West ($174) and Canadian ($161) visitors who made their own travel arrangements spent less.

PURPOSE OF TRIP

Honeymoon

In 2018, there were 529,391 visitors who came to honeymoon in the islands, which was a decrease of 7.8 percent from the previous year. Honeymooners comprised 5.4 percent of total air visitors to Hawai‘i (Tables 2 & 37).

- The largest percentage of honeymoon visitors continued to be from Japan (34.2%) followed by U.S. West (20.3%), U.S. East (18.3%) and Korea (14.3%).
- Honeymoon visitors stayed an average 7.74 days in 2018.
- Seven out of ten (72.1%) honeymooners were first-time visitors to the state.
- Over half purchased packaged trips (54.1%), 4.4 percent purchased group tours, while 45.4 percent made their own travel arrangements.
- The majority visited O‘ahu (75.0%), 28.0 percent visited Maui, 13.5 percent visited Kaua‘i and 13.4 percent visited the island of Hawai‘i.
- Most honeymooners stayed in hotels (85.8%). Some visitors also stayed in condominiums (7.9%), rental homes (5.4%) and timeshares (3.4%).
- Daily spending by Japanese honeymoon visitors was $329 in 2018 ($322 in 2017). U.S. East honeymoon visitors spent $281 ($275 in 2017), Canadian honeymoon visitors spent $236 ($203 in 2017) while U.S. West honeymooner spent $231 ($219 in 2017) (Table 87).

Get Married

There were 102,513 visitors who came to get married in 2018, up 1.8 percent from the prior year. This segment accounted for 1.1 percent of total air visitors to the state (Tables 2 & 38).

- U.S. West visitors comprised the largest share of this segment (34.3%) followed by Japan (31.5%) and U.S. East (19.2%).
- In 2018, there were more repeat visitors (53.6%) than first-time visitors (46.4%) who came to get married in the islands.

- Over half (59.0%) of those who came to get married made their own travel arrangements, 39.8 percent purchased packaged trips and 5.3 percent purchased group tours.
- The average travel party size was 2.28 people, similar to 2017.
- Seven out of ten (67.8%) visitors from this segment went to Oʻahu, 28.4 percent visited Maui, 14.8 percent visited the island of Hawaiʻi and 13.1 percent visited Kauaʻi.
- The average length of stay was 8.61 days.
- The majority (71.0%) stayed in hotels, 13.6 percent stayed in condominiums, 12.3 percent stayed in rental homes, and 5.1 percent stayed in timeshares.

Meetings, Conventions and Incentives (MCI)

A total of 471,373 visitors came for meetings, conventions and incentives (+0.3%) in 2018, comparable to a year ago (Table 39). MCI visitors comprised 4.8 percent of total air visitors in 2018. The average length of stay was 7.38 days (Tables 2 & 39).

- Visitors from U.S. West (33.1%), U.S. East (29.2%) and Japan (20.4%) comprised the three largest share of MCI visitors.
- Two out of three (65.7%) MCI visitors have been to the islands before.
- Six out of ten (60.4%) MCI visitors made their own travel arrangements, 31.0 percent purchased packaged trips and 26.6 percent purchased group tours.
- The majority MCI visitors went to Oʻahu (60.8%), 28.8 percent visited Maui, 16.8 percent visited the island of Hawaiʻi and 10.0 percent visited Kauaʻi.
- Most MCI visitors stayed in hotels (87.3%) while 7.5 percent stayed in condominiums.
- In 2018, MCI visitors from Canada ($317), Japan ($247), U.S. East ($243) and U.S. West ($221) spent more compared to Canadian ($161), Japanese ($228), U.S. East ($203) and U.S. West ($176) pleasure visitors (Table 87).

Visiting Friends or Relatives

There were 793,806 visitors who came to see friends or relatives, up 7.5 percent from 2017 (Table 40). These visitors accounted for 8.1 percent of all visitors to Hawaiʻi. The average length of stay was 11.06 days. (Tables 2 & 40).

- U.S. West had the largest share of this segment (56.0%) followed by U.S. East (30.3%) and Japan (3.1%).
- Eight out of ten visitors (79.7%) from this segment were repeat visitors to Hawaiʻi.
- Most of the visitors made their own travel arrangements (92.5%).
- The majority visited Oʻahu (68.5%), 19.2 percent visited Maui, 18.3 percent visited the island of Hawaiʻi and 10.6 percent visited Kauaʻi.
- The average party size was 1.78 persons.
- Six out of ten (62.0%) visitors stayed with friends or relatives, 25.8 percent stayed in hotels, 9.8 percent stayed in condominiums, 8.9 percent stayed in rental homes, and 4.2 percent stayed in timeshares.

FAMILY VISITORS

In 2018, there were 2,662,518 visitors who came with children 17 years and under (family visitors), which was an increase of 7.9 percent from the previous year (Table 41). This group comprised 27.3 percent of air visitors.

- The majority (71.1%) of these visitors have been to Hawai'i before.
- Many family visitors made their own travel arrangements (74.0%) rather than purchased group tours (3.7%) or packaged trips (24.9%).
- Six out of ten family visitors were on O'ahu, 29.1 percent went to Maui, 16.2 percent went to the island of Hawai'i and 12.6 percent went to Kaua'i.
- The average party size was 3.90 persons.
- The majority (60.8%) stayed in hotels, 19.3 percent stayed in condominiums, 12.0 percent stayed in rental homes, 9.0 percent were in timeshares, and 6.4 percent stayed with friends or relatives.

ACCOMMODATIONS

The majority of air visitors in 2018 stayed in hotels (60.1%), down from the prior year (61.8%). Condominiums (17.1%) were the second most popular choice for lodging followed by rental homes (9.8%), friends or relatives (9.0%) and timeshares (8.6%). Stays in rental homes (+23.3%) rose significantly compared to 2017. Stays in bed and breakfasts (+11.3%), condominiums (+6.7%), and hotels (+2.3%) also increased while stays in timeshares were flat (Table 2).

- Typically, U.S. West, U.S. East, Japanese and Canadian air visitors who stayed in hotels spent more per person per day than those who stayed in condominiums, timeshare properties, rental homes or with friends and relatives (Table 87).
- In 2018, Japanese air visitors who stayed in hotels spent $266 per day, compared to U.S. East visitors at $247, U.S. West visitors at $215 and Canadian visitors at $199 (Table 87).
- U.S. East visitors who stayed in condominiums spent $200 daily. Japanese, U.S. West and Canadian visitors who stayed in condominiums spent $181, $179 and $156, respectively.
- Visitors from U.S. West who used timeshare properties spent $166 per day. U.S East timeshare visitors spent $155, Japanese timeshare visitors spent $126 while Canadian timeshare visitors spent $114.
- U.S. East Visitors who stayed in rental homes spent $196 daily. U.S West rental home visitors spent $168, Japanese rental home visitors spent $157, while Canadian rental home visitors spent $155.

Hotel-Only

In 2018, there were 5,054,618 visitors who stayed exclusively in hotels, up 1.8 percent from last year. The average length of stay was 7.29 days. Hotel-only visitors comprised 51.8 percent of total air visitors to Hawai'i (Table 42).

- The majority (75.7%) came to vacation, 8.2 percent came to honeymoon, 7.4 percent came for MCI purposes and 2.5 percent visitor friends and relatives.
- Repeat visitors comprised 61.4 percent of hotel-only visitors in 2018.
- Over half of hotel-only visitors made their own travel arrangements (57.4%) while 40.6 percent purchased packages.

- O‘ahu had the most number of hotel-only visitors at 71.2 percent, followed by Maui with 24.1 percent, the island of Hawai‘i with 13.0 percent and Kaua‘i with 9.1 percent.

Condo-Only

There were 1,287,472 visitors who only stayed in condominiums, an increase of 6.5 percent from 2017. These visitors stayed an average of 10.67 days in 2018, much higher than those who stayed only in hotels (Table 43).

- The majority of these visitors had been to Hawai‘i before (79.7%) with an average of 6.69 trips to the islands.
- Most (86.2%) were true independent travelers.
- Nearly all of these visitors came to vacation (91.0%), 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 48.0 percent, followed by O‘ahu (31.0%), Kaua‘i (15.8%) and the island of Hawai‘i (14.5%).

Timeshare-Only

The number of visitors who stayed exclusively in timeshare properties (+0.3% to 650,932) were comparable to 2017. These visitors stayed an average of 9.65 days in the islands (Table 44).

- Most of these visitors (94.8%) came to vacation, 2.7 percent came to visit friends or relatives and 1.9 percent came to honeymoon.
- Most were true independent travelers (92.5%) and 85.3 percent were repeat visitors to Hawai‘i.
- Maui had a 35.3 percent share of timeshare-only visitors, followed by O‘ahu with 34.6 percent, Kaua‘i with 24.1 percent, and the island of Hawai‘i with 18.0 percent.

Rental Home-Only

There were 679,389 visitors who stayed entirely in rental homes, which was an increase of 26.7 percent from 2017. Their average length of stay was 9.78 days (Table 45).

- Two out of three were repeat visitors (67.2%) to the state. Most were true independent travelers (93.1%).
- The majority (87.4%) came to vacation, 6.3 percent came to visit friends or relatives and 2.2 percent came to honeymoon.
- O‘ahu had largest percentage of rental home-only visitors (46.0%), followed by the island of Hawai‘i (23.7%), Maui (22.8%) and Kaua‘i (20.5%).

Bed & Breakfast-Only

The number of visitors who stayed exclusively in bed and breakfast properties rose 20.8 percent from 2017. These 44,259 visitors stayed an average of 8.91 days in 2018 (Table 45).

- Over half were repeat visitors (55.9%) to Hawai‘i, and most (90.1%) were true independent travelers.
- Eight out of ten (78.2%) came to vacation, 8.5 percent came to visit friends or relatives and 5.1 percent came to honeymoon.
- O‘ahu had the highest share of bed & breakfast-only visitors at 51.7 percent, followed by Maui with 27.3 percent, the island of Hawai‘i with 26.8 percent and Kaua‘i with 13.1 percent.

FIRST-TIME/REPEAT VISITORS

First-Time Visitors

There were 3,211,883 first-time visitors in 2018, which was an increase of 2.2 percent from the prior year. First-time visitors comprised 32.9 percent of total air visitors to the state. Their average length of stay was 8.46 days (Table 47).

- First-time visitors accounted for 19.0 percent of U.S. West, 41.5 percent of U.S. East, 33.1 percent of Japanese, and 36.0 percent of Canadian visitors in 2018. In contrast, first-timers comprised the majority of visitors from the emerging markets: Other Asia (77.2%), Latin America (71.0%) and Europe (69.5%).
- Seven out of ten (70.2%) first-time visitors stayed in hotels, 11.8 percent stayed in condominiums, 10.2 percent stayed in rental homes, 6.1 percent stayed with friends or relatives, and 4.0 percent stayed in timeshares.
- The majority of first-time visitors went to Oʻahu (72.4%), followed by Maui (28.6%), island of Hawaiʻi (18.0%) and Kauaʻi (13.1%).
- Three out of four (75.1%) came to vacation, 11.9 percent came to honeymoon, 5.0 percent came for meetings, conventions and incentives and 5.0 percent came to see friends and relatives.
- First-time visitors from the top four markets (U.S. West, U.S. East, Japan and Canada) in 2018 spent more on a daily basis than those who have been to Hawaiʻi before (Table 87).
- Japanese first-time visitors spent $264 per person, compared to $232 by repeat Japanese visitors.
- U.S. East first-time visitors spent $218, while repeat visitors spent $196.
- U.S. West first-time visitors spent $182 versus $176 for repeat visitors.
- Canadian first-time visitors spent $180 compared to $155 for repeat visitors.

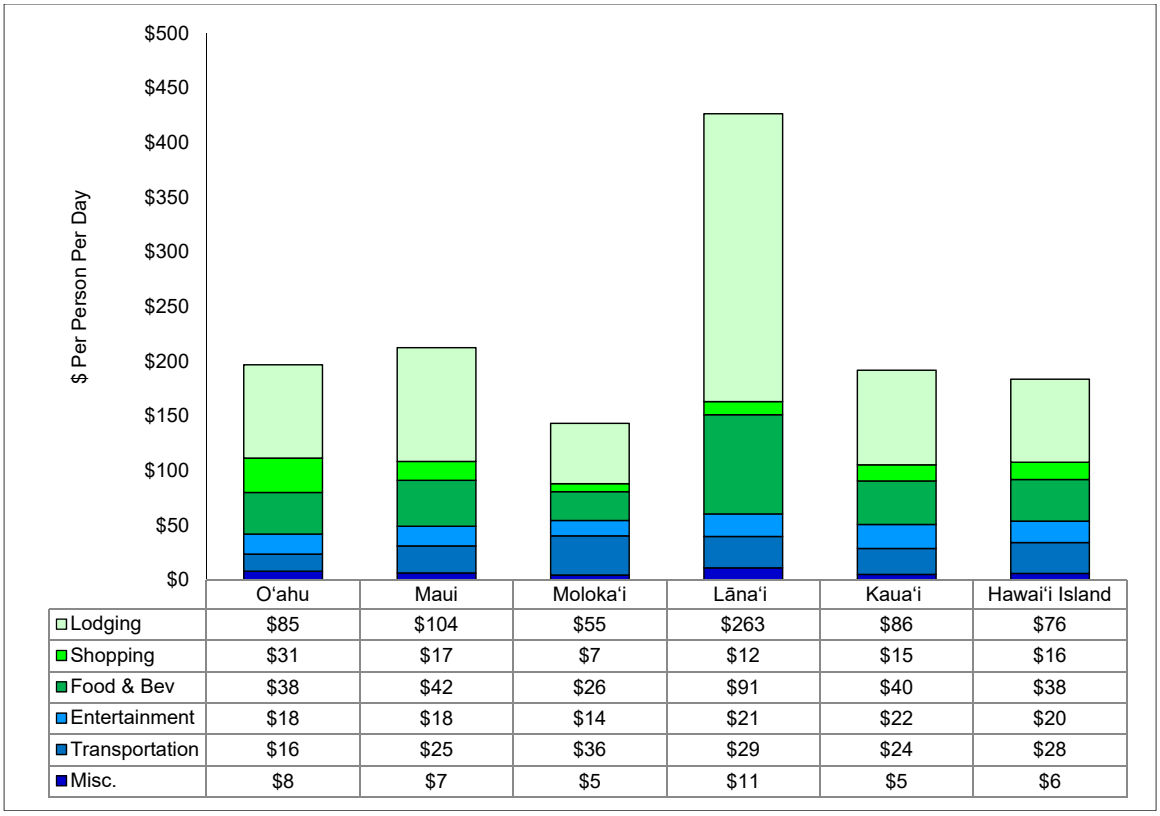
Repeat Visitors

In 2018, there were 6,549,565 repeat visitors to the islands, up 6.8 percent from a year ago. Repeat visitors accounted for 67.1 percent of air visitors to the state. Their average length of stay was 9.25 days (Table 48).

- The largest percentage of repeat visitors in 2018 continued to be from U.S. West (81.0%), followed by Japan (66.9%) and Canada (64%), then U.S. East (58.5%).
- Eight out of ten repeat visitors (78.1%) made their own travel arrangements.
- The average number of trips for a repeat visitor was 7.21 trips, similar to 2017.
- Over half (55.1%) of repeat visitors stayed in hotels, 19.7 percent stayed in condominiums, 10.9 percent stayed in timeshares, 10.4 percent stayed with friends or relatives and 9.5 percent stayed in rental homes.
- More than half (54.0%) of all repeat visitors in 2018 went to Oʻahu, 30.5 percent visited Maui, 17.2 percent went to the island of Hawaiʻi and 14.8 percent went to Kauaʻi.
- The majority of repeat visitors (80.7%) came to vacation, 9.7 percent visited friends or relatives, and 4.7 percent came for meetings, conventions, and incentives.

AIR VISITORS BY ISLANDS

Figure 9. 2018 Visitor Personal Daily Spending by Category and Island



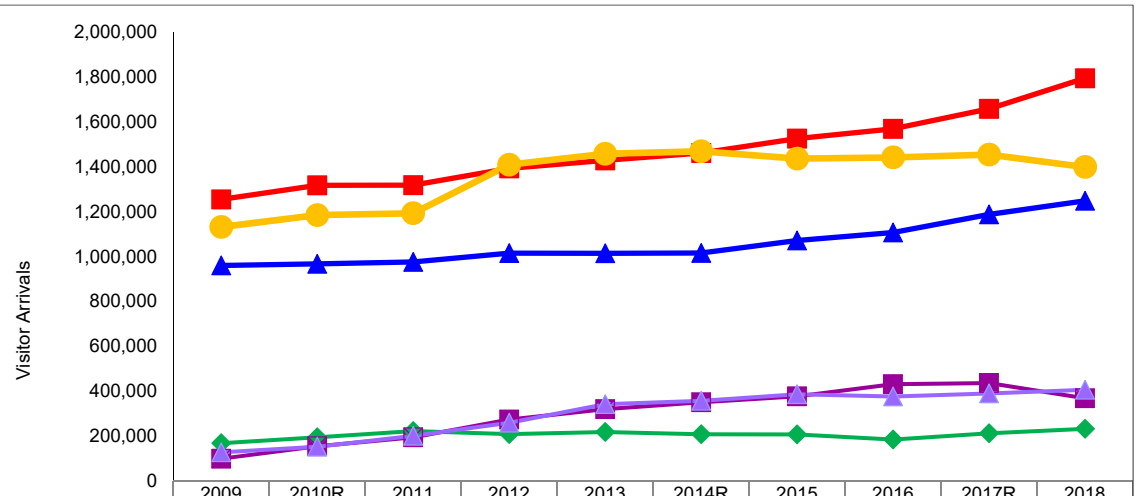
	O‘ahu	Maui	Moloka‘i	Lāna‘i	Kaua‘i	Hawai‘i Island
Lodging	$85	$104	$55	$263	$86	$76
Shopping	$31	$17	$7	$12	$15	$16
Food & Bev	$38	$42	$26	$91	$40	$38
Entertainment	$18	$18	$14	$21	$22	$20
Transportation	$16	$25	$36	$29	$24	$28
Misc.	$8	$7	$5	$11	$5	$6

O‘AHU

Of the $17.46 billion in total spending by air visitors in 2018, $7.96 billion were spent on O‘ahu, an increase of 4.9 percent from the previous year. Arrivals by air to O‘ahu rose 3.1 percent to 5,862,358 visitors and visitor days were up 5.6 percent compared to 2017. Daily spending on O‘ahu (-0.6% to $197 per person) dropped slightly compared to last year (Tables 1 & 56).

- Lodging continued to be largest expense for visitors on all islands. O‘ahu visitors’ daily spending on lodging ($85) was down from 2017 ($87) (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 $31 per person decreased from last year ($33 per person).
- In 2018, the average daily census indicated that 110,901 visitors were on O‘ahu on any given day, up 5.6 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 increased 8.2 percent to 1,795,039 visitors, while U.S. East arrivals rose 5.1 percent to 1,248,855 visitors (Tables 67 & 68). There were more domestic visitors from Los Angeles (+12.7%), Portland (+7.6%), San Jose (+8.5%), San Francisco (+8.1%) and Seattle (+10.2%) compared to 2017 (Table 51 and Table 52).
- Japanese arrivals to O‘ahu declined 3.8 percent to 1,399,307 visitors (Figure 10, Tables 67 & 68).
- Arrivals from Canada rose 9.5 percent to 233,478 visitors.
- Oceania arrivals grew 4.1 percent to 406,904 visitors. There were more visitors from New Zealand (+24.1%) and about the same number of visitors from Australia (-0.4%) compared to last year.

Figure 10. O‘ahu Visitor Arrivals by Selected MMA
2009 – 2018



	2009	2010R	2011	2012	2013	2014R	2015	2016	2017R	2018
US West	1,255,017	1,317,632	1,318,505	1,393,321	1,429,387	1,462,017	1,525,939	1,569,790	1,658,938	1,795,039
US East	960,985	968,056	976,305	1,015,673	1,015,177	1,016,262	1,072,333	1,107,818	1,188,504	1,248,855
Japan	1,132,226	1,185,368	1,193,378	1,409,721	1,458,205	1,469,449	1,436,749	1,442,192	1,454,594	1,399,307
Canada	168,911	195,472	223,283	209,380	218,828	209,315	208,542	185,680	213,275	233,478
Other Asia	100,241	155,628	195,308	274,279	321,001	351,573	378,110	432,197	437,125	369,312
Oceania	128,127	153,553	202,075	260,317	342,717	358,225	386,815	377,479	391,031	406,904

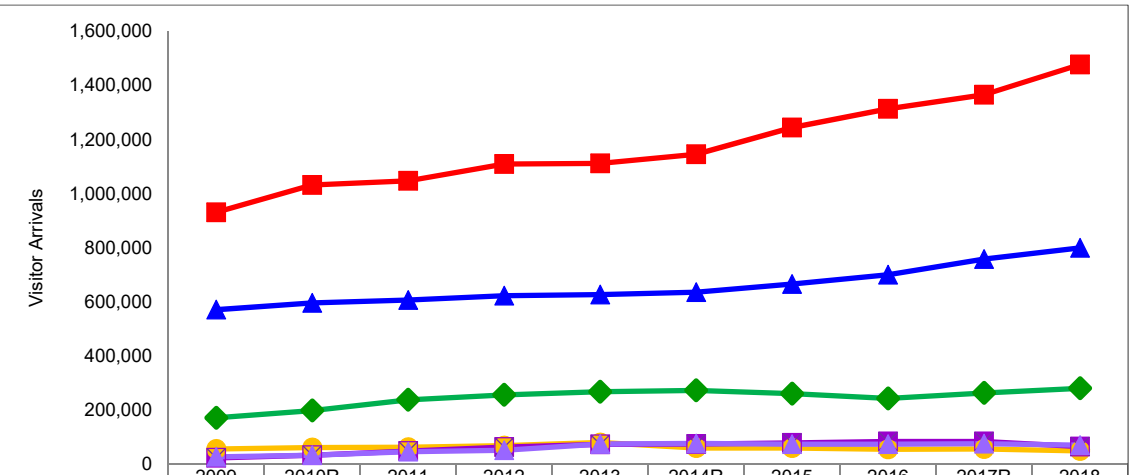
- Arrivals from Other Asia decreased 15.5 percent to 369,312 visitors. There were fewer visitors from Korea (-18.8% to 222,760), China (-12.1% to 119,837) and Taiwan (-9.6% to 16,883).
- Arrivals from Europe grew 3.7 percent to 107,384 visitors. Growth in arrivals from Germany (+8.2% to 32,124), Italy (+3.3% to 8,347) and France (+27.0% to 21,373) offset decreased arrivals from the United Kingdom (-8.0% to 33,318) and Switzerland (-4.0% to 12,222).
- The majority (74.6%) of O‘ahu visitors came to the state for a vacation, 9.3 percent came to visit friends or relatives, 6.8 percent came to honeymoon, and 4.9 percent came for meetings, conventions, and incentives.

MAUI

Spending by air visitors to Maui rose 6.4 percent to $5.0 billion in 2018, boosted by growth in arrivals (+5.7% to 2,914,912 visitors) and visitor days (+6.2%). Daily spending on Maui (+0.2% to $213 per person) was comparable to 2017 (Tables 1 & 58).

- Maui visitors’ daily lodging expenses increased to $104 per person (Figure 9, Table 85).
- These visitors spent slightly more on transportation ($25) while their food and beverage ($42) and entertainment and recreation ($18) and shopping ($17) expenses were about the same as last year.
- Of those that visited Maui, two out of three (65.3%) stayed exclusively there while the rest visited other islands as well (Table 58).
- The average daily census on Maui increased 6.2 percent to 64,473 visitors in 2018 (Table 6).

Figure 11. Maui Visitor Arrivals by Selected MMA
2009 – 2018



	2009	2010R	2011	2012	2013	2014R	2015	2016	2017R	2018
US West	931,078	1,032,190	1,047,825	1,109,708	1,112,225	1,145,796	1,244,689	1,313,895	1,366,003	1,477,805
US East	570,831	595,701	606,430	622,452	626,991	635,804	665,964	700,281	758,202	799,275
Japan	55,646	60,738	62,077	67,977	79,396	58,889	58,941	54,298	55,583	48,450
Canada	170,754	197,722	237,434	255,602	267,156	272,174	260,290	242,371	262,919	279,940
Other Asia	22,677	32,464	47,925	62,468	72,956	73,583	78,134	83,435	83,445	64,679
Oceania	26,599	32,675	45,651	50,625	73,744	75,933	73,399	73,197	74,940	69,544

- Repeat visitors comprised 68.5 percent of Maui visitors in 2018.
- The majority of Maui visitors made their own travel arrangements (77.6%).
- The largest share of visitors to Maui in 2018 was from U.S. West (50.7%), followed by U.S. East (27.4%), Canada (9.6%), Oceania (2.4%), Other Asia (2.2%), Europe (2.1%) and Japan (1.7%) (Table 67).
- Arrivals from U.S. West (+8.2%), Canada (+6.5%) and U.S. East (+5.4%) increased but arrivals from Japan declined (-12.8%) compared to 2017 (Tables 67 & 68).
- Arrivals from Other Asia to Maui decreased 22.5 percent, with more visitors from Taiwan (+11.1%) but fewer visitors from Korea (-34.6%) and China (-10.2%).
- Over half (54.8%) of visitors who went to Maui stayed in hotels while in the state, 27.7 percent stayed in condominiums, 10.7 percent stayed in timeshares, 8.7 percent stayed in rental homes and 6.1 percent stayed with friends or relatives (Table 58).
- The majority (85.5%) of Maui visitors came to the state for a vacation, 5.2 percent came to visit friends or relatives, 5.1 percent came to honeymoon, and 4.7 percent came for meetings, conventions, and incentives.

MOLOKAʻI[2]

Spending by air visitors to Molokaʻi grew 17.6 percent to $40.8 million in 2018, largely due to higher daily spending (+15.5% to $143 per person) than in the previous year. Visitor arrivals (+1.5% to 58,885 visitors) and visitor days (+1.9%) also increased compared to 2017 (Tables 1 & 59).

- Molokaʻi visitors in 2018 spent more on lodging ($55), transportation ($36), entertainment and recreation ($14) but slightly less on shopping ($7) than a year ago (Figure 9, Table 85).
- Most of those who visited Molokaʻi also went to other islands, while only 13.7 percent stayed exclusively on Molokaʻi.
- The average daily census showed 780 visitors (+1.9%) per day in 2018 (Table 6).
- U.S. West (41.1%) and U.S. East (28.9%) continued to be the two largest visitor markets to Molokaʻi (Table 67).
- The majority of those who went to Molokaʻi in 2018 were repeat visitors (62.4%) to the state.
- Eight out of ten visitors (78.1%) to Molokaʻi were independent travelers.

LĀNAʻI[2]

Visitor spending on Lānaʻi rose 29.7 percent to $109.0 million in 2018, boosted by increased daily spending (+10.9% to $427 per person) which remained the highest among the islands. Arrivals (+16.2% to 75,010 visitors) and visitor days (+17.0%) also increased compared to the previous year (Tables 1 & 60).

Lānaʻi visitors in 2018 continued to spend the most on lodging at $263 per person, up sharply from $239 per person in 2017.

- Food and beverage ($91) and transportation ($29) expenses also increased, but entertainment and recreation ($21) and shopping ($12) expenses declined compared to last year (Figure 9, Table 85).
- Only 16.2 percent of these visitors spent their entire time on Lānaʻi while the majority visited other islands.
- The average daily census showed 701 visitors (+17.0%) on Lānaʻi on any given day in 2018 (Table 6).
- The largest group of visitors to Lānaʻi were from U.S. West (37.7%), followed by U.S. East (36.3%) and Canada (8.0%) (Table 67).
- Of those who went to Lānaʻi in 2018, 60.8 percent were repeat visitors to the state.

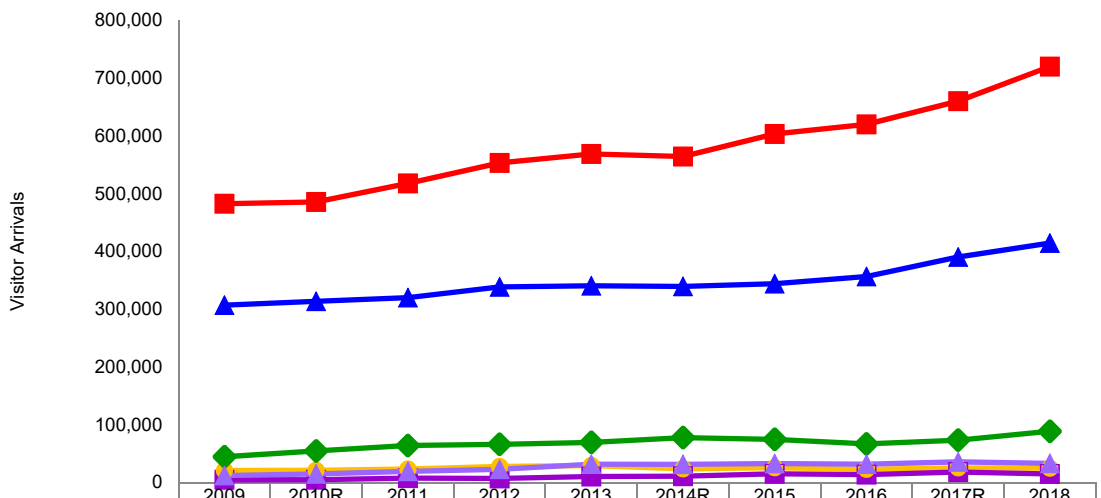
[2]Small sample size for Lānaʻi and Molokaʻi resulted in broad estimates; use with discretion. Statistics may be used for year-to-year trends.

KAUAʻI

Kauaʻi experienced a major storm in April 2018 which caused extensive flooding north of Princeville from Hanalei to Keʻe. Many homes and businesses in these areas were destroyed or heavily damaged. Landslides forced the closure of Kūhiō Highway that left some residents and visitors stranded. In August 2018, Hurricane Lane dropped heavy rainfall in the same areas and caused further flooding. Three bridges along the route were damaged, which delayed repairs leaving Kūhiō Highway closed until April 2019.

Overall, spending by air visitor to Kauaʻi rose 9.7 percent to $1.99 billion in 2018. Arrivals grew 8.1 percent to 1,389,300 visitors and visitor days increased 7.8 percent from 2017. Daily spending ($192 per person) was also higher compared to last year ($188 per person) (Tables 1 & 61).

Figure 12. Kauaʻi Visitor Arrivals by Selected MMA
2009 – 2018



	2009	2010R	2011	2012	2013	2014R	2015	2016	2017R	2018
US West	482,732	485,698	517,849	553,222	568,836	564,342	603,519	619,976	660,128	719,930
US East	306,976	313,675	320,096	338,756	340,688	339,607	344,210	356,523	390,323	414,489
Japan	20,892	21,356	23,571	27,907	29,430	23,834	25,702	22,977	25,442	24,806
Canada	44,638	54,627	64,128	66,205	69,476	77,760	74,710	66,873	73,333	88,711
Other Asia	4,781	4,873	7,552	7,134	10,394	11,090	15,232	13,805	18,247	14,827
Oceania	12,142	14,821	19,304	22,807	31,777	31,407	32,904	31,842	35,746	33,028

- Kauaʻi visitors in 2018 spent more on lodging ($87) compared to 2017, while their food and beverages ($40), transportation ($24), entertainment and recreation ($22) and shopping expenses ($15) were about the same (Figure 9, Table 85).
- Over half (56.3%) of these visitors stayed on Kauaʻi exclusively.
- The average daily census increased 7.8 percent to 28,463 visitors per day (Table 6).
- U.S. West (51.8%) continued to have the largest share of visitors to Kauaʻi, followed by U.S. East (29.8%), Canada (6.4%), Europe (2.7%), Oceania (2.4%), Japan (1.8%) and Other Asia (1.1%) (Tables 67 & 68).
- Among the top four visitor markets, arrivals to Kauaʻi increased from Canada (+21.0%), U.S. West (+9.1%) and U.S. East (+6.2%) but declined from Japan (-2.5%) compared to 2017.
- There were more visitors from Europe (+8.2%) but fewer visitors from Other Asia (-18.7%) and Oceania (-7.6%) than in the previous year.
- Repeat visitors comprised 69.6 percent of Kauaʻi visitors in 2018.

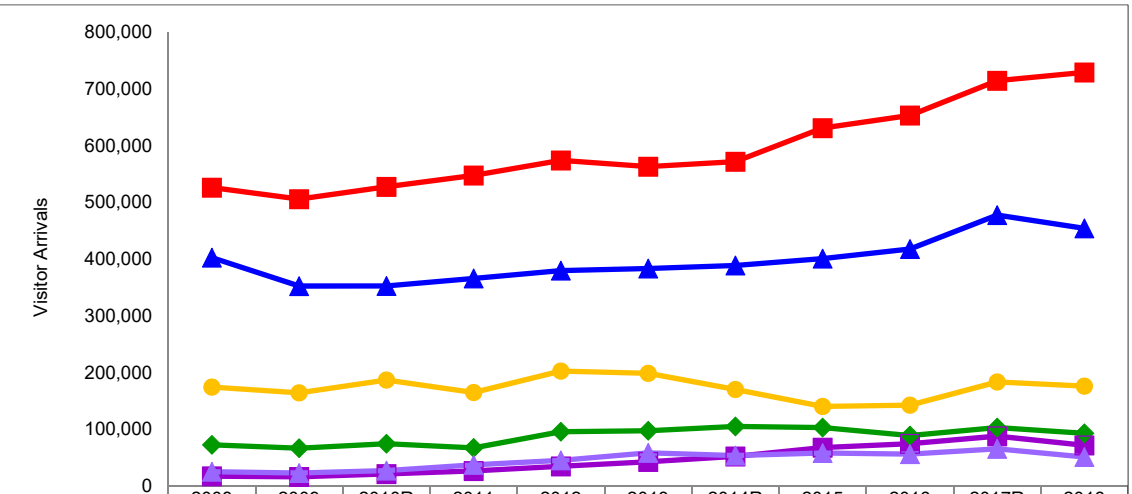
- The majority of visitors who went to Kaua‘i were independent travelers (80.9%).
- Half (50.8%) of those who visited Kaua‘i stayed in hotels while in the state. Some stayed in condominiums (21.5%), rental homes (15.4%) and timeshares (15.3%).
- Most of the visitors were in the state for a vacation (86.1%), 6.0 percent visited friends or relatives, 5.2 percent honeymooned, and 3.4 percent came for meetings, conventions, and incentives.

THE ISLAND OF HAWAI‘I

2018 was a challenging year for the island of Hawai‘i. The eruption of Kīlauea volcano's lower East Rift Zone from May through late August resulted the loss of over 700 homes and numerous businesses from Leilani Estates, Kapoho Bay to Vacationland. There was extensive damage to areas in and around the Volcano National Park, the most popular visitor attraction on Hawai‘i island. In August 2018, the island was also impacted by Hurricane Lane which caused major flooding and landslides in many locations. These events led to a downturn in visitors to the island due to cancellations of flights and cruise ships and a significant drop in travel bookings.

Spending by air visitors on the island of Hawai‘i declined 1.6 percent to $2.35 billion in 2018. Arrivals decreased 3.4 percent to 1,706,218 visitors, and visitor days dropped 1.4 percent from 2017. Daily spending of $184 per person was similar to last year (Tables 1 & 62).

Figure 13. Island of Hawai‘i Visitor Arrivals by Selected MMA
2009 – 2018



	2008	2009	2010R	2011	2012	2013	2014R	2015	2016	2017R	2018
US West	526,192	506,052	527,689	547,724	574,246	563,062	571,850	631,224	653,300	714,425	729,244
US East	402,908	352,734	353,065	366,155	380,022	383,744	389,009	400,979	418,011	477,843	454,472
Japan	174,701	164,745	187,236	165,250	203,009	199,117	170,483	140,634	143,002	183,907	176,499
Canada	73,060	67,122	75,137	67,703	96,274	97,817	105,460	103,511	89,287	103,591	93,454
Other Asia	17,726	16,775	21,808	27,060	35,399	43,194	52,772	68,210	75,017	88,412	72,328
Oceania	25,674	23,434	27,694	37,832	45,749	58,939	54,245	58,691	56,765	65,912	51,570

- These visitors spent more on lodging ($76) and food and beverage ($38), but they spent less on transportation ($28) and shopping ($16) compared to 2017 (Figure 9, Table 85).
- Over half (52.5%) of these visitors spent their time exclusively on the island of Hawai‘i.
- The average daily census decreased 1.4 percent to 35,024 visitors on any given day (Table 6).
- Fewer visitors took day trips (-24.1%) to the island of Hawai‘i compared to 2017 (Table 2).

- The largest group of visitors to the island of Hawai'i continued to be from U.S. West (42.7%), followed by U.S. East (26.6%), Japan (10.3%), Canada (5.5%), Other Asia (4.2%), Oceania (3.0%) and Europe (2.9%) (Tables 67 and 68).
- Among the top four visitor markets, arrivals increased from U.S. West (+2.1%) but declined from Canada (-9.8%), U.S. East (-4.9%) and Japan (-4.0%) compared to 2017.
- Among the emerging markets, there were fewer visitors from Australia (-23.3%), China (-19.4%), Korea (-18.0%), New Zealand (-12.7%), Taiwan (-10.0%) and Europe (-8.1%).
- Of the visitors to island of Hawai'i in 2018, 66.2 percent have been to the state before while 33.8 percent were first-time visitors.
- The majority of the visitors to island of Hawai'i made their own travel arrangements (76.1%).
- Over half (56.1%) of visitors to the island of Hawai'i stayed in hotels while in the state. Some visitors stayed in condominiums (17.7%), rental homes (15.2%), with friends or relatives (10.2%) and in timeshares (9.9%).
- The majority (82.8%) of the visitors came to the state for a vacation, 8.5 percent came to visit friends or relatives, 4.6 percent for meetings, conventions and incentives and 4.2 percent to honeymoon.

Island of Hawai'i (Hilo Side)

Arrivals by air to Hilo decreased 9.1 percent to 601,160 visitors in 2018 (Table 63).

- The average daily census showed 6,836 visitors present, down 7.4 percent from 2017.
- U.S. West (34.9%) continued to be the largest group of visitors to Hilo, followed by U.S. East (30.4%), Japan (7.6%), Other Asia (6.6%), Canada (5.4%), Oceania (5.0%) and Europe (3.9%) (Table 67 & 68).
- More than half (56.4%) were repeat visitors to the state and 73.8 percent were true independent travelers.
- Six out of ten visitors to Hilo stayed in hotels (61.6%), 16.9 percent stayed in rental homes, 15.6 percent stayed on cruise ships, 14.0 percent stayed in condominiums, 11.9 percent stayed with friends or relatives, and 5.3 percent stayed in timeshares while in the state.

Island of Hawai'i (Kona Side)

Arrivals by air to Kona dropped 1.5 percent to 1,488,700 visitors (Table 64).

- The average daily census of 28,188 visitors (+0.2%) was similar to 2017.
- A breakdown by visitor markets to Kona showed 43.7 percent from U.S. West, 26.3 percent from U.S. East, 10.2 percent from Japan, 5.8 percent from Canada, 3.8 percent from Other Asia and 2.8 percent from Europe and 2.8 percent from Oceania (Table 67).
- Two out of three visitors (67.2%) to Kona in 2018 have been to the state before.
- Most visitors made their own travel arrangements (76.4%).
- Over half of visitors to Kona stayed in hotels (55.6%), 18.7 percent stayed in condominiums, 15.0 percent stayed in rental homes, 10.7 percent stayed in timeshares, 9.3 percent stayed with friends or relatives, and 6.5 percent stayed on cruise ships while in the state.

SEASONALITY BY ISLAND

The average daily census statewide indicated that there were 240,341 visitors on any given day in 2018, which was an increase of 4.9 percent from a year ago. Average daily census showed growth on Lānaʻi (+17.0%), Kauaʻi (+7.8%), Maui (+6.2%), Oʻahu (+5.6%) and Molokaʻi (+1.9%) but decreased on island of Hawaiʻi (-1.4%). In 2018, the busiest month statewide was July with 273,953 visitors per day. However, peak months varied by island (Tables 6, 7, & 50).

- **Oʻahu:** In 2018, July was the busiest month on Oʻahu with 128,320 visitors daily, followed by June (125,286 visitors daily) and December (121,983 visitors daily).
- **Maui:** The most popular months on Maui in 2018 were July (74,991 visitors daily), June (74,375 visitors daily) and December (72,104 visitors daily).
- **Island of Hawaiʻi:** January (44,488 visitors daily) was the busiest month on the island of Hawaiʻi in 2018, followed by February (42,579 visitors daily) and December (41,791 visitors daily).
- **Kauaʻi:** The busiest month for visitors to Kauaʻi in 2018 was June (33,512 visitors daily), followed by July (32,663 visitors daily) and January (32,018 visitors daily).
- **Lānaʻi:** March was the heaviest traffic on Lānaʻi with 816 visitors daily, followed by January (807 visitors) and December (768 visitors).
- **Molokaʻi:** January (1,172 visitors daily) was the peak month on Molokaʻi followed by February (1,033 visitors daily) and December (926 visitors daily).

CRUISE VISITORS

Spending from visitors who came by cruise ships in 2018 declined 2.4 percent to $45.3 million. There were 127,397 visitors (+0.5%) who came to the islands via out-of-state cruise ships, up slightly from 2017[3]. However, daily spending by these visitors ($81 per person from $83 per person) were lower compared to last year (Tables 1, 89 and 90).

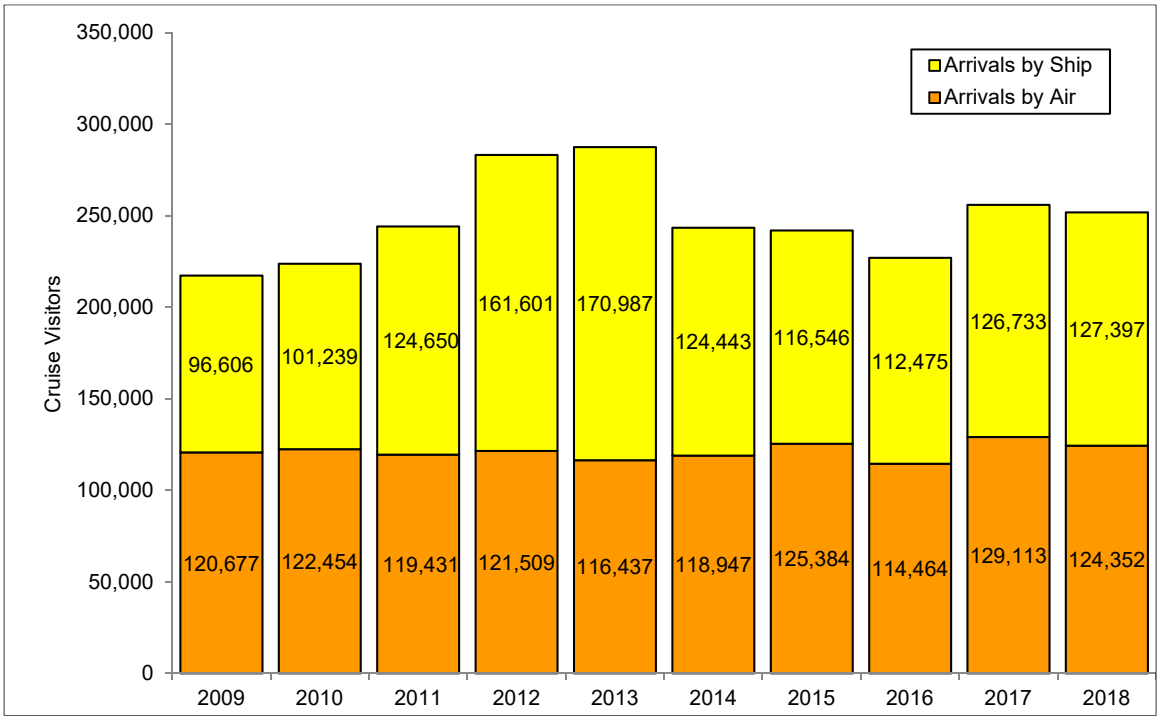
Another 124,352 visitors (-3.7%) flew to the state and boarded cruise ships in Hawai'i after their arrival. In all, there were 251,749 total cruise visitors in 2018, down 1.6 percent from last year (Table 89). Total spending by all cruise visitors (those who arrived by cruise ships and those who arrived by air to board cruise ships) decreased 2.2 percent to $476.4 million in 2018 (Table 91). Spending increased from U.S. East (+2.0% to $254.6 million), U.S. West (+3.3% to $74.1 million) and Canadian (+0.4% to $39 million) visitors but declined from other markets (-14.3% to $108.8 million).

Cruise Visitor Characteristics

There were 255,637 total cruise passengers in 2018. Most of whom were visitors (98.5% or 251,749) while 1.5 percent or 3,888 were Hawai'i residents.

- By the nature of the cruise routes, most passengers went to the four largest islands. Nearly all (99.4%) cruise passengers visited O'ahu, 94.5 percent visited Maui, and 85.6 percent visited Kaua'i, similar to last year. Visitations to the island of Hawai'i dropped to 87.8 percent (from 93% in 2017) as several tours of the Hawai'i home-ported cruise ship Pride of America, and a few out-of-state cruise ships cancelled port calls to Hilo/Kona during the Kīlauea eruption and Hurricane Lane.
- In addition to their cruise itinerary, 4,624 passengers visited Lāna'i and 2,911 visited Moloka'i.

Figure 14: Cruise Visitors to Hawai'i: 2009 – 2018



[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.

- In terms of cruise visitors, the largest group was from U.S. East (42.6% of total cruise visitors), followed by visitors from U.S. West (27.0%), Canada (10.2%), Oceania (8.3%), Europe (4.0%) and other markets (7.9%).
- Over half (56.1%) of all cruise visitors have been to the islands before while 43.9 percent came for the first time. There were more first-timers among European (78.1%) and U.S. East (53.1%) cruise visitors. In contrast, repeat visitors comprised a larger percentage of cruise visitors from U.S. West (81.2%), Canada (53.4%) and Oceania (52.0%).
- Most (86.4%) of the visitors in 2018 cruised the islands for leisure, 8.9 percent visited friends or relatives and 1.9 percent were on their honeymoon.

Length of Stay and Type of Accommodation

The average length of stay by all cruise visitors in 2018 was 7.47 days. Cruise visitors spent an average of 5.33 days aboard ship touring the islands and 0.93 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 1.21 days in Hawai‘i before their cruise.

- Cruise visitors from Oceania in 2018 spent the most time in the islands at 9.79 days. Their average length of cruise was 5.64 days and these visitors also spent 2.26 days on shore after their cruise was over.
- The average length of stay by U.S. East visitors was 8.04 days. These visitors spent 5.83 days on ship and .79 days were spent post-cruise.
- The average length of stay by Canadian visitors was 6.90 days. These visitors spent 4.93 days on ship and 0.73 days were spent after cruise.
- European cruise visitors stayed 6.37 days in 2018. They spent 4.68 days on ship and 0.63 of a day in Hawai‘i post cruise.
- Cruise visitors from U.S. West in 2018 stayed an average 6.29 days. Their average length of cruise was 4.70 days and these visitors also spent 0.86 days on shore post cruise.
- Over half (57.6%) of the cruise visitors in 2018 stayed in hotels in addition to their cruise stay.
- Other lodging used by cruise visitors included condominiums (4.9%), timeshares (4.4%) and staying with friends or relatives (2.0%).

Daily Spending

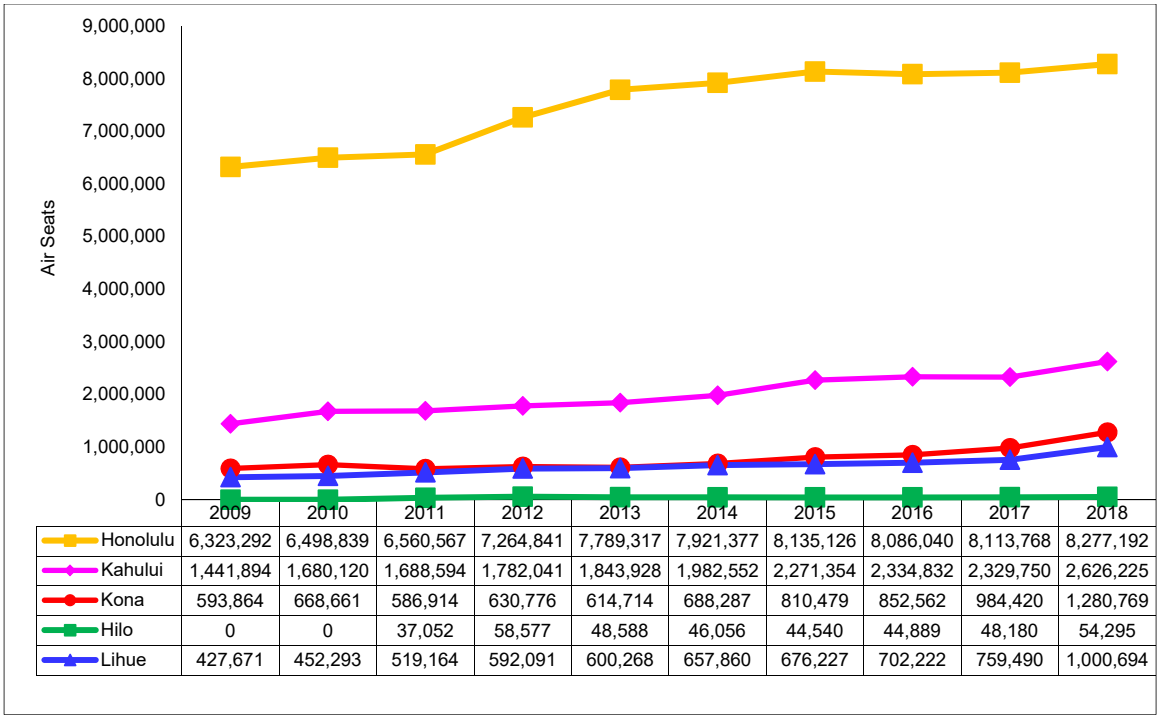
Cruise visitors in 2018 spent an average of $253 per person per day statewide, compared to $247 in 2017. This amount included on shore spending by visitors from all cruise ships, as well as spending on ship for visitors on the U.S. flagged Hawai‘i home-ported ship which was considered as a Hawai‘i business (Table 92).

- The statewide figure of $253 also included $162 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 $124, down from $134 in 2017.
- Daily cruise visitor spending on Maui ($81) increased from last year ($76).
- Daily cruise visitor spending on Kaua‘i ($63) was slightly lower compared to 2017 ($64).
- Daily cruise visitor spending on the island of Hawai‘i decreased to $60 from $68 in 2017.

TOTAL AIR SEATS OPERATED TO HAWAIʻI

In 2018, total trans-Pacific air capacity to the Hawaiian Islands increased 8.3 percent to a record 13,239,175 seats. There was growth in scheduled seats (+8.1% to 13,138,502) and charter seats (+18.3% to 100,673) compared to 2017 (Table 93).

Figure 15. Air Seats Operated to Hawaiʻi by Island
2009-2018



	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Honolulu	6,323,292	6,498,839	6,560,567	7,264,841	7,789,317	7,921,377	8,135,126	8,086,040	8,113,768	8,277,192
Kahului	1,441,894	1,680,120	1,688,594	1,782,041	1,843,928	1,982,552	2,271,354	2,334,832	2,329,750	2,626,225
Kona	593,864	668,661	586,914	630,776	614,714	688,287	810,479	852,562	984,420	1,280,769
Hilo	0	0	37,052	58,577	48,588	46,056	44,540	44,889	48,180	54,295
Lihue	427,671	452,293	519,164	592,091	600,268	657,860	676,227	702,222	759,490	1,000,694

- Air seat capacity to Kona rose 30.1 percent in 2018 boosted by the launch of direct service from Tokyo's Narita Airport in September 2017, and the addition of seats from Vancouver, Canada. Domestic carriers expanded air service from Anchorage, Dallas, Denver, Los Angeles, Portland, San Diego, San Francisco and San Jose.
- Air seat capacity to Līhuʻe increased 31.8 percent in 2018 boosted by added service from Dallas, Denver, Los Angeles, Oakland, Portland, San Diego, San Francisco, San Jose and Seattle.
- Air seat capacity to Hilo grew 12.7 percent due to flights being added from Los Angeles.
- Air seat capacity to Kahului increased 12.7 percent, with service added from Chicago, Dallas, Denver, Los Angeles, Portland, Salt Lake City, San Diego, San Francisco, San Jose and Seattle.
- Scheduled air seats increased from U.S. West (+10.7%), Oceania (+10.3%), U.S. East (+8.9%), Canada (+5.6%) and Japan (+2.7%) but declined from Other Asia (-6.5%) compared to 2017.

HOTEL OCCUPANCY AND ROOM RATE[4]

From HTA's Hawai'i Hotel Performance December 2018 Report, Hawai'i hotels statewide ended 2018 with modest increases in revenue per available room (RevPAR) and average daily rate (ADR) with small decreases occupancy. RevPAR grew to $222 (+4.6%), ADR rose to $278 (+5.1%), and occupancy was similar to last year at 79.8 percent (-0.4 percentage points) compared to 2017.

All classes of Hawai'i's hotel properties reported RevPAR growth for 2018. Luxury Class hotels earned RevPAR of $415 (+5.3%), with higher ADR at $556 (+6.0%) and slightly lower occupancy of 74.6 percent (-0.5 percentage points). At the other end of the price spectrum, statewide Midscale & Economy Class properties earned RevPAR of $131 (+8.2%), with growth in ADR ($164, +8.9%) but slightly lower occupancy (79.6%, -0.6 percentage points).

There were 6,800 fewer available room nights in the State for 2018 (19.648 million room nights available) compared to 2017 (19.655 million room nights available), with properties such as the Volcano House closing and other properties temporarily taking rooms offline for renovations. Rooms that are out of service for 30 days or more are considered to be closed. Total room demand for the year was down 0.5 percent to 15.676 million room nights sold. Total room revenues for the state was $4.36 billion, up 4.6 percent from 2017.

In comparison to top U.S. markets, the Hawaiian Islands ranked number two in RevPAR at $222, following New York, NY ($229, +3.4%). San Francisco/San Mateo ranked third at $198 (+4.3%) (Figure 4). Hawai'i led the U.S. markets in ADR at $278 followed by New York and San Francisco/San Mateo. (Figure 5). The Hawaiian Islands ranked third for occupancy at 79.8 percent, trailing New York and San Francisco/San Mateo.

All counties reported RevPAR increases for 2018 Maui County hotels led the state overall in RevPAR at $292 (+7.3%), driven by a 9.0 percent increase in ADR ($385), which offset lower occupancy (75.9%, -1.2 percentage points).

Kaua'i's hotels led the state in RevPAR growth to $220 (+10.0%), boosted by increases in ADR to $291 (+10.5%), which offset slightly lower occupancy of 75.4 percent (-0.3 percentage points).

O'ahu properties earned a 2.7 percent increase in RevPAR to $200, with growth in both ADR ($238, +2.2%) and occupancy (83.9%, +0.4 percentage points).

Hotels on the island of Hawai'i reported RevPAR growth (+1.3% to $189), driven by ADR of $261 (+5.0%), which offset decreased occupancy of 72.2 percent (-2.6 percentage points).

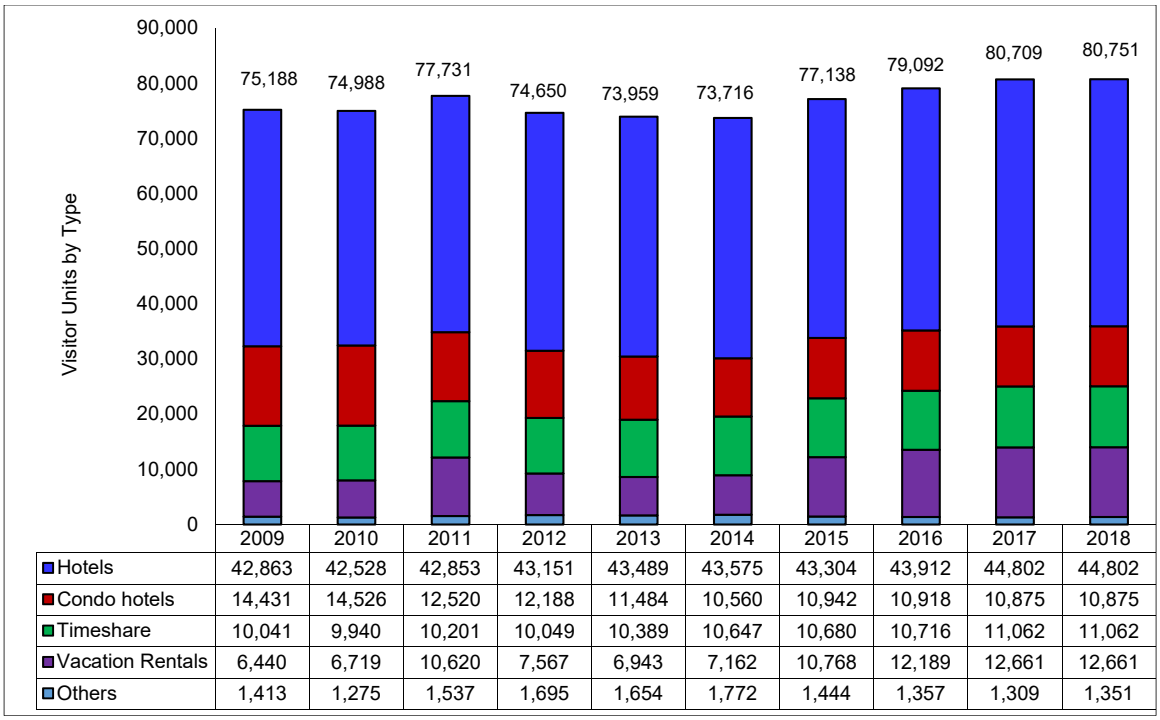
Among Hawai'i's resort regions, Wailea led the state for RevPAR for 2018 ($509, +11.8%), ADR ($585,+8.7%), and occupancy (87.1%, +2.5 percentage points). Also on Maui, hotels in the Lahaina-Kā'anapali-Kapalua resort area reported growth in RevPAR to $241 (+5.1%), driven by ADR increases ($322, +8.6%). Waikīkī hotels earned 2.3 percent RevPAR growth for the year ($197), with modest increases in ADR ($234, +2.3%) and flat occupancy (84.3%). The Kohala Coast region earned a 0.9 percent increase in RevPAR to $258, with ADR ($371, +6.3%), offsetting declining occupancy (-3.7 percentage points to 69.6%).

[4] Hotel performance statistics are posted on the HTA website: www.hawaiitourismauthority.org/research/infrastructure-research/

VISITOR PLANT INVENTORY

From HTA's 2018 Visitor Plant Inventory report (VPI)[5], The number of visitor units in the State of Hawai'i increased slightly (+0.1%) in 2018 for a total of 80,751 units. A large majority of the lodging supply in the state (54.3%) was made up of Hotel units (43,857 units), slightly lower (-2.1%) compared to 2017 due to several hotel closings and property renovations/redevelopment. Nearly two-thirds (62.3%) of all hotel rooms (27,306 rooms) were located on O'ahu.

Figure 16. Visitor Units by Type of Accommodations: 2009 – 2018



	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018
Hotels	42,863	42,528	42,853	43,151	43,489	43,575	43,304	43,912	44,802	44,802
Condo hotels	14,431	14,526	12,520	12,188	11,484	10,560	10,942	10,918	10,875	10,875
Timeshare	10,041	9,940	10,201	10,049	10,389	10,647	10,680	10,716	11,062	11,062
Vacation Rentals	6,440	6,719	10,620	7,567	6,943	7,162	10,768	12,189	12,661	12,661
Others	1,413	1,275	1,537	1,695	1,654	1,772	1,444	1,357	1,309	1,351

Vacation Rental Units accounted for 16.2 percent of all lodging units in 2018 (13,082 units), growing by 3.3 percent over 2017. Vacation Rental Units include condominium units, houses, villas, cottages, and private and shared rooms.

The number of visitor units at Timeshare properties saw an increase in 2018, accounting for 11,923 units (+7.8 percent).

Condo Hotel units accounted for 10,615 visitor units in 2018. 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 by 2.4 percent. Most of the state's Condo Hotel supply was located on O'ahu (4,242 units) and Maui (4,189 units).

[5] The 2018 Visitor Plant Inventory is posted on the HTA website: www.hawaiitourismauthority.org/research/visitor-plant-inventory

ANNUAL VISITOR RESEARCH REPORT
TABLES

Table 1. Summary of Visitor Statistics
2018 vs. 2017R

TOTAL EXPENDITURES ($mil.)	2018	2017R	(%) Change
TOTAL EXPENDITURES ($mil.)	**17,642.5**	**16,794.4**	**5.1**
Visitor expenditure by air	**17,464.4**	**16,622.3**	**5.1**
Visitor expenditure by cruise ships	**45.3**	**46.4**	**-2.4**
Supplemental business (all MMAs)	**132.8**	**125.6**	**5.7**

MMA (Air & Ship)	2018	2017R	(%) Change
TOTAL EXPENDITURES ($mil.)	**17,509.7**	**16,668.7**	**5.0**
Visitor arrivals by air	17,464.4	16,622.3	5.1
U.S. West	6,588.4	6,105.4	7.9
U.S. East	4,529.9	4,270.8	6.1
Japan	2,144.7	2,160.0	-0.7
Canada	1,108.5	1,040.6	6.5
Europe	326.3	309.8	5.3
Oceania	1,045.2	1,041.3	0.4
Other Asia	899.7	993.8	-9.5
Latin America	71.2	71.2	0.0
Other	750.3	629.4	19.2
Visitor arrivals by cruise ships	45.3	46.4	-2.4
TOTAL VISITOR DAYS	**88,284,715**	**84,167,403**	**4.9**
Visitor arrivals by air	87,724,599	83,608,118	4.9
U.S. West	37,477,016	35,030,994	7.0
U.S. East	21,553,568	20,495,303	5.2
Japan	8,892,748	9,082,588	-2.1
Canada	6,743,492	6,468,689	4.2
Europe	1,902,379	1,863,021	2.1
Oceania	4,014,147	3,870,803	3.7
Other Asia	2,910,193	3,339,894	-12.9
Latin America	295,854	280,813	5.4
Other	3,935,203	3,176,012	23.9
Visitor arrivals by cruise ships	560,115	559,285	0.1
VISITOR ARRIVALS	**9,888,845**	**9,404,346**	**5.2**
Visitor arrivals by air	9,761,448	9,277,613	5.2
U.S. West	4,203,894	3,868,195	8.7
U.S. East	2,173,458	2,040,795	6.5
Japan	1,489,778	1,525,343	-2.3
Canada	548,702	520,062	5.5
Europe	144,953	142,665	1.6
Oceania	415,764	400,957	3.7
Other Asia	379,925	449,082	-15.4
Latin America	27,778	24,986	11.2
Other	377,196	305,527	23.5
Visitor arrivals by cruise ships	127,397	126,733	0.5

Table 1: Summary of Visitor Statistics (continued)

MMA (Air & Ship)	2018	2017R	(%) Change
AVERAGE LENGTH OF STAY (days)	**8.93**	**8.95**	**0.2**
Visitor arrivals of stay by air	8.99	9.01	-0.3
U.S. West	8.91	9.06	-1.6
U.S. East	9.92	10.04	-1.3
Japan	5.97	5.95	0.2
Canada	12.29	12.44	-1.2
Europe	13.12	13.06	0.5
Oceania	9.65	9.65	0.0
Other Asia	7.66	7.44	3.0
Latin America	10.65	11.24	-5.2
Other	10.43	10.40	0.4
Visitor arrivals of stay by cruise ships	4.40	4.41	-0.4
PER PERSON PER DAY SPENDING ($)	**198.3**	**198.0**	**0.1**
Visitor arrivals by air	199.1	198.8	0.1
U.S. West	175.8	174.3	0.9
U.S. East	210.2	208.4	0.9
Japan	241.2	237.8	1.4
Canada	164.4	160.9	2.2
Europe	171.5	166.3	3.2
Oceania	260.4	269.0	-3.2
Other Asia	309.2	297.5	3.9
Latin America	240.6	253.4	-5.1
Other	190.7	198.2	-3.8
Visitor arrivals by cruise ships	80.9	83.0	-2.5
PER PERSON PER TRIP SPENDING ($)	**1,770.6**	**1,772.5**	**0.1**
Visitor arrivals by air	1,789.1	1,791.7	-0.1
U.S. West	1,567.2	1,578.4	-0.7
U.S. East	2,084.2	2,092.7	-0.4
Japan	1,439.6	1,416.1	1.7
Canada	2,020.3	2,001.0	1.0
Europe	2,251.2	2,171.5	3.7
Oceania	2,514.0	2,596.9	-3.2
Other Asia	2,368.2	2,212.9	7.0
Latin America	2,562.6	2,848.5	-10.0
Other	1,989.2	2,060.2	-3.4
Visitor arrivals by cruise ships	355.5	366.1	-2.9

Table 1: Summary of Visitor Statistics (continued)

ISLAND (Air & Ship)	2018	2017R	(%) Change
TOTAL EXPENDITURES ($mil, AIR + SHIP)	**17,509.7**	**16,668.7**	**5.0**
Total by air	17,464.4	16,622.3	5.1
O'ahu	7,969.1	7,597.7	4.9
Maui	5,002.3	4,701.0	6.4
Moloka'i	40.8	34.7	17.6
Lāna'i	109.2	84.2	29.7
Kaua'i	1,994.1	1,817.0	9.7
Hawai'i Island	2,349.0	2,387.9	-1.6
Visitor arrivals by cruise ships	45.3	46.4	-2.4
TOTAL VISITOR DAYS	**88,284,715**	**84,167,403**	**4.9**
Total by air	87,724,599	83,608,118	4.9
O'ahu	40,478,710	38,347,754	5.6
Maui	23,532,681	22,155,561	6.2
Moloka'i	284,608	279,374	1.9
Lāna'i	255,989	218,733	17.0
Kaua'i	10,388,952	9,641,677	7.8
Hawai'i Island	12,783,660	12,965,019	-1.4
Visitor arrivals by cruise ships	560,115	559,285	0.1
VISITOR ARRIVALS	**9,888,845**	**9,404,346**	**5.2**
Total by air	9,761,448	9,277,613	5.2
O'ahu	5,862,358	5,683,344	3.1
Maui	2,914,912	2,757,776	5.7
Moloka'i	58,885	57,998	1.5
Lāna'i	75,010	64,529	16.2
Kaua'i	1,389,300	1,285,443	8.1
Hawai'i Island	1,706,218	1,767,144	-3.4
Visitor arrivals by cruise ships	127,397	126,733	0.5
AVERAGE LENGTH OF STAY	**8.93**	**8.95**	**0.2**
Total by air	8.99	9.01	-0.3
O'ahu	6.90	6.75	2.3
Maui	8.07	8.03	0.5
Moloka'i	4.83	4.82	0.3
Lāna'i	3.41	3.39	0.7
Kaua'i	7.48	7.50	-0.3
Hawai'i Island	7.49	7.34	2.1
Visitor arrivals by cruise ships	4.40	4.41	-0.4
PER PERSON PER DAY SPENDING ($)	**198.3**	**198.0**	**0.1**
Total by air	199.1	198.8	0.1
O'ahu	196.9	198.1	-0.6
Maui	212.6	212.2	0.2
Moloka'i	143.3	124.1	15.5
Lāna'i	426.5	384.8	10.9
Kaua'i	191.9	188.5	1.9
Hawai'i Island	183.7	184.2	-0.2
Visitor arrivals by cruise ships	80.9	83.0	-2.5
PER PERSON PER TRIP SPENDING ($)	**1,770.6**	**1,772.5**	**0.1**
Total by air	1,789.1	1,791.7	-0.1
O'ahu	1,359.4	1,336.8	1.7
Maui	1,716.1	1,704.6	0.7
Moloka'i	692.4	597.6	15.9
Lāna'i	1,455.7	1,304.2	11.6
Kaua'i	1,435.3	1,413.5	1.5
Hawai'i Island	1,376.7	1,351.3	1.9
Visitor arrivals by cruise ships	355.5	366.1	-2.9

Note: Sums may not add up to total due to rounding.
R = 2017 data were revised from the 2017 Annual Visitor Research Report.

Table 2. Summary of Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	9,761,448	9,277,613	5.2	6,736,736	6,239,748	8.0	3,024,712	3,037,865	-0.4
VISITOR DAYS	87,724,599	83,608,118	4.9	63,732,896	59,959,536	6.3	23,991,703	23,648,582	1.5
AVERAGE DAILY CENSUS	240,341	229,063	4.9	174,611	164,273	6.3	65,731	64,791	1.5
ISLANDS VISITED									
O'ahu	5,862,358	5,683,344	3.1	3,217,740	3,009,467	6.9	2,644,617	2,673,878	-1.1
O'ahu only	4,499,507	4,249,901	5.9	2,372,338	2,139,729	10.9	2,127,169	2,110,172	0.8
O'ahu one day or less	205,521	225,584	-8.9	176,337	192,201	-8.3	29,184	33,384	-12.6
Kaua'i	1,389,300	1,285,443	8.1	1,209,338	1,125,560	7.4	179,962	159,883	12.6
Kaua'i only	782,190	688,716	13.6	741,859	660,178	12.4	40,331	28,538	41.3
Kaua'i one day or less	119,511	114,984	3.9	68,124	67,577	0.8	51,388	47,406	8.4
Maui County	2,963,564	2,799,654	5.9	2,473,377	2,303,733	7.4	490,187	495,921	-1.2
Maui	2,914,912	2,757,776	5.7	2,432,854	2,269,119	7.2	482,058	488,656	-1.4
Maui only	1,902,019	1,750,697	8.6	1,707,452	1,554,168	9.9	194,567	196,529	-1.0
Maui one day or less	144,764	150,782	-4.0	78,147	80,079	-2.4	66,617	70,703	-5.8
Moloka'i *	58,885	57,998	1.5	42,441	41,560	2.1	16,445	16,438	0.0
Moloka'i only *	8,055	7,426	8.5	7,557	6,925	9.1	498	501	-0.6
Moloka'i one day or less*	28,030	27,932	0.3	15,734	16,442	-4.3	12,296	11,490	7.0
Lāna'i *	75,010	64,529	16.2	54,310	48,021	13.1	20,700	16,508	25.4
Lāna'i only *	12,186	9,487	28.5	11,620	9,170	26.7	567	317	78.5
Lāna'i one day or less*	40,603	35,693	13.8	23,570	21,898	7.6	17,033	13,795	23.5
Hawai'i Island	1,706,218	1,767,144	-3.4	1,291,109	1,292,724	-0.1	415,108	474,420	-12.5
Kona side	1,488,700	1,511,189	-1.5	1,134,813	1,122,658	1.1	353,887	388,531	-8.9
Hilo side	601,160	661,226	-9.1	424,720	450,722	-5.8	176,440	210,504	-16.2
Hawai'i Island only	895,934	847,276	5.7	786,498	738,266	6.5	109,437	109,010	0.4
Hawai'i Island one day or less	92,482	121,809	-24.1	43,550	48,371	-10.0	48,932	73,438	-33.4
Any Neighbor Island	5,261,941	5,027,712	4.7	4,364,398	4,100,019	6.4	897,543	927,693	-3.3
NI only	3,899,090	3,594,268	8.5	3,518,996	3,230,281	8.9	380,095	363,987	4.4
O'ahu & NI	1,362,850	1,433,444	-4.9	845,402	869,737	-2.8	517,448	563,706	-8.2
Any one island only	8,099,892	7,553,503	7.2	5,627,323	5,108,436	10.2	2,472,569	2,445,066	1.1
Multiple Islands	1,661,556	1,724,110	-3.6	1,109,413	1,131,311	-1.9	552,143	592,799	-6.9
Avg. Islands Visited	1.23	1.25	-1.8	1.22	1.25	-1.9	1.24	1.26	-1.4
Average Length of Stay in Hawai'i	8.99	9.01	-0.3	9.46	9.61	-1.5	7.93	7.78	1.9
O'ahu	6.90	6.75	2.3	7.18	7.08	1.3	6.57	6.37	3.2
Maui	8.07	8.03	0.5	8.21	8.22	-0.1	7.36	7.15	3.0
Moloka'i	4.83	4.82	0.3	5.88	5.67	3.6	2.14	2.65	-19.3
Lāna'i	3.41	3.39	0.7	4.08	4.01	1.7	1.67	1.59	5.1
Kaua'i	7.48	7.50	-0.3	7.80	7.85	-0.7	5.32	5.02	5.9
Hawai'i Island	7.49	7.34	2.1	8.33	8.28	0.6	4.88	4.76	2.7
Hilo	4.15	4.07	1.9	4.88	4.83	1.1	2.39	2.45	-2.8
Kona	6.91	6.80	1.7	7.65	7.60	0.7	4.54	4.48	1.4
ACCOMMODATIONS									
Plan to stay in Hotel	5,864,186	5,732,723	2.3	3,581,232	3,426,573	4.5	2,282,954	2,306,151	-1.0
Hotel only	5,054,618	4,966,958	1.8	2,990,087	2,861,585	4.5	2,064,531	2,105,373	-1.9
Plan to stay in Condo	1,671,608	1,566,614	6.7	1,190,791	1,103,367	7.9	480,816	463,248	3.8
Condo only	1,287,472	1,209,120	6.5	938,986	864,743	8.6	348,485	344,377	1.2
Plan to stay in Timeshare	842,332	842,739	0.0	681,248	670,568	1.6	161,084	172,171	-6.4
Timeshare only	650,932	648,664	0.3	530,578	517,923	2.4	120,355	130,741	-7.9
Cruise Ship	134,694	138,292	-2.6	108,900	109,634	-0.7	25,794	28,658	-10.0
Friends/Relatives	877,627	821,565	6.8	790,993	722,070	9.5	86,634	99,495	-12.9
Bed & Breakfast	117,158	105,270	11.3	87,611	77,684	12.8	29,547	27,586	7.1
Rental House	953,058	772,741	23.3	805,129	649,771	23.9	147,930	122,970	20.3
Hostel	81,501	73,061	11.6	53,491	46,955	13.9	28,010	26,106	7.3

Table 2. Summary of Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	58,754	54,069	8.7	46,251	43,641	6.0	12,503	10,429	19.9
Private Room in Private Home**	151,696	128,984	17.6	98,566	80,879	21.9	53,130	48,105	10.4
Shared Room/Space in Private Home**	48,092	36,255	32.7	35,515	27,468	29.3	12,578	8,787	43.1
Other	135,767	115,464	17.6	127,581	104,537	22.0	8,187	10,927	-25.1
PURPOSE OF TRIP									
Pleasure (Net)	8,228,574	7,795,725	5.6	5,594,931	5,178,034	8.1	2,633,643	2,617,691	0.6
Honeymoon/Get Married	592,119	634,900	-6.7	270,842	271,040	-0.1	321,278	363,860	-11.7
Honeymoon	529,391	574,353	-7.8	228,615	231,373	-1.2	300,775	342,980	-12.3
Get Married	102,513	100,747	1.8	56,654	53,584	5.7	45,859	47,163	-2.8
Pleasure/Vacation	7,700,375	7,221,045	6.6	5,369,681	4,949,087	8.5	2,330,694	2,271,957	2.6
Mtgs/Conventions/Incentive	471,373	469,915	0.3	313,517	311,893	0.5	157,857	158,021	-0.1
Conventions	250,595	238,960	4.9	197,448	188,920	4.5	53,147	50,040	6.2
Corporate Meetings	80,577	86,876	-7.3	70,673	74,016	-4.5	9,904	12,859	-23.0
Incentive	154,343	158,899	-2.9	56,308	60,906	-7.6	98,035	97,993	0.0
Other Business	258,003	256,192	0.7	240,718	234,020	2.9	17,285	22,173	-22.0
Visit Friends/Rel.	793,806	738,672	7.5	709,184	653,459	8.5	84,622	85,213	-0.7
Gov't/Military	104,245	92,280	13.0	91,143	78,225	16.5	13,102	14,055	-6.8
Attend School	25,843	29,674	-12.9	14,143	13,803	2.5	11,700	15,871	-26.3
Sport Events	91,966	83,531	10.1	65,796	55,894	17.7	26,169	27,637	-5.3
Other	439,260	434,819	1.0	227,628	211,355	7.7	211,632	223,465	-5.3
TRAVEL STATUS									
% First Timers ***	32.9	33.9	-1.0	28.5	28.8	-0.3	42.8	44.4	-1.6
% Repeaters ***	67.1	66.1	1.0	71.5	71.2	0.3	57.2	55.6	1.6
Average # of Trips	5.2	5.1	1.2	5.8	5.8	0.1	3.8	3.7	1.8
Group Tour	507,129	552,679	-8.2	164,704	175,002	-5.9	342,425	377,677	-9.3
Non-Group	9,254,319	8,724,934	6.1	6,572,032	6,064,746	8.4	2,682,287	2,660,188	0.8
Package Trip	2,525,058	2,641,603	-4.4	1,206,398	1,207,264	-0.1	1,318,660	1,434,340	-8.1
No Package	7,236,390	6,636,009	9.0	5,530,338	5,032,484	9.9	1,706,052	1,603,525	6.4
Net True Independent	7,094,493	6,500,862	9.1	5,465,284	4,969,519	10.0	1,629,210	1,531,343	6.4
Avg. Age	45	45	0.3	46	46	-0.4	44	44	1.5
Avg. Party Size 1/	2.22	2.21	0.2	2.10	2.09	0.7	2.53	2.52	0.4

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 3. Summary of Visitor Characteristics Percentage of Total (Arrivals by Air) 2018 vs. 2017R

	TOTAL		DOMESTIC		INTERNATIONAL	
	2018	2017R	2018	2017	2018	2017R
VISITOR ARRIVALS	9,761,448	9,277,613	6,736,736	6,239,748	3,024,712	3,037,865
VISITOR DAYS	87,724,599	83,608,118	63,732,896	59,959,536	23,991,703	23,648,582
AVERAGE DAILY CENSUS	240,341	229,063	174,611	164,273	65,731	64,791
ISLANDS VISITED						
O'ahu	60.1%	61.3%	47.8%	48.2%	87.4%	88.0%
O'ahu only	46.1%	45.8%	35.2%	34.3%	70.3%	69.5%
O'ahu one day or less	2.1%	2.4%	2.6%	3.1%	1.0%	1.1%
Kaua'i	14.2%	13.9%	18.0%	18.0%	5.9%	5.3%
Kaua'i only	8.0%	7.4%	11.0%	10.6%	1.3%	0.9%
Kaua'i one day or less	1.2%	1.2%	1.0%	1.1%	1.7%	1.6%
Maui County	30.4%	30.2%	36.7%	36.9%	16.2%	16.3%
Maui	29.9%	29.7%	36.1%	36.4%	15.9%	16.1%
Maui only	19.5%	18.9%	25.3%	24.9%	6.4%	6.5%
Maui one day or less	1.5%	1.6%	1.2%	1.3%	2.2%	2.3%
Moloka'i *	0.6%	0.6%	0.6%	0.7%	0.5%	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%	0.2%	0.3%	0.4%	0.4%
Lānaʻi *	0.8%	0.7%	0.8%	0.8%	0.7%	0.5%
Lānaʻi only *	0.1%	0.1%	0.2%	0.1%	0.0%	0.0%
Lānaʻi one day or less*	0.4%	0.4%	0.3%	0.4%	0.6%	0.5%
Hawai'i Island	17.5%	19.0%	19.2%	20.7%	13.7%	15.6%
Kona side	15.3%	16.3%	16.8%	18.0%	11.7%	12.8%
Hilo side	6.2%	7.1%	6.3%	7.2%	5.8%	6.9%
Hawai'i Island only	9.2%	9.1%	11.7%	11.8%	3.6%	3.6%
Hawai'i Island one day or less	0.9%	1.3%	0.6%	0.8%	1.6%	2.4%
Any Neighbor Island	53.9%	54.2%	64.8%	65.7%	29.7%	30.5%
NI only	39.9%	38.7%	52.2%	51.8%	12.6%	12.0%
O'ahu & NI	14.0%	15.5%	12.5%	13.9%	17.1%	18.6%
Any one island only	83.0%	81.4%	83.5%	81.9%	81.7%	80.5%
Multiple Islands	17.0%	18.6%	16.5%	18.1%	18.3%	19.5%
Avg. Islands Visited	1.24	1.25	1.24	1.25	1.23	1.25
ACCOMMODATIONS						
Plan to stay in Hotel	60.1%	61.8%	53.2%	54.9%	75.5%	75.9%
Hotel only	51.8%	53.5%	44.4%	45.9%	68.3%	69.3%
Plan to stay in Condo	17.1%	16.9%	17.7%	17.7%	15.9%	15.2%
Condo only	13.2%	13.0%	13.9%	13.9%	11.5%	11.3%
Plan to stay in Timeshare	8.6%	9.1%	10.1%	10.7%	5.3%	5.7%
Timeshare only	6.7%	7.0%	7.9%	8.3%	4.0%	4.3%
Cruise Ship	1.4%	1.5%	1.6%	1.8%	0.9%	0.9%
Friends/Relatives	9.0%	8.9%	11.7%	11.6%	2.9%	3.3%
Bed & Breakfast	1.2%	1.1%	1.3%	1.2%	1.0%	0.9%
Rental House	9.8%	8.3%	12.0%	10.4%	4.9%	4.0%
Hostel	0.8%	0.8%	0.8%	0.8%	0.9%	0.9%

Table 3. Summary of Visitor Characteristics Percentage of Total (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL		DOMESTIC		INTERNATIONAL	
	2018	2017R	2018	2017	2018	2017R
Camp Site, Beach	0.6%	0.6%	0.7%	0.7%	0.4%	0.3%
Private Room in Private Home**	1.6%	1.4%	1.5%	1.3%	1.8%	1.6%
Shared Room/Space in Private Home**	0.5%	0.4%	0.5%	0.4%	0.4%	0.3%
Other	1.4%	1.2%	1.9%	1.7%	0.3%	0.4%
PURPOSE OF TRIP						
Pleasure (Net)	84.3%	84.0%	83.1%	83.0%	87.1%	86.2%
Honeymoon/Get Married	6.1%	6.8%	4.0%	4.3%	10.6%	12.0%
Honeymoon	5.4%	6.2%	3.4%	3.7%	9.9%	11.3%
Get Married	1.1%	1.1%	0.8%	0.9%	1.5%	1.6%
Pleasure/Vacation	78.9%	77.8%	79.7%	79.3%	77.1%	74.8%
Mtgs/Conventions/Incentive	4.8%	5.1%	4.7%	5.0%	5.2%	5.2%
Conventions	2.6%	2.6%	2.9%	3.0%	1.8%	1.6%
Corporate Meetings	0.8%	0.9%	1.0%	1.2%	0.3%	0.4%
Incentive	1.6%	1.7%	0.8%	1.0%	3.2%	3.2%
Other Business	2.6%	2.8%	3.6%	3.8%	0.6%	0.7%
Visit Friends/Rel.	8.1%	8.0%	10.5%	10.5%	2.8%	2.8%
Gov't/Military	1.1%	1.0%	1.4%	1.3%	0.4%	0.5%
Attend School	0.3%	0.3%	0.2%	0.2%	0.4%	0.5%
Sport Events	0.9%	0.9%	1.0%	0.9%	0.9%	0.9%
Other	4.5%	4.7%	3.4%	3.4%	7.0%	7.4%
TRAVEL STATUS						
% First Timers ***	32.9	33.9	28.5	28.8	42.8	44.4
% Repeaters ***	67.1	66.1	71.5	71.2	57.2	55.6
Average # of Trips	5.17	5.11	5.79	5.79	3.79	3.72
Group Tour	5.2%	6.0%	2.4%	2.8%	11.3%	12.4%
Non-Group	94.8%	94.0%	97.6%	97.2%	88.7%	87.6%
Package Trip	25.9%	28.5%	17.9%	19.3%	43.6%	47.2%
No Package	74.1%	71.5%	82.1%	80.7%	56.4%	52.8%
Net True Independent	72.7%	70.1%	81.1%	79.6%	53.9%	50.4%
Avg. Age	45	45	46	46	44	44
Avg. Party Size	2.22	2.21	2.10	2.09	2.53	2.52

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 4. Visitor Days by Island (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
TOTAL STATE	87,724,599	83,608,118	4.9%	63,732,896	59,959,536	6.3%	23,991,703	23,648,582	1.5%
O'AHU	40,478,710	38,347,754	5.6%	23,091,398	21,321,309	8.3%	17,387,312	17,026,445	2.1%
MAUI COUNTY	24,073,277	22,653,668	6.3%	20,453,326	19,090,787	7.1%	3,619,952	3,562,881	1.6%
MAUI	23,532,681	22,155,561	6.2%	19,982,474	18,662,476	7.1%	3,550,207	3,493,085	1.6%
MOLOKA'I	284,608	279,374	1.9%	249,429	235,815	5.8%	35,179	43,559	-19.2%
LĀNA'I	255,989	218,733	17.0%	221,423	192,496	15.0%	34,566	26,237	31.7%
KAUA'I	10,388,952	9,641,677	7.8%	9,432,106	8,838,765	6.7%	956,845	802,911	19.2%
HAWAI'I ISLAND	12,783,660	12,965,019	-1.4%	10,756,066	10,708,675	0.4%	2,027,594	2,256,344	-10.1%
HILO	2,495,205	2,693,565	-7.4%	2,074,168	2,177,026	-4.7%	421,037	516,538	-18.5%
KONA	10,288,455	10,271,454	0.2%	8,681,897	8,531,648	1.8%	1,606,557	1,739,806	-7.7%

R = 2017 data were revised from the 2017 Annual Visitor Research Report.

Table 5. Visitor Days by Month (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
JANUARY	7,972,914	7,651,350	4.2%	5,585,403	5,239,899	6.6%	2,387,511	2,411,451	-1.0%
FEBRUARY	7,039,064	6,457,925	9.0%	4,820,992	4,443,465	8.5%	2,218,071	2,014,460	10.1%
MARCH	7,696,599	7,050,634	9.2%	5,495,607	4,959,565	10.8%	2,200,992	2,091,069	5.3%
APRIL	6,717,076	6,458,629	4.0%	4,741,094	4,491,836	5.5%	1,975,982	1,966,792	0.5%
MAY	6,818,290	6,424,097	6.1%	5,205,187	4,831,895	7.7%	1,613,103	1,592,203	1.3%
JUNE	8,152,230	7,525,107	8.3%	6,304,198	5,801,140	8.7%	1,848,032	1,723,967	7.2%
JULY	8,492,558	8,114,776	4.7%	6,489,089	6,128,864	5.9%	2,003,469	1,985,912	0.9%
AUGUST	7,292,311	7,041,714	3.6%	5,162,162	4,963,274	4.0%	2,130,148	2,078,440	2.5%
SEPTEMBER	6,134,891	5,868,626	4.5%	4,359,621	4,127,536	5.6%	1,775,270	1,741,090	2.0%
OCTOBER	6,409,659	6,335,872	1.2%	4,746,722	4,549,778	4.3%	1,662,937	1,786,094	-6.9%
NOVEMBER	6,680,708	6,427,445	3.9%	4,688,746	4,453,882	5.3%	1,991,962	1,973,563	0.9%
DECEMBER	8,318,301	8,251,942	0.8%	6,134,074	5,968,401	2.8%	2,184,227	2,283,541	-4.3%
TOTAL	**87,724,599**	**83,608,118**	**4.9%**	**63,732,896**	**59,959,536**	**6.3%**	**23,991,703**	**23,648,582**	**1.5%**

R = 2017 data were revised from the 2017 Annual Visitor Research Report.

Table 6. Average Daily Census by Island (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
TOTAL STATE	240,341	229,063	4.9%	174,611	164,273	6.3%	65,731	64,791	1.5%
O'AHU	110,901	105,062	5.6%	63,264	58,415	8.3%	47,636	46,648	2.1%
MAUI COUNTY	65,954	62,065	6.3%	56,037	52,304	7.1%	9,918	9,761	1.6%
MAUI	64,473	60,700	6.2%	54,747	51,130	7.1%	9,727	9,570	1.6%
MOLOKA'I	780	765	1.9%	683	646	5.8%	96	119	-19.2%
LĀNA'I	701	599	17.0%	607	527	15.0%	95	72	31.7%
KAUA'I	28,463	26,416	7.8%	25,841	24,216	6.7%	2,621	2,200	19.2%
HAWAI'I ISLAND	35,024	35,521	-1.4%	29,469	29,339	0.4%	5,555	6,182	-10.1%
HILO	6,836	7,380	-7.4%	5,683	5,964	-4.7%	1,154	1,415	-18.5%
KONA	28,188	28,141	0.2%	23,786	23,374	1.8%	4,402	4,767	-7.7%

R = 2017 data were revised from the 2017 Annual Visitor Research Report.

Table 7. Average Daily Census by Month (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
JANUARY	257,191	246,818	4.2%	180,174	169,029	6.6%	77,016	77,789	-1.0%
FEBRUARY	251,395	230,640	9.0%	172,178	158,695	8.5%	79,217	71,945	10.1%
MARCH	248,277	227,440	9.2%	177,278	159,986	10.8%	71,000	67,454	5.3%
APRIL	223,903	215,288	4.0%	158,036	149,728	5.5%	65,866	65,560	0.5%
MAY	219,945	207,229	6.1%	167,909	155,868	7.7%	52,036	51,361	1.3%
JUNE	271,741	250,837	8.3%	210,140	193,371	8.7%	61,601	57,466	7.2%
JULY	273,953	261,767	4.7%	209,325	197,705	5.9%	64,628	64,062	0.9%
AUGUST	235,236	227,152	3.6%	166,521	160,106	4.0%	68,714	67,046	2.5%
SEPTEMBER	204,496	195,621	4.5%	145,321	137,585	5.6%	59,176	58,036	2.0%
OCTOBER	206,763	204,383	1.2%	153,120	146,767	4.3%	53,643	57,616	-6.9%
NOVEMBER	222,690	214,248	3.9%	156,292	148,463	5.3%	66,399	65,785	0.9%
DECEMBER	268,332	266,192	0.8%	197,873	192,529	2.8%	70,459	73,663	-4.3%
TOTAL	**240,341**	**229,063**	**4.9%**	**174,611**	**164,273**	**6.3%**	**65,731**	**64,791**	**1.5%**

R = 2017 data were revised from the 2017 Annual Visitor Research Report.

Table 8. Visitors Staying Overnight or Longer (Arrivals by Air)
1956 – 2018

YEAR	BOTH DIRECTIONS Visitors	BOTH DIRECTIONS % Change from Previous Year	DOMESTIC Visitors	DOMESTIC % Change from Previous Year	INTERNATIONAL Visitors	INTERNATIONAL % Change from Previous Year
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%
2017R	9,277,613	5.2%	6,239,748	4.5%	3,037,865	6.5%
2018	9,761,448	5.2%	6,736,736	8.0%	3,024,712	-0.4%

R = 2017 data were revised from the 2017 Annual Visitor Research Report.

Table 9. Visitor Days by Month and MMA (Arrivals by Air)
2018

2018	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	3,040,585	2,129,021	673,915	997,322	32,714	15,261	41,014	5,679	19,538	114,206	274,109	44,474	318,583
Feb	2,637,158	1,809,154	715,987	843,237	27,989	18,933	48,594	4,371	13,883	113,770	167,540	31,636	199,176
Mar	3,121,641	1,977,971	777,673	919,371	41,424	12,464	53,259	4,094	20,175	131,416	210,992	49,531	260,523
Apr	2,988,151	1,430,388	629,072	643,535	44,261	21,041	56,187	7,496	26,150	155,135	275,624	90,498	366,122
May	2,980,665	1,813,935	642,071	298,322	42,112	18,126	58,539	5,247	23,218	147,242	299,582	82,487	382,069
Jun	3,786,889	2,276,250	718,612	235,680	34,451	16,861	39,491	12,080	20,342	123,225	294,446	78,510	372,956
Jul	3,805,357	2,233,626	772,580	353,245	59,928	49,670	73,508	16,244	46,410	245,760	261,529	113,586	375,115
Aug	3,028,160	1,700,787	1,012,163	319,594	59,271	48,041	62,789	40,240	20,415	230,756	258,471	87,045	345,516
Sep	2,542,803	1,368,624	760,079	242,699	53,848	23,464	75,012	10,866	31,493	194,683	341,816	101,164	442,979
Oct	2,879,650	1,428,084	730,400	364,156	41,818	41,225	71,459	9,995	26,496	190,992	274,531	73,877	348,408
Nov	3,094,072	1,337,111	697,451	640,260	25,530	20,741	50,965	6,020	18,232	121,487	225,444	44,814	270,258
Dec	3,571,885	2,048,616	762,744	886,072	33,860	17,236	46,896	10,586	25,128	133,706	276,252	56,190	332,442
TOTAL	37,477,016	21,553,568	8,892,748	6,743,492	497,207	303,063	677,710	132,919	291,480	1,902,379	3,160,336	853,811	4,014,147
DOMESTIC													
Jan	2,970,251	2,015,635	5,407	213,496	24,894	9,519	33,702	4,644	16,436	89,195	43,062	7,306	50,368
Feb	2,585,825	1,738,865	3,795	178,508	22,995	12,233	39,414	3,839	11,846	90,327	11,780	2,041	13,821
Mar	3,060,276	1,893,981	4,973	217,554	29,504	8,579	41,262	3,462	16,606	99,413	11,611	3,060	14,672
Apr	2,912,728	1,379,909	4,527	102,041	34,019	16,535	42,925	6,208	20,229	119,916	23,537	5,878	29,414
May	2,949,493	1,768,789	4,603	126,284	31,303	10,224	45,858	4,479	18,448	110,313	25,817	6,731	32,548
Jun	3,709,793	2,163,628	5,454	56,179	26,617	8,285	31,089	9,616	16,301	91,908	23,931	6,060	29,990
Jul	3,693,416	2,101,172	5,287	138,189	46,745	35,044	61,597	14,802	40,037	198,226	37,257	10,510	47,767
Aug	2,968,678	1,585,388	6,087	146,487	48,669	33,817	57,374	35,917	17,695	193,472	21,563	8,147	29,710
Sep	2,509,237	1,327,290	6,632	94,298	43,243	12,808	68,623	9,602	29,295	163,571	41,660	9,127	50,787
Oct	2,815,818	1,396,172	4,552	126,034	34,998	18,440	63,409	8,722	23,783	149,352	40,650	10,203	50,853
Nov	3,004,135	1,282,826	4,443	103,806	22,384	9,752	44,630	5,668	16,538	98,971	17,667	3,918	21,585
Dec	3,545,429	2,023,236	7,207	151,310	29,818	10,660	42,722	9,576	21,648	114,424	20,759	3,505	24,264
TOTAL	36,725,079	20,676,890	62,967	1,654,185	395,188	185,896	572,604	116,536	248,863	1,519,087	319,293	76,487	395,781
INTERNATIONAL													
Jan	70,334	113,386	668,508	783,827	7,820	5,742	7,312	1,035	3,102	25,011	231,047	37,168	268,215
Feb	51,333	70,288	712,192	664,728	4,994	6,700	9,180	532	2,038	23,444	155,760	29,594	185,355
Mar	61,365	83,990	772,701	701,816	11,920	3,885	11,997	632	3,569	32,003	199,380	46,470	245,851
Apr	75,424	50,479	624,545	541,494	10,242	4,506	13,262	1,288	5,921	35,219	252,088	84,620	336,708
May	31,172	45,146	637,468	172,038	10,808	7,902	12,681	768	4,770	36,929	273,764	75,756	349,520
Jun	77,096	112,622	713,158	179,501	7,835	8,576	8,402	2,464	4,040	31,318	270,515	72,450	342,966
Jul	111,941	132,454	767,293	215,057	13,184	14,626	11,910	1,442	6,372	47,534	224,272	103,076	327,348
Aug	59,482	115,400	1,006,076	173,107	10,602	14,224	5,415	4,323	2,720	37,285	236,908	78,898	315,806
Sep	33,566	41,334	753,447	148,401	10,605	10,656	6,389	1,264	2,198	31,112	300,156	92,036	392,192
Oct	63,832	31,912	725,848	238,122	6,820	22,785	8,050	1,273	2,713	41,640	233,881	63,674	297,555
Nov	89,937	54,285	693,008	536,454	3,147	10,989	6,334	352	1,694	22,516	207,777	40,896	248,673
Dec	26,456	25,380	755,537	734,762	4,042	6,576	4,174	1,010	3,480	19,282	255,493	52,685	308,179
TOTAL	751,937	876,678	8,829,781	5,089,307	102,019	117,167	105,106	16,383	42,617	383,292	2,841,043	777,324	3,618,367

Table 9. Visitor Days by Month and MMA (Arrivals by Air) continued
2018

2018	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
Jan	76,105	3,947	238,506	4,615	10,750	333,923	15,332	16,415	5,710	37,456	327,902	7,972,914
Feb	167,101	4,142	194,097	2,861	17,173	385,373	9,091	10,600	4,383	24,075	311,133	7,039,064
Mar	60,515	3,723	110,317	5,088	10,630	190,273	5,633	8,535	10,143	24,311	293,420	7,696,599
Apr	71,253	3,330	115,641	4,846	12,334	207,403	5,838	9,726	8,111	23,675	273,596	6,717,076
May	81,848	3,919	119,157	6,482	13,880	225,287	6,451	9,597	6,897	22,945	305,753	6,818,290
Jun	79,147	5,331	116,979	5,749	16,953	224,160	3,744	7,965	5,724	17,433	397,025	8,152,230
Jul	74,980	6,809	142,753	4,280	19,026	247,848	6,711	12,145	13,776	32,632	426,394	8,492,558
Aug	87,910	3,017	155,970	3,196	13,892	263,984	3,588	6,727	6,346	16,661	374,689	7,292,311
Sep	84,984	2,140	138,121	2,868	12,976	241,089	4,262	8,254	6,044	18,560	323,374	6,134,891
Oct	52,657	2,318	126,443	2,865	10,646	194,928	4,043	8,920	7,455	20,419	252,623	6,409,659
Nov	45,659	2,105	111,544	3,645	9,176	172,129	2,206	8,528	4,371	15,105	332,835	6,680,708
Dec	64,621	4,048	129,412	10,929	14,784	223,794	10,008	19,854	12,719	42,581	316,460	8,318,301
TOTAL	946,780	44,828	1,698,940	57,424	162,220	2,910,193	76,908	127,266	91,680	295,854	3,935,203	87,724,599
DOMESTIC												
Jan	9,155	1,554	6,004	509	933	18,155	14,666	15,680	5,008	35,354	187,543	5,585,403
Feb	15,851	1,922	2,757	796	2,076	23,402	8,535	9,574	4,071	22,181	164,267	4,820,992
Mar	12,104	1,548	3,272	700	714	18,338	5,265	6,659	9,714	21,638	164,763	5,495,607
Apr	9,584	1,476	3,115	878	783	15,835	4,914	7,589	7,526	20,029	156,694	4,741,094
May	18,881	1,162	4,442	1,056	1,105	26,646	5,682	7,439	6,648	19,769	166,741	5,205,187
Jun	18,460	2,079	4,451	1,494	1,459	27,944	3,270	6,769	5,404	15,443	203,859	6,304,198
Jul	10,211	2,171	4,398	1,072	1,417	19,269	6,623	11,076	13,033	30,732	255,031	6,489,089
Aug	9,908	1,022	4,904	517	1,053	17,404	3,196	6,072	5,777	15,045	199,893	5,162,162
Sep	10,030	993	2,989	560	819	15,391	3,862	7,143	5,585	16,589	175,827	4,359,621
Oct	9,665	1,286	2,845	377	1,042	15,216	3,725	7,792	6,489	18,006	170,720	4,746,722
Nov	9,651	858	2,658	848	1,254	15,269	1,920	6,435	3,961	12,316	145,395	4,688,746
Dec	15,823	1,226	4,081	1,093	1,163	23,385	9,885	18,304	12,248	40,437	204,382	6,134,074
TOTAL	149,323	17,297	45,916	9,901	13,818	236,254	71,542	110,532	85,464	267,538	2,195,114	63,732,896
INTERNATIONAL												
Jan	66,950	2,393	232,503	4,106	9,817	315,768	666	735	702	2,103	140,359	2,387,511
Feb	151,250	2,220	191,339	2,065	15,096	361,971	556	1,026	312	1,894	146,867	2,218,071
Mar	48,411	2,175	107,045	4,388	9,916	171,935	368	1,876	429	2,673	128,657	2,200,992
Apr	61,669	1,853	112,526	3,968	11,550	191,567	924	2,137	585	3,646	116,901	1,975,982
May	62,967	2,757	114,715	5,426	12,775	198,641	770	2,158	249	3,177	139,012	1,613,103
Jun	60,687	3,252	112,528	4,255	15,494	196,216	474	1,195	321	1,990	193,166	1,848,032
Jul	64,769	4,638	138,355	3,209	17,609	228,580	88	1,068	744	1,900	171,363	2,003,469
Aug	78,002	1,995	151,066	2,678	12,839	246,581	392	656	568	1,617	174,796	2,130,148
Sep	74,954	1,147	135,133	2,308	12,157	225,699	401	1,111	460	1,971	147,548	1,775,270
Oct	42,991	1,032	123,598	2,488	9,604	179,713	319	1,128	966	2,413	81,903	1,662,937
Nov	36,008	1,247	108,886	2,797	7,922	156,860	286	2,093	410	2,789	187,440	1,991,962
Dec	48,798	2,822	125,331	9,836	13,621	200,409	123	1,550	471	2,144	112,078	2,184,227
TOTAL	797,457	27,531	1,653,024	47,523	148,403	2,673,938	5,366	16,733	6,216	28,316	1,740,089	23,991,703

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

2017R

TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	2,751,493	2,097,595	693,231	921,355	35,297	15,346	41,193	5,820	20,351	118,006	259,638	50,283	309,921
Feb	2,437,203	1,670,731	725,144	804,653	25,890	19,040	41,144	4,813	14,601	105,489	172,471	25,405	197,876
Mar	2,844,707	1,776,411	809,407	862,590	52,877	16,417	41,985	4,622	14,638	130,538	202,862	34,047	236,909
Apr	2,868,800	1,405,845	623,225	606,146	43,956	23,392	56,283	5,352	22,422	151,404	255,176	57,476	312,652
May	2,812,783	1,679,460	670,561	272,281	48,810	20,084	50,206	6,382	20,729	146,211	273,747	63,867	337,614
Jun	3,443,054	2,132,852	713,048	214,478	33,886	20,028	37,443	8,593	17,689	117,639	290,699	69,015	359,714
Jul	3,532,594	2,185,686	819,184	319,124	57,822	36,128	61,014	14,065	49,631	218,660	276,378	88,019	364,396
Aug	2,889,334	1,592,524	1,059,992	331,899	62,764	36,348	68,767	41,390	20,247	229,517	292,194	75,369	367,563
Sep	2,448,894	1,228,789	806,373	250,350	55,130	16,070	69,326	10,988	34,071	185,585	331,196	73,572	404,768
Oct	2,722,611	1,382,648	737,488	359,632	46,210	28,107	75,714	10,887	30,054	190,971	275,491	59,673	335,164
Nov	2,854,205	1,337,100	693,543	626,213	29,605	18,400	48,176	5,549	20,480	122,209	231,879	45,930	277,808
Dec	3,425,317	2,005,662	731,394	899,968	36,881	27,300	48,388	10,473	23,750	146,792	310,111	56,306	366,417
TOTAL	35,030,994	20,495,303	9,082,588	6,468,689	529,126	276,658	639,640	128,936	288,661	1,863,021	3,171,841	698,962	3,870,803
DOMESTIC													
Jan	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
Feb	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
Mar	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
Apr	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
May	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
Jun	3,376,267	2,015,018	5,645	46,312	28,059	9,054	29,365	6,914	15,649	89,041	26,153	7,670	33,824
Jul	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
Aug	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
Sep	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
Oct	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
Nov	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
Dec	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
TOTAL	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													
Jan	83,415	104,481	688,480	727,889	7,088	6,809	5,720	1,665	2,046	23,328	215,411	41,915	257,325
Feb	70,448	43,297	720,974	638,557	3,336	8,684	5,888	1,379	930	20,218	160,728	22,866	183,594
Mar	67,172	72,410	805,180	670,877	26,205	7,157	5,643	648	1,661	41,314	189,827	31,657	221,484
Apr	120,026	72,415	619,551	533,273	7,096	13,750	13,924	1,397	1,645	37,812	229,806	51,834	281,640
May	78,199	39,024	665,266	170,881	13,549	10,166	13,314	1,069	2,421	40,519	244,230	58,175	302,405
Jun	66,787	117,835	707,403	168,166	5,828	10,974	8,078	1,679	2,040	28,598	264,545	61,345	325,891
Jul	67,666	188,315	813,499	192,845	10,958	8,853	10,157	1,320	2,893	34,180	241,643	77,936	319,580
Aug	27,533	103,814	1,053,094	185,252	10,926	8,990	12,291	2,858	1,573	36,639	266,355	67,520	333,875
Sep	36,576	43,060	801,705	151,696	6,062	4,838	10,725	1,202	4,290	27,117	284,660	63,749	348,409
Oct	70,240	74,832	733,093	202,478	6,440	11,642	15,112	1,170	4,380	38,745	240,983	50,673	291,656
Nov	67,691	127,369	689,336	477,410	4,253	9,041	7,954	990	2,703	24,940	212,272	41,576	253,849
Dec	62,755	44,806	725,593	698,660	5,749	15,657	7,451	1,353	2,923	33,132	287,726	51,734	339,460
TOTAL	818,508	1,031,658	9,023,173	4,817,984	107,489	116,561	116,257	16,731	29,504	386,543	2,838,186	620,982	3,459,168

R = 2017 data was revised from the 2017 Annual Visitor Research Report.

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

2017R	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
Jan	209,571	4,717	210,209	3,850	14,899	443,246	13,249	13,574	5,129	31,951	284,552	7,651,350
Feb	84,736	1,837	181,364	1,986	11,103	281,026	6,712	8,414	3,008	18,133	217,670	6,457,925
Mar	52,797	2,357	104,511	1,518	7,165	168,348	4,950	6,191	3,309	14,450	207,274	7,050,634
Apr	91,785	3,318	131,297	2,455	11,590	240,446	4,282	7,598	10,262	22,141	227,970	6,458,629
May	93,888	3,076	126,803	2,803	11,328	237,898	6,324	7,589	5,924	19,836	247,453	6,424,097
Jun	69,214	3,247	153,473	3,929	14,384	244,247	4,103	7,409	6,770	18,281	281,793	7,525,107
Jul	92,727	5,421	170,021	2,866	15,486	286,521	7,600	11,032	13,795	32,428	356,185	8,114,776
Aug	88,510	3,089	171,510	2,182	14,196	279,488	4,835	6,994	7,014	18,843	272,554	7,041,714
Sep	95,049	2,624	172,132	1,827	16,354	287,985	4,319	7,949	5,746	18,015	237,867	5,868,626
Oct	78,004	2,393	189,250	1,832	12,611	284,091	4,862	11,309	7,002	23,173	300,095	6,335,872
Nov	52,372	2,297	194,454	5,535	18,037	272,695	2,854	7,861	4,165	14,880	228,791	6,427,445
Dec	75,666	4,327	210,108	9,528	14,276	313,904	8,544	28,105	12,031	48,680	313,807	8,251,942
TOTAL	1,084,318	38,703	2,015,132	40,311	161,429	3,339,894	72,633	124,025	84,155	280,813	3,176,012	83,608,118
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	5,968,401
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	194,383	2,672	205,280	3,063	13,970	419,369	315	944	700	1,959	105,205	2,411,451
Feb	70,746	869	177,507	1,534	10,449	261,105	226	625	301	1,153	75,114	2,014,460
Mar	38,427	1,357	101,521	1,078	6,316	148,699	163	708	168	1,039	62,894	2,091,069
Apr	79,604	2,275	127,587	1,802	11,055	222,323	96	900	203	1,199	78,553	1,966,792
May	70,051	1,680	121,388	1,911	10,189	205,219	367	1,160	315	1,842	88,848	1,592,203
Jun	48,192	1,884	148,938	2,668	13,164	214,847	180	960	175	1,315	93,126	1,723,967
Jul	75,841	3,210	165,859	1,777	14,510	261,197	222	909	644	1,775	106,855	1,985,912
Aug	73,654	1,284	167,036	1,274	13,127	256,375	233	696	294	1,223	80,635	2,078,440
Sep	81,684	1,587	167,003	948	15,288	266,510	170	743	105	1,018	64,998	1,741,090
Oct	63,061	983	184,604	910	11,484	261,042	254	897	570	1,721	112,288	1,786,094
Nov	42,351	1,019	191,118	4,624	17,003	256,114	217	720	203	1,140	75,713	1,973,563
Dec	52,469	2,540	204,130	7,837	12,638	279,614	155	1,805	364	2,325	97,195	2,283,541
TOTAL	890,463	21,360	1,961,972	29,426	149,193	3,052,415	2,600	11,068	4,042	17,709	1,041,425	23,648,582

R = 2017 data was revised from the 2017 Annual Visitor Research Report.

Table 10. Visitor Days Growth by Month and MMA
% change 2018 vs. 2017R

% change	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	10.5%	1.5%	-2.8%	8.2%	-7.3%	-0.6%	-0.4%	-2.4%	-4.0%	-3.2%	5.6%	-11.6%	2.8%
Feb	8.2%	8.3%	-1.3%	4.8%	8.1%	-0.6%	18.1%	-9.2%	-4.9%	7.9%	-2.9%	24.5%	0.7%
Mar	9.7%	11.3%	-3.9%	6.6%	-21.7%	-24.1%	26.9%	-11.4%	37.8%	0.7%	4.0%	45.5%	10.0%
Apr	4.2%	1.7%	0.9%	6.2%	0.7%	-10.1%	-0.2%	40.1%	16.6%	2.5%	8.0%	57.5%	17.1%
May	6.0%	8.0%	-4.2%	9.6%	-13.7%	-9.7%	16.6%	-17.8%	12.0%	0.7%	9.4%	29.2%	13.2%
Jun	10.0%	6.7%	0.8%	9.9%	1.7%	-15.8%	5.5%	40.6%	15.0%	4.7%	1.3%	13.8%	3.7%
Jul	7.7%	2.2%	-5.7%	10.7%	3.6%	37.5%	20.5%	15.5%	-6.5%	12.4%	-5.4%	29.0%	2.9%
Aug	4.8%	6.8%	-4.5%	-3.7%	-5.6%	32.2%	-8.7%	-2.8%	0.8%	0.5%	-11.5%	15.5%	-6.0%
Sep	3.8%	11.4%	-5.7%	-3.1%	-2.3%	46.0%	8.2%	-1.1%	-7.6%	4.9%	3.2%	37.5%	9.4%
Oct	5.8%	3.3%	-1.0%	1.3%	-9.5%	46.7%	-5.6%	-8.2%	-11.8%	0.0%	-0.3%	23.8%	4.0%
Nov	8.4%	0.0%	0.6%	2.2%	-13.8%	12.7%	5.8%	8.5%	-11.0%	-0.6%	-2.8%	-2.4%	-2.7%
Dec	4.3%	2.1%	4.3%	-1.5%	-8.2%	-36.9%	-3.1%	1.1%	5.8%	-8.9%	-10.9%	-0.2%	-9.3%
TOTAL	7.0%	5.2%	-2.1%	4.2%	-6.0%	9.5%	6.0%	3.1%	1.0%	2.1%	-0.4%	22.2%	3.7%
DOMESTIC													
Jan	11.3%	1.1%	13.8%	10.4%	-11.7%	11.5%	-5.0%	11.8%	-10.2%	-5.8%	-2.6%	-12.7%	-4.2%
Feb	9.3%	6.8%	-9.0%	7.5%	2.0%	18.1%	11.8%	11.8%	-13.4%	5.9%	0.3%	-19.6%	-3.2%
Mar	10.2%	11.1%	17.7%	13.5%	10.6%	-7.4%	13.5%	-12.9%	28.0%	11.4%	-10.9%	28.0%	-4.9%
Apr	6.0%	3.5%	23.2%	40.0%	-7.7%	71.5%	1.3%	57.0%	-2.6%	5.6%	-7.2%	4.2%	-5.2%
May	7.9%	7.8%	-13.1%	24.5%	-11.2%	3.1%	24.3%	-15.7%	0.8%	4.4%	-12.5%	18.3%	-7.6%
Jun	9.9%	7.4%	-3.4%	21.3%	-5.1%	-8.5%	5.9%	39.1%	4.2%	3.2%	-8.5%	-21.0%	-11.3%
Jul	6.6%	5.2%	-7.0%	9.4%	-0.3%	28.5%	21.1%	16.1%	-14.3%	7.5%	7.3%	4.2%	6.6%
Aug	3.7%	6.5%	-11.8%	-0.1%	-6.1%	23.6%	1.6%	-6.8%	-5.2%	0.3%	-16.5%	3.8%	-11.8%
Sep	4.0%	11.9%	42.1%	-4.4%	-11.9%	14.0%	17.1%	-1.9%	-1.6%	3.2%	-10.5%	-7.1%	-9.9%
Oct	6.2%	6.8%	3.6%	-19.8%	-12.0%	12.0%	4.6%	-10.2%	-7.4%	-1.9%	17.8%	13.4%	16.9%
Nov	7.8%	6.0%	5.6%	-30.2%	-11.7%	4.2%	11.0%	24.3%	-7.0%	1.8%	-9.9%	-10.0%	-9.9%
Dec	5.4%	3.2%	24.2%	-24.8%	-4.2%	-8.4%	4.4%	5.0%	3.9%	0.7%	-7.3%	-23.3%	-10.0%
TOTAL	7.3%	6.2%	6.0%	0.2%	-6.3%	16.1%	9.4%	3.9%	-4.0%	2.9%	-4.3%	-1.9%	-3.9%
INTERNATIONAL													
Jan	-15.7%	8.5%	-2.9%	7.7%	10.3%	-15.7%	27.8%	-37.8%	51.6%	7.2%	7.3%	-11.3%	4.2%
Feb	-27.1%	62.3%	-1.2%	4.1%	49.7%	-22.8%	55.9%	-61.4%	119.1%	16.0%	-3.1%	29.4%	1.0%
Mar	-8.6%	16.0%	-4.0%	4.6%	-54.5%	-45.7%	112.6%	-2.5%	114.9%	-22.5%	5.0%	46.8%	11.0%
Apr	-37.2%	-30.3%	0.8%	1.5%	44.3%	-67.2%	-4.8%	-7.8%	260.0%	-6.9%	9.7%	63.3%	19.6%
May	-60.1%	15.7%	-4.2%	0.7%	-20.2%	-22.3%	-4.8%	-28.1%	97.0%	-8.9%	12.1%	30.2%	15.6%
Jun	15.4%	-4.4%	0.8%	6.7%	34.4%	-21.8%	4.0%	46.8%	98.1%	9.5%	2.3%	18.1%	5.2%
Jul	65.4%	-29.7%	-5.7%	11.5%	20.3%	65.2%	17.3%	9.2%	120.3%	39.1%	-7.2%	32.3%	2.4%
Aug	116.0%	11.2%	-4.5%	-6.6%	-3.0%	58.2%	-55.9%	51.2%	72.9%	1.8%	-11.1%	16.9%	-5.4%
Sep	-8.2%	-4.0%	-6.0%	-2.2%	75.0%	120.2%	-40.4%	5.1%	-48.8%	14.7%	5.4%	44.4%	12.6%
Oct	-9.1%	-57.4%	-1.0%	17.6%	5.9%	95.7%	-46.7%	8.8%	-38.1%	7.5%	-2.9%	25.7%	2.0%
Nov	32.9%	-57.4%	0.5%	12.4%	-26.0%	21.6%	-20.4%	-64.4%	-37.3%	-9.7%	-2.1%	-1.6%	-2.0%
Dec	-57.8%	-43.4%	4.1%	5.2%	-29.7%	-58.0%	-44.0%	-25.3%	19.1%	-41.8%	-11.2%	1.8%	-9.2%
TOTAL	-8.1%	-15.0%	-2.1%	5.6%	-5.1%	0.5%	-9.6%	-2.1%	44.4%	-0.8%	0.1%	25.2%	4.6%

Table 10. Visitor Days Growth by Month and MMA continued
% change 2018 vs. 2017R

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
Jan	-63.7%	-16.3%	13.5%	19.9%	-27.8%	-24.7%	15.7%	20.9%	11.3%	17.2%	15.2%	4.2%
Feb	97.2%	125.5%	7.0%	44.1%	54.7%	37.1%	35.5%	26.0%	45.7%	32.8%	42.9%	9.0%
Mar	14.6%	58.0%	5.6%	235.2%	48.4%	13.0%	13.8%	37.8%	206.6%	68.2%	41.6%	9.2%
Apr	-22.4%	0.4%	-11.9%	97.4%	6.4%	-13.7%	36.3%	28.0%	-21.0%	6.9%	20.0%	4.0%
May	-12.8%	27.4%	-6.0%	131.2%	22.5%	-5.3%	2.0%	26.5%	16.4%	15.7%	23.6%	6.1%
Jun	14.4%	64.2%	-23.8%	46.3%	17.9%	-8.2%	-8.7%	7.5%	-15.4%	-4.6%	40.9%	8.3%
Jul	-19.1%	25.6%	-16.0%	49.3%	22.9%	-13.5%	-11.7%	10.1%	-0.1%	0.6%	19.7%	4.7%
Aug	-0.7%	-2.3%	-9.1%	46.4%	-2.1%	-5.5%	-25.8%	-3.8%	-9.5%	-11.6%	37.5%	3.6%
Sep	-10.6%	-18.5%	-19.8%	57.0%	-20.7%	-16.3%	-1.3%	3.8%	5.2%	3.0%	35.9%	4.5%
Oct	-32.5%	-3.2%	-33.2%	56.4%	-15.6%	-31.4%	-16.8%	-21.1%	6.5%	-11.9%	-15.8%	1.2%
Nov	-12.8%	-8.4%	-42.6%	-34.1%	-49.1%	-36.9%	-22.7%	8.5%	4.9%	1.5%	45.5%	3.9%
Dec	-14.6%	-6.4%	-38.4%	14.7%	3.6%	-28.7%	17.1%	-29.4%	5.7%	-12.5%	0.8%	0.8%
TOTAL	-12.7%	15.8%	-15.7%	42.5%	0.5%	-12.9%	5.9%	2.6%	8.9%	5.4%	23.9%	4.9%
DOMESTIC												
Jan	-39.7%	-24.0%	21.8%	-35.3%	0.4%	-24.0%	13.4%	24.2%	13.1%	17.9%	4.6%	6.6%
Feb	13.3%	98.6%	-28.5%	76.2%	217.5%	17.5%	31.6%	22.9%	50.4%	30.6%	15.2%	8.5%
Mar	-15.8%	54.8%	9.4%	59.2%	-15.9%	-6.7%	10.0%	21.4%	209.3%	61.3%	14.1%	10.8%
Apr	-21.3%	41.6%	-16.1%	34.4%	46.2%	-12.6%	17.4%	13.3%	-25.2%	-4.4%	4.9%	5.5%
May	-20.8%	-16.8%	-18.0%	18.4%	-3.0%	-18.5%	-4.6%	15.7%	18.5%	9.9%	5.1%	7.7%
Jun	-12.2%	52.6%	-1.8%	18.5%	19.6%	-5.0%	-16.6%	5.0%	-18.1%	-9.0%	8.1%	8.7%
Jul	-39.5%	-1.8%	5.7%	-1.6%	45.2%	-23.9%	-10.2%	9.4%	-0.9%	0.3%	2.3%	5.9%
Aug	-33.3%	-43.4%	9.6%	-43.1%	-1.5%	-24.7%	-30.6%	-3.6%	-14.0%	-14.6%	4.2%	4.0%
Sep	-25.0%	-4.3%	-41.7%	-36.2%	-23.1%	-28.3%	-6.9%	-0.9%	-1.0%	-2.4%	1.7%	5.6%
Oct	-35.3%	-8.8%	-38.8%	-59.1%	-7.6%	-34.0%	-19.2%	-25.2%	0.9%	-16.1%	-9.1%	4.3%
Nov	-3.7%	-32.9%	-20.3%	-6.9%	21.3%	-7.9%	-27.2%	-9.9%	0.0%	-10.4%	-5.0%	5.3%
Dec	-31.8%	-31.4%	-31.7%	-35.4%	-29.0%	-31.8%	17.8%	-30.4%	5.0%	-12.8%	-5.6%	2.8%
TOTAL	-23.0%	-0.3%	-13.6%	-9.0%	12.9%	-17.8%	2.2%	-2.1%	6.7%	1.7%	2.8%	6.3%
INTERNATIONAL												
Jan	-65.6%	-10.5%	13.3%	34.0%	-29.7%	-24.7%	111.4%	-22.1%	0.2%	7.3%	33.4%	-1.0%
Feb	113.8%	155.4%	7.8%	34.6%	44.5%	38.6%	145.9%	64.1%	3.7%	64.3%	95.5%	10.1%
Mar	26.0%	60.3%	5.4%	307.0%	57.0%	15.6%	126.4%	164.9%	155.6%	157.4%	104.6%	5.3%
Apr	-22.5%	-18.5%	-11.8%	120.2%	4.5%	-13.8%	862.4%	137.4%	188.2%	204.1%	48.8%	0.5%
May	-10.1%	64.1%	-5.5%	183.9%	25.4%	-3.2%	109.4%	86.0%	-21.0%	72.4%	56.5%	1.3%
Jun	25.9%	72.6%	-24.4%	59.5%	17.7%	-8.7%	163.5%	24.5%	83.2%	51.3%	107.4%	7.2%
Jul	-14.6%	44.5%	-16.6%	80.5%	21.4%	-12.5%	-60.4%	17.6%	15.5%	7.1%	60.4%	0.9%
Aug	5.9%	55.4%	-9.6%	110.2%	-2.2%	-3.8%	68.3%	-5.8%	93.4%	32.2%	116.8%	2.5%
Sep	-8.2%	-27.7%	-19.1%	143.4%	-20.5%	-15.3%	135.7%	49.4%	337.7%	93.5%	127.0%	2.0%
Oct	-31.8%	5.0%	-33.0%	173.4%	-16.4%	-31.2%	25.3%	25.8%	69.5%	40.2%	-27.1%	-6.9%
Nov	-15.0%	22.4%	-43.0%	-39.5%	-53.4%	-38.8%	31.7%	190.8%	102.0%	144.7%	147.6%	0.9%
Dec	-7.0%	11.1%	-38.6%	25.5%	7.8%	-28.3%	-21.1%	-14.1%	29.4%	-7.8%	15.3%	-4.3%
TOTAL	-10.4%	28.9%	-15.7%	61.5%	-0.5%	-12.4%	106.4%	51.2%	53.8%	59.9%	67.1%	1.5%

Table 11. Visitor Arrivals by Month and MMA (Arrivals by Air)
2018

2018	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	300,612	182,798	111,560	71,255	2,761	1,328	2,416	460	836	7,801	28,491	4,833	33,325
Feb	293,447	175,894	119,874	65,747	2,858	1,602	3,347	398	859	9,064	17,398	3,501	20,899
Mar	362,719	215,224	133,019	76,664	3,890	1,141	3,345	374	1,001	9,750	21,282	5,512	26,793
Apr	350,226	154,907	105,587	53,790	4,700	2,448	4,059	771	1,363	13,341	28,298	9,369	37,667
May	344,097	187,316	110,986	27,431	4,087	1,717	4,182	562	1,288	11,836	32,763	8,675	41,439
Jun	408,497	224,106	121,223	19,955	3,336	1,334	2,828	819	1,096	9,413	28,933	8,466	37,399
Jul	421,371	228,128	126,247	28,194	5,071	3,391	4,806	1,321	2,652	17,242	27,397	11,646	39,042
Aug	358,430	176,611	158,965	28,803	5,544	3,551	4,495	3,381	1,240	18,211	26,386	8,746	35,132
Sep	292,805	139,310	128,342	22,109	4,723	1,834	5,145	1,016	1,647	14,364	36,059	10,711	46,770
Oct	328,242	150,190	123,526	31,135	3,935	2,959	4,957	831	1,614	14,296	28,431	8,254	36,685
Nov	360,081	142,281	122,828	53,867	2,599	1,725	3,325	558	1,053	9,260	22,690	5,139	27,829
Dec	383,367	196,692	127,620	69,753	3,019	2,423	2,915	834	1,184	10,376	26,921	5,863	32,785
TOTAL	4,203,894	2,173,458	1,489,778	548,702	46,523	25,454	45,819	11,326	15,831	144,953	325,050	90,714	415,764
DOMESTIC													
Jan	291,737	168,597	605	14,839	1,979	690	1,959	345	704	5,677	5,821	1,027	6,849
Feb	284,970	167,417	569	14,589	2,095	932	2,699	322	696	6,744	1,753	294	2,047
Mar	353,387	202,781	709	19,532	2,698	623	2,743	295	828	7,186	1,625	432	2,056
Apr	340,873	147,593	566	9,403	3,409	1,402	2,958	610	1,076	9,455	3,202	907	4,109
May	339,126	180,482	615	11,708	3,031	791	3,248	434	1,076	8,580	3,780	980	4,761
Jun	397,682	210,202	738	4,604	2,534	605	2,152	665	914	6,870	3,387	901	4,288
Jul	405,640	209,206	668	10,929	4,138	2,361	4,025	1,115	2,293	13,933	5,134	1,458	6,591
Aug	350,410	163,467	926	12,967	4,707	2,662	3,948	2,995	1,104	15,416	3,100	1,043	4,143
Sep	288,399	134,744	1,089	7,763	4,016	946	4,419	858	1,490	11,728	5,887	1,371	7,258
Oct	318,855	145,059	621	9,833	3,275	1,440	4,292	700	1,460	11,167	5,598	1,473	7,071
Nov	345,948	133,287	625	8,636	2,119	726	2,896	470	932	7,143	2,533	595	3,128
Dec	378,888	192,452	1,050	11,500	2,361	779	2,471	730	1,039	7,381	2,804	492	3,297
TOTAL	4,095,915	2,055,288	8,782	136,302	36,362	13,958	37,809	9,540	13,610	111,279	44,625	10,972	55,597
INTERNATIONAL													
Jan	8,875	14,201	110,955	56,416	782	638	457	115	132	2,124	22,670	3,806	26,476
Feb	8,477	8,477	119,305	51,158	763	670	648	76	163	2,320	15,645	3,207	18,852
Mar	9,332	12,443	132,310	57,132	1,192	518	602	79	173	2,564	19,657	5,080	24,737
Apr	9,353	7,314	105,021	44,387	1,291	1,046	1,101	161	287	3,886	25,096	8,462	33,558
May	4,971	6,834	110,371	15,723	1,056	926	934	128	212	3,256	28,983	7,695	36,678
Jun	10,815	13,904	120,485	15,351	802	729	676	154	182	2,543	25,546	7,565	33,111
Jul	15,731	18,922	125,579	17,265	933	1,030	781	206	359	3,309	22,263	10,188	32,451
Aug	8,020	13,144	158,039	15,836	837	889	547	386	136	2,795	23,286	7,703	30,989
Sep	4,406	4,566	127,253	14,346	707	888	726	158	157	2,636	30,172	9,340	39,512
Oct	9,387	5,131	122,905	21,302	660	1,519	665	131	154	3,129	22,833	6,781	29,614
Nov	14,133	8,994	122,203	45,231	480	999	429	88	121	2,117	20,157	4,544	24,701
Dec	4,479	4,240	126,570	58,253	658	1,644	444	104	145	2,995	24,117	5,371	29,488
TOTAL	107,979	118,170	1,480,996	412,400	10,161	11,496	8,010	1,786	2,221	33,674	280,425	79,742	360,167

Table 11. Visitor Arrivals by Month and MMA (Arrivals by Air) continued
2018

2018	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
Jan	8,919	362	30,683	493	1,280	41,737	1,403	1,255	619	3,276	30,335	782,699
Feb	19,266	408	24,387	333	1,736	46,131	941	922	523	2,386	28,536	761,979
Mar	7,860	465	15,581	485	1,251	25,641	549	724	1,144	2,417	31,197	883,424
Apr	10,396	372	17,446	488	1,377	30,079	583	916	846	2,344	31,020	778,961
May	12,262	426	16,845	667	1,462	31,661	631	864	815	2,310	31,815	788,891
Jun	12,691	460	16,044	635	1,965	31,795	380	821	579	1,780	35,697	889,864
Jul	8,965	635	18,972	496	1,756	30,823	619	1,093	1,404	3,116	40,101	934,265
Aug	10,015	345	18,051	350	1,280	30,041	324	618	680	1,622	35,769	843,585
Sep	11,177	275	18,623	332	1,489	31,896	414	646	760	1,820	29,005	706,423
Oct	7,325	310	18,058	365	1,217	27,274	425	878	850	2,153	27,774	741,274
Nov	6,184	248	15,769	498	1,057	23,756	214	639	539	1,392	25,337	766,631
Dec	8,187	495	17,890	863	1,654	29,090	332	1,471	1,358	3,161	30,609	883,453
TOTAL	123,246	4,801	228,350	6,006	17,523	379,925	6,814	10,847	10,116	27,778	377,196	9,761,448
DOMESTIC												
Jan	1,254	130	741	77	71	2,273	1,329	1,150	503	2,981	15,935	509,493
Feb	2,617	112	397	77	146	3,350	873	825	471	2,169	15,765	497,621
Mar	1,778	175	419	95	96	2,562	504	603	1,073	2,180	17,081	607,474
Apr	1,874	136	437	116	88	2,651	470	714	781	1,964	16,514	533,128
May	3,440	157	665	144	165	4,570	550	660	732	1,942	17,354	569,138
Jun	3,592	189	536	152	188	4,657	322	708	526	1,556	19,550	650,146
Jul	1,697	231	616	124	146	2,813	575	992	1,281	2,848	23,805	676,434
Aug	1,594	122	540	71	108	2,435	276	556	586	1,418	20,398	571,581
Sep	1,603	120	487	82	105	2,397	365	541	684	1,590	16,865	471,835
Oct	1,889	153	427	47	137	2,652	386	690	758	1,834	16,915	514,006
Nov	1,620	119	406	94	151	2,390	185	478	457	1,120	14,879	517,156
Dec	2,065	159	525	115	146	3,011	317	1,316	1,201	2,834	18,312	618,725
TOTAL	25,022	1,803	6,197	1,195	1,546	35,762	6,151	9,233	9,052	24,437	213,374	6,736,736
INTERNATIONAL												
Jan	7,665	232	29,942	416	1,209	39,464	74	105	116	295	14,400	273,206
Feb	16,649	296	23,990	256	1,590	42,781	68	97	52	217	12,771	264,358
Mar	6,082	290	15,162	390	1,155	23,079	45	121	71	237	14,116	275,950
Apr	8,522	236	17,009	372	1,289	27,428	113	202	65	380	14,506	245,833
May	8,822	269	16,180	523	1,297	27,091	81	204	83	368	14,461	219,753
Jun	9,099	271	15,508	483	1,777	27,138	58	113	53	224	16,147	239,718
Jul	7,268	404	18,356	372	1,610	28,010	44	101	123	268	16,296	257,831
Aug	8,421	223	17,511	279	1,172	27,606	48	62	94	204	15,371	272,004
Sep	9,574	155	18,136	250	1,384	29,499	49	105	76	230	12,140	234,588
Oct	5,436	157	17,631	318	1,080	24,622	39	188	92	319	10,859	227,268
Nov	4,564	129	15,363	404	906	21,366	29	161	82	272	10,458	249,475
Dec	6,122	336	17,365	748	1,508	26,079	15	155	157	327	12,297	264,728
TOTAL	98,224	2,998	222,153	4,811	15,977	344,163	663	1,614	1,064	3,341	163,822	3,024,712

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

2017R	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	267,948	175,719	116,479	64,626	3,059	1,213	2,507	448	1,001	8,229	28,140	4,866	33,006
Feb	264,174	158,911	125,404	60,724	2,799	1,483	2,827	393	870	8,371	16,891	2,732	19,623
Mar	325,241	189,248	135,002	69,345	4,890	1,287	2,928	377	827	10,308	20,522	3,659	24,181
Apr	331,848	149,785	103,958	48,772	4,549	1,723	3,831	539	1,438	12,081	27,523	6,110	33,633
May	317,178	172,017	115,020	25,292	4,491	1,515	3,473	535	1,343	11,357	30,902	6,372	37,274
Jun	370,863	210,936	122,892	19,052	3,324	1,524	2,614	741	1,080	9,284	29,691	7,102	36,793
Jul	382,224	218,321	134,376	27,107	5,207	3,009	4,138	1,143	3,010	16,508	28,445	9,041	37,486
Aug	338,106	164,280	164,467	29,948	6,015	3,066	4,535	3,571	1,319	18,506	28,752	7,986	36,737
Sep	282,220	126,203	136,275	22,989	5,400	1,600	4,615	1,109	1,740	14,465	35,078	7,552	42,630
Oct	302,810	142,348	127,899	29,903	4,485	2,317	5,048	925	1,726	14,501	27,911	6,717	34,627
Nov	323,168	139,960	122,797	52,398	2,840	1,382	3,074	431	1,065	8,791	24,444	4,941	29,386
Dec	362,415	193,068	120,774	69,908	3,268	2,027	2,953	753	1,264	10,265	29,405	6,175	35,580
TOTAL	3,868,195	2,040,795	1,525,343	520,062	50,328	22,146	42,543	10,964	16,685	142,665	327,704	73,254	400,957
DOMESTIC													
Jan	256,152	163,361	539	13,055	2,173	594	1,987	337	815	5,907	6,062	1,186	7,248
Feb	254,110	153,145	564	13,317	1,965	815	2,126	272	715	5,892	1,796	364	2,160
Mar	314,004	178,761	653	16,785	2,381	722	2,415	296	676	6,489	1,907	352	2,259
Apr	316,884	141,518	487	6,647	3,529	733	2,867	402	1,203	8,735	3,521	790	4,311
May	307,887	166,597	628	9,259	3,387	733	2,645	435	1,099	8,299	4,349	794	5,143
Jun	361,150	196,006	715	3,945	2,547	656	2,056	595	900	6,755	3,704	979	4,683
Jul	373,470	196,556	689	10,246	4,149	1,925	3,374	978	2,747	13,174	4,769	1,373	6,142
Aug	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
Sep	276,124	120,501	682	8,343	4,584	860	3,900	967	1,597	11,909	6,461	1,324	7,785
Oct	290,994	134,471	647	12,397	3,749	1,393	4,164	790	1,580	11,676	4,956	1,234	6,189
Nov	311,800	124,717	616	11,808	2,154	645	2,500	341	950	6,589	2,713	635	3,349
Dec	351,241	184,942	745	15,500	2,531	733	2,445	630	1,123	7,462	2,872	572	3,444
TOTAL	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													
Jan	11,796	12,358	115,940	51,571	886	619	520	111	186	2,322	22,078	3,680	25,758
Feb	10,064	5,766	124,840	47,407	834	668	701	121	155	2,479	15,095	2,368	17,463
Mar	11,237	10,487	134,349	52,560	2,509	565	513	81	151	3,819	18,615	3,307	21,922
Apr	14,964	8,267	103,471	42,125	1,020	990	964	137	235	3,346	24,002	5,320	29,322
May	9,291	5,420	114,392	16,033	1,104	782	828	100	244	3,058	26,553	5,578	32,131
Jun	9,713	14,930	122,177	15,107	777	868	558	146	180	2,529	25,987	6,123	32,110
Jul	8,754	21,765	133,687	16,861	1,058	1,084	764	165	263	3,334	23,676	7,668	31,344
Aug	5,380	12,502	163,436	16,498	965	870	655	343	143	2,976	25,147	6,929	32,076
Sep	6,096	5,702	135,593	14,646	816	740	715	142	143	2,556	28,617	6,228	34,845
Oct	11,816	7,877	127,252	17,506	736	924	884	135	146	2,825	22,955	5,483	28,438
Nov	11,368	15,243	122,181	40,590	686	737	574	90	115	2,202	21,731	4,306	26,037
Dec	11,174	8,126	120,029	54,408	737	1,294	508	123	141	2,803	26,533	5,603	32,136
TOTAL	121,653	128,443	1,517,347	385,312	12,128	10,141	8,184	1,694	2,102	34,249	280,989	62,593	343,582

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

2017R	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
Jan	19,758	473	26,849	344	2,134	49,558	1,145	1,020	543	2,708	23,011	741,283
Feb	9,701	209	24,599	173	1,219	35,900	659	640	340	1,639	19,965	694,710
Mar	7,295	248	14,714	225	1,078	23,561	470	492	394	1,356	19,153	797,394
Apr	14,099	459	18,589	305	1,637	35,089	444	636	1,049	2,129	25,180	742,474
May	14,260	391	17,749	380	1,603	34,383	627	784	668	2,079	25,573	740,173
Jun	11,400	397	21,336	486	1,920	35,539	381	649	586	1,616	28,390	835,365
Jul	12,408	607	23,947	397	1,893	39,252	720	985	1,373	3,079	33,824	892,176
Aug	11,346	445	21,347	284	1,745	35,167	401	573	744	1,718	27,612	816,541
Sep	13,193	327	24,964	249	1,934	40,668	417	691	617	1,725	23,588	690,763
Oct	10,508	304	25,104	321	1,512	37,749	505	998	814	2,317	26,807	718,961
Nov	7,559	247	28,908	500	1,387	38,601	279	538	480	1,296	23,276	739,672
Dec	9,705	461	31,097	952	1,401	43,616	521	1,606	1,197	3,324	29,150	868,100
TOTAL	141,232	4,569	279,201	4,617	19,463	449,082	6,571	9,610	8,805	24,986	305,527	9,277,613
DOMESTIC												
Jan	1,789	139	740	76	128	2,872	1,100	940	443	2,483	15,059	466,675
Feb	2,313	113	582	55	95	3,157	627	587	297	1,511	13,427	447,282
Mar	1,896	115	437	71	125	2,645	447	432	373	1,252	14,567	537,414
Apr	2,462	134	507	93	65	3,261	420	576	1,020	2,016	15,380	499,238
May	4,329	181	812	136	173	5,631	575	668	623	1,866	15,826	521,136
Jun	3,741	176	562	138	174	4,791	345	569	561	1,475	18,026	597,546
Jul	2,736	234	493	129	122	3,714	691	908	1,281	2,881	23,442	630,313
Aug	2,404	227	600	89	163	3,483	368	514	695	1,577	19,736	543,972
Sep	2,508	127	688	100	170	3,594	400	628	602	1,630	16,789	447,357
Oct	2,861	178	711	111	120	3,981	469	922	757	2,148	18,596	481,099
Nov	1,765	143	506	112	160	2,686	248	477	451	1,175	15,361	478,100
Dec	2,981	181	656	195	178	4,191	499	1,453	1,145	3,097	18,993	589,615
TOTAL	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												
Jan	17,969	334	26,109	268	2,006	46,686	45	80	100	225	7,952	274,608
Feb	7,388	96	24,017	118	1,124	32,743	32	53	43	128	6,538	247,428
Mar	5,399	133	14,277	154	953	20,916	23	60	21	104	4,586	259,980
Apr	11,637	325	18,082	212	1,572	31,828	24	60	29	113	9,800	243,236
May	9,931	210	16,937	244	1,430	28,752	52	116	45	213	9,747	219,037
Jun	7,659	221	20,774	348	1,746	30,748	36	80	25	141	10,364	237,819
Jul	9,672	373	23,454	268	1,771	35,538	29	77	92	198	10,382	261,863
Aug	8,942	218	20,747	195	1,582	31,684	33	59	49	141	7,876	272,569
Sep	10,685	200	24,276	149	1,764	37,074	17	63	15	95	6,799	243,406
Oct	7,647	126	24,393	210	1,392	33,768	36	76	57	169	8,211	237,862
Nov	5,794	104	28,402	388	1,227	35,915	31	61	29	121	7,915	261,572
Dec	6,724	280	30,441	757	1,223	39,425	22	153	52	227	10,157	278,485
TOTAL	109,447	2,620	271,909	3,311	17,790	405,077	380	938	557	1,875	100,327	3,037,865

Table 12. Visitor Arrivals Growth by Month and MMA
% change 2018 vs. 2017R

% change	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA LIA	NEW ZEALAND	TOTAL OCEANIA
Jan	12.2%	4.0%	-4.2%	10.3%	-9.8%	9.4%	-3.6%	2.8%	-16.5%	-5.2%	1.2%	-0.7%	1.0%
Feb	11.1%	10.7%	-4.4%	8.3%	2.1%	8.1%	18.4%	1.3%	-1.3%	8.3%	3.0%	28.1%	6.5%
Mar	11.5%	13.7%	-1.5%	10.6%	-20.4%	-11.3%	14.2%	-0.8%	21.0%	-5.4%	3.7%	50.6%	10.8%
Apr	5.5%	3.4%	1.6%	10.3%	3.3%	42.1%	6.0%	43.1%	-5.3%	10.4%	2.8%	53.3%	12.0%
May	8.5%	8.9%	-3.5%	8.5%	-9.0%	13.3%	20.4%	5.2%	-4.1%	4.2%	6.0%	36.1%	11.2%
Jun	10.1%	6.2%	-1.4%	4.7%	0.4%	-12.5%	8.2%	10.5%	1.5%	1.4%	-2.6%	19.2%	1.6%
Jul	10.2%	4.5%	-6.0%	4.0%	-2.6%	12.7%	16.1%	15.6%	-11.9%	4.4%	-3.7%	28.8%	4.2%
Aug	6.0%	7.5%	-3.3%	-3.8%	-7.8%	15.8%	-0.9%	-5.3%	-6.0%	-1.6%	-8.2%	9.5%	-4.4%
Sep	3.8%	10.4%	-5.8%	-3.8%	-12.6%	14.6%	11.5%	-8.4%	-5.4%	-0.7%	2.8%	41.8%	9.7%
Oct	8.4%	5.5%	-3.4%	4.1%	-12.3%	27.7%	-1.8%	-10.1%	-6.5%	-1.4%	1.9%	22.9%	5.9%
Nov	11.4%	1.7%	0.0%	2.8%	-8.5%	24.8%	8.2%	29.6%	-1.1%	5.3%	-7.2%	4.0%	-5.3%
Dec	5.8%	1.9%	5.7%	-0.2%	-7.6%	19.6%	-1.3%	10.7%	-6.3%	1.1%	-8.4%	-5.1%	-7.9%
TOTAL	8.7%	6.5%	-2.3%	5.5%	-7.6%	14.9%	7.7%	3.3%	-5.1%	1.6%	-0.8%	23.8%	3.7%
DOMESTIC													
Jan	13.9%	3.2%	12.2%	13.7%	-8.9%	16.1%	-1.4%	2.6%	-13.7%	-3.9%	-4.0%	-13.4%	-5.5%
Feb	12.1%	9.3%	1.0%	9.6%	6.6%	14.4%	27.0%	18.4%	-2.7%	14.5%	-2.4%	-19.3%	-5.2%
Mar	12.5%	13.4%	8.7%	16.4%	13.3%	-13.7%	13.6%	-0.4%	22.5%	10.7%	-14.8%	22.5%	-9.0%
Apr	7.6%	4.3%	16.3%	41.5%	-3.4%	91.2%	3.2%	51.8%	-10.6%	8.2%	-9.1%	14.9%	-4.7%
May	10.1%	8.3%	-2.1%	26.4%	-10.5%	7.9%	22.8%	-0.1%	-2.1%	3.4%	-13.1%	23.4%	-7.4%
Jun	10.1%	7.2%	3.3%	16.7%	-0.5%	-7.9%	4.7%	11.7%	1.5%	1.7%	-8.5%	-8.0%	-8.4%
Jul	8.6%	6.4%	-3.0%	6.7%	-0.3%	22.7%	19.3%	14.0%	-16.5%	5.8%	7.6%	6.2%	7.3%
Aug	5.3%	7.7%	-10.2%	-3.6%	-6.8%	21.2%	1.7%	-7.2%	-6.1%	-0.7%	-14.0%	-1.3%	-11.1%
Sep	4.4%	11.8%	59.6%	-7.0%	-12.4%	10.0%	13.3%	-11.3%	-6.7%	-1.5%	-8.9%	3.6%	-6.8%
Oct	9.6%	7.9%	-4.1%	-20.7%	-12.6%	3.4%	3.1%	-11.4%	-7.6%	-4.4%	13.0%	19.4%	14.2%
Nov	11.0%	6.9%	1.5%	-26.9%	-1.6%	12.5%	15.9%	38.0%	-1.9%	8.4%	-6.6%	-6.4%	-6.6%
Dec	7.9%	4.1%	40.8%	-25.8%	-6.7%	6.4%	1.1%	15.8%	-7.5%	-1.1%	-2.3%	-14.0%	-4.3%
TOTAL	9.3%	7.5%	9.8%	1.2%	-4.8%	16.3%	10.0%	2.9%	-6.7%	2.6%	-4.5%	2.9%	-3.1%
INTERNATIONAL													
Jan	-24.8%	14.9%	-4.3%	9.4%	-11.7%	3.1%	-12.1%	3.6%	-29.0%	-8.5%	2.7%	3.4%	2.8%
Feb	-15.8%	47.0%	-4.4%	7.9%	-8.5%	0.3%	-7.6%	-37.2%	5.2%	-6.4%	3.6%	35.4%	8.0%
Mar	-17.0%	18.7%	-1.5%	8.7%	-52.5%	-8.3%	17.3%	-2.5%	14.6%	-32.9%	5.6%	53.6%	12.8%
Apr	-37.5%	-11.5%	1.5%	5.4%	26.6%	5.7%	14.2%	17.5%	22.1%	16.1%	4.6%	59.1%	14.4%
May	-46.5%	26.1%	-3.5%	-1.9%	-4.3%	18.4%	12.8%	28.0%	-13.1%	6.5%	9.2%	38.0%	14.2%
Jun	11.3%	-6.9%	-1.4%	1.6%	3.2%	-16.0%	21.1%	5.5%	1.1%	0.6%	-1.7%	23.6%	3.1%
Jul	79.7%	-13.1%	-6.1%	2.4%	-11.8%	-5.0%	2.2%	24.8%	36.5%	-0.7%	-6.0%	32.9%	3.5%
Aug	49.1%	5.1%	-3.3%	-4.0%	-13.3%	2.2%	-16.5%	12.5%	-4.9%	-6.1%	-7.4%	11.2%	-3.4%
Sep	-27.7%	-19.9%	-6.2%	-2.0%	-13.4%	20.0%	1.5%	11.3%	9.8%	3.1%	5.4%	50.0%	13.4%
Oct	-20.6%	-34.9%	-3.4%	21.7%	-10.3%	64.4%	-24.8%	-3.0%	5.5%	10.8%	-0.5%	23.7%	4.1%
Nov	24.3%	-41.0%	0.0%	11.4%	-30.0%	35.5%	-25.3%	-2.2%	5.2%	-3.9%	-7.2%	5.5%	-5.1%
Dec	-59.9%	-47.8%	5.4%	7.1%	-10.7%	27.0%	-12.6%	-15.4%	2.8%	6.8%	-9.1%	-4.1%	-8.2%
TOTAL	-11.2%	-8.0%	-2.4%	7.0%	-16.2%	13.4%	-2.1%	5.4%	5.7%	-1.7%	-0.2%	27.4%	4.8%

Table 12. Visitor Arrivals Growth by Month and MMA continued
% change 2018 vs. 2017R

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
Jan	-54.9%	-23.5%	14.3%	43.2%	-40.0%	-15.8%	22.5%	23.1%	13.9%	21.0%	31.8%	5.6%
Feb	98.6%	94.9%	-0.9%	92.3%	42.5%	28.5%	42.7%	44.1%	53.9%	45.6%	42.9%	9.7%
Mar	7.7%	87.1%	5.9%	115.2%	16.0%	8.8%	16.7%	47.2%	190.6%	78.3%	62.9%	10.8%
Apr	-26.3%	-19.1%	-6.1%	60.1%	-15.9%	-14.3%	31.3%	44.0%	-19.4%	10.1%	23.2%	4.9%
May	-14.0%	8.9%	-5.1%	75.6%	-8.8%	-7.9%	0.6%	10.3%	22.0%	11.1%	24.4%	6.6%
Jun	11.3%	15.9%	-24.8%	30.7%	2.4%	-10.5%	-0.2%	26.5%	-1.2%	10.1%	25.7%	6.5%
Jul	-27.8%	4.6%	-20.8%	25.1%	-7.3%	-21.5%	-14.0%	10.9%	2.2%	1.2%	18.6%	4.7%
Aug	-11.7%	-22.4%	-15.4%	23.2%	-26.7%	-14.6%	-19.2%	8.0%	-8.6%	-5.6%	29.5%	3.3%
Sep	-15.3%	-16.1%	-25.4%	33.1%	-23.0%	-21.6%	-0.6%	-6.6%	23.2%	5.5%	23.0%	2.3%
Oct	-30.3%	2.1%	-28.1%	13.7%	-19.6%	-27.7%	-15.9%	-12.0%	4.4%	-7.1%	3.6%	3.1%
Nov	-18.2%	0.6%	-45.4%	-0.5%	-23.8%	-38.5%	-23.4%	18.9%	12.3%	7.3%	8.9%	3.6%
Dec	-15.6%	7.4%	-42.5%	-9.3%	18.0%	-33.3%	-36.4%	-8.4%	13.5%	-4.9%	5.0%	1.8%
TOTAL	-12.7%	5.1%	-18.2%	30.1%	-10.0%	-15.4%	3.7%	12.9%	14.9%	11.2%	23.5%	5.2%
DOMESTIC												
Jan	-29.9%	-6.5%	0.2%	0.8%	-44.6%	-20.8%	20.8%	22.4%	13.5%	20.1%	5.8%	9.2%
Feb	13.2%	-1.2%	-31.7%	39.7%	54.9%	6.1%	39.1%	40.6%	58.7%	43.5%	17.4%	11.3%
Mar	-6.3%	51.4%	-4.2%	32.9%	-23.3%	-3.2%	12.6%	39.6%	188.0%	74.1%	17.3%	13.0%
Apr	-23.9%	0.9%	-13.7%	25.1%	35.4%	-18.7%	11.8%	23.9%	-23.5%	-2.6%	7.4%	6.8%
May	-20.5%	-13.4%	-18.1%	6.0%	-4.7%	-18.8%	-4.4%	-1.1%	17.5%	4.1%	9.7%	9.2%
Jun	-4.0%	7.5%	-4.6%	10.3%	8.2%	-2.8%	-6.6%	24.4%	-6.3%	5.5%	8.5%	8.8%
Jul	-38.0%	-1.3%	24.9%	-3.4%	19.0%	-24.3%	-16.8%	9.2%	0.0%	-1.1%	1.6%	7.3%
Aug	-33.7%	-46.2%	-9.9%	-20.2%	-33.9%	-30.1%	-25.0%	8.3%	-15.7%	-10.0%	3.4%	5.1%
Sep	-36.1%	-5.9%	-29.2%	-18.4%	-38.1%	-33.3%	-8.6%	-13.9%	13.6%	-2.4%	0.5%	5.5%
Oct	-34.0%	-13.8%	-39.9%	-57.7%	13.4%	-33.4%	-17.8%	-25.1%	0.1%	-14.6%	-9.0%	6.8%
Nov	-8.2%	-16.5%	-19.7%	-16.3%	-5.8%	-11.0%	-25.5%	0.3%	1.3%	-4.7%	-3.1%	8.2%
Dec	-30.7%	-12.2%	-20.0%	-40.7%	-18.2%	-28.2%	-36.6%	-9.4%	4.9%	-8.5%	-3.6%	4.9%
TOTAL	-21.3%	-7.5%	-15.0%	-8.5%	-7.6%	-18.7%	-0.6%	6.5%	9.7%	5.7%	4.0%	8.0%
INTERNATIONAL												
Jan	-57.3%	-30.5%	14.7%	55.2%	-39.7%	-15.5%	64.4%	31.3%	16.0%	31.1%	81.1%	-0.5%
Feb	125.4%	208.3%	-0.1%	116.9%	41.5%	30.7%	112.5%	83.0%	20.9%	69.5%	95.3%	6.8%
Mar	12.7%	118.0%	6.2%	153.2%	21.2%	10.3%	95.7%	101.7%	238.1%	127.9%	207.8%	6.1%
Apr	-26.8%	-27.4%	-5.9%	75.5%	-18.0%	-13.8%	370.8%	236.7%	124.1%	236.3%	48.0%	1.1%
May	-11.2%	28.1%	-4.5%	114.3%	-9.3%	-5.8%	55.8%	75.9%	84.4%	72.8%	48.4%	0.3%
Jun	18.8%	22.6%	-25.3%	38.8%	1.8%	-11.7%	61.1%	41.3%	112.0%	58.9%	55.8%	0.8%
Jul	-24.9%	8.3%	-21.7%	38.8%	-9.1%	-21.2%	51.7%	31.2%	33.7%	35.4%	57.0%	-1.5%
Aug	-5.8%	2.3%	-15.6%	43.1%	-25.9%	-12.9%	45.5%	5.1%	91.8%	44.7%	95.2%	-0.2%
Sep	-10.4%	-22.5%	-25.3%	67.8%	-21.5%	-20.4%	188.2%	66.7%	406.7%	142.1%	78.6%	-3.6%
Oct	-28.9%	24.6%	-27.7%	51.4%	-22.4%	-27.1%	8.3%	147.4%	61.4%	88.8%	32.2%	-4.5%
Nov	-21.2%	24.0%	-45.9%	4.1%	-26.2%	-40.5%	-6.5%	163.9%	182.8%	124.8%	32.1%	-4.6%
Dec	-9.0%	20.0%	-43.0%	-1.2%	23.3%	-33.9%	-31.8%	1.3%	201.9%	44.1%	21.1%	-4.9%
TOTAL	-10.3%	14.4%	-18.3%	45.3%	-10.2%	-15.0%	74.5%	72.1%	91.0%	78.2%	63.3%	-0.4%

Table 13. U.S. West MMA Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	4,203,894	3,868,195	8.7	4,095,915	3,746,542	9.3	107,979	121,653	-11.2
VISITOR DAYS	37,477,016	35,030,994	7.0	36,725,079	34,212,487	7.3	751,937	818,508	-8.1
AVERAGE DAILY CENSUS	102,677	95,975	7.0	100,617	93,733	7.3	2,060	2,242	-8.1
ISLANDS VISITED									
O'ahu	1,795,039	1,658,938	8.2	1,701,179	1,559,490	9.1	93,861	99,448	-5.6
O'ahu only	1,456,181	1,315,197	10.7	1,385,242	1,232,280	12.4	70,939	82,917	-14.4
O'ahu one day or less	71,007	75,790	-6.3	66,608	72,160	-7.7	4,398	3,630	21.2
Kaua'i	719,930	660,128	9.1	708,500	653,641	8.4	11,431	6,487	76.2
Kaua'i only	534,875	476,842	12.2	533,098	476,019	12.0	1,778	823	116.0
Kaua'i one day or less	27,307	24,759	10.3	23,382	22,728	2.9	3,925	2,031	93.3
Maui County	1,501,888	1,388,019	8.2	1,482,654	1,366,349	8.5	19,234	21,669	-11.2
Maui	1,477,805	1,366,003	8.2	1,458,807	1,345,250	8.4	18,998	20,753	-8.5
Maui only	1,198,229	1,091,479	9.8	1,193,210	1,080,607	10.4	5,019	10,872	-53.8
Maui one day or less	36,506	33,477	9.0	29,370	30,256	-2.9	7,137	3,221	121.5
Moloka'i *	24,176	22,959	5.3	22,732	21,962	3.5	1,444	997	44.8
Moloka'i only *	5,347	4,961	7.8	5,347	4,961	7.8	0	0	0.0
Moloka'i one day or less*	8,631	8,102	6.5	7,347	7,628	-3.7	1,283	474	171.0
Lānaʻi *	28,258	24,498	15.3	26,849	24,498	9.6	1,409	0	0.0
Lānaʻi only *	7,215	6,292	14.7	7,215	6,292	14.7	0	0	0.0
Lānaʻi one day or less*	12,316	10,285	19.8	11,158	10,285	8.5	1,158	0	0.0
Hawai'i Island	729,244	714,425	2.1	714,161	694,799	2.8	15,083	19,626	-23.1
Kona side	650,538	633,561	2.7	637,526	615,559	3.6	13,011	18,001	-27.7
Hilo side	210,066	214,367	-2.0	199,944	205,447	-2.7	10,122	8,920	13.5
Hawai'i Island only	537,271	503,019	6.8	531,680	494,178	7.6	5,591	8,840	-36.8
Hawai'i Island one day or less	19,851	20,823	-4.7	18,586	19,330	-3.8	1,265	1,494	-15.3
Any Neighbor Island	2,747,713	2,552,997	7.6	2,710,673	2,514,262	7.8	37,040	38,736	-4.4
NI only	2,408,855	2,209,256	9.0	2,394,736	2,187,051	9.5	14,118	22,205	-36.4
O'ahu & NI	338,858	343,741	-1.4	315,936	327,211	-3.4	22,922	16,530	38.7
Any one island only	3,739,118	3,397,790	10.0	3,655,792	3,294,338	11.0	83,327	103,453	-19.5
Multiple Islands	464,776	470,404	-1.2	440,123	452,204	-2.7	24,652	18,200	35.5
Avg. Islands Visited	1.14	1.15	-1.2	1.13	1.15	-1.5	1.32	1.21	8.8
Average Length of Stay in Hawai'i	8.91	9.06	-1.6	8.97	9.13	-1.8	6.96	6.73	3.5
Oʻahu	7.13	7.07	0.8	7.22	7.18	0.6	5.54	5.39	2.8
Maui	8.29	8.33	-0.5	8.33	8.36	-0.4	5.21	6.59	-21.0
Molokaʻi	6.22	6.33	-1.7	6.52	6.31	3.3	1.55	6.77	-77.0
Lānaʻi	4.23	4.56	-7.3	4.36	4.56	-4.4	1.71	0	NA
Kauaʻi	8.20	8.34	-1.7	8.26	8.38	-1.5	4.36	4.30	1.2
Hawai'i Island	8.58	8.61	-0.5	8.65	8.70	-0.6	5.19	5.64	-8.1
Hilo	5.15	5.17	-0.4	5.29	5.29	0.0	2.34	2.43	-3.7
Kona	7.95	7.97	-0.2	8.03	8.05	-0.3	4.19	4.95	-15.2
ACCOMMODATIONS									
Plan to stay in Hotel	2,083,759	1,957,048	6.5	2,018,112	1,894,366	6.5	65,648	62,681	4.7
Hotel only	1,776,864	1,670,375	6.4	1,723,028	1,614,793	6.7	53,836	55,582	-3.1
Plan to stay in Condo	826,544	770,296	7.3	809,685	751,420	7.8	16,858	18,876	-10.7
Condo only	677,353	629,874	7.5	666,457	614,584	8.4	10,897	15,290	-28.7
Plan to stay in Timeshare	471,863	461,540	2.2	461,200	451,993	2.0	10,663	9,547	11.7
Timeshare only	376,187	364,942	3.1	368,482	358,418	2.8	7,705	6,524	18.1
Cruise Ship	26,686	26,114	2.2	25,520	25,905	-1.5	1,166	209	457.3
Friends/Relatives	498,979	458,944	8.7	489,256	440,680	11.0	9,723	18,264	-46.8
Bed & Breakfast	45,264	38,699	17.0	44,868	37,851	18.5	396	848	-53.3
Rental House	511,739	420,700	21.6	498,323	403,743	23.4	13,416	16,957	-20.9
Hostel	25,376	21,750	16.7	23,774	20,496	16.0	1,602	1,254	27.7

Table 13. U.S. West MMA Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	26,308	23,834	10.4	25,512	23,834	7.0	796	0	0.0
Private Room in Private Home**	58,030	50,598	14.7	55,702	45,538	22.3	2,327	5,061	-54.0
Shared Room/Space in Private Home**	20,084	15,727	27.7	19,638	15,498	26.7	446	229	94.1
Other Accommodations	76,478	61,587	24.2	75,795	61,201	23.8	683	386	77.1
PURPOSE OF TRIP									
Pleasure (Net)	3,524,847	3,236,260	8.9	3,437,248	3,147,488	9.2	87,599	88,772	-1.3
Honeymoon/Get Married	134,753	137,042	-1.7	132,457	131,346	0.8	2,296	5,696	-59.7
Honeymoon	107,251	108,792	-1.4	105,520	106,076	-0.5	1,731	2,716	-36.3
Get Married	35,193	35,536	-1.0	34,628	32,556	6.4	565	2,980	-81.0
Pleasure/Vacation	3,415,802	3,123,560	9.4	3,330,499	3,039,804	9.6	85,303	83,755	1.8
Mtgs/Conventions/Incentive	156,181	149,019	4.8	152,530	145,622	4.7	3,651	3,397	7.5
Conventions	96,954	89,460	8.4	94,894	87,935	7.9	2,060	1,525	35.0
Corporate Meetings	39,528	39,850	-0.8	38,122	38,188	-0.2	1,407	1,662	-15.4
Incentive	24,371	24,749	-1.5	24,186	24,539	-1.4	185	210	-11.8
Other Business	153,696	149,464	2.8	151,818	146,322	3.8	1,878	3,142	-40.2
Visit Friends/Rel.	444,466	408,495	8.8	435,409	395,727	10.0	9,057	12,767	-29.1
Gov't/Military	38,597	32,517	18.7	37,310	31,228	19.5	1,287	1,289	-0.1
Attend School	8,069	7,481	7.9	7,613	7,481	1.8	456	0	0.0
Sport Events	39,506	32,023	23.4	39,063	31,630	23.5	443	393	12.5
Other	148,754	147,097	1.1	139,903	129,126	8.3	8,852	17,971	-50.7
TRAVEL STATUS									
% First Timers ***	19.0	19.0	0.0	19.0	19.0	0.0	21.4	21.2	0.2
% Repeaters ***	81.0	81.0	0.0	81.0	81.0	0.0	78.6	78.8	-0.2
Average # of Trips	6.9	6.9	-0.4	6.9	6.9	-0.4	6.4	6.5	-1.3
Group Tour	62,925	64,038	-1.7	61,794	62,053	-0.4	1,131	1,985	-43.0
Non-Group	4,140,968	3,804,156	8.9	4,034,121	3,684,488	9.5	106,848	119,668	-10.7
Package Trip	678,599	674,281	0.6	665,889	656,967	1.4	12,710	17,315	-26.6
No Package	3,525,294	3,193,913	10.4	3,430,026	3,089,575	11.0	95,269	104,338	-8.7
Net True Independent	3,493,923	3,164,040	10.4	3,399,786	3,060,978	11.1	94,137	103,062	-8.7
Ave. Age	46	46	-0.3	46	46	-0.6	48	45	7.0
Ave. Party Size	2.19	2.17	0.6	2.18	2.17	0.5	2.36	2.22	5.7

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

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

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	**226,456**	**227,515**	**271,508**	**279,942**	**261,475**	**317,610**	**338,564**	**302,450**	**234,106**	**250,156**	**284,966**	**310,648**	**3,305,395**
Alaska	12,168	9,663	10,270	5,859	5,534	3,933	3,261	3,374	3,731	7,191	10,438	12,913	88,336
California	142,916	136,400	179,528	190,176	192,062	254,881	277,151	231,483	174,343	176,743	195,822	206,135	2,357,641
Oregon	24,103	23,221	28,123	21,958	20,000	19,643	17,982	20,695	17,201	20,700	23,991	27,550	265,168
Washington	47,269	58,231	53,586	61,950	43,879	39,152	40,169	46,898	38,830	45,523	54,714	64,050	594,250
MOUNTAIN	**65,281**	**57,455**	**81,879**	**60,931**	**77,652**	**80,072**	**67,077**	**47,960**	**54,293**	**68,698**	**60,982**	**68,240**	**790,520**
Arizona	12,008	10,680	18,900	13,200	21,121	23,116	21,464	12,235	15,243	19,506	13,409	14,604	195,487
Colorado	14,819	13,258	20,122	14,554	18,883	19,151	16,054	11,281	11,749	16,215	15,325	17,938	189,349
Idaho	6,571	5,792	7,581	4,548	5,092	5,598	3,421	3,108	3,643	4,523	6,218	5,732	61,826
Montana	3,926	3,653	4,907	2,406	2,141	1,935	1,193	1,202	1,069	2,300	2,414	2,981	30,128
Nevada	8,635	6,643	10,067	7,591	9,978	12,003	10,552	7,734	9,114	9,044	9,118	9,744	110,222
New Mexico	2,140	1,637	2,850	2,205	3,353	3,525	2,898	1,895	2,026	2,178	1,972	2,604	29,282
Utah	16,088	14,862	15,615	15,465	16,299	13,871	10,831	9,919	11,024	13,897	11,553	13,512	162,937
Wyoming	1,093	931	1,836	962	783	872	665	587	426	1,036	974	1,125	11,289
TOTAL U.S. WEST	**291,737**	**284,970**	**353,387**	**340,873**	**339,126**	**397,682**	**405,640**	**350,410**	**288,399**	**318,855**	**345,948**	**378,888**	**4,095,915**

Table 15. U.S. East MMA Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	2,173,458	2,040,795	6.5	2,055,288	1,912,352	7.5	118,170	128,443	-8.0
VISITOR DAYS	21,553,568	20,495,303	5.2	20,676,890	19,463,646	6.2	876,678	1,031,658	-15.0
AVERAGE DAILY CENSUS	59,051	56,152	5.2	56,649	53,325	6.2	2,402	2,826	-15.0
ISLANDS VISITED									
O'ahu	1,248,855	1,188,504	5.1	1,142,210	1,076,469	6.1	106,644	112,035	-4.8
O'ahu only	819,483	741,474	10.5	739,971	664,562	11.3	79,512	76,912	3.4
O'ahu one day or less	94,581	103,412	-8.5	92,004	99,587	-7.6	2,577	3,825	-32.6
Kaua'i	414,489	390,323	6.2	401,221	376,712	6.5	13,268	13,611	-2.5
Kaua'i only	176,296	154,161	14.4	173,757	151,420	14.8	2,539	2,740	-7.3
Kaua'i one day or less	43,522	41,156	5.7	38,110	37,446	1.8	5,411	3,710	45.9
Maui County	813,426	768,846	5.8	789,705	738,996	6.9	23,721	29,850	-20.5
Maui	799,275	758,202	5.4	776,273	728,353	6.6	23,002	29,850	-22.9
Maui only	428,212	391,143	9.5	423,309	382,860	10.6	4,904	8,283	-40.8
Maui one day or less	45,024	45,087	-0.1	40,363	40,396	-0.1	4,661	4,691	-0.7
Moloka'i *	16,991	15,439	10.1	14,812	14,647	1.1	2,180	792	175.1
Moloka'i only *	1,762	1,545	14.0	1,762	1,545	14.0	0	0	0.0
Moloka'i one day or less*	8,887	7,812	13.8	6,708	7,020	-4.4	2,180	792	175.1
Lānaʻi *	27,226	20,203	34.8	22,845	19,233	18.8	4,381	970	351.6
Lānaʻi only *	3,678	2,388	54.0	3,678	2,388	54.0	0	0	0.0
Lānaʻi one day or less*	14,454	10,543	37.1	10,356	9,573	8.2	4,098	970	322.5
Hawai'i Island	454,472	477,843	-4.9	436,726	450,591	-3.1	17,745	27,252	-34.9
Kona side	391,472	402,963	-2.9	376,258	382,166	-1.5	15,214	20,797	-26.8
Hilo side	182,666	204,346	-10.6	170,481	185,344	-8.0	12,186	19,002	-35.9
Hawai'i Island only	198,541	191,215	3.8	197,098	186,601	5.6	1,442	4,614	-68.7
Hawai'i Island one day or less	22,634	26,140	-13.4	20,505	23,357	-12.2	2,129	2,783	-23.5
Any Neighbor Island	1,353,975	1,299,321	4.2	1,315,317	1,247,789	5.4	38,658	51,531	-25.0
NI only	924,603	852,291	8.5	913,077	835,882	9.2	11,526	16,408	-29.8
O'ahu & NI	429,371	447,030	-4.0	402,240	411,907	-2.3	27,132	35,123	-22.8
Any one island only	1,627,972	1,481,925	9.9	1,539,574	1,389,377	10.8	88,398	92,549	-4.5
Multiple Islands	545,486	558,869	-2.4	515,713	522,975	-1.4	29,772	35,894	-17.1
Avg. Islands Visited	1.36	1.40	-2.5	1.36	1.39	-2.5	1.42	1.44	-1.5
Average Length of Stay in Hawai'i	9.92	10.04	-1.3	10.06	10.18	-1.2	7.42	8.03	-7.6
Oʻahu	7.06	7.14	-1.2	7.15	7.22	-1.0	6.08	6.13	-0.9
Maui	7.82	7.93	-1.3	7.93	8.00	-0.9	4.37	5.79	-24.5
Molokaʻi	4.63	5.06	-8.4	5.16	4.90	5.4	1.00	17.00	-94.1
Lānaʻi	3.37	3.55	-5.1	3.81	3.67	3.9	1.06	1.00	6.5
Kauaʻi	6.98	7.11	-1.8	7.09	7.14	-0.6	3.60	6.31	-43.0
Hawai'i Island	7.54	7.50	0.5	7.67	7.59	1.2	4.15	4.90	-15.5
Hilo	4.31	4.32	-0.4	4.45	4.40	1.2	2.29	2.65	-13.4
Kona	6.74	6.78	-0.7	6.89	6.86	0.4	3.00	4.35	-31.1
ACCOMMODATIONS									
Plan to stay in Hotel	1,284,848	1,245,473	3.2	1,204,209	1,161,270	3.7	80,639	84,204	-4.2
Hotel only	1,035,027	1,002,949	3.2	969,715	936,387	3.6	65,312	66,562	-1.9
Plan to stay in Condo	312,799	283,962	10.2	296,494	269,392	10.1	16,305	14,571	11.9
Condo only	219,374	195,606	12.2	210,639	189,023	11.4	8,735	6,583	32.7
Plan to stay in Timeshare	198,473	198,035	0.2	190,121	187,288	1.5	8,353	10,747	-22.3
Timeshare only	145,746	144,246	1.0	139,622	136,145	2.6	6,123	8,101	-24.4
Cruise Ship	76,322	75,412	1.2	71,475	70,380	1.6	4,847	5,031	-3.7
Friends/Relatives	259,708	246,995	5.1	250,841	231,456	8.4	8,867	15,538	-42.9
Bed & Breakfast	28,781	28,367	1.5	27,814	25,466	9.2	966	2,901	-66.7
Rental House	240,146	194,018	23.8	233,762	185,913	25.7	6,384	8,106	-21.2
Hostel	16,675	15,696	6.2	14,103	12,181	15.8	2,572	3,515	-26.8

Table 15. U.S. East MMA Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	12,766	12,488	2.2	12,480	12,083	3.3	286	406	-29.6
Private Room in Private Home**	31,570	28,589	10.4	27,731	22,429	23.6	3,839	6,160	-37.7
Shared Room/Space in Private Home**	13,647	9,148	49.2	10,911	7,964	37.0	2,736	1,184	131.1
Other Accommodations	40,528	33,770	20.0	39,496	33,061	19.5	1,032	708	45.7
PURPOSE OF TRIP									
Pleasure (Net)	1,752,498	1,630,949	7.5	1,653,202	1,529,539	8.1	99,296	101,410	-2.1
Honeymoon/Get Married	110,625	112,106	-1.3	105,563	105,181	0.4	5,062	6,924	-26.9
Honeymoon	96,900	99,754	-2.9	93,342	93,929	-0.6	3,559	5,824	-38.9
Get Married	19,688	17,670	11.4	17,738	16,570	7.1	1,949	1,100	77.2
Pleasure/Vacation	1,658,407	1,533,018	8.2	1,562,864	1,438,060	8.7	95,543	94,959	0.6
Mtgs/Conventions/Incentive	137,730	142,438	-3.3	133,654	136,892	-2.4	4,077	5,546	-26.5
Conventions	87,615	85,467	2.5	85,593	81,762	4.7	2,021	3,705	-45.4
Corporate Meetings	27,655	30,782	-10.2	27,552	30,256	-8.9	104	526	-80.3
Incentive	27,651	32,028	-13.7	25,699	30,713	-16.3	1,952	1,315	48.4
Other Business	78,067	77,344	0.9	75,997	74,525	2.0	2,070	2,819	-26.6
Visit Friends/Rel.	240,131	226,265	6.1	230,973	215,139	7.4	9,158	11,126	-17.7
Gov't/Military	51,750	46,890	10.4	48,814	42,613	14.6	2,936	4,278	-31.4
Attend School	4,084	4,585	-10.9	4,084	3,918	4.2	0	667	-100.0
Sport Events	18,438	17,014	8.4	18,438	16,348	12.8	0	667	-100.0
Other	77,621	74,638	4.0	70,707	66,667	6.1	6,914	7,971	-13.3
TRAVEL STATUS									
% First Timers ***	41.5	42.1	-0.6	41.3	41.5	-0.2	44.7	50.3	-5.7
% Repeaters ***	58.5	57.9	0.6	58.7	58.5	0.2	55.3	49.7	5.7
Average # of Trips	4.1	4.1	-0.1	4.1	4.1	-0.3	3.3	3.3	0.1
Group Tour	73,384	81,901	-10.4	70,525	77,036	-8.5	2,859	4,865	-41.2
Non-Group	2,100,074	1,958,894	7.2	1,984,763	1,835,316	8.1	115,311	123,578	-6.7
Package Trip	408,098	410,491	-0.6	387,543	387,642	0.0	20,556	22,849	-10.0
No Package	1,765,359	1,630,304	8.3	1,667,745	1,524,710	9.4	97,614	105,594	-7.6
Net True Independent	1,739,692	1,604,786	8.4	1,642,856	1,499,948	9.5	96,836	104,838	-7.6
Ave. Age	47	47	0.0	47	47	-0.3	47	46	2.9
Ave. Party Size	2.00	1.98	0.9	1.99	1.97	0.9	2.27	2.18	2.7

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

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

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	**32,085**	**29,822**	**35,008**	**15,257**	**18,899**	**18,993**	**18,051**	**12,548**	**13,024**	**16,093**	**16,076**	**24,060**	**249,916**
Iowa	4,466	3,900	3,895	1,777	1,914	2,448	2,372	1,479	1,354	1,964	2,855	2,913	31,336
Kansas	2,658	2,161	3,126	1,701	2,982	2,705	2,827	1,662	2,043	2,112	1,815	2,615	28,407
Minnesota	14,215	14,191	18,283	6,055	4,831	4,808	4,239	4,796	4,105	5,433	5,605	9,316	95,876
Missouri	4,950	4,422	4,974	3,570	5,940	5,677	5,817	2,962	3,720	3,997	3,157	4,398	53,585
Nebraska	2,540	2,424	2,418	1,193	2,010	2,260	1,868	921	1,071	1,472	1,272	2,440	21,888
N. Dakota	1,504	1,302	1,132	467	587	476	452	298	301	484	668	1,001	8,672
S. Dakota	1,752	1,423	1,180	494	634	618	476	431	431	630	704	1,377	10,151
W.S. CENTRAL	**21,976**	**20,802**	**32,905**	**24,692**	**37,840**	**50,188**	**49,439**	**31,401**	**26,725**	**25,883**	**25,152**	**32,494**	**379,496**
Arkansas	1,048	1,060	1,559	1,074	1,816	2,263	1,846	983	1,219	1,182	1,056	1,255	16,362
Louisiana	1,185	1,503	1,397	1,476	2,879	2,617	2,595	1,457	1,658	1,707	1,290	1,427	21,190
Oklahoma	2,408	1,892	2,834	2,073	3,809	3,674	3,726	2,101	2,369	2,612	2,003	2,671	32,172
Texas	17,334	16,348	27,115	20,069	29,336	41,634	41,272	26,859	21,479	20,383	20,802	27,141	309,772
E.N. CENTRAL	**39,874**	**39,778**	**50,204**	**28,165**	**32,740**	**38,999**	**34,776**	**25,837**	**24,950**	**30,050**	**27,181**	**43,573**	**416,127**
Illinois	14,023	12,244	17,013	9,157	11,557	13,812	13,754	9,491	8,382	9,635	10,560	18,289	147,915
Indiana	4,140	3,765	5,385	3,228	4,433	5,475	4,336	2,502	3,187	4,725	2,955	4,555	48,685
Michigan	7,420	9,707	10,362	6,389	5,935	5,881	5,249	5,106	4,932	5,917	5,055	8,626	80,578
Ohio	6,303	6,934	8,301	5,556	7,541	9,870	8,223	5,503	5,718	5,981	5,191	6,907	82,028
Wisconsin	7,988	7,129	9,143	3,835	3,274	3,961	3,214	3,235	2,731	3,793	3,420	5,196	56,920
E.S. CENTRAL	**6,615**	**6,249**	**7,986**	**6,645**	**12,091**	**12,902**	**10,412**	**5,915**	**7,234**	**8,493**	**6,341**	**8,361**	**99,243**
Alabama	1,539	1,480	1,674	1,556	3,035	2,744	2,579	1,478	1,773	1,932	1,816	2,097	23,702
Kentucky	1,682	1,534	1,701	1,691	2,239	3,326	2,450	1,342	1,758	2,002	1,330	1,930	22,985
Mississippi	441	648	867	507	1,253	1,425	1,208	473	644	662	562	689	9,379
Tennessee	2,954	2,587	3,743	2,891	5,564	5,406	4,175	2,621	3,059	3,897	2,634	3,644	43,177
NEW ENGLAND	**10,944**	**13,270**	**10,353**	**14,149**	**9,489**	**9,574**	**11,920**	**11,758**	**7,491**	**8,581**	**7,440**	**11,888**	**126,858**
Connecticut	2,122	2,109	2,154	2,967	2,069	2,269	3,431	2,938	1,610	1,709	1,603	2,650	27,633
Maine	978	1,099	885	1,126	796	562	548	464	547	715	700	762	9,183
Massachusetts	5,598	7,142	5,247	7,224	4,696	4,825	6,115	6,560	3,723	4,261	3,702	6,555	65,648
New Hampshire	1,044	1,420	947	1,364	865	863	831	812	734	910	632	820	11,241
Rhode Island	600	695	579	720	621	660	662	602	555	552	419	623	7,289
Vermont	601	804	541	748	441	395	332	382	322	434	384	479	5,864
MID ATLANTIC	**24,588**	**25,331**	**26,450**	**22,212**	**23,226**	**25,754**	**32,192**	**36,243**	**18,957**	**20,625**	**18,769**	**28,870**	**303,217**
New Jersey	5,896	5,064	6,790	5,857	5,959	6,271	9,413	11,018	4,747	5,047	5,310	6,875	78,247
New York	12,320	13,851	13,170	10,567	10,669	10,818	14,303	18,144	8,879	10,268	8,735	15,564	147,288
Pennsylvania	6,372	6,417	6,490	5,788	6,598	8,665	8,476	7,082	5,331	5,310	4,724	6,431	77,682
S. ATLANTIC	**32,516**	**32,164**	**39,876**	**36,474**	**46,199**	**53,792**	**52,416**	**39,765**	**36,362**	**35,334**	**32,328**	**43,206**	**480,432**
Delaware	514	563	569	504	450	707	567	543	491	529	442	459	6,337
Washington,D.C.	788	883	1,062	802	985	944	1,082	1,400	741	934	858	1,709	12,187
Florida	8,066	8,321	10,317	10,462	13,913	15,571	14,669	9,827	10,377	9,877	8,756	10,837	130,990
Georgia	4,417	5,528	5,785	5,729	8,785	9,018	7,511	4,516	6,662	5,247	5,125	6,576	74,899
Maryland	4,898	4,059	4,664	4,252	4,585	6,169	6,923	7,083	4,144	4,375	3,935	5,215	60,301
N. Carolina	4,378	4,069	5,947	5,278	6,088	7,285	7,215	4,785	4,930	4,990	4,034	5,799	64,800
S. Carolina	2,033	1,783	2,596	2,170	2,683	3,244	2,860	1,919	1,917	2,109	1,787	2,379	27,480
Virginia	6,989	6,507	8,363	6,686	8,032	10,062	10,902	9,259	6,670	6,761	7,009	9,673	96,913
West Virginia	433	452	572	591	677	792	688	432	431	512	384	560	6,525
TOTAL U.S. EAST	**168,597**	**167,417**	**202,781**	**147,593**	**180,482**	**210,202**	**209,206**	**163,467**	**134,744**	**145,059**	**133,287**	**192,452**	**2,055,288**

2018

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

Table 17. Domestic U.S. Visitors by State (Arrivals by Air)
2006 – 2018

	2018	2017	2016	2015	2014R	2013	2012	2011	2010	2009	2008	2007	2006
PACIFIC COAST	**3,305,395**	**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**
Alaska	88,336	80,950	81,644	79,812	74,718	77,365	79,200	79,218	69,175	66,076	56,075	46,577	40,737
California	2,357,641	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
Oregon	265,168	238,825	223,210	212,730	200,957	201,869	200,289	204,240	196,533	176,912	172,079	179,235	165,178
Washington	594,250	540,406	509,849	489,806	462,664	465,887	461,561	462,160	437,835	410,167	386,002	385,846	337,413
MOUNTAIN	**790,520**	**709,491**	**666,614**	**641,004**	**588,873**	**594,199**	**574,311**	**559,924**	**538,453**	**523,423**	**551,782**	**640,831**	**635,764**
Arizona	195,487	179,898	175,945	166,966	160,896	165,660	155,940	148,450	147,722	140,163	152,122	190,089	198,471
Colorado	189,349	168,368	154,498	148,652	136,930	136,990	140,166	139,448	134,163	128,870	133,645	145,590	140,728
Idaho	61,826	54,234	49,040	46,744	44,441	46,097	39,538	38,753	35,261	36,626	36,683	41,222	36,782
Montana	30,128	27,177	26,037	25,633	24,869	25,280	23,375	23,572	20,863	19,268	20,218	20,105	19,928
Nevada	110,222	103,167	99,633	95,280	89,330	88,646	88,025	81,518	76,986	73,561	76,733	96,806	100,014
New Mexico	29,282	27,007	25,700	25,200	24,485	26,066	27,736	26,559	26,953	25,837	26,802	31,595	30,468
Utah	162,937	139,634	126,416	122,793	97,991	96,406	90,549	92,049	87,841	90,179	96,306	105,904	100,467
Wyoming	11,289	10,007	9,344	9,734	9,932	9,053	8,981	9,574	8,664	8,919	9,274	9,519	8,907
W.N. CENTRAL	**249,916**	**229,046**	**213,548**	**203,733**	**197,983**	**196,435**	**200,691**	**200,784**	**189,866**	**185,516**	**203,438**	**220,179**	**226,088**
Iowa	31,336	27,678	25,266	25,489	25,595	26,019	27,387	26,102	23,682	23,443	25,851	28,324	28,709
Kansas	28,407	27,135	25,007	24,891	23,981	24,059	24,362	26,017	23,904	23,888	25,676	28,674	28,462
Minnesota	95,876	87,168	81,029	75,412	71,516	68,742	70,241	71,518	68,358	66,000	75,400	79,874	82,888
Missouri	53,585	49,858	46,433	44,378	42,698	43,243	44,377	43,465	42,769	42,492	46,298	50,764	52,998
Nebraska	21,888	20,071	19,122	17,375	16,663	17,074	17,558	17,393	16,261	16,031	16,360	17,918	18,263
N. Dakota	8,672	7,962	8,041	8,149	9,305	8,785	8,434	7,724	6,947	6,004	6,137	6,291	6,391
S. Dakota	10,151	9,175	8,650	8,040	8,225	8,513	8,331	8,565	7,947	7,658	7,716	8,333	8,377
W.S. CENTRAL	**379,496**	**343,731**	**323,807**	**314,922**	**297,274**	**288,044**	**300,282**	**286,962**	**282,848**	**275,802**	**267,355**	**297,700**	**295,493**
Arkansas	16,362	15,080	14,120	13,168	12,606	12,919	13,145	13,487	13,923	14,013	13,264	14,978	16,455
Louisiana	21,190	19,159	18,227	18,876	17,980	16,838	17,404	17,435	17,258	17,636	18,090	21,783	23,243
Oklahoma	32,172	28,746	27,554	26,847	26,046	26,064	27,621	27,106	27,061	26,122	26,495	30,514	29,759
Texas	309,772	280,746	263,905	256,030	240,642	232,224	242,112	228,934	224,606	218,032	209,506	230,425	226,037
E.N. CENTRAL	**416,127**	**383,938**	**366,129**	**349,602**	**333,644**	**335,549**	**344,260**	**345,118**	**330,498**	**320,607**	**364,099**	**407,255**	**427,680**
Illinois	147,915	140,814	136,783	133,442	125,188	126,284	132,958	132,196	126,637	120,274	135,097	147,619	153,809
Indiana	48,685	44,257	41,097	39,851	38,805	38,289	39,323	39,743	38,066	36,477	42,069	48,920	51,666
Michigan	80,578	73,507	67,845	64,979	60,928	62,270	61,461	60,818	58,515	57,369	66,683	75,859	81,670
Ohio	82,028	73,164	69,642	65,863	64,387	64,309	65,183	65,880	65,021	62,085	72,598	82,220	86,523
Wisconsin	56,920	52,195	50,762	45,467	44,335	44,397	45,334	46,482	42,259	44,402	47,652	52,636	54,012
E.S. CENTRAL	**99,243**	**90,676**	**84,941**	**78,607**	**73,722**	**74,524**	**78,110**	**76,712**	**79,106**	**75,076**	**82,880**	**97,862**	**101,872**
Alabama	23,702	21,454	21,021	18,419	17,568	17,524	19,321	18,825	19,094	18,766	21,167	23,638	23,896
Kentucky	22,985	21,036	19,431	18,519	17,750	18,131	19,238	18,516	20,328	18,141	20,702	24,288	27,214
Mississippi	9,379	8,765	8,433	8,177	7,777	7,661	8,323	7,848	8,012	7,893	8,392	10,551	10,639
Tennessee	43,177	39,421	36,055	33,492	30,627	31,207	31,227	31,524	31,673	30,276	32,619	39,385	40,123
NEW ENGLAND	**126,858**	**122,254**	**115,114**	**106,903**	**104,931**	**107,911**	**105,140**	**102,404**	**98,612**	**97,319**	**105,260**	**121,707**	**126,058**
Connecticut	27,633	26,834	26,756	24,539	24,399	26,292	25,268	23,916	23,377	22,878	25,199	29,124	30,432
Maine	9,183	8,586	8,123	7,605	7,409	7,943	7,766	7,171	7,396	7,502	8,090	9,071	9,378
Massachusetts	65,648	63,727	58,487	53,975	52,921	53,502	51,946	50,919	48,390	48,169	51,109	59,146	61,421
New Hampshire	11,241	10,998	10,142	9,543	9,349	9,267	9,221	9,253	8,971	8,321	9,300	11,485	11,254
Rhode Island	7,289	6,772	6,361	6,057	6,051	5,980	6,099	6,204	5,914	5,703	6,512	7,175	7,993
Vermont	5,864	5,337	5,245	5,185	4,802	4,926	4,840	4,940	4,563	4,745	5,051	5,706	5,581
MID ATLANTIC	**303,217**	**298,499**	**281,153**	**266,373**	**259,092**	**270,350**	**256,818**	**235,893**	**235,053**	**230,012**	**246,367**	**283,285**	**285,521**
New Jersey	78,247	76,591	72,318	70,002	68,938	72,970	68,618	61,109	62,845	60,716	63,500	75,337	74,534
New York	147,288	147,617	137,307	126,932	123,451	128,832	119,696	108,282	107,152	106,446	112,367	127,397	129,946
Pennsylvania	77,682	74,292	71,528	69,438	66,703	68,548	68,504	66,502	65,056	62,850	70,500	80,551	81,041
S. ATLANTIC	**480,432**	**444,207**	**413,054**	**386,641**	**364,654**	**355,864**	**361,396**	**346,839**	**344,047**	**336,216**	**369,270**	**429,746**	**447,991**
Delaware	6,337	5,970	5,269	5,670	5,069	5,075	4,904	4,535	7,905	4,565	5,128	6,009	8,168
Washington,D.C.	12,187	11,246	10,571	9,871	9,253	8,977	8,771	9,258	4,586	7,618	7,529	8,116	6,031
Florida	130,990	123,552	114,345	107,362	99,315	95,885	95,117	89,414	86,636	85,249	96,993	121,870	127,551
Georgia	74,899	70,431	65,628	59,702	56,531	54,563	54,755	52,100	51,924	51,144	56,095	65,536	72,763
Maryland	60,301	55,278	50,995	48,906	46,598	46,564	48,971	47,393	46,816	47,283	50,590	59,903	61,832
N. Carolina	64,800	57,778	52,078	48,519	45,697	45,659	44,461	42,354	43,604	40,454	45,863	52,886	52,574
S. Carolina	27,480	24,320	22,743	20,931	20,199	18,922	19,149	18,300	18,556	17,529	19,373	23,053	22,845
Virginia	96,913	89,878	85,562	80,040	76,639	74,498	79,447	77,819	78,128	76,712	80,936	85,295	88,888
West Virginia	6,525	5,753	5,863	5,640	5,353	5,721	5,820	5,667	5,891	5,662	6,764	7,077	7,339
UNITED STATES	**6,151,203**	**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**

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

Table 18. Domestic U.S. Visitor Characteristics by State (Arrivals by Air)
2018

STATE & REGION	VISITORS	L.O.S. IN HAWAI I	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY MOON	AVERAGE ISLES VISITED	AVERAGE # OF TRIPS
PACIFIC COAST	3,305,395	8.84	29,206,150	95.1	62.1	18.7	70.5	27.1	5.7	4.1	1.12	7.15
Alaska	88,336	11.18	987,339	96.1	53.4	14.9	55.3	40.7	7.4	3.7	1.12	7.90
California	2,357,641	8.45	19,922,133	94.9	60.5	19.2	75.5	22.3	5.6	4.0	1.12	7.11
Oregon	265,168	9.71	2,575,744	95.2	70.0	17.9	54.3	42.3	6.7	4.7	1.11	7.00
Washington	594,250	9.63	5,720,934	95.5	66.4	17.4	58.6	38.8	5.5	4.1	1.11	7.27
MOUNTAIN	790,520	9.51	7,518,929	92.5	61.3	26.2	69.1	27.4	8.5	5.4	1.18	5.96
Arizona	195,487	9.36	1,830,180	92.5	61.9	26.5	72.4	24.4	8.1	5.5	1.18	6.00
Colorado	189,349	9.82	1,858,618	90.5	66.9	27.1	69.0	27.4	8.7	5.3	1.20	5.78
Idaho	61,826	9.85	608,844	93.9	68.1	25.0	56.5	39.8	8.3	5.5	1.14	5.60
Montana	30,128	10.64	320,644	92.9	72.3	26.3	53.8	41.5	9.1	5.7	1.15	5.48
Nevada	110,222	9.20	1,014,008	94.2	51.5	23.0	74.9	22.4	5.9	5.3	1.16	7.22
New Mexico	29,282	9.90	289,837	91.2	59.3	33.7	72.1	23.3	10.8	6.3	1.20	5.11
Utah	162,937	9.09	1,481,733	93.6	56.3	25.3	68.5	27.5	9.8	5.3	1.17	5.70
Wyoming	11,289	10.19	115,066	91.2	61.2	33.6	64.7	31.4	8.9	4.7	1.19	4.98
WEST NORTH CENTRAL	249,916	10.23	2,556,730	84.5	56.8	41.6	72.7	23.0	12.3	7.0	1.32	4.29
Iowa	31,336	10.42	326,471	82.4	55.8	44.5	72.9	22.6	12.9	7.1	1.36	4.07
Kansas	28,407	9.71	275,853	85.7	55.3	41.8	73.4	22.5	11.7	6.6	1.31	4.22
Minnesota	95,876	10.51	1,007,220	85.0	59.2	38.8	71.6	24.3	12.0	6.7	1.30	4.49
Missouri	53,585	9.95	533,042	83.8	54.1	43.9	72.8	22.8	11.8	7.6	1.35	4.16
Nebraska	21,888	9.76	213,732	85.4	56.9	42.7	75.2	20.5	12.6	6.9	1.29	4.22
North Dakota	8,672	10.62	92,083	84.3	56.3	43.4	76.4	19.8	14.0	7.6	1.31	4.08
South Dakota	10,151	10.67	108,330	85.8	55.7	41.3	71.6	23.1	14.7	6.1	1.30	4.30
WEST SOUTH CENTRAL	379,496	9.19	3,485,912	87.4	50.1	42.4	79.0	17.8	9.8	6.2	1.28	4.35
Arkansas	16,362	9.79	160,131	86.0	47.6	48.2	75.7	20.8	11.6	6.8	1.32	3.88
Louisiana	21,190	9.64	204,216	83.3	43.1	54.4	78.6	17.0	13.6	7.6	1.37	3.37
Oklahoma	32,172	9.43	303,236	88.2	51.8	43.0	74.4	21.8	11.8	6.2	1.26	4.18
Texas	309,772	9.10	2,818,328	87.6	50.5	41.2	79.6	17.3	9.2	6.1	1.27	4.46
EAST NORTH CENTRAL	416,127	10.36	4,310,087	81.5	55.3	44.6	75.1	20.7	10.5	8.2	1.37	4.07
Illinois	147,915	9.93	1,469,425	83.5	58.0	39.8	78.2	18.4	9.4	7.4	1.33	4.50
Indiana	48,685	10.25	499,025	81.9	51.4	47.7	73.6	22.0	11.4	8.0	1.38	3.79
Michigan	80,578	10.89	877,729	80.3	55.5	47.3	72.1	23.5	10.0	8.9	1.39	3.83
Ohio	82,028	10.41	853,662	79.2	50.7	48.9	76.1	19.3	11.9	8.9	1.42	3.74
Wisconsin	56,920	10.72	610,247	81.2	57.8	44.7	70.4	24.4	11.9	8.3	1.37	3.99
EAST SOUTH CENTRAL	99,243	9.95	987,737	84.0	43.8	49.7	79.3	16.9	11.7	7.2	1.36	3.73
Alabama	23,702	9.73	230,526	84.9	38.6	49.6	83.0	14.2	11.6	6.1	1.35	3.75
Kentucky	22,985	10.25	235,522	81.7	46.2	50.8	77.1	19.1	10.1	8.6	1.39	3.67
Mississippi	9,379	9.67	90,696	86.8	39.8	55.3	79.3	17.0	14.3	7.1	1.30	3.45
Tennessee	43,177	9.98	430,993	84.1	46.3	48.0	78.4	17.4	12.1	7.1	1.35	3.80
NEW ENGLAND	126,858	10.88	1,379,871	79.9	51.5	45.9	78.5	16.5	11.4	9.4	1.39	4.26
Connecticut	27,633	10.67	294,952	78.0	48.8	47.4	81.1	14.5	10.3	9.2	1.43	4.07
Maine	9,183	11.94	109,657	85.8	50.4	42.3	73.2	20.9	12.8	6.4	1.30	4.81
Massachusetts	65,648	10.64	698,216	79.0	53.1	46.4	79.0	15.8	11.6	10.3	1.39	4.15
New Hampshire	11,241	11.34	127,422	81.2	52.9	45.8	75.6	18.9	12.0	8.7	1.36	4.35
Rhode Island	7,289	10.81	78,789	82.5	42.1	45.9	82.8	13.6	10.7	8.6	1.36	4.42
Vermont	5,864	12.08	70,834	83.6	58.0	40.7	66.2	27.4	11.2	7.7	1.35	5.14
MIDDLE ATLANTIC	303,217	10.25	3,108,983	77.5	45.9	50.8	83.2	12.7	9.9	9.7	1.44	3.71
New Jersey	78,247	10.14	793,327	76.1	46.2	50.4	84.5	12.0	9.6	9.3	1.47	3.64
New York	147,288	10.17	1,497,625	78.1	45.1	50.7	84.0	11.7	9.0	10.1	1.43	3.82
Pennsylvania	77,682	10.53	818,031	77.6	47.2	51.3	80.2	15.2	11.9	9.2	1.45	3.55
SOUTH ATLANTIC	480,432	10.09	4,847,571	83.0	41.2	47.2	82.6	13.3	11.7	6.8	1.38	4.13
Delaware	6,337	11.09	70,248	82.2	44.4	43.7	82.4	12.1	11.5	8.3	1.47	3.80
Washington D.C.	12,187	9.41	114,741	78.1	45.3	51.4	80.9	15.3	9.7	9.0	1.34	4.52
Florida	130,990	10.33	1,353,512	81.8	42.0	48.6	82.8	12.9	11.5	7.0	1.42	4.16
Georgia	74,899	9.55	715,183	84.1	43.3	49.0	82.5	14.1	11.5	6.5	1.34	3.76
Maryland	60,301	10.03	604,640	82.5	39.5	46.2	83.4	12.5	12.5	6.6	1.38	4.22
North Carolina	64,800	10.20	660,773	81.7	46.3	50.1	79.7	15.6	12.5	7.7	1.37	3.66
South Carolina	27,480	10.32	283,533	82.5	41.6	50.0	80.5	15.1	12.2	7.0	1.40	3.81
Virginia	96,913	10.10	978,813	85.3	35.6	41.4	84.8	11.6	11.0	6.0	1.33	4.72
West Virginia	6,525	10.13	66,128	81.9	40.2	53.4	78.2	17.3	13.6	8.6	1.41	3.69

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

Table 19. Market Penetration for Top U.S. CBSA (Arrivals by Air)
2018

RANK	METRO AREA	2018	2017	%CHNG	Population (1000)[1]	Est. 2018 Penetration per 1,000
1	Los Angeles-Long Beach-Anaheim CA	707,164	647,295	9.2	13,291	53.2
2	San Francisco-Oakland-Hayward CA	526,791	490,161	7.5	4,729	111.4
3	Seattle-Tacoma-Bellevue WA	387,476	355,913	8.9	3,939	98.4
4	San Diego-Carlsbad CA	223,340	200,980	11.1	3,343	66.8
5	San Jose-Sunnyvale-Santa Clara CA	215,513	200,561	7.5	1,999	107.8
6	Portland-Vancouver-Hillsboro OR-WA	198,965	178,586	11.4	2,479	80.3
7	New York-Newark-Jersey City NY-NJ-PA	170,381	176,143	-3.3	19,979	8.5
8	Sacramento--Roseville--Arden-Arcade CA	153,516	141,483	8.5	2,345	65.5
9	Phoenix-Mesa-Scottsdale AZ	149,721	137,537	8.9	4,858	30.8
10	Riverside-San Bernardino-Ontario CA	143,960	130,704	10.1	4,622	31.1
11	Chicago-Naperville-Elgin IL-IN-WI	124,931	119,528	4.5	9,499	13.2
12	Dallas-Fort Worth-Arlington TX	112,268	102,310	9.7	7,540	14.9
13	Denver-Aurora-Lakewood CO	108,662	96,565	12.5	2,932	37.1
14	Washington-Arlington-Alexandria DC-VA-MD-WV	97,226	90,899	7.0	6,250	15.6
15	Las Vegas-Henderson-Paradise NV	76,227	71,896	6.0	2,232	34.2
16	Houston-The Woodlands-Sugar Land TX	77,808	71,102	9.4	6,997	11.1
17	Minneapolis-St. Paul-Bloomington MN-WI	74,719	66,486	12.4	3,629	20.6
18	Anchorage AK	57,538	52,638	9.3	399	144.2
19	Salt Lake City UT	66,290	57,599	15.1	1,223	54.2
20	Atlanta-Sandy Springs-Roswell GA	55,957	52,254	7.1	5,950	9.4
21	Oxnard-Thousand Oaks-Ventura CA	51,579	48,848	5.6	851	60.6
22	Boston-Cambridge-Newton MA-NH	52,998	51,580	2.7	4,875	10.9
23	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	47,477	44,779	6.0	6,096	7.8
24	Santa Rosa CA	39,610	37,573	5.4	500	79.2
25	Detroit-Warren-Dearborn MI	37,950	34,666	9.5	4,326	8.8
26	Austin-Round Rock TX	40,126	36,310	10.5	2,168	18.5
27	Miami-Fort Lauderdale-West Palm Beach FL	32,654	31,353	4.1	6,199	5.3
28	Stockton-Lodi CA	30,309	28,130	7.7	753	40.3
29	Provo-Orem UT	36,737	30,051	22.2	634	58.0
30	Vallejo-Fairfield CA	29,325	28,165	4.1	447	65.7
31	Ogden-Clearfield UT	32,960	28,607	15.2	675	48.8
32	St. Louis MO-IL	30,600	28,354	7.9	2,805	10.9
32	Santa Cruz-Watsonville CA	26,414	25,182	4.9	274	96.3
34	Boise City ID	30,721	26,849	14.4	730	42.1
35	Kansas City MO-KS	27,527	25,346	8.6	2,144	12.8
36	Spokane-Spokane Valley WA	28,629	24,761	15.6	573	49.9
37	Baltimore-Columbia-Towson MD	28,182	25,753	9.4	2,803	10.1
38	San Antonio-New Braunfels TX	27,906	25,110	11.1	2,518	11.1
39	Fresno CA	24,683	23,336	5.8	994	24.8
40	Tucson AZ	24,435	22,455	8.8	1,039	23.5
41	Reno NV	24,917	22,822	9.2	470	53.0
42	Santa Maria-Santa Barbara CA	22,100	20,728	6.6	447	49.5
43	Tampa-St. Petersburg-Clearwater FL	21,215	20,515	3.4	3,143	6.8
44	Bremerton-Silverdale WA	20,736	19,351	7.2	270	76.9
45	Modesto CA	18,116	17,542	3.3	550	32.9
46	Orlando-Kissimmee-Sanford FL	19,934	18,253	9.2	2,573	7.7
47	Eugene OR	19,632	17,527	12.0	380	51.7
48	Olympia-Tumwater WA	19,574	17,313	13.1	286	68.3
49	Virginia Beach-Norfolk-Newport News VA-NC	19,564	16,821	16.3	1,729	11.3
50	Salem OR	20,452	17,997	13.6	432	47.3
51	Cincinnati OH-KY-IN	19,632	17,603	11.5	2,190	9.0
52	Colorado Springs CO	20,640	18,567	11.2	739	27.9
53	Salinas CA	17,468	16,897	3.4	436	40.1
54	Indianapolis-Carmel-Anderson IN	19,889	17,768	11.9	2,049	9.7
55	San Luis Obispo-Paso Robles-Arroyo Grande CA	17,480	16,341	7.0	284	61.5
56	Charlotte-Concord-Gastonia NC-SC	19,903	16,974	17.3	2,569	7.7
57	Bellingham WA	16,363	15,034	8.8	226	72.5
58	Pittsburgh PA	16,009	15,711	1.9	2,325	6.9
59	Bakersfield CA	16,747	13,936	20.2	897	18.7
60	Cleveland-Elyria OH	16,330	12,589	29.7	2,057	7.9

[1] Based on 2018 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)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	1,489,778	1,525,343	-2.3	8,782	7,996	9.8	1,480,996	1,517,347	-2.4
VISITOR DAYS	8,892,748	9,082,588	-2.1	62,967	59,415	6.0	8,829,781	9,023,173	-2.1
AVERAGE DAILY CENSUS	24,364	24,884	-2.1	173	163	6.0	24,191	24,721	-2.1
ISLANDS VISITED									
O'ahu	1,399,307	1,454,594	-3.8	7,640	7,019	8.8	1,391,667	1,447,575	-3.9
O'ahu only	1,258,838	1,282,871	-1.9	6,842	6,298	8.6	1,251,995	1,276,573	-1.9
O'ahu one day or less	8,214	8,833	-7.0	251	227	10.6	7,963	8,606	-7.5
Kaua'i	24,806	25,442	-2.5	387	331	17.0	24,419	25,111	-2.8
Kaua'i only	2,062	2,008	2.7	157	173	-9.5	1,906	1,835	3.9
Kaua'i one day or less	15,183	14,679	3.4	76	53	43.4	15,107	14,625	3.3
Maui County	50,000	57,207	-12.6	733	746	-1.8	49,267	56,460	-12.7
Maui	48,450	55,583	-12.8	684	727	-5.9	47,766	54,856	-12.9
Maui only	10,489	9,852	6.5	340	348	-2.4	10,149	9,504	6.8
Maui one day or less	12,666	18,853	-32.8	77	76	1.0	12,589	18,777	-33.0
Moloka'i *	1,200	2,421	-50.4	34	23	51.0	1,166	2,398	-51.4
Moloka'i only *	132	2	5,880.4	4	2	100.1	127	0	0.0
Moloka'i one day or less*	852	1,809	-52.9	10	12	-19.8	842	1,797	-53.1
Lānaʻi *	1,763	2,288	-22.9	55	18	205.0	1,708	2,270	-24.7
Lānaʻi only *	133	84	57.5	8	5	47.6	125	79	58.2
Lānaʻi one day or less*	1,315	1,638	-19.7	28	4	550.8	1,287	1,634	-21.2
Hawai'i Island	176,499	183,907	-4.0	1,074	798	34.5	175,425	183,108	-4.2
Kona side	152,368	148,771	2.4	887	643	37.9	151,481	148,128	2.3
Hilo side	45,601	56,127	-18.8	305	249	22.7	45,296	55,878	-18.9
Hawai'i Island only	72,557	54,102	34.1	564	380	48.6	71,993	53,723	34.0
Hawai'i Island one day or less	21,515	34,345	-37.4	53	46	14.1	21,463	34,298	-37.4
Any Neighbor Island	230,941	242,473	-4.8	1,940	1,699	14.2	229,001	240,774	-4.9
NI only	90,471	70,749	27.9	1,142	977	16.9	89,329	69,772	28.0
O'ahu & NI	140,469	171,723	-18.2	798	722	10.6	139,671	171,001	-18.3
Any one island only	1,344,210	1,348,920	-0.3	7,915	7,206	9.8	1,336,296	1,341,714	-0.4
Multiple Islands	145,568	176,424	-17.5	868	791	9.7	144,700	175,633	-17.6
Avg. Islands Visited	1.11	1.13	-1.9	1.12	1.12	0.8	1.11	1.13	-1.9
Average Length of Stay in Hawai'i	5.97	5.95	0.2	7.17	7.43	-3.5	5.96	5.95	0.3
Oʻahu	5.63	5.57	1.1	6.29	6.53	-3.7	5.63	5.57	1.2
Maui	4.05	3.40	19.3	6.81	7.50	-9.2	4.01	3.34	20.0
Molokaʻi	1.97	1.51	30.6	3.32	3.10	7.1	1.93	1.49	29.2
Lānaʻi	1.74	2.14	-18.4	3.00	3.79	-20.8	1.70	2.12	-19.8
Kauaʻi	2.48	2.38	4.4	6.15	7.13	-13.7	2.42	2.31	4.7
Hawai'i Island	4.22	3.93	7.6	7.10	7.07	0.4	4.21	3.91	7.5
Hilo	2.17	2.00	8.6	6.01	4.57	31.5	2.14	1.99	7.9
Kona	4.24	4.10	3.5	6.52	7.01	-7.0	4.23	4.09	3.5
ACCOMMODATIONS									
Plan to stay in Hotel	1,228,869	1,253,746	-2.0	6,154	5,759	6.9	1,222,715	1,247,987	-2.0
Hotel only	1,180,147	1,209,495	-2.4	5,746	5,408	6.2	1,174,401	1,204,087	-2.5
Plan to stay in Condo	193,026	194,718	-0.9	1,137	1,038	9.6	191,888	193,680	-0.9
Condo only	152,471	154,543	-1.3	959	830	15.6	151,511	153,712	-1.4
Plan to stay in Timeshare	88,988	99,076	-10.2	286	240	19.2	88,702	98,836	-10.3
Timeshare only	70,539	78,570	-10.2	212	166	27.4	70,327	78,404	-10.3
Cruise Ship	1,795	2,264	-20.7	32	29	9.2	1,763	2,235	-21.1
Friends/Relatives	18,115	18,057	0.3	743	604	22.9	17,373	17,453	-0.5
Bed & Breakfast	3,729	2,657	40.3	88	50	77.1	3,641	2,607	39.6
Rental House	8,724	5,845	49.3	374	321	16.5	8,349	5,523	51.2
Hostel	1,568	1,800	-12.9	178	152	17.4	1,390	1,649	-15.7

Table 20. Japan MMA Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	287	821	-65.1	22	33	-33.9	265	788	-66.4
Private Room in Private Home**	5,776	4,154	39.0	154	99	55.5	5,621	4,054	38.6
Shared Room/Space in Private Home**	1,795	1,974	-9.0	95	66	44.2	1,701	1,908	-10.9
Other Accommodations	1,031	2,033	-49.3	105	134	-21.6	925	1,898	-51.3
PURPOSE OF TRIP									
Pleasure (Net)	1,243,669	1,267,850	-1.9	7,032	6,407	9.8	1,236,636	1,261,443	-2.0
Honeymoon/Get Married	192,293	214,139	-10.2	680	749	-9.2	191,613	213,391	-10.2
Honeymoon	181,137	204,572	-11.5	613	717	-14.6	180,524	203,854	-11.4
Get Married	32,287	31,573	2.3	106	64	65.9	32,182	31,510	2.1
Pleasure/Vacation	1,063,333	1,066,509	-0.3	6,440	5,704	12.9	1,056,893	1,060,805	-0.4
Mtgs/Conventions/Incentive	96,102	95,192	1.0	394	445	-11.5	95,707	94,746	1.0
Conventions	17,355	15,813	9.7	151	157	-4.0	17,204	15,656	9.9
Corporate Meetings	3,372	4,843	-30.4	160	172	-7.3	3,212	4,671	-31.2
Incentive	77,439	76,223	1.6	97	125	-22.3	77,343	76,098	1.6
Other Business	8,231	6,872	19.8	410	294	39.4	7,820	6,578	18.9
Visit Friends/Rel.	24,492	24,753	-1.1	864	753	14.7	23,628	24,000	-1.6
Gov't/Military	675	1,148	-41.2	69	102	-32.8	607	1,046	-42.0
Attend School	8,088	10,740	-24.7	52	59	-10.6	8,036	10,681	-24.8
Sport Events	20,472	21,016	-2.6	112	113	-1.0	20,361	20,903	-2.6
Other	163,801	170,377	-3.9	340	262	29.7	163,462	170,115	-3.9
TRAVEL STATUS									
% First Timers ***	33.1	34.8	-1.7	26.1	26.3	-0.2	33.1	34.8	-1.7
% Repeaters ***	66.9	65.2	1.7	73.9	73.7	0.2	66.9	65.2	1.7
Average # of Trips	4.6	4.5	2.6	6.1	6.3	-2.6	4.6	4.5	2.6
Group Tour	256,350	271,978	-5.7	1,128	815	38.4	255,222	271,163	-5.9
Non-Group	1,233,428	1,253,365	-1.6	7,655	7,181	6.6	1,225,774	1,246,184	-1.6
Package Trip	837,524	930,040	-9.9	2,226	1,935	15.1	835,298	928,105	-10.0
No Package	652,254	595,304	9.6	6,556	6,062	8.2	645,698	589,242	9.6
Net True Independent	591,168	538,394	9.8	6,203	5,786	7.2	584,965	532,608	9.8
Ave. Age	45	44	1.5	43	43	0.0	45	44	1.5
Ave. Party Size	2.65	2.67	-0.4	1.71	1.69	1.2	2.66	2.68	-0.4

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 21. International Japanese MMA Visitor Characteristics by Region
2018

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	187,864	295,497	53,452	625,921	52,016	24,363	89,590	144,778	7,514
PARTY SIZE									
One	11,858	15,944	3,537	38,189	2,546	861	4,728	8,856	668
Two	72,865	116,437	22,027	236,218	21,490	10,203	31,788	54,697	2,046
Three or more	103,191	163,231	27,961	351,372	28,039	13,327	52,953	81,195	4,767
Avg Party Size	2.65	2.67	2.60	2.64	2.72	2.77	2.85	2.70	2.85
VISIT STATUS									
First-Time	73,779	97,146	23,132	163,646	22,802	11,249	40,722	54,682	3,476
Repeat	115,210	198,279	30,848	458,016	29,757	13,424	49,945	90,751	4,134
Average # of Trips	4.17	4.70	3.85	5.82	3.93	4.17	3.33	4.48	3.53
TRAVEL METHOD									
Group Tour	33,325	43,502	11,448	96,518	10,280	4,724	24,251	29,288	1,886
Package	112,186	159,896	35,345	329,378	33,647	16,302	55,707	89,430	3,406
Group Tour & Pkg	25,688	33,202	8,574	72,013	8,051	4,177	18,661	22,905	1,218
True Independent	68,380	124,734	15,580	270,560	16,392	7,630	28,802	49,462	3,424
ISLANDS VISITED									
O'ahu	177,798	284,178	51,092	577,770	49,874	23,711	85,909	134,333	7,002
Maui County	4,878	9,510	1,910	24,261	1,040	590	2,012	4,873	192
...Maui	4,708	9,239	1,893	23,396	996	591	2,015	4,735	193
...Moloka'I *	150	430	0	530	0	0	0	55	0
...Lāna'i *	157	283	104	976	50	0	0	138	0
Kaua'i	3,403	4,835	410	10,547	564	119	1,286	2,826	427
Hawai'i Island	20,006	27,341	3,745	85,500	4,846	1,913	8,290	22,678	1,104
...Hilo	5,780	8,902	952	19,329	1,466	870	2,199	5,331	467
...Kona	17,595	21,963	3,026	76,743	3,909	1,463	6,729	19,385	668
LENGTH OF STAY									
O'ahu (days)	5.50	5.69	5.41	5.83	5.61	5.45	5.46	5.59	5.82
Maui (days)	3.67	3.71	4.30	4.28	4.32	1.99	2.70	3.78	4.16
Moloka'i (days)	2.12	1.74	0	2.69	0	0	0	2.33	0
Lāna'i (days)	1.94	1.14	1	1.42	1.00	0	0	5.29	0
Kaua'i (days)	2.33	2.40	2.29	2.50	2.51	1.26	2.32	2.75	3.48
Hawai'i Island (days)	4.22	3.80	4.53	4.40	3.29	3.28	3.87	3.99	5.89
...Hilo (days)	2.32	2.05	1.63	2.26	1.61	1.19	1.78	1.78	8.44
...Kona (days)	4.07	3.92	5.15	4.37	3.49	3.61	4.23	4.22	3.66
Statewide (days)	5.81	6.01	5.68	6.21	5.82	5.64	5.72	6.02	6.62
ACCOMMODATIONS									
Hotel	159,898	243,748	48,032	500,908	44,404	21,109	77,875	121,288	5,455
...Hotel Only	155,903	233,532	47,242	476,631	43,133	20,958	75,533	116,833	4,638
Condo	21,166	36,328	4,311	93,982	5,647	2,666	8,739	17,819	1,231
...Condo Only	16,634	29,141	3,809	74,297	4,165	2,496	6,813	13,493	664
Timeshare	9,564	19,320	1,649	42,499	2,594	757	4,627	7,480	212
...Timeshare Only	8,110	16,214	1,388	32,792	1,826	698	4,055	5,145	101
Rental House	797	2,697	23	2,939	381	55	398	1,059	0
...Rental House Only	530	1,701	25	1,870	420	61	110	877	0
hostel	118	267	51	356	129	0	52	397	21
camping	71	0	0	0	0	0	0	194	0
Private Room in Private Home **	115	690	93	3,199	288	0	330	756	151
Shared Room Space in Private Home **	240	294	58	726	56	0	20	132	174
Bed & Breakfast	362	636	51	1,829	304	0	185	218	56
Cruise Ship	209	133	37	1,009	154	15	36	151	19
Friends or Relatives	1,722	3,058	478	7,702	329	90	471	2,253	1,270
Other accommodation		331	23	423			40	109	
PURPOSE OF TRIP									
Pleasure (Net)	150,590	247,851	43,193	540,070	41,177	18,546	70,008	119,248	5,952
.....Vacation	121,548	211,964	33,595	481,907	31,474	13,762	56,364	100,935	5,343
.....Honeymoon	30,270	35,895	10,427	55,206	10,284	5,129	14,423	18,283	607
.....Getting Married	4,386	7,510	1,540	11,612	1,638	665	1,647	3,100	84
MC&I (Net)	14,630	17,457	4,683	32,346	3,181	1,922	10,017	10,703	769
.....Convention/Conf.	2,127	4,260	734	6,625	749	386	1,037	744	541
.....Corp. Meetings	121	580	51	1,955	164	0	105	185	50
.....Incentive	12,563	13,512	3,953	24,302	2,485	1,526	8,994	9,842	166
Other Business	877	1,301	177	3,464	145	78	739	879	161
Visit Friends/Relatives	2,785	4,335	879	10,787	588	258	820	1,955	1,222
Government/Military	46	0	0	428	111	0	22	0	0
Attend School	800	678	82	2,736	256	23	2,072	1,114	274
Sport Events	2,535	3,591	434	9,890	533	454	1,635	1,155	135
other purpose	24,938	35,415	6,692	55,060	8,141	4,003	11,123	17,892	197
Average Age	51	51	49	51	51	50	50	50	50

* 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 21. International Japanese MMA Visitor Characteristics by Region continued
2017R

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	134,097	169,760	47,018	444,980	37,369	22,592	55,388	601,762	4,380
PARTY SIZE									
One	7,539	8,613	3,185	26,528	1,505	1,303	2,470	30,560	356
Two	55,857	69,077	18,845	183,118	16,671	8,857	23,217	217,410	1,138
Three or more	70,859	92,172	25,026	235,799	19,271	12,435	29,756	352,919	2,863
Avg Party Size									
VISIT STATUS									
First-Time	56,843	60,887	23,644	133,053	17,478	10,427	26,712	196,709	2,922
Repeat	78,421	109,074	24,212	309,391	20,405	12,460	29,531	403,558	1,619
Average # of Trips	3.87	4.52	3.45	5.49	3.73	4.40	3.56	4.94	2.93
TRAVEL METHOD									
Group Tour	29,584	27,606	11,316	73,392	9,706	6,296	11,038	100,910	1,315
Package	93,832	101,796	33,878	261,471	27,150	15,507	35,694	356,276	2,500
Group Tour & Pkg	25,005	22,018	9,287	58,151	8,392	5,461	7,863	77,136	1,217
True Independent	36,442	62,164	11,471	167,475	9,207	6,395	16,697	220,975	1,782
ISLANDS VISITED									
O'ahu	130,839	165,316	45,589	419,694	36,167	21,834	54,391	569,549	4,196
Maui County	5,174	6,413	1,781	17,364	1,892	712	1,594	21,290	240
...Maui	5,015	6,305	1,781	17,035	1,817	713	1,595	20,355	240
...Moloka'i *	161	358	37	946	0	43	0	854	0
...Lāna'i *	181	334	77	545	107	-	36	990	0
Kaua'i	2,340	2,038	999	8,639	412	214	579	9,849	41
Hawai'i Island	14,390	17,547	4,290	56,000	5,381	2,840	4,720	77,447	495
...Hilo	4,851	6,181	1,927	16,699	1,938	1,339	1,478	21,345	119
...Kona	11,083	13,086	2,832	46,726	3,992	1,685	3,541	64,790	393
LENGTH OF STAY									
O'ahu (days)	5.28	5.74	5.31	5.70	5.47	5.51	5.53	5.65	5.26
Maui (days)	2.90	2.54	3.36	3.51	2.56	2.61	2.43	3.72	4.56
Moloka'i (days)	1.00	1.18	1.00	1.81	0	1.00	0	1.70	0
Lāna'i (days)	1.66	1.36	1.00	1.55	1.38	0	1.00	3.04	0
Kaua'i (days)	1.66	2.22	2.25	2.49	2.79	1.37	2.95	2.24	1.00
Hawai'i Island (days)	3.29	3.69	3.29	4.35	3.00	2.75	3.00	4.09	3.94
...Hilo (days)	1.53	2.07	1.83	2.23	1.54	2.03	1.35	2.03	4.29
...Kona (days)	3.61	3.96	3.72	4.41	3.29	2.99	3.44	4.22	3.65
Statewide (days)	5.65	6.11	5.63	6.12	5.89	5.77	5.79	6.05	5.74
ACCOMMODATIONS									
Hotel	116,183	137,080	42,133	358,737	32,921	19,668	47,715	489,956	3,594
...Hotel Only	113,600	132,692	41,371	342,927	31,971	19,310	47,118	471,775	3,323
Condo	12,520	21,410	4,102	63,053	3,602	2,671	5,119	80,768	434
...Condo Only	10,112	16,972	3,676	49,618	2,735	2,243	4,247	63,672	437
Timeshare	6,776	13,021	878	30,437	1,575	557	3,046	42,352	195
...Timeshare Only	5,772	11,304	673	23,777	1,080	270	2,606	32,725	197
Rental House	224	463	339	1,902	20	95	152	2,329	0
...Rental House Only	185	208	338	973	19	0	81	1,588	0
hostel	139	117	0	593	36	49	167	548	0
camping	133	442	0	0	40	0	28	146	0
Private Room in Private Home **	655	328	61	1,269	19	0	0	1,675	48
Shared Room Space in Private Home **	49	119	52	860	0	0	17	810	0
Bed & Breakfast	105	128	77	861	21	23	78	1,134	180
Cruise Ship	389	407	78	688	124	78	37	433	0
Friends or Relatives	1,272	1,890	533	6,364	533	314	331	6,004	211
Other accommodation	183	296	92	510	22		61	734	
PURPOSE OF TRIP									
Pleasure (Net)	107,565	141,456	36,617	379,706	30,376	18,037	43,210	501,419	3,058
.....Vacation	84,496	118,025	27,140	331,412	22,803	14,204	32,939	427,086	2,700
.....Honeymoon	24,157	23,840	10,097	46,653	8,187	4,127	11,308	75,140	345
.....Getting Married	3,274	4,738	1,251	9,070	970	784	1,085	10,290	47
MC&I (Net)	11,590	10,633	4,683	25,350	3,111	2,550	5,197	30,873	759
.....Convention/Conf.	581	1,955	432	4,853	639	429	1,199	5,088	481
.....Corp. Meetings	526	304	45	1,921	189	23	117	1,521	24
.....Incentive	11,030	8,509	4,267	18,649	2,361	2,099	3,947	25,039	196
Other Business	287	766	244	2,057	25	96	190	2,840	73
Visit Friends/Relatives	1,827	2,438	991	8,440	602	410	566	8,531	195
Government/Military	19	220	287	374	-	-	-	147	-
Attend School	282	995	66	1,295	121	282	97	7,544	-
Sport Events	592	844	206	2,846	226	54	292	15,842	-
other purpose	19,008	19,779	5,778	42,948	4,999	2,880	8,668	65,523	532
Average Age	49	51	50	50	50	52	50	50	51

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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)
2018 vs. 2017

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017	% CHANGE	2018	2017	% CHANGE	2018	2017	% CHANGE
VISITOR ARRIVALS	548,702	520,062	5.5	136,302	134,750	1.2	412,400	385,312	7.0
VISITOR DAYS	6,743,492	6,468,689	4.2	1,654,185	1,650,704	0.2	5,089,307	4,817,984	5.6
AVERAGE DAILY CENSUS	18,475	17,722	4.2	4,532	4,522	0.2	13,943	13,200	5.6
ISLANDS VISITED									
O'ahu	233,478	213,275	9.5	61,251	57,422	6.7	172,227	155,852	10.5
O'ahu only	152,499	141,140	8.0	37,881	34,351	10.3	114,618	106,788	7.3
O'ahu one day or less	7,918	9,548	-17.1	3,352	4,347	-22.9	4,566	5,201	-12.2
Kaua'i	88,711	73,333	21.0	26,630	25,980	2.5	62,081	47,353	31.1
Kaua'i only	43,849	34,404	27.5	12,871	12,603	2.1	30,978	21,801	42.1
Kaua'i one day or less	8,041	7,222	11.4	1,589	1,818	-12.6	6,453	5,403	19.4
Maui County	282,463	265,148	6.5	52,943	54,058	-2.1	229,520	211,090	8.7
Maui	279,940	262,919	6.5	52,327	53,399	-2.0	227,612	209,519	8.6
Maui only	192,633	190,464	1.1	30,136	32,197	-6.4	162,497	158,267	2.7
Maui one day or less	11,919	9,121	30.7	1,854	2,045	-9.3	10,064	7,076	42.2
Moloka'i *	3,852	3,767	2.3	883	834	5.8	2,969	2,933	1.2
Moloka'i only *	480	584	-17.8	129	135	-4.5	352	450	-21.8
Moloka'i one day or less*	1,965	1,698	15.7	311	302	3.1	1,654	1,397	18.4
Lānaʻi *	6,004	4,765	26.0	1,026	986	4.1	4,978	3,779	31.7
Lānaʻi only *	484	356	36.0	106	117	-9.6	378	238	58.4
Lānaʻi one day or less*	4,183	3,106	34.7	533	488	9.2	3,650	2,617	39.4
Hawai'i Island	93,454	103,591	-9.8	39,028	41,235	-5.4	54,426	62,356	-12.7
Kona side	86,212	93,933	-8.2	36,007	37,779	-4.7	50,204	56,154	-10.6
Hilo side	32,684	36,256	-9.9	12,622	14,246	-11.4	20,062	22,010	-8.8
Hawai'i Island only	47,322	54,461	-13.1	23,090	24,256	-4.8	24,232	30,205	-19.8
Hawai'i Island one day or less	2,718	4,495	-39.5	644	846	-23.8	2,074	3,649	-43.2
Any Neighbor Island	396,203	378,923	4.6	98,421	100,399	-2.0	297,782	278,524	6.9
NI only	315,224	306,788	2.8	75,051	77,328	-2.9	240,173	229,460	4.7
O'ahu & NI	80,979	72,135	12.3	23,370	23,071	1.3	57,609	49,064	17.4
Any one island only	437,267	421,408	3.8	104,214	103,659	0.5	333,053	317,749	4.8
Multiple Islands	111,435	98,654	13.0	32,089	31,091	3.2	79,347	67,563	17.4
Avg. Islands Visited	1.29	1.27	1.1	1.33	1.33	-0.4	1.27	1.25	1.7
Average Length of Stay in Hawai'i	12.29	12.44	-1.2	12.14	12.25	-0.9	12.34	12.50	-1.3
Oʻahu	8.91	8.84	0.8	7.87	7.64	3.1	9.29	9.29	0.0
Maui	10.46	10.93	-4.3	9.85	10.14	-2.8	10.60	11.14	-4.8
Molokaʻi	4.81	5.88	-18.1	6.79	7.99	-15.0	4.22	5.28	-20.0
Lānaʻi	2.51	2.70	-7.2	3.34	3.82	-12.6	2.33	2.41	-3.1
Kauaʻi	8.95	8.93	0.2	9.03	9.07	-0.5	8.92	8.86	0.7
Hawai'i Island	9.69	9.83	-1.4	10.43	10.31	1.2	9.16	9.51	-3.7
Hilo	4.01	4.12	-2.7	4.77	4.44	7.4	3.53	3.91	-9.8
Kona	8.98	9.25	-2.8	9.63	9.57	0.6	8.52	9.03	-5.6
ACCOMMODATIONS									
Plan to stay in Hotel	238,362	231,755	2.9	61,569	63,009	-2.3	176,793	168,746	4.8
Hotel only	175,384	175,444	0.0	44,345	45,911	-3.4	131,039	129,533	1.2
Plan to stay in Condo	191,414	185,457	3.2	38,250	39,627	-3.5	153,164	145,829	5.0
Condo only	153,286	151,626	1.1	29,041	30,918	-6.1	124,244	120,708	2.9
Plan to stay in Timeshare	50,073	50,163	-0.2	11,566	12,532	-7.7	38,507	37,631	2.3
Timeshare only	36,449	37,206	-2.0	8,494	9,177	-7.4	27,955	28,028	-0.3
Cruise Ship	9,240	8,467	9.1	3,295	4,254	-22.5	5,945	4,213	41.1
Friends/Relatives	24,010	26,210	-8.4	8,075	8,406	-3.9	15,936	17,803	-10.5
Bed & Breakfast	9,141	8,228	11.1	3,009	2,710	11.0	6,132	5,517	11.1
Rental House	82,424	63,759	29.3	24,422	19,557	24.9	58,003	44,202	31.2
Hostel	10,361	8,208	26.2	3,731	3,032	23.1	6,630	5,177	28.1

Table 22. Canada MMA Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017	% CHANGE	2018	2017	% CHANGE	2018	2017	% CHANGE
Camp Site, Beach	9,206	6,837	34.6	2,967	2,505	18.4	6,239	4,332	44.0
Private Room in Private Home**	14,127	9,911	42.5	3,321	2,625	26.5	10,806	7,286	48.3
Shared Room/Space in Private Home**	2,815	2,620	7.4	1,185	847	39.8	1,630	1,773	-8.0
Other	6,988	5,782	20.9	3,043	2,244	35.6	3,945	3,537	11.5
PURPOSE OF TRIP									
Pleasure (Net)	519,074	490,425	5.8	127,220	125,492	1.4	391,854	364,933	7.4
Honeymoon/Get Married	17,028	16,593	2.6	5,102	5,231	-2.5	11,926	11,362	5.0
Honeymoon	15,062	15,021	0.3	4,550	4,765	-4.5	10,512	10,256	2.5
Get Married	2,543	2,338	8.8	725	707	2.6	1,818	1,631	11.5
Pleasure/Vacation	504,800	476,298	6.0	123,004	121,183	1.5	381,796	355,115	7.5
Mtgs/Conventions/Incentive	17,634	17,660	-0.1	4,623	5,183	-10.8	13,011	12,477	4.3
Conventions	11,879	12,174	-2.4	3,127	3,780	-17.3	8,752	8,394	4.3
Corporate Meetings	2,413	2,419	-0.2	668	746	-10.5	1,745	1,673	4.3
Incentive	4,036	3,573	13.0	1,024	810	26.5	3,011	2,763	9.0
Other Business	3,233	3,248	-0.5	1,339	1,470	-8.9	1,893	1,779	6.5
Visit Friends/Rel.	16,613	18,574	-10.6	5,737	5,977	-4.0	10,875	12,597	-13.7
Gov't/Military	512	404	26.8	420	316	33.1	92	88	4.4
Attend School	754	387	94.9	279	221	26.0	476	166	186.9
Sport Events	3,039	3,081	-1.4	1,217	1,203	1.1	1,822	1,878	-3.0
Other	10,196	9,250	10.2	2,349	2,219	5.8	7,847	7,031	11.6
TRAVEL STATUS									
% First Timers ***	36.0	34.9	1.0	43.6	41.1	2.6	33.4	32.8	0.7
% Repeaters ***	64.0	65.1	-1.0	56.4	58.9	-2.6	66.6	67.2	-0.7
Average # of Trips	4.0	4.1	-1.6	4.0	4.2	-6.5	4.0	4.0	0.2
Group Tour	8,657	7,983	8.4	2,812	2,920	-3.7	5,844	5,063	15.4
Non-Group	540,046	512,079	5.5	133,490	131,830	1.3	406,556	380,249	6.9
Package Trip	105,199	101,507	3.6	25,156	26,203	-4.0	80,043	75,304	6.3
No Package	443,503	418,555	6.0	111,146	108,547	2.4	332,357	310,008	7.2
Net True Independent	440,036	415,767	5.8	110,029	107,445	2.4	330,007	308,322	7.0
Ave. Age	48	47	1.4	45	46	-0.9	49	48	2.8
Ave. Party Size	2.25	2.23	1.0	2.03	2.02	0.5	2.33	2.31	1.0

* 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.

Table 23. Canada MMA Visitor Characteristics by Province
2018

2018	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward	Quebec	Saskatchewan	Yukon Territory
Visitor Counts	548,702	88,683	216,527	12,569	2,915	1,645	890	3,909	149,886	682	52,870	15,912	2,215
PARTY SIZE													
One	64,024	8,461	20,378	1,101	254	128	58	522	22,089	75	9,672	1,116	168
Two	240,751	37,877	94,411	5,123	1,564	967	344	2,475	66,828	345	22,662	7,221	933
Three or more	243,928	42,355	101,759	6,348	1,097	550	488	909	60,946	262	20,524	7,577	1,114
Avg Party Size	2.25	2.36	2.34	2.50	2.28	2.15	2.46	1.97	2.12	2.10	2.02	2.47	2.46
VISIT STATUS													
First-Time	197,378	22,674	41,186	5,796	1,578	1,053	252	1,957	80,510	447	36,248	5,141	535
Repeat	351,325	66,030	175,425	6,770	1,336	591	638	1,951	69,314	235	16,583	10,772	1,680
Average # of Trips	4.01	4.48	5.47	3.05	2.41	2.08	5.18	2.97	2.49	1.77	1.86	4.30	4.63
TRAVEL METHOD													
Group Tour	8,657	1,052	1,994	225	87	16	0	42	3,789	5	1,225	216	5
Package	105,199	17,563	38,532	3,319	545	482	98	623	31,789	238	8,441	2,896	674
True independent	440,036	70,708	176,597	9,231	2,361	1,160	792	3,278	116,910	444	44,063	12,957	1,535
ISLANDS VISITED													
O'ahu	213,275	37,790	80,073	5,430	1,532	992	364	1,951	56,559	236	17,974	8,141	1,101
Maui County	265,148	38,991	109,081	5,189	1,694	896	277	2,468	73,850	222	25,955	5,286	898
...Maui	262,919	38,605	108,139	4,959	1,667	894	277	2,468	73,509	222	25,746	5,209	883
...Moloka'i *	3,767	504	1,543	228	6	2	0	15	940	0	377	131	19
...Lāna'i *	4,765	986	1,526	127	36	1	0	24	1,486	0	482	93	0
Kaua'i	73,333	12,380	23,857	1,432	434	394	64	641	22,061	60	9,821	1,750	107
Hawai'i Island	103,591	20,060	34,174	2,237	786	495	177	1,017	29,835	129	11,713	2,435	251
...Hilo	36,256	5,437	9,993	820	313	327	36	469	11,975	45	5,928	732	95
...Kona	93,933	18,539	31,821	2,166	705	431	170	917	26,080	114	10,177	2,320	209
LENGTH OF STAY													
O'ahu (days)	8.91	9.38	9.89	10.37	8.10	8.41	8.96	10.88	7.09	7.09	7.17	11.88	8.83
Maui (days)	10.46	10.83	11.75	10.47	9.87	8.82	9.57	9.81	9.27	8.69	9.39	12.62	8.94
Moloka'i (days)	4.81	3.56	5.63	2.29	1.17	0	12	1.69	4.46	1	4.65	4.85	7.12
Lāna'i (days)	2.51	2.03	2.15	7.37	3.36	1.12	0	6.47	2.58	0	2.65	2.72	5
Kaua'i (days)	8.95	10.23	10.49	9.26	7.18	5.97	11.64	7.74	7.55	3.40	7.45	10.72	7.47
Hawai'i Island (days)	9.69	11.20	11.42	11.83	6.77	4.99	15.01	9.08	8.04	13.79	8.03	10.32	9.28
...Hilo (days)	4.01	4.47	4.68	4.60	2.01	1.80	3.99	2.91	3.40	4.82	4.27	3.49	4.03
...Kona (days)	8.98	10.59	10.70	11.04	5.91	6.72	14.21	8.15	7.41	13.47	6.82	9.76	8.43
Statewide (days)	12.29	12.09	12.47	12.52	12.93	10.03	11.84	13.49	11.62	11.07	13.22	14.05	12.34
ACCOMMODATIONS													
Hotel	238,362	33,363	87,264	5,074	1,316	803	472	1,862	79,057	405	21,707	5,703	1,335
...Hotel Only	175,384	25,225	69,551	3,494	721	611	387	1,241	56,788	298	12,029	4,320	717
Condo	191,414	32,760	85,526	5,428	899	568	194	1,317	39,259	178	17,400	6,888	997
...Condo Only	153,286	27,737	74,266	4,310	670	381	166	899	27,282	130	11,197	5,812	435
Timeshare	50,073	10,590	20,391	1,466	398	51	46	210	13,227	17	1,444	2,111	124
...Timeshare Only	36,449	7,846	15,569	981	268	40	10	140	8,750	13	1,061	1,654	116
Rental House	82,424	14,243	26,009	1,296	561	200	159	566	25,271	105	11,934	1,909	173
Hostel	10,361	501	1,460	54	53	7	25	83	2,756	10	5,281	122	8
Camp Site	9,206	480	1,971	120	30	2	1	66	2,042	14	4,287	136	56
Private Room **	14,127	1,767	4,604	537	9	142	10	193	3,437	1	3,114	294	19
Shared Room/Space **	2,815	434	593	40	0	10	0	59	920	2	739	11	6
Bed & Breakfast	9,141	976	1,734	157	45	95	112	60	3,987	11	1,828	79	57
Cruise Ship	9,240	948	1,315	151	348	39	2	181	5,018	57	1,078	99	3
Friends or Relatives	24,010	3,267	9,896	416	87	62	4	292	7,446	13	1,866	532	131
PURPOSE OF TRIP													
Pleasure (Net)	519,074	84,686	206,701	11,583	2,763	1,571	856	3,442	139,412	657	49,987	15,270	2,146
.....Vacation	504,800	82,857	203,389	11,410	2,637	1,511	849	3,344	132,117	644	48,898	14,998	2,146
.....Honeymoon	15,062	1,892	3,425	216	127	59	14	151	7,602	30	1,240	300	5
.....Get Married	2,543	375	938	25	8	0	0	4	976	0	172	45	0
MC&I (Net)	17,634	2,630	3,904	259	48	77	39	237	7,198	44	2,618	478	101
.....Convention/Conf.	11,879	1,899	2,823	224	39	57	39	160	4,375	7	1,769	389	100
.....Corp. Meetings	2,413	153	555	36	16	13	0	39	973	21	560	22	25
.....Incentive	4,036	681	621	0	0	10	0	58	2,171	33	355	81	26
Other Business	3,233	365	1,061	40	28	12	7	65	1,249	0	384	18	4
Visit Friends/Relatives	16,613	2,054	6,230	480	88	40	2	248	5,887	5	1,115	385	79
Government/Military	512	19	186	11	0	1	0	59	180	0	51	3	1
Attend School	754	96	407	9	1	0	0	0	134	0	106	2	0
Sport Events	3,039	247	1,675	130	25	4	2	18	569	0	333	27	9
Other purpose	10,196	1,885	3,998	786	67	2	8	42	2,751	8	439	193	17
Average Age	47	53	53	54	60	50	49	52	50	57	45	54	53

* 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)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	144,953	142,665	1.6	111,279	108,416	2.6	33,674	34,249	-1.7
VISITOR DAYS	1,902,379	1,863,021	2.1	1,519,087	1,476,478	2.9	383,292	386,543	-0.8
AVERAGE DAILY CENSUS	5,212	5,104	2.1	4,162	4,045	2.9	1,050	1,059	-0.8
ISLANDS VISITED									
O'ahu	107,384	103,528	3.7	77,306	75,093	2.9	30,078	28,435	5.8
O'ahu only	52,121	46,208	12.8	34,321	33,262	3.2	17,800	12,945	37.5
O'ahu one day or less	3,993	4,937	-19.1	3,590	4,037	-11.1	403	899	-55.2
Kaua'i	37,015	34,203	8.2	29,616	27,502	7.7	7,399	6,701	10.4
Kaua'i only	3,841	3,643	5.4	3,841	3,612	6.3	0	31	-100.0
Kaua'i one day or less	1,579	2,746	-42.5	1,435	1,596	-10.1	144	1,151	-87.5
Maui County	62,970	62,747	0.4	51,802	49,344	5.0	11,168	13,403	-16.7
Maui	62,194	61,649	0.9	51,026	48,730	4.7	11,168	12,919	-13.6
Maui only	14,959	16,121	-7.2	13,142	13,209	-0.5	1,817	2,912	-37.6
Maui one day or less	2,101	3,014	-30.3	1,655	1,756	-5.7	446	1,258	-64.5
Moloka'i *	2,833	2,207	28.4	1,779	1,723	3.3	1,054	484	117.7
Moloka'i only *	26	29	-9.0	26	29	-9.0	0	0	0.0
Moloka'i one day or less*	682	479	42.5	440	479	-8.2	243	0	0.0
Lānaʻi *	1,470	1,342	9.5	1,235	1,133	9.0	235	209	12.4
Lānaʻi only *	121	54	122.6	121	54	122.6	0	0	0.0
Lānaʻi one day or less*	742	752	-1.2	507	543	-6.5	235	209	12.4
Hawai'i Island	48,899	53,199	-8.1	40,367	41,198	-2.0	8,532	12,001	-28.9
Kona side	41,858	44,185	-5.3	33,946	33,927	0.1	7,912	10,258	-22.9
Hilo side	23,538	28,246	-16.7	18,626	19,562	-4.8	4,912	8,684	-43.4
Hawai'i Island only	9,022	10,799	-16.5	8,846	8,807	0.4	176	1,992	-91.2
Hawai'i Island one day or less	1,625	1,979	-17.9	864	1,065	-18.9	762	914	-16.7
Any Neighbor Island	92,832	96,458	-3.8	76,958	75,154	2.4	15,874	21,304	-25.5
NI only	37,569	39,137	-4.0	33,973	33,323	1.9	3,596	5,814	-38.1
O'ahu & NI	55,263	57,321	-3.6	42,985	41,831	2.8	12,278	15,490	-20.7
Any one island only	80,090	76,854	4.2	60,297	58,973	2.2	19,793	17,880	10.7
Multiple Islands	64,863	65,812	-1.4	50,982	49,443	3.1	13,881	16,369	-15.2
Avg. Islands Visited	1.79	1.80	-0.2	1.81	1.80	0.4	1.74	1.77	-2.1
Average Length of Stay in Hawai'i	13.12	13.06	0.5	13.65	13.62	0.2	11.38	11.29	0.9
Oʻahu	7.44	7.22	2.9	7.40	7.29	1.5	7.53	7.05	6.9
Maui	7.83	7.88	-0.7	8.19	8.22	-0.4	6.16	6.61	-6.7
Molokaʻi	3.77	4.94	-23.6	4.39	4.64	-5.3	2.72	6.00	-54.6
Lānaʻi	3.18	2.65	19.9	3.59	2.95	21.6	1.00	1.00	0.0
Kauaʻi	6.10	6.13	-0.4	6.41	6.46	-0.8	4.88	4.76	2.3
Hawai'i Island	7.69	7.61	1.0	8.11	8.24	-1.6	5.71	5.47	4.3
Hilo	4.33	4.24	2.3	4.69	4.96	-5.5	2.97	2.60	14.3
Kona	6.54	6.46	1.3	7.06	7.14	-1.1	4.31	4.20	2.6
ACCOMMODATIONS									
Plan to stay in Hotel	96,527	96,284	0.3	74,598	76,011	-1.9	21,929	20,273	8.2
Hotel only	73,378	71,867	2.1	56,749	58,695	-3.3	16,629	13,172	26.2
Plan to stay in Condo	17,484	16,973	3.0	11,355	10,299	10.3	6,129	6,675	-8.2
Condo only	9,804	8,190	19.7	6,317	5,606	12.7	3,487	2,585	34.9
Plan to stay in Timeshare	2,594	2,900	-10.6	2,369	2,189	8.2	225	711	-68.3
Timeshare only	1,847	2,209	-16.4	1,661	1,522	9.1	186	687	-72.9
Cruise Ship	2,878	4,059	-29.1	2,719	2,976	-8.6	159	1,083	-85.3
Friends/Relatives	10,035	11,471	-12.5	8,427	8,351	0.9	1,608	3,120	-48.5
Bed & Breakfast	8,292	9,219	-10.1	6,447	6,332	1.8	1,844	2,887	-36.1
Rental House	20,618	15,934	29.4	15,842	12,893	22.9	4,776	3,041	57.0
Hostel	8,411	10,523	-20.1	5,519	5,336	3.4	2,892	5,187	-44.2

Table24. Europe MMA Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	3,914	3,294	18.8	2,622	2,444	7.3	1,292	850	52.0
Private Room in Private Home**	7,321	9,998	-26.8	5,254	4,599	14.2	2,067	5,398	-61.7
Shared Room/Space in Private Home**	1,667	1,853	-10.1	1,474	1,221	20.7	193	631	-69.5
Other	2,671	2,239	19.3	2,551	2,239	13.9	119	0	0.0
PURPOSE OF TRIP									
Pleasure (Net)	124,157	125,783	-1.3	97,163	94,539	2.8	26,993	31,245	-13.6
Honeymoon/Get Married	14,565	14,528	0.3	11,024	11,148	-1.1	3,542	3,380	4.8
Honeymoon	13,789	13,772	0.1	10,339	10,424	-0.8	3,449	3,349	3.0
Get Married	1,710	1,250	36.7	1,073	1,104	-2.8	637	147	334.2
Pleasure/Vacation	111,278	112,886	-1.4	87,474	84,764	3.2	23,805	28,122	-15.4
Mtgs/Conventions/Incentive	8,195	8,534	-4.0	5,873	6,481	-9.4	2,322	2,053	13.1
Conventions	5,791	6,064	-4.5	3,663	4,585	-20.1	2,128	1,480	43.8
Corporate Meetings	895	1,501	-40.4	895	985	-9.1	0	516	-100.0
Incentive	1,704	1,190	43.2	1,510	1,132	33.4	194	58	236.1
Other Business	1,990	1,916	3.9	1,831	1,756	4.3	159	160	-0.6
Visit Friends/Rel.	12,180	8,821	38.1	7,424	7,319	1.4	4,756	1,502	216.6
Gov't/Military	906	327	176.9	433	327	32.3	473	0	0.0
Attend School	1,068	973	9.7	865	853	1.4	203	120	68.6
Sport Events	3,238	2,485	30.3	2,546	2,345	8.6	693	140	394.9
Other	2,782	3,449	-19.3	2,508	2,351	6.7	274	1,098	-75.0
TRAVEL STATUS									
% First Timers ***	69.5	71.4	-2.0	69.1	69.6	-0.5	70.6	77.3	-6.6
% Repeaters ***	30.5	28.6	2.0	30.9	30.4	0.5	29.4	22.7	6.6
Average # of Trips	2.3	2.2	4.8	2.4	2.3	1.2	2.2	1.9	18.7
Group Tour	7,422	6,862	8.2	5,813	5,525	5.2	1,609	1,337	20.3
Non-Group	137,531	135,803	1.3	105,466	102,891	2.5	32,065	32,912	-2.6
Package Trip	44,029	43,921	0.2	34,599	35,368	-2.2	9,430	8,553	10.3
No Package	100,924	98,745	2.2	76,680	73,048	5.0	24,244	25,696	-5.6
Net True Independent	98,536	96,533	2.1	74,412	71,011	4.8	24,125	25,521	-5.5
Ave. Age	42	42	-0.7	43	43	-0.1	39	40	-2.8
Ave. Party Size	1.88	1.81	3.8	1.84	1.80	2.4	2.00	1.84	10.9

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 25. United Kingdom Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	46,523	50,328	-7.6	36,362	38,200	-4.8	10,161	12,128	-16.2
VISITOR DAYS	497,207	529,126	-6.0	395,188	421,637	-6.3	102,019	107,489	-5.1
AVERAGE DAILY CENSUS	1,362	1,450	-6.0	1,083	1,155	-6.3	280	294	-5.1
ISLANDS VISITED									
O'ahu	33,318	36,214	-8.0	24,657	25,940	-4.9	8,662	10,274	-15.7
O'ahu only	21,210	21,772	-2.6	14,767	15,463	-4.5	6,443	6,309	2.1
O'ahu one day or less	1,702	2,012	-15.4	1,517	1,754	-13.5	186	258	-28.1
Kaua'i	7,484	7,785	-3.9	6,213	6,023	3.2	1,271	1,762	-27.9
Kaua'i only	1,782	1,592	11.9	1,782	1,561	14.1	0	31	-100.0
Kaua'i one day or less	716	1,663	-56.9	716	732	-2.2	0	931	-100.0
Maui County	15,817	17,524	-9.7	13,508	13,893	-2.8	2,309	3,631	-36.4
Maui	15,577	17,330	-10.1	13,267	13,699	-3.2	2,309	3,631	-36.4
Maui only	6,163	6,633	-7.1	5,256	5,647	-6.9	907	987	-8.1
Maui one day or less	900	1,741	-48.3	776	810	-4.1	124	931	-86.7
Moloka'i *	276	282	-1.9	276	282	-1.9	0	0	0.0
Moloka'i only *	10	6	52.8	10	6	52.8	0	0	0.0
Moloka'i one day or less*	95	147	-35.0	95	147	-35.0	0	0	0.0
Lānaʻi *	389	482	-19.4	389	389	0.0	0	93	-100.0
Lānaʻi only *	66	35	87.8	66	35	87.8	0	0	0.0
Lānaʻi one day or less*	149	283	-47.2	149	189	-21.1	0	93	-100.0
Hawai'i Island	10,987	13,813	-20.5	9,162	10,481	-12.6	1,825	3,332	-45.2
Kona side	9,229	11,517	-19.9	7,936	8,918	-11.0	1,293	2,599	-50.3
Hilo side	4,430	6,916	-35.9	3,544	4,136	-14.3	886	2,780	-68.1
Hawai'i Island only	3,188	4,177	-23.7	3,012	3,340	-9.8	176	836	-79.0
Hawai'i Island one day or less	501	1,092	-54.1	315	391	-19.4	186	702	-73.5
Any Neighbor Island	25,313	28,556	-11.4	21,595	22,737	-5.0	3,718	5,819	-36.1
NI only	13,205	14,114	-6.4	11,705	12,260	-4.5	1,499	1,854	-19.1
O'ahu & NI	12,109	14,442	-16.2	9,890	10,477	-5.6	2,219	3,965	-44.0
Any one island only	32,418	34,215	-5.3	24,893	26,052	-4.5	7,525	8,163	-7.8
Multiple Islands	14,105	16,112	-12.5	11,469	12,147	-5.6	2,636	3,965	-33.5
Avg. Islands Visited	1.46	1.51	-3.0	1.48	1.49	-0.2	1.38	1.57	-12.1
Average Length of Stay in Hawai'i	10.69	10.51	1.7	10.87	11.04	-1.5	10.04	8.86	13.3
Oʻahu	7.38	6.99	5.7	7.22	7.19	0.4	7.85	6.48	21.1
Maui	7.66	7.42	3.2	7.84	8.03	-2.4	6.65	5.13	29.6
Molokaʻi	4.32	3.29	31.3	4.32	3.29	31.3	0	0	NA
Lānaʻi	4.21	2.86	47.5	4.21	3.30	27.6	0	1.00	-100.0
Kauaʻi	6.49	5.53	17.5	6.57	6.43	2.2	6.10	2.43	150.3
Hawai'i Island	7.32	7.39	-1.0	7.59	8.04	-5.6	5.97	5.36	11.4
Hilo	4.19	3.89	7.6	4.49	4.90	-8.4	2.98	2.39	25.0
Kona	6.70	6.53	2.6	6.76	7.18	-5.9	6.39	4.32	47.7
ACCOMMODATIONS									
Plan to stay in Hotel	32,717	36,191	-9.6	25,967	28,412	-8.6	6,750	7,780	-13.2
Hotel only	26,626	29,637	-10.2	21,356	23,825	-10.4	5,270	5,812	-9.3
Plan to stay in Condo	5,637	5,223	7.9	3,558	3,472	2.5	2,079	1,752	18.7
Condo only	3,757	2,965	26.7	2,361	2,177	8.4	1,396	788	77.2
Plan to stay in Timeshare	1,587	1,998	-20.6	1,401	1,311	6.9	186	687	-72.9
Timeshare only	1,219	1,645	-25.9	1,033	958	7.9	186	687	-72.9
Cruise Ship	1,909	2,788	-31.5	1,785	1,706	4.6	124	1,083	-88.5
Friends/Relatives	3,397	3,411	-0.4	2,920	2,889	1.0	478	521	-8.3
Bed & Breakfast	890	1,564	-43.1	705	822	-14.3	185	742	-75.0
Rental House	4,781	5,145	-7.1	3,917	3,525	11.1	863	1,619	-46.7
Hostel	1,325	1,312	0.9	731	731	0.0	594	582	2.1

Table 25. United Kingdom Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	595	470	26.5	271	269	0.5	324	201	61.5
Private Room in Private Home**	1,294	2,126	-39.2	543	549	-1.1	751	1,578	-52.4
Shared Room/Space in Private Home**	284	165	71.7	166	165	0.4	118	0	0.0
Other	446	470	-5.2	446	470	-5.2	0	0	0.0
PURPOSE OF TRIP									
Pleasure (Net)	40,774	44,713	-8.8	31,622	33,264	-4.9	9,152	11,449	-20.1
Honeymoon/Get Married	5,193	4,874	6.5	3,702	3,978	-6.9	1,490	895	66.4
Honeymoon	4,887	4,623	5.7	3,458	3,758	-8.0	1,428	864	65.3
Get Married	772	344	124.2	366	313	16.8	406	31	1205.1
Pleasure/Vacation	35,998	40,221	-10.5	28,274	29,636	-4.6	7,724	10,585	-27.0
Mtgs/Conventions/Incentive	2,231	2,388	-6.6	1,966	2,343	-16.1	265	44	497.4
Conventions	1,530	1,569	-2.5	1,265	1,525	-17.0	265	44	497.4
Corporate Meetings	344	433	-20.5	344	433	-20.5	0	0	0.0
Incentive	427	492	-13.2	427	492	-13.2	0	0	0.0
Other Business	916	835	9.8	805	790	1.8	112	44	151.9
Visit Friends/Rel.	2,933	2,963	-1.0	2,578	2,602	-0.9	355	361	-1.6
Gov't/Military	207	161	28.3	207	161	28.3	0	0	0.0
Attend School	237	68	248.5	35	68	-49.2	203	0	0.0
Sport Events	653	612	6.7	477	538	-11.4	176	74	138.8
Other	1,019	1,474	-30.8	745	712	4.6	274	761	-64.0
TRAVEL STATUS									
% First Timers ***	68.1	67.3	0.8	65.1	66.9	-1.8	78.8	68.4	10.4
% Repeaters ***	31.9	32.7	-0.8	34.9	33.1	1.8	21.2	31.6	-10.4
Average # of Trips	2.5	2.4	2.7	2.7	2.5	7.5	1.7	2.1	-19.9
Group Tour	1,743	2,025	-13.9	1,409	1,753	-19.6	334	272	22.8
Non-Group	44,780	48,303	-7.3	34,953	36,447	-4.1	9,827	11,856	-17.1
Package Trip	18,033	20,512	-12.1	14,635	16,306	-10.2	3,398	4,206	-19.2
No Package	28,490	29,816	-4.4	21,727	21,894	-0.8	6,763	7,922	-14.6
Net True Independent	28,026	29,197	-4.0	21,333	21,449	-0.5	6,693	7,747	-13.6
Ave. Age	46	46	-1.1	46	46	0.0	46	47	-3.3
Ave. Party Size	1.93	1.91	1.4	1.92	1.90	1.4	1.96	1.92	0.7

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 26. Germany Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	45,819	42,543	7.7	37,809	34,359	10.0	8,010	8,184	-2.1
VISITOR DAYS	677,710	639,640	6.0	572,604	523,382	9.4	105,106	116,257	-9.6
AVERAGE DAILY CENSUS	1,857	1,752	6.0	1,569	1,434	9.4	288	319	-9.6
ISLANDS VISITED									
O'ahu	32,124	29,684	8.2	25,506	22,961	11.1	6,617	6,722	-1.6
O'ahu only	11,860	10,966	8.2	8,911	7,973	11.8	2,950	2,993	-1.4
O'ahu one day or less	1,034	1,083	-4.5	990	1,083	-8.6	44	0	0.0
Kaua'i	14,710	13,559	8.5	12,433	11,122	11.8	2,277	2,437	-6.6
Kaua'i only	1,066	1,189	-10.3	1,066	1,189	-10.3	0	0	0.0
Kaua'i one day or less	510	473	7.7	365	446	-18.2	144	27	442.8
Maui County	23,613	22,108	6.8	19,770	17,861	10.7	3,843	4,247	-9.5
Maui	23,347	21,882	6.7	19,504	17,635	10.6	3,843	4,247	-9.5
Maui only	4,171	4,438	-6.0	3,893	3,655	6.5	278	783	-64.5
Maui one day or less	776	493	57.4	454	493	-8.0	322	0	0.0
Moloka'i *	1,263	771	63.7	827	771	7.2	436	0	0.0
Moloka'i only *	10	15	-34.8	10	15	-34.8	0	0	0.0
Moloka'i one day or less*	388	156	148.2	145	156	-7.0	243	0	0.0
Lānaʻi *	519	450	15.3	374	335	11.8	145	116	25.7
Lānaʻi only *	14	5	156.0	14	5	156.0	0	0	0.0
Lānaʻi one day or less*	320	282	13.3	174	167	4.7	145	116	25.7
Hawai'i Island	20,293	18,328	10.7	17,168	15,751	9.0	3,125	2,577	21.2
Kona side	17,200	14,851	15.8	14,162	12,772	10.9	3,038	2,079	46.1
Hilo side	10,196	9,711	5.0	8,216	7,868	4.4	1,981	1,843	7.4
Hawai'i Island only	3,515	3,262	7.8	3,515	2,940	19.6	0	321	-100.0
Hawai'i Island one day or less	313	476	-34.1	274	360	-23.8	39	116	-66.2
Any Neighbor Island	33,959	31,577	7.5	28,898	26,386	9.5	5,060	5,191	-2.5
NI only	13,695	12,859	6.5	12,303	11,398	7.9	1,393	1,462	-4.7
O'ahu & NI	20,263	18,718	8.3	16,596	14,988	10.7	3,668	3,730	-1.7
Any one island only	20,636	19,875	3.8	17,409	15,778	10.3	3,227	4,097	-21.2
Multiple Islands	25,183	22,669	11.1	20,400	18,581	9.8	4,783	4,087	17.0
Avg. Islands Visited	2.01	1.99	1.2	2.01	2.00	0.5	2.05	1.97	4.4
Average Length of Stay in Hawai'i	14.79	15.04	-1.6	15.14	15.23	-0.6	13.12	14.21	-7.6
Oʻahu	7.31	7.43	-1.7	7.14	7.19	-0.8	7.98	8.26	-3.5
Maui	7.83	8.06	-2.8	8.17	8.24	-0.8	6.14	7.32	-16.2
Molokaʻi	3.68	5.11	-28.0	4.39	5.11	-14.0	2.33	0	NA
Lānaʻi	2.62	2.25	16.6	3.25	2.68	21.3	1.00	1.00	0.0
Kauaʻi	6.08	6.40	-5.1	6.43	6.56	-1.9	4.17	5.71	-26.9
Hawai'i Island	8.11	8.23	-1.4	8.53	8.59	-0.6	5.79	6.05	-4.3
Hilo	4.51	4.89	-7.6	4.95	5.18	-4.6	2.71	3.61	-25.0
Kona	6.90	6.96	-1.0	7.48	7.40	1.1	4.19	4.30	-2.6
ACCOMMODATIONS									
Plan to stay in Hotel	28,321	27,518	2.9	23,825	22,267	7.0	4,496	5,251	-14.4
Hotel only	18,656	19,104	-2.3	16,935	15,899	6.5	1,721	3,204	-46.3
Plan to stay in Condo	6,217	5,365	15.9	4,244	3,691	15.0	1,973	1,674	17.9
Condo only	2,524	2,551	-1.1	2,137	1,908	12.0	387	643	-39.8
Plan to stay in Timeshare	583	439	32.7	544	439	23.9	39	0	0.0
Timeshare only	358	250	43.1	358	250	43.1	0	0	0.0
Cruise Ship	632	810	-22.0	597	810	-26.3	35	0	0.0
Friends/Relatives	3,078	3,554	-13.4	2,782	2,867	-3.0	296	687	-56.9
Bed & Breakfast	4,437	3,941	12.6	3,105	2,671	16.3	1,332	1,270	4.8
Rental House	7,688	5,497	39.8	5,855	4,574	28.0	1,833	923	98.4
Hostel	4,282	3,682	16.3	2,683	2,624	2.3	1,599	1,058	51.1

Table 26. Germany Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	1,993	1,607	24.0	1,236	1,130	9.4	757	477	58.5
Private Room in Private Home**	3,783	3,568	6.0	2,809	2,309	21.6	974	1,259	-22.6
Shared Room/Space in Private Home**	828	984	-15.9	753	606	24.2	75	378	-80.2
Other	1,130	887	27.3	1,084	887	22.2	46	0	0.0
PURPOSE OF TRIP									
Pleasure (Net)	40,115	36,795	9.0	33,121	29,877	10.9	6,994	6,918	1.1
Honeymoon/Get Married	3,869	3,815	1.4	3,266	3,015	8.3	603	799	-24.6
Honeymoon	3,582	3,538	1.2	3,009	2,739	9.9	572	799	-28.4
Get Married	683	579	18.0	452	463	-2.3	231	116	99.6
Pleasure/Vacation	37,112	33,809	9.8	30,489	27,465	11.0	6,622	6,344	4.4
Mtgs/Conventions/Incentive	2,589	3,143	-17.6	2,032	2,165	-6.1	557	978	-43.1
Conventions	1,468	2,505	-41.4	1,105	1,584	-30.2	363	921	-60.6
Corporate Meetings	239	226	5.7	239	226	5.7	0	0	0.0
Incentive	952	454	110.0	758	396	91.6	194	58	236.1
Other Business	406	428	-5.3	406	428	-5.3	0	0	0.0
Visit Friends/Rel.	2,985	3,148	-5.2	2,591	2,551	1.6	394	597	-34.1
Gov't/Military	573	91	530.5	100	91	9.8	473	0	0.0
Attend School	221	255	-13.4	221	183	20.4	0	72	-100.0
Sport Events	1,062	1,029	3.1	1,017	963	5.6	44	66	-33.0
Other	1,042	1,221	-14.7	1,042	1,004	3.8	0	217	-100.0
TRAVEL STATUS									
% First Timers ***	68.0	71.1	-3.1	69.3	69.5	-0.2	61.9	77.6	-15.6
% Repeaters ***	32.0	28.9	3.1	30.7	30.5	0.2	38.1	22.4	15.6
Average # of Trips	2.3	2.2	3.9	2.2	2.3	-3.5	2.7	1.9	44.5
Group Tour	2,194	2,139	2.6	2,143	1,968	8.9	50	171	-70.5
Non-Group	43,625	40,404	8.0	35,666	32,391	10.1	7,960	8,013	-0.7
Package Trip	12,054	10,806	11.6	9,908	9,251	7.1	2,146	1,554	38.1
No Package	33,765	31,738	6.4	27,901	25,108	11.1	5,864	6,630	-11.5
Net True Independent	32,728	30,797	6.3	26,914	24,167	11.4	5,814	6,630	-12.3
Ave. Age	42	42	-0.7	43	42	0.3	38	41	-8.4
Ave. Party Size	1.83	1.72	6.3	1.77	1.72	3.4	2.15	1.71	34.5

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 27. Oceania MMA Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	415,764	400,957	3.7	55,597	57,375	-3.1	360,167	343,582	4.8
VISITOR DAYS	4,014,147	3,870,803	3.7	395,781	411,635	-3.9	3,618,367	3,459,168	4.6
AVERAGE DAILY CENSUS	10,998	10,605	3.7	1,084	1,128	-3.9	9,913	9,477	4.6
ISLANDS VISITED									
O'ahu	406,904	391,031	4.1	52,027	53,671	-3.1	354,877	337,360	5.2
O'ahu only	303,871	276,333	10.0	45,236	45,942	-1.5	258,634	230,391	12.3
O'ahu one day or less	3,464	4,932	-29.8	1,514	1,660	-8.8	1,951	3,272	-40.4
Kaua'i	33,028	35,746	-7.6	2,498	2,637	-5.3	30,530	33,109	-7.8
Kaua'i only	1,519	1,121	35.6	587	561	4.5	933	559	66.8
Kaua'i one day or less	10,289	11,292	-8.9	434	545	-20.5	9,855	10,747	-8.3
Maui County	70,440	76,175	-7.5	6,239	6,626	-5.8	64,201	69,549	-7.7
Maui	69,544	74,940	-7.2	6,123	6,533	-6.3	63,421	68,407	-7.3
Maui only	3,901	4,968	-21.5	1,795	1,827	-1.8	2,106	3,140	-32.9
Maui one day or less	14,442	16,314	-11.5	483	632	-23.7	13,959	15,681	-11.0
Moloka'i *	4,017	5,306	-24.3	161	194	-17.0	3,856	5,112	-24.6
Moloka'i only *	6	42	-84.7	6	21	-69.9	0	21	-100.0
Moloka'i one day or less*	3,609	4,383	-17.7	102	114	-10.7	3,507	4,269	-17.8
Lānaʻi *	5,081	6,306	-19.4	153	169	-9.3	4,928	6,138	-19.7
Lānaʻi only *	93	4	2,070.0	29	4	578.0	64	0	0.0
Lānaʻi one day or less*	4,573	5,823	-21.5	87	123	-29.3	4,486	5,700	-21.3
Hawai'i Island	51,570	65,912	-21.8	3,613	4,555	-20.7	47,957	61,357	-21.8
Kona side	42,132	54,195	-22.3	3,031	3,660	-17.2	39,101	50,535	-22.6
Hilo side	30,011	39,676	-24.4	1,430	2,024	-29.4	28,581	37,652	-24.1
Hawai'i Island only	2,389	2,768	-13.7	876	993	-11.7	1,513	1,775	-14.8
Hawai'i Island one day or less	8,021	10,022	-20.0	261	419	-37.7	7,760	9,603	-19.2
Any Neighbor Island	111,893	124,624	-10.2	10,361	11,433	-9.4	101,533	113,191	-10.3
NI only	8,860	9,926	-10.7	3,570	3,704	-3.6	5,290	6,222	-15.0
O'ahu & NI	103,034	114,698	-10.2	6,791	7,729	-12.1	96,243	106,969	-10.0
Any one island only	311,779	285,235	9.3	48,529	49,349	-1.7	263,250	235,886	11.6
Multiple Islands	103,985	115,722	-10.1	7,068	8,026	-11.9	96,917	107,696	-10.0
Avg. Islands Visited	1.37	1.44	-5.1	1.16	1.18	-1.7	1.40	1.49	-5.7
Average Length of Stay in Hawai'i	9.65	9.65	0.0	7.12	7.17	-0.8	10.05	10.07	-0.2
Oʻahu	8.22	7.99	2.8	6.05	6.06	-0.2	8.54	8.30	2.8
Maui	4.49	4.47	0.5	6.75	6.56	2.8	4.27	4.27	0.0
Molokaʻi	1.36	1.42	-4.5	2.65	2.95	-10.0	1.31	1.37	-4.4
Lānaʻi	1.27	1.18	7.7	3.14	2.06	52.5	1.22	1.16	4.9
Kauaʻi	3.72	3.77	-1.5	5.80	5.52	5.2	3.55	3.64	-2.4
Hawai'i Island	4.32	3.95	9.5	6.73	6.17	9.1	4.14	3.79	9.4
Hilo	2.08	1.93	8.1	4.33	3.66	18.2	1.97	1.83	7.4
Kona	3.81	3.39	12.3	5.98	5.65	5.9	3.64	3.23	12.7
ACCOMMODATIONS									
Plan to stay in Hotel	360,002	351,950	2.3	46,878	49,213	-4.7	313,124	302,737	3.4
Hotel only	318,434	308,056	3.4	44,255	46,381	-4.6	274,180	261,675	4.8
Plan to stay in Condo	39,748	36,352	9.3	3,144	3,035	3.6	36,604	33,317	9.9
Condo only	23,646	21,581	9.6	2,422	2,346	3.2	21,224	19,235	10.3
Plan to stay in Timeshare	10,922	8,816	23.9	776	844	-8.1	10,147	7,973	27.3
Timeshare only	5,993	4,751	26.1	564	611	-7.7	5,429	4,140	31.1
Cruise Ship	11,121	13,844	-19.7	769	962	-20.1	10,352	12,882	-19.6
Friends/Relatives	7,534	7,485	0.6	1,998	1,819	9.9	5,536	5,667	-2.3
Bed & Breakfast	4,169	3,540	17.8	622	597	4.3	3,547	2,943	20.5
Rental House	20,167	19,145	5.3	2,680	2,493	7.5	17,488	16,652	5.0
Hostel	2,891	2,478	16.7	826	695	18.8	2,066	1,782	15.9

Table 27. Oceania MMA Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	725	491	47.5	134	132	1.5	590	359	64.5
Private Room in Private Home**	7,938	6,540	21.4	434	423	2.5	7,504	6,117	22.7
Shared Room/Space in Private Home**	967	886	9.2	127	140	-9.2	840	746	12.6
Other	1,138	889	28.1	544	535	1.6	594	353	68.2
PURPOSE OF TRIP									
Pleasure (Net)	391,778	378,179	3.6	51,904	54,025	-3.9	339,874	324,155	4.8
Honeymoon/Get Married	17,598	15,615	12.7	2,214	2,508	-11.7	15,384	13,107	17.4
Honeymoon	16,071	14,803	8.6	2,068	2,350	-12.0	14,003	12,453	12.4
Get Married	1,752	1,235	41.9	181	192	-5.9	1,571	1,042	50.7
Pleasure/Vacation	375,938	363,872	3.3	50,026	51,781	-3.4	325,912	312,090	4.4
Mtgs/Conventions/Incentive	6,793	7,914	-14.2	707	728	-2.9	6,086	7,186	-15.3
Conventions	4,960	6,243	-20.6	507	503	0.8	4,453	5,740	-22.4
Corporate Meetings	383	609	-37.1	124	134	-7.4	259	475	-45.5
Incentive	1,613	1,410	14.4	109	109	0.3	1,504	1,301	15.5
Other Business	1,105	1,656	-33.3	527	551	-4.3	578	1,105	-47.7
Visit Friends/Rel.	9,877	8,086	22.2	1,864	1,767	5.5	8,013	6,320	26.8
Gov't/Military	936	342	174.0	231	141	64.2	705	201	250.9
Attend School	1,053	274	284.7	53	31	69.0	1,000	242	312.6
Sport Events	2,064	2,866	-28.0	320	292	9.6	1,744	2,575	-32.3
Other	12,611	11,304	11.6	1,292	1,010	28.0	11,319	10,294	10.0
TRAVEL STATUS									
% First Timers ***	49.2	51.4	-2.2	42.0	42.7	-0.7	50.3	52.8	-2.6
% Repeaters ***	50.8	48.6	2.2	58.0	57.3	0.7	49.7	47.2	2.6
Average # of Trips	2.6	2.4	6.6	2.9	2.9	1.1	2.5	2.4	7.8
Group Tour	8,035	8,026	0.1	1,104	1,172	-5.9	6,932	6,853	1.1
Non-Group	407,729	392,931	3.8	54,493	56,203	-3.0	353,235	336,729	4.9
Package Trip	172,659	170,452	1.3	20,386	22,188	-8.1	152,272	148,264	2.7
No Package	243,105	230,505	5.5	35,211	35,187	0.1	207,895	195,318	6.4
Net True Independent	241,470	228,646	5.6	34,882	34,826	0.2	206,588	193,820	6.6
Ave. Age	47	46	0.8	46	46	0.0	47	46	1.0
Ave. Party Size	2.50	2.47	1.6	2.13	2.12	0.7	2.57	2.53	1.6

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 28. Australia Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	325,050	327,704	-0.8	44,625	46,715	-4.5	280,425	280,989	-0.2
VISITOR DAYS	3,160,336	3,171,841	-0.4	319,293	333,655	-4.3	2,841,043	2,838,186	0.1
AVERAGE DAILY CENSUS	8,658	8,690	-0.4	875	914	-4.3	7,784	7,776	0.1
ISLANDS VISITED									
O'ahu	317,783	319,188	-0.4	42,149	43,986	-4.2	275,634	275,202	0.2
O'ahu only	232,951	223,585	4.2	36,600	37,586	-2.6	196,351	185,998	5.6
O'ahu one day or less	2,745	4,234	-35.2	1,212	1,402	-13.6	1,533	2,832	-45.9
Kaua'i	28,053	31,667	-11.4	1,945	2,156	-9.8	26,108	29,510	-11.5
Kaua'i only	1,315	941	39.8	382	393	-2.7	933	548	70.3
Kaua'i one day or less	8,538	9,829	-13.1	331	440	-24.9	8,207	9,389	-12.6
Maui County	58,088	63,617	-8.7	4,915	5,322	-7.7	53,173	58,296	-8.8
Maui	57,255	62,552	-8.5	4,847	5,250	-7.7	52,408	57,302	-8.5
Maui only	3,255	4,287	-24.1	1,285	1,393	-7.8	1,971	2,894	-31.9
Maui one day or less	11,964	14,614	-18.1	378	518	-27.0	11,586	14,095	-17.8
Moloka'i *	3,308	4,817	-31.3	108	145	-25.3	3,199	4,671	-31.5
Moloka'i only *	1	37	-97.0	1	16	-93.2	0	21	-100.0
Moloka'i one day or less*	2,939	3,948	-25.5	73	92	-20.3	2,866	3,855	-25.7
Lānaʻi *	4,355	5,636	-22.7	113	140	-19.5	4,242	5,495	-22.8
Lānaʻi only *	80	2	3,615.9	16	2	653.5	64	0	0.0
Lānaʻi one day or less*	3,869	5,247	-26.3	69	99	-29.6	3,800	5,148	-26.2
Hawai'i Island	43,175	56,299	-23.3	2,800	3,650	-23.3	40,375	52,649	-23.3
Kona side	34,754	46,216	-24.8	2,372	2,955	-19.7	32,382	43,261	-25.1
Hilo side	24,827	34,103	-27.2	1,127	1,643	-31.4	23,700	32,459	-27.0
Hawai'i Island only	1,789	2,342	-23.6	591	721	-18.0	1,198	1,621	-26.1
Hawai'i Island one day or less	6,911	9,000	-23.2	195	330	-41.0	6,717	8,670	-22.5
Any Neighbor Island	92,098	104,119	-11.5	8,024	9,128	-12.1	84,074	94,991	-11.5
NI only	7,266	8,515	-14.7	2,476	2,728	-9.3	4,791	5,787	-17.2
O'ahu & NI	84,832	95,604	-11.3	5,548	6,400	-13.3	79,284	89,204	-11.1
Any one island only	239,392	231,193	3.5	38,876	40,112	-3.1	200,516	191,081	4.9
Multiple Islands	85,657	96,510	-11.2	5,749	6,602	-12.9	79,909	89,908	-11.1
Avg. Islands Visited	1.40	1.47	-4.7	1.16	1.18	-1.7	1.43	1.51	-5.2
Average Length of Stay in Hawai'i	9.72	9.68	0.5	7.16	7.14	0.2	10.13	10.10	0.3
Oʻahu	8.19	7.99	2.5	6.11	6.05	1.0	8.51	8.31	2.5
Maui	4.45	4.33	2.7	6.67	6.46	3.3	4.24	4.13	2.5
Molokaʻi	1.41	1.43	-1.9	2.72	2.92	-6.8	1.36	1.39	-1.9
Lānaʻi	1.29	1.14	13.8	2.84	2.04	39.1	1.25	1.11	12.4
Kauaʻi	3.81	3.74	1.8	5.64	5.46	3.3	3.67	3.61	1.5
Hawai'i Island	4.30	3.86	11.3	6.40	5.82	10.1	4.15	3.73	11.4
Hilo	2.04	1.90	7.6	3.70	3.41	8.7	1.96	1.82	7.8
Kona	3.88	3.30	17.5	5.80	5.29	9.7	3.74	3.17	18.0
ACCOMMODATIONS									
Plan to stay in Hotel	289,676	293,115	-1.2	38,665	41,072	-5.9	251,010	252,043	-0.4
Hotel only	257,921	256,837	0.4	36,571	38,759	-5.6	221,349	218,078	1.5
Plan to stay in Condo	26,571	25,660	3.5	2,187	2,126	2.9	24,384	23,534	3.6
Condo only	14,673	14,626	0.3	1,628	1,635	-0.4	13,045	12,991	0.4
Plan to stay in Timeshare	6,911	7,313	-5.5	528	550	-4.1	6,383	6,762	-5.6
Timeshare only	3,793	3,902	-2.8	383	381	0.7	3,410	3,521	-3.2
Cruise Ship	8,991	12,847	-30.0	649	845	-23.3	8,342	12,001	-30.5
Friends/Relatives	4,282	4,927	-13.1	1,172	1,088	7.7	3,110	3,840	-19.0
Bed & Breakfast	3,039	2,471	23.0	470	450	4.4	2,569	2,021	27.1
Rental House	14,711	14,201	3.6	2,005	1,914	4.8	12,707	12,288	3.4
Hostel	2,001	1,661	20.5	613	522	17.5	1,388	1,139	21.9

Table 28. Australia Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	385	374	3.0	92	101	-8.9	293	272	7.4
Private Room in Private Home**	5,012	5,437	-7.8	329	337	-2.2	4,682	5,100	-8.2
Shared Room/Space in Private Home**	687	746	-8.0	95	106	-10.1	591	640	-7.6
Other	1,001	657	52.3	407	390	4.3	594	267	122.3
PURPOSE OF TRIP									
Pleasure (Net)	307,399	309,898	-0.8	42,145	44,503	-5.3	265,254	265,394	-0.1
Honeymoon/Get Married	14,047	13,261	5.9	1,885	2,128	-11.4	12,162	11,133	9.2
Honeymoon	12,594	12,640	-0.4	1,768	2,006	-11.8	10,826	10,634	1.8
Get Married	1,637	988	65.8	143	147	-2.7	1,494	841	77.7
Pleasure/Vacation	294,740	297,659	-1.0	40,524	42,578	-4.8	254,216	255,082	-0.3
Mtgs/Conventions/Incentive	4,864	6,502	-25.2	443	542	-18.3	4,421	5,960	-25.8
Conventions	3,721	5,213	-28.6	307	372	-17.4	3,413	4,841	-29.5
Corporate Meetings	278	491	-43.3	91	98	-7.3	187	393	-52.3
Incentive	1,003	1,145	-12.4	77	89	-12.6	926	1,056	-12.4
Other Business	507	1,245	-59.3	353	352	0.5	154	894	-82.8
Visit Friends/Rel.	6,450	5,723	12.7	1,176	1,064	10.4	5,275	4,659	13.2
Gov't/Military	869	220	294.6	177	104	70.1	692	116	495.4
Attend School	782	138	466.5	36	26	37.8	746	112	565.8
Sport Events	1,791	2,388	-25.0	273	201	36.0	1,517	2,187	-30.6
Other	10,081	9,506	6.0	872	709	23.0	9,209	8,797	4.7
TRAVEL STATUS									
% First Timers ***	49.0	51.2	-2.3	42.6	43.3	-0.7	50.0	52.5	-2.6
% Repeaters ***	51.0	48.8	2.3	57.4	56.7	0.7	50.0	47.5	2.6
Average # of Trips	2.6	2.4	7.7	2.8	2.7	2.8	2.6	2.4	8.7
Group Tour	6,385	6,755	-5.5	770	935	-17.6	5,615	5,820	-3.5
Non-Group	318,665	320,949	-0.7	43,855	45,780	-4.2	274,810	275,169	-0.1
Package Trip	141,440	147,322	-4.0	16,796	18,448	-9.0	124,644	128,873	-3.3
No Package	183,609	180,382	1.8	27,829	28,266	-1.5	155,781	152,116	2.4
Net True Independent	182,284	178,782	2.0	27,596	28,028	-1.5	154,689	150,753	2.6
Ave. Age	47	46	1.1	46	46	-0.1	47	46	1.3
Ave. Party Size	2.51	2.47	1.9	2.14	2.12	1.5	2.59	2.54	1.9

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 29. New Zealand Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	90,714	73,254	23.8	10,972	10,661	2.9	79,742	62,593	27.4
VISITOR DAYS	853,811	698,962	22.2	76,487	77,980	-1.9	777,324	620,982	25.2
AVERAGE DAILY CENSUS	2,339	1,915	22.2	210	214	-1.9	2,130	1,701	25.2
ISLANDS VISITED									
O'ahu	89,121	71,843	24.1	9,879	9,685	2.0	79,243	62,158	27.5
O'ahu only	70,919	52,748	34.4	8,636	8,356	3.4	62,283	44,392	40.3
O'ahu one day or less	719	699	3.0	302	258	17.0	418	441	-5.2
Kaua'i	4,975	4,079	22.0	553	481	15.1	4,422	3,599	22.9
Kaua'i only	204	180	13.6	204	168	21.3	0	12	-100.0
Kaua'i one day or less	1,751	1,463	19.7	103	105	-1.8	1,648	1,358	21.4
Maui County	12,352	12,558	-1.6	1,324	1,304	1.5	11,028	11,254	-2.0
Maui	12,289	12,388	-0.8	1,276	1,284	-0.6	11,012	11,104	-0.8
Maui only	645	680	-5.2	510	434	17.5	135	246	-45.1
Maui one day or less	2,478	1,700	45.8	104	114	-8.6	2,374	1,586	49.7
Moloka'i *	710	489	45.0	52	49	7.7	657	441	49.1
Moloka'i only *	5	5	3.2	5	5	3.2	0	0	0.0
Moloka'i one day or less*	670	435	53.8	28	22	30.1	641	414	55.0
Lānaʻi *	726	670	8.3	40	28	41.4	686	642	6.9
Lānaʻi only *	13	2	501.4	13	2	501.4	0	0	0.0
Lānaʻi one day or less*	704	576	22.1	17	24	-27.9	686	552	24.3
Hawai'i Island	8,395	9,612	-12.7	813	905	-10.2	7,582	8,707	-12.9
Kona side	7,378	7,979	-7.5	659	705	-6.5	6,719	7,274	-7.6
Hilo side	5,184	5,573	-7.0	303	380	-20.4	4,881	5,193	-6.0
Hawai'i Island only	600	426	40.8	285	272	4.8	315	154	104.2
Hawai'i Island one day or less	1,110	1,022	8.6	66	89	-25.7	1,044	933	11.8
Any Neighbor Island	19,795	20,505	-3.5	2,337	2,305	1.4	17,459	18,201	-4.1
NI only	1,593	1,411	12.9	1,094	976	12.1	499	435	14.8
O'ahu & NI	18,202	19,095	-4.7	1,243	1,329	-6.5	16,959	17,765	-4.5
Any one island only	72,387	54,042	33.9	9,653	9,237	4.5	62,734	44,804	40.0
Multiple Islands	18,328	19,212	-4.6	1,319	1,423	-7.3	17,008	17,789	-4.4
Avg. Islands Visited	1.28	1.35	-5.3	1.15	1.17	-1.4	1.30	1.38	-6.1
Average Length of Stay in Hawai'i	9.41	9.54	-1.4	6.97	7.31	-4.7	9.75	9.92	-1.7
Oʻahu	8.32	7.99	4.1	5.80	6.11	-5.1	8.63	8.28	4.2
Maui	4.69	5.17	-9.3	7.04	6.98	0.8	4.41	4.95	-10.9
Molokaʻi	1.13	1.31	-13.6	2.51	3.04	-17.3	1.02	1.12	-8.8
Lānaʻi	1.17	1.58	-26.1	4.01	2.17	84.9	1.00	1.55	-35.6
Kauaʻi	3.23	4.04	-20.2	6.37	5.77	10.3	2.84	3.81	-25.6
Hawai'i Island	4.46	4.47	-0.2	7.85	7.57	3.8	4.10	4.15	-1.2
Hilo	2.28	2.11	8.1	6.66	4.77	39.6	2.01	1.91	4.9
Kona	3.48	3.91	-11.2	6.62	7.14	-7.3	3.17	3.60	-12.0
ACCOMMODATIONS									
Plan to stay in Hotel	70,327	58,835	19.5	8,213	8,141	0.9	62,114	50,694	22.5
Hotel only	60,514	51,219	18.1	7,683	7,622	0.8	52,830	43,597	21.2
Plan to stay in Condo	13,177	10,691	23.3	957	909	5.3	12,220	9,782	24.9
Condo only	8,973	6,955	29.0	795	711	11.7	8,179	6,244	31.0
Plan to stay in Timeshare	4,011	1,504	166.8	248	293	-15.6	3,764	1,210	211.0
Timeshare only	2,199	849	158.9	181	231	-21.5	2,018	619	226.1
Cruise Ship	2,130	997	113.6	121	117	3.0	2,010	880	128.3
Friends/Relatives	3,252	2,558	27.1	826	731	13.0	2,425	1,827	32.7
Bed & Breakfast	1,130	1,069	5.7	153	146	4.2	977	922	6.0
Rental House	5,456	4,944	10.4	675	579	16.6	4,781	4,365	9.5
Hostel	890	817	9.0	213	174	22.7	677	643	5.3

Table 29. New Zealand Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	340	118	188.9	42	31	35.3	298	87	244.0
Private Room in Private Home**	2,926	1,103	165.4	104	86	20.6	2,822	1,016	177.8
Shared Room/Space in Private Home**	280	140	100.5	32	34	-6.3	248	105	135.4
Other	137	231	-40.8	137	145	-5.7	0	86	-100.0
PURPOSE OF TRIP									
Pleasure (Net)	84,379	68,282	23.6	9,759	9,521	2.5	74,620	58,760	27.0
Honeymoon/Get Married	3,550	2,354	50.8	328	380	-13.5	3,222	1,974	63.2
Honeymoon	3,477	2,163	60.8	300	344	-12.8	3,177	1,819	74.7
Get Married	115	247	-53.5	38	45	-16.0	77	202	-61.9
Pleasure/Vacation	81,198	66,212	22.6	9,502	9,204	3.2	71,696	57,009	25.8
Mtgs/Conventions/Incentive	1,929	1,412	36.6	264	186	42.1	1,664	1,226	35.7
Conventions	1,239	1,030	20.3	200	131	52.3	1,039	899	15.6
Corporate Meetings	105	118	-11.3	33	36	-7.7	72	82	-12.8
Incentive	610	265	129.6	32	20	56.2	578	245	135.8
Other Business	598	411	45.7	174	199	-12.7	425	212	100.5
Visit Friends/Rel.	3,427	2,363	45.0	689	702	-1.9	2,739	1,661	64.9
Gov't/Military	67	121	-45.1	54	37	47.4	12	85	-85.3
Attend School	271	136	99.8	17	5	220.7	254	130	94.9
Sport Events	273	478	-42.9	46	91	-48.8	227	388	-41.5
Other	2,530	1,798	40.7	420	300	39.7	2,111	1,498	40.9
TRAVEL STATUS									
% First Timers ***	49.9	52.1	-2.2	39.5	40.0	-0.6	51.3	54.1	-2.8
% Repeaters ***	50.1	47.9	2.2	60.5	60.0	0.6	48.7	45.9	2.8
Average # of Trips	2.6	2.5	2.0	3.2	3.4	-5.5	2.5	2.4	4.7
Group Tour	1,650	1,271	29.9	334	238	40.4	1,317	1,033	27.5
Non-Group	89,064	71,983	23.7	10,639	10,423	2.1	78,425	61,560	27.4
Package Trip	31,218	23,130	35.0	3,590	3,740	-4.0	27,628	19,391	42.5
No Package	59,496	50,123	18.7	7,382	6,921	6.7	52,114	43,202	20.6
Net True Independent	59,186	49,864	18.7	7,287	6,797	7.2	51,899	43,067	20.5
Ave. Age	46	46	0.0	47	47	0.3	46	46	0.0
Ave. Party Size	2.47	2.43	1.2	2.07	2.12	-2.4	2.54	2.49	1.4

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 30. Other Asia MMA Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	379,925	449,082	-15.4	35,762	44,005	-18.7	344,163	405,077	-15.0
VISITOR DAYS	2,910,193	3,339,894	-12.9	236,254	287,480	-17.8	2,673,938	3,052,415	-12.4
AVERAGE DAILY CENSUS	7,973	9,150	-12.9	647	788	-17.8	7,326	8,363	-12.4
ISLANDS VISITED									
O'ahu	369,312	437,125	-15.5	31,577	39,212	-19.5	337,736	397,913	-15.1
O'ahu only	251,189	290,714	-13.6	24,844	30,235	-17.8	226,345	260,479	-13.1
O'ahu one day or less	4,751	7,062	-32.7	1,844	2,380	-22.5	2,907	4,682	-37.9
Kaua'i	14,827	18,247	-18.7	1,608	1,986	-19.1	13,220	16,261	-18.7
Kaua'i only	1,423	1,374	3.5	543	626	-13.2	880	749	17.6
Kaua'i one day or less	6,137	7,827	-21.6	241	374	-35.4	5,896	7,453	-20.9
Maui County	66,241	84,561	-21.7	5,593	6,800	-17.8	60,648	77,760	-22.0
Maui	64,679	83,445	-22.5	5,391	6,614	-18.5	59,287	76,831	-22.8
Maui only	3,284	3,744	-12.3	1,630	1,899	-14.1	1,653	1,845	-10.4
Maui one day or less	10,728	18,827	-43.0	677	902	-24.9	10,051	17,925	-43.9
Moloka'i *	2,099	1,900	10.5	215	209	2.6	1,884	1,690	11.5
Moloka'i only *	51	50	2.0	33	20	64.3	19	30	-38.8
Moloka'i one day or less*	1,856	1,580	17.5	117	117	-0.1	1,739	1,463	18.9
Lānaʻi *	1,896	2,087	-9.1	241	172	40.1	1,656	1,915	-13.5
Lānaʻi only *	47	31	48.1	47	31	48.1	0	0	0.0
Lānaʻi one day or less*	1,282	1,687	-24.0	103	63	61.5	1,179	1,624	-27.4
Hawai'i Island	72,328	88,412	-18.2	5,794	7,951	-27.1	66,534	80,461	-17.3
Kona side	55,834	67,778	-17.6	4,134	5,722	-27.8	51,701	62,056	-16.7
Hilo side	39,706	45,782	-13.3	2,937	3,951	-25.6	36,768	41,832	-12.1
Hawai'i Island only	4,674	5,319	-12.1	1,480	1,691	-12.5	3,195	3,628	-11.9
Hawai'i Island one day or less	11,891	18,210	-34.7	581	1,128	-48.5	11,310	17,082	-33.8
Any Neighbor Island	128,736	158,368	-18.7	10,918	13,770	-20.7	117,818	144,598	-18.5
NI only	10,613	11,957	-11.2	4,185	4,793	-12.7	6,427	7,164	-10.3
O'ahu & NI	118,123	146,411	-19.3	6,733	8,977	-25.0	111,391	137,434	-18.9
Any one island only	260,668	301,233	-13.5	28,576	34,503	-17.2	232,092	266,731	-13.0
Multiple Islands	119,257	147,849	-19.3	7,186	9,503	-24.4	112,071	138,346	-19.0
Avg. Islands Visited	1.38	1.41	-1.7	1.25	1.28	-1.8	1.40	1.42	-1.7
Average Length of Stay in Hawai'i	7.66	7.44	3.0	6.61	6.53	1.1	7.77	7.54	3.1
Oʻahu	6.38	6.21	2.6	5.03	4.96	1.3	6.50	6.34	2.6
Maui	3.48	3.07	13.5	5.68	5.52	2.8	3.28	2.86	14.9
Molokaʻi	1.63	1.58	3.5	4.14	2.87	44.1	1.35	1.42	-4.9
Lānaʻi	2.03	1.50	35.0	3.55	4.19	-15.2	1.81	1.26	43.2
Kauaʻi	3.27	2.83	15.3	6.05	5.54	9.2	2.93	2.50	17.0
Hawai'i Island	3.78	3.50	8.0	6.11	5.53	10.5	3.58	3.30	8.4
Hilo	2.34	2.28	2.3	4.19	3.70	13.3	2.19	2.15	1.8
Kona	3.24	3.03	7.1	5.58	5.12	9.0	3.05	2.83	7.8
ACCOMMODATIONS									
Plan to stay in Hotel	324,826	389,460	-16.6	29,201	37,188	-21.5	295,625	352,272	-16.1
Hotel only	289,108	351,355	-17.7	27,260	35,066	-22.3	261,848	316,290	-17.2
Plan to stay in Condo	39,348	41,787	-5.8	1,445	1,482	-2.5	37,902	40,305	-6.0
Condo only	17,974	20,862	-13.8	1,009	1,021	-1.2	16,965	19,841	-14.5
Plan to stay in Timeshare	3,506	4,577	-23.4	493	729	-32.4	3,013	3,848	-21.7
Timeshare only	2,004	2,598	-22.9	367	468	-21.6	1,637	2,130	-23.1
Cruise Ship	1,357	1,990	-31.8	256	361	-29.1	1,101	1,629	-32.4
Friends/Relatives	11,802	13,397	-11.9	2,030	2,204	-7.9	9,772	11,192	-12.7
Bed & Breakfast	7,658	8,698	-12.0	720	729	-1.2	6,938	7,969	-12.9
Rental House	22,755	22,156	2.7	2,294	2,275	0.8	20,461	19,881	2.9
Hostel	1,308	1,631	-19.8	397	393	0.9	911	1,238	-26.4

Table 30. Other Asia MMA Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	464	1,173	-60.5	247	336	-26.5	217	838	-74.1
Private Room in Private Home**	10,789	10,866	-0.7	680	668	1.9	10,109	10,199	-0.9
Shared Room/Space in Private Home**	2,275	1,826	24.6	252	274	-8.3	2,023	1,552	30.4
Other	822	1,011	-18.7	503	439	14.6	320	573	-44.2
PURPOSE OF TRIP									
Pleasure (Net)	349,702	409,959	-14.7	31,246	38,416	-18.7	318,456	371,543	-14.3
Honeymoon/Get Married	89,391	108,983	-18.0	2,052	2,860	-28.3	87,339	106,122	-17.7
Honeymoon	84,999	103,783	-18.1	1,880	2,587	-27.4	83,120	101,196	-17.9
Get Married	6,742	8,549	-21.1	236	341	-31.0	6,506	8,207	-20.7
Pleasure/Vacation	261,423	301,943	-13.4	29,431	35,880	-18.0	231,992	266,064	-12.8
Mtgs/Conventions/Incentive	18,366	25,659	-28.4	1,734	2,211	-21.6	16,632	23,449	-29.1
Conventions	10,100	9,643	4.7	885	1,146	-22.8	9,216	8,497	8.5
Corporate Meetings	1,987	3,157	-37.1	263	394	-33.3	1,724	2,763	-37.6
Incentive	6,602	13,395	-50.7	656	748	-12.2	5,946	12,648	-53.0
Other Business	2,181	3,289	-33.7	685	966	-29.1	1,496	2,324	-35.6
Visit Friends/Rel.	8,038	10,062	-20.1	2,019	2,188	-7.7	6,020	7,874	-23.6
Gov't/Military	540	642	-15.9	267	448	-40.4	273	193	41.1
Attend School	1,288	1,644	-21.6	95	201	-52.8	1,193	1,443	-17.3
Sport Events	557	797	-30.1	132	167	-20.8	424	630	-32.6
Other	7,899	7,317	8.0	871	951	-8.4	7,028	6,366	10.4
TRAVEL STATUS									
% First Timers ***	77.2	80.5	-3.3	65.0	67.2	-2.2	78.5	81.9	-3.5
% Repeaters ***	22.8	19.5	3.3	35.0	32.8	2.2	21.5	18.1	3.5
Average # of Trips	1.6	1.5	6.4	2.8	2.7	1.7	1.5	1.4	7.9
Group Tour	67,166	94,251	-28.7	11,419	15,185	-24.8	55,747	79,066	-29.5
Non-Group	312,760	354,831	-11.9	24,343	28,820	-15.5	288,416	326,011	-11.5
Package Trip	174,976	223,090	-21.6	17,171	22,373	-23.2	157,805	200,717	-21.4
No Package	204,949	225,992	-9.3	18,591	21,632	-14.1	186,358	204,360	-8.8
Net True Independent	197,926	214,010	-7.5	16,570	19,234	-13.8	181,356	194,776	-6.9
Ave. Age	38	38	-0.1	40	40	-0.5	38	38	-0.1
Ave. Party Size	2.58	2.56	0.6	2.29	2.33	-1.4	2.61	2.59	0.8

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 31. Korea Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	228,350	279,201	-18.2	6,197	7,292	-15.0	222,153	271,909	-18.3
VISITOR DAYS	1,698,940	2,015,132	-15.7	45,916	53,161	-13.6	1,653,024	1,961,972	-15.7
AVERAGE DAILY CENSUS	4,655	5,521	-15.7	126	146	-13.6	4,529	5,375	-15.7
ISLANDS VISITED									
O'ahu	222,760	274,420	-18.8	5,399	6,467	-16.5	217,361	267,953	-18.9
O'ahu only	168,368	197,863	-14.9	4,595	5,341	-14.0	163,773	192,521	-14.9
O'ahu one day or less	1,373	1,916	-28.4	238	290	-17.9	1,134	1,626	-30.2
Kaua'i	9,165	11,469	-20.1	333	335	-0.8	8,833	11,134	-20.7
Kaua'i only	916	773	18.5	157	133	17.8	759	640	18.7
Kaua'i one day or less	4,580	5,997	-23.6	56	62	-8.7	4,524	5,935	-23.8
Maui County	32,253	48,983	-34.2	856	1,024	-16.4	31,397	47,959	-34.5
Maui	31,753	48,556	-34.6	841	1,009	-16.7	30,912	47,547	-35.0
Maui only	1,501	1,573	-4.6	327	326	0.4	1,174	1,248	-5.9
Maui one day or less	5,168	10,013	-48.4	104	143	-27.4	5,064	9,869	-48.7
Moloka'i *	788	1,125	-30.0	28	9	229.3	759	1,116	-32.0
Moloka'i only *	5	30	-82.0	5	0	0.0	0	30	-100.0
Moloka'i one day or less*	722	921	-21.7	15	8	104.1	706	914	-22.7
Lānaʻi *	664	913	-27.2	18	23	-19.8	646	890	-27.4
Lānaʻi only *	2	2	-0.2	2	2	-0.2	0	0	0.0
Lānaʻi one day or less*	454	634	-28.4	3	9	-63.5	451	625	-27.9
Hawai'i Island	24,279	29,610	-18.0	611	844	-27.5	23,667	28,766	-17.7
Kona side	19,413	22,717	-14.5	532	682	-22.0	18,881	22,035	-14.3
Hilo side	13,517	16,844	-19.8	209	315	-33.7	13,308	16,529	-19.5
Hawai'i Island only	2,869	2,061	39.2	268	280	-4.3	2,601	1,780	46.1
Hawai'i Island one day or less	4,453	5,882	-24.3	42	76	-44.2	4,411	5,807	-24.0
Any Neighbor Island	59,982	81,339	-26.3	1,602	1,951	-17.9	58,380	79,388	-26.5
NI only	5,590	4,781	16.9	798	826	-3.4	4,792	3,956	21.1
O'ahu & NI	54,392	76,557	-29.0	804	1,126	-28.6	53,588	75,432	-29.0
Any one island only	173,663	202,302	-14.2	5,355	6,083	-12.0	168,308	196,219	-14.2
Multiple Islands	54,687	76,899	-28.9	842	1,210	-30.4	53,845	75,690	-28.9
Avg. Islands Visited	1.27	1.31	-3.3	1.17	1.19	-2.0	1.27	1.31	-3.4
Average Length of Stay in Hawai'i	7.44	7.22	3.1	7.41	7.29	1.6	7.44	7.22	3.1
Oʻahu	6.60	6.34	4.2	6.09	5.89	3.4	6.61	6.35	4.2
Maui	3.18	2.82	12.6	6.30	5.81	8.5	3.09	2.76	12.1
Molokaʻi	1.38	1.61	-14.2	4.11	1.38	198.6	1.28	1.61	-20.6
Lānaʻi	1.61	1.59	1.2	9.14	3.65	150.3	1.40	1.54	-9.1
Kauaʻi	2.93	2.47	18.8	6.04	6.43	-6.0	2.82	2.35	19.9
Hawai'i Island	4.06	3.62	12.1	8.94	8.27	8.0	3.93	3.48	12.8
Hilo	2.22	2.16	2.9	4.09	4.16	-1.8	2.19	2.12	3.4
Kona	3.53	3.12	13.1	8.66	8.31	4.2	3.39	2.96	14.3
ACCOMMODATIONS									
Plan to stay in Hotel	198,637	245,489	-19.1	4,410	5,675	-22.3	194,228	239,813	-19.0
Hotel only	182,406	225,246	-19.0	4,078	5,425	-24.8	178,328	219,821	-18.9
Plan to stay in Condo	17,928	23,206	-22.7	417	344	21.2	17,511	22,862	-23.4
Condo only	9,283	12,140	-23.5	311	265	17.5	8,972	11,875	-24.4
Plan to stay in Timeshare	1,014	1,105	-8.3	152	146	4.5	862	960	-10.2
Timeshare only	739	682	8.3	123	124	-1.5	616	558	10.5
Cruise Ship	624	891	-30.0	54	51	5.2	571	840	-32.1
Friends/Relatives	6,042	6,713	-10.0	606	563	7.6	5,436	6,150	-11.6
Bed & Breakfast	5,121	5,856	-12.6	100	69	44.4	5,022	5,787	-13.2
Rental House	15,213	15,928	-4.5	434	429	1.2	14,779	15,499	-4.6
Hostel	497	967	-48.6	115	105	9.4	382	862	-55.6

Table 31. Korea Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	174	758	-77.0	12	28	-58.5	163	730	-77.7
Private Room in Private Home**	2,389	3,050	-21.7	98	87	12.5	2,292	2,963	-22.7
Shared Room/Space in Private Home**	689	585	17.7	72	57	26.0	617	528	16.9
Other	361	262	37.4	157	101	56.1	203	162	25.8
PURPOSE OF TRIP									
Pleasure (Net)	217,332	267,147	-18.6	5,076	5,986	-15.2	212,256	261,161	-18.7
Honeymoon/Get Married	78,485	96,669	-18.8	788	1,126	-30.0	77,696	95,542	-18.7
Honeymoon	75,827	93,358	-18.8	767	1,069	-28.2	75,061	92,289	-18.7
Get Married	4,764	6,331	-24.8	29	61	-51.9	4,734	6,270	-24.5
Pleasure/Vacation	139,226	170,810	-18.5	4,320	4,898	-11.8	134,907	165,912	-18.7
Mtgs/Conventions/Incentive	6,347	7,463	-15.0	240	341	-29.5	6,107	7,122	-14.3
Conventions	3,771	2,961	27.4	130	178	-27.3	3,642	2,783	30.9
Corporate Meetings	416	204	104.0	23	59	-61.6	394	145	171.7
Incentive	2,167	4,484	-51.7	96	111	-13.9	2,071	4,373	-52.6
Other Business	737	1,156	-36.2	127	161	-21.3	610	995	-38.6
Visit Friends/Rel.	3,561	3,951	-9.9	653	651	0.4	2,908	3,300	-11.9
Gov't/Military	322	188	71.3	151	170	-11.6	171	17	879.4
Attend School	484	282	71.8	17	27	-35.4	467	255	83.0
Sport Events	108	339	-68.0	17	29	-39.8	91	310	-70.7
Other	2,896	2,395	20.9	139	208	-33.2	2,758	2,188	26.1
TRAVEL STATUS									
% First Timers ***	78.3	82.1	-3.8	53.8	59.8	-6.1	79.0	82.7	-3.7
% Repeaters ***	21.7	17.9	3.8	46.2	40.2	6.1	21.0	17.3	3.7
Average # of Trips	1.5	1.4	9.6	3.0	2.8	7.9	1.4	1.3	9.6
Group Tour	33,724	45,479	-25.8	960	1,293	-25.7	32,764	44,186	-25.9
Non-Group	194,626	233,722	-16.7	5,236	6,000	-12.7	189,389	227,723	-16.8
Package Trip	101,076	134,653	-24.9	1,739	2,317	-24.9	99,337	132,336	-24.9
No Package	127,274	144,549	-12.0	4,458	4,975	-10.4	122,816	139,573	-12.0
Net True Independent	124,023	138,563	-10.5	4,169	4,674	-10.8	119,855	133,889	-10.5
Ave. Age	38	38	0.2	43	42	0.5	38	38	0.2
Ave. Party Size	2.52	2.57	-2.3	1.98	2.01	-1.7	2.54	2.59	-2.3

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 32. China Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	123,246	141,232	-12.7	25,022	31,785	-21.3	98,224	109,447	-10.3
VISITOR DAYS	946,780	1,084,318	-12.7	149,323	193,855	-23.0	797,457	890,463	-10.4
AVERAGE DAILY CENSUS	2,594	2,971	-12.7	409	531	-23.0	2,185	2,440	-10.4
ISLANDS VISITED									
O'ahu	119,837	136,316	-12.1	22,937	29,123	-21.2	96,900	107,193	-9.6
O'ahu only	67,034	75,924	-11.7	17,928	22,285	-19.6	49,106	53,638	-8.4
O'ahu one day or less	2,964	4,554	-34.9	1,346	1,840	-26.9	1,618	2,714	-40.4
Kaua'i	3,997	4,549	-12.1	776	1,181	-34.3	3,221	3,368	-4.4
Kaua'i only	250	327	-23.4	176	272	-35.4	74	54	36.6
Kaua'i one day or less	1,278	1,627	-21.4	110	267	-58.8	1,168	1,360	-14.1
Maui County	27,555	30,279	-9.0	3,531	4,596	-23.2	24,024	25,682	-6.5
Maui	26,654	29,689	-10.2	3,402	4,472	-23.9	23,252	25,217	-7.8
Maui only	1,206	1,480	-18.5	789	998	-21.0	417	482	-13.4
Maui one day or less	4,900	8,426	-41.9	502	684	-26.6	4,397	7,742	-43.2
Moloka'i *	1,173	722	62.4	145	171	-15.2	1,029	552	86.5
Moloka'i only *	39	20	97.7	21	20	4.2	19	0	0.0
Moloka'i one day or less*	1,028	619	66.1	92	92	-0.8	937	527	77.8
Lānaʻi *	836	960	-12.9	126	87	44.6	710	872	-18.6
Lānaʻi only *	35	16	116.9	35	16	116.9	0	0	0.0
Lānaʻi one day or less*	613	888	-31.0	63	42	51.3	550	846	-35.1
Hawai'i Island	40,966	50,834	-19.4	4,274	6,083	-29.7	36,693	44,751	-18.0
Kona side	31,174	38,813	-19.7	2,890	4,260	-32.2	28,284	34,553	-18.1
Hilo side	22,007	23,613	-6.8	2,316	3,158	-26.7	19,691	20,455	-3.7
Hawai'i Island only	1,299	2,482	-47.6	833	1,059	-21.3	466	1,423	-67.3
Hawai'i Island one day or less	6,900	11,545	-40.2	504	944	-46.6	6,395	10,601	-39.7
Any Neighbor Island	56,212	65,308	-13.9	7,094	9,500	-25.3	49,118	55,809	-12.0
NI only	3,409	4,916	-30.7	2,085	2,662	-21.7	1,324	2,254	-41.3
O'ahu & NI	52,803	60,393	-12.6	5,008	6,838	-26.8	47,794	53,555	-10.8
Any one island only	69,865	80,248	-12.9	19,782	24,651	-19.8	50,082	55,597	-9.9
Multiple Islands	53,381	60,983	-12.5	5,240	7,134	-26.6	48,142	53,850	-10.6
Avg. Islands Visited	1.57	1.58	-0.6	1.27	1.29	-2.2	1.65	1.66	-0.9
Average Length of Stay in Hawai'i	7.68	7.68	0.1	5.97	6.10	-2.2	8.12	8.14	-0.2
Oʻahu	5.76	5.88	-2.2	4.52	4.62	-2.1	6.05	6.23	-2.9
Maui	3.62	3.30	9.8	5.18	5.09	1.7	3.39	2.98	13.9
Molokaʻi	1.62	1.54	5.2	2.92	3.12	-6.7	1.43	1.04	37.1
Lānaʻi	2.12	1.28	65.6	2.30	3.81	-39.7	2.09	1.03	103.3
Kauaʻi	3.25	3.13	3.9	5.52	4.69	17.8	2.71	2.58	4.8
Hawai'i Island	3.51	3.30	6.3	5.38	4.95	8.6	3.29	3.08	6.9
Hilo	2.26	2.28	-1.1	3.86	3.58	7.7	2.07	2.08	-0.6
Kona	3.02	2.94	2.8	4.86	4.42	10.1	2.83	2.76	2.8
ACCOMMODATIONS									
Plan to stay in Hotel	106,358	122,101	-12.9	21,976	28,104	-21.8	84,382	93,998	-10.2
Hotel only	91,172	107,964	-15.6	20,707	26,510	-21.9	70,465	81,454	-13.5
Plan to stay in Condo	17,633	14,560	21.1	576	766	-24.8	17,057	13,794	23.7
Condo only	7,142	7,326	-2.5	359	478	-25.0	6,783	6,848	-0.9
Plan to stay in Timeshare	1,559	2,381	-34.5	145	372	-60.9	1,414	2,009	-29.6
Timeshare only	687	1,490	-53.9	104	190	-45.3	583	1,300	-55.1
Cruise Ship	604	877	-31.2	107	274	-60.9	497	603	-17.7
Friends/Relatives	2,407	3,759	-36.0	921	1,149	-19.9	1,486	2,610	-43.0
Bed & Breakfast	1,901	2,364	-19.6	456	536	-14.9	1,445	1,828	-20.9
Rental House	4,620	4,727	-2.3	1,393	1,465	-4.9	3,227	3,262	-1.1
Hostel	388	492	-21.2	195	184	5.7	193	308	-37.4

Table 32. China Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	257	347	-26.0	202	261	-22.6	54	85	-36.3
Private Room in Private Home**	6,241	6,813	-8.4	430	456	-5.7	5,811	6,357	-8.6
Shared Room/Space in Private Home**	1,001	1,006	-0.5	130	176	-25.7	870	831	4.8
Other	248	500	-50.5	196	265	-26.0	52	235	-78.0
PURPOSE OF TRIP									
Pleasure (Net)	109,744	120,849	-9.2	22,589	28,538	-20.8	87,155	92,311	-5.6
Honeymoon/Get Married	7,846	8,765	-10.5	995	1,446	-31.2	6,851	7,319	-6.4
Honeymoon	6,302	7,130	-11.6	886	1,284	-31.0	5,416	5,846	-7.4
Get Married	1,746	1,875	-6.9	141	220	-35.9	1,606	1,656	-3.0
Pleasure/Vacation	102,452	112,621	-9.0	21,751	27,347	-20.5	80,701	85,274	-5.4
Mtgs/Conventions/Incentive	9,104	14,124	-35.5	1,117	1,465	-23.7	7,986	12,659	-36.9
Conventions	4,629	5,276	-12.3	538	760	-29.2	4,092	4,516	-9.4
Corporate Meetings	1,325	1,989	-33.4	159	216	-26.3	1,166	1,773	-34.2
Incentive	3,381	7,189	-53.0	465	538	-13.6	2,915	6,650	-56.2
Other Business	1,163	1,687	-31.1	408	630	-35.3	755	1,057	-28.5
Visit Friends/Rel.	2,298	3,967	-42.1	867	1,101	-21.3	1,431	2,865	-50.1
Gov't/Military	94	312	-69.9	70	136	-48.6	24	176	-86.4
Attend School	693	1,139	-39.2	44	145	-69.8	649	993	-34.7
Sport Events	228	325	-30.0	79	91	-14.0	149	234	-36.2
Other	3,105	4,102	-24.3	557	624	-10.8	2,548	3,478	-26.7
TRAVEL STATUS									
% First Timers ***	78.1	80.6	-2.5	71.8	72.5	-0.7	79.7	82.9	-3.3
% Repeaters ***	21.9	19.4	2.5	28.2	27.5	0.7	20.3	17.1	3.3
Average # of Trips	1.6	1.6	2.5	2.4	2.4	-0.9	1.4	1.3	6.3
Group Tour	31,735	45,358	-30.0	10,196	13,358	-23.7	21,539	32,000	-32.7
Non-Group	91,510	95,874	-4.6	14,826	18,427	-19.5	76,685	77,447	-1.0
Package Trip	64,973	77,123	-15.8	14,301	18,643	-23.3	50,672	58,480	-13.4
No Package	58,273	64,109	-9.1	10,721	13,142	-18.4	47,552	50,967	-6.7
Net True Independent	54,894	58,685	-6.5	9,079	11,200	-18.9	45,816	47,485	-3.5
Ave. Age	39	39	0.0	39	39	-1.2	39	39	0.3
Ave. Party Size	2.75	2.66	3.6	2.48	2.50	-0.1	2.82	2.71	4.1

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 33. Taiwan Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	17,523	19,463	-10.0	1,546	1,673	-7.6	15,977	17,790	-10.2
VISITOR DAYS	162,220	161,429	0.5	13,818	12,237	12.9	148,403	149,193	-0.5
AVERAGE DAILY CENSUS	444	442	0.5	38	34	12.9	407	409	-0.5
ISLANDS VISITED									
O'ahu	16,883	18,677	-9.6	1,183	1,361	-13.1	15,701	17,316	-9.3
O'ahu only	10,046	12,196	-17.6	826	1,021	-19.1	9,219	11,175	-17.5
O'ahu one day or less	243	185	31.4	118	87	34.6	125	97	28.6
Kaua'i	653	1,277	-48.9	124	131	-5.4	529	1,146	-53.9
Kaua'i only	66	97	-31.7	41	52	-22.1	25	44	-43.0
Kaua'i one day or less	144	101	43.2	23	19	18.1	121	81	49.3
Maui County	3,730	3,303	12.9	412	316	30.2	3,318	2,987	11.1
Maui	3,603	3,244	11.1	375	310	20.9	3,229	2,934	10.1
Maui only	210	136	54.8	149	136	9.7	61	0	0.0
Maui one day or less	321	190	68.8	39	26	49.8	282	164	71.8
Moloka'i *	113	30	280.7	17	8	123.3	96	22	334.7
Moloka'i only *	2	0	0.0	2	0	0.0	0	0	0.0
Moloka'i one day or less*	96	28	249.2	0	5	-100.0	96	22	334.7
Lānaʻi *	277	46	501.5	74	15	393.4	203	31	553.5
Lānaʻi only *	6	0	0.0	6	0	0.0	0	0	0.0
Lānaʻi one day or less*	132	42	216.5	36	11	235.2	96	31	210.1
Hawai'i Island	4,688	5,207	-10.0	312	329	-5.2	4,376	4,878	-10.3
Kona side	3,485	4,110	-15.2	233	245	-5.1	3,253	3,865	-15.8
Hilo side	3,015	3,598	-16.2	164	177	-7.1	2,850	3,421	-16.7
Hawai'i Island only	231	297	-22.0	104	82	26.5	128	215	-40.6
Hawai'i Island one day or less	415	456	-9.1	15	41	-62.9	399	415	-3.7
Any Neighbor Island	7,477	7,267	2.9	719	652	10.3	6,758	6,615	2.2
NI only	639	787	-18.7	363	313	16.1	276	474	-41.7
O'ahu & NI	6,838	6,481	5.5	356	340	5.0	6,481	6,141	5.5
Any one island only	10,562	12,726	-17.0	1,128	1,292	-12.7	9,434	11,434	-17.5
Multiple Islands	6,961	6,738	3.3	418	382	9.4	6,543	6,356	3.0
Avg. Islands Visited	1.50	1.46	2.3	1.35	1.29	4.8	1.51	1.48	2.1
Average Length of Stay in Hawai'i	9.26	8.29	11.6	8.94	7.31	22.3	9.29	8.39	10.8
Oʻahu	7.38	6.72	9.8	6.53	5.64	15.7	7.44	6.80	9.4
Maui	3.91	3.48	12.5	6.14	6.38	-3.7	3.65	3.17	15.2
Molokaʻi	2.38	1.15	107.5	10.19	1.57	549.3	1.00	1.00	0.0
Lānaʻi	2.87	1.39	106.0	4.57	2.20	107.3	2.25	1.00	124.7
Kauaʻi	3.77	2.72	38.4	6.55	5.29	23.9	3.12	2.43	28.3
Hawai'i Island	4.27	4.05	5.6	7.93	5.59	41.7	4.01	3.94	1.7
Hilo	3.02	2.71	11.6	5.85	3.55	65.1	2.86	2.67	7.3
Kona	3.13	2.75	13.6	6.49	4.95	31.1	2.89	2.61	10.5
ACCOMMODATIONS									
Plan to stay in Hotel	12,832	15,323	-16.3	959	1,247	-23.1	11,873	14,076	-15.6
Hotel only	10,273	12,605	-18.5	832	1,148	-27.5	9,441	11,457	-17.6
Plan to stay in Condo	2,940	2,997	-1.9	217	101	113.7	2,723	2,895	-5.9
Condo only	1,244	698	78.3	143	73	96.8	1,101	625	76.1
Plan to stay in Timeshare	416	685	-39.2	62	49	25.5	354	635	-44.2
Timeshare only	157	168	-6.9	34	34	2.6	122	135	-9.3
Cruise Ship	67	79	-15.2	33	17	92.5	34	62	-45.0
Friends/Relatives	1,305	1,997	-34.7	147	114	28.4	1,158	1,883	-38.5
Bed & Breakfast	481	355	35.3	97	56	73.3	384	299	28.2
Rental House	1,555	931	67.1	137	116	18.8	1,418	815	74.0
Hostel	284	99	188.0	41	54	-23.8	243	45	441.6

Table 33. Taiwan Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	19	24	-20.3	19	24	-20.3	0	0	0.0
Private Room in Private Home**	1,325	399	232.1	67	41	65.2	1,258	358	251.1
Shared Room/Space in Private Home**	495	14	3456.4	25	14	83.2	469	0	0.0
Other	107	192	-44.3	54	16	233.0	54	176	-69.6
PURPOSE OF TRIP									
Pleasure (Net)	14,305	14,982	-4.5	1,252	1,296	-3.4	13,053	13,686	-4.6
Honeymoon/Get Married	2,357	2,707	-12.9	104	122	-14.9	2,254	2,585	-12.8
Honeymoon	2,214	2,608	-15.1	87	101	-14.5	2,127	2,507	-15.1
Get Married	169	134	26.2	25	25	-0.3	145	109	32.2
Pleasure/Vacation	12,050	12,309	-2.1	1,166	1,180	-1.2	10,884	11,129	-2.2
Mtgs/Conventions/Incentive	1,909	2,643	-27.8	136	130	4.9	1,773	2,513	-29.4
Conventions	1,129	573	97.2	87	100	-12.5	1,042	473	120.2
Corporate Meetings	117	847	-86.2	25	27	-9.1	92	820	-88.8
Incentive	739	1,231	-40.0	33	11	210.3	706	1,220	-42.1
Other Business	150	292	-48.7	36	59	-40.0	114	233	-50.9
Visit Friends/Rel.	810	1,149	-29.5	148	123	21.1	662	1,027	-35.6
Gov't/Military	38	99	-62.1	25	99	-74.5	12	0	0.0
Attend School	96	208	-53.7	18	14	33.1	78	194	-59.9
Sport Events	192	47	309.6	7	5	41.0	184	42	343.6
Other	1,156	340	239.7	69	40	75.2	1,087	301	261.3
TRAVEL STATUS									
% First Timers ***	69.7	70.9	-1.2	46.2	50.6	-4.4	72.0	72.8	-0.8
% Repeaters ***	30.3	29.1	1.2	53.8	49.4	4.4	28.0	27.2	0.8
Average # of Trips	1.9	1.8	8.2	4.1	3.8	5.8	1.7	1.6	8.4
Group Tour	1,386	2,692	-48.5	158	363	-56.5	1,228	2,330	-47.3
Non-Group	16,137	16,771	-3.8	1,388	1,311	5.9	14,749	15,460	-4.6
Package Trip	6,460	8,921	-27.6	482	662	-27.1	5,977	8,259	-27.6
No Package	11,063	10,543	4.9	1,063	1,011	5.1	10,000	9,531	4.9
Net True Independent	10,774	10,329	4.3	998	924	8.0	9,776	9,405	4.0
Ave. Age	37	40	-7.4	41	40	2.0	37	40	-8.1
Ave. Party Size	2.51	2.08	23.2	1.95	1.93	0.8	2.59	2.09	26.0

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 34. Latin America MMA Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	27,778	24,986	11.2	24,437	23,111	5.7	3,341	1,875	78.2
VISITOR DAYS	295,854	280,813	5.4	267,538	263,103	1.7	28,316	17,709	59.9
AVERAGE DAILY CENSUS	811	769	5.4	733	721	1.7	78	49	59.9
ISLANDS VISITED									
O'ahu	21,485	18,674	15.1	18,144	16,848	7.7	3,341	1,826	83.0
O'ahu only	12,971	10,358	25.2	10,868	9,404	15.6	2,103	954	120.5
O'ahu one day or less	1,045	1,059	-1.2	1,045	1,059	-1.2	0	0	0.0
Kaua'i	3,885	3,075	26.4	3,183	2,954	7.8	701	121	481.7
Kaua'i only	753	676	11.4	753	676	11.4	0	0	0.0
Kaua'i one day or less	501	509	-1.6	501	509	-1.6	0	0	0.0
Maui County	9,727	9,613	1.2	9,187	9,353	-1.8	540	260	107.6
Maui	9,572	9,480	1.0	9,032	9,220	-2.0	540	260	107.6
Maui only	3,016	3,256	-7.4	3,016	3,207	-6.0	0	49	-100.0
Maui one day or less	917	738	24.4	675	715	-5.6	243	23	961.2
Moloka'i *	206	373	-44.8	206	265	-22.3	0	108	-100.0
Moloka'i only *	30	36	-15.8	30	36	-15.8	0	0	0.0
Moloka'i one day or less*	97	211	-53.9	97	103	-5.4	0	108	-100.0
Lānaʻi *	238	321	-26.0	238	213	11.5	0	108	-100.0
Lānaʻi only *	49	26	91.5	49	26	91.5	0	0	0.0
Lānaʻi one day or less*	94	211	-55.6	94	103	-9.1	0	108	-100.0
Hawai'i Island	6,064	6,340	-4.4	5,645	5,679	-0.6	420	661	-36.5
Kona side	5,181	5,331	-2.8	4,761	4,670	1.9	420	661	-36.5
Hilo side	2,395	2,530	-5.4	2,316	2,410	-3.9	79	121	-34.7
Hawai'i Island only	1,779	1,602	11.0	1,779	1,602	11.0	0	0	0.0
Hawai'i Island one day or less	288	536	-46.3	288	299	-3.7	0	237	-100.0
Any Neighbor Island	14,807	14,628	1.2	13,569	13,706	-1.0	1,238	921	34.4
NI only	6,292	6,312	-0.3	6,292	6,263	0.5	0	49	-100.0
O'ahu & NI	8,515	8,316	2.4	7,277	7,444	-2.2	1,238	872	41.9
Any one island only	18,598	15,954	16.6	16,495	14,951	10.3	2,103	1,003	109.7
Multiple Islands	9,180	9,032	1.6	7,942	8,160	-2.7	1,238	872	41.9
Avg. Islands Visited	1.49	1.53	-2.6	1.49	1.52	-2.0	1.50	1.64	-9.0
Average Length of Stay in Hawai'i	10.65	11.24	-5.2	10.95	11.38	-3.8	8.48	9.44	-10.3
Oʻahu	7.23	7.40	-2.2	7.27	7.43	-2.2	7.06	7.11	-0.7
Maui	7.82	8.03	-2.5	8.15	8.11	0.5	2.36	5.06	-53.3
Molokaʻi	3.42	4.28	-20.2	3.42	5.62	-39.2	0	1.00	-100.0
Lānaʻi	3.99	3.70	8.1	3.99	5.06	-21.1	0	1.00	-100.0
Kauaʻi	5.09	5.85	-13.1	5.66	5.81	-2.6	2.52	7.00	-64.0
Hawai'i Island	7.28	7.23	0.7	7.52	7.65	-1.7	4.04	3.56	13.2
Hilo	3.67	4.23	-13.2	3.72	4.29	-13.2	2.00	3.00	-33.3
Kona	6.82	6.59	3.6	7.10	7.09	0.2	3.66	3.02	21.4
ACCOMMODATIONS									
Plan to stay in Hotel	18,808	17,414	8.0	16,428	16,073	2.2	2,380	1,341	77.5
Hotel only	16,092	15,411	4.4	14,188	14,116	0.5	1,903	1,295	46.9
Plan to stay in Condo	1,870	1,880	-0.6	1,870	1,633	14.5	0	247	-100.0
Condo only	1,292	1,343	-3.8	1,292	1,142	13.2	0	201	-100.0
Plan to stay in Timeshare	542	402	34.7	404	402	0.4	138	0	0.0
Timeshare only	349	269	29.9	290	269	7.8	59	0	0.0
Cruise Ship	1,116	891	25.3	1,050	891	17.9	66	0	0.0
Friends/Relatives	2,579	2,303	12.0	2,429	2,254	7.8	150	49	205.3
Bed & Breakfast	272	280	-2.6	272	280	-2.6	0	0	0.0
Rental House	3,607	2,558	41.0	2,973	2,473	20.2	634	85	644.8
Hostel	1,224	1,000	22.4	892	802	11.2	332	198	67.5

Table 34. Latin America MMA Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	215	115	86.9	143	115	24.8	71	0	0.0
Private Room in Private Home**	875	480	82.6	535	480	11.5	341	0	0.0
Shared Room/Space in Private Home**	193	136	41.5	193	136	41.5	0	0	0.0
Other	386	363	6.1	386	363	6.1	0	0	0.0
PURPOSE OF TRIP									
Pleasure (Net)	23,249	21,570	7.8	20,503	19,718	4.0	2,746	1,852	48.3
Honeymoon/Get Married	1,659	1,604	3.4	1,395	1,343	3.9	264	261	1.0
Honeymoon	1,470	1,201	22.4	1,278	1,201	6.4	192	0	0.0
Get Married	230	463	-50.3	159	202	-21.3	71	261	-72.7
Pleasure/Vacation	21,828	20,162	8.3	19,274	18,571	3.8	2,554	1,591	60.5
Mtgs/Conventions/Incentive	2,183	1,578	38.3	1,869	1,578	18.4	314	0	0.0
Conventions	1,111	820	35.5	1,039	820	26.8	71	0	0.0
Corporate Meetings	345	416	-17.1	345	416	-17.1	0	0	0.0
Incentive	805	434	85.3	562	434	29.4	243	0	0.0
Other Business	400	350	14.4	400	350	14.4	0	0	0.0
Visit Friends/Rel.	1,562	1,479	5.6	1,562	1,479	5.6	0	0	0.0
Gov't/Military	78	51	52.1	78	51	52.1	0	0	0.0
Attend School	136	132	3.0	136	132	3.0	0	0	0.0
Sport Events	705	753	-6.5	705	753	-6.5	0	0	0.0
Other	932	543	71.7	651	520	25.2	281	23	1,129.1
TRAVEL STATUS									
% First Timers ***	71.0	68.7	2.3	69.8	68.9	0.9	79.4	65.9	13.5
% Repeaters ***	29.0	31.3	-2.3	30.2	31.1	-0.9	20.6	34.1	-13.5
Average # of Trips	2.1	2.1	-1.2	2.2	2.2	-0.6	1.6	1.5	10.2
Group Tour	2,425	1,923	26.1	2,111	1,762	19.8	314	162	94.3
Non-Group	25,352	23,062	9.9	22,325	21,349	4.6	3,027	1,713	76.7
Package Trip	8,753	8,212	6.6	7,373	7,332	0.6	1,380	880	56.8
No Package	19,024	16,774	13.4	17,063	15,779	8.1	1,961	995	97.1
Net True Independent	18,207	16,232	12.2	16,317	15,238	7.1	1,890	995	90.0
Ave. Age	42	43	-3.5	43	43	-1.0	33	41	-19.0
Ave. Party Size	2.04	2.02	1.4	2.03	2.01	1.1	2.14	2.09	2.6

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 35. Other MMA Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
VISITOR ARRIVALS	377,196	305,527	23.5	213,374	205,200	4.0	163,822	100,327	63.3
VISITOR DAYS	3,935,203	3,176,012	23.9	2,195,114	2,134,588	2.8	1,740,089	1,041,425	67.1
AVERAGE DAILY CENSUS	10,781	8,701	23.9	6,014	5,848	2.8	4,767	2,853	67.1
ISLANDS VISITED									
O'ahu	280,593	217,675	28.9	126,405	124,241	1.7	154,188	93,434	65.0
O'ahu only	192,355	145,606	32.1	87,133	83,394	4.5	105,222	62,212	69.1
O'ahu one day or less	10,547	10,011	5.4	6,128	6,743	-9.1	4,420	3,268	35.2
Kaua'i	52,608	44,946	17.0	35,695	33,817	5.6	16,913	11,129	52.0
Kaua'i only	17,571	14,488	21.3	16,253	14,488	12.2	1,318	0	NA
Kaua'i one day or less	6,952	4,795	45.0	2,356	2,508	-6.1	4,596	2,287	101.0
Maui County	106,409	87,339	21.8	74,522	71,460	4.3	31,887	15,879	100.8
Maui	103,453	85,556	20.9	73,190	70,293	4.1	30,263	15,263	98.3
Maui only	47,298	39,670	19.2	40,875	38,013	7.5	6,423	1,656	287.8
Maui one day or less	10,461	5,351	95.5	2,994	3,301	-9.3	7,467	2,050	264.3
Moloka'i *	3,512	3,628	-3.2	1,620	1,705	-5.0	1,893	1,923	-1.6
Moloka'i only *	220	176	24.8	220	176	24.8	0	0	0.0
Moloka'i one day or less*	1,451	1,859	-22.0	603	668	-9.8	848	1,191	-28.8
Lānaʻi *	3,074	2,719	13.1	1,669	1,599	4.4	1,406	1,120	25.5
Lānaʻi only *	368	252	46.0	368	252	46.0	0	0	0.0
Lānaʻi one day or less*	1,644	1,649	-0.3	705	716	-1.6	939	932	0.7
Hawai'i Island	73,689	73,515	0.2	44,702	45,917	-2.6	28,987	27,598	5.0
Kona side	63,106	60,473	4.4	38,263	38,531	-0.7	24,842	21,941	13.2
Hilo side	34,492	33,895	1.8	16,058	17,491	-8.2	18,434	16,405	12.4
Hawai'i Island only	22,379	23,991	-6.7	21,084	19,757	6.7	1,295	4,234	-69.4
Hawai'i Island one day or less	3,938	5,259	-25.1	1,768	1,882	-6.1	2,170	3,377	-35.7
Any Neighbor Island	184,841	159,921	15.6	126,241	121,806	3.6	58,600	38,115	53.7
NI only	96,603	87,853	10.0	86,969	80,959	7.4	9,634	6,893	39.8
O'ahu & NI	88,239	72,068	22.4	39,273	40,847	-3.9	48,966	31,221	56.8
Any one island only	280,190	224,184	25.0	165,932	156,081	6.3	114,258	68,102	67.8
Multiple Islands	97,006	81,344	19.3	47,442	49,119	-3.4	49,564	32,225	53.8
Avg. Islands Visited	1.37	1.40	-2.2	1.33	1.35	-1.9	1.43	1.50	-4.9
Average Length of Stay in Hawai'i	10.43	10.40	0.4	10.29	10.40	-1.1	10.62	10.38	2.3
Oʻahu	7.99	7.70	3.8	7.40	7.36	0.6	8.48	8.16	3.9
Maui	7.82	7.68	1.7	8.18	8.20	-0.3	6.94	5.31	30.8
Molokaʻi	4.07	3.57	13.8	5.41	4.93	9.8	2.92	2.37	22.9
Lānaʻi	3.44	2.74	25.5	4.09	3.72	10.0	2.66	1.33	99.2
Kauaʻi	6.11	6.60	-7.4	7.29	7.37	-1.1	3.63	4.26	-14.7
Hawai'i Island	7.29	7.14	2.1	8.62	8.29	4.0	5.24	5.22	0.3
Hilo	3.82	4.57	-16.3	5.09	5.09	0.1	2.71	4.01	-32.3
Kona	6.43	6.12	5.0	7.93	7.57	4.8	4.10	3.57	14.8
ACCOMMODATIONS									
Plan to stay in Hotel	228,185	189,593	20.4	124,085	123,684	0.3	104,100	65,909	57.9
Hotel only	190,184	162,006	17.4	104,802	104,827	0.0	85,382	57,178	49.3
Plan to stay in Condo	49,376	35,190	40.3	27,411	25,441	7.7	21,965	9,749	125.3
Condo only	32,272	25,495	26.6	20,850	19,273	8.2	11,422	6,222	83.6
Plan to stay in Timeshare	15,370	17,229	-10.8	14,034	14,352	-2.2	1,336	2,877	-53.6
Timeshare only	11,819	13,873	-14.8	10,886	11,147	-2.3	933	2,726	-65.8
Cruise Ship	4,178	5,251	-20.4	3,784	3,875	-2.4	394	1,376	-71.3
Friends/Relatives	44,864	36,703	22.2	27,194	26,295	3.4	17,671	10,408	69.8
Bed & Breakfast	9,852	5,583	76.5	3,769	3,669	2.7	6,083	1,913	217.9
Rental House	42,877	28,625	49.8	24,458	20,102	21.7	18,419	8,523	116.1
Hostel	13,686	9,974	37.2	4,072	3,869	5.2	9,615	6,106	57.5

Table 35. Other MMA Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Camp Site, Beach	4,870	5,015	-2.9	2,124	2,160	-1.7	2,746	2,856	-3.9
Private Room in Private Home**	15,271	7,849	94.6	4,754	4,018	18.3	10,516	3,831	174.5
Shared Room/Space in Private Home**	4,650	2,085	123.1	1,640	1,321	24.2	3,010	764	294.1
Other	5,727	7,791	-26.5	5,158	4,320	19.4	569	3,471	-83.6
PURPOSE OF TRIP									
Pleasure (Net)	299,600	234,749	27.6	169,412	162,410	4.3	130,188	72,339	80.0
Honeymoon/Get Married	14,206	14,291	-0.6	10,355	10,674	-3.0	3,851	3,617	6.5
Honeymoon	12,712	12,655	0.4	9,026	9,323	-3.2	3,686	3,333	10.6
Get Married	2,368	2,133	11.0	1,808	1,848	-2.2	560	284	97.0
Pleasure/Vacation	287,565	222,797	29.1	160,669	153,340	4.8	126,896	69,457	82.7
Mtgs/Conventions/Incentive	28,188	21,919	28.6	12,132	12,753	-4.9	16,057	9,166	75.2
Conventions	14,831	13,276	11.7	7,588	8,233	-7.8	7,243	5,042	43.6
Corporate Meetings	3,999	3,299	21.2	2,545	2,725	-6.6	1,454	574	153.5
Incentive	10,123	5,897	71.6	2,464	2,297	7.3	7,659	3,601	112.7
Other Business	9,100	12,054	-24.5	7,710	7,787	-1.0	1,389	4,267	-67.4
Visit Friends/Rel.	36,447	32,137	13.4	23,332	23,110	1.0	13,115	9,027	45.3
Gov't/Military	10,251	9,959	2.9	3,522	2,999	17.4	6,729	6,960	-3.3
Attend School	1,302	3,459	-62.3	966	907	6.6	336	2,552	-86.8
Sport Events	3,947	3,496	12.9	3,264	3,045	7.2	683	452	51.2
Other	14,662	10,845	35.2	9,008	8,250	9.2	5,654	2,595	117.8
TRAVEL STATUS									
% First Timers ***	53.4	49.2	4.1	41.5	42.6	-1.1	68.9	62.9	6.0
% Repeaters ***	46.6	50.8	-4.1	58.5	57.4	1.1	31.1	37.1	-6.0
Average # of Trips	3.7	4.2	-9.8	4.9	4.8	1.6	2.2	2.8	-19.3
Group Tour	20,765	15,716	32.1	7,998	8,533	-6.3	12,766	7,183	77.7
Non-Group	356,432	289,811	23.0	205,376	196,667	4.4	151,056	93,144	62.2
Package Trip	95,220	79,610	19.6	46,053	47,257	-2.5	49,166	32,352	52.0
No Package	281,976	225,918	24.8	167,321	157,943	5.9	114,656	67,975	68.7
Net True Independent	273,535	222,454	23.0	164,228	155,053	5.9	109,307	67,401	62.2
Ave. Age	43	44	-2.9	45	45	0.4	40	42	-4.8
Ave. Party Size	2.06	2.02	1.9	1.98	1.97	0.9	2.17	2.16	0.8

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 36. Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)
(Arrivals by Air)
2018

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	7.1	7.2	14.4	4.9	5.3	10.3	4.3	4.3	8.6	5.5	5.7	11.2	4.4	4.1	8.5
13-17	3.3	3.7	7.0	3.1	3.7	6.8	1.0	1.5	2.5	2.9	3.3	6.2	3.2	3.5	6.7
18-24	4.1	5.0	9.1	4.4	5.5	9.8	2.5	5.8	8.3	3.2	4.6	7.9	5.3	6.6	11.9
25-40	11.4	13.2	24.6	11.4	12.9	24.4	13.8	18.8	32.6	10.7	12.9	23.7	15.3	17.6	32.9
41-59	12.1	13.4	25.6	13.0	14.4	27.5	11.1	16.0	27.1	13.5	16.0	29.5	12.6	14.4	27.0
>60	9.3	10.2	19.4	10.2	11.1	21.3	9.3	11.6	20.9	10.4	11.1	21.5	6.7	6.2	12.9
Total	47.3	52.7	100.0	47.1	52.9	100.0	42.0	58.0	100.0	46.2	53.8	100.0	47.6	52.4	100.0
Visitors	1,988,543	2,215,351	4,203,894	1,023,278	1,150,180	2,173,458	625,182	864,596	1,489,778	253,740	294,962	548,702	68,958	75,995	144,953

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	4.7	5.3	10.0	4.8	5.0	9.8	5.2	5.4	10.6	5.1	5.3	10.4	5.8	6.0	11.7
13-17	2.7	3.2	5.9	1.3	1.4	2.7	3.7	4.3	8.0	2.8	3.3	6.1	2.8	3.2	6.0
18-24	3.4	5.9	9.3	1.7	3.0	4.7	4.6	5.4	10.0	3.9	6.1	10.0	3.8	5.3	9.0
25-40	9.5	12.5	22.0	21.5	26.5	48.0	16.2	18.1	34.3	15.7	15.9	31.6	12.3	14.7	27.0
41-59	13.5	18.5	31.9	10.6	12.8	23.4	12.1	13.1	25.2	13.1	15.2	28.2	12.3	14.4	26.7
>60	9.7	11.1	20.9	5.2	6.2	11.4	5.9	6.0	11.9	6.6	7.0	13.6	9.2	10.3	19.5
Total	43.4	56.6	100.0	45.1	54.9	100.0	47.8	52.2	100.0	47.2	52.8	100.0	46.1	53.9	100.0
Visitors	180,590	235,174	415,764	171,362	208,563	379,925	13,271	14,507	27,778	178,138	199,058	377,196	4,503,864	5,257,584	9,761,448

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

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	6.9	7.1	14.1	4.8	5.2	10.1	4.2	4.1	8.3	5.6	5.9	11.5	4.0	3.8	7.9
13-17	3.3	3.5	6.8	3.1	3.7	6.9	1.0	1.3	2.4	2.6	3.1	5.7	3.0	3.2	6.2
18-24	4.0	4.9	8.9	4.2	5.2	9.4	2.7	6.0	8.7	3.2	4.9	8.1	4.6	6.8	11.4
25-40	11.2	13.0	24.3	11.4	12.9	24.2	13.8	19.4	33.2	10.7	13.1	23.8	16.4	17.6	34.0
41-59	12.4	13.7	26.1	13.2	14.8	27.9	11.1	16.5	27.6	13.7	15.9	29.5	12.7	13.6	26.3
>60	9.5	10.3	19.8	10.3	11.2	21.5	8.9	11.0	19.9	10.1	11.3	21.4	7.1	7.2	14.3
Total	47.3	52.7	100.0	47.0	53.0	100.0	41.7	58.3	100.0	45.9	54.1	100.0	47.8	52.2	100.0
Visitors	1,830,752	2,037,443	3,868,195	959,020	1,081,774	2,040,795	635,664	889,679	1,525,343	238,644	281,418	520,062	68,127	74,539	142,665

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	4.9	4.8	9.7	4.3	4.3	8.6	5.7	5.1	10.8	5.2	5.4	10.6	5.6	5.8	11.4
13-17	2.6	3.1	5.6	1.1	1.0	2.1	3.8	4.1	8.0	2.9	3.2	6.2	2.7	3.0	5.7
18-24	3.3	5.8	9.2	1.7	3.0	4.7	4.6	5.5	10.1	4.4	4.9	9.3	3.7	5.2	8.8
25-40	9.3	12.6	21.9	22.4	27.5	49.8	15.5	16.3	31.7	14.2	15.0	29.2	12.4	15.0	27.3
41-59	13.7	18.3	31.9	10.8	12.9	23.7	12.9	14.5	27.5	13.9	15.8	29.6	12.4	14.7	27.2
>60	10.2	11.4	21.6	5.1	6.0	11.1	5.8	6.3	12.0	7.5	7.6	15.1	9.3	10.3	19.6
Total	44.0	56.0	100.0	45.3	54.7	100.0	48.2	51.8	100.0	48.1	51.9	100.0	46.0	54.0	100.0
Visitors	176,503	224,454	400,957	203,617	245,465	449,082	12,051	12,935	24,986	146,837	158,690	305,527	4,270,728	5,006,885	9,277,613

R = 2017 data was revised from the 2017 Annual Visitor Research Report.

Table 37. Honeymoon Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	4,097,671	4,363,675	-6.1	2,096,032	2,128,262	-1.5	2,001,639	2,235,412	-10.5
Total Visitors	529,391	574,353	-7.8	228,615	231,373	-1.2	300,775	342,980	-12.3
PARTY SIZE									
One	16,059	17,717	-9.4	13,360	13,996	-4.5	2,699	3,721	-27.5
Two	465,888	508,295	-8.3	186,368	189,507	-1.7	279,520	318,788	-12.3
Three or more	47,444	48,341	-1.9	28,888	27,870	3.7	18,556	20,471	-9.4
Avg Party Size	2.03	2.03	0.4	2.02	2.00	0.6	2.05	2.04	0.3
VISIT STATUS									
First-Time	381,659	420,527	-9.2	140,161	143,195	-2.1	241,498	277,332	-12.9
Repeat	147,732	153,826	-4.0	88,454	88,178	0.3	59,278	65,648	-9.7
Average # of Trips	2.00	1.91	4.5	2.57	2.54	1.2	1.56	1.49	5.1
TRAVEL METHOD									
Group Tour	23,209	25,750	-9.9	3,338	3,275	1.9	19,871	22,475	-11.6
Package	286,271	335,191	-14.6	71,372	76,606	-6.8	214,899	258,585	-16.9
Group Tour & Pkg	20,241	23,236	-12.9	1,820	1,986	-8.4	18,421	21,249	-13.3
True Independent	240,151	236,647	1.5	155,726	153,478	1.5	84,426	83,169	1.5
ISLANDS VISITED									
O'ahu	396,958	438,418	-9.5	106,010	107,829	-1.7	290,948	330,589	-12.0
Maui County	149,363	155,560	-4.0	113,913	114,014	-0.1	35,450	41,546	-14.7
...Maui	147,986	154,199	-4.0	112,729	112,852	-0.1	35,257	41,347	-14.7
...Moloka'i *	2,381	1,982	20.1	1,636	1,657	-1.3	745	325	129.4
...Lāna'i *	4,455	3,179	40.1	2,713	2,548	6.5	1,742	631	175.9
Kaua'i	71,700	75,198	-4.7	61,700	63,773	-3.3	10,000	11,425	-12.5
Hawai'i Island	70,980	85,199	-16.7	39,766	45,024	-11.7	31,214	40,175	-22.3
…Hilo	27,854	33,452	-16.7	16,092	18,780	-14.3	11,763	14,672	-19.8
…Kona	62,007	72,785	-14.8	34,791	38,738	-10.2	27,216	34,048	-20.1
LENGTH OF STAY									
O'ahu (days)	5.78	5.68	1.8	5.69	5.58	1.8	5.82	5.71	1.8
Maui (days)	6.58	6.34	3.8	7.22	7.15	0.9	4.53	4.13	9.8
Moloka'i (days)	2.92	3.34	-12.5	3.58	3.77	-5.0	1.47	1.13	29.7
Lāna'i (days)	2.47	2.73	-9.6	3.18	3.02	5.5	1.37	1.60	-14.4
Kaua'i (days)	6.16	6.14	0.4	6.56	6.56	0.1	3.67	3.81	-3.7
Hawai'i Island (days)	5.20	4.91	5.9	6.53	6.37	2.5	3.51	3.27	7.1
...Hilo (days)	2.90	2.77	4.6	3.52	3.55	-1.1	2.06	1.77	16.3
...Kona (days)	4.65	4.47	3.9	5.84	5.68	2.7	3.13	3.10	1.0
Statewide (days)	7.74	7.60	1.9	9.17	9.20	-0.3	6.65	6.52	2.1
ACCOMMODATIONS									
Hotel	454,058	505,062	-10.1	167,225	174,769	-4.3	286,833	330,293	-13.2
Hotel Only	416,816	467,261	-10.8	141,560	148,529	-4.7	275,257	318,732	-13.6
Condo	41,865	40,179	4.2	28,727	28,020	2.5	13,138	12,159	8.1
Condo Only	26,433	25,308	4.4	19,584	18,973	3.2	6,849	6,336	8.1
Timeshare	18,184	19,587	-7.2	15,639	16,717	-6.4	2,544	2,870	-11.3
Timeshare Only	12,298	13,572	-9.4	11,069	11,670	-5.2	1,229	1,902	-35.4
Rental House	28,791	22,605	27.4	22,750	19,129	18.9	6,041	3,476	73.8
Hostel	1,697	1,815	-6.5	1,440	1,321	9.0	258	494	-47.9
Camp Site	2,669	2,598	2.7	2,209	2,140	3.2	460	458	0.3
Private Room in Private Home**	7,110	6,734	5.6	4,154	3,722	11.6	2,955	3,012	-1.9
Shared Room/Space in Private Home**	1,467	1,218	20.4	1,212	894	35.6	255	325	-21.6
Bed & Breakfast	8,010	8,244	-2.8	6,452	6,278	2.8	1,558	1,966	-20.8
Cruise Ship	5,255	5,461	-3.8	3,720	4,143	-10.2	1,535	1,319	16.4
Friends or Relatives	9,613	9,402	2.2	8,692	8,369	3.8	921	1,032	-10.8
PURPOSE OF TRIP									
Pleasure (Net)	529,391	574,353	-7.8	228,615	231,373	-1.2	300,775	342,980	-12.3
.....Vacation	45,973	45,379	1.3	31,947	29,790	7.2	14,026	15,589	-10.0
.....Honeymoon	529,391	574,353	-7.8	228,615	231,373	-1.2	300,775	342,980	-12.3
…Get Married	39,784	40,199	-1.0	14,427	13,916	3.7	25,357	26,283	-3.5
MC&I (Net)	2,978	3,413	-12.7	2,107	2,216	-4.9	871	1,197	-27.2
.....Convention/Conf.	1,632	1,384	17.9	1,247	1,252	-0.4	385	132	191.4
.....Corp. Meetings	538	696	-22.7	538	692	-22.3	0	4	-100.0
.....Incentive	1,342	1,959	-31.5	789	898	-12.1	552	1,061	-47.9
Other Business	1,111	1,658	-33.0	1,071	1,407	-23.9	40	252	-83.9
Visit Friends/Relatives	5,467	5,392	1.4	4,785	5,076	-5.7	682	316	116.0
Government/Military	487	532	-8.5	487	528	-7.8	0	4	-100.0
Attend School	286	357	-20.0	286	349	-18.1	0	8	-100.0
Sport Events	1,023	812	26.0	712	700	1.7	312	112	177.2
Other purpose	6,405	6,237	2.7	2,624	2,531	3.7	3,781	3,706	2.0
Average Age	33	33	0.2	35	35	-0.3	32	32	0.1

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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 38. Get Married Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	883,112	840,712	5.0	552,216	517,512	6.7	330,896	323,200	2.4
Total Visitors	102,513	100,747	1.8	56,654	53,584	5.7	45,859	47,163	-2.8
PARTY SIZE									
One	7,049	7,213	-2.3	6,235	6,179	0.9	815	1,034	-21.2
Two	59,352	59,432	-0.1	25,796	24,490	5.3	33,556	34,942	-4.0
Three or more	36,111	34,102	5.9	24,623	22,914	7.5	11,488	11,187	2.7
Avg Party Size	2.28	2.25	1.4	2.29	2.26	1.2	2.28	2.24	1.7
VISIT STATUS									
First-Time	47,579	48,134	-1.2	20,236	19,589	3.3	27,343	28,545	-4.2
Repeat	54,934	52,612	4.4	36,418	33,994	7.1	18,516	18,618	-0.5
Average # of Trips	3.61	3.51	2.7	4.68	4.66	0.5	2.29	2.22	3.2
TRAVEL METHOD									
Group Tour	5,455	6,287	-13.2	1,030	887	16.1	4,425	5,400	-18.0
Package	40,835	43,423	-6.0	10,739	11,083	-3.1	30,096	32,340	-6.9
Group Tour & Pkg	4,250	5,204	-18.3	432	405	6.5	3,818	4,799	-20.4
True Independent	60,472	56,241	7.5	45,317	42,019	7.8	15,155	14,222	6.6
ISLANDS VISITED									
O'ahu	69,471	68,005	2.2	25,097	24,037	4.4	44,374	43,968	0.9
Maui County	29,577	27,734	6.6	24,413	22,791	7.1	5,165	4,943	4.5
...Maui	29,123	27,330	6.6	24,024	22,390	7.3	5,100	4,940	3.2
...Moloka'i *	658	497	32.4	473	448	5.6	185	49	278.2
...Lāna'i *	1,213	795	52.6	708	658	7.6	505	137	268.4
Kaua'i	13,382	12,641	5.9	11,813	11,164	5.8	1,569	1,477	6.2
Hawai'i Island	15,202	15,517	-2.0	9,617	9,263	3.8	5,585	6,254	-10.7
…Hilo	5,260	5,175	1.6	3,136	3,269	-4.1	2,125	1,906	11.5
…Kona	13,321	13,337	-0.1	8,564	8,082	6.0	4,758	5,255	-9.5
LENGTH OF STAY									
O'ahu (days)	6.63	6.35	4.4	7.16	6.92	3.5	6.33	6.03	4.8
Maui (days)	7.73	7.78	-0.5	8.25	8.28	-0.3	5.31	5.50	-3.6
Moloka'i (days)	3.89	3.61	7.8	4.66	3.88	20.1	1.91	1.06	79.2
Lāna'i (days)	2.98	3.01	-0.9	4.29	3.43	25.1	1.15	1.00	15.2
Kaua'i (days)	7.27	7.31	-0.7	7.88	7.86	0.3	2.64	3.21	-17.8
Hawai'i Island (days)	6.19	6.44	-3.8	7.91	8.01	-1.2	3.23	4.12	-21.4
...Hilo (days)	3.10	3.97	-21.9	4.25	4.49	-5.4	1.40	3.07	-54.3
...Kona (days)	5.84	5.95	-1.9	7.33	7.36	-0.5	3.17	3.79	-16.3
Statewide (days)	8.61	8.34	3.2	9.75	9.66	0.9	7.22	6.85	5.3
ACCOMMODATIONS									
Hotel	72,784	73,106	-0.4	31,620	31,004	2.0	41,165	42,102	-2.2
Hotel Only	63,243	64,420	-1.8	24,376	24,371	0.0	38,867	40,050	-3.0
Condo	13,915	13,593	2.4	11,176	10,288	8.6	2,739	3,305	-17.1
Condo Only	9,841	9,861	-0.2	8,032	7,610	5.5	1,809	2,251	-19.6
Timeshare	5,180	4,238	22.2	3,670	3,638	0.9	1,510	599	152.0
Timeshare Only	3,592	2,812	27.7	2,496	2,420	3.1	1,096	392	179.6
Rental House	12,618	11,055	14.1	11,318	9,216	22.8	1,300	1,839	-29.3
Hostel	536	469	14.1	513	380	34.9	23	90	-74.4
Camp Site	755	750	0.7	621	614	1.1	134	136	-1.1
Private Room in Private Home**	1,404	1,260	11.5	1,070	959	11.6	334	301	11.0
Shared Room/Space in Private Home**	503	463	8.6	503	380	32.5	0	83	-100.0
Bed & Breakfast	1,599	1,461	9.4	1,280	1,185	8.1	318	277	15.1
Cruise Ship	1,342	645	108.1	764	635	20.2	578	9	6,206.4
Friends or Relatives	5,397	5,546	-2.7	4,835	4,576	5.7	563	971	-42.0
PURPOSE OF TRIP									
Pleasure (Net)	102,513	100,747	1.8	56,654	53,584	5.7	45,859	47,163	-2.8
.....Vacation	28,770	24,872	15.7	20,041	18,457	8.6	8,728	6,415	36.1
.....Honeymoon	39,784	40,199	-1.0	14,427	13,916	3.7	25,357	26,283	-3.5
…Get Married	102,513	100,747	1.8	56,654	53,584	5.7	45,859	47,163	-2.8
MC&I (Net)	1,646	1,620	1.6	1,361	1,391	-2.2	286	229	24.7
.....Convention/Conf.	921	921	0.0	794	770	3.1	127	151	-15.9
.....Corp. Meetings	483	664	-27.3	476	614	-22.5	7	50	-86.4
.....Incentive	768	685	12.1	560	656	-14.6	208	29	628.2
Other Business	713	1,022	-30.2	685	975	-29.7	28	47	-40.6
Visit Friends/Relatives	4,028	3,966	1.6	3,407	3,620	-5.9	621	347	79.1
Government/Military	285	699	-59.3	285	374	-23.9	0	325	-100.0
Attend School	242	364	-33.6	242	356	-32.0	0	8	-100.0
Sport Events	537	713	-24.6	509	622	-18.1	28	91	-69.3
Other purpose	6,418	4,287	49.7	1,496	1,404	6.5	4,923	2,883	70.8
Average Age	38	37	0.8	41	41	0.1	35	34	0.9

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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 39. Meetings, Conventions, and Incentives Visitor Characteristics (Arrivals by Air) 2018 vs. 2017R

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	3,477,256	3,512,737	-1.0	2,502,528	2,505,846	-0.1	974,728	1,006,890	-3.2
Total Visitors	471,373	469,915	0.3	313,517	311,893	0.5	157,857	158,021	-0.1
PARTY SIZE									
One	112,738	111,208	1.4	81,464	84,433	-3.5	31,274	26,775	16.8
Two	176,847	181,251	-2.4	138,373	142,147	-2.7	38,473	39,105	-1.6
Three or more	181,788	177,456	2.4	93,680	85,314	9.8	88,109	92,142	-4.4
Avg Party Size	1.95	1.97	-0.7	1.81	1.76	2.3	2.34	2.52	-7.3
VISIT STATUS									
First-Time	161,516	168,262	-4.0	88,549	92,328	-4.1	72,967	75,934	-3.9
Repeat	309,857	301,653	2.7	224,967	219,565	2.5	84,889	82,088	3.4
Average # of Trips	4.49	4.37	2.6	5.31	5.11	3.9	2.85	2.91	-2.2
TRAVEL METHOD									
Group Tour	125,277	136,903	-8.5	37,001	42,111	-12.1	88,276	94,793	-6.9
Package	146,331	158,267	-7.5	62,915	70,570	-10.8	83,416	87,697	-4.9
Group Tour & Pkg	84,729	95,271	-11.1	22,052	26,534	-16.9	62,677	68,737	-8.8
True Independent	284,494	270,015	5.4	235,652	225,746	4.4	48,842	44,269	10.3
ISLANDS VISITED									
O'ahu	286,687	291,154	-1.5	146,280	149,600	-2.2	140,407	141,554	-0.8
Maui County	139,293	134,900	3.3	121,410	113,141	7.3	17,883	21,759	-17.8
...Maui	135,593	131,330	3.2	118,434	111,121	6.6	17,159	20,209	-15.1
...Moloka'i *	1,650	2,587	-36.2	1,567	1,370	14.4	83	1,217	-93.2
...Lāna'i *	5,289	4,300	23.0	4,511	2,970	51.9	778	1,330	-41.5
Kaua'i	47,319	46,414	2.0	41,394	40,994	1.0	5,925	5,420	9.3
Hawai'i Island	79,172	91,850	-13.8	61,656	68,390	-9.8	17,516	23,461	-25.3
…Hilo	20,385	25,268	-19.3	14,003	15,592	-10.2	6,382	9,676	-34.0
…Kona	70,356	79,179	-11.1	55,403	61,418	-9.8	14,954	17,760	-15.8
LENGTH OF STAY									
O'ahu (days)	5.69	5.75	-1.0	6.01	6.01	0.1	5.36	5.48	-2.2
Maui (days)	7.11	7.01	1.3	7.30	7.27	0.4	5.79	5.61	3.1
Moloka'i (days)	4.42	3.70	19.5	4.52	3.83	17.9	2.62	3.55	-26.3
Lāna'i (days)	4.85	3.76	29.1	4.80	4.23	13.7	5.13	2.72	88.6
Kaua'i (days)	6.62	6.63	-0.1	6.91	7.03	-1.7	4.60	3.61	27.5
Hawai'i Island (days)	6.76	6.35	6.5	7.19	7.21	-0.2	5.23	3.85	36.1
...Hilo (days)	4.04	3.45	17.1	4.54	4.48	1.4	2.95	1.79	64.1
...Kona (days)	6.44	6.27	2.7	6.86	6.89	-0.5	4.87	4.10	18.8
Statewide (days)	7.38	7.48	-1.3	7.98	8.03	-0.6	6.17	6.37	-3.1
ACCOMMODATIONS									
Hotel	411,419	416,101	-1.1	267,687	271,826	-1.5	143,733	144,275	-0.4
Hotel Only	376,147	382,005	-1.5	238,587	243,641	-2.1	137,560	138,364	-0.6
Condo	35,174	33,286	5.7	24,903	22,558	10.4	10,271	10,728	-4.3
Condo Only	20,379	19,753	3.2	13,976	12,642	10.5	6,403	7,110	-9.9
Timeshare	11,151	11,211	-0.5	9,091	8,742	4.0	2,060	2,469	-16.6
Timeshare Only	6,219	5,975	4.1	5,043	4,858	3.8	1,176	1,117	5.3
Rental House	22,925	20,982	9.3	20,389	16,679	22.2	2,536	4,303	-41.1
Hostel	4,203	3,320	26.6	2,361	2,468	-4.3	1,842	852	116.3
Camp Site	1,695	2,196	-22.8	1,629	1,812	-10.1	65	383	-83.0
Private Room in Private Home**	5,553	4,478	24.0	3,327	2,879	15.6	2,226	1,598	39.2
Shared Room/Space in Private Home**	2,229	1,552	43.6	1,528	1,293	18.2	701	259	170.5
Bed & Breakfast	5,280	4,441	18.9	3,631	3,846	-5.6	1,650	595	177.4
Cruise Ship	2,454	2,083	17.8	2,192	1,813	20.9	261	270	-3.1
Friends or Relatives	11,192	11,729	-4.6	10,407	10,225	1.8	785	1,504	-47.8
PURPOSE OF TRIP									
Pleasure (Net)	141,183	138,460	2.0	109,514	105,842	3.5	31,669	32,617	-2.9
.....Vacation	139,021	135,771	2.4	108,201	104,318	3.7	30,820	31,453	-2.0
.....Honeymoon	2,978	3,413	-12.7	2,107	2,216	-4.9	871	1,197	-27.2
…Get Married	1,646	1,620	1.6	1,361	1,391	-2.2	286	229	24.7
MC&I (Net)	471,373	469,915	0.3	313,517	311,893	0.5	157,857	158,021	-0.1
.....Convention/Conf.	250,595	238,960	4.9	197,448	188,920	4.5	53,147	50,040	6.2
.....Corp. Meetings	80,577	86,876	-7.3	70,673	74,016	-4.5	9,904	12,859	-23.0
.....Incentive	154,343	158,899	-2.9	56,308	60,906	-7.6	98,035	97,993	0.0
Other Business	7,913	9,716	-18.6	7,454	7,534	-1.1	460	2,182	-78.9
Visit Friends/Relatives	8,279	8,065	2.7	7,922	7,462	6.2	357	602	-40.7
Government/Military	2,152	1,952	10.2	1,977	1,855	6.6	175	97	79.3
Attend School	686	734	-6.6	476	676	-29.6	210	58	261.6
Sport Events	1,258	1,187	5.9	1,113	961	15.9	145	226	-36.2
Other purpose	2,567	2,520	1.9	2,170	2,111	2.8	397	409	-2.8
Average Age	45	44	0.8	46	46	0.9	42	42	0.7

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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 40. Visit Friends and Relatives Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	8,783,232	8,329,883	5.4	7,803,938	7,370,967	5.9	979,294	958,915	2.1
Total Visitors	793,806	738,672	7.5	709,184	653,459	8.5	84,622	85,213	-0.7
PARTY SIZE									
One	230,827	216,494	6.6	208,727	193,073	8.1	22,100	23,421	-5.6
Two	288,901	270,686	6.7	259,591	242,236	7.2	29,310	28,450	3.0
Three or more	274,077	251,492	9.0	240,865	218,149	10.4	33,212	33,343	-0.4
Avg Party Size	1.78	1.78	0.3	1.77	1.77	0.4	1.87	1.87	0.0
VISIT STATUS									
First-Time	161,414	144,914	11.4	134,114	124,918	7.4	27,300	19,995	36.5
Repeat	632,392	593,758	6.5	575,070	528,540	8.8	57,322	65,217	-12.1
Average # of Trips	8.18	8.31	-1.6	8.47	8.47	0.0	5.77	7.15	-19.2
TRAVEL METHOD									
Group Tour	6,711	7,665	-12.4	4,622	4,646	-0.5	2,090	3,019	-30.8
Package	55,538	58,171	-4.5	43,892	44,876	-2.2	11,646	13,295	-12.4
Group Tour & Pkg	2,615	3,151	-17.0	1,642	1,642	0.0	973	1,509	-35.5
True Independent	734,172	675,986	8.6	662,313	605,579	9.4	71,859	70,408	2.1
ISLANDS VISITED									
O'ahu	543,574	510,829	6.4	469,507	438,789	7.0	74,067	72,040	2.8
Maui County	158,302	148,362	6.7	142,936	132,602	7.8	15,366	15,760	-2.5
...Maui	152,240	142,705	6.7	137,330	127,900	7.4	14,909	14,805	0.7
...Moloka'i *	7,519	7,193	4.5	6,021	5,498	9.5	1,498	1,694	-11.6
...Lāna'i *	5,303	4,994	6.2	4,232	4,045	4.6	1,071	949	12.9
Kaua'i	84,022	77,453	8.5	76,122	72,010	5.7	7,901	5,443	45.2
Hawai'i Island	144,955	144,053	0.6	132,675	128,385	3.3	12,280	15,668	-21.6
…Hilo	62,770	65,267	-3.8	56,461	57,205	-1.3	6,309	8,062	-21.7
…Kona	113,544	109,159	4.0	103,190	97,925	5.4	10,355	11,234	-7.8
LENGTH OF STAY									
O'ahu (days)	9.21	9.22	-0.1	9.16	9.18	-0.1	9.50	9.50	0.0
Maui (days)	9.76	9.59	1.8	9.75	9.74	0.1	9.85	8.28	19.0
Moloka'i (days)	6.53	7.38	-11.5	7.63	7.46	2.2	2.13	7.13	-70.1
Lāna'i (days)	4.18	4.29	-2.6	4.98	4.99	-0.2	1.01	1.30	-22.3
Kaua'i (days)	9.10	9.18	-0.8	9.45	9.50	-0.5	5.70	4.84	17.7
Hawai'i Island (days)	10.04	10.17	-1.3	10.37	10.54	-1.6	6.45	7.16	-9.9
...Hilo (days)	7.29	7.61	-4.3	7.70	7.93	-2.8	3.54	5.35	-34.0
...Kona (days)	8.79	8.87	-0.9	9.12	9.18	-0.7	5.50	6.14	-10.5
Statewide (days)	11.06	11.28	-1.9	11.00	11.28	-2.4	11.57	11.25	2.8
ACCOMMODATIONS									
Hotel	205,137	199,274	2.9	173,428	169,777	2.2	31,709	29,497	7.5
Hotel Only	124,663	119,724	4.1	102,772	100,291	2.5	21,892	19,433	12.7
Condo	77,733	74,395	4.5	64,900	62,722	3.5	12,833	11,673	9.9
Condo Only	48,066	44,495	8.0	39,839	38,120	4.5	8,227	6,375	29.1
Timeshare	33,259	30,765	8.1	28,262	27,737	1.9	4,998	3,027	65.1
Timeshare Only	17,654	16,449	7.3	15,352	14,501	5.9	2,302	1,948	18.2
Rental House	70,859	62,597	13.2	66,139	57,664	14.7	4,720	4,934	-4.3
Hostel	6,210	5,270	17.8	4,563	4,353	4.8	1,647	916	79.7
Camp Site	7,667	7,451	2.9	6,647	6,796	-2.2	1,021	655	55.7
Private Room in Private Home**	19,291	17,816	8.3	16,595	14,765	12.4	2,696	3,051	-11.6
Shared Room/Space in Private Home**	7,004	6,130	14.3	5,916	5,021	17.8	1,089	1,109	-1.8
Bed & Breakfast	9,801	9,126	7.4	9,266	8,188	13.2	535	938	-43.0
Cruise Ship	2,931	2,725	7.6	2,437	2,666	-8.6	494	59	737.5
Friends or Relatives	492,011	459,785	7.0	452,333	412,551	9.6	39,677	47,234	-16.0
PURPOSE OF TRIP									
Pleasure (Net)	272,022	258,392	5.3	240,966	228,794	5.3	31,055	29,599	4.9
.....Vacation	268,964	255,495	5.3	238,365	226,003	5.5	30,599	29,491	3.8
.....Honeymoon	5,467	5,392	1.4	4,785	5,076	-5.7	682	316	116.0
…Get Married	4,028	3,966	1.6	3,407	3,620	-5.9	621	347	79.1
MC&I (Net)	8,279	8,065	2.7	7,922	7,462	6.2	357	602	-40.7
.....Convention/Conf.	5,507	5,108	7.8	5,275	4,883	8.0	232	226	2.7
.....Corp. Meetings	2,223	2,296	-3.2	2,210	2,102	5.1	13	194	-93.4
.....Incentive	1,322	1,564	-15.5	1,210	1,372	-11.9	113	192	-41.3
Other Business	15,258	15,149	0.7	14,692	14,928	-1.6	566	221	156.2
Visit Friends/Relatives	793,806	738,672	7.5	709,184	653,459	8.5	84,622	85,213	-0.7
Government/Military	2,930	2,974	-1.5	2,879	2,855	0.8	51	119	-57.5
Attend School	1,456	1,669	-12.8	1,337	1,393	-4.0	119	276	-57.0
Sport Events	4,203	3,747	12.2	3,709	3,498	6.0	494	249	98.1
Other purpose	19,077	18,063	5.6	17,668	16,951	4.2	1,408	1,112	26.7
Average Age	46	46	0.0	46	46	-0.5	48	46	3.3

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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 41. Family Visitors Characteristics (Arrivals by Air)
2018 vs. 2017R

FAMILY	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	23,186,863	21,418,470	8.3	16,477,634	15,089,932	9.2	6,709,229	6,328,538	6.0
Total Visitors	2,662,518	2,466,758	7.9	1,830,727	1,654,437	10.7	831,792	812,321	2.4
PARTY SIZE									
One	17,280	15,433	12.0	17,158	15,291	12.2	122	141	-13.4
Two	146,124	134,428	8.7	119,730	111,049	7.8	26,394	23,379	12.9
Three or more	2,499,114	2,316,898	7.9	1,693,839	1,528,097	10.8	805,275	788,800	2.1
Avg Party Size	3.90	3.88	0.4	3.73	3.71	0.6	4.31	4.29	0.5
VISIT STATUS									
First-Time	770,588	722,487	6.7	449,216	407,947	10.1	321,372	314,540	2.2
Repeat	1,891,930	1,744,271	8.5	1,381,511	1,246,490	10.8	510,419	497,781	2.5
Average # of Trips	4.96	4.97	-0.2	5.54	5.56	-0.4	3.71	3.78	-1.9
TRAVEL METHOD									
Group Tour	97,374	101,662	-4.2	27,256	26,818	1.6	70,118	74,844	-6.3
Package	662,972	664,630	-0.2	357,271	338,230	5.6	305,702	326,400	-6.3
Group Tour & Pkg	68,222	75,951	-10.2	15,039	15,793	-4.8	53,183	60,158	-11.6
True Independent	1,970,394	1,776,417	10.9	1,461,239	1,305,182	12.0	509,155	471,235	8.0
ISLANDS VISITED									
O'ahu	1,601,827	1,526,388	4.9	828,599	757,436	9.4	773,229	768,952	0.6
Maui County	784,641	709,015	10.7	684,981	622,852	10.0	99,660	86,163	15.7
...Maui	774,638	701,671	10.4	677,965	616,595	10.0	96,673	85,076	13.6
...Moloka'i *	11,546	11,233	2.8	7,433	7,277	2.1	4,113	3,956	4.0
...Lāna'i *	15,548	12,911	20.4	10,841	9,441	14.8	4,706	3,470	35.6
Kaua'i	334,766	293,784	13.9	298,408	265,924	12.2	36,358	27,860	30.5
Hawai'i Island	430,519	429,412	0.3	323,881	318,222	1.8	106,638	111,190	-4.1
…Hilo	140,266	152,845	-8.2	91,606	99,404	-7.8	48,660	53,440	-8.9
…Kona	385,368	372,623	3.4	292,585	282,962	3.4	92,783	89,660	3.5
LENGTH OF STAY									
O'ahu (days)	7.10	6.92	2.6	7.14	7.04	1.5	7.04	6.79	3.7
Maui (days)	7.86	7.80	0.8	8.11	8.11	0.0	6.12	5.55	10.4
Moloka'i (days)	3.75	4.20	-10.9	5.23	4.96	5.5	1.06	2.82	-62.2
Lāna'i (days)	3.25	3.31	-1.9	4.04	4.08	-1.1	1.42	1.19	19.0
Kaua'i (days)	7.55	7.65	-1.3	7.95	8.01	-0.7	4.22	4.22	0.0
Hawai'i Island (days)	7.23	7.12	1.6	8.04	8.03	0.1	4.76	4.51	5.6
...Hilo (days)	3.72	3.78	-1.8	4.44	4.38	1.4	2.35	2.68	-12.3
...Kona (days)	6.72	6.65	1.1	7.51	7.49	0.3	4.24	4.00	6.1
Statewide (days)	8.71	8.68	0.3	9.00	9.12	-1.3	8.07	7.79	3.5
ACCOMMODATIONS									
Hotel	1,617,547	1,524,932	6.1	1,001,667	924,067	8.4	615,880	600,865	2.5
Hotel Only	1,388,299	1,314,389	5.6	846,333	780,947	8.4	541,966	533,442	1.6
Condo	512,798	474,439	8.1	357,878	323,959	10.5	154,920	150,481	3.0
Condo Only	390,603	363,646	7.4	284,517	257,622	10.4	106,086	106,023	0.1
Timeshare	240,409	242,932	-1.0	189,326	183,373	3.2	51,083	59,558	-14.2
Timeshare Only	183,143	182,573	0.3	146,362	141,392	3.5	36,781	41,180	-10.7
Rental House	319,733	250,365	27.7	262,264	210,988	24.3	57,469	39,376	45.9
Hostel	5,349	7,275	-26.5	4,583	4,180	9.7	766	3,096	-75.2
Camp Site	7,123	7,144	-0.3	6,808	6,189	10.0	315	955	-67.0
Private Room in Private Home**	24,929	22,802	9.3	14,241	11,264	26.4	10,688	11,537	-7.4
Shared Room/Space in Private Home**	9,110	4,684	94.5	4,897	3,489	40.3	4,213	1,195	252.5
Bed & Breakfast	20,725	14,790	40.1	11,712	9,728	20.4	9,014	5,062	78.1
Cruise Ship	21,547	22,408	-3.8	16,730	17,280	-3.2	4,817	5,128	-6.1
Friends or Relatives	171,601	162,222	5.8	154,389	139,638	10.6	17,212	22,583	-23.8
PURPOSE OF TRIP									
Pleasure (Net)	2,414,954	2,227,973	8.4	1,661,639	1,503,807	10.5	753,316	724,166	4.0
.....Vacation	2,393,857	2,205,125	8.6	1,647,553	1,489,970	10.6	746,304	715,156	4.4
.....Honeymoon	18,950	19,258	-1.6	11,581	11,233	3.1	7,369	8,024	-8.2
…Get Married	16,269	16,510	-1.5	12,984	12,631	2.8	3,286	3,879	-15.3
MC&I (Net)	81,754	68,207	19.9	55,744	50,680	10.0	26,009	17,527	48.4
.....Convention/Conf.	49,729	42,797	16.2	38,735	34,945	10.8	10,993	7,852	40.0
.....Corp. Meetings	10,824	11,230	-3.6	9,709	9,366	3.7	1,115	1,864	-40.2
.....Incentive	23,663	16,538	43.1	9,386	8,284	13.3	14,278	8,254	73.0
Other Business	25,781	25,115	2.7	24,065	22,990	4.7	1,716	2,126	-19.3
Visit Friends/Relatives	169,415	156,260	8.4	149,340	135,407	10.3	20,074	20,854	-3.7
Government/Military	8,665	9,418	-8.0	6,590	5,655	16.5	2,075	3,763	-44.9
Attend School	6,718	4,531	48.3	2,139	1,904	12.3	4,579	2,627	74.3
Sport Events	17,660	15,082	17.1	15,114	10,634	42.1	2,546	4,448	-42.8
Other purpose	98,934	108,800	-9.1	44,936	41,974	7.1	53,998	66,826	-19.2
Average Age	44	44	0.3	44	44	-0.1	45	44	1.2

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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 42. Hotel-Only Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	36,842,800	36,153,816	1.9	23,289,778	22,498,000	3.5	13,553,022	13,655,815	-0.8
Total Visitors	5,054,618	4,966,958	1.8	2,990,087	2,861,585	4.5	2,064,531	2,105,373	-1.9
PARTY SIZE									
One	623,707	598,594	4.2	499,638	480,033	4.1	124,069	118,561	4.6
Two	2,062,319	2,095,024	-1.6	1,169,016	1,150,916	1.6	893,303	944,108	-5.4
Three or more	2,368,592	2,273,340	4.2	1,321,434	1,230,636	7.4	1,047,158	1,042,704	0.4
Avg Party Size	2.27	2.27	0.1	2.12	2.10	0.8	2.54	2.55	-0.2
VISIT STATUS									
First-Time	1,951,804	2,023,639	-3.5	994,185	982,349	1.2	957,619	1,041,290	-8.0
Repeat	3,102,814	2,943,319	5.4	1,995,902	1,879,236	6.2	1,106,912	1,064,084	4.0
Average # of Trips	4.23	4.10	3.2	4.85	4.77	1.6	3.34	3.19	4.6
TRAVEL METHOD									
Group Tour	426,349	471,624	-9.6	112,681	127,179	-11.4	313,668	344,446	-8.9
Package	2,051,772	2,163,798	-5.2	868,004	877,656	-1.1	1,183,768	1,286,143	-8.0
Group Tour & Pkg	327,066	376,591	-13.2	74,807	88,218	-15.2	252,259	288,373	-12.5
True Independent	2,903,564	2,708,126	7.2	2,084,210	1,944,968	7.2	819,354	763,158	7.4
ISLANDS VISITED									
O'ahu	3,596,741	3,583,136	0.4	1,660,834	1,603,782	3.6	1,935,907	1,979,354	-2.2
Maui County	1,239,976	1,217,624	1.8	1,043,621	998,740	4.5	196,355	218,884	-10.3
...Maui	1,219,186	1,200,564	1.6	1,027,417	985,231	4.3	191,769	215,332	-10.9
...Moloka'i *	16,865	19,089	-11.7	10,922	11,911	-8.3	5,943	7,179	-17.2
...Lāna'i *	34,987	30,080	16.3	26,547	22,548	17.7	8,441	7,532	12.1
Kaua'i	459,497	437,071	5.1	394,746	379,083	4.1	64,751	57,988	11.7
Hawai'i Island	658,008	730,588	-9.9	439,526	469,463	-6.4	218,482	261,125	-16.3
…Hilo	198,779	231,075	-14.0	113,897	129,864	-12.3	84,882	101,211	-16.1
…Kona	563,650	609,704	-7.6	383,871	404,863	-5.2	179,779	204,841	-12.2
LENGTH OF STAY									
O'ahu (days)	6.11	5.98	2.2	6.28	6.18	1.5	5.96	5.81	2.6
Maui (days)	6.71	6.57	2.1	7.03	7.00	0.5	4.98	4.64	7.4
Moloka'i (days)	2.57	2.47	4.1	3.25	3.13	3.8	1.30	1.36	-4.1
Lāna'i (days)	3.62	3.32	8.9	4.12	3.85	7.0	2.04	1.74	17.3
Kaua'i (days)	6.19	6.16	0.4	6.62	6.58	0.5	3.57	3.41	4.7
Hawai'i Island (days)	5.61	5.49	2.2	6.56	6.54	0.3	3.69	3.59	2.8
...Hilo (days)	3.18	3.17	0.5	4.06	4.02	1.1	2.01	2.08	-3.4
...Kona (days)	5.42	5.37	0.9	6.30	6.29	0.2	3.53	3.55	-0.4
Statewide (days)	7.29	7.28	0.1	7.79	7.86	-0.9	6.56	6.49	1.2
ACCOMMODATIONS									
Hotel Only	5,054,618	4,966,958	1.8	2,990,087	2,861,585	4.5	2,064,531	2,105,373	-1.9
PURPOSE OF TRIP									
Pleasure (Net)	4,241,328	4,150,955	2.2	2,472,892	2,359,782	4.8	1,768,436	1,791,173	-1.3
.....Vacation	3,825,250	3,685,224	3.8	2,334,239	2,213,264	5.5	1,491,011	1,471,960	1.3
.....Honeymoon	416,816	467,261	-10.8	141,560	148,529	-4.7	275,257	318,732	-13.6
…Get Married	63,243	64,420	-1.8	24,376	24,371	0.0	38,867	40,050	-3.0
MC&I (Net)	376,147	382,005	-1.5	238,587	243,641	-2.1	137,560	138,364	-0.6
.....Convention/Conf.	184,902	180,288	2.6	144,638	141,661	2.1	40,264	38,627	4.2
.....Corp. Meetings	64,893	70,287	-7.7	56,427	59,995	-5.9	8,466	10,292	-17.7
.....Incentive	137,772	143,616	-4.1	46,032	51,495	-10.6	91,741	92,122	-0.4
Other Business	163,533	163,642	-0.1	151,018	149,461	1.0	12,514	14,182	-11.8
Visit Friends/Relatives	124,663	119,724	4.1	102,772	100,291	2.5	21,892	19,433	12.7
Government/Military	77,424	70,322	10.1	68,158	58,488	16.5	9,265	11,834	-21.7
Attend School	9,474	13,499	-29.8	3,456	3,689	-6.3	6,018	9,811	-38.7
Sport Events	53,436	47,720	12.0	35,346	29,513	19.8	18,090	18,206	-0.6
Other purpose	270,081	272,555	-0.9	96,081	92,661	3.7	174,000	179,894	-3.3
Avg of Age	44	44	0.6	45	45	-0.1	43	43	1.3

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 43. Condo-Only Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	13,733,775	13,151,586	4.4	10,018,907	9,468,267	5.8	3,714,868	3,683,319	0.9
Total Visitors	1,287,472	1,209,120	6.5	938,986	864,743	8.6	348,485	344,377	1.2
PARTY SIZE									
One	122,469	115,392	6.1	101,338	94,189	7.6	21,131	21,203	-0.3
Two	493,707	465,290	6.1	382,133	357,642	6.8	111,574	107,648	3.6
Three or more	671,297	628,438	6.8	455,516	412,912	10.3	215,781	215,526	0.1
Avg Party Size	2.42	2.42	0.0	2.32	2.31	0.7	2.74	2.76	-0.8
VISIT STATUS									
First-Time	261,907	237,059	10.5	171,071	152,938	11.9	90,836	84,121	8.0
Repeat	1,025,565	972,061	5.5	767,915	711,805	7.9	257,649	260,256	-1.0
Average # of Trips	6.69	6.71	-0.4	7.12	7.22	-1.4	5.52	5.43	1.7
TRAVEL METHOD									
Group Tour	16,318	18,842	-13.4	5,206	4,796	8.6	11,112	14,046	-20.9
Package	169,680	171,588	-1.1	110,596	107,766	2.6	59,085	63,822	-7.4
Group Tour & Pkg	8,174	9,510	-14.0	1,691	1,590	6.4	6,483	7,920	-18.1
True Independent	1,109,648	1,028,200	7.9	824,876	753,771	9.4	284,772	274,429	3.8
ISLANDS VISITED									
O'ahu	398,751	385,674	3.4	173,756	162,979	6.6	224,995	222,696	1.0
Maui County	624,119	586,672	6.4	517,961	477,480	8.5	106,158	109,192	-2.8
...Maui	618,201	581,144	6.4	512,951	472,840	8.5	105,251	108,304	-2.8
...Moloka'i *	8,761	8,018	9.3	6,531	6,516	0.2	2,230	1,502	48.4
...Lāna'i *	7,706	6,850	12.5	6,200	5,541	11.9	1,505	1,309	15.0
Kaua'i	202,910	175,524	15.6	178,562	158,090	12.9	24,348	17,434	39.7
Hawai'i Island	186,464	186,295	0.1	143,507	140,765	1.9	42,958	45,531	-5.7
…Hilo	35,183	37,132	-5.3	22,574	24,004	-6.0	12,608	13,128	-4.0
…Kona	175,128	172,421	1.6	136,504	133,051	2.6	38,624	39,370	-1.9
LENGTH OF STAY									
O'ahu (days)	8.90	8.80	1.2	9.38	9.35	0.3	8.53	8.39	1.7
Maui (days)	10.26	10.49	-2.1	9.92	10.11	-1.9	11.93	12.14	-1.7
Moloka'i (days)	7.53	7.91	-4.8	8.88	8.74	1.6	3.57	4.27	-16.5
Lāna'i (days)	3.50	3.40	2.8	3.72	3.79	-1.7	2.57	1.78	44.7
Kaua'i (days)	9.39	9.75	-3.8	9.51	9.82	-3.2	8.52	9.14	-6.8
Hawai'i Island (days)	9.88	10.02	-1.3	10.61	10.90	-2.6	7.46	7.29	2.3
...Hilo (days)	4.01	3.89	2.9	4.77	4.59	4.0	2.63	2.62	0.4
...Kona (days)	9.72	9.98	-2.7	10.37	10.70	-3.2	7.43	7.55	-1.6
Statewide (days)	10.67	10.88	-1.9	10.67	10.95	-2.6	10.66	10.70	-0.3
ACCOMMODATIONS									
...Condo Only	1,287,472	1,209,120	6.5	938,986	864,743	8.6	348,485	344,377	1.2
PURPOSE OF TRIP									
Pleasure (Net)	1,198,439	1,123,728	6.6	873,799	803,978	8.7	324,639	319,750	1.5
.....Vacation	1,171,176	1,096,833	6.8	853,435	783,741	8.9	317,741	313,092	1.5
.....Honeymoon	26,433	25,308	4.4	19,584	18,973	3.2	6,849	6,336	8.1
…Get Married	9,841	9,861	-0.2	8,032	7,610	5.5	1,809	2,251	-19.6
MC&I (Net)	20,379	19,753	3.2	13,976	12,642	10.5	6,403	7,110	-9.9
.....Convention/Conf.	13,826	12,804	8.0	10,440	9,159	14.0	3,387	3,645	-7.1
.....Corp. Meetings	2,917	3,094	-5.7	2,527	2,584	-2.2	389	510	-23.6
.....Incentive	3,979	4,162	-4.4	1,263	1,181	6.9	2,716	2,981	-8.9
Other Business	21,338	20,912	2.0	19,857	19,604	1.3	1,481	1,309	13.2
Visit Friends/Relatives	48,066	44,495	8.0	39,839	38,120	4.5	8,227	6,375	29.1
Government/Military	2,640	2,411	9.5	2,535	2,302	10.1	105	109	-3.7
Attend School	2,693	2,369	13.7	826	1,008	-18.0	1,867	1,361	37.1
Sport Events	11,814	10,585	11.6	7,639	6,572	16.2	4,174	4,013	4.0
Other purpose	36,851	38,779	-5.0	23,570	22,074	6.8	13,281	16,705	-20.5
Avg of Age	49	49	0.1	49	50	-0.2	48	48	0.8

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 44. Timeshare-Only Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	6,280,781	6,255,777	0.4	5,200,580	5,108,274	1.8	1,080,201	1,147,504	-5.9
Total Visitors	650,932	648,664	0.3	530,578	517,923	2.4	120,355	130,741	-7.9
PARTY SIZE									
One	54,400	54,292	0.2	49,525	49,246	0.6	4,875	5,046	-3.4
Two	286,622	284,337	0.8	240,685	237,289	1.4	45,937	47,048	-2.4
Three or more	309,911	310,035	0.0	240,368	231,389	3.9	69,542	78,647	-11.6
Avg Party Size	2.39	2.39	0.0	2.32	2.31	0.7	2.71	2.77	-1.9
VISIT STATUS									
First-Time	95,468	98,678	-3.3	79,966	81,635	-2.0	15,502	17,042	-9.0
Repeat	555,464	549,986	1.0	450,612	436,288	3.3	104,852	113,699	-7.8
Average # of Trips	7.64	7.47	2.3	7.75	7.58	2.3	7.16	7.04	1.7
TRAVEL METHOD									
Group Tour	4,927	5,049	-2.4	2,245	1,992	12.7	2,683	3,058	-12.3
Package	45,453	52,242	-13.0	38,388	40,443	-5.1	7,065	11,800	-40.1
Group Tour & Pkg	1,283	1,255	2.3	564	524	7.5	720	731	-1.5
True Independent	601,835	592,627	1.6	490,508	476,013	3.0	111,327	116,615	-4.5
ISLANDS VISITED									
O'ahu	225,116	234,479	-4.0	132,204	132,729	-0.4	92,912	101,750	-8.7
Maui County	231,556	226,243	2.3	213,573	206,427	3.5	17,983	19,816	-9.3
...Maui	229,573	224,232	2.4	211,733	204,682	3.4	17,841	19,550	-8.7
...Moloka'i *	1,955	2,078	-5.9	1,615	1,846	-12.5	341	232	47.0
...Lāna'i *	2,847	3,454	-17.6	2,696	2,796	-3.6	151	658	-77.1
Kaua'i	156,636	153,361	2.1	147,314	145,006	1.6	9,322	8,355	11.6
Hawai'i Island	117,454	119,595	-1.8	97,882	98,812	-0.9	19,572	20,783	-5.8
…Hilo	17,766	20,033	-11.3	14,014	15,223	-7.9	3,752	4,809	-22.0
…Kona	112,071	112,969	-0.8	93,573	93,923	-0.4	18,498	19,046	-2.9
LENGTH OF STAY									
O'ahu (days)	7.54	7.41	1.7	7.51	7.46	0.8	7.57	7.36	2.9
Maui (days)	9.31	9.25	0.6	9.29	9.21	0.9	9.50	9.70	-2.0
Moloka'i (days)	4.55	4.87	-6.5	4.66	5.07	-8.1	4.07	3.31	22.8
Lāna'i (days)	3.71	3.16	17.2	3.80	3.62	4.9	2.15	1.24	73.9
Kaua'i (days)	9.27	9.30	-0.4	9.27	9.33	-0.6	9.19	8.89	3.4
Hawai'i Island (days)	8.31	8.33	-0.2	8.75	8.73	0.2	6.12	6.42	-4.6
...Hilo (days)	3.15	3.03	3.8	3.48	3.48	0.1	1.91	1.63	16.8
...Kona (days)	8.21	8.28	-0.8	8.63	8.62	0.1	6.09	6.59	-7.6
Statewide (days)	9.65	9.64	0.0	9.80	9.86	-0.6	8.98	8.78	2.3
ACCOMMODATIONS									
...Timeshare Only	650,932	648,664	0.3	530,578	517,923	2.4	120,355	130,741	-7.9
PURPOSE OF TRIP									
Pleasure (Net)	629,034	628,163	0.1	513,103	501,270	2.4	115,930	126,893	-8.6
.....Vacation	617,067	615,182	0.3	502,478	490,245	2.5	114,589	124,937	-8.3
.....Honeymoon	12,298	13,572	-9.4	11,069	11,670	-5.2	1,229	1,902	-35.4
…Get Married	3,592	2,812	27.7	2,496	2,420	3.1	1,096	392	179.6
MC&I (Net)	6,219	5,975	4.1	5,043	4,858	3.8	1,176	1,117	5.3
.....Convention/Conf.	3,522	3,440	2.4	3,005	2,765	8.7	517	675	-23.4
.....Corp. Meetings	1,455	1,333	9.2	1,309	1,296	1.0	146	37	293.4
.....Incentive	1,409	1,343	4.9	836	938	-10.8	573	405	41.4
Other Business	4,164	4,377	-4.9	3,822	4,166	-8.3	342	211	62.2
Visit Friends/Relatives	17,654	16,449	7.3	15,352	14,501	5.9	2,302	1,948	18.2
Government/Military	697	322	116.7	434	322	34.8	263	0	NA
Attend School	217	416	-47.8	203	194	4.6	14	222	-93.7
Sport Events	2,822	2,656	6.2	1,487	1,234	20.5	1,335	1,422	-6.1
Other purpose	11,359	11,419	-0.5	9,169	8,788	4.3	2,190	2,631	-16.8
Average Age	52	52	0.7	52	52	0.4	53	52	1.8

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 45. Rental House-Only Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

RENTAL HOUSE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	6,643,218	5,394,510	23.1	5,672,468	4,644,381	22.1	970,750	750,129	29.4
Total Visitors	679,389	536,117	26.7	587,613	464,431	26.5	91,777	71,687	28.0
PARTY SIZE									
One	89,654	72,491	23.7	82,609	65,018	27.1	7,046	7,473	-5.7
Two	218,486	176,662	23.7	193,217	154,640	24.9	25,268	22,022	14.7
Three or more	371,249	286,964	29.4	311,786	244,773	27.4	59,463	42,191	40.9
Avg Party Size	2.39	2.35	1.6	2.33	2.32	0.3	2.89	2.62	10.4
VISIT STATUS									
First-Time	223,120	170,400	30.9	181,882	137,036	32.7	41,238	33,364	23.6
Repeat	456,269	365,717	24.8	405,730	327,394	23.9	50,539	38,323	31.9
Average # of Trips	4.51	4.57	-1.4	4.70	4.85	-3.2	3.30	2.78	18.6
TRAVEL METHOD									
Group Tour	6,665	5,831	14.3	4,932	4,193	17.6	1,733	1,638	5.8
Package	42,186	34,648	21.8	33,892	27,590	22.8	8,293	7,058	17.5
Group Tour & Pkg	1,680	1,405	19.6	1,199	1,175	2.0	481	229	109.8
True Independent	632,218	497,042	27.2	549,987	433,823	26.8	82,231	63,220	30.1
ISLANDS VISITED									
O'ahu	312,759	238,064	31.4	253,175	192,507	31.5	59,584	45,558	30.8
Maui County	159,166	122,430	30.0	132,082	104,442	26.5	27,084	17,988	50.6
...Maui	155,031	119,482	29.8	128,464	101,752	26.3	26,568	17,730	49.8
...Moloka'i *	4,465	3,009	48.4	3,472	2,700	28.6	993	309	221.3
...Lāna'i *	3,882	2,569	51.1	2,889	2,133	35.5	993	436	127.8
Kaua'i	138,998	108,941	27.6	128,149	103,173	24.2	10,849	5,768	88.1
Hawai'i Island	161,159	135,290	19.1	143,091	120,208	19.0	18,068	15,082	19.8
…Hilo	49,297	45,953	7.3	42,299	39,310	7.6	6,998	6,643	5.3
…Kona	141,418	116,342	21.6	125,345	103,050	21.6	16,073	13,292	20.9
LENGTH OF STAY									
O'ahu (days)	8.13	8.47	-4.0	8.12	8.43	-3.8	8.19	8.62	-4.9
Maui (days)	8.64	8.88	-2.7	8.52	8.78	-3.0	9.26	9.44	-1.9
Moloka'i (days)	5.91	6.25	-5.5	6.62	6.63	-0.2	3.42	2.95	16.2
Lāna'i (days)	4.06	5.19	-21.7	5.03	5.76	-12.7	1.26	2.40	-47.4
Kaua'i (days)	8.80	9.12	-3.5	8.81	9.14	-3.6	8.67	8.74	-0.9
Hawai'i Island (days)	9.27	9.55	-2.9	9.48	9.60	-1.2	7.62	9.13	-16.5
...Hilo (days)	6.07	6.14	-1.1	6.54	6.38	2.7	3.21	4.75	-32.4
...Kona (days)	8.45	8.68	-2.6	8.62	8.76	-1.7	7.17	7.99	-10.3
Statewide (days)	9.78	10.06	-2.8	9.65	10.00	-3.5	10.58	10.46	1.1
ACCOMMODATIONS									
Rental House Only	679,389	536,117	26.7	587,613	464,431	26.5	91,777	71,687	28.0
PURPOSE OF TRIP									
Pleasure (Net)	610,890	476,242	28.3	524,996	412,855	27.2	85,894	63,387	35.5
.....Vacation	593,852	462,378	28.4	510,718	400,717	27.5	83,133	61,661	34.8
.....Honeymoon	15,272	11,119	37.3	12,630	10,388	21.6	2,642	731	261.3
…Get Married	8,310	7,216	15.2	7,403	6,023	22.9	907	1,193	-24.0
MC&I (Net)	11,481	9,064	26.7	10,240	7,905	29.5	1,241	1,159	7.1
.....Convention/Conf.	8,443	6,214	35.9	7,529	5,686	32.4	914	528	73.3
.....Corp. Meetings	1,907	1,672	14.1	1,891	1,530	23.6	15	141	-89.1
.....Incentive	1,426	1,351	5.5	1,105	842	31.3	321	510	-37.1
Other Business	13,237	11,522	14.9	12,842	10,915	17.7	394	607	-35.1
Visit Friends/Relatives	42,618	35,734	19.3	40,064	33,994	17.9	2,554	1,741	46.7
Government/Military	1,907	1,471	29.6	1,870	1,471	27.1	37	-	NA
Attend School	1,543	1,216	26.9	1,338	995	34.4	205	220	-6.9
Sport Events	7,938	7,331	8.3	7,682	6,464	18.8	256	868	-70.5
Other purpose	25,751	23,986	7.4	21,960	18,419	19.2	3,791	5,567	-31.9
Average Age	43	44	-1.0	43	44	-1.1	43	43	-0.4

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* Sample sizes for Moloka'i and Lāna'i are relatively small.

Table 46. Bed and Breakfast-Only Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

B & B-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	394,377	329,491	19.7	324,557	254,978	27.3	69,820	74,513	-6.3
Total Visitors	44,259	36,647	20.8	37,055	27,543	34.5	7,204	9,104	-20.9
PARTY SIZE									
One	9,757	7,181	35.9	8,274	6,206	33.3	1,483	976	52.0
Two	20,936	19,126	9.5	17,904	14,231	25.8	3,032	4,895	-38.1
Three or more	13,566	10,339	31.2	10,877	7,106	53.1	2,689	3,233	-16.8
Avg Party Size	1.87	1.90	-1.4	1.86	1.82	1.8	1.96	2.19	-10.6
VISIT STATUS									
First-Time	19,530	17,857	9.4	15,174	11,227	35.2	4,356	6,630	-34.3
Repeat	24,729	18,790	31.6	21,881	16,316	34.1	2,848	2,474	15.1
Average # of Trips	3.92	3.46	13.3	4.03	4.04	-0.3	3.35	1.70	97.0
TRAVEL METHOD									
Group Tour	700	585	19.6	448	342	30.9	251	242	3.7
Package	3,853	4,106	-6.2	2,939	2,494	17.9	914	1,612	-43.3
Group Tour & Pkg	164	283	-41.9	133	108	23.0	31	175	-82.2
True Independent	39,870	32,239	23.7	33,800	24,814	36.2	6,070	7,424	-18.2
ISLANDS VISITED									
O'ahu	22,861	19,825	15.3	17,350	12,510	38.7	5,511	7,316	-24.7
Maui County	12,356	9,788	26.2	10,595	7,911	33.9	1,761	1,876	-6.2
...Maui	12,066	9,654	25.0	10,383	7,778	33.5	1,683	1,876	-10.3
...Moloka'i *	324	242	33.8	285	242	17.9	39	0	NA
...Lāna'i *	266	260	2.3	227	168	35.3	39	92	-57.8
Kaua'i	5,818	5,236	11.1	5,250	4,265	23.1	568	971	-41.5
Hawai'i Island	11,844	10,752	10.2	10,536	8,875	18.7	1,308	1,877	-30.3
…Hilo	5,810	5,836	-0.4	5,051	4,595	9.9	759	1,241	-38.8
…Kona	9,343	8,061	15.9	8,261	6,690	23.5	1,082	1,371	-21.1
LENGTH OF STAY									
O'ahu (days)	7.07	6.77	4.5	6.79	6.90	-1.6	7.98	6.56	21.6
Maui (days)	7.45	7.45	0.0	7.49	7.66	-2.2	7.15	6.55	9.2
Moloka'i (days)	5.76	6.39	-10.0	4.51	6.39	-29.5	15.00	0	NA
Lāna'i (days)	3.11	4.57	-32.1	3.47	3.24	6.9	1.00	7.00	-85.7
Kaua'i (days)	7.32	6.54	11.8	7.42	7.27	2.2	6.30	3.36	87.4
Hawai'i Island (days)	8.24	8.03	2.6	8.35	8.56	-2.5	7.35	5.50	33.7
...Hilo (days)	5.75	5.40	6.6	5.94	5.92	0.4	4.51	3.47	30.0
...Kona (days)	6.86	6.80	0.9	7.01	7.30	-3.9	5.72	4.38	30.5
Statewide (days)	8.91	8.99	-0.9	8.76	9.26	-5.4	9.69	8.18	18.4
ACCOMMODATIONS									
Bed & Breakfast	44,259	36,647	20.8	37,055	27,543	34.5	7,204	9,104	-20.9
PURPOSE OF TRIP									
Pleasure (Net)	36,955	31,789	16.3	30,924	23,114	33.8	6,031	8,675	-30.5
.....Vacation	34,600	29,672	16.6	28,931	21,576	34.1	5,669	8,096	-30.0
.....Honeymoon	2,256	2,127	6.1	1,957	1,571	24.6	299	556	-46.2
…Get Married	550	419	31.4	478	379	25.9	72	39	85.1
MC&I (Net)	1,472	845	74.2	936	786	19.2	536	60	798.7
.....Convention/Conf.	1,150	656	75.3	709	599	18.3	442	57	678.2
.....Corp. Meetings	123	132	-6.8	123	130	-4.7	-	3	-100.0
.....Incentive	211	77	175.2	117	77	52.0	95	0.00	NA
Other Business	1,353	946	43.1	1,234	888	38.9	120	58	106.6
Visit Friends/Relatives	3,760	2,867	31.2	3,706	2,789	32.9	54	77	-30.2
Government/Military	267	109	144.5	163	109	49.5	104	-	NA
Attend School	134	118	13.5	104	71	47.9	29	47.38	-37.8
Sport Events	383	731	-47.5	340	308	10.4	44	423	-89.7
Other purpose	2,266	1,682	34.7	1,938	1,366	41.8	329	316	3.9
Average Age	43	42	1.3	43	44	-1.1	41	39	6.5

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* Sample sizes for Moloka'i and Lāna'i are relatively small.
NA = Not applicable

Table 47. First-Time Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	27,166,436	26,342,891	3.1	17,308,827	16,364,103	5.8	9,857,608	9,978,788	-1.2
Total Visitors	3,211,883	3,144,002	2.2	1,917,033	1,794,343	6.8	1,294,850	1,349,658	-4.1
PARTY SIZE									
One	454,580	427,564	6.3	361,746	335,450	7.8	92,834	92,115	0.8
Two	1,377,082	1,395,545	-1.3	798,192	768,765	3.8	578,890	626,779	-7.6
Three or more	1,380,222	1,320,893	4.5	757,095	690,129	9.7	623,126	630,764	-1.2
Avg Party Size	2.18	2.19	-0.3	2.03	2.02	0.4	2.46	2.47	-0.3
VISIT STATUS									
First-Time	3,211,883	3,144,002	2.2	1,917,033	1,794,343	6.8	1,294,850	1,349,658	-4.1
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	251,787	288,716	-12.8	85,669	93,518	-8.4	166,117	195,198	-14.9
Package	1,176,396	1,265,921	-7.1	516,464	524,280	-1.5	659,932	741,641	-11.0
Group Tour & Pkg	194,572	229,213	-15.1	58,652	66,799	-12.2	135,920	162,414	-16.3
True Independent	1,978,273	1,818,578	8.8	1,373,552	1,243,345	10.5	604,720	575,233	5.1
ISLANDS VISITED									
O'ahu	2,324,856	2,326,946	-0.1	1,141,822	1,082,741	5.5	1,183,034	1,244,205	-4.9
Maui County	931,898	907,110	2.7	713,780	680,244	4.9	218,118	226,866	-3.9
...Maui	919,592	896,152	2.6	704,732	672,539	4.8	214,860	223,613	-3.9
...Moloka'i *	22,119	22,062	0.3	13,133	13,427	-2.2	8,987	8,634	4.1
...Lāna'i *	29,395	23,705	24.0	17,354	15,431	12.5	12,041	8,274	45.5
Kaua'i	421,676	393,246	7.2	341,765	317,721	7.6	79,911	75,525	5.8
Hawai'i Island	577,241	634,013	-9.0	398,979	411,034	-2.9	178,262	222,979	-20.1
…Hilo	262,260	301,301	-13.0	169,604	183,136	-7.4	92,656	118,165	-21.6
…Kona	488,265	523,130	-6.7	341,868	346,341	-1.3	146,398	176,788	-17.2
LENGTH OF STAY									
O'ahu (days)	6.41	6.22	3.2	6.46	6.33	2.1	6.36	6.12	4.0
Maui (days)	6.72	6.53	2.8	7.01	6.96	0.7	5.75	5.25	9.6
Moloka'i (days)	2.84	2.96	-4.2	3.69	3.68	0.4	1.59	1.85	-14.1
Lāna'i (days)	2.61	2.42	8.1	3.39	3.01	12.7	1.50	1.32	13.6
Kaua'i (days)	5.81	5.68	2.2	6.16	6.10	1.0	4.30	3.93	9.4
Hawai'i Island (days)	6.05	5.78	4.6	6.95	6.80	2.3	4.04	3.91	3.2
...Hilo (days)	3.45	3.29	4.9	4.06	3.97	2.2	2.34	2.23	4.6
...Kona (days)	5.30	5.12	3.7	6.10	5.97	2.2	3.44	3.44	-0.1
Statewide (days)	8.46	8.38	0.9	9.03	9.12	-1.0	7.61	7.39	3.0
ACCOMMODATIONS									
Hotel	2,254,152	2,316,401	-2.7	1,193,623	1,172,732	1.8	1,060,529	1,143,669	-7.3
Hotel Only	1,951,804	2,023,639	-3.5	994,185	982,349	1.2	957,619	1,041,290	-8.0
Condo	380,254	346,222	9.8	234,222	211,899	10.5	146,032	134,323	8.7
Condo Only	261,907	237,059	10.5	171,071	152,938	11.9	90,836	84,121	8.0
Timeshare	127,831	135,184	-5.4	104,942	108,073	-2.9	22,889	27,112	-15.6
Timeshare Only	95,468	98,678	-3.3	79,966	81,635	-2.0	15,502	17,042	-9.0
Rental House	328,884	258,333	27.3	255,235	196,869	29.6	73,649	61,464	19.8
Hostel	50,798	45,538	11.6	30,410	26,718	13.8	20,388	18,820	8.3
Camp Site	28,306	26,181	8.1	20,818	19,675	5.8	7,488	6,505	15.1
Private Room in Private Home**	73,532	60,681	21.2	39,470	31,108	26.9	34,062	29,572	15.2
Shared Room/Space in Private Home**	22,489	16,476	36.5	15,460	11,567	33.7	7,030	4,909	43.2
Bed & Breakfast	57,431	54,592	5.2	38,872	34,976	11.1	18,559	19,617	-5.4
Cruise Ship	78,410	83,393	-6.0	64,117	64,711	-0.9	14,293	18,682	-23.5
Friends or Relatives	194,519	177,970	9.3	162,510	152,069	6.9	32,008	25,900	23.6
PURPOSE OF TRIP									
Pleasure (Net)	2,785,444	2,720,211	2.4	1,658,774	1,549,864	7.0	1,126,670	1,170,347	-3.7
.....Vacation	2,412,055	2,306,139	4.6	1,525,939	1,413,515	8.0	886,116	892,624	-0.7
.....Honeymoon	381,659	420,527	-9.2	140,161	143,195	-2.1	241,498	277,332	-12.9
…Get Married	47,579	48,134	-1.2	20,236	19,589	3.3	27,343	28,545	-4.2
MC&I (Net)	161,516	168,262	-4.0	88,549	92,328	-4.1	72,967	75,934	-3.9
.....Convention/Conf.	84,541	80,649	4.8	56,746	56,044	1.3	27,795	24,605	13.0
.....Corp. Meetings	19,101	24,336	-21.5	15,699	17,637	-11.0	3,401	6,699	-49.2
.....Incentive	61,830	67,995	-9.1	19,148	22,207	-13.8	42,682	45,788	-6.8
Other Business	47,005	49,507	-5.1	42,265	40,729	3.8	4,740	8,778	-46.0
Visit Friends/Relatives	161,414	144,914	11.4	134,114	124,918	7.4	27,300	19,995	36.5
Government/Military	28,978	24,092	20.3	22,475	19,087	17.7	6,503	5,005	29.9
Attend School	10,581	15,813	-33.1	4,875	4,943	-1.4	5,706	10,870	-47.5
Sport Events	26,112	23,729	10.0	19,428	16,999	14.3	6,684	6,729	-0.7
Other purpose	168,472	173,064	-2.7	71,274	67,708	5.3	97,198	105,356	-7.7
Average Age	40	40	0.1	41	42	-0.6	39	39	0.6

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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)
2018 vs. 2017R

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% CHANGE	2018	2017	% CHANGE	2018	2017R	% CHANGE
Total Visitor Days	60,558,164	57,265,227	5.8	46,424,069	43,595,433	6.5	14,134,095	13,669,794	3.4
Total Visitors	6,549,565	6,133,611	6.8	4,819,703	4,445,404	8.4	1,729,862	1,688,207	2.5
PARTY SIZE									
One	922,711	862,663	7.0	797,083	740,539	7.6	125,628	122,124	2.9
Two	2,509,890	2,390,106	5.0	1,861,957	1,752,763	6.2	647,933	637,343	1.7
Three or more	3,116,964	2,880,842	8.2	2,160,663	1,952,102	10.7	956,301	928,740	3.0
Avg Party Size	2.24	2.23	0.4	2.13	2.12	0.7	2.58	2.57	0.2
VISIT STATUS									
Repeat	6,549,565	6,133,611	6.8	4,819,703	4,445,404	8.4	1,729,862	1,688,207	2.5
Average # of Trips	7.21	7.22	0.0	7.69	7.72	-0.3	5.87	5.90	-0.4
TRAVEL METHOD									
Group Tour	255,343	263,963	-3.3	79,035	81,484	-3.0	176,308	182,479	-3.4
Package	1,348,662	1,375,682	-2.0	689,934	682,983	1.0	658,727	692,699	-4.9
Group Tour & Pkg	170,660	188,318	-9.4	40,998	45,237	-9.4	129,662	143,081	-9.4
True Independent	5,116,221	4,682,284	9.3	4,091,731	3,726,174	9.8	1,024,489	956,110	7.2
ISLANDS VISITED									
O'ahu	3,537,501	3,356,398	5.4	2,075,918	1,926,725	7.7	1,461,583	1,429,673	2.2
Maui County	2,031,666	1,892,544	7.4	1,759,597	1,623,489	8.4	272,069	269,055	1.1
...Maui	1,995,320	1,861,624	7.2	1,728,122	1,596,581	8.2	267,198	265,043	0.8
...Moloka'i *	36,766	35,936	2.3	29,308	28,132	4.2	7,458	7,804	-4.4
...Lāna'i *	45,615	40,824	11.7	36,956	32,590	13.4	8,660	8,234	5.2
Kaua'i	967,624	892,197	8.5	867,573	807,839	7.4	100,051	84,358	18.6
Hawai'i Island	1,128,977	1,133,131	-0.4	892,130	881,689	1.2	236,846	251,442	-5.8
…Hilo	338,900	359,925	-5.8	255,116	267,586	-4.7	83,784	92,339	-9.3
…Kona	1,000,434	988,060	1.3	792,945	776,317	2.1	207,489	211,743	-2.0
LENGTH OF STAY									
O'ahu (days)	7.23	7.12	1.6	7.57	7.51	0.8	6.75	6.59	2.4
Maui (days)	8.70	8.76	-0.7	8.70	8.76	-0.6	8.66	8.75	-1.0
Moloka'i (days)	6.03	5.96	1.3	6.86	6.63	3.5	2.80	3.53	-20.8
Lāna'i (days)	3.93	3.95	-0.7	4.40	4.48	-1.8	1.91	1.86	2.5
Kaua'i (days)	8.21	8.30	-1.2	8.44	8.54	-1.1	6.13	6.00	2.2
Hawai'i Island (days)	8.23	8.21	0.3	8.95	8.98	-0.3	5.52	5.51	0.3
...Hilo (days)	4.69	4.73	-0.8	5.43	5.42	0.3	2.44	2.74	-10.8
...Kona (days)	7.70	7.69	0.1	8.32	8.33	-0.1	5.32	5.34	-0.5
Statewide (days)	9.25	9.34	-1.0	9.63	9.81	-1.8	8.17	8.10	0.9
ACCOMMODATIONS									
Hotel	3,610,034	3,416,322	5.7	2,387,609	2,253,840	5.9	1,222,425	1,162,482	5.2
Hotel Only	3,102,814	2,943,319	5.4	1,995,902	1,879,236	6.2	1,106,912	1,064,084	4.0
Condo	1,291,354	1,220,392	5.8	956,570	891,468	7.3	334,784	328,925	1.8
Condo Only	1,025,565	972,061	5.5	767,915	711,805	7.9	257,649	260,256	-1.0
Timeshare	714,501	707,555	1.0	576,306	562,496	2.5	138,195	145,059	-4.7
Timeshare Only	555,464	549,986	1.0	450,612	436,288	3.3	104,852	113,699	-7.8
Rental House	624,174	514,408	21.3	549,894	452,902	21.4	74,281	61,506	20.8
Hostel	30,703	27,523	11.6	23,081	20,237	14.1	7,622	7,286	4.6
Camp Site	30,448	27,888	9.2	25,433	23,965	6.1	5,014	3,923	27.8
Private Room in Private Home**	78,164	68,303	14.4	59,096	49,771	18.7	19,068	18,532	2.9
Shared Room/Space in Private Home**	25,603	19,779	29.4	20,055	15,901	26.1	5,548	3,878	43.1
Bed & Breakfast	59,727	50,678	17.9	48,739	42,708	14.1	10,988	7,969	37.9
Cruise Ship	56,284	54,900	2.5	44,783	44,923	-0.3	11,501	9,976	15.3
Friends or Relatives	683,109	643,595	6.1	628,482	570,001	10.3	54,626	73,595	-25.8
PURPOSE OF TRIP									
Pleasure (Net)	5,443,130	5,075,514	7.2	3,936,157	3,628,171	8.5	1,506,973	1,447,343	4.1
.....Vacation	5,288,320	4,914,906	7.6	3,843,742	3,535,573	8.7	1,444,578	1,379,334	4.7
.....Honeymoon	147,732	153,826	-4.0	88,454	88,178	0.3	59,278	65,648	-9.7
…Get Married	54,934	52,612	4.4	36,418	33,994	7.1	18,516	18,618	-0.5
MC&I (Net)	309,857	301,653	2.7	224,967	219,565	2.5	84,889	82,088	3.4
.....Convention/Conf.	166,054	158,311	4.9	140,702	132,877	5.9	25,352	25,435	-0.3
.....Corp. Meetings	61,476	62,540	-1.7	54,974	56,380	-2.5	6,503	6,160	5.6
.....Incentive	92,513	90,904	1.8	37,159	38,699	-4.0	55,354	52,205	6.0
Other Business	210,997	206,685	2.1	198,453	193,290	2.7	12,545	13,395	-6.3
Visit Friends/Relatives	632,392	593,758	6.5	575,070	528,540	8.8	57,322	65,217	-12.1
Government/Military	75,267	68,188	10.4	68,668	59,138	16.1	6,598	9,050	-27.1
Attend School	15,262	13,861	10.1	9,268	8,860	4.6	5,994	5,001	19.9
Sport Events	65,854	59,803	10.1	46,368	38,895	19.2	19,485	20,908	-6.8
Other purpose	270,788	261,755	3.5	156,354	143,646	8.8	114,434	118,109	-3.1
Average Age	48	48	0.1	48	48	-0.4	48	47	1.4

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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)
2018 vs. 2017R

STATE	TOTAL		%	DOMESTIC		%	INTERNATIONAL		%
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	782,699	741,283	5.6	509,493	466,675	9.2	273,206	274,608	-0.5
FEB	761,979	694,710	9.7	497,621	447,282	11.3	264,358	247,428	6.8
MAR	883,424	797,394	10.8	607,474	537,414	13.0	275,950	259,980	6.1
APR	778,961	742,474	4.9	533,128	499,238	6.8	245,833	243,236	1.1
MAY	788,891	740,173	6.6	569,138	521,136	9.2	219,753	219,037	0.3
JUN	889,864	835,365	6.5	650,146	597,546	8.8	239,718	237,819	0.8
JUL	934,265	892,176	4.7	676,434	630,313	7.3	257,831	261,863	-1.5
AUG	843,585	816,541	3.3	571,581	543,972	5.1	272,004	272,569	-0.2
SEPT	706,423	690,763	2.3	471,835	447,357	5.5	234,588	243,406	-3.6
OCT	741,274	718,961	3.1	514,006	481,099	6.8	227,268	237,862	-4.5
NOV	766,631	739,672	3.6	517,156	478,100	8.2	249,475	261,572	-4.6
DEC	883,453	868,100	1.8	618,725	589,615	4.9	264,728	278,485	-4.9
TOTAL	9,761,448	9,277,613	5.2	6,736,736	6,239,748	8.0	3,024,712	3,037,865	-0.4
O'AHU	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	457,657	449,831	1.7	236,603	221,452	6.8	221,054	228,379	-3.2
FEB	454,308	421,218	7.9	232,378	213,260	9.0	221,931	207,958	6.7
MAR	503,033	466,361	7.9	276,067	250,736	10.1	226,966	215,625	5.3
APR	445,058	439,582	1.2	242,253	234,843	3.2	202,805	204,739	-0.9
MAY	482,224	461,111	4.6	276,162	258,690	6.8	206,062	202,422	1.8
JUN	536,414	514,068	4.3	317,276	293,745	8.0	219,138	220,323	-0.5
JUL	561,784	559,084	0.5	323,263	312,169	3.6	238,521	246,915	-3.4
AUG	534,977	518,991	3.1	281,671	269,408	4.6	253,307	249,583	1.5
SEPT	453,390	447,844	1.2	232,969	219,365	6.2	220,421	228,479	-3.5
OCT	460,568	447,139	3.0	252,274	229,129	10.1	208,294	218,009	-4.5
NOV	449,924	441,890	1.8	242,173	222,978	8.6	207,751	218,913	-5.1
DEC	523,019	516,225	1.3	304,653	283,692	7.4	218,366	232,534	-6.1
TOTAL	5,862,358	5,683,344	3.1	3,217,740	3,009,467	6.9	2,644,617	2,673,878	-1.1
KAUA'I	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	111,641	99,740	11.9	92,865	84,601	9.8	18,776	15,139	24.0
FEB	106,024	94,688	12.0	89,350	79,982	11.7	16,674	14,706	13.4
MAR	128,071	105,296	21.6	107,811	91,339	18.0	20,260	13,957	45.2
APR	113,317	102,767	10.3	97,439	87,691	11.1	15,877	15,077	5.3
MAY	112,173	105,572	6.3	103,264	94,899	8.8	8,909	10,673	-16.5
JUN	136,246	124,862	9.1	118,277	111,832	5.8	17,970	13,030	37.9
JUL	137,858	128,330	7.4	123,941	117,054	5.9	13,917	11,276	23.4
AUG	115,756	111,879	3.5	102,074	99,086	3.0	13,682	12,793	6.9
SEPT	100,576	97,561	3.1	89,126	85,902	3.8	11,450	11,660	-1.8
OCT	103,503	100,512	3.0	92,986	90,069	3.2	10,516	10,443	0.7
NOV	104,437	97,398	7.2	89,041	81,487	9.3	15,396	15,911	-3.2
DEC	119,700	116,838	2.4	103,165	101,619	1.5	16,535	15,219	8.6
TOTAL	1,389,300	1,285,443	8.1	1,209,338	1,125,560	7.4	179,962	159,883	12.6

Table 49. Visitor Arrivals by Island and Month (Arrivals by Air) continued
2018 vs. 2017R

MAUI COUNTY	TOTAL		%	DOMESTIC		%	INTERNATIONAL		%
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	235,273	225,413	4.4	183,288	167,690	9.3	51,986	57,723	-9.9
FEB	223,117	205,653	8.5	176,221	159,476	10.5	46,896	46,177	1.6
MAR	263,760	244,724	7.8	218,030	196,992	10.7	45,730	47,733	-4.2
APR	241,550	232,629	3.8	196,281	186,740	5.1	45,269	45,890	-1.4
MAY	243,367	226,338	7.5	212,127	193,956	9.4	31,240	32,382	-3.5
JUN	285,320	255,640	11.6	247,224	222,160	11.3	38,097	33,480	13.8
JUL	300,261	266,413	12.7	261,553	235,145	11.2	38,709	31,268	23.8
AUG	248,375	235,763	5.3	213,163	201,477	5.8	35,212	34,285	2.7
SEPT	213,489	204,356	4.5	178,168	171,613	3.8	35,321	32,744	7.9
OCT	220,093	218,474	0.7	189,448	180,875	4.7	30,645	37,599	-18.5
NOV	230,251	220,648	4.4	186,202	177,319	5.0	44,049	43,329	1.7
DEC	258,707	263,603	-1.9	211,673	210,291	0.7	47,034	53,312	-11.8
TOTAL	2,963,564	2,799,654	5.9	2,473,377	2,303,733	7.4	490,187	495,921	-1.2
MAUI	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	230,279	221,758	3.8	179,483	164,699	9.0	50,796	57,059	-11.0
FEB	218,709	202,370	8.1	172,676	156,764	10.2	46,033	45,606	0.9
MAR	259,107	240,402	7.8	213,855	193,509	10.5	45,252	46,893	-3.5
APR	236,915	229,080	3.4	192,994	184,128	4.8	43,921	44,952	-2.3
MAY	238,451	222,950	7.0	208,763	191,057	9.3	29,687	31,893	-6.9
JUN	281,701	252,629	11.5	244,010	219,329	11.3	37,691	33,301	13.2
JUL	296,055	263,139	12.5	257,885	232,132	11.1	38,170	31,007	23.1
AUG	245,078	232,584	5.4	210,268	199,009	5.7	34,809	33,575	3.7
SEPT	210,756	201,174	4.8	175,590	169,273	3.7	35,166	31,901	10.2
OCT	216,518	215,537	0.5	186,511	178,318	4.6	30,008	37,220	-19.4
NOV	226,915	217,150	4.5	183,163	174,642	4.9	43,752	42,508	2.9
DEC	254,428	259,002	-1.8	207,655	206,261	0.7	46,773	52,741	-11.3
TOTAL	2,914,912	2,757,776	5.7	2,432,854	2,269,119	7.2	482,058	488,656	-1.4
MOLOKAʻI	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	5,166	5,325	-3.0	4,000	3,941	1.5	1,166	1,384	-15.7
FEB	5,968	4,704	26.9	3,918	3,519	11.3	2,050	1,185	72.9
MAR	4,859	5,555	-12.5	3,763	3,727	1.0	1,096	1,828	-40.0
APR	5,747	4,203	36.7	3,110	3,064	1.5	2,637	1,139	131.5
MAY	4,435	4,481	-1.0	3,383	3,290	2.8	1,052	1,191	-11.6
JUN	4,531	4,839	-6.4	3,537	3,549	-0.3	994	1,290	-22.9
JUL	5,613	4,288	30.9	4,199	3,684	14.0	1,414	604	134.0
AUG	3,903	4,593	-15.0	3,163	3,331	-5.0	739	1,262	-41.4
SEPT	4,471	5,305	-15.7	2,932	3,006	-2.5	1,539	2,299	-33.1
OCT	4,586	4,287	7.0	3,212	3,198	0.4	1,374	1,089	26.2
NOV	4,717	4,436	6.3	3,221	3,156	2.1	1,496	1,280	16.8
DEC	4,891	5,982	-18.2	4,003	4,095	-2.3	888	1,887	-52.9
TOTAL	58,885	57,998	1.5	42,441	41,560	2.1	16,445	16,438	0.0
LĀNAʻI	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	6,129	4,652	31.7	4,696	3,633	29.3	1,433	1,019	40.6
FEB	6,407	4,356	47.1	4,262	3,415	24.8	2,145	941	128.0
MAR	7,007	6,154	13.9	5,368	4,624	16.1	1,638	1,531	7.0
APR	6,515	5,640	15.5	4,437	3,667	21.0	2,078	1,973	5.4
MAY	6,530	5,998	8.9	4,824	4,402	9.6	1,705	1,596	6.8
JUN	7,034	5,366	31.1	4,969	4,447	11.7	2,065	919	124.8
JUL	6,215	5,270	17.9	5,069	4,364	16.2	1,146	906	26.4
AUG	6,422	5,430	18.3	4,200	3,765	11.6	2,221	1,665	33.4
SEPT	5,294	5,215	1.5	3,513	3,521	-0.2	1,781	1,694	5.1
OCT	5,604	4,975	12.6	3,951	3,742	5.6	1,653	1,233	34.0
NOV	6,099	4,879	25.0	4,247	3,637	16.8	1,852	1,243	49.0
DEC	5,757	6,593	-12.7	4,773	4,805	-0.6	983	1,789	-45.0
TOTAL	75,010	64,529	16.2	54,310	48,021	13.1	20,700	16,508	25.4

Table 49. Visitor Arrivals by Island and Month (Arrivals by Air) continued
2018 vs. 2017R

HAWAI I ISLAND	TOTAL		%	DOMESTIC		%	INTERNATIONAL		%
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	157,307	151,578	3.8	112,581	104,988	7.2	44,726	46,591	-4.0
FEB	161,870	135,203	19.7	112,654	100,651	11.9	49,216	34,551	42.4
MAR	172,452	151,901	13.5	128,898	113,480	13.6	43,554	38,421	13.4
APR	152,557	139,990	9.0	108,047	99,751	8.3	44,510	40,239	10.6
MAY	130,718	134,110	-2.5	104,323	104,470	-0.1	26,395	29,640	-10.9
JUN	150,003	157,489	-4.8	116,487	123,396	-5.6	33,517	34,093	-1.7
JUL	152,218	175,862	-13.4	125,931	133,059	-5.4	26,287	42,804	-38.6
AUG	134,348	152,243	-11.8	100,438	106,994	-6.1	33,910	45,249	-25.1
SEPT	101,245	121,035	-16.4	75,993	84,460	-10.0	25,253	36,576	-31.0
OCT	115,199	135,237	-14.8	88,662	96,511	-8.1	26,536	38,725	-31.5
NOV	123,151	137,718	-10.6	94,668	95,830	-1.2	28,484	41,887	-32.0
DEC	155,149	174,778	-11.2	122,428	129,132	-5.2	32,721	45,646	-28.3
TOTAL	1,706,218	1,767,144	-3.4	1,291,109	1,292,724	-0.1	415,108	474,420	-12.5
HILO	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	59,492	56,866	4.6	39,492	35,376	11.6	19,999	21,490	-6.9
FEB	59,378	47,756	24.3	38,879	33,972	14.4	20,499	13,783	48.7
MAR	61,488	55,404	11.0	43,953	38,170	15.2	17,535	17,234	1.7
APR	61,668	54,219	13.7	39,406	35,466	11.1	22,263	18,752	18.7
MAY	45,132	52,331	-13.8	34,274	38,720	-11.5	10,858	13,611	-20.2
JUN	48,114	58,723	-18.1	34,713	42,864	-19.0	13,401	15,859	-15.5
JUL	50,753	65,326	-22.3	39,728	46,171	-14.0	11,025	19,156	-42.4
AUG	47,697	59,473	-19.8	32,753	38,062	-13.9	14,944	21,410	-30.2
SEPT	37,037	47,149	-21.4	25,989	30,910	-15.9	11,048	16,239	-32.0
OCT	38,410	48,947	-21.5	26,924	31,816	-15.4	11,486	17,131	-33.0
NOV	41,242	51,314	-19.6	29,199	32,863	-11.1	12,043	18,451	-34.7
DEC	50,748	63,719	-20.4	39,410	46,332	-14.9	11,338	17,387	-34.8
TOTAL	601,160	661,226	-9.1	424,720	450,722	-5.8	176,440	210,504	-16.2
KONA	**TOTAL**		**%**	**DOMESTIC**		**%**	**INTERNATIONAL**		**%**
	2018	2017R	Change	2018	2017	Change	2018	2017R	Change
JAN	134,789	128,401	5.0	97,180	91,216	6.5	37,608	37,185	1.1
FEB	140,876	115,711	21.7	97,985	87,789	11.6	42,891	27,923	53.6
MAR	148,779	129,193	15.2	112,649	99,224	13.5	36,130	29,968	20.6
APR	131,435	120,818	8.8	94,553	86,774	9.0	36,882	34,044	8.3
MAY	112,629	115,194	-2.2	91,306	90,466	0.9	21,323	24,728	-13.8
JUN	132,373	135,855	-2.6	103,609	107,433	-3.6	28,763	28,421	1.2
JUL	134,165	149,049	-10.0	111,559	115,069	-3.1	22,606	33,980	-33.5
AUG	119,126	128,521	-7.3	88,781	92,707	-4.2	30,345	35,814	-15.3
SEPT	88,708	104,516	-15.1	66,632	73,087	-8.8	22,076	31,429	-29.8
OCT	101,596	115,273	-11.9	78,778	83,886	-6.1	22,817	31,387	-27.3
NOV	108,912	118,387	-8.0	84,615	83,735	1.1	24,297	34,652	-29.9
DEC	135,313	150,273	-10.0	107,166	111,273	-3.7	28,147	39,000	-27.8
TOTAL	1,488,700	1,511,189	-1.5	1,134,813	1,122,658	1.1	353,887	388,531	-8.9

R = 2017 data was revised from the 2017 Annual Visitor Research Report.
Note: Sums may not add up to total due to rounding.

Table 50. Average Daily Census by Island and Month (Arrivals by Air)
2018

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	108,973	110,957	108,410	99,133	105,664	125,286	128,320	119,699	101,291	97,929	102,679	121,983	110,901
Maui County	71,712	68,144	69,406	62,263	59,176	75,783	76,474	59,624	54,298	57,111	63,621	73,797	65,954
....Maui	69,733	66,358	67,796	60,932	57,775	74,375	74,991	58,467	53,208	55,693	62,196	72,104	64,473
....Moloka'i	1,172	1,033	794	634	634	673	789	571	570	797	775	926	780
....Lāna'i	807	753	816	696	767	734	695	586	520	621	651	768	701
Kaua'i	32,018	29,715	30,635	27,406	25,816	33,512	32,663	25,919	23,606	24,048	25,450	30,761	28,463
Hawai'i Island	44,488	42,579	39,826	35,101	29,289	37,160	36,497	29,994	25,301	27,676	30,941	41,791	35,024
....Hilo	9,393	8,434	7,780	7,620	6,117	7,081	6,885	6,243	4,984	4,840	5,269	7,465	6,836
...Kona	35,094	34,145	32,046	27,481	23,172	30,078	29,611	23,751	20,317	22,836	25,672	34,326	28,188
TOTAL DOM and INT'L	257,191	251,395	248,277	223,903	219,945	271,741	273,953	235,236	204,496	206,763	222,690	268,332	240,341
DOMESTIC													
O'ahu	60,097	57,664	60,630	54,262	63,051	79,574	76,748	63,802	54,185	56,236	56,730	75,380	63,264
Maui County	56,241	54,607	57,231	51,415	53,872	67,824	68,932	53,549	47,235	50,462	50,885	59,827	56,037
....Maui	54,470	53,118	55,783	50,326	52,744	66,571	67,595	52,571	46,314	49,225	49,626	58,261	54,747
....Moloka'i	1,075	877	720	485	526	613	689	473	483	722	702	840	683
....Lāna'i	696	613	728	604	602	640	648	506	437	516	557	727	607
Kaua'i	27,231	25,797	26,554	24,476	24,916	30,881	31,069	24,415	22,224	22,746	22,660	27,023	25,841
Hawai'i Island	36,606	34,109	32,863	27,884	26,070	31,861	32,577	24,755	21,677	23,675	26,017	35,643	29,469
....Hilo	7,784	6,865	6,354	5,788	5,439	6,043	6,005	5,063	4,006	3,983	4,361	6,533	5,683
...Kona	28,822	27,244	26,509	22,095	20,631	25,818	26,572	19,691	17,671	19,693	21,657	29,110	23,786
TOTAL DOMESTIC	180,174	172,178	177,278	158,036	167,909	210,140	209,325	166,521	145,321	153,120	156,292	197,873	174,611
INTERNATIONAL													
O'ahu	48,877	53,293	47,780	44,871	42,613	45,711	51,571	55,897	47,106	41,693	45,949	46,603	47,636
Maui County	15,471	13,536	12,175	10,848	5,303	7,959	7,543	6,075	7,064	6,648	12,736	13,970	9,918
....Maui	15,263	13,240	12,014	10,606	5,030	7,805	7,396	5,897	6,894	6,468	12,570	13,843	9,727
....Moloka'i	97	156	73	149	108	60	100	97	87	75	73	86	96
....Lāna'i	111	141	88	92	165	94	47	80	83	105	93	41	95
Kaua'i	4,787	3,918	4,082	2,930	900	2,632	1,595	1,504	1,383	1,302	2,790	3,738	2,621
Hawai'i Island	7,882	8,470	6,963	7,217	3,219	5,299	3,920	5,239	3,623	4,000	4,924	6,148	5,555
....Hilo	1,610	1,568	1,426	1,831	679	1,039	880	1,180	977	857	909	932	1,154
...Kona	6,272	6,902	5,538	5,386	2,541	4,260	3,040	4,060	2,646	3,143	4,015	5,216	4,402
TOTAL INT'L	77,016	79,217	71,000	65,866	52,036	61,601	64,628	68,714	59,176	53,643	66,399	70,459	65,731

Table 50. Average Daily Census by Island and Month (Arrivals by Air) continued
2017R

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	106,699	102,428	101,815	97,136	98,795	115,856	123,420	112,542	95,102	93,194	95,919	117,063	105,062
Maui County	68,432	63,918	64,621	60,571	54,908	67,072	67,241	56,796	50,102	56,630	60,062	74,268	62,065
....Maui	66,678	62,453	63,130	59,277	53,668	65,755	66,061	55,754	49,047	55,468	58,650	72,305	60,700
....Moloka'i	1,212	940	816	741	647	655	567	554	581	676	788	1,015	765
....Lāna'i	542	525	675	553	593	661	612	488	474	485	624	947	599
Kaua'i	28,693	26,498	25,462	24,792	24,227	30,791	31,116	25,390	22,514	23,524	24,237	29,642	26,416
Hawai'i Island	42,993	37,796	35,541	32,789	29,299	37,118	39,990	32,424	27,902	31,036	34,030	45,219	35,521
....Hilo	8,586	7,445	7,001	6,783	6,735	7,948	8,777	7,409	5,785	6,105	6,658	9,255	7,380
...Kona	34,407	30,351	28,540	26,006	22,564	29,171	31,213	25,014	22,117	24,931	27,372	35,964	28,141
TOTAL DOM and INT'L	246,818	230,640	227,440	215,288	207,229	250,837	261,767	227,152	195,621	204,383	214,248	266,192	229,063
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
....Moloka'i	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	49,946	48,269	45,756	44,136	40,498	45,090	51,301	52,440	46,498	43,273	44,449	48,068	46,648
Maui County	15,918	13,723	12,526	11,467	5,685	6,488	5,380	6,564	5,559	8,141	11,065	14,861	9,761
....Maui	15,621	13,523	12,255	11,112	5,566	6,380	5,306	6,416	5,353	8,038	10,847	14,659	9,570
....Moloka'i	237	157	198	258	61	67	24	59	122	58	84	111	119
....Lāna'i	59	44	72	96	57	41	50	89	83	45	134	90	72
Kaua'i	3,534	3,263	2,784	2,824	1,219	1,533	1,395	1,536	1,258	1,153	3,016	2,980	2,200
Hawai'i Island	8,391	6,689	6,388	7,133	3,960	4,355	5,985	6,507	4,722	5,049	7,256	7,754	6,182
....Hilo	1,701	1,389	1,449	1,676	1,154	1,141	1,730	1,887	979	1,192	1,365	1,301	1,415
...Kona	6,690	5,300	4,939	5,458	2,806	3,213	4,255	4,620	3,743	3,858	5,891	6,452	4,767
TOTAL INT'L	77,789	71,945	67,454	65,560	51,361	57,466	64,062	67,046	58,036	57,616	65,785	73,663	64,791

R = 2017 data was revised from the 2017 Annual Visitor Research Report.

Table 51. Domestic U.S. Visitor Arrivals by Island and Top CBSA (Arrivals by Air)
2018

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Anchorage AK	57,538	30,537	14,684	14,002	770	234	5,731	13,151	3,180	12,116
Atlanta-Sandy Springs-Roswell GA	55,957	32,801	19,544	19,216	344	615	9,727	12,013	4,325	10,504
Austin-Round Rock TX	40,126	18,228	15,474	15,240	306	383	8,470	7,768	2,623	6,811
Bakersfield CA	16,747	7,641	5,836	5,768	55	110	2,727	2,657	879	2,232
Baltimore-Columbia-Towson MD	28,182	18,289	9,296	9,140	215	329	5,211	6,093	2,518	5,156
Bellingham WA	16,363	3,916	7,321	7,222	123	77	2,887	3,548	963	3,199
Boise City ID	30,721	10,834	11,389	11,229	147	238	6,900	5,732	1,609	5,194
Boston-Cambridge-Newton MA-NH	52,998	27,387	21,812	21,504	331	557	11,818	12,031	4,560	10,311
Bremerton-Silverdale WA	20,736	9,155	6,214	6,120	139	65	3,509	4,083	1,194	3,682
Charlotte-Concord-Gastonia NC-SC	19,903	10,972	7,995	7,856	118	196	3,895	4,398	1,635	3,854
Chicago-Naperville-Elgin IL-IN-WI	124,931	57,911	57,596	56,868	772	1,401	23,848	24,180	8,365	21,051
Cincinnati OH-KY-IN	19,632	10,375	8,636	8,540	131	221	4,208	4,580	1,772	3,906
Cleveland-Elyria OH	16,330	8,642	7,288	7,208	113	179	3,475	3,751	1,547	3,234
Colorado Springs CO	20,640	10,689	6,131	6,012	128	113	3,859	3,944	1,418	3,377
Dallas-Fort Worth-Arlington TX	112,268	55,567	45,597	44,925	638	1,173	19,371	18,820	6,468	16,429
Denver-Aurora-Lakewood CO	108,662	40,871	41,840	41,212	663	913	23,496	22,972	7,049	20,398
Detroit-Warren-Dearborn MI	37,950	18,947	17,182	16,978	272	360	8,161	8,382	3,185	7,299
Eugene OR	19,632	6,456	7,021	6,836	198	131	3,669	4,731	1,353	4,308
Fresno CA	24,683	10,304	9,537	9,413	126	148	3,939	3,709	1,066	3,292
Houston-The Woodlands-Sugar Land TX	77,808	44,018	27,514	27,021	429	897	14,093	15,226	5,646	13,184
Indianapolis-Carmel-Anderson IN	19,889	10,384	8,306	8,169	141	252	4,116	4,176	1,660	3,629
Kansas City MO-KS	27,527	13,400	10,911	10,736	153	365	5,743	5,468	1,986	4,831
Las Vegas-Henderson-Paradise NV	76,227	45,570	22,182	21,670	479	552	9,857	11,113	3,821	9,396
Los Angeles-Long Beach-Anaheim CA	707,164	334,117	242,589	238,406	3,092	5,217	115,356	104,597	29,428	90,886
Miami-Fort Lauderdale-West Palm Beach FL	32,654	19,904	12,728	12,518	247	544	6,334	7,996	3,203	6,948
Minneapolis-St. Paul-Bloomington MN-WI	74,719	34,767	30,228	29,727	553	727	15,162	15,986	5,511	14,013
Modesto CA	18,116	6,901	7,609	7,537	62	101	2,780	2,555	643	2,292
New York-Newark-Jersey City NY-NJ-PA	170,381	101,019	69,996	68,714	1,244	2,348	35,054	36,422	13,714	31,283
Ogden-Clearfield UT	32,960	15,412	9,728	9,513	171	239	8,495	4,706	1,426	4,212
Olympia-Tumwater WA	19,574	7,736	6,710	6,568	135	132	3,185	4,010	1,167	3,657
Orlando-Kissimmee-Sanford FL	19,934	12,702	7,125	6,951	155	287	3,507	4,399	1,771	3,841
Oxnard-Thousand Oaks-Ventura CA	51,579	20,064	19,628	19,363	189	338	9,931	8,331	2,164	7,413
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	47,477	26,673	20,148	19,842	454	555	10,346	10,842	4,458	9,297
Phoenix-Mesa-Scottsdale AZ	149,721	63,841	58,844	57,974	759	1,107	29,111	24,161	7,312	21,186
Pittsburgh PA	16,009	9,271	6,468	6,374	117	148	3,157	3,715	1,634	3,183
Portland-Vancouver-Hillsboro OR-WA	198,965	70,449	78,856	77,528	1,336	1,278	30,549	39,199	10,618	35,364
Provo-Orem UT	36,737	20,122	9,136	8,985	179	176	8,788	4,278	1,395	3,747
Reno NV	24,917	8,366	9,644	9,503	113	202	4,505	5,337	1,307	4,824
Riverside-San Bernardino-Ontario CA	143,960	66,097	50,294	49,627	555	904	24,340	22,009	6,242	19,301
Sacramento--Roseville--Arden-Arcade CA	153,516	56,708	66,086	65,228	889	983	25,207	23,220	6,085	20,653
Salem OR	20,452	7,327	8,189	8,042	170	133	3,004	4,136	1,025	3,821
Salinas CA	17,468	6,829	6,351	6,256	50	113	3,168	3,001	744	2,683
Salt Lake City UT	66,290	29,556	22,190	21,885	303	388	15,577	9,632	3,038	8,618
San Antonio-New Braunfels TX	27,906	17,422	8,068	7,876	170	238	4,026	4,979	1,993	4,167
San Diego-Carlsbad CA	223,340	96,910	74,771	73,682	1,039	1,361	43,781	36,252	10,623	32,330
San Francisco-Oakland-Hayward CA	526,791	219,987	196,178	193,613	2,278	3,316	78,250	89,294	23,598	80,313
San Jose-Sunnyvale-Santa Clara CA	215,513	92,777	81,769	80,919	859	1,161	30,888	33,940	9,380	30,649
San Luis Obispo-Paso Robles-Arroyo Grande CA	17,480	5,343	6,418	6,339	115	116	4,274	3,550	1,062	3,146
Santa Cruz-Watsonville CA	26,414	7,591	9,744	9,582	218	165	6,321	5,421	1,519	4,828
Santa Maria-Santa Barbara CA	22,100	8,189	7,616	7,432	130	200	5,072	3,932	1,087	3,457
Santa Rosa CA	39,610	11,094	16,788	16,578	264	274	7,729	7,932	1,973	7,255
Seattle-Tacoma-Bellevue WA	387,476	147,538	141,340	139,196	2,255	2,155	63,481	74,483	19,303	68,116
Spokane-Spokane Valley WA	28,629	8,998	12,044	11,858	199	141	4,978	5,522	1,298	5,120
St. Louis MO-IL	30,600	15,223	13,091	12,770	235	459	6,492	6,813	2,696	5,914
Stockton-Lodi CA	30,309	13,892	11,742	11,589	175	159	3,747	4,020	1,127	3,585
Tampa-St. Petersburg-Clearwater FL	21,215	13,294	7,407	7,286	192	254	4,147	4,913	2,112	4,319
Tucson AZ	24,435	10,518	8,738	8,559	152	198	5,066	4,672	1,489	4,144
Vallejo-Fairfield CA	29,325	13,778	10,556	10,396	158	171	3,923	4,286	1,173	3,846
Virginia Beach-Norfolk-Newport News VA-NC	19,564	15,196	4,243	4,112	148	217	2,570	2,940	1,322	2,440
Washington-Arlington-Alexandria DC-VA-MD-WV	97,226	64,166	28,613	28,011	593	785	16,661	19,647	7,607	16,651

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 2018 vs. 2017

Domestic Flights	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA I	LĀNA I	KAUA I	HAWAI'I ISLAND	HILO	KONA
Anchorage AK	9.3	14.9	-1.7	-2.8	10.5	20.0	1.1	8.4	5.0	8.3
Atlanta-Sandy Springs-Roswell GA	7.1	6.0	3.1	2.9	1.8	25.2	8.8	-2.7	-8.0	-0.9
Austin-Round Rock TX	10.5	10.5	7.9	8.0	14.4	11.2	18.4	-7.1	-14.1	-5.6
Bakersfield CA	13.6	19.8	7.8	8.1	2.9	4.7	11.0	7.0	16.2	4.5
Baltimore-Columbia-Towson MD	9.4	10.3	12.3	12.5	-6.4	33.5	3.1	2.3	-4.3	3.2
Bellingham WA	8.8	4.5	8.7	8.8	8.2	11.4	15.8	2.5	4.6	0.9
Boise City ID	14.4	12.6	11.9	12.0	-11.4	31.3	20.9	6.1	6.5	5.0
Boston-Cambridge-Newton MA-NH	2.7	1.2	3.2	3.2	-4.4	4.8	-1.5	-10.4	-15.1	-10.3
Bremerton-Silverdale WA	7.2	0.7	6.1	6.5	9.1	-38.0	13.1	13.7	10.4	15.6
Charlotte-Concord-Gastonia NC-SC	17.3	12.7	22.3	21.5	1.3	24.5	17.4	6.8	-4.8	9.5
Chicago-Naperville-Elgin IL-IN-WI	4.5	2.0	5.5	5.3	-2.9	29.8	2.2	-4.8	-9.4	-4.1
Cincinnati OH-KY-IN	11.5	8.2	11.7	11.9	-24.6	32.4	16.3	0.9	-2.9	-2.4
Cleveland-Elyria OH	12.3	10.5	15.8	15.8	1.0	9.2	11.6	0.6	-5.1	3.1
Colorado Springs CO	11.2	8.7	14.6	13.9	12.1	-3.6	9.6	8.1	1.0	11.2
Dallas-Fort Worth-Arlington TX	9.7	11.3	6.5	6.1	-2.0	17.1	7.4	-2.5	-8.7	-1.1
Denver-Aurora-Lakewood CO	12.5	8.1	12.1	12.1	10.3	7.1	14.6	5.7	3.0	6.2
Detroit-Warren-Dearborn MI	9.5	10.0	6.4	6.1	4.1	10.6	12.2	1.3	-0.6	2.2
Eugene OR	12.0	13.8	7.7	6.6	67.5	34.2	11.1	10.9	8.0	12.8
Fresno CA	5.8	2.5	3.2	3.2	-23.4	-1.2	13.0	-1.2	-8.5	0.6
Houston-The Woodlands-Sugar Land TX	9.4	7.1	7.6	7.3	-5.9	40.8	15.1	0.0	-10.6	3.6
Indianapolis-Carmel-Anderson IN	11.9	12.4	8.8	8.8	-16.7	47.5	9.0	6.3	1.9	8.9
Kansas City MO-KS	8.6	5.9	8.7	8.9	-10.4	27.9	10.2	1.4	-4.2	2.8
Las Vegas-Henderson-Paradise NV	6.0	4.3	4.0	3.4	16.1	4.3	6.7	-0.9	-10.1	1.8
Los Angeles-Long Beach-Anaheim CA	9.2	12.7	5.8	5.7	0.1	7.9	8.9	-2.3	-2.4	-2.6
Miami-Fort Lauderdale-West Palm Beach FL	4.1	2.0	1.4	1.5	-20.3	19.3	-0.1	-5.7	-17.7	-4.4
Minneapolis-St. Paul-Bloomington MN-WI	12.4	14.2	11.6	11.3	11.1	27.1	10.4	3.5	6.6	3.6
Modesto CA	3.3	0.3	4.9	4.8	-40.3	4.8	2.4	-4.6	-8.9	-4.5
New York-Newark-Jersey City NY-NJ-PA	-3.3	-5.3	-3.2	-3.4	-3.2	3.1	-4.8	-17.4	-23.2	-15.9
Ogden-Clearfield UT	15.2	10.1	12.6	12.1	20.7	45.3	18.0	19.0	5.6	19.7
Olympia-Tumwater WA	13.1	12.4	9.3	8.8	11.3	51.6	19.2	12.3	5.4	11.0
Orlando-Kissimmee-Sanford FL	9.2	8.5	5.5	3.9	-9.4	58.5	11.3	0.3	-2.3	1.8
Oxnard-Thousand Oaks-Ventura CA	5.6	10.9	3.4	3.2	-6.0	-4.4	-1.2	-2.2	-14.2	-2.0
Philadelphia-Camden-Wilmington PA-NJ-DE-MD	6.0	1.7	12.0	11.8	21.9	17.1	3.3	-9.3	-14.7	-7.8
Phoenix-Mesa-Scottsdale AZ	8.9	3.3	14.4	14.4	-12.4	0.4	8.5	-2.4	-10.3	-1.5
Pittsburgh PA	1.9	1.3	-0.3	-0.3	-8.8	-31.5	-0.4	-5.3	-1.6	-5.3
Portland-Vancouver-Hillsboro OR-WA	11.4	7.6	16.3	16.4	6.0	15.0	6.4	3.0	-3.8	3.8
Provo-Orem UT	22.2	20.9	13.1	13.5	31.0	11.4	26.5	11.6	4.9	11.5
Reno NV	9.2	11.7	5.0	4.7	-5.5	55.9	7.2	5.4	3.5	6.2
Riverside-San Bernardino-Ontario CA	10.1	9.5	9.6	9.6	-22.0	-1.0	9.9	2.4	-3.6	2.5
Sacramento--Roseville--Arden-Arcade CA	8.5	7.4	10.1	9.6	17.3	20.3	2.3	2.9	-9.7	4.0
Salem OR	13.6	8.6	18.0	18.4	-6.9	-12.4	9.5	5.8	-14.3	10.3
Salinas CA	3.4	2.0	2.0	2.1	-54.4	-13.1	7.2	-1.8	-12.2	-1.7
Salt Lake City UT	15.1	10.8	20.2	20.5	14.2	12.9	14.0	6.6	5.2	6.6
San Antonio-New Braunfels TX	11.1	11.6	7.2	6.5	-18.7	6.3	4.2	13.5	7.6	18.2
San Diego-Carlsbad CA	11.1	6.8	14.9	15.2	-3.8	2.0	10.2	3.6	0.8	4.5
San Francisco-Oakland-Hayward CA	7.5	8.1	6.5	6.5	-3.8	13.8	0.9	4.6	-2.3	5.6
San Jose-Sunnyvale-Santa Clara CA	7.5	8.5	5.3	5.3	11.6	6.8	5.0	0.7	-11.1	2.8
San Luis Obispo-Paso Robles-Arroyo Grande CA	7.0	12.5	2.3	2.9	-5.8	-7.9	8.7	5.4	0.7	7.5
Santa Cruz-Watsonville CA	4.9	8.2	-0.1	-0.2	25.6	14.5	3.9	4.9	-7.7	6.6
Santa Maria-Santa Barbara CA	6.6	3.5	10.3	9.7	35.2	24.4	5.0	-2.9	-6.9	-3.3
Santa Rosa CA	5.4	3.1	5.0	5.5	-19.4	2.8	0.3	7.5	-4.8	9.8
Seattle-Tacoma-Bellevue WA	8.9	10.2	5.4	5.1	14.9	14.4	15.2	2.9	-1.6	3.9
Spokane-Spokane Valley WA	15.6	12.5	20.9	21.2	-8.3	-18.6	10.1	9.6	3.9	10.3
St. Louis MO-IL	7.9	3.3	9.0	7.7	8.7	38.7	17.1	3.9	1.8	3.9
Stockton-Lodi CA	7.7	8.5	7.8	7.7	33.3	-12.5	-4.2	9.0	10.4	11.3
Tampa-St. Petersburg-Clearwater FL	3.4	6.2	-1.6	-1.6	-3.4	10.9	1.7	-8.6	-12.9	-5.7
Tucson AZ	8.8	5.7	15.8	15.8	-4.4	8.0	5.1	-6.5	-15.0	-3.4
Vallejo-Fairfield CA	4.1	3.2	8.3	7.6	18.9	20.2	-4.9	2.5	-6.3	5.1
Virginia Beach-Norfolk-Newport News VA-NC	16.3	18.3	16.1	15.4	23.1	119.1	7.7	-3.4	-4.6	0.3
Washington-Arlington-Alexandria DC-VA-MD-WV	7.0	8.3	5.7	5.1	10.3	12.6	1.8	-2.3	-9.8	1.3

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
2018

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA I	LĀNA'I	KAUA'I	HAWAI I ISLAND	HILO	KONA
Alabama	23,702	15,411	7,216	7,071	172	262	4,436	4,687	1,976	3,950
Alaska	88,336	44,442	22,605	21,538	1,219	434	10,018	21,473	5,695	19,657
Arizona	195,487	83,442	74,842	73,645	1,063	1,470	38,701	32,977	10,188	28,828
Arkansas	16,362	9,246	5,868	5,778	82	160	3,080	3,184	1,440	2,662
California	2,357,641	1,010,087	861,136	848,751	10,865	15,510	388,338	376,473	104,089	333,830
Colorado	189,349	71,619	69,874	68,699	1,301	1,528	42,460	41,459	13,212	36,608
Connecticut	27,633	15,568	11,227	10,990	188	358	5,889	6,384	2,462	5,417
Delaware	6,337	3,762	2,566	2,511	55	66	1,401	1,492	685	1,239
Florida	130,990	81,860	46,866	45,976	1,101	1,782	25,185	30,583	12,859	26,361
Georgia	74,899	45,395	25,391	24,927	482	812	12,758	15,837	5,892	13,790
Idaho	61,826	22,046	22,396	21,991	373	492	13,633	11,954	3,400	10,842
Illinois	147,915	70,273	67,211	66,312	994	1,682	28,661	29,281	10,639	25,440
Indiana	48,685	25,976	20,068	19,726	408	590	9,853	10,461	4,231	9,017
Iowa	31,336	15,497	13,611	13,430	236	282	6,249	6,816	2,769	5,833
Kansas	28,407	14,091	11,188	11,024	173	345	5,800	5,847	2,211	5,129
Kentucky	22,985	13,357	9,098	8,943	176	268	4,352	4,936	2,124	4,239
Louisiana	21,190	12,823	7,739	7,614	208	285	3,891	4,265	1,806	3,699
Maine	9,183	4,919	3,042	2,967	92	81	1,807	2,056	851	1,749
Maryland	60,301	39,009	19,477	19,094	455	667	10,953	12,915	5,402	10,888
Massachusetts	65,648	34,222	26,788	26,421	417	691	14,591	15,040	5,897	12,771
Michigan	80,578	40,148	34,543	34,049	640	745	17,845	18,574	7,180	16,011
Minnesota	95,876	44,381	39,222	38,561	722	904	19,547	20,782	7,220	18,232
Mississippi	9,379	5,942	2,935	2,883	57	106	1,370	1,864	712	1,585
Missouri	53,585	27,273	21,360	20,915	398	717	11,385	11,592	4,617	10,074
Montana	30,128	9,504	10,692	10,412	323	272	7,070	7,029	1,988	6,401
Nebraska	21,888	10,407	8,939	8,842	117	236	4,199	4,482	1,558	3,947
Nevada	110,222	57,320	34,984	34,267	664	830	16,169	18,498	5,696	16,084
New Hampshire	11,241	5,800	4,263	4,192	79	87	2,573	2,584	1,046	2,165
New Jersey	78,247	46,275	33,808	33,307	569	895	16,330	17,399	6,809	14,938
New Mexico	29,282	13,089	9,182	8,953	216	190	6,632	6,052	2,071	5,277
New York	147,288	87,837	57,697	56,563	1,131	1,974	30,363	32,375	12,882	27,621
North Carolina	64,800	37,551	23,539	23,080	437	647	12,559	14,483	5,755	12,506
North Dakota	8,672	4,153	3,542	3,504	65	68	1,777	1,798	621	1,558
Ohio	82,028	44,492	34,917	34,388	646	933	17,229	18,870	7,666	16,288
Oklahoma	32,172	16,741	11,699	11,533	206	302	5,914	5,967	2,171	5,249
Oregon	265,168	88,646	104,040	102,058	2,050	1,759	44,515	55,971	15,149	50,695
Pennsylvania	77,682	44,598	31,725	31,233	666	855	16,315	18,873	7,905	16,290
Rhode Island	7,289	4,514	2,553	2,506	52	72	1,375	1,426	607	1,201
South Carolina	27,480	17,157	9,453	9,282	222	345	5,247	6,136	2,587	5,305
South Dakota	10,151	5,010	3,948	3,872	69	103	1,827	2,294	826	1,993
Tennessee	43,177	25,048	15,525	15,212	299	462	8,199	9,232	3,643	7,936
Texas	309,772	166,176	113,445	111,531	1,924	3,288	54,541	56,156	20,625	48,534
Utah	162,937	77,644	48,726	47,895	786	984	39,876	22,780	7,156	20,303
Vermont	5,864	2,790	2,246	2,167	90	88	1,385	1,376	570	1,142
Virginia	96,913	65,994	26,984	26,413	587	838	16,155	18,929	7,415	16,182
Washington	594,250	218,553	220,581	217,091	3,791	3,290	98,625	116,960	30,510	106,748
Washington, D.C.	12,187	7,324	3,854	3,768	97	106	2,492	2,498	940	2,089
West Virginia	6,525	4,126	2,260	2,192	70	99	1,124	1,584	726	1,349
Wisconsin	56,920	27,063	23,893	23,496	431	644	12,565	13,665	5,155	11,879
Wyoming	11,289	4,787	3,596	3,506	80	93	2,462	2,536	790	2,254

Table 54. Domestic U.S. Visitor Arrival Growth by Island and State of Residence
% change 2018 vs. 2017

Domestic Flights	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA I	LĀNA I	KAUA I	HAWAI'I ISLAND	HILO	KONA
Alabama	10.5	7.5	13.1	13.0	-0.9	6.0	12.7	-1.1	-10.6	1.6
Alaska	9.1	13.6	-0.9	-1.8	13.1	20.4	2.3	7.9	4.6	8.2
Arizona	8.7	3.0	14.7	14.7	-11.8	1.5	7.8	-3.2	-11.9	-2.2
Arkansas	8.5	11.1	2.0	1.5	-33.7	17.9	14.9	-3.4	-1.4	-3.7
California	8.3	9.3	7.1	7.1	-1.6	8.3	5.5	1.5	-3.7	2.2
Colorado	12.5	8.5	12.3	12.2	20.0	2.7	13.6	6.6	1.5	8.1
Connecticut	3.0	2.1	-0.1	-0.6	-9.1	11.9	4.2	-9.1	-14.0	-8.3
Delaware	6.2	2.1	15.6	14.3	-21.4	3.1	16.1	-6.8	-5.0	-8.2
Florida	6.0	5.6	2.5	2.2	-7.4	20.8	1.9	-4.8	-11.3	-3.5
Georgia	6.3	5.1	2.8	2.6	-6.0	11.1	7.6	-3.1	-8.0	-1.7
Idaho	14.0	11.8	12.8	12.7	4.3	39.6	18.3	3.5	1.0	3.3
Illinois	5.0	2.4	6.1	5.9	1.6	28.1	3.3	-3.8	-6.5	-3.0
Indiana	10.0	8.0	10.4	10.1	11.4	46.2	7.7	4.5	-2.9	6.9
Iowa	13.2	10.6	23.6	23.6	8.7	3.6	6.7	-0.2	1.1	-1.5
Kansas	4.7	4.7	1.3	1.3	-10.2	20.2	1.2	2.4	-4.0	3.6
Kentucky	9.3	6.8	7.9	7.3	-1.3	17.5	9.0	-4.0	-10.3	-2.1
Louisiana	10.6	9.0	11.8	12.1	16.1	25.3	9.0	-2.0	-10.8	-1.0
Maine	6.9	1.2	9.1	9.1	-1.2	-1.6	10.4	2.7	5.7	3.9
Maryland	9.1	10.2	11.8	11.6	0.9	33.1	2.9	0.0	-5.3	1.9
Massachusetts	3.0	1.8	2.3	2.4	-8.2	2.1	-0.5	-8.4	-12.1	-8.0
Michigan	9.6	7.6	8.1	7.8	5.5	8.7	12.2	2.6	0.5	3.3
Minnesota	10.0	9.5	12.1	11.9	9.7	21.6	7.9	2.0	4.7	2.7
Mississippi	7.0	5.1	5.6	5.6	-7.8	17.5	8.9	-6.6	-18.6	-6.8
Missouri	7.5	3.3	7.1	6.4	8.0	32.2	16.8	1.9	1.5	3.0
Montana	10.9	5.1	9.0	8.6	22.1	56.0	15.8	8.2	3.7	8.6
Nebraska	9.1	7.2	10.8	10.6	0.0	71.5	8.4	-5.8	-13.6	-3.8
Nevada	6.8	5.8	3.9	3.5	9.1	15.9	6.2	2.1	-5.9	4.4
New Hampshire	2.2	-4.3	1.6	1.8	-7.0	-17.0	13.9	-13.3	-23.2	-12.0
New Jersey	2.2	-1.1	1.8	1.5	2.6	5.1	-2.3	-12.5	-19.6	-11.0
New Mexico	8.4	8.2	11.2	10.6	-3.5	-2.5	2.5	2.4	-4.0	3.5
New York	-0.2	-1.7	0.3	0.1	4.4	7.5	0.1	-13.3	-15.9	-11.8
North Carolina	12.2	10.0	14.2	13.7	-12.2	9.3	9.2	-3.3	-11.8	-0.3
North Dakota	8.9	5.5	14.2	15.0	-18.8	-9.0	18.3	1.3	-3.7	2.0
Ohio	12.1	9.7	13.1	12.8	6.5	15.4	13.9	0.4	-2.6	0.7
Oklahoma	11.9	11.1	9.1	8.7	-2.1	21.1	3.8	-3.5	-13.1	-1.0
Oregon	11.0	7.3	14.9	15.0	8.8	8.7	7.6	3.4	-4.6	4.5
Pennsylvania	4.6	1.6	6.2	6.0	6.8	3.5	1.8	-6.2	-10.8	-4.7
Rhode Island	7.6	8.2	3.2	3.0	-2.4	5.7	7.4	-6.7	-9.9	-2.3
South Carolina	13.0	13.1	8.1	7.8	7.1	24.2	12.2	3.8	-3.0	6.2
South Dakota	10.6	12.8	4.0	3.7	-3.3	33.5	14.3	9.9	12.2	8.3
Tennessee	9.5	8.7	9.8	9.0	0.0	19.2	10.0	-4.7	-7.6	-3.9
Texas	10.3	10.5	7.4	7.1	-1.4	25.9	12.0	-0.1	-7.4	2.2
Utah	16.7	13.5	15.2	15.2	15.9	23.4	19.3	10.0	3.9	10.7
Vermont	9.9	15.2	18.5	17.6	40.4	76.7	13.9	-2.2	-12.9	0.5
Virginia	7.8	8.8	5.0	4.4	15.5	31.7	4.0	-2.4	-9.4	1.9
Washington	10.0	9.8	7.9	7.8	9.9	11.7	14.8	4.7	0.6	5.2
Washington, D.C.	8.4	10.1	8.7	8.6	10.1	6.6	5.7	-4.4	-9.2	-4.2
West Virginia	13.4	18.0	10.0	9.1	2.4	65.3	5.6	7.4	11.8	9.5
Wisconsin	9.1	4.2	9.7	9.0	9.0	40.8	7.0	7.8	-0.1	10.2
Wyoming	12.8	25.8	3.8	2.9	-11.6	5.5	2.3	2.9	4.2	3.4

Table 55. Domestic U.S. Visitor Length of Stay (in days) by Island and State (Arrivals by Air) 2018

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA I	LĀNA I	KAUA I	HAWAI'I ISLAND	HILO	KONA
Alabama	9.73	7.50	7.06	2.89	3.07	6.93	7.03	4.30	6.19
Alaska	11.18	8.23	10.65	12.30	6.08	10.61	12.50	8.27	11.26
Arizona	9.36	7.44	8.21	5.80	4.36	8.11	8.44	5.56	7.69
Arkansas	9.79	7.44	7.82	4.66	3.69	7.00	7.40	4.42	6.47
California	8.45	6.95	7.89	5.09	4.23	7.93	7.98	5.03	7.42
Colorado	9.82	7.27	8.69	6.72	3.85	8.44	8.88	5.32	8.13
Connecticut	10.67	7.29	8.05	5.19	4.33	7.21	7.51	4.71	6.70
Delaware	11.09	7.87	8.04	4.44	3.95	6.78	7.00	3.99	6.23
Florida	10.33	7.34	7.72	4.26	3.86	6.42	7.34	4.19	6.47
Georgia	9.55	7.24	7.33	4.19	4.81	6.65	7.13	4.28	6.36
Idaho	9.85	7.62	9.12	7.63	4.37	8.92	9.51	5.54	8.75
Illinois	9.93	6.79	8.29	4.78	3.69	7.25	7.64	4.29	7.00
Indiana	10.25	7.06	8.09	7.79	3.76	7.17	7.64	4.41	6.80
Iowa	10.42	6.99	8.38	6.44	4.15	7.65	8.10	4.97	7.10
Kansas	9.71	7.02	7.94	4.15	3.77	7.30	7.72	4.65	6.80
Kentucky	10.25	7.24	7.85	9.57	3.32	6.51	7.65	4.40	6.71
Louisiana	9.64	7.23	7.24	5.07	4.37	6.27	6.97	3.68	6.24
Maine	11.94	9.12	9.13	10.13	3.88	8.53	10.24	7.07	8.59
Maryland	10.03	7.36	7.48	4.81	3.84	6.76	7.44	4.33	6.68
Massachusetts	10.64	7.17	8.32	6.03	3.71	7.37	8.01	5.04	7.11
Michigan	10.89	7.10	8.64	6.22	3.53	7.62	8.41	5.02	7.50
Minnesota	10.51	6.96	8.91	5.91	3.87	8.22	8.96	5.01	8.23
Mississippi	9.67	7.25	7.24	3.36	4.34	6.45	9.27	5.72	8.32
Missouri	9.95	7.02	7.96	5.35	4.01	7.21	7.61	4.03	6.90
Montana	10.64	7.87	9.53	9.26	4.47	9.24	10.96	6.27	10.09
Nebraska	9.76	6.88	8.21	4.12	3.86	7.58	8.10	4.52	7.42
Nevada	9.20	7.61	8.34	5.05	4.64	7.77	8.60	5.46	7.96
New Hampshire	11.34	7.57	8.74	5.60	3.52	8.87	9.01	5.18	8.25
New Jersey	10.14	6.67	7.62	4.43	3.47	6.45	6.89	3.97	6.22
New Mexico	9.90	7.47	8.80	6.22	4.42	8.74	8.79	5.42	7.95
New York	10.17	6.93	7.64	4.77	3.96	6.70	7.43	4.56	6.59
North Carolina	10.20	7.50	7.63	6.45	4.10	7.04	7.55	4.17	6.82
North Dakota	10.62	6.78	8.59	5.84	3.73	8.18	10.36	9.14	8.32
Ohio	10.41	7.08	7.96	4.77	3.58	6.78	7.51	4.23	6.71
Oklahoma	9.43	7.34	7.71	5.53	3.56	7.33	7.68	3.97	7.09
Oregon	9.71	7.65	9.15	7.89	4.57	9.04	9.61	5.65	8.92
Pennsylvania	10.53	7.20	7.79	5.02	3.86	6.43	7.54	4.27	6.66
Rhode Island	10.81	8.04	8.18	4.03	3.36	7.24	8.11	5.19	7.01
South Carolina	10.32	7.62	7.64	3.74	3.02	6.55	7.43	3.93	6.68
South Dakota	10.67	7.28	8.47	7.29	4.87	8.64	9.71	5.93	8.72
Tennessee	9.98	7.33	7.71	4.82	3.42	6.93	7.60	4.11	6.96
Texas	9.10	6.94	7.56	4.62	3.69	7.14	7.35	4.24	6.70
Utah	9.09	7.41	8.21	4.66	4.48	8.10	8.00	4.52	7.38
Vermont	12.08	8.22	9.83	7.41	5.02	9.13	9.32	6.24	8.11
Virginia	10.10	7.79	7.59	5.31	3.92	7.13	7.54	4.49	6.76
Washington	9.63	7.72	9.21	8.43	4.73	8.90	9.49	5.35	8.87
Washington D.C.	9.41	6.69	7.59	4.68	3.57	6.84	7.72	5.38	6.81
West Virginia	10.13	7.30	7.38	5.16	4.28	6.50	7.41	3.97	6.56
Wisconsin	10.72	6.95	8.66	5.81	3.75	7.84	8.44	4.62	7.70
Wyoming	10.19	7.35	9.09	8.68	5.75	8.60	10.11	5.70	9.38

Table 56. O‘ahu Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

O AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Total Visitor Days	40,478,710	38,347,754	5.6	23,091,398	21,321,309	8.3	17,387,312	17,026,445	2.1
Total Visitors	5,862,358	5,683,344	3.1	3,217,740	3,009,467	6.9	2,644,617	2,673,878	-1.1
AVERAGE DAILY CENSUS	110,901	105,062	5.6	63,264	58,415	8.3	47,636	46,648	2.1
TOTAL AIR SEATS	8,277,192	8,113,768	2.0	4,735,915	4,624,923	2.4	3,541,277	3,488,845	1.5
ISLANDS VISITED									
O'ahu	5,862,358	5,683,344	3.1	3,217,740	3,009,467	6.9	2,644,617	2,673,878	-1.1
O'ahu only	4,499,507	4,249,901	5.9	2,372,338	2,139,729	10.9	2,127,169	2,110,172	0.8
Kaua'i	429,862	430,859	-0.2	310,465	313,937	-1.1	119,397	116,922	2.1
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	794,013	791,584	0.3	529,124	518,928	2.0	264,889	272,656	-2.8
Maui	773,228	772,972	0.0	514,453	506,267	1.6	258,775	266,704	-3.0
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	33,700	35,130	-4.1	20,094	20,081	0.1	13,606	15,049	-9.6
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	36,921	32,149	14.8	18,898	18,193	3.9	18,022	13,956	29.1
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	645,846	749,470	-13.8	360,279	403,316	-10.7	285,567	346,154	-17.5
Kona side	525,086	595,136	-11.8	292,562	323,036	-9.4	232,524	272,100	-14.5
Hilo side	330,991	387,523	-14.6	187,442	212,995	-12.0	143,549	174,529	-17.8
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	1,362,850	1,433,444	-4.9	845,402	869,737	-2.8	517,448	563,706	-8.2
NI only									
Oahu & NI	1,362,850	1,433,444	-4.9	845,402	869,737	-2.8	517,448	563,706	-8.2
Any one island only	4,499,507	4,249,901	5.9	2,372,338	2,139,729	10.9	2,127,169	2,110,172	0.8
Multiple Islands	1,362,850	1,433,444	-4.9	845,402	869,737	-2.8	517,448	563,706	-8.2
Avg. Islands Visited	1.33	1.36	-2.1	1.38	1.42	-2.7	1.26	1.28	-1.6
Average Length of Stay on O‘ahu	6.90	6.75	2.3	7.18	7.08	1.3	6.57	6.37	3.2
ACCOMMODATIONS									
Plan to stay in Hotel	4,145,725	4,113,904	0.8	2,022,808	1,955,974	3.4	2,122,916	2,157,930	-1.6
Hotel only	3,596,741	3,583,136	0.4	1,660,834	1,603,782	3.6	1,935,907	1,979,354	-2.2
Plan to stay in Condo	617,800	593,463	4.1	284,027	270,090	5.2	333,773	323,373	3.2
Condo only	398,751	385,674	3.4	173,756	162,979	6.6	224,995	222,696	1.0
Plan to stay in Timeshare	324,457	337,777	-3.9	197,905	201,272	-1.7	126,553	136,506	-7.3
Timeshare only	225,116	234,479	-4.0	132,204	132,729	-0.4	92,912	101,750	-8.7
Cruise Ship	126,353	130,423	-3.1	101,566	102,194	-0.6	24,787	28,229	-12.2
Friends/Relatives	568,806	539,715	5.4	496,980	460,278	8.0	71,825	79,436	-9.6
Bed & Breakfast	66,827	59,864	11.6	42,775	37,563	13.9	24,052	22,302	7.8
Rental House	476,608	380,929	25.1	371,693	292,515	27.1	104,914	88,414	18.7
Hostel	55,688	52,226	6.6	32,463	29,506	10.0	23,225	22,720	2.2
Camp Site, Beach	24,192	26,035	-7.1	17,928	18,943	-5.4	6,265	7,092	-11.7
Private Room in Private Home**	99,437	84,195	18.1	53,506	43,193	23.9	45,931	41,002	12.0
Shared Room/Space in Private Home**	31,083	22,082	40.8	20,181	15,072	33.9	10,902	7,009	55.5
Other	76,608	67,008	14.3	71,886	59,448	20.9	4,722	7,560	-37.5
PURPOSE OF TRIP									
Pleasure (Net)	4,770,795	4,612,136	3.4	2,487,297	2,325,609	7.0	2,283,499	2,286,527	-0.1
Honeymoon/Get Married	434,732	474,629	-8.4	124,515	125,634	-0.9	310,216	348,995	-11.1
Honeymoon	396,958	438,418	-9.5	106,010	107,829	-1.7	290,948	330,589	-12.0
Get Married	69,471	68,005	2.2	25,097	24,037	4.4	44,374	43,968	0.9
Pleasure/Vacation	4,375,563	4,174,610	4.8	2,385,360	2,220,777	7.4	1,990,203	1,953,833	1.9
Mtgs/Conventions/Incentive	286,687	291,154	-1.5	146,280	149,600	-2.2	140,407	141,554	-0.8
Conventions	141,490	137,487	2.9	98,291	98,164	0.1	43,199	39,324	9.9
Corporate Meetings	43,570	48,517	-10.2	35,957	37,950	-5.3	7,613	10,567	-27.9
Incentive	107,711	112,372	-4.1	15,641	18,209	-14.1	92,071	94,163	-2.2

Table 56. O‘ahu Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

O AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Other Business	177,127	177,000	0.1	162,106	159,596	1.6	15,020	17,404	-13.7
Visit Friends/Rel.	543,574	510,829	6.4	469,507	438,789	7.0	74,067	72,040	2.8
Gov't/Military	95,191	84,105	13.2	82,206	70,609	16.4	12,985	13,496	-3.8
Attend School	20,556	24,629	-16.5	10,004	9,871	1.3	10,552	14,758	-28.5
Sport Events	63,839	59,658	7.0	40,274	34,026	18.4	23,565	25,632	-8.1
Other	334,122	336,638	-0.7	131,218	123,343	6.4	202,904	213,295	-4.9
TRAVEL STATUS									
% First Timers ***	39.7	40.9	-1.3	35.5	36.0	-0.5	44.7	46.5	-1.8
% Repeaters ***	60.3	59.1	1.3	64.5	64.0	0.5	55.3	53.5	1.8
Average # of Trips	4.57	4.49	1.8	5.24	5.23	0.2	3.76	3.66	2.7
Group Tour	429,026	476,685	-10.0	106,298	114,327	-7.0	322,728	362,358	-10.9
Non-Group	5,433,332	5,206,659	4.4	3,111,442	2,895,140	7.5	2,321,890	2,311,520	0.4
Package Trip	1,872,410	1,988,023	-5.8	636,952	636,896	0.0	1,235,458	1,351,128	-8.6
No Package	3,989,948	3,695,321	8.0	2,580,788	2,372,571	8.8	1,409,159	1,322,750	6.5
Net True Independent	3,880,927	3,589,817	8.1	2,542,685	2,335,366	8.9	1,338,243	1,254,450	6.7
Ave. Age of Party Head	45	44	0.6	45	45	-0.6	44	43	1.5
Ave. Party Size	2.22	2.22	-0.1	2.00	1.99	0.6	2.56	2.56	0.1

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 57. Maui County Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Total Visitor Days	24,073,277	22,653,668	6.3	20,453,326	19,090,787	7.1	3,619,952	3,562,881	1.6
Total Visitors	2,963,564	2,799,654	5.9	2,473,377	2,303,733	7.4	490,187	495,921	-1.2
AVERAGE DAILY CENSUS	65,954	62,065	6.3	56,037	52,304	7.1	9,918	9,761	1.6
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	794,013	791,584	0.3	529,124	518,928	2.0	264,889	272,656	-2.8
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	345,585	331,193	4.3	268,615	258,989	3.7	76,970	72,204	6.6
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	2,963,564	2,799,654	5.9	2,473,377	2,303,733	7.4	490,187	495,921	-1.2
Maui	2,914,912	2,757,776	5.7	2,432,854	2,269,119	7.2	482,058	488,656	-1.4
Maui only	1,902,019	1,750,697	8.6	1,707,452	1,554,168	9.9	194,567	196,529	-1.0
Moloka'i *	58,885	57,998	1.5	42,441	41,560	2.1	16,445	16,438	0.0
Moloka'i only *	8,055	7,426	8.5	7,557	6,925	9.1	498	501	-0.6
Lāna'i *	75,010	64,529	16.2	54,310	48,021	13.1	20,700	16,508	25.4
Lāna'i only *	12,186	9,487	28.5	11,620	9,170	26.7	567	317	78.5
Hawai'i Island	365,975	404,249	-9.5	271,949	289,291	-6.0	94,026	114,958	-18.2
Kona side	312,707	340,497	-8.2	232,579	244,898	-5.0	80,128	95,599	-16.2
Hilo side	210,938	235,906	-10.6	147,353	159,332	-7.5	63,584	76,575	-17.0
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	2,963,564	2,799,654	5.9	2,473,377	2,303,733	7.4	490,187	495,921	-1.2
NI only									
Oahu & NI	794,013	791,584	0.3	529,124	518,928	2.0	264,889	272,656	-2.8
Any one island only	1,922,260	1,767,610	8.7	1,726,629	1,570,263	10.0	195,632	197,347	-0.9
Multiple Islands	1,041,304	1,032,044	0.9	746,748	733,470	1.8	294,556	298,574	-1.3
Avg. Islands Visited	1.54	1.57	-2.4	1.46	1.49	-2.1	1.95	1.98	-1.5
Average Length of Stay on Maui County	8.12	8.09	0.4	8.27	8.29	-0.2	7.38	7.18	2.8
ACCOMMODATIONS									
Plan to stay in Hotel	1,623,140	1,573,625	3.1	1,329,562	1,269,705	4.7	293,577	303,919	-3.4
Hotel only	1,239,976	1,217,624	1.8	1,043,621	998,740	4.5	196,355	218,884	-10.3
Plan to stay in Condo	817,370	760,795	7.4	656,592	605,935	8.4	160,779	154,860	3.8
Condo only	624,119	586,672	6.4	517,961	477,480	8.5	106,158	109,192	-2.8
Plan to stay in Timeshare	313,459	306,574	2.2	282,372	275,841	2.4	31,087	30,733	1.2
Timeshare only	231,556	226,243	2.3	213,573	206,427	3.5	17,983	19,816	-9.3
Cruise Ship	111,559	115,532	-3.4	87,460	88,395	-1.1	24,099	27,138	-11.2
Friends/Relatives	186,988	175,097	6.8	169,991	154,710	9.9	16,997	20,387	-16.6
Bed & Breakfast	42,240	40,915	3.2	33,273	30,001	10.9	8,966	10,914	-17.8
Rental House	261,693	204,739	27.8	212,589	169,825	25.2	49,105	34,914	40.6
Hostel	32,889	27,366	20.2	21,714	18,762	15.7	11,175	8,604	29.9
Camp Site, Beach	25,152	20,557	22.4	18,121	15,345	18.1	7,032	5,212	34.9
Private Room in Private Home**	43,895	38,522	14.0	28,966	24,116	20.1	14,930	14,405	3.6
Shared Room/Space in Private Home**	12,977	10,060	29.0	9,786	7,664	27.7	3,191	2,396	33.2
Other	33,996	27,987	21.5	31,165	24,559	26.9	2,831	3,428	-17.4
PURPOSE OF TRIP									
Pleasure (Net)	2,678,275	2,522,805	6.2	2,225,918	2,071,837	7.4	452,356	450,968	0.3
Honeymoon/Get Married	169,785	174,897	-2.9	131,018	130,082	0.7	38,767	44,814	-13.5
Honeymoon	149,363	155,560	-4.0	113,913	114,014	-0.1	35,450	41,546	-14.7
Get Married	29,577	27,734	6.6	24,413	22,791	7.1	5,165	4,943	4.5
Pleasure/Vacation	2,529,791	2,368,210	6.8	2,114,123	1,959,264	7.9	415,668	408,946	1.6
Mtgs/Conventions/Incentive	139,293	134,900	3.3	121,410	113,141	7.3	17,883	21,759	-17.8
Conventions	81,366	70,311	15.7	72,538	59,400	22.1	8,828	10,911	-19.1
Corporate Meetings	28,233	28,841	-2.1	25,432	26,510	-4.1	2,801	2,331	20.2
Incentive	35,357	41,732	-15.3	28,600	32,794	-12.8	6,757	8,938	-24.4

Table 57. Maui County Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Other Business	60,197	61,809	-2.6	56,427	55,432	1.8	3,770	6,376	-40.9
Visit Friends/Rel.	158,302	148,362	6.7	142,936	132,602	7.8	15,366	15,760	-2.5
Gov't/Military	6,564	4,485	46.4	5,648	4,439	27.2	915	46	1899.1
Attend School	2,790	2,831	-1.5	1,948	2,047	-4.8	842	785	7.3
Sport Events	18,149	14,083	28.9	15,324	11,245	36.3	2,825	2,838	-0.5
Other	83,023	81,041	2.4	65,266	61,747	5.7	17,757	19,294	-8.0
TRAVEL STATUS									
% First Timers ***	31.4	32.4	-1.0	28.9	29.5	-0.7	44.5	45.7	-1.2
% Repeaters ***	68.6	67.6	1.0	71.1	70.5	0.7	55.5	54.3	1.2
Average # of Trips	5.29	5.21	1.4	5.67	5.62	0.9	3.33	3.32	0.3
Group Tour	88,402	100,057	-11.6	67,313	69,861	-3.6	21,089	30,195	-30.2
Non-Group	2,875,162	2,699,597	6.5	2,406,064	2,233,872	7.7	469,098	465,726	0.7
Package Trip	633,121	656,444	-3.6	502,049	506,478	-0.9	131,072	149,966	-12.6
No Package	2,330,443	2,143,210	8.7	1,971,328	1,797,255	9.7	359,115	345,955	3.8
Net True Independent	2,301,199	2,112,435	8.9	1,946,648	1,773,933	9.7	354,551	338,502	4.7
Ave. Age of Party Head	47	47	0.0	47	47	-0.1	46	46	0.2
Ave. Party Size	2.25	2.23	1.0	2.22	2.20	1.0	2.39	2.35	1.8

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 58. Maui Island Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Total Visitor Days	23,532,681	22,155,561	6.2	19,982,474	18,662,476	7.1	3,550,207	3,493,085	1.6
Total Visitors	2,914,912	2,757,776	5.7	2,432,854	2,269,119	7.2	482,058	488,656	-1.4
AVERAGE DAILY CENSUS	64,473	60,700	6.2	54,747	51,130	7.1	9,727	9,570	1.6
TOTAL AIR SEATS	2,626,225	2,329,750	12.7	2,407,806	2,124,475	13.3	218,419	205,275	6.4
ISLANDS VISITED									
O'ahu	773,228	772,972	0.0	514,453	506,267	1.6	258,775	266,704	-3.0
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	339,140	325,448	4.2	263,342	254,363	3.5	75,798	71,085	6.6
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	2,914,912	2,757,776	5.7	2,432,854	2,269,119	7.2	482,058	488,656	-1.4
Maui	2,914,912	2,757,776	5.7	2,432,854	2,269,119	7.2	482,058	488,656	-1.4
Maui only	1,902,019	1,750,697	8.6	1,707,452	1,554,168	9.9	194,567	196,529	-1.0
Moloka'i *	35,829	36,261	-1.2	23,988	24,655	-2.7	11,841	11,606	2.0
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	48,526	43,222	12.3	31,743	29,710	6.8	16,783	13,512	24.2
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	357,519	395,911	-9.7	265,584	283,125	-6.2	91,935	112,787	-18.5
Kona side	305,439	333,399	-8.4	227,091	239,664	-5.2	78,348	93,735	-16.4
Hilo side	207,786	232,455	-10.6	145,373	157,191	-7.5	62,413	75,264	-17.1
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	2,914,912	2,757,776	5.7	2,432,854	2,269,119	7.2	482,058	488,656	-1.4
NI only									
Oahu & NI	773,228	772,972	0.0	514,453	506,267	1.6	258,775	266,704	-3.0
Any one island only	1,902,019	1,750,697	8.6	1,707,452	1,554,168	9.9	194,567	196,529	-1.0
Multiple Islands	1,012,893	1,007,078	0.6	725,402	714,951	1.5	287,491	292,127	-1.6
Avg. Islands Visited	1.53	1.57	-2.4	1.45	1.48	-2.2	1.94	1.97	-1.5
Average Length of Stay on Maui	8.07	8.03	0.5	8.21	8.22	-0.1	7.36	7.15	3.0
ACCOMMODATIONS									
Plan to stay in Hotel	1,596,448	1,550,772	2.9	1,308,310	1,251,769	4.5	288,139	299,003	-3.6
Hotel only	1,219,186	1,200,564	1.6	1,027,417	985,231	4.3	191,769	215,332	-10.9
Plan to stay in Condo	808,630	751,970	7.5	649,129	599,155	8.3	159,501	152,815	4.4
Condo only	618,201	581,144	6.4	512,951	472,840	8.5	105,251	108,304	-2.8
Plan to stay in Timeshare	310,555	303,706	2.3	279,649	273,239	2.3	30,906	30,467	1.4
Timeshare only	229,573	224,232	2.4	211,733	204,682	3.4	17,841	19,550	-8.7
Cruise Ship	111,194	115,124	-3.4	87,095	88,059	-1.1	24,099	27,065	-11.0
Friends/Relatives	178,861	168,512	6.1	162,763	148,493	9.6	16,097	20,019	-19.6
Bed & Breakfast	41,440	40,260	2.9	32,551	29,445	10.5	8,889	10,815	-17.8
Rental House	255,031	199,535	27.8	206,626	165,359	25.0	48,405	34,176	41.6
Hostel	32,345	27,029	19.7	21,333	18,487	15.4	11,013	8,542	28.9
Camp Site, Beach	24,722	20,194	22.4	17,690	15,036	17.7	7,032	5,159	36.3
Private Room in Private Home**	42,479	36,981	14.9	28,080	23,295	20.5	14,399	13,686	5.2
Shared Room/Space in Private Home**	12,602	9,696	30.0	9,413	7,392	27.3	3,189	2,304	38.4
Other	32,682	26,752	22.2	29,896	23,336	28.1	2,787	3,415	-18.4
PURPOSE OF TRIP									
Pleasure (Net)	2,640,378	2,490,424	6.0	2,194,436	2,044,704	7.3	445,943	445,720	0.1
Honeymoon/Get Married	168,091	173,247	-3.0	129,582	128,632	0.7	38,509	44,615	-13.7
Honeymoon	147,986	154,199	-4.0	112,729	112,852	-0.1	35,257	41,347	-14.7
Get Married	29,123	27,330	6.6	24,024	22,390	7.3	5,100	4,940	3.2
Pleasure/Vacation	2,493,296	2,337,225	6.7	2,083,784	1,933,333	7.8	409,512	403,892	1.4
Mtgs/Conventions/Incentive	135,593	131,330	3.2	118,434	111,121	6.6	17,159	20,209	-15.1
Conventions	80,387	68,743	16.9	71,612	58,548	22.3	8,775	10,195	-13.9
Corporate Meetings	27,280	27,857	-2.1	24,533	25,847	-5.1	2,747	2,010	36.7
Incentive	33,391	40,643	-17.8	27,281	32,219	-15.3	6,110	8,425	-27.5

Table 58. Maui Island Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Other Business	57,962	59,713	-2.9	54,195	53,433	1.4	3,767	6,280	-40.0
Visit Friends/Rel.	152,240	142,705	6.7	137,330	127,900	7.4	14,909	14,805	0.7
Gov't/Military	6,106	4,203	45.3	5,191	4,158	24.8	915	46	1899.1
Attend School	2,479	2,781	-10.9	1,841	1,996	-7.8	638	785	-18.7
Sport Events	17,645	13,399	31.7	14,888	10,784	38.1	2,757	2,615	5.4
Other	80,805	79,035	2.2	63,537	59,946	6.0	17,268	19,088	-9.5
TRAVEL STATUS									
% First Timers ***	31.5	32.5	-0.9	29.0	29.6	-0.7	44.6	45.8	-1.2
% Repeaters ***	68.5	67.5	0.9	71.0	70.4	0.7	55.4	54.2	1.2
Average # of Trips	5.27	5.19	1.5	5.65	5.60	1.0	3.33	3.31	0.6
Group Tour	85,374	98,005	-12.9	65,387	68,805	-5.0	19,988	29,199	-31.5
Non-Group	2,829,538	2,659,771	6.4	2,367,467	2,200,314	7.6	462,071	459,457	0.6
Package Trip	625,173	648,816	-3.6	496,302	501,726	-1.1	128,871	147,090	-12.4
No Package	2,289,739	2,108,960	8.6	1,936,552	1,767,393	9.6	353,187	341,567	3.4
Net True Independent	2,261,363	2,078,993	8.8	1,912,553	1,744,615	9.6	348,811	334,378	4.3
Ave. Age of Party Head	47	47	0.0	47	47	-0.1	46	46	0.2
Ave. Party Size	2.25	2.23	1.1	2.23	2.20	1.0	2.39	2.35	1.8

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 59. Moloka'i Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
VISITOR DAYS	284,608	279,374	1.9	249,429	235,815	5.8	35,179	43,559	-19.2
VISITOR ARRIVALS	58,885	57,998	1.5	42,441	41,560	2.1	16,445	16,438	0.0
AVERAGE DAILY CENSUS	780	765	1.9	683	646	5.8	96	119	-19.2
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	33,700	35,130	-4.1	20,094	20,081	0.1	13,606	15,049	-9.6
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	18,970	19,122	-0.8	9,943	10,626	-6.4	9,027	8,497	6.2
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	58,885	57,998	1.5	42,441	41,560	2.1	16,445	16,438	0.0
Maui	35,829	36,261	-1.2	23,988	24,655	-2.7	11,841	11,606	2.0
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	58,885	57,998	1.5	42,441	41,560	2.1	16,445	16,438	0.0
Moloka'i only *	8,055	7,426	8.5	7,557	6,925	9.1	498	501	-0.6
Lāna'i *	14,082	14,999	-6.1	7,141	7,920	-9.8	6,940	7,079	-2.0
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	21,550	23,217	-7.2	11,947	13,201	-9.5	9,603	10,016	-4.1
Kona side	19,723	21,228	-7.1	10,559	11,695	-9.7	9,164	9,533	-3.9
Hilo side	16,207	17,821	-9.1	8,015	9,054	-11.5	8,192	8,767	-6.6
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	58,885	57,998	1.5	42,441	41,560	2.1	16,445	16,438	0.0
NI only									
Oahu & NI	33,700	35,130	-4.1	20,094	20,081	0.1	13,606	15,049	-9.6
Any one island only	8,055	7,426	8.5	7,557	6,925	9.1	498	501	-0.6
Multiple Islands	50,831	50,572	0.5	34,884	34,635	0.7	15,947	15,938	0.1
Avg. Islands Visited	3.11	3.22	-3.5	2.72	2.84	-4.1	4.10	4.18	-1.8
Average Length of Stay on Moloka'i	4.83	4.82	0.3	5.88	5.67	3.6	2.14	2.65	-19.3
ACCOMMODATIONS									
Plan to stay in Hotel	30,322	33,090	-8.4	20,129	20,646	-2.5	10,193	12,445	-18.1
Hotel only	16,865	19,089	-11.7	10,922	11,911	-8.3	5,943	7,179	-17.2
Plan to stay in Condo	14,757	13,753	7.3	10,933	10,478	4.3	3,824	3,275	16.8
Condo only	8,761	8,018	9.3	6,531	6,516	0.2	2,230	1,502	48.4
Plan to stay in Timeshare	3,829	3,602	6.3	3,000	3,161	-5.1	829	441	87.9
Timeshare only	1,955	2,078	-5.9	1,615	1,846	-12.5	341	232	47.0
Cruise Ship	6,099	6,591	-7.5	2,783	3,181	-12.5	3,317	3,410	-2.7
Friends/Relatives	8,427	7,826	7.7	7,728	7,096	8.9	699	730	-4.3
Bed & Breakfast	1,852	1,632	13.5	1,558	1,448	7.6	293	184	59.1
Rental House	8,597	6,834	25.8	6,839	5,609	21.9	1,758	1,224	43.6
Hostel	1,551	846	83.3	880	762	15.5	671	84	700.4
Camp Site, Beach	1,008	927	8.8	935	688	35.9	72	238	-69.6
Private Room in Private Home**	2,029	1,991	1.9	1,248	1,136	9.9	780	855	-8.7
Shared Room/Space in Private Home**	596	497	19.8	585	405	44.3	11	92	-88.2
Other	1,696	1,616	4.9	1,678	1,580	6.2	18	36	-50.9
PURPOSE OF TRIP									
Pleasure (Net)	49,822	48,358	3.0	34,690	34,486	0.6	15,133	13,873	9.1
Honeymoon/Get Married	2,818	2,335	20.7	1,888	1,964	-3.9	929	370	151.0
Honeymoon	2,381	1,982	20.1	1,636	1,657	-1.3	745	325	129.4
Get Married	658	497	32.4	473	448	5.6	185	49	278.2
Pleasure/Vacation	47,457	46,430	2.2	33,193	32,928	0.8	14,264	13,502	5.6
Mtgs/Conventions/Incentive	1,650	2,587	-36.2	1,567	1,370	14.4	83	1,217	-93.2
Conventions	1,051	1,622	-35.2	1,012	824	22.8	39	798	-95.1
Corporate Meetings	369	429	-14.0	353	296	19.3	16	133	-88.0
Incentive	350	617	-43.3	322	332	-3.0	27	285	-90.4

Table 59. Moloka'i Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Other Business	2,044	2,228	-8.3	1,989	1,993	-0.2	55	235	-76.6
Visit Friends/Rel.	7,519	7,193	4.5	6,021	5,498	9.5	1,498	1,694	-11.6
Gov't/Military	519	391	32.9	519	391	32.9	0	0	0.0
Attend School	409	401	2.1	205	209	-1.8	204	192	6.3
Sport Events	677	927	-27.0	622	696	-10.6	55	231	-76.3
Other	2,322	2,447	-5.1	2,138	2,123	0.7	184	324	-43.1
TRAVEL STATUS									
% First Timers ***	37.6	38.0	-0.5	30.9	32.3	-1.4	54.6	52.5	2.1
% Repeaters ***	62.4	62.0	0.5	69.1	67.7	1.4	45.4	47.5	-2.1
Average # of Trips	5.42	5.25	3.3	6.21	5.91	5.2	3.38	3.59	-5.8
Group Tour	3,297	3,631	-9.2	2,081	2,210	-5.9	1,216	1,421	-14.4
Non-Group	55,589	54,367	2.2	40,360	39,350	2.6	15,229	15,017	1.4
Package Trip	11,607	15,655	-25.9	7,240	7,967	-9.1	4,368	7,688	-43.2
No Package	47,278	42,344	11.7	35,201	33,593	4.8	12,077	8,750	38.0
Net True Independent	45,989	41,007	12.1	34,396	32,669	5.3	11,592	8,337	39.0
Avg. Age	49	50	-1.4	49	50	-0.7	49	50	-2.7
Avg. Party Size	2.05	2.03	1.0	1.92	1.92	-0.3	2.50	2.37	4.4

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 60. Lāna'i Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

LĀNA I	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
VISITOR DAYS	255,989	218,733	17.0	221,423	192,496	15.0	34,566	26,237	31.7
VISITOR ARRIVALS	75,010	64,529	16.2	54,310	48,021	13.1	20,700	16,508	25.4
AVERAGE DAILY CENSUS	701	599	17.0	607	527	15.0	95	72	31.7
TOTAL AIR SEATS									
ISLANDS VISITED									
O'ahu	36,921	32,149	14.8	18,898	18,193	3.9	18,022	13,956	29.1
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	23,029	21,294	8.2	12,151	12,059	0.8	10,879	9,234	17.8
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	75,010	64,529	16.2	54,310	48,021	13.1	20,700	16,508	25.4
Maui	48,526	43,222	12.3	31,743	29,710	6.8	16,783	13,512	24.2
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	14,082	14,999	-6.1	7,141	7,920	-9.8	6,940	7,079	-2.0
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	75,010	64,529	16.2	54,310	48,021	13.1	20,700	16,508	25.4
Lāna'i only *	12,186	9,487	28.5	11,620	9,170	26.7	567	317	78.5
Hawai'i Island	24,467	25,543	-4.2	13,352	14,235	-6.2	11,115	11,308	-1.7
Kona side	22,762	23,877	-4.7	12,113	12,958	-6.5	10,649	10,919	-2.5
Hilo side	17,256	17,892	-3.6	8,211	8,963	-8.4	9,045	8,929	1.3
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	75,010	64,529	16.2	54,310	48,021	13.1	20,700	16,508	25.4
NI only									
Oahu & NI	36,921	32,149	14.8	18,898	18,193	3.9	18,022	13,956	29.1
Any one island only	12,186	9,487	28.5	11,620	9,170	26.7	567	317	78.5
Multiple Islands	62,824	55,042	14.1	42,690	38,851	9.9	20,134	16,191	24.4
Avg. Islands Visited	2.96	3.13	-5.3	2.53	2.71	-6.5	4.08	4.34	-5.9
Average Length of Stay on Lāna'i	3.41	3.39	0.7	4.08	4.01	1.7	1.67	1.59	5.1
ACCOMMODATIONS									
Plan to stay in Hotel	51,399	42,764	20.2	34,555	30,007	15.2	16,844	12,756	32.0
Hotel only	34,987	30,080	16.3	26,547	22,548	17.7	8,441	7,532	12.1
Plan to stay in Condo	12,463	10,070	23.8	9,319	8,191	13.8	3,144	1,879	67.3
Condo only	7,706	6,850	12.5	6,200	5,541	11.9	1,505	1,309	15.0
Plan to stay in Timeshare	5,347	4,902	9.1	4,060	4,078	-0.5	1,288	823	56.4
Timeshare only	2,847	3,454	-17.6	2,696	2,796	-3.6	151	658	-77.1
Cruise Ship	8,844	8,144	8.6	3,199	3,547	-9.8	5,646	4,598	22.8
Friends/Relatives	6,255	5,756	8.7	5,330	5,078	5.0	924	678	36.4
Bed & Breakfast	1,289	1,309	-1.5	1,097	897	22.3	192	412	-53.4
Rental House	6,542	4,567	43.3	5,333	3,880	37.5	1,209	687	76.0
Hostel	990	681	45.3	696	545	27.7	294	137	115.5
Camp Site, Beach	829	1,002	-17.2	771	624	23.7	58	378	-84.6
Private Room in Private Home**	1,361	1,284	6.0	965	846	14.1	397	438	-9.5
Shared Room/Space in Private Home**	454	295	53.8	434	291	49.0	21	4	372.9
Other	1,178	1,018	15.7	1,140	976	16.8	38	42	-9.5
PURPOSE OF TRIP									
Pleasure (Net)	64,384	54,335	18.5	45,537	40,406	12.7	18,847	13,929	35.3
Honeymoon/Get Married	4,899	3,612	35.6	3,104	2,970	4.5	1,795	642	179.4
Honeymoon	4,455	3,179	40.1	2,713	2,548	6.5	1,742	631	175.9
Get Married	1,213	795	52.6	708	658	7.6	505	137	268.4
Pleasure/Vacation	60,073	51,344	17.0	43,020	37,933	13.4	17,052	13,412	27.1
Mtgs/Conventions/Incentive	5,289	4,300	23.0	4,511	2,970	51.9	778	1,330	-41.5
Conventions	1,527	1,515	0.8	1,430	1,223	16.9	98	292	-66.6
Corporate Meetings	1,344	1,194	12.5	1,287	886	45.3	57	308	-81.6
Incentive	2,805	1,705	64.5	2,151	975	120.6	654	730	-10.4

Table 60. Lāna'i Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

LĀNA I	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Other Business	2,420	2,326	4.1	2,395	2,291	4.6	25	35	-28.4
Visit Friends/Rel.	5,303	4,994	6.2	4,232	4,045	4.6	1,071	949	12.9
Gov't/Military	433	300	44.4	433	300	44.4	0	0	0.0
Attend School	177	342	-48.2	177	150	18.1	0	192	-100.0
Sport Events	521	418	24.6	425	340	24.9	96	78	23.3
Other	3,739	2,649	41.2	1,992	2,142	-7.0	1,747	506	245.3
TRAVEL STATUS									
% First Timers ***	39.2	36.7	2.5	32.0	32.1	-0.2	58.2	50.1	8.0
% Repeaters ***	60.8	63.3	-2.5	68.0	67.9	0.2	41.8	49.9	-8.0
Average # of Trips	4.89	5.01	-2.3	5.48	5.65	-2.9	3.34	3.15	6.1
Group Tour	5,125	4,804	6.7	3,818	2,746	39.0	1,307	2,058	-36.5
Non-Group	69,885	59,725	17.0	50,492	45,275	11.5	19,393	14,450	34.2
Package Trip	16,850	18,401	-8.4	10,995	9,842	11.7	5,854	8,559	-31.6
No Package	58,160	46,128	26.1	43,315	38,179	13.5	14,846	7,949	86.8
Net True Independent	56,708	44,733	26.8	41,999	37,161	13.0	14,710	7,572	94.3
Avg. Age	49	49	-0.8	48	48	-0.8	51	51	-0.7
Avg. Party Size	2.18	2.12	3.2	2.04	2.01	1.2	2.69	2.49	10.2

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 61. Kaua'i Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
VISITOR DAYS	10,388,952	9,641,677	7.8	9,432,106	8,838,765	6.7	956,845	802,911	19.2
VISITOR ARRIVALS	1,389,300	1,285,443	8.1	1,209,338	1,125,560	7.4	179,962	159,883	12.6
AVERAGE DAILY CENSUS	28,463	26,416	7.8	25,841	24,216	6.7	2,621	2,200	19.2
TOTAL AIR SEATS	1,000,694	759,490	31.8	968,377	729,754	32.7	32,317	29,736	8.7
ISLANDS VISITED									
O'ahu	429,862	430,859	-0.2	310,465	313,937	-1.1	119,397	116,922	2.1
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	1,389,300	1,285,443	8.1	1,209,338	1,125,560	7.4	179,962	159,883	12.6
Kaua'i only	782,190	688,716	13.6	741,859	660,178	12.4	40,331	28,538	41.3
Maui County	345,585	331,193	4.3	268,615	258,989	3.7	76,970	72,204	6.6
Maui	339,140	325,448	4.2	263,342	254,363	3.5	75,798	71,085	6.6
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	18,970	19,122	-0.8	9,943	10,626	-6.4	9,027	8,497	6.2
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	23,029	21,294	8.2	12,151	12,059	0.8	10,879	9,234	17.8
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	255,612	269,447	-5.1	193,623	202,301	-4.3	61,989	67,146	-7.7
Kona side	224,998	236,956	-5.0	170,398	176,612	-3.5	54,600	60,344	-9.5
Hilo side	160,706	177,452	-9.4	116,432	124,817	-6.7	44,274	52,635	-15.9
Hawai'i Island only	0	0	0.0	0	0	0.0	0	0	0.0
Any Neighbor Island	1,389,300	1,285,443	8.1	1,209,338	1,125,560	7.4	179,962	159,883	12.6
NI only									
Oahu & NI	429,862	430,859	-0.2	310,465	313,937	-1.1	119,397	116,922	2.1
Any one island only	782,190	688,716	13.6	741,859	660,178	12.4	40,331	28,538	41.3
Multiple Islands	607,110	596,727	1.7	467,480	465,382	0.5	139,631	131,345	6.3
Avg. Islands Visited	1.77	1.83	-3.4	1.65	1.70	-3.0	2.54	2.71	-6.2
Average Length of Stay on Kaua'i	7.48	7.50	-0.3	7.80	7.85	-0.7	5.32	5.02	5.9
ACCOMMODATIONS									
Plan to stay in Hotel	705,129	680,670	3.6	591,095	572,262	3.3	114,034	108,408	5.2
Hotel only	459,497	437,071	5.1	394,746	379,083	4.1	64,751	57,988	11.7
Plan to stay in Condo	298,026	263,284	13.2	252,942	228,769	10.6	45,083	34,515	30.6
Condo only	202,910	175,524	15.6	178,562	158,090	12.9	24,348	17,434	39.7
Plan to stay in Timeshare	212,409	212,106	0.1	197,123	197,573	-0.2	15,287	14,533	5.2
Timeshare only	156,636	153,361	2.1	147,314	145,006	1.6	9,322	8,355	11.6
Cruise Ship	99,136	104,843	-5.4	77,403	79,143	-2.2	21,733	25,700	-15.4
Friends/Relatives	97,779	89,659	9.1	88,774	82,670	7.4	9,005	6,989	28.8
Bed & Breakfast	25,983	25,041	3.8	20,328	19,122	6.3	5,655	5,919	-4.5
Rental House	214,160	174,482	22.7	191,208	157,317	21.5	22,952	17,165	33.7
Hostel	17,448	15,139	15.3	11,759	10,094	16.5	5,689	5,045	12.8
Camp Site, Beach	19,590	19,416	0.9	15,934	14,298	11.4	3,656	5,119	-28.6
Private Room in Private Home**	25,586	21,591	18.5	18,650	16,119	15.7	6,936	5,472	26.8
Shared Room/Space in Private Home**	7,155	6,228	14.9	6,118	5,095	20.1	1,037	1,133	-8.5
Other	20,839	17,099	21.9	19,863	16,117	23.2	976	982	-0.6
PURPOSE OF TRIP									
Pleasure (Net)	1,266,762	1,171,117	8.2	1,099,293	1,023,485	7.4	167,469	147,632	13.4
Honeymoon/Get Married	80,380	83,414	-3.6	69,537	71,059	-2.1	10,843	12,355	-12.2
Honeymoon	71,700	75,198	-4.7	61,700	63,773	-3.3	10,000	11,425	-12.5
Get Married	13,382	12,641	5.9	11,813	11,164	5.8	1,569	1,477	6.2
Pleasure/Vacation	1,196,866	1,098,385	9.0	1,039,412	961,923	8.1	157,454	136,462	15.4
Mtgs/Conventions/Incentive	47,319	46,414	2.0	41,394	40,994	1.0	5,925	5,420	9.3
Conventions	30,903	27,310	13.2	28,061	24,787	13.2	2,841	2,523	12.6
Corporate Meetings	9,080	10,094	-10.1	7,640	9,413	-18.8	1,440	682	111.2
Incentive	9,169	11,048	-17.0	7,133	8,750	-18.5	2,036	2,298	-11.4

Table 61. Kaua'i Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Other Business	27,739	26,666	4.0	26,910	25,286	6.4	829	1,380	-39.9
Visit Friends/Rel.	84,022	77,453	8.5	76,122	72,010	5.7	7,901	5,443	45.2
Gov't/Military	6,208	6,489	-4.3	6,156	6,333	-2.8	53	156	-66.2
Attend School	1,507	1,468	2.6	1,123	1,355	-17.1	383	113	239.4
Sport Events	5,322	5,248	1.4	4,757	4,260	11.7	565	988	-42.8
Other	39,349	34,662	13.5	32,215	29,880	7.8	7,135	4,782	49.2
TRAVEL STATUS									
% First Timers ***	30.4	30.6	-0.2	28.3	28.2	0.0	44.4	47.2	-2.8
% Repeaters ***	69.6	69.4	0.2	71.7	71.8	0.0	55.6	52.8	2.8
Average # of Trips	5.23	5.26	-0.6	5.53	5.56	-0.6	3.21	3.15	2.0
Group Tour	46,135	48,121	-4.1	34,160	35,425	-3.6	11,976	12,696	-5.7
Non-Group	1,343,165	1,237,322	8.6	1,175,179	1,090,135	7.8	167,986	147,187	14.1
Package Trip	250,087	259,842	-3.8	201,316	206,315	-2.4	48,771	53,527	-8.9
No Package	1,139,213	1,025,601	11.1	1,008,022	919,245	9.7	131,191	106,356	23.4
Net True Independent	1,124,586	1,011,257	11.2	995,728	907,652	9.7	128,858	103,605	24.4
Avg. Age	48	48	-0.1	48	48	-0.3	49	48	1.9
Avg. Party Size	2.18	2.15	1.2	2.15	2.13	0.8	2.37	2.29	4.1

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 62. Hawai'i Island Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

HAWAI'I ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
VISITOR DAYS	12,783,660	12,965,019	-1.4	10,756,066	10,708,675	0.4	2,027,594	2,256,344	-10.1
VISITOR ARRIVALS	1,706,218	1,767,144	-3.4	1,291,109	1,292,724	-0.1	415,108	474,420	-12.5
AVERAGE DAILY CENSUS	35,024	35,521	-1.4	29,469	29,339	0.4	5,555	6,182	-10.1
TOTAL AIR SEATS	1,335,154	1,032,600	29.3	1,176,480	930,588	26.4	158,674	102,012	55.5
ISLANDS VISITED									
O'ahu	645,846	749,470	-13.8	360,279	403,316	-10.7	285,567	346,154	-17.5
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	255,612	269,447	-5.1	193,623	202,301	-4.3	61,989	67,146	-7.7
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	365,975	404,249	-9.5	271,949	289,291	-6.0	94,026	114,958	-18.2
Maui	357,519	395,911	-9.7	265,584	283,125	-6.2	91,935	112,787	-18.5
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	21,550	23,217	-7.2	11,947	13,201	-9.5	9,603	10,016	-4.1
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	24,467	25,543	-4.2	13,352	14,235	-6.2	11,115	11,308	-1.7
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	1,706,218	1,767,144	-3.4	1,291,109	1,292,724	-0.1	415,108	474,420	-12.5
Kona side	1,488,700	1,511,189	-1.5	1,134,813	1,122,658	1.1	353,887	388,531	-8.9
Hilo side	601,160	661,226	-9.1	424,720	450,722	-5.8	176,440	210,504	-16.2
Hawai'i Island only	895,934	847,276	5.7	786,498	738,266	6.5	109,437	109,010	0.4
Any Neighbor Island	1,706,218	1,767,144	-3.4	1,291,109	1,292,724	-0.1	415,108	474,420	-12.5
NI only									
Oahu & NI	645,846	749,470	-13.8	360,279	403,316	-10.7	285,567	346,154	-17.5
Any one island only	895,934	847,276	5.7	786,498	738,266	6.5	109,437	109,010	0.4
Multiple Islands	810,283	919,868	-11.9	504,612	554,457	-9.0	305,672	365,411	-16.3
Avg. Islands Visited	1.76	1.83	-3.5	1.65	1.71	-3.2	2.11	2.15	-2.1
Average Length of Stay on Hawai'i Island	7.49	7.34	2.1	8.33	8.28	0.6	4.88	4.76	2.7
ACCOMMODATIONS									
Plan to stay in Hotel	957,406	1,046,027	-8.5	656,195	698,634	-6.1	301,211	347,393	-13.3
Hotel only	658,008	730,588	-9.9	439,526	469,463	-6.4	218,482	261,125	-16.3
Plan to stay in Condo	302,630	306,867	-1.4	216,062	217,664	-0.7	86,568	89,203	-3.0
Condo only	186,464	186,295	0.1	143,507	140,765	1.9	42,958	45,531	-5.7
Plan to stay in Timeshare	168,152	173,339	-3.0	138,680	142,999	-3.0	29,472	30,340	-2.9
Timeshare only	117,454	119,595	-1.8	97,882	98,812	-0.9	19,572	20,783	-5.8
Cruise Ship	102,833	110,828	-7.2	80,927	84,151	-3.8	21,906	26,676	-17.9
Friends/Relatives	174,549	175,056	-0.3	159,447	154,429	3.2	15,101	20,628	-26.8
Bed & Breakfast	52,083	53,565	-2.8	39,008	39,653	-1.6	13,075	13,912	-6.0
Rental House	259,801	232,376	11.8	223,743	198,036	13.0	36,058	34,341	5.0
Hostel	19,744	24,793	-20.4	14,212	14,531	-2.2	5,532	10,262	-46.1
Camp Site, Beach	15,869	18,709	-15.2	13,054	15,001	-13.0	2,815	3,709	-24.1
Private Room in Private Home**	48,145	44,026	9.4	30,760	27,501	11.9	17,385	16,524	5.2
Shared Room/Space in Private Home**	13,372	12,683	5.4	10,631	8,705	22.1	2,741	3,978	-31.1
Other	33,444	31,883	4.9	31,435	28,545	10.1	2,009	3,338	-39.8
PURPOSE OF TRIP									
Pleasure (Net)	1,481,989	1,537,801	-3.6	1,099,657	1,108,173	-0.8	382,332	429,628	-11.0
Honeymoon/Get Married	79,664	94,897	-16.1	46,393	51,282	-9.5	33,271	43,616	-23.7
Honeymoon	70,980	85,199	-16.7	39,766	45,024	-11.7	31,214	40,175	-22.3
Get Married	15,202	15,517	-2.0	9,617	9,263	3.8	5,585	6,254	-10.7
Pleasure/Vacation	1,413,287	1,454,269	-2.8	1,062,061	1,066,113	-0.4	351,226	388,156	-9.5
Mtgs/Conventions/Incentive	79,172	91,850	-13.8	61,656	68,390	-9.8	17,516	23,461	-25.3
Conventions	45,095	57,511	-21.6	36,945	45,510	-18.8	8,150	12,001	-32.1
Corporate Meetings	14,344	15,662	-8.4	13,278	13,645	-2.7	1,065	2,017	-47.2
Incentive	22,993	21,912	4.9	14,482	11,881	21.9	8,512	10,030	-15.1

Table 62. Hawai'i Island Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

HAWAI'I ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Other Business	47,435	48,290	-1.8	43,567	43,075	1.1	3,868	5,214	-25.8
Visit Friends/Rel.	144,955	144,053	0.6	132,675	128,385	3.3	12,280	15,668	-21.6
Gov't/Military	5,914	5,436	8.8	5,903	4,919	20.0	10	518	-98.0
Attend School	5,487	6,583	-16.7	4,100	4,027	1.8	1,387	2,556	-45.7
Sport Events	21,027	20,195	4.1	17,438	16,836	3.6	3,589	3,359	6.8
Other	56,462	55,829	1.1	41,999	39,646	5.9	14,463	16,183	-10.6
TRAVEL STATUS									
% First Timers ***	33.8	35.9	-2.0	30.9	31.8	-0.9	42.9	47.0	-4.1
% Repeaters ***	66.2	64.1	2.0	69.1	68.2	0.9	57.1	53.0	4.1
Average # of Trips	5.16	4.96	4.1	5.64	5.53	2.0	3.66	3.40	7.7
Group Tour	88,755	102,905	-13.8	50,201	51,460	-2.4	38,554	51,444	-25.1
Non-Group	1,617,463	1,664,240	-2.8	1,240,908	1,241,264	0.0	376,555	422,976	-11.0
Package Trip	380,012	448,349	-15.2	226,627	248,588	-8.8	153,385	199,762	-23.2
No Package	1,326,206	1,318,795	0.6	1,064,483	1,044,136	1.9	261,723	274,659	-4.7
Net True Independent	1,298,493	1,292,545	0.5	1,045,964	1,025,751	2.0	252,529	266,794	-5.3
Avg. Age	48	48	-0.2	48	48	-0.4	47	47	0.0
Avg. Party Size	2.17	2.17	-0.2	2.08	2.07	0.2	2.50	2.49	0.4

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 63. Hilo Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
VISITOR DAYS	2,495,205	2,693,565	-7.4	2,074,168	2,177,026	-4.7	421,037	516,538	-18.5
VISITOR ARRIVALS	601,160	661,226	-9.1	424,720	450,722	-5.8	176,440	210,504	-16.2
AVERAGE DAILY CENSUS	6,836	7,380	-7.4	5,683	5,964	-4.7	1,154	1,415	-18.5
TOTAL AIR SEATS	54,295	48,180	12.7	54,295	48,180	12.7	0	0	0.0
ISLANDS VISITED									
O'ahu	330,991	387,523	-14.6	187,442	212,995	-12.0	143,549	174,529	-17.8
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	160,706	177,452	-9.4	116,432	124,817	-6.7	44,274	52,635	-15.9
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	210,938	235,906	-10.6	147,353	159,332	-7.5	63,584	76,575	-17.0
Maui	207,786	232,455	-10.6	145,373	157,191	-7.5	62,413	75,264	-17.1
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	16,207	17,821	-9.1	8,015	9,054	-11.5	8,192	8,767	-6.6
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	17,256	17,892	-3.6	8,211	8,963	-8.4	9,045	8,929	1.3
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	601,160	661,226	-9.1	424,720	450,722	-5.8	176,440	210,504	-16.2
Kona side	383,642	405,272	-5.3	268,423	280,657	-4.4	115,218	124,615	-7.5
Hilo side	601,160	661,226	-9.1	424,720	450,722	-5.8	176,440	210,504	-16.2
Hawai'i Island only	218,037	217,062	0.4	192,953	188,567	2.3	25,084	28,495	-12.0
Any Neighbor Island	601,160	661,226	-9.1	424,720	450,722	-5.8	176,440	210,504	-16.2
NI only									
Oahu & NI	330,991	387,523	-14.6	187,442	212,995	-12.0	143,549	174,529	-17.8
Any one island only	218,037	217,062	0.4	192,953	188,567	2.3	25,084	28,495	-12.0
Multiple Islands	383,123	444,165	-13.7	231,767	262,155	-11.6	151,356	182,009	-16.8
Avg. Islands Visited	2.22	2.26	-1.8	2.10	2.14	-2.0	2.52	2.52	-0.2
Average Length of Stay in Hilo	4.15	4.07	1.9	4.88	4.83	1.1	2.39	2.45	-2.8
ACCOMMODATIONS									
Plan to stay in Hotel	370,220	423,341	-12.5	236,134	263,805	-10.5	134,086	159,536	-16.0
Hotel only	198,779	231,075	-14.0	113,897	129,864	-12.3	84,882	101,211	-16.1
Plan to stay in Condo	84,050	90,197	-6.8	50,283	55,030	-8.6	33,767	35,167	-4.0
Condo only	35,183	37,132	-5.3	22,574	24,004	-6.0	12,608	13,128	-4.0
Plan to stay in Timeshare	32,083	36,847	-12.9	25,304	28,777	-12.1	6,779	8,070	-16.0
Timeshare only	17,766	20,033	-11.3	14,014	15,223	-7.9	3,752	4,809	-22.0
Cruise Ship	93,492	103,014	-9.2	73,006	77,727	-6.1	20,487	25,287	-19.0
Friends/Relatives	71,643	76,742	-6.6	64,989	67,049	-3.1	6,653	9,693	-31.4
Bed & Breakfast	30,523	35,777	-14.7	23,493	24,803	-5.3	7,030	10,974	-35.9
Rental House	101,731	100,629	1.1	82,712	80,868	2.3	19,019	19,761	-3.8
Hostel	11,541	15,643	-26.2	7,618	7,774	-2.0	3,923	7,869	-50.1
Camp Site, Beach	8,880	11,020	-19.4	7,096	8,386	-15.4	1,784	2,634	-32.3
Private Room in Private Home**	25,854	24,912	3.8	14,253	12,966	9.9	11,602	11,947	-2.9
Shared Room/Space in Private Home**	6,641	6,128	8.4	4,825	4,035	19.6	1,815	2,093	-13.3
Other	13,869	14,626	-5.2	13,127	12,294	6.8	742	2,332	-68.2
PURPOSE OF TRIP									
Pleasure (Net)	519,294	575,436	-9.8	356,761	385,434	-7.4	162,533	190,002	-14.5
Honeymoon/Get Married	30,757	36,615	-16.0	18,059	20,826	-13.3	12,698	15,789	-19.6
Honeymoon	27,854	33,452	-16.7	16,092	18,780	-14.3	11,763	14,672	-19.8
Get Married	5,260	5,175	1.6	3,136	3,269	-4.1	2,125	1,906	11.5
Pleasure/Vacation	492,971	543,619	-9.3	342,156	368,471	-7.1	150,815	175,147	-13.9
Mtgs/Conventions/Incentive	20,385	25,268	-19.3	14,003	15,592	-10.2	6,382	9,676	-34.0
Conventions	12,997	14,196	-8.4	9,412	11,208	-16.0	3,585	2,989	20.0
Corporate Meetings	3,077	3,407	-9.7	2,700	2,914	-7.4	377	493	-23.4
Incentive	4,889	8,399	-41.8	2,435	2,010	21.1	2,454	6,389	-61.6

Table 63. Hilo Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Other Business	19,251	18,282	5.3	16,918	16,460	2.8	2,333	1,822	28.1
Visit Friends/Rel.	62,770	65,267	-3.8	56,461	57,205	-1.3	6,309	8,062	-21.7
Gov't/Military	3,279	3,021	8.5	3,279	2,763	18.7	0	259	-100.0
Attend School	2,740	3,892	-29.6	1,727	1,805	-4.3	1,013	2,086	-51.5
Sport Events	5,391	4,838	11.4	3,808	3,360	13.3	1,583	1,478	7.1
Other	22,665	24,869	-8.9	17,091	16,546	3.3	5,573	8,323	-33.0
TRAVEL STATUS									
% First Timers ***	43.6	45.6	-1.9	39.9	40.6	-0.7	52.5	56.1	-3.6
% Repeaters ***	56.4	54.4	1.9	60.1	59.4	0.7	47.5	43.9	3.6
Average # of Trips	4.07	3.91	4.0	4.51	4.42	2.0	3.02	2.83	6.7
Group Tour	40,297	49,334	-18.3	24,351	25,250	-3.6	15,946	24,084	-33.8
Non-Group	560,862	611,892	-8.3	400,368	425,472	-5.9	160,494	186,420	-13.9
Package Trip	145,875	185,368	-21.3	85,718	97,467	-12.1	60,156	87,901	-31.6
No Package	455,285	475,859	-4.3	339,001	353,255	-4.0	116,284	122,604	-5.2
Net True Independent	443,499	464,430	-4.5	330,456	344,998	-4.2	113,043	119,432	-5.3
Avg. Age	47	47	-0.3	48	48	-0.3	46	46	-0.7
Avg. Party Size	2.19	2.18	0.0	2.11	2.10	0.0	2.51	2.47	1.9

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 64. Kona Visitor Characteristics (Arrivals by Air)
2018 vs. 2017R

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
VISITOR DAYS	10,288,455	10,271,454	0.2	8,681,897	8,531,648	1.8	1,606,557	1,739,806	-7.7
VISITOR ARRIVALS	1,488,700	1,511,189	-1.5	1,134,813	1,122,658	1.1	353,887	388,531	-8.9
AVERAGE DAILY CENSUS	28,188	28,141	0.2	23,786	23,374	1.8	4,402	4,767	-7.7
TOTAL AIR SEATS	1,280,769	984,420	30.1	1,122,185	882,408	27.2	158,584	102,012	55.5
ISLANDS VISITED									
O'ahu	525,086	595,136	-11.8	292,562	323,036	-9.4	232,524	272,100	-14.5
O'ahu only	0	0	0.0	0	0	0.0	0	0	0.0
Kaua'i	224,998	236,956	-5.0	170,398	176,612	-3.5	54,600	60,344	-9.5
Kaua'i only	0	0	0.0	0	0	0.0	0	0	0.0
Maui County	312,707	340,497	-8.2	232,579	244,898	-5.0	80,128	95,599	-16.2
Maui	305,439	333,399	-8.4	227,091	239,664	-5.2	78,348	93,735	-16.4
Maui only	0	0	0.0	0	0	0.0	0	0	0.0
Moloka'i *	19,723	21,228	-7.1	10,559	11,695	-9.7	9,164	9,533	-3.9
Moloka'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Lāna'i *	22,762	23,877	-4.7	12,113	12,958	-6.5	10,649	10,919	-2.5
Lāna'i only *	0	0	0.0	0	0	0.0	0	0	0.0
Hawai'i Island	1,488,700	1,511,189	-1.5	1,134,813	1,122,658	1.1	353,887	388,531	-8.9
Kona side	1,488,700	1,511,189	-1.5	1,134,813	1,122,658	1.1	353,887	388,531	-8.9
Hilo side	383,642	405,272	-5.3	268,423	280,657	-4.4	115,218	124,615	-7.5
Hawai'i Island only	822,853	773,060	6.4	719,075	672,930	6.9	103,777	100,130	3.6
Any Neighbor Island	1,488,700	1,511,189	-1.5	1,134,813	1,122,658	1.1	353,887	388,531	-8.9
NI only									
Oahu & NI	525,086	595,136	-11.8	292,562	323,036	-9.4	232,524	272,100	-14.5
Any one island only	822,853	773,060	6.4	719,075	672,930	6.9	103,777	100,130	3.6
Multiple Islands	665,847	738,129	-9.8	415,737	449,728	-7.6	250,109	288,401	-13.3
Avg. Islands Visited	1.74	1.80	-3.5	1.63	1.68	-3.1	2.09	2.15	-2.8
Average Length of Stay in Kona	6.91	6.80	1.7	7.65	7.60	0.7	4.54	4.48	1.4
ACCOMMODATIONS									
Plan to stay in Hotel	827,490	884,153	-6.4	574,739	604,918	-5.0	252,751	279,236	-9.5
Hotel only	563,650	609,704	-7.6	383,871	404,863	-5.2	179,779	204,841	-12.2
Plan to stay in Condo	278,942	278,729	0.1	201,360	201,217	0.1	77,582	77,512	0.1
Condo only	175,128	172,421	1.6	136,504	133,051	2.6	38,624	39,370	-1.9
Plan to stay in Timeshare	159,036	161,915	-1.8	131,079	134,042	-2.2	27,956	27,873	0.3
Timeshare only	112,071	112,969	-0.8	93,573	93,923	-0.4	18,498	19,046	-2.9
Cruise Ship	96,953	104,179	-6.9	76,109	79,227	-3.9	20,845	24,951	-16.5
Friends/Relatives	137,758	135,509	1.7	125,470	118,669	5.7	12,288	16,840	-27.0
Bed & Breakfast	43,394	44,051	-1.5	31,972	32,152	-0.6	11,422	11,899	-4.0
Rental House	224,037	196,588	14.0	194,105	168,113	15.5	29,932	28,475	5.1
Hostel	16,323	19,236	-15.1	11,427	11,433	-0.1	4,896	7,803	-37.3
Camp Site, Beach	13,176	15,650	-15.8	10,893	12,070	-9.8	2,284	3,579	-36.2
Private Room in Private Home**	39,966	36,110	10.7	25,908	22,692	14.2	14,058	13,418	4.8
Shared Room/Space in Private Home**	11,296	10,120	11.6	8,947	7,107	25.9	2,349	3,013	-22.0
Other	27,376	24,784	10.5	25,515	22,658	12.6	1,861	2,126	-12.5
PURPOSE OF TRIP									
Pleasure (Net)	1,311,092	1,333,010	-1.6	983,680	976,459	0.7	327,412	356,552	-8.2
Honeymoon/Get Married	69,596	81,227	-14.3	40,730	44,169	-7.8	28,866	37,058	-22.1
Honeymoon	62,007	72,785	-14.8	34,791	38,738	-10.2	27,216	34,048	-20.1
Get Married	13,321	13,337	-0.1	8,564	8,082	6.0	4,758	5,255	-9.5
Pleasure/Vacation	1,251,260	1,261,527	-0.8	950,751	940,314	1.1	300,509	321,213	-6.4
Mtgs/Conventions/Incentive	70,356	79,179	-11.1	55,403	61,418	-9.8	14,954	17,760	-15.8
Conventions	39,911	51,548	-22.6	32,866	40,582	-19.0	7,045	10,965	-35.8
Corporate Meetings	12,830	14,107	-9.1	11,893	12,200	-2.5	937	1,907	-50.8
Incentive	20,671	16,488	25.4	13,516	11,036	22.5	7,155	5,452	31.2

Table 64. Kona Visitor Characteristics (Arrivals by Air) continued
2018 vs. 2017R

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2018	2017R	% Change	2018	2017	% Change	2018	2017R	% Change
Other Business	36,005	38,122	-5.6	33,721	33,900	-0.5	2,283	4,222	-45.9
Visit Friends/Rel.	113,544	109,159	4.0	103,190	97,925	5.4	10,355	11,234	-7.8
Gov't/Military	3,571	3,389	5.4	3,561	3,130	13.8	10	259	-96.0
Attend School	3,967	4,243	-6.5	3,122	3,085	1.2	845	1,158	-27.1
Sport Events	17,884	17,602	1.6	15,462	15,125	2.2	2,422	2,476	-2.2
Other	45,782	43,647	4.9	34,366	32,382	6.1	11,416	11,266	1.3
TRAVEL STATUS									
% First Timers ***	32.8	34.6	-1.8	30.1	30.9	-0.7	41.4	45.5	-4.1
% Repeaters ***	67.2	65.4	1.8	69.9	69.1	0.7	58.6	54.5	4.1
Average # of Trips	5.24	5.06	3.5	5.70	5.60	1.7	3.75	3.48	7.7
Group Tour	74,330	81,804	-9.1	43,859	44,598	-1.7	30,471	37,206	-18.1
Non-Group	1,414,370	1,429,385	-1.1	1,090,954	1,078,060	1.2	323,416	351,325	-7.9
Package Trip	328,275	378,037	-13.2	201,763	218,951	-7.9	126,512	159,086	-20.5
No Package	1,160,424	1,133,153	2.4	933,050	903,707	3.2	227,375	229,445	-0.9
Net True Independent	1,137,138	1,111,127	2.3	917,133	887,793	3.3	220,004	223,334	-1.5
Avg. Age	48	48	-0.3	48	48	-0.5	47	47	0.0
Avg. Party Size	2.13	2.15	-0.6	2.00	2.01	-0.5	2.53	2.49	1.4

R = 2017 data were revised from the 2017 Annual Visitor Research Report.
* 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.

Table 65. Visitor Days by Island and MMA (Arrivals by Air)
2018

2018	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	12,804,494	8,812,145	7,883,975	2,081,394	245,972	151,494	234,804	59,728	106,634	798,632	2,603,238	741,054	3,344,292
Maui	12,246,558	6,253,524	196,341	2,928,721	119,380	59,176	182,846	43,674	81,620	486,696	254,509	57,579	312,088
Moloka'i	150,485	78,672	2,362	18,533	1,195	2,678	4,646	376	1,789	10,683	4,655	805	5,459
Lāna'i	119,563	91,797	3,072	15,042	1,639	479	1,360	338	853	4,669	5,631	847	6,477
Kaua'i	5,902,011	2,892,794	61,543	794,190	48,597	33,727	89,437	12,482	41,554	225,797	106,755	16,064	122,819
Hawai'i Island	6,253,904	3,424,636	745,455	905,612	80,423	55,510	164,617	16,321	59,029	375,901	185,548	37,464	223,012
…Hilo	1,080,984	786,446	98,912	131,001	18,553	15,404	46,005	4,407	17,647	102,016	50,704	11,813	62,516
…Kona	5,172,920	2,638,190	646,543	774,611	61,870	40,106	118,612	11,914	41,383	273,886	134,845	25,651	160,496
STATE	37,477,016	21,553,568	8,892,748	6,743,492	497,207	303,063	677,710	132,919	291,480	1,902,379	3,160,336	853,811	4,014,147
DOMESTIC													
O'ahu	12,284,195	8,164,195	48,029	481,965	177,954	76,497	182,030	49,132	86,453	572,066	257,454	57,308	314,762
Maui	12,147,643	6,152,919	4,660	515,413	104,024	43,109	159,267	38,663	72,789	417,852	32,322	8,984	41,305
Moloka'i	148,241	76,492	114	5,990	1,195	824	3,631	376	1,789	7,814	294	131	426
Lāna'i	117,153	87,134	165	3,424	1,639	479	1,215	338	764	4,434	320	160	481
Kaua'i	5,852,201	2,845,071	2,381	240,346	40,851	22,406	79,934	11,706	34,825	189,722	10,972	3,523	14,495
Hawai'i Island	6,175,645	3,351,080	7,619	407,047	69,525	42,582	146,527	16,321	52,243	327,198	17,932	6,381	24,312
…Hilo	1,057,290	758,522	1,837	60,188	15,912	10,892	40,645	4,407	15,572	87,428	4,173	2,016	6,189
…Kona	5,118,355	2,592,558	5,781	346,859	53,613	31,690	105,882	11,914	36,671	239,771	13,759	4,364	18,123
STATE	36,725,079	20,676,890	62,967	1,654,185	395,188	185,896	572,604	116,536	248,863	1,519,087	319,293	76,487	395,781
INTERNATIONAL													
O'ahu	520,299	647,950	7,835,946	1,599,429	68,018	74,996	52,773	10,597	20,180	226,565	2,345,784	683,745	3,029,530
Maui	98,915	100,605	191,681	2,413,308	15,356	16,067	23,579	5,011	8,831	68,844	222,187	48,595	270,782
Moloka'i	2,245	2,180	2,249	12,544	0	1,854	1,015	0	0	2,869	4,360	673	5,033
Lāna'i	2,410	4,664	2,907	11,618	0	0	145	0	90	235	5,311	686	5,997
Kaua'i	49,809	47,723	59,161	553,845	7,746	11,322	9,502	775	6,730	36,075	95,783	12,541	108,324
Hawai'i Island	78,259	73,557	737,836	498,565	10,898	12,928	18,090	0	6,786	48,703	167,617	31,083	198,700
…Hilo	23,694	27,924	97,074	70,813	2,641	4,512	5,360	0	2,074	14,588	46,531	9,797	56,327
…Kona	54,565	45,632	640,762	427,752	8,257	8,416	12,730	0	4,712	34,115	121,086	21,287	142,373
STATE	751,937	876,678	8,829,781	5,089,307	102,019	117,167	105,106	16,383	42,617	383,292	2,841,043	777,324	3,618,367

Table 65. Visitor Days by Island and MMA (Arrivals by Air) continued
2018

2018	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
O'ahu	689,797	31,011	1,470,511	39,636	124,580	2,355,535	35,833	73,737	45,829	155,399	2,242,846	40,478,710
Maui	96,434	5,884	100,856	7,956	14,097	225,228	27,789	26,346	20,758	74,893	808,632	23,532,681
Moloka'i	1,895	115	1,087	62	269	3,428	116	248	338	702	14,282	284,608
Lāna'i	1,776	120	1,070	93	794	3,853	123	293	533	949	10,566	255,989
Kaua'i	13,000	2,082	26,896	3,977	2,459	48,413	3,941	9,444	6,387	19,772	321,613	10,388,952
Hawai'i Island	143,877	5,617	98,521	5,700	20,021	273,736	9,105	17,198	17,835	44,138	537,265	12,783,660
…Hilo	49,652	1,634	29,975	2,359	9,118	92,739	2,056	3,146	3,580	8,781	131,811	2,495,205
…Kona	94,225	3,983	68,546	3,341	10,903	180,997	7,049	14,052	14,255	35,357	405,455	10,288,455
STATE	946,780	44,828	1,698,940	57,424	162,220	2,910,193	76,908	127,266	91,680	295,854	3,935,203	87,724,599
DOMESTIC												
O'ahu	103,705	9,210	32,863	5,295	7,721	158,795	31,385	60,581	39,855	131,821	935,570	23,091,398
Maui	17,625	3,480	5,299	1,900	2,302	30,605	27,228	25,873	20,515	73,617	598,459	19,982,474
Moloka'i	422	115	117	62	173	888	116	248	338	702	8,762	249,429
Lāna'i	290	51	166	10	337	855	123	293	533	949	6,827	221,423
Kaua'i	4,286	1,848	2,009	768	812	9,723	3,763	7,855	6,387	18,004	260,163	9,432,106
Hawai'i Island	22,994	2,593	5,462	1,867	2,473	35,388	8,927	15,682	17,835	42,443	385,333	10,756,066
…Hilo	8,937	1,199	853	368	962	12,319	2,056	2,988	3,580	8,624	81,772	2,074,168
…Kona	14,057	1,394	4,609	1,499	1,510	23,070	6,870	12,694	14,255	33,819	303,560	8,681,897
STATE	149,323	17,297	45,916	9,901	13,818	236,254	71,542	110,532	85,464	267,538	2,195,114	63,732,896
INTERNATIONAL												
O'ahu	586,092	21,800	1,437,648	34,342	116,859	2,196,740	4,448	13,156	5,974	23,578	1,307,276	17,387,312
Maui	78,810	2,404	95,557	6,056	11,795	194,623	561	472	243	1,276	210,173	3,550,207
Moloka'i	1,473	0	970	0	96	2,540	0	0	0	0	5,519	35,179
Lāna'i	1,486	69	904	83	456	2,998	0	0	0	0	3,738	34,566
Kaua'i	8,714	234	24,886	3,209	1,647	38,690	178	1,589	0	1,767	61,450	956,845
Hawai'i Island	120,883	3,024	93,059	3,833	17,548	238,347	178	1,516	0	1,695	151,933	2,027,594
…Hilo	40,715	435	29,122	1,992	8,156	80,420	0	157	0	157	50,039	421,037
…Kona	80,168	2,589	63,937	1,841	9,392	157,927	178	1,359	0	1,537	101,894	1,606,557
STATE	797,457	27,531	1,653,024	47,523	148,403	2,673,938	5,366	16,733	6,216	28,316	1,740,089	23,991,703

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

2017R	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	11,734,458	8,220,278	8,102,517	1,885,682	252,983	123,940	220,681	53,284	97,074	747,962	2,551,886	573,795	3,125,681
Maui	11,378,329	5,903,154	188,872	2,874,915	128,669	58,934	176,322	41,938	80,127	485,990	270,811	63,985	334,796
Moloka'i	145,427	72,151	3,651	22,141	928	3,615	3,940	432	1,982	10,896	6,911	642	7,553
Lāna'i	111,776	66,417	4,886	12,864	1,379	417	1,012	108	641	3,555	6,406	1,058	7,464
Kaua'i	5,506,485	2,708,898	60,457	655,077	43,021	26,087	86,828	12,894	40,733	209,564	118,414	16,498	134,912
Hawai'i Island	6,154,519	3,524,406	722,206	1,018,009	102,146	63,666	150,857	20,281	68,104	405,054	217,412	42,984	260,396
...Hilo	1,107,778	858,167	112,081	149,343	26,915	18,941	47,444	5,312	21,077	119,689	64,740	11,750	76,490
...Kona	5,046,742	2,666,238	610,125	868,666	75,231	44,726	103,413	14,968	47,027	285,365	152,672	31,234	183,906
STATE	35,030,994	20,495,303	9,082,588	6,468,689	529,126	276,658	639,640	128,936	288,661	1,863,021	3,171,841	698,962	3,870,803
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
Moloka'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
Hawai'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	536,257	688,083	8,056,695	1,447,226	66,599	60,721	55,540	8,785	8,791	200,436	2,285,848	514,614	2,800,461
Maui	136,824	159,944	183,420	2,333,669	18,636	23,353	31,088	3,883	8,416	85,376	236,911	55,019	291,930
Moloka'i	6,752	792	3,580	15,479	0	2,904	0	0	0	2,904	6,488	495	6,983
Lāna'i	0	970	4,817	9,100	93	0	116	0	0	209	6,120	997	7,117
Kaua'i	27,921	56,242	58,098	419,437	4,292	8,874	13,915	1,448	3,397	31,926	106,641	13,722	120,363
Hawai'i Island	110,754	125,627	716,561	593,074	17,869	20,708	15,598	2,615	8,901	65,691	196,178	36,136	232,314
...Hilo	21,684	50,110	110,942	86,114	6,632	6,142	6,653	790	2,357	22,574	59,140	9,935	69,075
...Kona	89,070	75,517	605,619	506,960	11,237	14,566	8,945	1,825	6,544	43,117	137,038	26,201	163,239
STATE	818,508	1,031,658	9,023,173	4,817,984	107,489	116,561	116,257	16,731	29,504	386,543	2,838,186	620,982	3,459,168

R = 2017 data was revised from the 2017 Annual Visitor Research Report.

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

2017R	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
O'ahu	801,932	26,568	1,739,332	22,904	125,514	2,716,250	31,727	68,306	38,098	138,131	1,676,795	38,347,754
Maui	97,828	4,867	136,994	5,129	11,277	256,096	28,395	25,710	21,988	76,092	657,316	22,155,561
Moloka'i	1,109	44	1,809	0	34	2,997	970	346	280	1,596	12,962	279,374
Lāna'i	1,231	45	1,453	347	64	3,140	232	202	753	1,187	7,444	218,733
Kaua'i	14,232	2,178	28,323	3,484	3,475	51,692	4,149	7,631	6,216	17,996	296,596	9,641,677
Hawai'i Island	167,985	5,001	107,222	8,447	21,065	309,719	7,160	21,830	16,820	45,810	524,900	12,965,019
…Hilo	53,859	1,680	36,299	2,958	9,747	104,544	2,042	3,967	4,685	10,695	154,779	2,693,565
…Kona	114,126	3,320	70,923	5,488	11,318	205,175	5,118	17,863	12,135	35,116	370,121	10,271,454
STATE	1,084,318	38,703	2,015,132	40,311	161,429	3,339,894	72,633	124,025	84,155	280,813	3,176,012	83,608,118
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
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
Moloka'i	533	44	12	0	12	601	947	346	195	1,488	8,398	235,815
Lāna'i	333	45	83	226	33	720	209	202	668	1,079	5,949	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
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
…Hilo	11,315	890	1,310	484	627	14,625	2,042	3,606	4,685	10,333	89,020	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
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
INTERNATIONAL												
O'ahu	667,396	17,445	1,701,262	17,627	117,834	2,521,563	2,142	7,867	2,967	12,976	762,748	17,026,445
Maui	75,045	1,508	131,132	2,575	9,300	219,562	412	0	904	1,316	81,044	3,493,085
Moloka'i	576	0	1,797	0	22	2,396	23	0	85	108	4,564	43,559
Lāna'i	898	0	1,370	121	31	2,420	23	0	85	108	1,495	26,237
Kaua'i	8,694	451	26,167	2,597	2,782	40,691	0	844	0	844	47,390	802,911
Hawai'i Island	137,853	1,956	100,243	6,506	19,224	265,783	0	2,356	0	2,356	144,184	2,256,344
…Hilo	42,544	791	34,989	2,475	9,120	89,919	0	362	0	362	65,759	516,538
…Kona	95,309	1,166	65,254	4,032	10,104	175,864	0	1,994	0	1,994	78,425	1,739,806
STATE	890,463	21,360	1,961,972	29,426	149,193	3,052,415	2,600	11,068	4,042	17,709	1,041,425	23,648,582

R = 2017 data was revised from the 2017 Annual Visitor Research Report.

Table 66. Visitor Days Growth by Island and MMA (Arrivals by Air)
% change 2018 vs. 2017R

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	9.1	7.2	-2.7	10.4	-2.8	22.2	6.4	12.1	9.8	6.8	2.0	29.1	7.0
Maui	7.6	5.9	4.0	1.9	-7.2	0.4	3.7	4.1	1.9	0.1	-6.0	-10.0	-6.8
Moloka'i	3.5	9.0	-35.3	-16.3	28.8	-25.9	17.9	-12.9	-9.7	-2.0	-32.6	25.3	-27.7
Lāna'i	7.0	38.2	-37.1	16.9	18.9	14.9	34.4	214.0	33.2	31.3	-12.1	-20.0	-13.2
Kaua'i	7.2	6.8	1.8	21.2	13.0	29.3	3.0	-3.2	2.0	7.7	-9.8	-2.6	-9.0
Hawai'i Island	1.6	-2.8	3.2	-11.0	-21.3	-12.8	9.1	-19.5	-13.3	-7.2	-14.7	-12.8	-14.4
…Hilo	-2.4	-8.4	-11.7	-12.3	-31.1	-18.7	-3.0	-17.0	-16.3	-14.8	-21.7	0.5	-18.3
…Kona	2.5	-1.1	6.0	-10.8	-17.8	-10.3	14.7	-20.4	-12.0	-4.0	-11.7	-17.9	-12.7
STATE	7.0	5.2	-2.1	4.2	-6.0	9.5	6.0	3.1	1.0	2.1	-0.4	22.2	3.7
DOMESTIC													
O'ahu	9.7	8.4	4.8	9.9	-4.5	21.0	10.2	10.4	-2.1	4.5	-3.2	-3.2	-3.2
Maui	8.1	7.1	-14.5	-4.8	-5.5	21.2	9.7	1.6	1.5	4.3	-4.7	0.2	-3.6
Moloka'i	6.9	7.2	61.7	-10.1	28.8	15.9	-7.9	-12.9	-9.7	-2.2	-30.4	-10.9	-25.4
Lāna'i	4.8	33.1	141.6	-9.0	27.5	14.9	35.6	214.0	19.2	32.5	12.0	161.5	38.3
Kaua'i	6.8	7.3	0.9	2.0	5.5	30.2	9.6	2.3	-6.7	6.8	-6.8	26.9	-0.4
Hawai'i Island	2.2	-1.4	35.0	-4.2	-17.5	-0.9	8.3	-7.6	-11.8	-3.6	-15.6	-6.8	-13.4
…Hilo	-2.7	-6.1	61.4	-4.8	-21.6	-14.9	-0.4	-2.5	-16.8	-10.0	-25.5	11.1	-16.5
…Kona	3.2	0.1	28.3	-4.1	-16.2	5.1	12.1	-9.3	-9.4	-1.0	-12.0	-13.3	-12.3
STATE	7.3	6.2	6.0	0.2	-6.3	16.1	9.4	3.9	-4.0	2.9	-4.3	-1.9	-3.9
INTERNATIONAL													
O'ahu	-3.0	-5.8	-2.7	10.5	2.1	23.5	-5.0	20.6	129.6	13.0	2.6	32.9	8.2
Maui	-27.7	-37.1	4.5	3.4	-17.6	-31.2	-24.2	29.0	4.9	-19.4	-6.2	-11.7	-7.2
Moloka'i	-66.8	175.1	-37.2	-19.0	NA	-36.2	NA	NA	NA	-1.2	-32.8	36.1	-27.9
Lāna'i	NA	380.8	-39.7	27.7	-100.0	NA	25.7	NA	NA	12.4	-13.2	-31.1	-15.7
Kaua'i	78.4	-15.1	1.8	32.0	80.5	27.6	-31.7	-46.4	98.1	13.0	-10.2	-8.6	-10.0
Hawai'i Island	-29.3	-41.4	3.0	-15.9	-39.0	-37.6	16.0	-100.0	-23.8	-25.9	-14.6	-14.0	-14.5
…Hilo	9.3	-44.3	-12.5	-17.8	-60.2	-26.5	-19.4	-100.0	-12.0	-35.4	-21.3	-1.4	-18.5
…Kona	-38.7	-39.6	5.8	-15.6	-26.5	-42.2	42.3	-100.0	-28.0	-20.9	-11.6	-18.8	-12.8
STATE	-8.1	-15.0	-2.1	5.6	-5.1	0.5	-9.6	-2.1	44.4	-0.8	0.1	25.2	4.6

NA = Not Applicable

Table 66. Visitor Days Growth by Island and MMA (Arrivals by Air) continued
% change 2018 vs. 2017R

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA-PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
O'ahu	-14.0	16.7	-15.5	73.1	-0.7	-13.3	12.9	8.0	20.3	12.5	33.8	5.6
Maui	-1.4	20.9	-26.4	55.1	25.0	-12.1	-2.1	2.5	-5.6	-1.6	23.0	6.2
Moloka'i	70.8	160.4	-39.9	NA	690.1	14.4	-88.0	-28.3	20.6	-56.0	10.2	1.9
Lāna'i	44.3	166.3	-26.3	-73.2	1139.1	22.7	-47.0	45.2	-29.1	-20.0	41.9	17.0
Kaua'i	-8.7	-4.4	-5.0	14.1	-29.2	-6.3	-5.0	23.7	2.7	9.9	8.4	7.8
Hawai'i Island	-14.4	12.3	-8.1	-32.5	-5.0	-11.6	27.2	-21.2	6.0	-3.7	2.4	-1.4
…Hilo	-7.8	-2.7	-17.4	-20.3	-6.4	-11.3	0.7	-20.7	-23.6	-17.9	-14.8	-7.4
…Kona	-17.4	19.9	-3.4	-39.1	-3.7	-11.8	37.7	-21.3	17.5	0.7	9.5	0.2
STATE	-12.7	15.8	-15.7	42.5	0.5	-12.9	5.9	2.6	8.9	5.4	23.9	4.9
DOMESTIC												
O'ahu	-22.9	1.0	-13.7	0.3	0.5	-18.4	6.1	0.2	13.4	5.3	2.4	8.3
Maui	-22.6	3.6	-9.6	-25.6	16.4	-16.2	-2.7	0.6	-2.7	-1.5	3.9	7.1
Moloka'i	-20.9	160.4	883.2	NA	1350.2	47.8	-87.7	-28.3	73.4	-52.8	4.3	5.8
Lāna'i	-12.8	12.4	100.9	-95.4	923.0	18.8	-41.3	45.2	-20.1	-12.0	14.8	15.0
Kaua'i	-22.6	6.9	-6.8	-13.5	17.2	-11.6	-9.3	15.7	2.7	5.0	4.4	6.7
Hawai'i Island	-23.7	-14.8	-21.7	-3.8	34.3	-19.5	24.7	-19.5	6.0	-2.3	1.2	0.4
…Hilo	-21.0	34.8	-34.9	-24.0	53.4	-15.8	0.7	-17.1	-23.6	-16.5	-8.1	-4.7
…Kona	-25.3	-35.3	-18.7	2.9	24.4	-21.3	34.2	-20.0	17.5	2.1	4.1	1.8
STATE	-23.0	-0.3	-13.6	-9.0	12.9	-17.8	2.2	-2.1	6.7	1.7	2.8	6.3
INTERNATIONAL												
O'ahu	-12.2	25.0	-15.5	94.8	-0.8	-12.9	107.7	67.2	101.3	81.7	71.4	2.1
Maui	5.0	59.4	-27.1	135.1	26.8	-11.4	36.1	NA	-73.2	-3.1	159.3	1.6
Moloka'i	155.6	NA	-46.0	NA	334.7	6.0	-100.0	NA	-100.0	-100.0	20.9	-19.2
Lāna'i	65.4	NA	-34.0	-31.7	1368.6	23.9	-100.0	NA	-100.0	-100.0	150.0	31.7
Kaua'i	0.2	-48.1	-4.9	23.6	-40.8	-4.9	NA	88.2	NA	109.3	29.7	19.2
Hawai'i Island	-12.3	54.6	-7.2	-41.1	-8.7	-10.3	NA	-35.7	NA	-28.1	5.4	-10.1
…Hilo	-4.3	-45.0	-16.8	-19.5	-10.6	-10.6	NA	-56.5	NA	-56.5	-23.9	-18.5
…Kona	-15.9	122.0	-2.0	-54.3	-7.0	-10.2	NA	-31.9	NA	-22.9	29.9	-7.7
STATE	-10.4	28.9	-15.7	61.5	-0.5	-12.4	106.4	51.2	53.8	59.9	67.1	1.5

NA = Not Applicable

Table 67. Visitor Arrivals by Island and MMA (Arrivals by Air)
2018

2018	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	1,795,039	1,248,855	1,399,307	233,478	33,318	21,373	32,124	8,347	12,222	107,384	317,783	89,121	406,904
Maui	1,477,805	799,275	48,450	279,940	15,577	8,333	23,347	5,867	9,071	62,194	57,255	12,289	69,544
Moloka'i	24,176	16,991	1,200	3,852	276	815	1,263	127	351	2,833	3,308	710	4,017
Lāna'i	28,258	27,226	1,763	6,004	389	179	519	97	285	1,470	4,355	726	5,081
Kaua'i	719,930	414,489	24,806	88,711	7,484	6,172	14,710	2,208	6,441	37,015	28,053	4,975	33,028
Hawai'i Island	729,244	454,472	176,499	93,454	10,987	7,834	20,293	2,295	7,489	48,899	43,175	8,395	51,570
…Hilo	210,066	182,666	45,601	32,684	4,430	4,117	10,196	1,036	3,759	23,538	24,827	5,184	30,011
…Kona	650,538	391,472	152,368	86,212	9,229	7,089	17,200	1,880	6,460	41,858	34,754	7,378	42,132
STATE	4,203,894	2,173,458	1,489,778	548,702	46,523	25,454	45,819	11,326	15,831	144,953	325,050	90,714	415,764
DOMESTIC													
O'ahu	1,701,179	1,142,210	7,640	61,251	24,657	10,276	25,506	6,794	10,073	77,306	42,149	9,879	52,027
Maui	1,458,807	776,273	684	52,327	13,267	5,326	19,504	5,046	7,883	51,026	4,847	1,276	6,123
Moloka'i	22,732	14,812	34	883	276	197	827	127	351	1,779	108	52	161
Lāna'i	26,849	22,845	55	1,026	389	179	374	97	196	1,235	113	40	153
Kaua'i	708,500	401,221	387	26,630	6,213	3,539	12,433	2,097	5,334	29,616	1,945	553	2,498
Hawai'i Island	714,161	436,726	1,074	39,028	9,162	5,311	17,168	2,295	6,431	40,367	2,800	813	3,613
…Hilo	199,944	170,481	305	12,622	3,544	2,514	8,216	1,036	3,317	18,626	1,127	303	1,430
…Kona	637,526	376,258	887	36,007	7,936	4,565	14,162	1,880	5,402	33,946	2,372	659	3,031
STATE	4,095,915	2,055,288	8,782	136,302	36,362	13,958	37,809	9,540	13,610	111,279	44,625	10,972	55,597
INTERNATIONAL													
O'ahu	93,861	106,644	1,391,667	172,227	8,662	11,096	6,617	1,554	2,149	30,078	275,634	79,243	354,877
Maui	18,998	23,002	47,766	227,612	2,309	3,008	3,843	821	1,188	11,168	52,408	11,012	63,421
Moloka'i	1,444	2,180	1,166	2,969	0	618	436	0	0	1,054	3,199	657	3,856
Lāna'i	1,409	4,381	1,708	4,978	0	0	145	0	90	235	4,242	686	4,928
Kaua'i	11,431	13,268	24,419	62,081	1,271	2,633	2,277	111	1,107	7,399	26,108	4,422	30,530
Hawai'i Island	15,083	17,745	175,425	54,426	1,825	2,524	3,125	0	1,058	8,532	40,375	7,582	47,957
…Hilo	10,122	12,186	45,296	20,062	886	1,603	1,981	0	443	4,912	23,700	4,881	28,581
…Kona	13,011	15,214	151,481	50,204	1,293	2,524	3,038	0	1,058	7,912	32,382	6,719	39,101
STATE	107,979	118,170	1,480,996	412,400	10,161	11,496	8,010	1,786	2,221	33,674	280,425	79,742	360,167

Table 67. Visitor Arrivals by Island and MMA (Arrivals by Air) continued
2018

2018	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
O'ahu	119,837	4,156	222,760	5,675	16,883	369,312	5,322	9,116	7,047	21,485	280,593	5,862,358
Maui	26,654	1,139	31,753	1,529	3,603	64,679	2,995	3,221	3,357	9,572	103,453	2,914,912
Moloka'i	1,173	19	788	5	113	2,099	49	74	83	206	3,512	58,885
Lāna'i	836	32	664	87	277	1,896	51	77	109	238	3,074	75,010
Kaua'i	3,997	272	9,165	740	653	14,827	736	1,849	1,300	3,885	52,608	1,389,300
Hawai'i Island	40,966	1,096	24,279	1,298	4,688	72,328	1,178	2,269	2,617	6,064	73,689	1,706,218
…Hilo	22,007	354	13,517	812	3,015	39,706	486	825	1,083	2,395	34,492	601,160
…Kona	31,174	877	19,413	885	3,485	55,834	949	1,951	2,281	5,181	63,106	1,488,700
STATE	123,246	4,801	228,350	6,006	17,523	379,925	6,814	10,847	10,116	27,778	377,196	9,761,448
DOMESTIC												
O'ahu	22,937	1,194	5,399	864	1,183	31,577	4,659	7,502	5,983	18,144	126,405	3,217,740
Maui	3,402	492	841	282	375	5,391	2,854	3,063	3,114	9,032	73,190	2,432,854
Moloka'i	145	19	28	5	17	215	49	74	83	206	1,620	42,441
Lāna'i	126	18	18	4	74	241	51	77	109	238	1,669	54,310
Kaua'i	776	237	333	138	124	1,608	647	1,236	1,300	3,183	35,695	1,209,338
Hawai'i Island	4,274	324	611	272	312	5,794	1,119	1,908	2,617	5,645	44,702	1,291,109
…Hilo	2,316	143	209	105	164	2,937	486	747	1,083	2,316	16,058	424,720
…Kona	2,890	243	532	235	233	4,134	889	1,591	2,281	4,761	38,263	1,134,813
STATE	25,022	1,803	6,197	1,195	1,546	35,762	6,151	9,233	9,052	24,437	213,374	6,736,736
INTERNATIONAL												
O'ahu	96,900	2,963	217,361	4,811	15,701	337,736	663	1,614	1,064	3,341	154,188	2,644,617
Maui	23,252	648	30,912	1,247	3,229	59,287	140	157	243	540	30,263	482,058
Moloka'i	1,029	0	759	0	96	1,884	0	0	0	0	1,893	16,445
Lāna'i	710	14	646	83	203	1,656	0	0	0	0	1,406	20,700
Kaua'i	3,221	35	8,833	602	529	13,220	89	612	0	701	16,913	179,962
Hawai'i Island	36,693	772	23,667	1,026	4,376	66,534	59	360	0	420	28,987	415,108
…Hilo	19,691	212	13,308	707	2,850	36,768	0	79	0	79	18,434	176,440
…Kona	28,284	633	18,881	650	3,253	51,701	59	360	0	420	24,842	353,887
STATE	98,224	2,998	222,153	4,811	15,977	344,163	663	1,614	1,064	3,341	163,822	3,024,712

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

2017R

2017R	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA-LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	1,658,938	1,188,504	1,454,594	213,275	36,214	16,827	29,684	8,078	12,726	103,528	319,188	71,843	391,031
Maui	1,366,003	758,202	55,583	262,919	17,330	7,915	21,882	5,553	8,969	61,649	62,552	12,388	74,940
Moloka'i	22,959	15,439	2,421	3,767	282	648	771	93	412	2,207	4,817	489	5,306
Lāna'i	24,498	20,203	2,288	4,765	482	106	450	65	238	1,342	5,636	670	6,306
Kaua'i	660,128	390,323	25,442	73,333	7,785	4,366	13,559	2,240	6,254	34,203	31,667	4,079	35,746
Hawai'i Island	714,425	477,843	183,907	103,591	13,813	9,353	18,328	3,126	8,579	53,199	56,299	9,612	65,912
…Hilo	214,367	204,346	56,127	36,256	6,916	5,698	9,711	1,295	4,626	28,246	34,103	5,573	39,676
…Kona	633,561	402,963	148,771	93,933	11,517	8,399	14,851	2,445	6,973	44,185	46,216	7,979	54,195
STATE	3,868,195	2,040,795	1,525,343	520,062	50,328	22,146	42,543	10,964	16,685	142,665	327,704	73,254	400,957
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
Moloka'i	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	99,448	112,035	1,447,575	155,852	10,274	8,039	6,722	1,609	1,791	28,435	275,202	62,158	337,360
Maui	20,753	29,850	54,856	209,519	3,631	3,501	4,247	692	848	12,919	57,302	11,104	68,407
Moloka'i	997	792	2,398	2,933	0	484	0	0	0	484	4,671	441	5,112
Lāna'i	0	970	2,270	3,779	93	0	116	0	0	209	5,495	642	6,138
Kaua'i	6,487	13,611	25,111	47,353	1,762	1,567	2,437	387	547	6,701	29,510	3,599	33,109
Hawai'i Island	19,626	27,252	183,108	62,356	3,332	4,159	2,577	522	1,411	12,001	52,649	8,707	61,357
…Hilo	8,920	19,002	55,878	22,010	2,780	3,051	1,843	181	829	8,684	32,459	5,193	37,652
…Kona	18,001	20,797	148,128	56,154	2,599	4,159	2,079	341	1,080	10,258	43,261	7,274	50,535
STATE	121,653	128,443	1,517,347	385,312	12,128	10,141	8,184	1,694	2,102	34,249	280,989	62,593	343,582

R = 2017 data was revised from the 2017 Annual Visitor Research Report.

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

2017R

2017R	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
O'ahu	136,316	3,912	274,420	3,800	18,677	437,125	4,869	7,835	5,969	18,674	217,675	5,683,344
Maui	29,689	888	48,556	1,068	3,244	83,445	3,188	3,077	3,216	9,480	85,556	2,757,776
Moloka'i	722	22	1,125	0	30	1,900	136	71	166	373	3,628	57,998
Lāna'i	960	11	913	157	46	2,087	90	53	178	321	2,719	64,529
Kaua'i	4,549	329	11,469	623	1,277	18,247	696	1,290	1,089	3,075	44,946	1,285,443
Hawai'i Island	50,834	1,037	29,610	1,724	5,207	88,412	999	2,964	2,377	6,340	73,515	1,767,144
…Hilo	23,613	634	16,844	1,093	3,598	45,782	488	1,033	1,009	2,530	33,895	661,226
…Kona	38,813	762	22,717	1,375	4,110	67,778	779	2,667	1,885	5,331	60,473	1,511,189
STATE	141,232	4,569	279,201	4,617	19,463	449,082	6,571	9,610	8,805	24,986	305,527	9,277,613
DOMESTIC												
O'ahu	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
Moloka'i	171	22	9	0	8	209	113	71	81	265	1,705	41,560
Lāna'i	87	11	23	36	15	172	68	53	93	213	1,599	48,021
Kaua'i	1,181	239	335	99	131	1,986	696	1,169	1,089	2,954	33,817	1,125,560
Hawai'i 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												
O'ahu	107,193	2,586	267,953	2,865	17,316	397,913	380	938	508	1,826	93,434	2,673,878
Maui	25,217	404	47,547	728	2,934	76,831	126	0	134	260	15,263	488,656
Moloka'i	552	0	1,116	0	22	1,690	23	0	85	108	1,923	16,438
Lāna'i	872	0	890	121	31	1,915	23	0	85	108	1,120	16,508
Kaua'i	3,368	89	11,134	524	1,146	16,261	0	121	0	121	11,129	159,883
Hawai'i Island	44,751	647	28,766	1,420	4,878	80,461	0	661	0	661	27,598	474,420
…Hilo	20,455	445	16,529	981	3,421	41,832	0	121	0	121	16,405	210,504
…Kona	34,553	478	22,035	1,124	3,865	62,056	0	661	0	661	21,941	388,531
STATE	109,447	2,620	271,909	3,311	17,790	405,077	380	938	557	1,875	100,327	3,037,865

R = 2017 data was revised from the 2017 Annual Visitor Research Report.

Table 68. Visitor Arrival Growth by Island and MMA (Arrivals by Air)
% change 2018 vs. 2017R

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE	AUSTRA LIA	NEW ZEALAND	TOTAL OCEANIA
O'ahu	8.2	5.1	-3.8	9.5	-8.0	27.0	8.2	3.3	-4.0	3.7	-0.4	24.1	4.1
Maui	8.2	5.4	-12.8	6.5	-10.1	5.3	6.7	5.7	1.1	0.9	-8.5	-0.8	-7.2
Moloka'i	5.3	10.1	-50.4	2.3	-1.9	25.9	63.7	36.1	-14.8	28.4	-31.3	45.0	-24.3
Lāna'i	15.3	34.8	-22.9	26.0	-19.4	68.8	15.3	48.4	19.8	9.5	-22.7	8.3	-19.4
Kaua'i	9.1	6.2	-2.5	21.0	-3.9	41.4	8.5	-1.4	3.0	8.2	-11.4	22.0	-7.6
Hawai'i Island	2.1	-4.9	-4.0	-9.8	-20.5	-16.2	10.7	-26.6	-12.7	-8.1	-23.3	-12.7	-21.8
…Hilo	-2.0	-10.6	-18.8	-9.9	-35.9	-27.7	5.0	-20.0	-18.7	-16.7	-27.2	-7.0	-24.4
…Kona	2.7	-2.9	2.4	-8.2	-19.9	-15.6	15.8	-23.1	-7.4	-5.3	-24.8	-7.5	-22.3
STATE	8.7	6.5	-2.3	5.5	-7.6	14.9	7.7	3.3	-5.1	1.6	-0.8	23.8	3.7
DOMESTIC													
O'ahu	9.1	6.1	8.8	6.7	-4.9	16.9	11.1	5.0	-7.9	2.9	-4.2	2.0	-3.1
Maui	8.4	6.6	-5.9	-2.0	-3.2	20.7	10.6	3.8	-2.9	4.7	-7.7	-0.6	-6.3
Moloka'i	3.5	1.1	51.0	5.8	-1.9	20.7	7.2	36.1	-14.8	3.3	-25.3	7.7	-17.0
Lāna'i	9.6	18.8	205.0	4.1	0.0	68.8	11.8	48.4	-17.9	9.0	-19.5	41.4	-9.3
Kaua'i	8.4	6.5	17.0	2.5	3.2	26.5	11.8	13.2	-6.5	7.7	-9.8	15.1	-5.3
Hawai'i Island	2.8	-3.1	34.5	-5.4	-12.6	2.2	9.0	-11.9	-10.3	-2.0	-23.3	-10.2	-20.7
…Hilo	-2.7	-8.0	22.7	-11.4	-14.3	-5.0	4.4	-7.0	-12.6	-4.8	-31.4	-20.4	-29.4
…Kona	3.6	-1.5	37.9	-4.7	-11.0	7.7	10.9	-10.7	-8.3	0.1	-19.7	-6.5	-17.2
STATE	9.3	7.5	9.8	1.2	-4.8	16.3	10.0	2.9	-6.7	2.6	-4.5	2.9	-3.1
INTERNATIONAL													
O'ahu	-5.6	-4.8	-3.9	10.5	-15.7	38.0	-1.6	-3.4	20.0	5.8	0.2	27.5	5.2
Maui	-8.5	-22.9	-12.9	8.6	-36.4	-14.1	-9.5	18.7	40.0	-13.6	-8.5	-0.8	-7.3
Moloka'i	44.8	175.1	-51.4	1.2	NA	27.7	NA	NA	NA	117.7	-31.5	49.1	-24.6
Lāna'i	NA	351.6	-24.7	31.7	-100.0	NA	NA	NA	NA	12.4	-22.8	6.9	-19.7
Kaua'i	76.2	-2.5	-2.8	31.1	-27.9	68.0	-6.6	-71.4	102.4	10.4	-11.5	22.9	-7.8
Hawai'i Island	-23.1	-34.9	-4.2	-12.7	-45.2	-39.3	21.2	-100.0	-25.0	-28.9	-23.3	-12.9	-21.8
…Hilo	13.5	-35.9	-18.9	-8.8	-68.1	-47.5	7.4	-100.0	-46.6	-43.4	-27.0	-6.0	-24.1
…Kona	-27.7	-26.8	2.3	-10.6	-50.3	-39.3	46.1	-100.0	-2.0	-22.9	-25.1	-7.6	-22.6
STATE	-11.2	-8.0	-2.4	7.0	-16.2	13.4	-2.1	5.4	5.7	-1.7	-0.2	27.4	4.8

NA = Not Applicable

Table 68: Visitor Arrival Growth by Island and MMA (Arrivals by Air) continued

% change 2018 vs. 2017R

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA PORE	TAIWAN	TOTAL OTHER ASIA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITORS
O'ahu	-12.1	6.2	-18.8	49.3	-9.6	-15.5	9.3	16.3	18.1	15.1	28.9	3.1
Maui	-10.2	28.3	-34.6	43.2	11.1	-22.5	-6.1	4.7	4.4	1.0	20.9	5.7
Moloka'i	62.4	-13.6	-30.0	NA	280.7	10.5	-63.8	4.2	-50.3	-44.8	-3.2	1.5
Lāna'i	-12.9	199.9	-27.2	-44.8	501.5	-9.1	-43.1	47.4	-38.9	-26.0	13.1	16.2
Kaua'i	-12.1	-17.2	-20.1	18.7	-48.9	-18.7	5.8	43.3	19.4	26.4	17.0	8.1
Hawai'i Island	-19.4	5.7	-18.0	-24.7	-10.0	-18.2	17.9	-23.5	10.1	-4.4	0.2	-3.4
…Hilo	-6.8	-44.1	-19.8	-25.7	-16.2	-13.3	-0.4	-20.1	7.3	-5.4	1.8	-9.1
…Kona	-19.7	15.0	-14.5	-35.7	-15.2	-17.6	21.8	-26.8	21.0	-2.8	4.4	-1.5
STATE	-12.7	5.1	-18.2	30.1	-10.0	-15.4	3.7	12.9	14.9	11.2	23.5	5.2
DOMESTIC												
O'ahu	-21.2	-10.0	-16.5	-7.6	-13.1	-19.5	3.8	8.8	9.5	7.7	1.7	6.9
Maui	-23.9	1.6	-16.7	-16.8	20.9	-18.5	-6.8	-0.4	1.1	-2.0	4.1	7.2
Moloka'i	-15.2	-13.6	229.3	NA	123.3	2.6	-56.5	4.2	2.0	-22.3	-5.0	2.1
Lāna'i	44.6	70.5	-19.8	-88.4	393.4	40.1	-23.8	47.4	17.0	11.5	4.4	13.1
Kaua'i	-34.3	-1.0	-0.8	38.4	-5.4	-19.1	-7.0	5.7	19.4	7.8	5.6	7.4
Hawai'i Island	-29.7	-16.9	-27.5	-10.6	-5.2	-27.1	12.0	-17.1	10.1	-0.6	-2.6	-0.1
…Hilo	-26.7	-24.5	-33.7	-5.8	-7.1	-25.6	-0.4	-18.2	7.3	-3.9	-8.2	-5.8
…Kona	-32.2	-14.5	-22.0	-6.2	-5.1	-27.8	14.2	-20.7	21.0	1.9	-0.7	1.1
STATE	-21.3	-7.5	-15.0	-8.5	-7.6	-18.7	-0.6	6.5	9.7	5.7	4.0	8.0
INTERNATIONAL												
O'ahu	-9.6	14.5	-18.9	67.9	-9.3	-15.1	74.5	72.1	109.5	83.0	65.0	-1.1
Maui	-7.8	60.3	-35.0	71.2	10.1	-22.8	11.3	NA	80.6	107.6	98.3	-1.4
Moloka'i	86.5	NA	-32.0	NA	334.7	11.5	-100.0	NA	-100.0	-100.0	-1.6	0.0
Lāna'i	-18.6	NA	-27.4	-31.7	553.5	-13.5	-100.0	NA	-100.0	-100.0	25.5	25.4
Kaua'i	-4.4	-60.5	-20.7	15.0	-53.9	-18.7	NA	407.7	NA	481.7	52.0	12.6
Hawai'i Island	-18.0	19.4	-17.7	-27.7	-10.3	-17.3	NA	-45.5	NA	-36.5	5.0	-12.5
…Hilo	-3.7	-52.5	-19.5	-28.0	-16.7	-12.1	NA	-34.7	NA	-34.7	12.4	-16.2
…Kona	-18.1	32.4	-14.3	-42.2	-15.8	-16.7	NA	-45.5	NA	-36.5	13.2	-8.9
STATE	-10.3	14.4	-18.3	45.3	-10.2	-15.0	74.5	72.1	91.0	78.2	63.3	-0.4

NA = Not Applicable

Table 69: Total Visitor Expenditures by Category
(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)
2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**17,642.5**	**16,794.4**	**5.1**
Total Food and beverage	**3,624.5**	**3,480.6**	**4.1**
Restaurant food	2,409.3	2,347.5	2.6
Dinner shows and cruises	396.5	353.2	12.3
Groceries and snacks	818.3	771.7	6.0
Entertainment & Recreation	**1,617.4**	**1,569.5**	**3.0**
Total Transportation	**1,779.7**	**1,667.7**	**6.7**
Interisland airfare	266.6	286.9	-7.1
Ground transportation	160.4	156.5	2.5
Rental vehicles	1,243.6	1,122.1	10.8
Gasoline, parking, etc.	108.8	98.2	10.8
Total Shopping	**2,414.8**	**2,344.9**	**3.0**
Fashion and clothing	933.7	899.8	3.8
Jewelry and watches	309.2	284.8	8.6
Cosmetics, perfume	115.3	109.1	5.7
Leather goods	354.9	335.6	5.8
Hawai'i food products	343.8	337.7	1.8
Souvenirs	367.9	372.2	-1.2
Lodging	**7,441.7**	**6,954.6**	**7.0**
All other expenses 1/	**631.5**	**651.5**	**-3.1**
Supplemental business	**132.8**	**125.6**	**5.7**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**199.1**	**198.8**	**0.1**
Total Food and beverage	**41.2**	**41.5**	**-0.7**
Restaurant food	27.5	28.1	-2.1
Dinner shows and cruises	4.4	4.2	4.5
Groceries and snacks	9.4	9.2	1.6
Entertainment & Recreation	**18.3**	**18.6**	**-1.8**
Attractions/entertainment	5.7	5.6	1.7
Recreation	6.0	6.3	**-5.9**
Other activities & tours	6.6	6.7	-0.6
Total Transportation	**20.2**	**19.9**	**1.7**
Interisland airfare	3.0	3.4	-11.2
Ground transportation	1.8	1.9	-2.6
Rental vehicles	14.2	13.4	**5.5**
Gasoline, parking, etc.	1.2	1.2	6.4
Total Shopping	**27.4**	**27.9**	**-1.9**
Fashion and clothing	10.6	10.8	-1.8
Jewelry and watches	3.5	3.4	2.8
Cosmetics, perfume	1.3	1.3	0.3
Leather goods	4.0	4.0	1.2
Hawai'i food products	3.9	4.0	-3.1
Souvenirs	4.2	4.4	-6.0
Lodging	**84.8**	**83.1**	**2.0**
All other expenses 1/	**7.2**	**7.8**	**-7.6**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
1/ Includes cruise package and on-ship 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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**175.8**	**174.3**	**0.9**
Total Food and beverage	**37.8**	**37.4**	**0.9**
Restaurant food	23.9	23.7	0.9
Dinner shows and cruises	4.1	4.0	2.0
Groceries and snacks	9.7	9.7	0.5
Entertainment & Recreation	**15.8**	**15.9**	**-0.6**
Attractions/entertainment	3.8	3.9	-2.0
Recreation	6.5	6.4	**0.6**
Other activities & tours	5.5	5.5	-1.1
Total Transportation	**19.5**	**19.2**	**1.4**
Interisland airfare	2.1	2.5	-14.9
Ground transportation	0.9	0.8	10.3
Rental vehicles	15.2	14.7	**3.6**
Gasoline, parking, etc.	1.2	1.2	2.0
Total Shopping	**16.6**	**17.0**	**-2.1**
Fashion and clothing	6.3	6.5	-3.5
Jewelry and watches	2.7	2.7	1.0
Cosmetics, perfume	0.4	0.4	-4.5
Leather goods	0.9	0.9	0.9
Hawai'i food products	2.7	2.7	-1.5
Souvenirs	3.6	3.8	-2.7
Lodging	**82.1**	**80.6**	**1.9**
All other expenses 1/	**4.0**	**4.2**	**-4.3**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**210.2**	**208.4**	**0.9**
Total Food and beverage	**42.1**	**42.4**	**-0.7**
Restaurant food	28.4	28.9	-1.8
Dinner shows and cruises	5.4	5.2	4.0
Groceries and snacks	8.3	8.3	0.0
Entertainment & Recreation	**22.1**	**21.8**	**1.7**
Attractions/entertainment	6.4	6.0	6.8
Recreation	7.2	7.5	**-4.9**
Other activities & tours	8.6	8.2	4.1
Total Transportation	**23.3**	**23.2**	**0.3**
Interisland airfare	4.5	4.8	-7.4
Ground transportation	1.1	1.1	2.3
Rental vehicles	16.2	15.9	**1.7**
Gasoline, parking, etc.	1.5	1.4	9.1
Total Shopping	**18.8**	**19.4**	**-3.0**
Fashion and clothing	6.7	6.9	-3.3
Jewelry and watches	3.1	3.5	-10.5
Cosmetics, perfume	0.7	0.6	23.7
Leather goods	0.8	0.7	17.2
Hawai'i food products	2.8	2.8	1.6
Souvenirs	4.7	5.0	-5.9
Lodging	**92.6**	**89.6**	**3.4**
All other expenses 1/	**11.3**	**12.1**	**-6.7**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**241.2**	**237.8**	**1.4**
Total Food and beverage	**50.1**	**50.5**	**-0.9**
Restaurant food	37.2	37.7	-1.5
Dinner shows and cruises	3.8	3.7	2.7
Groceries and snacks	9.1	9.1	-0.2
Entertainment & Recreation	**18.1**	**18.9**	**-4.2**
Attractions/entertainment	5.6	5.7	-2.8
Recreation	4.2	4.4	**-5.8**
Other activities & tours	8.4	8.7	-4.3
Total Transportation	**12.3**	**12.9**	**-4.3**
Interisland airfare	1.7	2.0	-15.0
Ground transportation	5.7	5.9	-2.2
Rental vehicles	4.4	4.5	**-2.0**
Gasoline, parking, etc.	0.5	0.5	-7.8
Total Shopping	**65.9**	**64.6**	**2.0**
Fashion and clothing	18.4	18.1	1.6
Jewelry and watches	7.1	5.8	22.4
Cosmetics, perfume	3.8	3.6	6.4
Leather goods	17.0	17.0	0.4
Hawai'i food products	13.5	13.6	-0.8
Souvenirs	6.2	6.6	-5.5
Lodging	**85.5**	**80.6**	**6.1**
All other expenses 1/	**9.2**	**10.3**	**-10.5**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**164.4**	**160.9**	**2.2**
Total Food and beverage	**34.0**	**33.3**	**2.2**
Restaurant food	19.4	19.4	0.4
Dinner shows and cruises	3.1	2.8	11.9
Groceries and snacks	11.4	11.1	3.0
Entertainment & Recreation	**12.2**	**12.6**	**-2.9**
Attractions/entertainment	3.9	3.8	2.4
Recreation	4.7	4.7	**0.9**
Other activities & tours	3.6	4.1	-12.3
Total Transportation	**18.5**	**17.7**	**4.3**
Interisland airfare	1.2	1.6	-27.3
Ground transportation	0.9	0.9	0.0
Rental vehicles	15.0	13.8	**8.5**
Gasoline, parking, etc.	1.5	1.4	5.2
Total Shopping	**14.2**	**14.1**	**0.4**
Fashion and clothing	7.4	7.3	1.7
Jewelry and watches	1.3	1.5	-15.9
Cosmetics, perfume	0.2	0.3	-1.8
Leather goods	0.7	0.6	22.2
Hawai'i food products	1.9	1.9	1.5
Souvenirs	2.6	2.6	0.4
Lodging	**80.5**	**78.0**	**3.3**
All other expenses 1/	**5.0**	**5.2**	**-3.9**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**171.5**	**166.3**	**3.2**
Total Food and beverage	**41.1**	**41.2**	**-0.3**
Restaurant food	27.8	31.1	-10.4
Dinner shows and cruises	1.7	0.9	87.2
Groceries and snacks	11.6	6.7	71.9
Entertainment & Recreation	**17.4**	**18.0**	**-3.6**
Attractions/entertainment	6.4	5.4	19.1
Recreation	6.4	5.1	**24.9**
Other activities & tours	4.6	5.8	-21.5
Total Transportation	**26.3**	**20.9**	**25.8**
Interisland airfare	4.7	4.2	10.9
Ground transportation	2.4	3.8	-37.1
Rental vehicles	17.1	10.5	**62.4**
Gasoline, parking, etc.	2.2	1.5	43.1
Total Shopping	**14.4**	**14.6**	**-1.3**
Fashion and clothing	6.1	7.4	-18.0
Jewelry and watches	0.8	1.8	-55.2
Cosmetics, perfume	1.5	0.6	159.0
Leather goods	0.7	0.8	-9.4
Hawai'i food products	1.5	0.5	187.4
Souvenirs	3.8	2.6	45.0
Lodging	**65.3**	**66.6**	**-2.0**
All other expenses 1/	**7.0**	**4.9**	**43.7**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**260.4**	**269.0**	**-3.2**
Total Food and beverage	**53.7**	**54.6**	**-1.8**
Restaurant food	38.3	39.8	-3.8
Dinner shows and cruises	5.2	5.3	-2.4
Groceries and snacks	10.2	9.6	6.8
Entertainment & Recreation	**25.3**	**25.0**	**1.4**
Attractions/entertainment	11.9	10.8	9.7
Recreation	4.1	4.5	**-10.0**
Other activities & tours	9.4	9.7	-2.5
Total Transportation	**16.2**	**17.0**	**-4.7**
Interisland airfare	3.4	3.9	-13.8
Ground transportation	3.8	3.6	5.9
Rental vehicles	8.4	8.6	**-3.4**
Gasoline, parking, etc.	0.6	0.8	-13.5
Total Shopping	**56.4**	**58.6**	**-3.8**
Fashion and clothing	36.8	37.5	-1.9
Jewelry and watches	4.8	4.9	-3.7
Cosmetics, perfume	4.2	4.8	-11.3
Leather goods	4.8	5.5	-13.5
Hawai'i food products	1.7	1.5	17.1
Souvenirs	4.1	4.4	-7.0
Lodging	**96.2**	**98.3**	**-2.1**
All other expenses 1/	**12.7**	**15.6**	**-18.4**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**309.2**	**297.5**	**3.9**
Total Food and beverage	**58.5**	**60.0**	**-2.6**
Restaurant food	46.6	47.7	-2.3
Dinner shows and cruises	4.1	4.5	-9.3
Groceries and snacks	7.8	7.9	-0.3
Entertainment & Recreation	**30.6**	**29.5**	**3.7**
Attractions/entertainment	18.6	16.2	14.7
Recreation	7.5	8.7	**-12.8**
Other activities & tours	4.4	4.6	-3.9
Total Transportation	**30.4**	**30.1**	**0.9**
Interisland airfare	8.7	8.5	2.2
Ground transportation	3.4	3.2	7.3
Rental vehicles	16.9	17.1	**-1.5**
Gasoline, parking, etc.	1.2	1.1	8.1
Total Shopping	**90.4**	**83.5**	**8.3**
Fashion and clothing	29.5	28.8	2.3
Jewelry and watches	11.2	7.7	45.4
Cosmetics, perfume	7.0	6.9	0.9
Leather goods	32.2	26.7	20.6
Hawai'i food products	6.9	7.6	-9.1
Souvenirs	5.2	5.7	-7.3
Lodging	**93.1**	**89.6**	**3.9**
All other expenses 1/	**6.2**	**4.9**	**26.5**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**240.6**	**253.4**	**-5.1**
Total Food and beverage	**42.0**	**42.9**	**-2.2**
Restaurant food	27.9	26.8	4.2
Dinner shows and cruises	6.0	8.3	-27.8
Groceries and snacks	8.1	7.9	2.7
Entertainment & Recreation	**25.2**	**23.4**	**7.7**
Attractions/entertainment	8.5	6.3	34.1
Recreation	7.8	11.1	**-29.4**
Other activities & tours	7.4	6.0	23.9
Total Transportation	**29.5**	**25.7**	**14.8**
Interisland airfare	5.3	3.2	64.5
Ground transportation	2.7	2.0	37.0
Rental vehicles	20.5	19.7	**4.2**
Gasoline, parking, etc.	1.4	1.4	-4.5
Total Shopping	**29.8**	**44.8**	**-33.3**
Fashion and clothing	16.7	27.6	-39.5
Jewelry and watches	3.5	3.5	1.4
Cosmetics, perfume	1.5	1.9	-21.3
Leather goods	0.4	1.0	-65.6
Hawai'i food products	2.5	3.9	-36.5
Souvenirs	6.0	7.0	-15.1
Lodging	**97.6**	**98.8**	**-1.1**
All other expenses 1/	**16.5**	**17.9**	**-8.1**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**190.7**	**198.2**	**-3.8**
Total Food and beverage	**36.7**	**37.4**	**-1.9**
Restaurant food	22.9	24.4	-6.0
Dinner shows and cruises	5.7	4.0	42.7
Groceries and snacks	8.0	8.9	-10.8
Entertainment & Recreation	**15.8**	**21.2**	**-25.3**
Attractions/entertainment	6.3	7.2	-13.4
Recreation	1.3	6.7	**-80.6**
Other activities & tours	7.9	7.2	8.5
Total Transportation	**24.8**	**22.3**	**11.3**
Interisland airfare	4.1	5.2	-21.2
Ground transportation	3.5	4.3	-17.3
Rental vehicles	15.5	11.0	**40.5**
Gasoline, parking, etc.	1.6	1.3	22.9
Total Shopping	**41.7**	**36.4**	**14.7**
Fashion and clothing	21.3	17.4	22.3
Jewelry and watches	2.4	1.6	46.7
Cosmetics, perfume	1.8	1.4	35.9
Leather goods	8.5	6.0	41.5
Hawai'i food products	4.3	4.7	-8.3
Souvenirs	3.4	5.3	-35.7
Lodging	**63.5**	**69.8**	**-9.0**
All other expenses 1/	**8.2**	**11.2**	**-26.9**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**349.1**	**337.6**	**3.4**
Total Food and beverage	**53.8**	**53.9**	**-0.2**
Restaurant food	43.9	43.4	1.1
Dinner shows and cruises	4.0	3.9	2.0
Groceries and snacks	6.0	6.6	-10.2
Entertainment & Recreation	**35.7**	**34.3**	**3.9**
Attractions/entertainment	27.2	25.5	6.7
Recreation	3.6	4.5	**-20.3**
Other activities & tours	4.8	4.3	12.4
Total Transportation	**37.5**	**37.5**	**-0.1**
Interisland airfare	13.8	14.2	-2.7
Ground transportation	4.8	5.4	-12.5
Rental vehicles	17.0	16.4	**3.5**
Gasoline, parking, etc.	1.6	1.2	32.8
Total Shopping	**115.5**	**107.7**	**7.2**
Fashion and clothing	42.6	39.6	7.4
Jewelry and watches	25.5	22.1	15.4
Cosmetics, perfume	14.7	14.0	4.6
Leather goods	24.9	21.3	16.7
Hawai'i food products	6.6	7.3	-9.5
Souvenirs	4.9	3.3	46.2
Lodging	**97.0**	**96.1**	**0.9**
All other expenses 1/	**9.7**	**8.0**	**22.0**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**292.3**	**278.5**	**5.0**
Total Food and beverage	**63.7**	**63.2**	**0.8**
Restaurant food	50.4	50.2	0.4
Dinner shows and cruises	3.9	4.5	-13.5
Groceries and snacks	9.5	8.5	10.7
Entertainment & Recreation	**27.6**	**27.6**	**0.2**
Attractions/entertainment	13.9	13.1	6.1
Recreation	9.8	10.0	**-2.3**
Other activities & tours	4.0	4.5	-11.2
Total Transportation	**25.4**	**26.1**	**-2.6**
Interisland airfare	5.0	5.7	-12.4
Ground transportation	2.5	2.4	3.2
Rental vehicles	17.0	17.0	**-0.4**
Gasoline, parking, etc.	0.9	0.9	-4.4
Total Shopping	**79.1**	**72.0**	**9.9**
Fashion and clothing	22.1	23.2	-4.8
Jewelry and watches	3.5	2.7	29.9
Cosmetics, perfume	3.0	4.0	-24.2
Leather goods	39.0	28.0	39.4
Hawai'i food products	6.7	7.8	-13.2
Souvenirs	5.7	6.4	-11.4
Lodging	**93.1**	**87.0**	**7.1**
All other expenses 1/	**3.3**	**2.7**	**23.3**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**240.8**	**222.1**	**8.4**
Total Food and beverage	**50.6**	**35.3**	**43.2**
Restaurant food	39.7	24.5	61.7
Dinner shows and cruises	2.9	2.9	0.5
Groceries and snacks	8.0	5.3	50.0
Entertainment & Recreation	**22.7**	**20.5**	**10.6**
Attractions/entertainment	16.6	13.4	23.6
Recreation	2.5	2.3	**8.5**
Other activities & tours	3.6	2.4	48.6
Total Transportation	**26.9**	**24.1**	**11.3**
Interisland airfare	7.7	9.0	-14.6
Ground transportation	4.5	2.5	80.3
Rental vehicles	13.3	9.2	**45.0**
Gasoline, parking, etc.	1.1	2.0	-45.5
Total Shopping	**57.0**	**75.2**	**-24.2**
Fashion and clothing	26.1	32.5	-19.8
Jewelry and watches	1.7	6.2	-72.5
Cosmetics, perfume	4.4	4.8	-7.6
Leather goods	9.5	16.7	-43.3
Hawai'i food products	9.2	10.1	-8.4
Souvenirs	6.0	4.9	23.3
Lodging	**77.4**	**62.3**	**24.2**
All other expenses 1/	**6.4**	**4.7**	**35.4**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**266.9**	**273.2**	**-2.3**
Total Food and beverage	**55.2**	**56.1**	**-1.7**
Restaurant food	39.1	41.1	-4.8
Dinner shows and cruises	5.9	5.5	6.0
Groceries and snacks	10.2	9.5	6.9
Entertainment & Recreation	**26.3**	**25.5**	**3.0**
Attractions/entertainment	12.2	11.4	7.8
Recreation	4.3	4.4	**-3.5**
Other activities & tours	9.8	9.7	0.3
Total Transportation	**16.1**	**17.1**	**-5.4**
Interisland airfare	3.3	3.9	-14.3
Ground transportation	3.8	3.6	5.5
Rental vehicles	8.4	8.8	**-4.4**
Gasoline, parking, etc.	0.6	0.7	-11.4
Total Shopping	**57.0**	**59.1**	**-3.6**
Fashion and clothing	36.4	36.5	-0.5
Jewelry and watches	4.7	5.3	-10.5
Cosmetics, perfume	4.4	4.8	-8.2
Leather goods	5.2	6.1	-15.2
Hawai'i food products	1.7	1.4	20.6
Souvenirs	4.6	4.9	-6.7
Lodging	**98.7**	**98.8**	**-0.1**
All other expenses 1/	**13.7**	**16.6**	**-17.6**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018 vs. 2017R

Expenditure Type	2018	2017R	% change
GRAND TOTAL	**229.3**	**249.0**	**-7.9**
Total Food and beverage	**45.7**	**47.8**	**-4.4**
Restaurant food	32.9	34.5	-4.6
Dinner shows and cruises	2.7	4.1	-34.6
Groceries and snacks	10.1	9.2	9.7
Entertainment & Recreation	**22.5**	**21.9**	**2.6**
Attractions/entertainment	10.9	8.0	36.4
Recreation	3.0	5.0	**-40.2**
Other activities & tours	8.6	8.9	-3.8
Total Transportation	**16.7**	**16.4**	**1.8**
Interisland airfare	3.8	3.9	-4.3
Ground transportation	4.0	3.6	10.1
Rental vehicles	8.3	8.0	**3.3**
Gasoline, parking, etc.	0.7	0.8	-20.0
Total Shopping	**51.9**	**55.8**	**-6.9**
Fashion and clothing	36.4	41.1	-11.5
Jewelry and watches	4.4	3.0	46.5
Cosmetics, perfume	3.6	4.0	-10.6
Leather goods	3.3	3.0	8.2
Hawai'i food products	1.8	1.9	-6.0
Souvenirs	2.4	2.6	-8.8
Lodging	**83.5**	**96.4**	**-13.4**
All other expenses 1/	**8.9**	**10.6**	**-15.8**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 2018

Expenditure Type	O'ahu	Maui	Moloka i	Lāna i	Kaua i	Hawai'i Island
GRAND TOTAL	**196.9**	**212.6**	**143.3**	**426.5**	**191.9**	**183.7**
Total Food and beverage	**38.1**	**42.0**	**26.4**	**90.8**	**39.9**	**38.0**
Restaurant food	25.5	27.0	10.4	69.0	24.2	25.0
Dinner shows and cruises	4.6	4.9	2.9	16.3	4.9	2.6
Groceries and snacks	8.1	10.2	13.1	5.4	10.8	10.4
Entertainment & Recreation	**18.2**	**17.9**	**14.0**	**20.6**	**21.9**	**19.5**
Total Transportation	**15.6**	**24.7**	**35.8**	**28.7**	**23.8**	**28.3**
Interisland airfare	2.0	4.0	16.8	24.2	3.1	6.9
Ground transportation	2.1	0.7	0.8	0.7	0.5	0.7
Rental vehicles	10.5	18.6	16.9	3.7	19.1	18.5
Gasoline, parking, etc.	1.0	1.3	1.2	0.1	1.1	2.2
Total Shopping	**31.4**	**17.3**	**7.3**	**12.0**	**14.8**	**15.9**
Fashion and clothing	11.9	6.8	1.5	6.7	5.9	5.7
Jewelry and watches	3.8	3.2	0.1	1.2	2.4	2.0
Cosmetics, perfume	1.5	0.5	0.2	0.0	0.3	0.3
Leather goods	4.0	0.7	0.2	0.1	0.2	0.2
Hawai'i food products	3.7	2.2	3.1	0.6	2.3	3.8
Souvenirs	6.5	4.0	2.0	3.4	3.7	3.9
Lodging	**85.4**	**104.1**	**55.2**	**263.3**	**86.5**	**76.0**
All other expenses 1/	**8.1**	**6.5**	**4.6**	**11.2**	**5.1**	**6.0**

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 85. Air Visitor Personal Daily Spending continued by Category and Island in Dollars 2017R

Expenditure Type	O'ahu	Maui	Moloka i	Lāna i	Kaua i	Hawai'i Island
GRAND TOTAL	**198.1**	**212.2**	**124.1**	**384.8**	**188.5**	**184.2**
Total Food and beverage	**37.9**	**42.9**	**25.6**	**69.3**	**39.4**	**37.1**
Restaurant food	25.7	27.2	11.9	58.6	24.2	24.2
Dinner shows and cruises	4.9	5.0	0.4	2.2	4.7	2.3
Groceries and snacks	7.4	10.7	13.3	8.5	10.4	10.6
Entertainment & Recreation	**17.7**	**17.8**	**12.0**	**25.4**	**22.5**	**20.3**
Total Transportation	**14.6**	**23.6**	**26.4**	**26.0**	**23.8**	**29.8**
Interisland airfare	2.2	4.1	9.7	15.7	3.7	7.8
Ground transportation	2.0	0.7	0.6	2.9	0.4	0.7
Rental vehicles	9.6	17.6	14.5	7.1	18.7	19.1
Gasoline, parking, etc.	0.9	1.1	1.6	0.3	0.9	2.2
Total Shopping	**32.8**	**17.6**	**8.5**	**14.1**	**15.2**	**16.9**
Fashion and clothing	12.1	7.2	3.6	9.5	6.2	5.6
Jewelry and watches	3.9	3.2	0.8	0.7	2.3	2.1
Cosmetics, perfume	1.8	0.5	-	0.1	0.4	0.5
Leather goods	4.4	0.7	0.1	0.1	0.1	0.2
Hawai'i food products	3.2	2.1	2.3	0.7	2.1	3.8
Souvenirs	7.4	3.9	1.7	3.1	4.0	4.8
Lodging	**87.2**	**102.9**	**49.0**	**238.8**	**82.1**	**74.1**
All other expenses 1/	**8.0**	**7.4**	**2.7**	**11.2**	**5.6**	**5.9**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 86. Air Visitor Personal Daily Spending Growth by Category and Island % change 2018 vs. 2017R

Expenditure Type	O'ahu	Maui	Moloka i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	**-0.6**	**0.2**	**15.5**	**10.9**	**1.9**	**-0.2**
Total Food and beverage	**0.5**	**-2.1**	**3.2**	**31.0**	**1.2**	**2.4**
Restaurant food	-0.8	-0.8	-13.1	17.9	-0.2	3.1
Dinner shows and cruises	-5.0	-3.0	709.9	646.4	3.7	16.0
Groceries and snacks	8.5	-4.9	-0.9	-36.2	3.3	-1.9
Entertainment & Recreation	**3.3**	**0.5**	**17.2**	**-18.7**	**-2.6**	**-3.7**
Total Transportation	**6.9**	**4.9**	**35.6**	**10.3**	**0.0**	**-5.0**
Interisland airfare	-5.8	-1.2	73.7	54.2	-15.3	-12.0
Ground transportation	10.0	7.1	35.8	-75.1	12.8	-5.5
Rental vehicles	9.7	5.6	16.6	-48.8	2.0	-2.9
Gasoline, parking, etc.	1.6	13.2	-24.4	-51.9	15.4	2.0
Total Shopping	**-4.3**	**-1.5**	**-14.3**	**-14.8**	**-2.4**	**-6.2**
Fashion and clothing	-1.8	-6.2	-58.0	-29.0	-5.8	1.5
Jewelry and watches	-4.1	-0.4	-82.7	65.6	4.2	-2.2
Cosmetics, perfume	-17.4	6.3	#DIV/0!	-59.9	-17.8	-36.4
Leather goods	-8.1	3.9	200.3	7.1	15.6	8.2
Hawai'i food products	17.6	4.7	34.6	-12.3	9.4	-1.3
Souvenirs	-12.2	1.2	20.4	9.5	-6.5	-18.6
Lodging	**-2.0**	**1.1**	**12.7**	**10.2**	**5.3**	**2.5**
All other expenses 1/	**1.9**	**-11.6**	**72.4**	**0.0**	**-7.7**	**1.6**

R= 2017 Data were revised from the 2017 Annual Visitor Research Report.
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 87. Air Visitor Personal Daily Spending by Visitor and Trip Characteristics
2018 vs 2017R

	U.S. West		U.S. West		U.S. East		Japan		Canada	
Expenditure Type	2018	2017R	2018	2017R	2018	2017R	2018	2017R	2018	2017R
ALL VISITORS	**199.1**	**198.8**	**175.8**	**174.3**	**210.2**	**208.4**	**241.2**	**237.8**	**164.4**	**160.9**
Group tour status:										
Organized group tour	269.2	232.7	226.3	208.2	257.8	238.4	252.1	246.5	235.5	207.5
Individually arranged	184.7	180.4	174.3	172.9	201.7	199.5	240.5	236.3	160.6	156.8
Arrived on package tour:										
Yes	248.3	248.0	180.9	182.2	221.3	223.8	273.0	266.3	183.6	185.1
No	172.3	163.3	173.2	170.8	197.8	193.8	201.4	194.0	155.4	149.7
Accommodations:										
Hotel	230.7	221.6	215.1	212.9	246.7	246.7	265.7	260.5	198.6	194.1
Condo	153.3	157.5	179.3	172.7	200.2	195.1	181.1	175.4	155.5	150.9
Guests of friends and relatives	85.5	93.3	82.7	83.3	86.6	82.4	100.6	98.0	65.7	70.0
Timeshare	149.9	130.5	165.5	174.5	154.7	208.0	126.1	136.2	113.6	114.4
Rental House	173.0	165.7	168.2	174.3	196.1	187.2	157.0	149.2	155.3	149.2
Previous visits: [1/]										
First trip	211.3	203.2	181.7	182.5	217.7	213.9	263.9	262.9	180.1	175.4
Repeat visitors	175.5	170.6	175.7	170.9	196.0	195.8	232.3	226.4	154.8	150.4
Purpose of trip:										
Pleasure	183.3	179.8	176.0	175.5	203.4	201.5	227.5	222.0	160.9	155.9
Business, meetings, Conventions, incentive	245.2	238.6	220.7	200.8	243.3	239.7	246.9	270.4	317.2	178.1
Honeymoon	303.9	277.2	231.4	219.4	280.9	274.8	329.2	321.9	235.5	203.2

Table 88. Meeting, Convention and Incentive (MCI) Air Visitor Characteristics and Spending
2018

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PER PERSON PER DAY PERSONAL SPENDING $	TOTAL PERSONAL SPENDING $	TOTAL SUPPLEMENTAL BUSINESS SPENDING $	TOTAL SPENDING $
Convention/Conference	**242,888**							**$582,847,151**
Party Size	1.86							
Delegates	130,600	4.0	4.0	8.0	$239.4	$250,526,053	$118,592,612	$369,118,665
Companions	112,289	4.0	4.0	8.0	$0.0	$213,728,485	$0	$213,728,485
Corporate Meeting	**78,002**							**$171,056,784**
Party Size	1.68							
Delegates	46,566	3.0	4.3	7.3	$278.4	$94,056,459	$14,245,034	$108,301,493
Companions	31,435	3.0	4.3	7.3	$0.0	$62,755,291	$0	$62,755,291
Incentive	**150,483**							**$237,497,558**
Party Size	2.36							
Delegates	63,685	0	0	6.0	$268.1	$102,104,201		$102,104,201
Companions	86,799	0	0	6.0	$0.0	$135,393,357		$135,393,357
MCI TOTAL						**$858,563,848**	**$132,837,646**	**$991,401,494**

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

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PER PERSON PER DAY PERSONAL SPENDING $	TOTAL PERSONAL SPENDING $	TOTAL SUPPLEMENTAL BUSINESS SPENDING $	TOTAL SPENDING $
Convention/Conference	**231,096**							**$536,812,987**
Party Size	1.82							
Delegates	126,719	4.0	4.1	8.1	$229.8	$235,378,769	$110,615,667	$345,994,436
Companions	104,377	4.0	4.1	8.1	$0.0	$190,818,551	$0	$190,818,551
Corporate Meeting	**83,915**							**$170,466,999**
Party Size	1.72							
Delegates	48,866	3.0	4.3	7.3	$256.3	$91,359,089	$15,023,461	$106,382,550
Companions	35,049	3.0	4.3	7.3	$0.0	$64,084,450		$64,084,450
	-							
Incentive	**154,903**							**$216,493,569**
Party Size	2.44							
Delegates	63,426	-	-	6.0	$237.1	$90,268,717		$90,268,717
Companions	91,477	-	-	6.0	$0.0	$126,224,853		$126,224,853
MCI TOTAL						**$798,134,428**	**$125,639,128**	**$923,773,556**

Table 89. Cruise Ship Visitors
2018

2018	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	9	12,247	9,163	13	21,410	7.22	154,668
FEBRUARY	8	14,527	9,112	12	23,639	6.31	149,232
MARCH	7	13,177	12,368	12	25,544	7.33	187,238
APRIL	7	16,981	11,795	11	28,775	7.09	204,033
MAY	4	7,959	9,230	8	17,189	7.46	128,268
JUNE	2	1,137	12,571	7	13,707	9.68	132,685
JULY	1	752	9,827	5	10,579	10.49	110,983
AUGUST	0	0	9,299	4	9,299	10.59	98,515
SEPTEMBER	4	9,632	11,281	9	20,913	8.34	174,441
OCTOBER	11	22,399	8,831	15	31,230	6.16	192,315
NOVEMBER	6	11,851	8,893	10	20,744	7.11	147,391
DECEMBER	9	16,734	11,983	14	28,717	6.95	199,556
TOTAL	**68**	**127,397**	**124,352**	**120**	**251,749**	**7.47**	**1,879,325**

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 2018 vs. 2017

2018 vs 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	-25.0%	-30.6%	0.1%	-18.8%	-20.1%	8.4%	-13.4%
FEBRUARY	14.3%	8.8%	-0.7%	9.1%	4.9%	-8.9%	-4.4%
MARCH	40.0%	30.3%	34.5%	33.3%	32.3%	2.3%	35.4%
APRIL	-12.5%	11.9%	-19.2%	-21.4%	-3.3%	-3.9%	-7.1%
MAY	-50.0%	-44.6%	-2.0%	-33.3%	-27.7%	3.8%	-24.9%
JUNE	NA	NA	24.6%	75.0%	35.9%	-6.9%	26.6%
JULY	-50.0%	-79.4%	-23.9%	-28.6%	-36.1%	18.3%	-24.4%
AUGUST	NA	NA	-7.8%	-20.0%	-26.9%	7.4%	-21.5%
SEPTEMBER	0.0%	-0.8%	-2.9%	0.0%	-1.9%	-2.6%	-4.5%
OCTOBER	22.2%	19.9%	-22.7%	7.1%	3.7%	-3.2%	0.5%
NOVEMBER	0.0%	21.0%	-4.0%	0.0%	8.8%	-6.2%	2.1%
DECEMBER	28.6%	43.7%	-1.7%	16.7%	20.5%	-14.6%	2.9%
TOTAL	**1.4%**	**0.5%**	**3.7%**	**2.4%**	**1.6%**	**5.9%**	**3.8%**

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.
NA = Not applicable

Table 91. Total Cruise Ship Passengers by MMA
2018

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawai'i Residents	Total Passengers
Total Passengers	251,749	67,886	107,160	25,673	20,990	10,122	19,919	3,888	255,637
Island Visitation (Number of Passengers)									
O'ahu	250,229	67,382	106,547	25,443	20,990	10,102	19,767	3,888	254,117
Kaua'i	215,094	59,159	94,216	20,353	16,623	7,653	17,090	3,653	218,747
Maui County	237,761	62,200	103,079	23,887	20,583	9,246	18,765	3,820	241,581
Maui	237,713	62,181	103,067	23,882	20,583	9,239	18,760	3,808	241,521
Moloka'i	2,911	1,396	944	114	112	101	244	0	2,911
Lāna'i	4,551	1,980	1,548	292	111	104	515	73	4,624
Hawai'i Island	221,082	60,253	95,505	23,039	16,045	8,328	17,910	3,455	224,537
	0	0	0	0	0	0	0	0	0
Purpose of Trip (Number of Passengers)									
Honeymoon	4,826	1,034	2,088	481	275	482	467	67	4,893
Get Married	845	201	292	49	63	86	154	0	845
Attend Wedding	1,328	381	279	202	175	90	201	0	1,328
Convention / Conference	1,949	420	849	210	83	51	337	12	1,961
Business	1,844	461	979	35	170	53	148	79	1,923
Visit Friends or Relatives	22,301	10,281	8,394	1,246	630	263	1,487	912	23,213
Play Golf	3,940	838	1,751	379	518	58	398	90	4,030
Leisure	217,506	55,249	93,438	23,290	19,383	9,141	17,004	2,777	220,283
	0	0	0	0	0	0	0	0	0
Type of Accomodation Before or After Cruise (Number of Passengers)									
Hotel	127,252	22,884	65,155	10,936	14,390	3,873	10,014	21	127,273
Hotel only	113,678	17,792	60,041	9,709	13,191	3,691	9,255	15	113,693
Condo	10,809	3,977	3,734	1,182	1,105	176	635	74	10,883
Condo only	3,457	1,017	1,246	486	452	84	172	67	3,524
Timeshare	9,809	3,799	4,146	723	539	169	435	7	9,816
Timeshare Only	4,230	1,306	2,019	323	263	95	225	0	4,230
Cruise only	111,847	40,942	36,625	13,305	5,694	6,025	9,256	3,764	115,611
Bed & Breakfast	2,217	813	783	324	83	40	175	0	2,217
Bed & Breakfast only	788	241	204	201	27	17	99	0	788
Friends & relatives	4,347	2,096	1,624	146	116	0	367	36	4,383
Other accomodation	3,039	563	1,553	485	344	44	51	0	3,039
Average Length of Stay (days)									
Total Length of Stay in Hawai'i	7.47	6.29	8.04	6.90	9.79	6.37	8.30	6.57	7.45
LOS in Hawai'i Before Cruise	1.21	0.72	1.42	1.24	1.89	1.05	1.27	0.00	1.19
LOS in Hawai'i During Cruise	5.33	4.70	5.83	4.93	5.64	4.68	5.94	6.57	5.35
LOS in Hawai'i After Cruise	0.93	0.86	0.79	0.73	2.26	0.63	1.09	0.00	0.91
Type of Visitors	0.00	0.00	0.00	0.00	0.00	0.00	0.00		
First Timers	110,506	12,749	56,873	11,971	10,084	7,906	10,921		
Repeat Visitors	141,244	55,138	50,286	13,701	10,905	2,215	8,998		
Total Expenditures ($mil)	476.4	74.1	254.6	39.0	N/A	N/A	108.78	N/A	N/A
PPPD (All visitors, $)	253.5	173.6	295.5	220.0	N/A	N/A	262.83	N/A	N/A
PPPD (On domestic ships, $)	332.2	292.3	352.1	320.4	N/A	N/A	318.33	N/A	N/A
PPPD (On foreign ships, $)	82.3	67.6	87.5	83.6	N/A	N/A	103.24	N/A	N/A

Table 92. Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars 2018 and Percent Change vs 2017

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	**252.7**	**2.5**	**124.0**	**-7.7**	**81.1**	**7.4**	**63.0**	**-1.5**	**60.0**	**-11.3**
Lodging	**20.1**	**-10.6**	**38.7**	**-16.8**	**10.9**	**-3.1**	**9.5**	**-3.4**	**2.7**	**-67.0**
Food & beverages	**13.8**	**-1.4**	**23.0**	**-11.4**	**11.7**	**21.2**	**6.4**	**5.5**	**7.6**	**10.0**
Restaurant	9.5	-7.5	16.4	-13.4	7.5	2.8	4.2	-0.9	4.6	-10.8
Dinner shows	2.0	23.3	3.2	-4.0	2.3	126.1	1.0	24.5	0.6	57.7
Groceries/snacks	2.3	9.0	3.3	-7.8	1.9	40.4	1.2	16.9	2.4	73.7
Entertainment and Recreation	**2.7**	**0.4**	**3.8**	**-11.2**	**2.2**	**22.6**	**2.0**	**19.1**	**1.3**	**-28.8**
Shore Tour	**23.8**	**0.0**	**18.2**	**3.1**	**24.9**	**3.4**	**27.6**	**-3.1**	**21.6**	**-23.7**
Total Transportation	**8.5**	**4.5**	**12.1**	**-0.3**	**7.3**	**8.6**	**5.4**	**3.9**	**6.7**	**15.6**
Inter-island airfare	1.8	10.3	2.1	11.0	1.6	8.3	1.6	13.3	2.3	46.2
Ground transportation	2.8	3.2	5.1	-1.0	1.8	7.2	1.1	9.9	1.9	14.3
Rental car/moped	3.4	2.7	4.2	-2.3	3.4	8.4	2.5	-4.5	2.2	-4.6
Other transportation	0.5	4.9	0.7	-12.9	0.4	18.0	0.3	15.2	0.3	19.7
Total Shopping	**19.1**	**4.8**	**24.9**	**0.1**	**20.7**	**14.0**	**10.1**	**-6.1**	**16.6**	**18.0**
Fashion& clothing	7.0	4.1	9.9	-6.7	7.9	21.3	3.6	-0.1	4.6	24.8
Jewelry/watch	3.8	7.1	5.4	19.8	4.3	-1.5	2.2	-13.3	2.0	-9.4
Cosmetics/perfumes	0.9	2.8	1.2	-10.8	1.5	29.6	0.1	-58.6	0.3	25.8
leather goods	0.9	-9.1	0.9	-25.0	0.8	0.5	0.1	16.6	1.3	-10.4
Hawai'i food products	2.1	16.3	2.3	17.8	1.7	26.3	1.2	6.9	3.8	61.2
Souvenirs	4.4	2.6	5.1	-1.4	4.7	13.1	2.9	-8.3	4.5	12.0
All other spending outside ship	**3.0**	**-1.4**	**3.5**	**8.7**	**3.3**	**-12.5**	**2.1**	**3.3**	**3.5**	**34.4**
Unallocated and on ship spending 1/	**161.8**	**4.9**	**-**	**0.0**	**-**	**0.0**	**-**	**0.0**	**-**	**0.0**

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Table 93. Total Air Seats Operated To Hawai'i

2018 vs. 2017

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU E		
	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge
TOTAL SEATS	**13,239,175**	**12,235,608**	**8.2**	**8,277,192**	**8,113,768**	**2.0**	**2,626,225**	**2,329,750**	**12.7**	**1,280,769**	**984,420**	**30.1**	**54,295**	**48,180**	**12.7**	**1,000,694**	**759,490**	**31.8**
Scheduled Seats	**13,138,502**	**12,150,539**	**8.1**	**8,182,633**	**8,033,048**	**1.9**	**2,622,292**	**2,328,461**	**12.6**	**1,279,464**	**982,187**	**30.3**	**54,295**	**48,180**	**12.7**	**999,818**	**758,663**	**31.8**
Charter seats	**100,673**	**85,069**	**18.3**	**94,559**	**80,720**	**17.1**	**3,933**	**1,289**	**205.1**	**1,305**	**2,233**	**-41.6**				**876**	**827**	**5.9**

Table 94. Domestic Air Seats Operated To Hawai'i

2018 vs. 2017

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU E		
	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge
DOMESTIC SEATS	**9,288,578**	**8,409,740**	**10.5**	**4,735,915**	**4,624,923**	**2.4**	**2,407,806**	**2,124,475**	**13.3**	**1,122,185**	**882,408**	**27.2**	**54,295**	**48,180**	**12.7**	**968,377**	**729,754**	**32.7**
Scheduled Seats	**9,219,633**	**8,343,524**	**10.5**	**4,673,084**	**4,563,056**	**2.4**	**2,403,873**	**2,123,186**	**13.2**	**1,120,880**	**880,175**	**27.3**	**54,295**	**48,180**	**12.7**	**967,501**	**728,927**	**32.7**
Charter seats	**68,945**	**66,216**	**4.1**	**62,831**	**61,867**	**1.6**	**3,933**	**1,289**	**205.1**	**1,305**	**2,233**	**-41.6**				**876**	**827**	**5.9**
US West	**8,121,002**	**7,334,734**	**10.7**	**3,833,139**	**3,725,652**	**2.9**	**2,186,558**	**1,982,732**	**10.3**	**1,086,824**	**852,796**	**27.4**	**54,295**	**48,180**	**12.7**	**960,186**	**725,374**	**32.4**
...Anchorage	79,341	71,391	11.1	58,035	52,788	9.9	11,607	11,448	1.4	9,699	7,155	35.6						
...Bellingham	17,808	17,114	4.1				13,515	13,674	-1.2	4,293	3,440	24.8						
...Denver	317,915	205,360	54.8	134,043	133,028	0.8	61,685	37,518	64.4	61,178	26,533	130.6				61,009	8,281	636.7
...Las Vegas	262,406	290,670	-9.7	262,406	290,670	-9.7												
...Long Beach	40,446	0	NA	40,446	0	NA												
...Los Angeles	2,746,536	2,565,380	7.1	1,305,176	1,258,502	3.7	637,353	626,990	1.7	372,193	303,961	22.4	54,295	48,180	12.7	377,519	327,747	15.2
...Oakland	369,463	398,601	-7.3	120,862	139,620	-13.4	131,832	151,314	-12.9	58,146	56,963	2.1				58,623	50,704	15.6
...Phoenix	449,663	461,570	-2.6	221,431	228,882	-3.3	95,316	99,416	-4.1	63,732	63,288	0.7				69,184	69,984	-1.1
...Portland	389,779	309,811	25.8	156,133	169,255	-7.8	168,940	98,898	70.8	38,153	25,917	47.2				26,553	15,741	68.7
...Sacramento	153,384	152,850	0.3	94,535	94,815	-0.3	58,035	58,035	0.0	814	0	NA						
...Salt Lake City	111,250	101,667	9.4	94,752	99,181	-4.5	16,498	2,486	563.6									
...San Diego	341,755	284,680	20.0	159,486	161,455	-1.2	106,426	61,533	73.0	35,775	26,871	33.1				40,068	34,821	15.1
...San Francisco	1,470,320	1,248,829	17.7	668,243	619,431	7.9	457,662	409,835	11.7	229,797	135,785	69.2				114,618	83,778	36.8
...San Jose	368,331	322,467	14.2	136,964	126,044	8.7	144,631	136,568	5.9	41,103	26,624	54.4				45,633	33,231	37.3
...Seattle	1,002,605	904,344	10.9	380,627	351,981	8.1	283,058	275,017	2.9	171,941	176,259	-2.4				166,979	101,087	65.2
US East	**1,098,631**	**1,008,790**	**8.9**	**839,945**	**837,404**	**0.3**	**217,315**	**140,454**	**54.7**	**34,056**	**27,379**	**24.4**				**7,315**	**3,553**	**105.9**
...Atlanta	97,245	106,945	-9.1	97,245	106,945	-9.1												
...Chicago	210,782	152,200	38.5	135,798	130,680	3.9	74,984	21,520	248.4									
...Dallas	367,158	311,012	18.1	183,456	161,146	13.8	142,331	118,934	19.7	34,056	27,379	24.4				7,315	3,553	105.9
...Houston	132,860	130,800	1.6	132,860	130,800	1.6												
...Minneapolis	58,586	72,955	-19.7	58,586	72,955	-19.7												
...New York JFK	105,898	116,304	-8.9	105,898	116,304	-8.9												
...Newark	87,796	79,772	10.1	87,796	79,772	10.1												
...Washington D.C.	38,306	38,802	-1.3	38,306	38,802	-1.3												

NA = Not Applicable

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

Table 95. International Air Seats To Hawai'i
2018 vs. 2017

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LÎHU'E		
	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge	2018	2017	% Chge
INTERNATIONAL SEATS	**3,950,597**	**3,825,868**	**3.3**	**3,541,277**	**3,488,845**	**1.5**	**218,419**	**205,275**	**6.4**	**158,584**	**102,012**	**55.5**				**32,317**	**29,736**	**8.7**
Scheduled Seats	**3,918,869**	**3,807,015**	**2.9**	**3,509,549**	**3,469,992**	**1.1**	**218,419**	**205,275**	**6.4**	**158,584**	**102,012**	**55.5**				**32,317**	**29,736**	**8.7**
Charter seats	**31,728**	**18,853**	**68.3**	**31,728**	**18,853**	**68.3**												
Japan	**2,042,595**	**1,988,036**	**2.7**	**1,926,592**	**1,922,018**	**0.2**				**116,003**	**66,018**	**75.7**						
…Fukuoka	65,540	65,293	0.4	65,540	65,293	0.4												
…Nagoya	149,646	153,233	-2.3	149,646	153,233	-2.3												
…Osaka	491,875	346,990	41.8	491,875	346,990	41.8												
…Sapporo	43,121	40,663	6.0	43,121	40,663	6.0												
…Tokyo-HND	291,800	312,515	-6.6	248,432	267,989	-7.3				43,368	44,526	-2.6						
…Tokyo-NRT	1,000,613	1,069,342	-6.4	927,978	1,047,850	-11.4				72,635	21,492	238.0						
Canada	**488,857**	**462,889**	**5.6**	**195,540**	**191,884**	**1.9**	**218,419**	**205,275**	**6.4**	**42,581**	**35,994**	**18.3**				**32,317**	**29,736**	**8.7**
…Calgary	57,341	51,339	11.7	9,170	10,480	-12.5	48,171	40,859	17.9									
…Edmonton	10,480	10,480	0.0				10,480	10,480	0.0									
…Toronto	5,552	5,640	-1.6	5,552	5,640	-1.6												
…Vancouver	415,484	395,430	5.1	180,818	175,764	2.9	159,768	153,936	3.8	42,581	35,994	18.3				32,317	29,736	8.7
…Victoria	541,557	579,109	-6.5	541,557	579,109	-6.5												
Other Asia	**72,689**	**87,538**	**-17.0**	**72,689**	**87,538**	**-17.0**												
…Beijing	786	0	NA	786	0	NA												
…Seoul	350,900	384,019	-8.6	350,900	384,019	-8.6												
…Shanghai	85,358	76,366	11.8	85,358	76,366	11.8												
…Taipei	31,824	31,186	2.0	31,824	31,186	2.0												
Oceania	**533,045**	**483,122**	**10.3**	**533,045**	**483,122**	**10.3**												
…Auckland	152,259	104,932	45.1	152,259	104,932	45.1												
…Brisbane	44,758	44,202	1.3	44,758	44,202	1.3												
…Melbourne	58,960	60,300	-2.2	58,960	60,300	-2.2												
…Sydney	277,068	273,688	1.2	277,068	273,688	1.2												
Other	**312,815**	**293,859**	**6.5**	**312,815**	**293,859**	**6.5**												
…Apia	8,528	8,528	0.0	8,528	8,528	0.0												
…Christmas	6,182	5,702	8.4	6,182	5,702	8.4												
…Guam	133,224	130,820	1.8	133,224	130,820	1.8												
…Majuro	34,122	25,896	31.8	34,122	25,896	31.8												
…Manila	70,154	68,512	2.4	70,154	68,512	2.4												
…Nadi	8,534	8,692	-1.8	8,534	8,692	-1.8												
…Pago Pago	34,263	30,821	11.2	34,263	30,821	11.2												
…Papeete	17,808	14,888	19.6	17,808	14,888	19.6												

NA = Not Applicable

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

Table 96. State Hotel Occupancy and Room Rate
2018 vs. 2017

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2018	2017	Absolute Change	2018	2017	% Change	2018	2017	% Change
JANUARY	82.30	81.30	1.0	295.03	281.38	4.9	242.81	228.76	6.1
FEBRUARY	86.00	83.70	2.3	293.51	272.14	7.9	252.42	227.78	10.8
MARCH	82.30	79.00	3.3	288.03	267.58	7.6	237.05	211.39	12.1
APRIL	80.90	77.70	3.2	268.61	258.65	3.9	217.31	200.97	8.1
MAY	80.00	78.00	2.0	252.61	241.45	4.6	202.09	188.33	7.3
JUNE	82.00	82.50	-0.5	277.13	262.96	5.4	227.25	216.94	4.7
JULY	83.80	84.80	-1.0	295.55	281.87	4.9	247.67	239.03	3.6
AUGUST	78.30	81.10	-2.8	281.54	269.80	4.4	220.45	218.81	0.7
SEPTEMBER	76.90	78.40	-1.5	241.72	231.30	4.5	185.88	181.34	2.5
OCTOBER	76.40	78.80	-2.4	249.10	240.61	3.5	190.31	189.60	0.4
NOVEMBER	75.80	78.40	-2.6	250.98	242.75	3.4	190.24	190.32	0.0
DECEMBER	75.80	78.70	-2.9	332.33	319.25	4.1	251.91	251.25	0.3
TOTAL	**80.00**	**80.20**	**0.2**	**277.18**	**264.14**	**4.9**	**221.74**	**211.84**	**4.7**

Source: STR, Inc.

Table 97. O‘ahu Hotel Occupancy and Room Rate
2018 vs. 2017

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2018	2017	Absolute Change	2018	2017	% Change	2018	2017	% Change
JANUARY	83.10	82.90	0.2	239.45	245.51	-2.5	198.98	203.53	-2.2
FEBRUARY	87.50	85.70	1.8	234.16	230.82	1.4	204.89	197.81	3.6
MARCH	82.70	79.70	3.0	229.90	222.51	3.3	190.13	177.34	7.2
APRIL	82.50	80.00	2.5	226.29	220.91	2.4	186.69	176.73	5.6
MAY	83.40	81.10	2.3	222.35	216.29	2.8	185.44	175.41	5.7
JUNE	87.70	87.40	0.3	243.07	236.99	2.6	213.17	207.13	2.9
JULY	87.90	89.20	-1.3	260.18	253.77	2.5	228.70	226.36	1.0
AUGUST	84.80	86.10	-1.3	253.96	244.77	3.8	215.36	210.75	2.2
SEPTEMBER	84.20	83.90	0.3	223.20	217.36	2.7	187.93	182.37	3.1
OCTOBER	81.40	82.10	-0.7	227.73	222.42	2.4	185.37	182.61	1.5
NOVEMBER	79.40	82.00	-2.6	218.91	219.24	-0.2	173.81	179.78	-3.3
DECEMBER	81.40	81.70	-0.3	271.24	261.07	3.9	220.79	213.29	3.5
TOTAL	**83.80**	**83.50**	**0.3**	**237.54**	**232.64**	**2.1**	**199.06**	**194.25**	**2.5**

Source: STR, Inc.

Table 98. Maui County Hotel Occupancy and Room Rate
2018 vs. 2017

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2018	2017	Absolute Change	2018	2017	% Change	2018	2017	% Change
JANUARY	83.10	78.20	4.9	436.03	382.43	14.0	362.34	299.06	21.2
FEBRUARY	87.50	79.80	7.7	432.66	383.02	13.0	378.58	305.65	23.9
MARCH	82.70	80.00	2.7	427.49	381.34	12.1	353.53	305.07	15.9
APRIL	82.50	78.70	3.8	377.02	351.70	7.2	311.04	276.79	12.4
MAY	83.40	75.60	7.8	337.81	311.80	8.3	281.73	235.72	19.5
JUNE	87.70	77.70	10.0	381.03	342.35	11.3	334.16	266.01	25.6
JULY	87.90	80.30	7.6	404.05	371.34	8.8	355.16	298.19	19.1
AUGUST	84.80	76.10	8.7	370.75	344.62	7.6	314.40	262.26	19.9
SEPTEMBER	84.20	73.50	10.7	302.14	280.33	7.8	254.40	206.04	23.5
OCTOBER	81.40	74.80	6.6	306.66	295.56	3.8	249.62	221.08	12.9
NOVEMBER	79.40	75.10	4.3	334.80	314.75	6.4	265.83	236.38	12.5
DECEMBER	81.40	75.00	6.4	501.31	478.00	4.9	408.07	358.50	13.8
TOTAL	**75.90**	**77.10**	**1.2**	**384.31**	**353.10**	**8.8**	**291.69**	**272.24**	**7.1**

Source: STR, Inc.

Table 99. Kaua‘i Hotel Occupancy and Room Rate
2018 vs. 2017

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2018	2017	Absolute Change	2018	2017	% Change	2018	2017	% Change
JANUARY	82.80	79.80	3.0	302.90	278.90	8.6	250.80	222.56	12.7
FEBRUARY	84.50	81.90	2.6	310.12	269.03	15.3	262.05	220.34	18.9
MARCH	83.20	76.00	7.2	299.96	262.64	14.2	249.57	199.61	25.0
APRIL	78.60	73.00	5.6	278.09	251.79	10.4	218.58	183.81	18.9
MAY	80.60	75.20	5.4	270.91	248.01	9.2	218.35	186.50	17.1
JUNE	77.40	76.40	1.0	294.34	267.25	10.1	227.82	204.18	11.6
JULY	78.80	77.80	1.0	314.73	291.04	8.1	248.01	226.43	9.5
AUGUST	70.70	74.80	-4.1	298.61	275.54	8.4	211.12	206.10	2.4
SEPTEMBER	71.40	72.60	-1.2	257.38	236.12	9.0	183.77	171.42	7.2
OCTOBER	73.60	76.20	-2.6	263.57	236.48	11.5	193.99	180.20	7.7
NOVEMBER	70.00	71.60	-1.6	257.31	232.06	10.9	180.12	166.15	8.4
DECEMBER	67.60	73.70	-6.1	344.04	312.70	10.0	232.57	230.46	0.9
TOTAL	**76.60**	**75.80**	**0.8**	**291.00**	**263.46**	**10.5**	**222.91**	**199.70**	**11.6**

Source: STR, Inc.

Table 100. Hawai'i Island Hotel Occupancy and Room Rates
2018 vs. 2017

	Occupancy (%)			Average Daily Rate ($)			RevPAR ($)		
	2018	2017	Absolute Change	2018	2017	% Change	2018	2017	% Change
JANUARY	83.70	80.90	2.8	283.92	266.21	6.7	237.64	215.36	10.3
FEBRUARY	89.10	83.40	5.7	302.10	265.49	13.8	269.17	221.42	21.6
MARCH	84.90	76.60	8.3	286.06	260.32	9.9	242.86	199.41	21.8
APRIL	78.80	69.00	9.8	260.36	255.97	1.7	205.16	176.62	16.2
MAY	73.10	70.80	2.3	232.61	223.16	4.2	170.04	158.00	7.6
JUNE	68.60	74.60	-6.0	239.04	239.68	-0.3	163.98	178.80	-8.3
JULY	74.20	78.80	-4.6	246.73	246.82	0.0	183.07	194.49	-5.9
AUGUST	66.80	73.20	-6.4	245.62	250.57	-2.0	164.07	183.42	-10.5
SEPTEMBER	58.70	67.60	-8.9	207.77	205.99	0.9	121.96	139.25	-12.4
OCTOBER	66.10	73.50	-7.4	236.38	228.89	3.3	156.25	168.23	-7.1
NOVEMBER	67.20	73.80	-6.6	238.36	228.32	4.4	160.18	168.50	-4.9
DECEMBER	67.90	75.90	-8.0	315.86	306.81	2.9	214.47	232.87	-7.9
TOTAL	**73.30**	**74.80**	**1.5**	**257.90**	**248.19**	**3.9**	**189.04**	**185.65**	**1.8**

Source: STR, Inc.

Table 101. Visitor Plant Inventory – Existing Inventory by Island and Property 2018 vs. 2017

ISLAND	TYPE	2018 PROPERTIES	2017 PROPERTIES	CHANGE FROM 2017
HAWAI'I ISLAND	Apartment/ Hotel	2	2	0
	Bed & Breakfast	56	59	-3
	Condominium Hotel	13	13	0
	Hostel	3	3	0
	Hotel	30	31	-1
	Vacation Rental Unit	315	348	-33
	Timeshare	17	15	2
	Other	8	9	-1
	Total	**444**	**480**	**-36**
KAUA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	8	8	0
	Condominium Hotel	20	21	-1
	Hostel	0	0	0
	Hotel	15	15	0
	Vacation Rental Unit	283	303	-20
	Timeshare	17	19	-2
	Other	4	3	1
	Total	**347**	**369**	**-22**
MAUI	Apartment/ Hotel	0	0	0
	Bed & Breakfast	38	42	-4
	Condominium Hotel	53	52	1
	Hostel	3	3	0
	Hotel	31	34	-3
	Vacation Rental Unit	220	323	-103
	Timeshare	23	22	1
	Other	2	2	0
	Total	**370**	**478**	**-108**
MOLOKA'I	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	19	0
	Timeshare	1	1	0
	Other	0	0	0
	Total	**23**	**23**	**0**
LĀNA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	1	2	-1
	Vacation Rental Unit	2	2	0
	Timeshare	0	0	0
	Other	0	0	0
	Total	**3**	**4**	**-1**
O'AHU	Apartment/ Hotel	2	2	0
	Bed & Breakfast	23	24	-1
	Condominium Hotel	25	30	-5
	Hostel	9	6	3
	Hotel	73	72	1
	Vacation Rental Unit	120	128	-8
	Timeshare	19	16	3
	Other	4	4	0
	Total	**275**	**282**	**-7**
STATEWIDE	Apartment/ Hotel	4	4	0
	Bed & Breakfast	126	134	-8
	Condominium Hotel	113	118	-5
	Hostel	15	12	3
	Hotel	150	154	-4
	Vacation Rental Unit	959	1,123	-164
	Timeshare	77	73	4
	Other	18	18	0
	State Total	**1,462**	**1,636**	**174**

Table 102. Visitor Plant Inventory – Existing Inventory by Island and Unit 2018 vs. 2017

ISLAND	TYPE	2018 UNITS	2017 UNITS	CHANGE FROM 2017
HAWAI'I	Apartment/ Hotel	36	36	0
ISLAND	Bed & Breakfast	255	262	-7
	Condominium Hotel	522	499	23
	Hostel	24	24	0
	Hotel	6,110	6,512	-402
	Vacation Rental Unit	1,984	2,039	-55
	Timeshare	1,823	1,801	22
	Other	57	113	-56
	Total	**10,811**	**11,286**	**-475**
KAUA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	26	29	-3
	Condominium Hotel	1,592	1,657	-65
	Hostel	0	0	0
	Hotel	2,856	2,851	5
	Vacation Rental Unit	1,794	1,710	84
	Timeshare	2,714	2,546	168
	Other	40	28	12
	Total	**9,022**	**8,821**	**201**
MAUI	Apartment/ Hotel	15	15	0
	Bed & Breakfast	159	168	-9
	Condominium Hotel	4,189	4,402	-213
	Hostel	48	48	0
	Hotel	7,372	7,742	-370
	Vacation Rental Unit	5,912	5,472	440
	Timeshare	3,648	3,379	269
	Other	24	24	0
	Total	**21,367**	**21,250**	**117**
MOLOKA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	1	1	0
	Condominium Hotel	70	71	-1
	Hostel	0	0	0
	Hotel	0	0	0
	Vacation Rental Unit	166	165	1
	Timeshare	7	7	0
	Other	0	0	0
	Total	**244**	**244**	**0**
LĀNA'I	Apartment/ Hotel	0	0	0
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	213	224	-11
	Vacation Rental Unit	5	5	0
	Timeshare	0	0	0
	Other	0	0	0
	Total	**218**	**229**	**-11**
O'AHU	Apartment/ Hotel	50	50	0
	Bed & Breakfast	47	47	0
	Condominium Hotel	4,242	4,246	-4
	Hostel	267	239	28
	Hotel	27,306	27,473	-167
	Vacation Rental Unit	3,221	3,270	-49
	Timeshare	3,731	3,329	402
	Other	225	225	0
	Total	**39,089**	**38,879**	**210**
STATEWIDE	Apartment/ Hotel	101	101	0
	Bed & Breakfast	488	507	-19
	Condominium Hotel	10,615	10,875	-260
	Hostel	339	311	28
	Hotel	43,857	44,802	-945
	Vacation Rental Unit	13,082	12,661	421
	Timeshare	11,923	11,062	861
	Other	346	390	-44
	State Total	**80,751**	**80,709**	**42**

Table 103. Visitor Plant Inventory - Class of Units by Island
2018 vs. 2017

ISLAND	CLASS	PERCENT OF TOTAL UNITS[1] 2018[2]	2017[3]	% CHANGE FROM 2017
HAWAI'I ISLAND	Budget (Up to $100)	10.1%	9.6%	0.5%
	Standard ($101 to $250)	21.3%	19.7%	1.6%
	Deluxe ($251 to $500)	38.8%	41.5%	-2.7%
	Luxury (Over $500/Night)	29.7%	29.2%	0.5%
	Total	100.0%	100.0%	
KAUA'I	Budget (Up to $100)	2.4%	4.2%	-1.8%
	Standard ($101 to $250)	33.7%	35.8%	-2.1%
	Deluxe ($251 to $500)	20.9%	20.5%	0.4%
	Luxury (Over $500/Night)	43.0%	39.5%	3.5%
	Total	100.0%	100.0%	
MAUI	Budget (Up to $100)	1.1%	1.5%	-0.4%
	Standard ($101 to $250)	17.6%	18.9%	-1.3%
	Deluxe ($251 to $500)	20.2%	25.9%	-5.7%
	Luxury (Over $500/Night)	61.1%	53.7%	7.4%
	Total	100.0%	100.0%	
MOLOKA'I	Budget (Up to $100)	6.1%	7.2%	-1.1%
	Standard ($101 to $250)	89.8%	88.0%	1.8%
	Deluxe ($251 to $500)	3.1%	3.6%	-0.5%
	Luxury (Over $500/Night)	1.0%	1.2%	-0.2%
	Total	100.0%	100.0%	
LĀNA'I	Budget (Up to $100)	0.0%	0.0%	0.0%
	Standard ($101 to $250)	1.8%	2.6%	-0.8%
	Deluxe ($251 to $500)	0.0%	3.9%	-3.9%
	Luxury (Over $500/Night)	98.2%	93.4%	4.8%
	Total	100.0%	100.0%	
O'AHU	Budget (Up to $100)	5.4%	2.2%	3.2%
	Standard ($101 to $250)	26.1%	25.1%	1.0%
	Deluxe ($251 to $500)	35.1%	39.6%	-4.5%
	Luxury (Over $500/Night)	33.5%	33.1%	0.4%
	Total	100.0%	100.0%	
STATEWIDE	Budget (Up to $100)	4.9%	3.4%	1.5%
	Standard ($101 to $250)	24.3%	23.8%	0.5%
	Deluxe ($251 to $500)	30.9%	35.2%	-4.3%
	Luxury (Over $500/Night)	39.9%	37.7%	2.2%
	Total	100.0%	100.0%	

[1] Totals may not sum to 100% due to rounding.
[2] Based on 45,870 units (56.8% of the total units in 2018) for which information on the class of units was available.
[3] Based on 47,618 units (59.0% of the total units in 2017) 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 – 2018

YEAR	STATE TOTAL	% CHANGE	HAWAI'I ISLAND	% CHANGE	KAUA I	% 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%
2018	80,380	0.1%	10,811	-4.2%	9,022	2.3%	21,829	0.5%	39,089	0.5%

* HVCB did not conduct an update survey in 1995

APPENDIX A

TECHNICAL NOTES

DEFINITIONS

Airline Passenger Counts: Passengers arriving in Hawai'i on trans-Pacific flights (both scheduled and chartered) from the U.S., Canada, Japan, Europe, Other Asia, Oceania and Other Pacific regions, as reported in the Air Traffic Summary Report, which airlines submit to the State of Hawai'i, Department of Transportation each month. The report includes passenger counts arriving to the Daniel K. Inouye, Kahului, Kona, Hilo and Līhu'e airports and includes counts of any in-transit passengers (domestic or international).

Arrivals by Air: Visitors who enter Hawai'i via arriving trans-Pacific airline flights. This data is derived from the Domestic In-flight Survey and International Departure Survey.

Arrivals by Cruise Ships: Visitors entering Hawai'i via foreign-flagged cruise ships. This data is derived from monthly reports from State of Hawai'i Department of Transportation Harbors Division and Hawai'i.PortCall.com, and from the Cruise Visitor Survey.

Cruise Ships (Arrivals by Air): An estimate of visitors staying on cruise ships who arrived in Hawai'i via trans-Pacific flights. 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: Ships that are not considered Hawai'i businesses. On-ship spending is not included in the reported visitor expenditures.

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

Daily Census: Average number of visitors present in Hawai'i on a single day.

Domestic: Visitor arriving on a trans-Pacific flight from the U.S. mainland or Alaska. Total domestic arrivals include U.S. residents and foreign residents who come to Hawai'i on flights from the U.S. mainland or Alaska. A foreign resident arriving on flights from the U.S. mainland is counted as a domestic visitor.

Expenditures: The U.S. dollar amount spent in Hawai'i attributed to a visitor. This includes direct spending by visitors while in Hawai'i, as well as any prepaid package purchased before arrival. The expenditure data does not include trans-Pacific airfare 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: Includes on-ship spending on U.S. flagged cruise ships. The expenditures are allocated to each island in proportion to visitor days.

Per Person Per Day (PPPD) Expenditures, by Island: The denominator is 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 U.S. flagged cruise ships include on-ship spending because U.S. flagged cruise ships are considered Hawai'i businesses. Expenditures by visitors onboard foreign flagged cruise ships include only on-shore expenditures.

Group Tour: Visitors traveling and participating in activities in a group with a tour guide during much of their stay.

In-transit, International:

- True Transit: Passengers clearing U.S. Immigration and Customs at Daniel K. Inouye International Airport and proceeding to another city.
- Bonded transit: Passengers held in a sterile lounge area who re-board an aircraft without being processed by either U.S. Immigration and Customs Enforcement.

In-Transit, Domestic:

- U.S. to Foreign: Passengers arriving at Daniel K. Inouye International Airport from the U.S. mainland, Alaska or the neighbor islands who re-board an aircraft destined for a foreign country (without leaving Daniel K. Inouye International Airport).
- Neighbor Island to Mainland: Passengers arriving at Daniel K. Inouye International Airport from a neighbor island airport who re-board an aircraft destined for the U.S. mainland (without leaving Daniel K. Inouye International Airport).

Intended Residents: Passengers arriving by trans-Pacific flights who are moving to Hawai'i and seeking long-term residence for at least one year. Students or military members have often classified themselves in this category.

International: Visitors arriving on trans-Pacific flights from foreign countries and U.S. territories. A U.S. visitor arriving on a trans-Pacific flight from a foreign country is counted as an international visitor.

Length of Stay: The average number of days that visitors are present in Hawai'i, including the day of arrival and day of departure.

Major Market Areas (MMAs): Visitors were classified by their place of residence in the U.S. or foreign country in the following geographical areas, as defined by HTA.

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 and reported as the rate per 1,000 visitors.

MC&I (Net): Visitors traveling to Hawai'i for corporate meetings, conventions or incentives, or any combination of these reasons. A visitor selecting two or more sub-categories within the MCI category is counted once. Therefore, the sum of the sub-categories may be larger than the MCI category.

Package: Visitors who purchase a package trip that includes airline tickets and accommodations.

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

Pleasure (Net): Visitors traveling for vacation, honeymoon or to get married, or any combination of these reasons. A visitor selecting two or more sub-categories within the pleasure category is counted once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

Returning Hawai'i Residents: Arriving passengers on trans-Pacific flights who are returning Hawai'i residents after traveling out of state for various purposes (leisure, business, school, etc.).

True Independent: Visitors who are not part of a tour group and did not purchase airline tickets and accommodations as a package.

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

Seats, Charter: The number of charter air seats on all flights not reported by Diio Mi, but reported by the State of Hawai'i monthly.

Seats, Total: The total number of all air seats for both scheduled and charter flights arriving in Hawai'i.

Supplemental Business Expenditures: Additional business expenditures spent in Hawai'i 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: The out-of-state traveler who stays in Hawai'i for at least one night but less than one year. Visitors arriving by trans-Pacific flights are calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. Visitors arriving by cruise ships are calculated by subtracting Hawai'i residents from counts of passengers who came to Hawai'i onboard 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 Hawaiʻi by their country of residence. The reports also identified those simply passing through Hawaiʻi (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 Līhuʻe Airport on Kauaʻi. In 2018, a total of 62,047 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 2018 International Intercept Survey form is included in Appendix B.

Domestic Survey: The domestic survey form is on the reverse side of the Hawaiʻi 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 Hawaiʻi every day of the year. In 2018, there were 3,714,022 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 2018 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 2018, 30,983 completed survey forms were received from the Daniel K. Inouye Airport for Oʻahu specific data, 16,830 completed forms received from Maui, 199 forms from Molokaʻi, 872 forms from Lānaʻi, 10,443 forms from Kauaʻi, 4,991 forms from Hilo, and 111,848 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 2018 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 2018, a total of 15,039 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.hawaiitourismauthority.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.hawaiitourismauthority.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).

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 pomulalayong ito ay dapat sagutin bago mag "landing" ang eroplano. Kung hindi ninyo mabasa ang pomulalayong ito, magpatulong po lamang na humiling sa "Flight attendant" na kung pomulalayo 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貰って下さい。
KOREAN 착륙하기전에 이 양식에 반드시 기입하셔야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.
CHINESE 请在下机前填写完毕这份表格。如果看不懂此表，请向乘务员索取一份中文表格。

STATE OF HAWAI'I
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

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See Reverse Side

DOMESTIC IN-FLIGHT SURVEY (BACK)

STATE OF HAWAI'I

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, I/we 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
○ O'ahu (includes Waikiki and Honolulu)	☐☐☐
○ Maui	☐☐☐
○ Moloka'i	☐☐☐
○ Lāna'i	☐☐☐
○ Kona (Big Island of Hawai'i)	☐☐☐
○ Hilo (Big Island of Hawai'i)	☐☐☐
○ Kaua'i	☐☐☐

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
   - ○ 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): _____

10. The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)
    - ○ Honeymoon
    - ○ To Get Married
    - ○ Pleasure/Vacation
    - ○ Convention/Conference
    - ○ Corporate Meeting
    - ○ Incentive Trip
    - ○ Other Business
    - ○ Visiting Friends or Relatives
    - ○ Government or Military Business
    - ○ To Attend School
    - ○ Sports Event
    - ○ 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	☐☐	☐☐	25 to 40 yrs.	☐☐	☐☐
13 to 17 yrs.	☐☐	☐☐	41 to 59 yrs.	☐☐	☐☐
18 to 24 yrs.	☐☐	☐☐	60 or more	☐☐	☐☐
TOTAL	☐☐	☐☐			

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) _____

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

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58844

○●○○○○ *Mahalo (thank you) and Aloha!*

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

INTERNATIONAL INTERCEPT SURVEY

HAWAI'I 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	○	
Maui	○	
Moloka'i	○	
Lāna'i	○	
Kona (Big Island of Hawai'i)	○	
Hilo (Big Island of Hawai'i)	○	
Kaua'i	○	

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.
   - ○ Australia
   - ○ Korea
   - ○ Mexico
   - ○ China
   - ○ France
   - ○ Germany
   - ○ Hong Kong
   - ○ Italy
   - ○ Canada
   - ○ Argentina
   - ○ Japan
   - ○ Brazil
   - ○ New Zealand
   - ○ Philippines
   - ○ Singapore
   - ○ Switzerland
   - ○ Taiwan
   - ○ United Kingdom
   - ○ 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 HAWAI'I

Day / Month / Year

Flight No. Name of Airline:

FOR INTERNAL USE ONLY Airline Code

ARRIVAL IN HAWAI'I

Day / Month / Year

Flight No. Name of Airline:

FOR INTERNAL USE ONLY Airline Code

CONTINUE ON THE OTHER SIDE 0208521974

INTERNATIONAL INTERCEPT SURVEY (BACK)

14. On this trip, I first arrived at:

- ○ Honolulu International Airport
- ○ Kona International Airport
- ○ Maui Airport
- ○ Kaua'i Airport
- ○ Other (please specify) _____

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 8 ○ 7 ○ 6 ○ Above Average 5 ○ Below Average 4 ○ 3 ○ 2 ○ 1 ○ Poor

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)

- ○ Airfare (to and from Hawai'i)
- ○ Breakfast
- ○ Airfare (inter-island)
- ○ Inter-island cruise (not including dinner/sunset cruise)
- ○ Lunch/Dinner
- ○ Rental Car
- ○ Tours/Attractions
- ○ Lodging (hotel, condo, etc.)
- ○ Trip to another state/country
- ○ Other (please specify) _____

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? (specify total number of people) ☐☐ persons

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

9036521972 ***Mahalo (Thank You)! Please return your completed survey to the interviewer.*** *Int'l 2018Q1*

ISLAND SURVEY

HAWAI'I TOURISM AUTHORITY

Island Survey

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]

Please indicate your departure information:

Date: Month ☐☐ – Day ☐☐ – Year ☐☐

Flight Number: ☐☐☐☐ (DO NOT WRITE IN THESE BOXES ☐☐)

Airline: _____

1. The total number of people (including myself) covered by this form is:..... ☐☐ persons
2. You are a(an):
   - ○ Out-of-state or foreign visitor to this island. **[Proceed to Q3]**
   - ○ Hawai'i resident visiting this island from another island. **[Proceed to Q3]**
   - ○ Resident of this island going on an out-of-island trip, to be away for ☐☐☐ nights. **[Answer Questions 10-14 Only]**
   - ○ Resident of this island moving to another island/state/country. **[STOP. Please turn in your form]**
3. **On this trip**, you were on **this island** for: **[One answer only]**
   - ○ Transit only **(did not leave airport). [STOP. Please turn in your form]**
   - ○ One-day trip and did not stay overnight **[Proceed to Q4]**
   - ○ Stayed at least one night. **[Proceed to Q4]**
4. 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	○	☐☐☐
Maui	○	☐☐☐
Kaua'i	○	☐☐☐
Moloka'i	○	☐☐☐
Lana'i	○	☐☐☐
Kona (Big Island of Hawai'i)	○	☐☐☐
Hilo (Big Island of Hawai'i)	○	☐☐☐
TOTAL NIGHTS ALL ISLANDS		☐☐☐

5a. Including this trip, how many times have you visited **this island?**..... ☐☐

5b. Including this trip, how many times have you visited **Hawai'i?**..... ☐☐

5c. **[IF TWO OR MORE TRIPS TO HAWAI'I]** What year did you last visit Hawai'i?

Specify Year: ☐☐☐☐

6. On this trip, you first arrived at:
   - ○ Honolulu International Airport
   - ○ Kona International Airport
   - ○ Maui Airport
   - ○ Kaua'i Airport
   - ○ Hilo Airport
   - ○ Other (please specify) _____
7. You came on this trip as a member of an organized group tour:
   ○ Yes ○ No
8. You came on a pre-paid package trip that included at least airfare and lodging:
   ○ Yes ○ No
9. Where did you stay at while on **this island**? **[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) _____

9a. What is the name of the hotel/condominium you stayed at while on **this island**? _____ (Internal Use) ☐☐☐

9b. On **this trip**, did you or any member of your family/party attend any events at the Hawai'i Convention Center?
   ○ Yes ○ No

10. The **primary** reason for the trip to **this island** was: **[Residents – Mark Purpose of 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) _____ (Internal Use) ☐☐

11. What is your age? ☐☐ years old
12. What is your gender?
   ○ Male ○ Female
13. Of the people covered by this form **(NOT including yourself)**, how many are:

	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	☐☐	☐☐

14. You are a resident of:
   - ○ U.S.A..... ☐☐☐☐☐ *(specify zip code)*
   - ○ Argentina
   - ○ Australia
   - ○ Brazil
   - ○ Canada... ☐☐☐ – ☐☐☐ *(specify postal code)*
   - ○ China (PRC)
   - ○ France
   - ○ Germany
   - ○ Hong Kong
   - ○ Italy
   - ○ Japan... ☐☐☐ – ☐☐☐☐ *(specify postal code)*
   - ○ Korea
   - ○ Mexico
   - ○ New Zealand
   - ○ Philippines
   - ○ Singapore
   - ○ Switzerland
   - ○ Taiwan
   - ○ United Kingdom
   - ○ Other (please specify) _____ (Internal Use) ☐☐☐

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CONTINUE TO OTHER SIDE →

ISLAND SURVEY (BACK)

15. Did you come to this island on a pre-paid package trip (**including at least airfare and any items in Q16a**)?
- ○ Yes... **[IF YES, CONTINUE TO Q16a]**
- ○ No.... **[IF NO, SKIP TO Q17a]**

16a. What did your package include? **Please mark ALL that apply:**
- ○ Airfare (to and from Hawai'i)
- ○ Airfare (inter-island)
- ○ Inter-island cruise
- ○ Breakfast
- ○ Trip to another state/country (specify) _____
- ○ Rental car
- ○ Lunch/Dinner
- ○ Lodging
- ○ Tours/Attractions
- ○ Other (please specify): _____

16b. How much did your package cost? US$ ☐☐,☐☐☐

16c. Number of nights covered by it: ☐☐

16d. Number of people covered by amount in Q16b above: ☐☐

16e. Did your package include a stay on:
- ○ This island only
- ○ Multiple Hawaiian islands

17a. Did you arrive on **this island** on a/an...
- ○ Transpacific flight
- ○ Inter-island flight

17b. How much did you pay for your flight **(If not included as part of a package)?**

Transpacific flight (round-trip)..... US$ ☐,☐☐☐

Inter-island flight (one-way)..... US$ ☐,☐☐☐

18. Overall, how would you rate this current trip to **this island**?

Excellent 8○ 7○ 6○ 5○ 4○ 3○ 2○ 1○ Poor

19. Would you say this trip to **this island**....?
- ○ Exceeded your expectations
- ○ Met your expectations
- ○ Did not meet your expectations

20. How likely are you to recommend **this island** as a vacation place to your friends and relatives?
- ○ Very Likely
- ○ Somewhat Likely
- ○ Not Too Likely
- ○ Not Likely At All

21. How likely are you to return to visit **this island** in the next five years?
- ○ Very Likely
- ○ Somewhat Likely
- ○ Not Too Likely
- ○ Not Likely At All

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

EMAIL ADDRESS: _____

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.)***

How many people are you reporting for? (specify total number of people) ☐☐ persons

Absolutely no personal information will be shared.

"Amount spent on THIS ISLAND ONLY"

22a. Lodging (hotel, condo, B&B, incl. tips)..... US$ ☐☐,☐☐☐

22b. Total Food and Beverage.... US$ ☐☐,☐☐☐
- In restaurants, bars and other eating places..... US$ ☐,☐☐☐
- Dinner shows/ Dinner cruises..... US$ ☐,☐☐☐
- Groceries/snacks..... US$ ☐,☐☐☐

22c. Total Entertainment and Recreation..... US$ ☐☐,☐☐☐
- Attractions..... US$ ☐,☐☐☐
- Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)..... US$ ☐,☐☐☐
- Other activities & tours..... US$ ☐,☐☐☐

22d. Total Ground Transportation..... US$ ☐☐,☐☐☐
- Ground transportation (buses, taxis, trolleys)..... US$ ☐,☐☐☐
- Rental car/moped..... US$ ☐,☐☐☐
- Other transportation costs (gas, parking)..... US$ ☐,☐☐☐

22e. Total Shopping..... US$ ☐☐,☐☐☐
- Fashion and clothing..... US$ ☐,☐☐☐
- Jewelry/watches..... US$ ☐,☐☐☐
- Cosmetics/perfumes..... US$ ☐,☐☐☐
- Leather goods (belts, wallets, handbags, etc.)..... US$ ☐,☐☐☐
- Hawai'i food products (fruits, nuts, & coffee, etc.)..... US$ ☐,☐☐☐
- Souvenirs..... US$ ☐,☐☐☐

22f. Other Spending
- Electronics..... US$ ☐,☐☐☐
- Health/Wellness..... US$ ☐,☐☐☐
- Household items..... US$ ☐,☐☐☐
- Art and Collectibles..... US$ ☐,☐☐☐
- Other, please specify below..... US$ ☐,☐☐☐

_____

SUM OF Q22a-Q22f..... US$ ☐☐☐,☐☐☐

8307131014 ***Mahalo (Thank You)! Please return your completed survey to the interviewer.*** ***NI 2018Q1***

CRUISE SURVEY

HAWAI'I TOURISM AUTHORITY

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawai'i 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 Hawai'i
- Resident of Hawai'i (GO TO Q7)

3. Including this trip, I have made:
trips to Hawai'i in my lifetime

4. Please indicate the number of nights you have spent in Hawai'i on this trip...
Before starting this cruise.....
During this cruise.....
Expect to spend after this cruise.....
TOTAL NIGHTS IN HAWAI'I
(Before, during and after cruise)

5. Please indicate where you spent your nights in Hawai'i on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu			
Maui			
Hawai'i Island			
Kaua'i			
Lāna'i			
Moloka'i			

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

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel		
Condominium		
Timeshare unit		
Bed & breakfast		
Friends or relatives		
Other, specify:		
DO NOT WRITE IN THESE BOXES		

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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 Hawai'i?
(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 Hawai'i)
- 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
- Japan
- Korea
- Taiwan
- Hong Kong
- United Kingdom
- Germany
- France
- Switzerland
- Australia
- Other (specify)

DO NOT WRITE IN THESE BOXES

10. Did you do any of the following on this trip to Hawai'i?
- 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		
10 - 19		
20 - 29		
30 - 39		
40 - 49		
50 - 59		
60 or more		
TOTAL		

14. Overall, how would you rate this current trip to Hawai'i?
Excellent 8 7 6 Above Average 5 Below Average 4 3 2 Poor 1

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

16. How likely are you to recommend Hawai'i 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 Hawai'i in the next five years?
- Very Likely
- Somewhat Likely
- Not Too Likely
- Not Likely At All

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:

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

Cruise International 2018Q1

NAME OF CRUISE SHIP: _____

☐☐☐ DO NOT WRITE IN THESE BOXES

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HAWAI'I TOURISM

AUTHORITY

1801 Kalākaua Avenue
Honolulu, Hawai'i 96815

hawaiitourismauthority.org