

HAWAII TOURISM

AUTHORITY



2013 Annual Visitor
Research Report



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AUTHORITY

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Neil Abercrombie
Governor

Mike McCartney
President and Chief Executive Officer

Aloha,

On behalf of the Hawai'i Tourism Authority (HTA), the state agency for tourism, we are pleased to present the 2013 Annual Visitor Research Report. This report presents the final statistics on Hawai'i's visitor industry in 2013 and a comprehensive comparison with 2012 visitor data.

In 2013, total arrivals rose 1.8 percent to a new record of 8,174,460 visitors. Total visitor expenditures of \$14.5 billion (+1.1%) also reached a record high. Developing major market areas (MMAs) including Oceania, Other Asia and Latin America showed the strongest growth in visitor spending and arrivals in 2013 as a result of the HTA's continued efforts to diversify its target markets.

Included in this report are visitor characteristics and expenditures categorized by Hawai'i's MMAs, select countries, purpose of trip, accommodation type, first-time or repeat visitor status and by island. Detailed information on spending categories are broken down by MMA and by island, in addition to Hawai'i's cruise visitors. Information about visitor room inventory, hotel occupancy, room rates and air seat capacity is also included in this report.

We hope you will find this information useful. This report is also available on HTA's website at <http://www.hawaii tourismauthority.org/research/>.

As a research-based organization, we look forward to continuing to provide up-to-date reporting and analysis on Hawai'i's tourism industry to better understand, enhance and preserve our Hawaiian Islands as a special place to live, work and visit.

Mahalo,

Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority

Stay informed about Hawai'i's largest industry, tourism. Visit hawaii tourismauthority.org to subscribe to the HTA's online distributions, which including news releases, current visitor statistics, information about request for proposals and more. Follow us on Twitter at @HawaiiHTA and like us on Facebook at [facebook.com/HawaiiHTA](https://www.facebook.com/HawaiiHTA).

ABOUT THIS REPORT

This report was produced by the Tourism Research staff of the Hawai'i Tourism Authority (HTA). The HTA is headed by Mr. Mike McCartney. This report was prepared by Mr. Daniel Nahoopii, Mr. Lawrence Liu, Ms. Minh-Chau T. Chun, Ms. Jennifer Chun, Ms. Denise Kahalekulu, and Ms. Michele Shiowaki.

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To download this report, go to: <http://www.hawaiitourismauthority.org/research/reports/annual-visitor-research> and click on [2013 Annual Research Report \[pdf\]](#).

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

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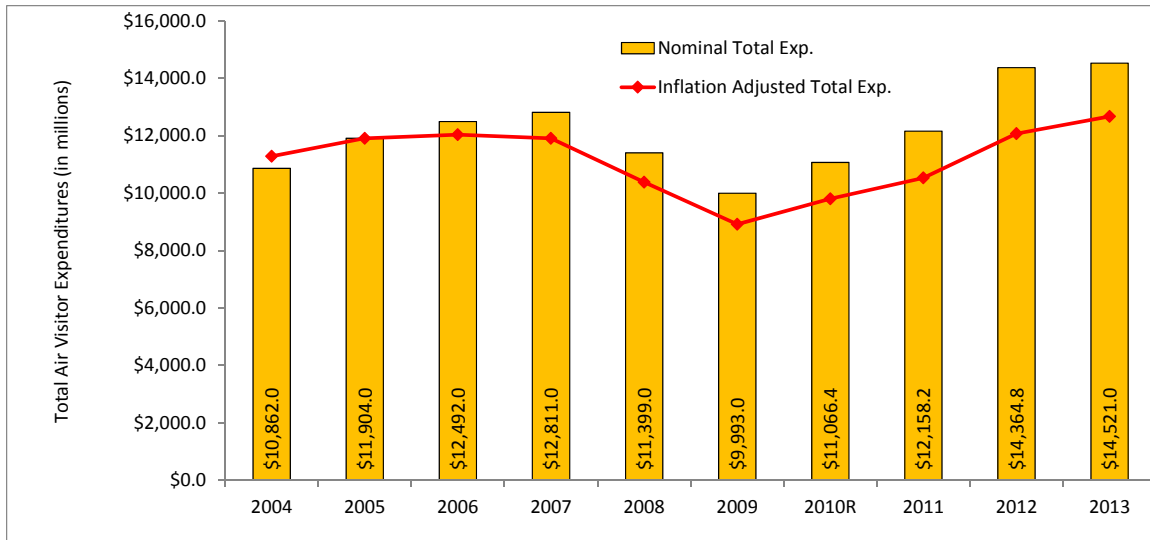
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SUMMARY OF 2013 VISITORS TO HAWAI'I

ALL VISITORS

Total expenditures by all visitors who came to Hawai'i in 2013 rose 1.1 percent from the prior year to \$14.52 billion¹. When adjusted for inflation, total visitor expenditures was 5 percent over the previous record in 2012 (Figure 1). A total of 8,174,460 visitors arrived by air or by cruise ships in 2013, an increase of 1.8 percent from the 2012 record of 8,028,743 visitors. The combined length of stay by all visitors was 9.17 days compared to 9.28 days in 2012. Total visitor days of 74,942,169 (+0.6%) were similar to the prior year. The average spending per day (+0.6% to \$192 per person) and average spending per trip (-0.6% to \$1,764 per person) were virtually unchanged from 2012 (Table 1).

**Figure 1: Total Visitor Expenditures: Nominal & Real
2004 – 2013**



Note: Implicit price deflator (2005=100)
Source: 2012 State of Hawai'i Data Book Table 7.35.

There were 8,003,474 visitors who arrived to Hawai'i by air in 2013, up 1.7 percent from the previous year. Total expenditures by air visitors rose 1.1 percent to \$14.35 million. All major market areas (MMAs) except for Japan, showed increased visitor expenditures and arrivals compared to 2012. Oceania, Other Asia, and Latin American were the three strongest performing MMAs, with significant growth in visitor spending and arrivals in 2013.

In 2013, the busiest month was July, with 228,400 visitors per day (Table 7). In comparison, December was the busiest month in 2012. This shift was due to a drop off in Domestic visitor arrivals in the last four months of 2013.

Additionally, there were 170,987 visitors who came by cruise ships² in 2013; an increase of 5.8 percent from last year. Total spending by these visitors rose 19.7 percent to \$68.8 million (Table 1).

¹Transpacific airfare costs to and from Hawai'i were not included in visitor expenditure statistics (total spending, daily spending, per trip spending) throughout this report.

² 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.

Summary of 2013 Visitors to Hawai‘i

Supplemental business expenditures of \$108 million were 5.8 percent less than 2012 and represented 0.7 percent of total visitor expenditures. These expenditures 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 spending³ (Table 86).

For 2013, total air seats rose 5.5 percent to 10,896,815. Growth in air seats to Honolulu (+7.2%), Kahului (+3.5%) and Lihue (+1.4%) offset fewer seats to Hilo (-17.1%) and Kona (-2.5%). There were significantly more scheduled seats from Oceania (+45.4%) and Other Asia (+19.2%) compared to 2012. Scheduled seats out of Japan (+8.4%), U.S. East (+8.1%), U.S. West (+2.2%) and Canada (+1.4%) also increased. Additionally, the number of charter seats rose 5.3 percent from 2012 (See Total Air Seats Operated to Hawai‘i, Tables 91 to 93).

Major Market Areas

In 2013, daily spending by air visitors of \$194 per person was similar to the previous year. Japanese visitors spent less compared to 2012 while visitors from U.S. West, U.S. East, Canada, Oceania, Other Asia, Europe, and Latin America spent more (Table 1).

In terms of visitor days among the top four markets, U.S. West (+0.8%) and U.S. East (-0.2%) showed flat growth while Japan (+2.2%) and Canada (+1.6%) showed modest gains. In contrast, visitor days from Oceania (+29.7%) and Other Asia (+16.5%) increased by double digits compared to 2012.

U.S. West and U.S. East: Despite a 16-day government shut down in October due to budget dispute over the Affordable Care Act, the U.S. Gross Domestic Product (GDP) rose 3.2 percent in the fourth quarter of 2013, boosted by gains in consumer and business spending. However, weak economic growth in the first half of 2013 pulled down the annual GDP growth to a modest 1.8 percent⁴.

In Hawai‘i, arrivals from U.S. West rose 1 percent to 3,211,429 visitors. These visitors stayed an average of 9.56 days, for a total of 30,712,024 visitor days (+0.8%). U.S. West visitors' share of total visitor days was 41.5 percent similar to 2012 (Figure 3) Total spending by U.S. West visitors increased 3.6 percent to \$4.8 billion while its share of total visitor expenditures (33.1%) was up from 2012 (32.3%) (Figure 2).

There were 1,701,852 U.S. East air visitors (+0.1%), comparable to 2012. U.S. East visitor spending grew 3.2 percent to \$3.5 billion and the share of total expenditures increased to 24.4 percent (Figure 2). The average length of stay by this group was 10.47 days. The U.S. East's share of total visitor days was virtually unchanged from 2012 at 24.1 percent (Figure 3).

Japan: After strong growth in the first half of 2013 spurred by monetary push from the government, the Japanese economy slowed in the second half as exports and consumer spending declined. Annual GDP for 2013 increased 1.5 percent. Exchange rates for every month of 2013 showed a much weaker yen to dollar ratio when compared with 2012. In Hawai‘i, this was a factor which impacted spending by Japanese visitors. Arrivals from Japan increased 3.6 percent from 2012 to 1,518,517 visitors.

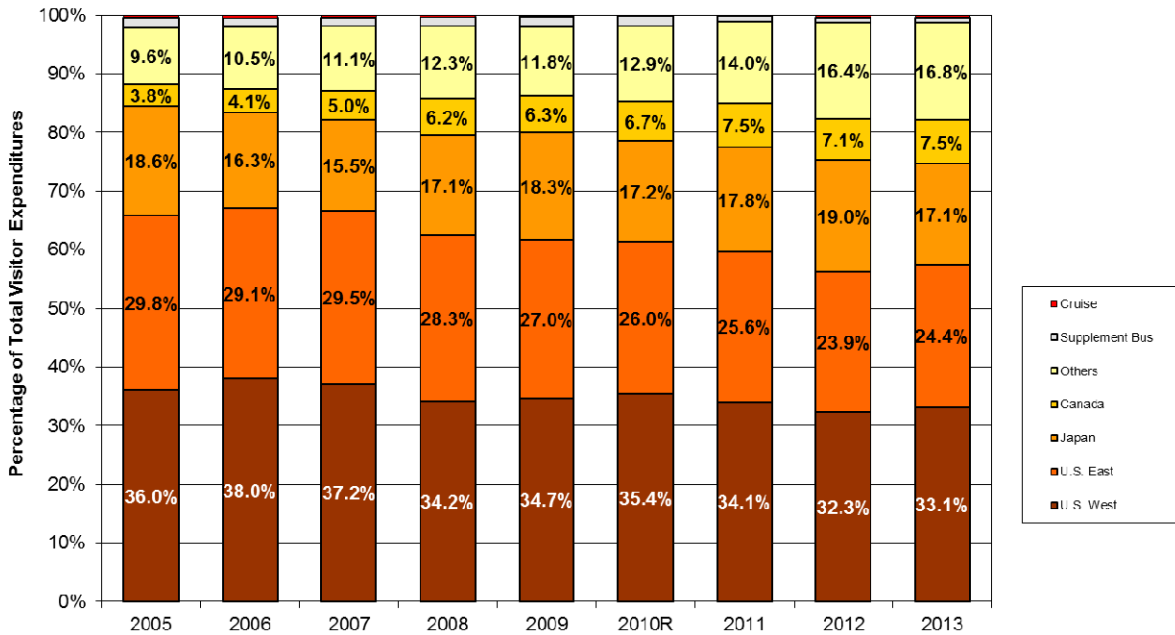
³ Methodology for calculating Supplemental business expenditures was revised, see Definition, page 157.

⁴ Annual 2013 GDP growth by country statistics were from the International Monetary Fund (IMF) database for Selected Countries and Subject.

Summary of 2013 Visitors to Hawai‘i

Japanese visitor days rose 2.2 percent, while the share of total visitor days was 12.2 percent (12% in 2012). However, much lower daily spending (\$276, from \$310 in 2012), resulted in a 9.1 percent decline in total visitor expenditures to \$2.5 billion. Its share of total expenditures dropped to 17.1 percent from 19 percent in 2012.

**Figure 2: Total Visitor Expenditures by MMA as Share of Total
2004 - 2013**



Note: Total expenditures includes Supplemental business spending.

Canada: Canada’s GDP increased 2 percent in 2013. Opinions from economists were that while Canada’s economy initially emerged from the 2008-9 global recession fairly well, economic growth have slowed in recent years due to weakened demand for many of the country’s major exports.

Total expenditures by Canadian visitors in 2013 rose 5.9 percent to \$1.1 billion. Canada’s share of total expenditures increased to 7.5 percent from 7.1 percent in 2012. Contributing to this increase was a 3.6 percent growth in arrivals to 517,011 visitors. Canadian visitor days grew 1.6 percent to 6,600,896 in 2013, representing an 8.9 percent share of total visitor days (8.8% share in 2012).

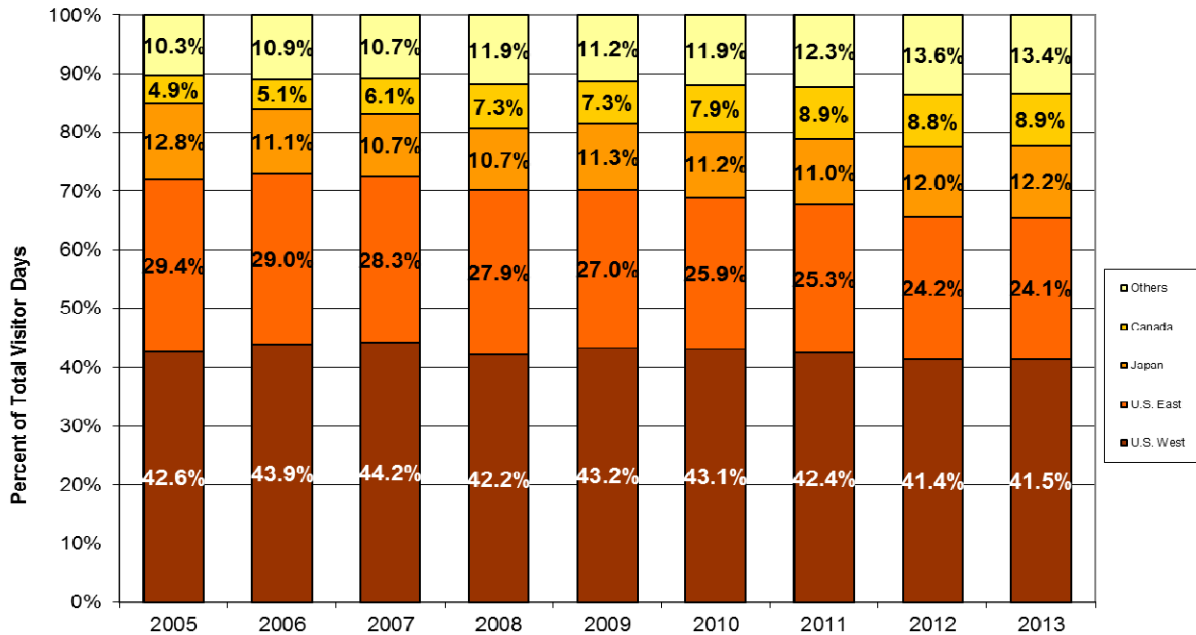
Other Asia: Among Other Asia MMA countries, China’s economy grew at a respectable rate of 7.6 percent in 2013. However, some economists considered this a continuation of a three-year trend of decelerating output when compared to growth averaging 10 percent in the 1980s to 2000s. Korea’s GDP rose 2.8 percent, aided by growth in construction, investment, and exports. Taiwan’s GDP increased 2.1 percent in 2013.

Total visitor expenditures for Other Asia MMA increased 18.7 percent to \$710.8 million in 2013. The average daily spending rose to \$313 (\$307 in 2012). Daily spending by Chinese visitors at \$394 was the highest among the visitor markets. However, this amount was slightly lower compared to 2012 (\$396). Daily spending by Korean visitors grew to \$268 from \$262 last year (Table 79).

Summary of 2013 Visitors to Hawai‘i

There were 335,072 visitors from Other Asia in 2013, up 15.6 percent from the previous year. The average length of stay was 6.79 days. Other Asia visitor days rose 16.5 percent to 2,274,522 days. More visitors came from Korea (+15.5%) and China (+7%) compared to 2012. In addition, new air service in the spring of 2013 contributed to a doubling of visitors from Taiwan.

Figure 3: Air Visitor Days by MMA as Percentage of Total Visitor Days 2005-2013



Oceania: In the Oceania MMA, Australia’s economy increased 2.4 percent for 2013. Impacting economic growth was the country’s election as businesses and consumers held back spending, investment and employment until after the election was over. The economy was also in the transition phase with mining investment topping out while home construction and mining exports were still stabilizing. New Zealand’s economy rose at an annual pace of 2.4 percent in 2013. Economic growth in spring of 2013 was subdued as a result of a late summer drought that severely impacted agricultural production.

Total expenditures by Oceania visitors in 2013 climbed 37.1 percent to \$877.1 million. Daily spending by Australian visitors was \$267, compared to \$248 in 2012. Daily spending by New Zealand visitors in 2013 was \$208, up from \$192 a year ago (Table 82). Supported by expanded air service, arrivals from Oceania jumped 30.2 percent to 355,568 visitors while total visitor days rose 29.7 percent. The average length of stay of 9.50 days was similar to 2012.

Europe: The European economy continued to struggle in 2013. The Eurozone was in a recession for much of the year and GDP growth was -0.3 percent. United Kingdom, the largest economy in the region, saw a GDP growth of 1.8 percent.

Total arrivals to Hawai‘i from Europe MMA (United Kingdom, Germany, France, Italy and Switzerland) rose 5.8 percent (to 136,805 visitors) while total visitor expenditures increased 10.1

Summary of 2013 Visitors to Hawai'i

percent to \$321.6 million in 2013. A longer average length of stay (13.29 from 12.91 days in 2012) also contributed to an 8.9 percent growth in visitor days.

Latin America: GDP growth in 2013 for Latin America MMA was 4.3 percent for Argentina, 2.3 percent for Brazil and 1.1 percent for Mexico. Total visitor expenditures grew 19.9 percent to \$74.2 million. Arrivals rose 18.6 percent to 30,265 visitors while daily spending by these visitors (\$222) was higher compared to 2012 (\$200).

Major Islands

O'ahu: Of the \$14.35 billion in total expenditures by air visitors in 2013, \$7.4 billion were spent on O'ahu, down 4.1 percent compared to the previous year. Arrivals to O'ahu increased 2.9 percent to 5,044,276 visitors. However, a shorter average length of stay (6.95 days, down from 7.31 days in 2012) resulted in a 2.2 percent decline in visitor days (to 35,059,623). O'ahu was the destination for 63 percent of total air visitors to the state compared to 62.3 percent in 2012.

Maui: Visitor expenditures on Maui gained 6 percent to \$3.7 billion in 2013. Growth in arrivals to Maui (+2.1% to 2,358,784 visitors) and a longer average length of stay contributed to a 3.3 percent increase in visitor days (to 19,271,412). In 2013, 29.5 percent of air visitors went to Maui, similar to the year before.

Hawai'i Island: Visitor spending on Hawai'i Island rose 9.9 percent to \$1.8 billion. A total of 1,435,245 visitors went to Hawai'i Island (+0.1%) in 2013. Their average length of stay was 7.44 days, up from 7.29 days in 2012. Total visitor days increased 2.2 percent to 10,678,171. Those who visited Hawai'i Island in 2013 comprised 17.9 percent of the total air visitors to the state, compared to 18.2 percent in the previous year.

Kaua'i: Visitor expenditures on Kaua'i totaled \$1.4 billion, up 7.8 percent. Arrivals to Kaua'i grew 2.7 percent to 1,114,354 visitors. Combined with a longer average length of stay (7.64 days, from 7.53 days in 2012), visitor days rose 4.3 percent to 8,516,938. In 2013, 13.9 percent of air visitors went to Kaua'i, similar to 2012.

Moloka'i⁵: Visitor spending on Moloka'i grew 6.2 percent to \$30.1 million. Arrivals to Moloka'i rose 3.4 percent to 55,157 visitors while visitor days increased 2.2 percent to 264,463. The average length of stay of 4.79 days was slight lower than 2012 (4.85 days).

Lāna'i⁵: Visitor spending on Lāna'i of \$79.6 million was about the same as 2012. While Lāna'i arrivals grew 2.3 percent to 74,310 visitors in 2013, the average length of stay declined to 3.49 days, from 3.62 days in 2012. Total visitor days for Lāna'i was 259,165 days, down 1.4 percent.

⁵ Small sample sizes for Moloka'i and Lāna'i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

Visitors Characteristics

Party Size & Visit Status: Similar to the prior year, the average party size of visitors to Hawai'i in 2013 was 2.16 people. Repeat visitors accounted for 65.3 percent of total visitors in 2013 while first-time visitors represented 34.7 percent (Table 2).

Travel Method: True independent travelers comprised a slightly higher percentage of total visitors in 2013 (64.5%) than in the previous year (64%).

Accommodations: The majority of visitors in 2013 stayed in hotels (63%). Some visitors found lodging in condominiums (18.2%), timeshare properties (9.5%), with friends or relatives (8.8%), in rental homes (6.2%) and on cruise ships (1.6%). Usage of rental homes (+12.9%) rose significantly compared to 2012. Bed and breakfasts (+8.4%), condominiums (+5.1%) and hotels (+1%) also saw increased visitor stays (Table 2).

Purpose of Trip: Fewer visitors came to honeymoon (-2.2%) and to get married (-5.4%) than in 2012. Honeymooners and visitors who came to get married in 2013 comprised 7.1 percent and 1.5 percent of total air visitors, respectively. Visitors who came for meetings, conventions and on incentive trips rose 1.3 percent and represented 5.2 percent of total air visitors.

Cruise Visitors

There were 170,987 visitors who came by cruise ships⁶ in 2013 which was an increase of 5.8 percent from the previous year. Another 116,437 visitors flew to the state and boarded cruise ships in Hawai'i after their arrival. Total spending by all cruise visitors, those who arrived by cruise ships and those who arrived by air to board cruise ships was \$430.3 million (+0.7%) in 2013 (See Cruise Visitor Section, Table 87 to 89).

HOTEL OCCUPANCY AND ROOM RATE

The statewide hotel occupancy rate for 2013 was 76.2 percent, down slightly from 76.9 percent in 2012. O'ahu (-1.2 percentage points to 83.7%) and Hawai'i Island (-1.9 percentage points to 60.8%) experienced lower hotel occupancy rates compared to the previous year. Occupancy rates on Maui (-0.4 percentage points to 72%) and on Kaua'i (+0.3 percentage points to 69%) were similar to 2012 (Table 87).

The statewide average room rate increased to \$227.07 from \$204.93 in 2012. All four larger islands experienced higher average room rate compared to the previous year. Maui's room rate remained the highest at \$277.61 (\$261.49 in 2012). Room rate on Kaua'i was the second highest at \$225.19 (\$211.27 in 2012), followed by Hawai'i Island at \$214.11 (\$192.59 in 2012). O'ahu's room rate remained the lowest at \$209.01, up from \$183.57 in 2012.

⁶ 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.

VISITOR PLANT INVENTORY

In 2013, the State of Hawai'i visitor plant inventory was comprised of 73,893 visitor accommodation units, about 1% percent lower than the number of visitor units confirmed in 2012. Growth in apartment hotels (+17.4%) and timeshare (+6.8%) units were offset by declines in condominium hotels (-9.1%) and IVUs (-8.2%) (Table 99 to Table 102).

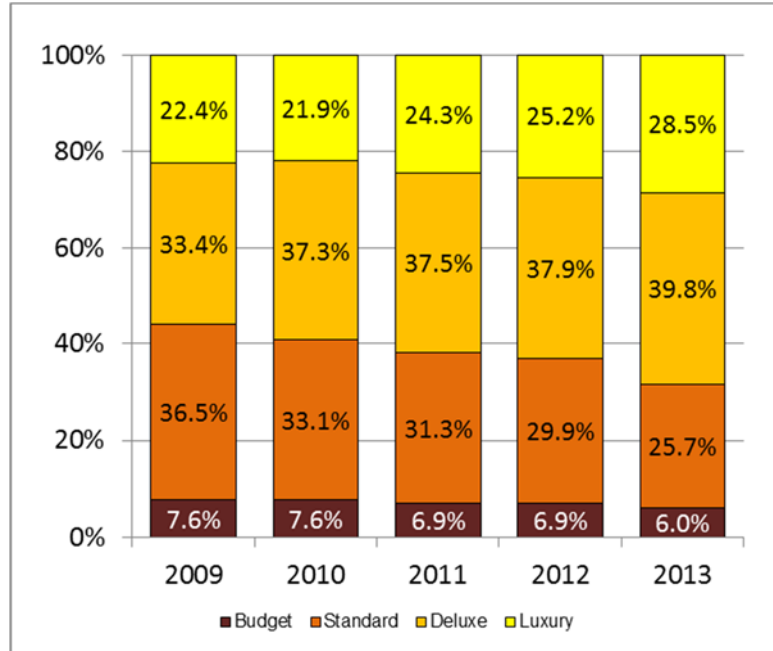
About half (48%) of the visitor units were on O'ahu, followed by Maui (24.5%), Hawai'i Island (15%) and Kaua'i (12%). Similar to 2012, Moloka'i and Lāna'i had the fewest lodging units.

Hotels comprised the bulk (59%) of visitor accommodation units statewide. Condo hotel (15%) and timeshare (14.5%) accounted for the next largest groups of units. IVUs made up about 9 percent of the inventory.

The number of properties (1,932) in the State increased by 7.8 percent from 2012. The largest number of properties was on Kaua'i (637), followed by Hawai'i Island (544), Maui (442), and O'ahu (276). The 2013 counts saw notable growth for Maui (+32%), Kaua'i (+14%) and Hawai'i Island (+12%), which were offset by declines for O'ahu (-25%), Moloka'i (-24%), and Lāna'i (-20%). The changes by island were largely due to changes in the number of confirmed IVUs for 2013. IVUs made up the bulk (72%) of the properties in 2013 and their numbers grew by 16 percent since 2012.

The 2013 distribution of units by price class was consistent with the continuing increase in room rates since 2009. While luxury units and deluxe units rose to nearly 29 percent and 40 percent of all units, respectively, standard and budget units continued to decline (Figure 4).

Figure 4: Statewide Class of Units
2009 - 2013



Summary of 2013 Visitors to Hawai'i

**Table 1: Summary of Visitor Statistics
2013 vs. 2012**

TOTAL EXPENDITURES (\$mil.)	2013	2012	% Change
TOTAL EXPENDITURES (\$mil.)	14,520.5	14,364.8	1.1
Visitor arrivals by air	14,352.4	14,192.7	1.1
Visitor arrivals by cruise ships	68.8	57.5	19.7
Supplemental business (all MMAs)	108.0	114.6	-5.8

MMA (Air & Ship)	2013	2012	% Change
TOTAL EXPENDITURES (\$mil.)	14,421.3	14,250.2	1.2
Visitor arrivals by air	14,352.4	14,192.7	1.1
U.S. West	4,806.3	4,640.1	3.6
U.S. East	3,544.6	3,434.2	3.2
Japan	2,486.0	2,734.9	-9.1
Canada	1,083.0	1,022.8	5.9
Europe	321.6	292.1	10.1
Oceania	877.1	639.8	37.1
Other Asia	710.8	598.9	18.7
Latin America	74.2	61.9	19.9
Other	448.9	767.9	-41.5
Visitor arrivals by cruise ships	68.8	57.5	19.7
TOTAL VISITOR DAYS	74,942,169	74,519,278	0.6
Visitor arrivals by air	74,049,772	73,663,903	0.5
U.S. West	30,712,024	30,471,505	0.8
U.S. East	17,819,671	17,852,102	-0.2
Japan	9,015,780	8,819,493	2.2
Canada	6,600,896	6,497,799	1.6
Europe	1,818,056	1,669,269	8.9
Oceania	3,379,558	2,606,362	29.7
Other Asia	2,274,522	1,952,920	16.5
Latin America	333,980	309,111	8.0
Other	2,095,284	3,485,343	-39.9
Visitor arrivals by cruise ships	892,397	855,375	4.3
VISITOR ARRIVALS	8,174,461	8,028,743	1.8
Visitor arrivals by air	8,003,474	7,867,143	1.7
U.S. West	3,211,429	3,178,824	1.0
U.S. East	1,701,852	1,699,625	0.1
Japan	1,518,517	1,465,654	3.6
Canada	517,011	499,144	3.6
Europe	136,805	129,252	5.8
Oceania	355,568	273,039	30.2
Other Asia	335,072	289,977	15.6
Latin America	30,265	25,519	18.6
Other	196,955	306,110	-35.7
Visitor arrivals by cruise ships	170,987	161,600	5.8

Note: Sums may not add up to total due to rounding.
Source: Hawai'i Tourism Authority

Summary of 2013 Visitors to Hawai'i

**Table 1: Summary of Visitor Statistics continued
2013 vs. 2012**

MMA (Air & Ship)	2013	2012	% Change
AVERAGE LENGTH OF STAY (days)	9.17	9.28	1.2
Visitor arrivals by air	9.25	9.36	-1.2
U.S. West	9.56	9.59	-0.2
U.S. East	10.47	10.50	-0.3
Japan	5.94	6.02	-1.3
Canada	12.77	13.02	-1.9
Europe	13.29	12.91	2.9
Oceania	9.50	9.55	-0.4
Other Asia	6.79	6.73	0.8
Latin America	11.04	12.11	-8.9
Other	10.64	11.39	-6.6
Visitor arrivals by cruise ships	5.22	5.29	-1.4
PER PERSON PER DAY SPENDING (\$)	192.4	191.2	0.6
Visitor arrivals by air	193.8	192.7	0.6
U.S. West	156.5	152.3	2.8
U.S. East	198.9	192.4	3.4
Japan	275.7	310.1	-11.1
Canada	164.1	157.4	4.2
Europe	176.9	175.0	1.1
Oceania	259.5	245.5	5.7
Other Asia	312.5	306.7	1.9
Latin America	222.2	200.2	11.0
Other	214.2	220.3	-2.8
Visitor arrivals by cruise ships	77.1	67.3	14.7
PER PERSON PER TRIP SPENDING (\$)	1,764.2	1,774.9	0.6
Visitor arrivals by air	1,793.3	1,804.0	-0.6
U.S. West	1,496.6	1,459.7	2.5
U.S. East	2,082.8	2,020.6	3.1
Japan	1,637.1	1,866.0	-12.3
Canada	2,094.7	2,049.0	2.2
Europe	2,351.1	2,259.7	4.0
Oceania	2,466.8	2,343.4	5.3
Other Asia	2,121.3	2,065.5	2.7
Latin America	2,451.5	2,424.7	1.1
Other	2,279.0	2,508.6	-9.2
Visitor arrivals by cruise ships	402.5	356.0	13.1
ISLAND (Air & Ship)	2013	2012	% Change
TOTAL EXPENDITURES (\$mil, AIR + SHIP)	14,421.3	14,250.2	1.2
Total by air	14,352.4	14,192.7	1.1
O'ahu	7,358.7	7,672.5	-4.1
Maui	3,668.3	3,461.2	6.0
Moloka'i	30.1	28.3	6.2
Lāna'i	79.6	79.6	-0.1
Kaua'i	1,390.6	1,290.3	7.8
Hawai'i Island	1,825.2	1,660.8	9.9
Visitor arrivals by cruise ships	68.8	57.5	19.7

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

Source: Hawai'i Tourism Authority

Summary of 2013 Visitors to Hawai'i

**Table 1: Summary of Visitor Statistics continued
2013 vs. 2012**

MMA (Air & Ship)	2013	2012	% Change
TOTAL VISITOR DAYS	74,942,169	74,519,278	0.6
Total by air	74,049,772	73,663,903	0.5
O'ahu	35,059,623	35,864,092	-2.2
Maui	19,271,412	18,657,257	3.3
Moloka'i	264,463	258,772	2.2
Lāna'i	259,165	262,733	-1.4
Kaua'i	8,516,938	8,168,533	4.3
Hawai'i Island	10,678,171	10,452,516	2.2
Visitor arrivals by cruise ships	892,397	855,375	4.3
VISITOR ARRIVALS	8,174,461	8,028,743	1.8
Total by air	8,003,474	7,867,143	1.7
O'ahu	5,044,276	4,904,045	2.9
Maui	2,358,784	2,309,194	2.1
Moloka'i	55,157	53,323	3.4
Lāna'i	74,310	72,649	2.3
Kaua'i	1,114,354	1,084,681	2.7
Hawai'i Island	1,435,245	1,433,282	0.1
Visitor arrivals by cruise ships	170,987	161,600	5.8
AVERAGE LENGTH OF STAY	9.17	9.28	1.2
Total by air	9.25	9.36	-1.2
O'ahu	6.95	7.31	-5.0
Maui	8.17	8.08	1.1
Moloka'i	4.79	4.85	-1.2
Lāna'i	3.49	3.62	-3.6
Kaua'i	7.64	7.53	1.5
Hawai'i Island	7.44	7.29	2.0
Visitor arrivals by cruise ships	5.22	5.29	-1.4
PER PERSON PER DAY SPENDING (\$)	192.4	191.2	0.6
Total by air	193.8	192.7	0.6
O'ahu	209.9	213.9	-1.9
Maui	190.3	185.5	2.6
Moloka'i	113.8	109.5	3.9
Lāna'i	307.0	303.1	1.3
Kaua'i	163.3	158.0	3.4
Hawai'i Island	170.9	158.9	7.6
Visitor arrivals by cruise ships	77.1	67.3	14.7
PER PERSON PER TRIP SPENDING (\$)	1,764.2	1,774.9	0.6
Total by air	1,793.3	1,804.0	-0.6
O'ahu	1,458.8	1,564.5	-6.8
Maui	1,555.2	1,498.9	3.8
Moloka'i	545.7	531.6	2.7
Lāna'i	1,070.8	1,096.1	-2.3
Kaua'i	1,247.9	1,189.6	4.9
Hawai'i Island	1,271.7	1,158.7	9.7
Visitor arrivals by cruise ships	402.5	356.0	13.1

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

Source: Hawai'i Tourism Authority

Summary of 2013 Visitors to Hawai'i

Table 2: Summary of Visitor Characteristics (Arrivals by Air)
2013 vs. 2012

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	74,049,772	73,663,903	0.5%	54,462,717	54,492,680	-0.1%	19,587,054	19,171,224	2.2%
Total Visitors	8,003,474	7,867,143	1.7%	5,405,300	5,403,025	0.0%	2,598,174	2,464,118	5.4%
PARTY SIZE									
One	1,179,407	1,229,839	-4.1%	995,226	1,031,139	-3.5%	184,181	198,700	-7.3%
Two	3,397,424	3,327,524	2.1%	2,274,169	2,289,738	-0.7%	1,123,254	1,037,786	8.2%
Three or more	3,426,643	3,309,780	3.5%	2,135,904	2,082,147	2.6%	1,290,738	1,227,633	5.1%
Avg Party Size	2.16	2.16	0.1%	2.02	2.00	1.2%	2.51	2.50	0.2%
VISIT STATUS									
First-Time	2,775,394	2,753,423	0.8%	1,569,317	1,575,979	-0.4%	1,206,077	1,177,444	2.4%
Repeat	5,228,080	5,113,720	2.2%	3,835,983	3,827,046	0.2%	1,392,097	1,286,674	8.2%
Average # of Trips	5.03	4.92	2.1%	5.75	5.74	0.2%	3.52	3.13	12.4%
TRAVEL METHOD									
Group Tour	681,446	694,586	-1.9%	172,574	179,657	-3.9%	508,872	514,929	-1.2%
Package	2,733,089	2,725,662	0.3%	1,168,563	1,251,192	-6.6%	1,564,526	1,474,470	6.1%
Group Tour & Pkg	571,795	584,576	-2.2%	117,336	124,126	-5.5%	454,460	460,450	-1.3%
True Independent	5,160,734	5,031,472	2.6%	4,181,499	4,096,301	2.1%	979,235	935,170	4.7%
ISLANDS VISITED									
O'ahu	5,044,276	4,904,045	2.9%	2,732,456	2,734,643	-0.1%	2,311,820	2,169,402	6.6%
Maui County	2,401,733	2,353,329	2.1%	1,958,891	1,952,718	0.3%	442,842	400,611	10.5%
...Maui	2,358,784	2,309,194	2.1%	1,921,362	1,914,706	0.3%	437,421	394,488	10.9%
...Moloka'i	55,157	53,323	3.4%	42,663	41,740	2.2%	12,494	11,583	7.9%
...Lāna'i	74,310	72,649	2.3%	58,334	58,877	-0.9%	15,975	13,772	16.0%
Kaua'i	1,114,354	1,084,681	2.7%	987,818	977,820	1.0%	126,537	106,861	18.4%
Hawai'i Island	1,435,245	1,433,282	0.1%	1,055,383	1,072,678	-1.6%	379,862	360,604	5.3%
...Hilo	524,705	526,435	-0.3%	357,282	361,420	-1.1%	167,423	165,015	1.5%
...Kona	1,201,253	1,191,469	0.8%	913,854	931,250	-1.9%	287,399	260,219	10.4%
LENGTH OF STAY									
O'ahu (days)	6.95	7.31	-5.0%	7.62	8.00	-4.7%	6.15	6.45	-4.6%
Maui (days)	8.17	8.08	1.1%	8.49	8.22	3.3%	6.78	7.42	-8.6%
Moloka'i (days)	4.79	4.85	-1.2%	5.46	5.46	-0.1%	2.54	2.67	-4.8%
Lāna'i (days)	3.49	3.62	-3.6%	3.95	3.94	0.3%	1.79	2.23	-19.7%
Kaua'i (days)	7.64	7.53	1.5%	8.01	7.80	2.8%	4.74	5.08	-6.6%
Hawai'i Island (days)	7.44	7.29	2.0%	8.47	8.21	3.2%	4.57	4.57	0.0%
...Hilo (days)	4.08	3.89	5.0%	4.95	4.66	6.2%	2.23	2.19	1.6%
...Kona (days)	7.11	7.06	0.7%	7.85	7.65	2.7%	4.74	4.94	-4.1%
Statewide (days)	9.25	9.36	-1.2%	10.08	10.09	-0.1%	7.54	7.78	-3.1%
ACCOMMODATIONS									
Hotel	5,041,993	4,991,399	1.0%	2,929,039	2,998,669	-2.3%	2,112,954	1,992,730	6.0%
...Hotel Only	4,424,747	4,386,647	0.9%	2,441,119	2,512,675	-2.8%	1,983,628	1,873,972	5.9%
Condo	1,459,174	1,388,027	5.1%	1,108,310	1,069,707	3.6%	350,864	318,320	10.2%
...Condo Only	1,138,757	1,087,395	4.7%	870,184	839,144	3.7%	268,573	248,251	8.2%
Timeshare	758,692	761,894	-0.4%	653,479	654,916	-0.2%	105,213	106,978	-1.6%
...Timeshare Only	586,480	586,143	0.1%	504,749	506,420	-0.3%	81,731	79,723	2.5%
Rental House	492,563	436,461	12.9%	438,965	385,764	13.8%	53,598	50,697	5.7%
Bed & Breakfast	79,906	73,739	8.4%	64,198	62,343	3.0%	15,708	11,396	37.8%
Cruise Ship	124,116	127,337	-2.5%	101,643	109,478	-7.2%	22,473	17,859	25.8%
Friends or Relatives	701,926	713,074	-1.6%	630,221	630,613	-0.1%	71,705	82,461	-13.0%
PURPOSE OF TRIP									
Pleasure (Net)	6,697,146	6,564,562	2.0%	4,462,342	4,442,043	0.5%	2,234,804	2,122,518	5.3%
.....Vacation	6,124,850	5,980,003	2.4%	4,244,352	4,214,148	0.7%	1,880,498	1,765,855	6.5%
.....Honeymoon	570,811	583,537	-2.2%	222,612	232,011	-4.1%	348,199	351,526	-0.9%
.....Get Married	119,173	125,977	-5.4%	53,767	56,416	-4.7%	65,406	69,560	-6.0%
MC&I (Net)	415,779	410,560	1.3%	294,488	290,539	1.4%	121,292	120,021	1.1%
.....Convention/Conf.	220,425	237,839	-7.3%	177,610	179,497	-1.1%	42,815	58,342	-26.6%
.....Corp. Meetings	74,004	82,266	-10.0%	65,899	64,935	1.5%	8,105	17,332	-53.2%
.....Incentive	135,792	103,837	30.8%	62,944	57,387	9.7%	72,848	46,450	56.8%
Other Business	239,604	247,875	-3.3%	216,707	222,574	-2.6%	22,897	25,301	-9.5%
Visit Friends/Relatives	671,718	676,141	-0.7%	596,182	598,769	-0.4%	75,536	77,372	-2.4%
Government/Military	69,347	92,404	-25.0%	62,051	82,787	-25.0%	7,296	9,617	-24.1%
Attend School	20,182	23,211	-13.0%	13,688	13,587	0.7%	6,495	9,623	-32.5%
Sport Events	106,084	108,203	-2.0%	64,942	57,885	12.2%	41,142	50,319	-18.2%
Average Age	45	NA	NA	46	NA	NA	43	NA	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	14,520.5	14,364.8	1.1%						
Per Person Per Day (\$)	196.1	195.0	0.6%						
Per Person Per Trip (\$)	1,814.3	1,825.9	-0.6%						

Source: Hawai'i Tourism Authority

Summary of 2013 Visitors to Hawai'i

Table 3: Summary of Visitor Characteristics - Percentage of Total (Arrivals by Air)
2013 vs. 2012

2013 & 2012 % of TOTAL	TOTAL		DOMESTIC		INTERNATIONAL	
	2013	2012	2013	2012	2013	2012
Total Visitors	8,003,474	7,867,143	5,405,300	5,403,025	2,598,174	2,464,118
PARTY SIZE						
One	14.7%	15.6%	18.4%	19.1%	7.1%	8.1%
Two	42.4%	42.3%	42.1%	42.4%	43.2%	42.1%
Three or more	42.8%	42.1%	39.5%	38.5%	49.7%	49.8%
Avg Party Size	2.16	2.16	2.02	2.00	2.51	2.50
VISIT STATUS						
First-Time	34.7%	35.0%	29.0%	29.2%	46.4%	47.8%
Repeat	65.3%	65.0%	71.0%	70.8%	53.6%	52.2%
Average # of Trips	5.03	4.92	5.75	5.74	3.52	3.13
TRAVEL METHOD						
Group Tour	8.5%	8.8%	3.2%	3.3%	19.6%	20.9%
Package	34.1%	34.6%	21.6%	23.2%	60.2%	59.8%
Group Tour & Pkg	7.1%	7.4%	2.2%	2.3%	17.5%	18.7%
True Independent	64.5%	64.0%	77.4%	75.8%	37.7%	38.0%
ISLANDS VISITED						
O'ahu	63.0%	62.3%	50.6%	50.6%	89.0%	88.0%
Maui County	30.0%	29.9%	36.2%	36.1%	17.0%	16.3%
...Maui	29.5%	29.4%	35.5%	35.4%	16.8%	16.0%
...Moloka'i	0.7%	0.7%	0.8%	0.8%	0.5%	0.5%
...Lāna'i	0.9%	0.9%	1.1%	1.1%	0.6%	0.6%
Kaua'i	13.9%	13.8%	18.3%	18.1%	4.9%	4.3%
Hawai'i Island	17.9%	18.2%	19.5%	19.9%	14.6%	14.6%
...Hilo	6.6%	6.7%	6.6%	6.7%	6.4%	6.7%
...Kona	15.0%	15.1%	16.9%	17.2%	11.1%	10.6%
ACCOMMODATIONS						
Hotel	63.0%	63.4%	54.2%	55.5%	81.3%	80.9%
...Hotel Only	55.3%	55.8%	45.2%	46.5%	76.3%	76.1%
Condo	18.2%	17.6%	20.5%	19.8%	13.5%	12.9%
...Condo Only	14.2%	13.8%	16.1%	15.5%	10.3%	10.1%
Timeshare	9.5%	9.7%	12.1%	12.1%	4.0%	4.3%
...Timeshare Only	7.3%	7.5%	9.3%	9.4%	3.1%	3.2%
Rental House	6.2%	5.5%	8.1%	7.1%	2.1%	2.1%
Bed & Breakfast	1.0%	0.9%	1.2%	1.2%	0.6%	0.5%
Cruise Ship	1.6%	1.6%	1.9%	2.0%	0.9%	0.7%
Friends or Relatives	8.8%	9.1%	11.7%	11.7%	2.8%	3.3%
PURPOSE OF TRIP						
Pleasure (Net)	83.7%	83.4%	82.6%	82.2%	86.0%	86.1%
....Vacation	76.5%	76.0%	78.5%	78.0%	72.4%	71.7%
....Honeymoon	7.1%	7.4%	4.1%	4.3%	13.4%	14.3%
....Get Married	1.5%	1.6%	1.0%	1.0%	2.5%	2.8%
MC&I (Net)	5.2%	5.2%	5.4%	5.4%	4.7%	4.9%
....Convention/Conf.	2.8%	3.0%	3.3%	3.3%	1.6%	2.4%
....Corp. Meetings	0.9%	1.0%	1.2%	1.2%	0.3%	0.7%
....Incentive	1.7%	1.3%	1.2%	1.1%	2.8%	1.9%
Other Business	3.0%	3.2%	4.0%	4.1%	0.9%	1.0%
Visit Friends/Relatives	8.4%	8.6%	11.0%	11.1%	2.9%	3.1%
Government/Military	0.9%	1.2%	1.1%	1.5%	0.3%	0.4%
Attend School	0.3%	0.3%	0.3%	0.3%	0.2%	0.4%
Sport Events	1.3%	1.4%	1.2%	1.1%	1.6%	2.0%

Source: Hawai'i Tourism Authority

Summary of 2013 Visitors to Hawai'i

**Table 4: Visitor Days by Island (Arrivals by Air)
2013 vs. 2012**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
TOTAL STATE	74,049,772	73,663,903	0.5%	54,462,717	54,492,680	-0.1%	19,587,054	19,171,224	2.2%
O'AHU	35,059,623	35,864,092	-2.2%	20,833,993	21,872,182	-4.7%	14,225,630	13,991,910	1.7%
MAUI COUNTY	19,795,040	19,178,762	3.2%	16,769,610	16,190,176	3.6%	3,025,430	2,988,585	1.2%
MAUI	19,271,412	18,657,257	3.3%	16,306,256	15,730,209	3.7%	2,965,156	2,927,048	1.3%
MOLOKA'I	264,463	258,772	2.2%	232,761	227,900	2.1%	31,702	30,872	2.7%
LĀNA'I	259,165	262,733	-1.4%	230,593	232,068	-0.6%	28,573	30,665	-6.8%
KAUAI	8,516,938	8,168,533	4.3%	7,916,581	7,625,463	3.8%	600,357	543,071	10.5%
HAWAI'I ISLAND	10,678,171	10,452,516	2.2%	8,942,534	8,804,859	1.6%	1,735,637	1,647,658	5.3%
HILO	2,140,442	2,045,639	4.6%	1,767,562	1,684,023	5.0%	372,879	361,616	3.1%
KONA	8,537,729	8,406,878	1.6%	7,174,971	7,120,836	0.8%	1,362,758	1,286,042	6.0%

Source: Hawai'i Tourism Authority

**Table 5: Visitor Days by Month (Arrivals by Air)
2013 vs. 2012**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JANUARY	6,870,046	6,892,105	-0.3%	5,089,836	5,039,374	1.0%	1,780,210	1,852,731	-3.9%
FEBRUARY	5,965,047	5,903,789	1.0%	4,296,940	4,236,279	1.4%	1,668,107	1,667,510	0.0%
MARCH	6,624,496	6,376,019	3.9%	4,720,166	4,537,802	4.0%	1,904,330	1,838,217	3.6%
APRIL	5,593,032	5,563,588	0.5%	4,100,966	4,080,345	0.5%	1,492,066	1,483,243	0.6%
MAY	5,527,686	5,492,567	0.6%	4,255,894	4,269,387	-0.3%	1,271,791	1,223,180	4.0%
JUNE	6,581,167	6,331,505	3.9%	5,157,866	4,980,490	3.6%	1,423,302	1,351,015	5.4%
JULY	7,080,409	6,881,187	2.9%	5,424,631	5,222,846	3.9%	1,655,778	1,658,340	-0.2%
AUGUST	6,572,996	6,438,855	2.1%	4,748,480	4,736,079	0.3%	1,824,516	1,702,775	7.1%
SEPTEMBER	5,218,324	5,220,053	0.0%	3,625,951	3,687,584	-1.7%	1,592,373	1,532,469	3.9%
OCTOBER	5,508,184	5,533,340	-0.5%	3,968,195	4,119,551	-3.7%	1,539,989	1,413,789	8.9%
NOVEMBER	5,469,043	5,713,099	-4.3%	3,983,683	4,213,546	-5.5%	1,485,360	1,499,553	-0.9%
DECEMBER	7,039,342	7,317,796	-3.8%	5,090,109	5,369,396	-5.2%	1,949,233	1,948,400	0.0%
TOTAL	74,049,772	73,663,903	0.5%	54,462,717	54,492,680	0.1%	19,587,054	19,171,224	2.2%

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

Source: Hawai'i Tourism Authority

Summary of 2013 Visitors to Hawai'i

**Table 6: Average Daily Census by Island (Arrivals by Air)
2013 vs. 2012**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
TOTAL STATE	202,876	201,267	0.8%	149,213	148,887	0.2%	53,663	52,380	2.4%
O'AHU	96,054	97,989	-2.0%	57,079	59,760	-4.5%	38,974	38,229	1.9%
MAUI COUNTY	54,233	52,401	3.5%	45,944	44,235	3.9%	8,289	8,166	1.5%
MAUI	52,798	50,976	3.6%	44,675	42,979	3.9%	8,124	7,997	1.6%
MOLOKA'I	725	707	2.5%	638	623	2.4%	87	84	3.0%
LĀNA'I	710	718	-1.1%	632	634	-0.4%	78	84	-6.6%
KAUAI	23,334	22,318	4.6%	21,689	20,835	4.1%	1,645	1,484	10.9%
HAWAI'I ISLAND	29,255	28,559	2.4%	24,500	24,057	1.8%	4,755	4,502	5.6%
HILO	5,864	5,589	4.9%	4,843	4,601	5.2%	1,022	988	3.4%
KONA	23,391	22,970	1.8%	19,657	19,456	1.0%	3,734	3,514	6.3%

Source: Hawai'i Tourism Authority

**Table 7: Average Daily Census by Month (Arrivals by Air)
2013 vs. 2012**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JANUARY	221,614	222,326	-0.3%	164,188	162,560	1.0%	57,426	59,766	-3.9%
FEBRUARY	213,037	203,579	4.6%	153,462	146,079	5.1%	59,575	57,500	3.6%
MARCH	213,693	205,678	3.9%	152,263	146,381	4.0%	61,430	59,297	3.6%
APRIL	186,434	185,453	0.5%	136,699	136,011	0.5%	49,736	49,441	0.6%
MAY	178,312	177,180	0.6%	137,287	137,722	-0.3%	41,026	39,457	4.0%
JUNE	219,372	211,050	3.9%	171,929	166,016	3.6%	47,443	45,034	5.4%
JULY	228,400	221,974	2.9%	174,988	168,479	3.9%	53,412	53,495	-0.2%
AUGUST	212,032	207,705	2.1%	153,177	152,777	0.3%	58,855	54,928	7.1%
SEPTEMBER	173,944	174,002	0.0%	120,865	122,919	-1.7%	53,079	51,082	3.9%
OCTOBER	177,683	178,495	-0.5%	128,006	132,889	-3.7%	49,677	45,606	8.9%
NOVEMBER	182,301	190,437	-4.3%	132,789	140,452	-5.5%	49,512	49,985	-0.9%
DECEMBER	227,076	236,058	-3.8%	164,197	173,206	-5.2%	62,878	62,852	0.0%
TOTAL	202,876	201,267	0.8%	149,213	148,887	0.2%	53,663	52,380	2.4%

Source: Hawai'i Tourism Authority

Summary of 2013 Visitors to Hawai'i

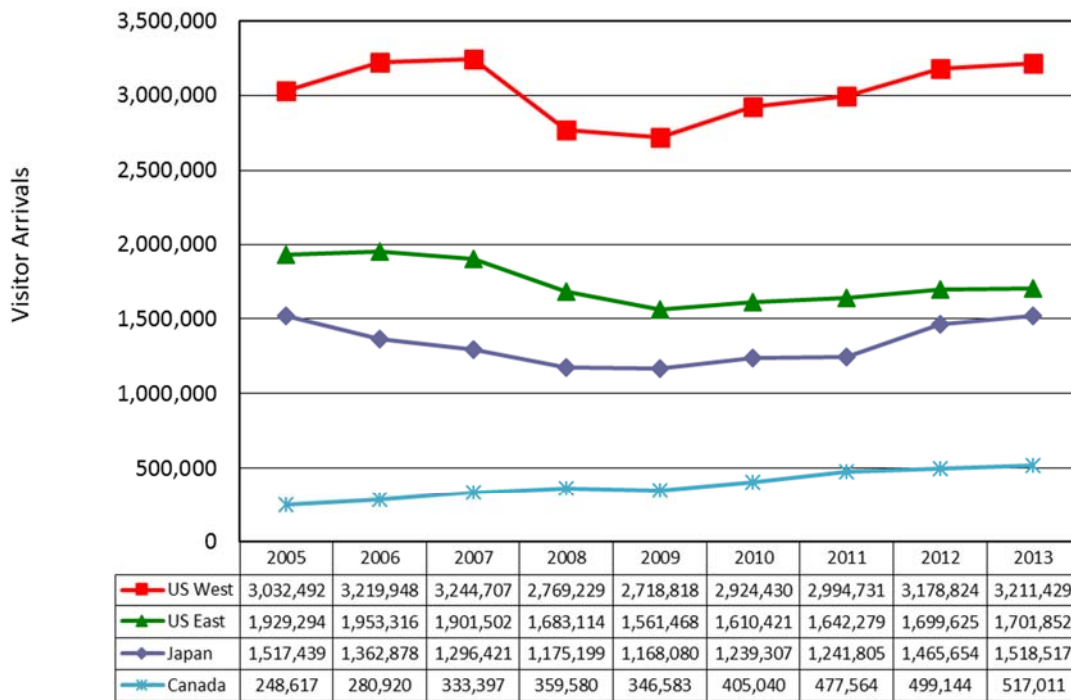
**Table 8: Visitors Staying Overnight or Longer (Arrivals by Air)
1953 – 2013**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1954	91,166	13.6%	77,281	14.1%	13,885	11.0%
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%
2002	6,389,058	1.4%	4,358,850	3.2%	2,030,208	-2.4%
2003	6,380,439	-0.1%	4,531,289	4.0%	1,849,150	-8.9%
2004	6,912,094	8.3%	4,892,960	8.0%	2,019,134	9.2%
2005	7,416,574	7.3%	5,313,281	8.6%	2,103,293	4.2%
2006	7,528,106	1.5%	5,550,125	4.5%	1,977,981	-6.0%
2007	7,496,820	-0.4%	5,582,530	0.6%	1,914,290	-3.2%
2008	6,713,436	-10.4%	4,901,893	-12.2%	1,811,543	-5.4%
2009	6,420,448	-4.4%	4,672,001	-4.7%	1,748,447	-3.5%
2010	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%

Source: Hawai'i Tourism Authority

**AIR VISITOR CHARACTERISTICS BY MMA AND
SELECTED COUNTRIES**

**Figure 5: Visitor Arrivals from Four Largest Markets (by Air)
2005-2013**



U.S. WEST

U.S. West continued to be Hawai‘i’s largest market in terms of total expenditures, visitor days and visitor arrivals in 2013. Expenditures by U.S. West visitors increased 3.6 percent from 2012 to \$4.8 billion. Daily spending by this group was the lowest compared to other visitor markets at \$157 per person, up from \$152 in 2012. U.S. West arrivals grew 1 percent to 3,211,429 visitors. The average length of stay (9.56 days) was similar to 2012, garnering 30,712,024 U.S. West visitor days (+0.8%) (Figure 5, Table 13).

- Eight out of ten (81.3%) U.S. West visitors in 2013 were repeat visitors to Hawai‘i compared to 81.5 percent in 2012. This market continued to have the highest percentage of repeat visitors among all the MMAs.
- True independent travelers comprised 80.4 percent of U.S. West visitors, up from 79.2 percent in 2012.
- Of all U.S. West visitors in 2013, 44.5 percent went to O‘ahu, 34.6 percent went to Maui, 17.7 percent went to Kaua‘i and 17.5 percent went to Hawai‘i Island.
- U.S. West visitations increased on O‘ahu (+2.6%) and Kaua‘i (+2.8%), but declined on Hawai‘i Island (-1.9%)
- These visitors stayed the longest on Hawai‘i Island (9.07 days), followed by Maui (8.69 days), Kaua‘i (8.57 days), O‘ahu (7.55 days), Moloka‘i (6.03 days) and Lāna‘i (4.18 days).

Air Visitor Characteristics by MMA and Selected Countries

- Close to half (49%) of all U.S. West visitors stayed in hotels, 23.2 percent stayed in condominiums, 13.5 percent stayed in timeshare properties, 12.3 percent stayed with friends or relatives and 8.6 percent stayed in rental homes.
- Usage of rental homes (+13.6%) by U.S. West visitors were much higher compared to 2012. Stays in condominium properties (+2.5%) and bed and breakfasts (+1%) also increased, while stays in hotels (-0.6%) and timeshare properties (-0.1%) were about the same as last year.
- More U.S. West visitors came to vacation (+1.2%) and for meetings, convention and incentives (+4.2%), but fewer came to honeymoon (-2.1%) and/or to get married (-1.5%) than in 2012.
- Similar to last year, more than half (52.6%) of U.S. West visitors in 2013 were females. The largest age group was between 41 to 59 years old (28.7%), followed by 25 to 40 years old (23.4%) and those 60 years and older (19.6%) (Table 36).
- California continued to be the largest contributor (56.2% of U.S. West arrivals) with 1,803,858 visitors (-0.8%) in 2013. There were 465,887 visitors from Washington (+0.9%), 201,869 visitors from Oregon (+0.8%), 165,660 visitors from Arizona (+6.2%) and 136,990 visitors from Colorado (-2.3%) (Table 17).
- In terms of average daily census, June was the busiest month for U.S. West visitors in 2013, followed by July and August.

U.S. EAST

Total expenditures by U.S. East visitors in 2013 rose 3.2 to \$3.5 billion boosted by higher daily spending (\$199 per person, from \$192 in 2012). Arrivals (+0.1%) and visitor days (-0.2%) were comparable to 2012. (Figure 5, Table 15).

- Of the 1,701,852 U.S. East visitors in 2013, 57.9 percent have been to Hawai'i before compared to 58.2 percent in 2012.
- O'ahu hosted 59.7 percent of U.S. East visitors, 36.8 percent visited Maui, 22.5 percent visited Hawai'i Island and 20 percent visited Kaua'i.
- U.S. East visitors stayed the longest on Maui (7.77 days) followed by O'ahu (7.46 days), Hawai'i Island (7.39 days), Kaua'i (7 days), Moloka'i (4.68 days) and Lāna'i (3.55 days).
- More U.S. East visitors came to vacation (+1.7%) and for meetings, conventions and incentives (+1.1%), but fewer came to honeymoon (-6.8%) or to get married (-7.5%) compared to 2012.
- In 2013, 75.8 percent of U.S. East visitors were true independent travelers, compared to 74.2 percent in 2012.
- Hotels accommodated 61.5 percent of U.S. East visitors, while 15.4 percent stayed in condominiums, 12.2 percent stayed with friends or relatives, 11.1 percent stayed in timeshare properties and 7 percent stayed in rental homes in 2013.
- Usage of hotels by U.S. East visitors were down 1.9 percent from 2012, while more visitors stayed in rental homes (+15.3%), condominium properties (+4.6%), bed and breakfast properties (+6.4%) and with friends or relatives (+2.8%).
- There were more female (52.6%) than male (47.4%) U.S. East visitors in 2013. Those between 41 to 59 years old were the largest age group (31.2%), followed by those between the ages 25 to 40 (23.3%) and those 60 years and older (21.1%) (Table 36).

Air Visitor Characteristics by MMA and Selected Countries

- Among the larger contributors from U.S. East, there were fewer visitors from Texas (-4.1% to 232,224 visitors) and Illinois (-5% to 126,284 visitors) but more visitors from New York (+7.6% to 128,832 visitors) compared to 2012.
- In 2013, January was the busiest month for U.S. East visitors based on average daily census, followed by July and June.

JAPAN

Japan continued to rank third in total visitor expenditures, visitor days, and arrivals. Two years after the March 2011 tsunami and earthquake, arrivals from Japan to the islands rose 3.6 percent to 1,518,517 visitors in 2013. Total Japanese visitor days increased 2.2 percent. The average length of stay was 5.94 day, slightly lower than 2012 (6.02 days). However, significantly lower daily spending (\$276 per person, down \$310 in 2012) resulted in a 9.1 percent decline in visitor expenditures to \$2.5 billion. Japanese daily spending continued to be second highest among all visitor groups, behind daily spending by Chinese visitors (Figure 5, Table 20).

- Of the total Japanese visitors in 2013, 59.7 percent were repeat visitors to Hawai'i, up from 58.2 percent in the previous year.
- Most of the Japanese visitors went to O'ahu (96%), 13.1 percent visited Hawai'i Island, 5.2 percent visited Maui and 1.9 percent visited Kaua'i.
- Maui (+16.8%) had the largest growth in Japanese arrivals compared to 2012, followed by Kaua'i (+5.5%) and O'ahu (+3.4%). Japanese arrivals to Hawai'i Island decreased 1.9 percent.
- Japanese visitors stayed the longest on O'ahu (5.49 days), followed by Hawai'i Island (3.44 days), Maui (3.12 days), Kaua'i (2.48 days), Lāna'i (2.14 days) Moloka'i (2.02 days).
- The percentage of true independent travelers were slightly lower in 2013 (23.2%) compared to 2012 (23.9%). The majority of Japanese visitors still came on packaged trips (73.9% in 2013).
- Hotels continued to be the most popular choice for lodging and were utilized by 86.7 percent of the Japanese visitors in 2013. Some visitors stayed in condominium properties (9.9%), timeshare properties (4%), and with friends or relatives (1.2%).
- Usage of condominium properties by Japanese visitors rose 12 percent from 2012. Stays in rental homes (+4.8%), hotels (+2.6%) and timeshare (+1.2%) also increased.
- Fewer Japanese visitors came to honeymoon (-3.2%), to get married (-4.3%), for conventions (-39.8%) and corporate meetings (-73.4%) compared to 2012, but more came to vacation (+1.3%) and traveled on incentives (+119.6%).
- There continued to be more female (58.2%) than male (41.8%) visitors from Japan. The largest age group was younger than their U.S. counterpart, with 38.3 percent between 25 to 40 years old. The second largest age group were those between 41 to 59 years (24.9%) followed by those over 60 years old (18.8%) (Table 36).
- Kanto (which includes Tokyo) continued to be the largest source of Japanese visitors to Hawai'i. Arrivals from Kanto rose 10 percent to 633,738 visitors in 2013. Japanese arrivals from Kinki (+16.3% to 335,479) and Chubu (+2.2% to 230,568) also increased. However, there were fewer visitors from Kyushu (-34.2% to 77,571) and Hokkaido (-5.9% to 70,695) compared to 2012 (Table 21).
- August continued to be the busiest month for Japanese visitors based on average daily census, followed by September and March.

CANADA

Total expenditures by Canadian visitors, Hawai'i's fourth largest visitor market, increased 5.9 percent to \$1.1 billion. Arrivals grew 3.6 percent to 517,011 visitors. The average length of stay was 12.77 days, down from 13.02 days in 2012. Total visitor days rose 1.6 percent. Daily spending by these visitors was higher (\$164 per person) compared to 2012 (\$157 per person). Over half (57.8%) of Canadian visitors flew direct from Canada or from other international ports, while the remainder arrived on flights from the U.S. mainland (Figure 5, Table 22).

- Repeat visitors accounted for 65.3 percent of the Canadian visitors in 2013, compared to 64.4 percent last year.
- Direct air services to Maui contributed to more Canadian visitors to Maui (51.7% of Canadian visitors) than to O'ahu (42.3% of Canadian visitors) in 2013. All Hawaiian Islands saw growth in Canadian arrivals compared to 2012: Kaua'i (+4.9%), O'ahu (+4.5%), Maui (+4.5%) and Hawai'i Island (+1.6%).
- Canadian visitors spent the most time on Maui (11.06 days), then Hawai'i Island (10 days), O'ahu (9.12 days), Kaua'i (9.05 days), Moloka'i (5.35 days) and Lāna'i (3.03 days).
- More Canadian visitors in 2013 were true independent travelers (76.3%) compared to 2012 (74.5%).
- Nearly half (45.5%) of Canadian visitors stayed in hotels, 40.6 percent stayed in condominiums and 9.3 percent stayed in timeshare properties.
- Usage of hotels (-1.6%) and timeshare properties (-3.5%) by Canadian visitors declined compared to 2012 while stays in condominiums (+9.3%) and rental homes (+18%) increased.
- More Canadian visitor in 2013 came to vacation (+4.8%) and to visit friends or relatives (+8.3%), but fewer came to honeymoon (-12.1%), to get married (-15%) and for meetings, conventions and incentives (-19.2%) than in the previous year.
- Those between 41 to 59 years old were the largest age group (32.9%) of Canadian visitors, followed by those over 60 years old (21.7%) and those between 25 to 40 years (21.3%). There were more female (53.1%) than male (46.9%) Canadian visitors in 2013 (Table 36).
- In 2013, the largest group of Canadian visitors was from British Columbia (48.2% or 249,305 visitors) followed by Alberta (22.6% or 116,612), Ontario (15.8% or 81,938), Quebec (4.8% or 24,792), Saskatchewan (3.7% or 19,084) and Manitoba (2.6% or 13,548) (Table 23).
- In terms of average daily census in 2013, January was the busiest month followed by March and December.

EUROPE

Total visitor spending by Europe MMA rose 10.1 percent to \$321.6 million in 2013 boosted by growth in arrivals (+5.8% to 136,805 visitors) (Figure 6) and a longer average length of stay (13.29 days, up from 12.91 days in 2012). Daily spending by these visitors (\$177 per person) was also higher compared to 2012 (\$175) (Table 24).

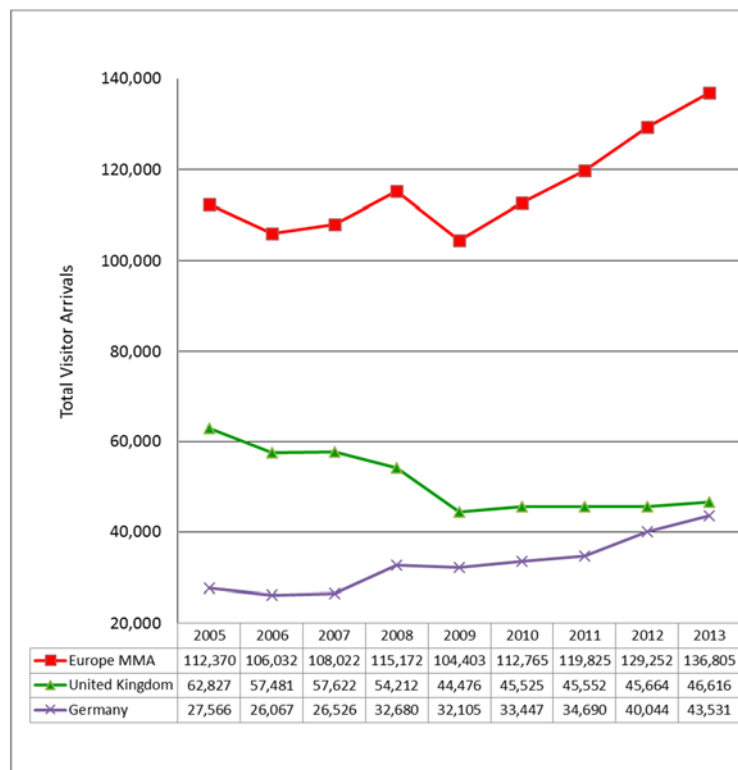
- There were more visitors from United Kingdom (+2.1%), Germany (+8.7%), Switzerland (+11.4%) and France (+8.6%) (Table 11 and Table 12).
- The majority of European visitors (84%) came on domestic flights (Table 24).
- The largest age group for European visitors was between 25 to 40 years (34.2%), followed by those 41 to 59 years (27.3%) and those over 60 years old (14.5%). Over half (51.1%) of the visitors were females (Table 36).
- August, September, and July, respectively, were the busiest months for European visitors in 2013.

Visitors from United Kingdom

Visitors from the United Kingdom (U.K.) comprised the largest share (34.1%) of the European market with 46,616 visitors, up 2.1 percent from 2012 (Table 11 and Table 12).

- Of the U.K. visitors in 2013, 69.1 percent were first timers, similar to 2012 (69.3%) (Table 25).
- Seven out of ten U.K. arrivals visited O’ahu (70.8%) while 34.3 percent visited to Maui, 25.7 visited to Hawai’i Island and 15.4 percent visited to Kaua’i.
- U.K. visitors stayed the longest on O’ahu (8.06 days), followed by Maui (7.73 days), Hawai’i Island (7.25 days), Kaua’i (6.40 days), Moloka’i (3.70 days) and Lāna’i (2.62 days).
- There were more true independent travelers (54.2%) from the U.K. compared to 2012 (49.7%).
- Three out of four U.K. visitors stayed in hotels (73.3%). Some stayed in condominium properties (11.4%), in rental homes (8%), with friends or relatives (6.7%) or in timeshare properties (4.8%).
- Usage of hotels (-3.6%) and condominium properties (-12.2%) by U.K visitors were down from 2012 while significantly more stayed in timeshare (+32.3%), rental homes (+20.2%) and bed and breakfast properties (+58%).

**Figure 6: Europe MMA, UK & Germany
Total Visitor Arrivals
2005 - 2013**



Air Visitor Characteristics by MMA and Selected Countries

- More U.K. visitors in 2013 came to vacation (+4.9%) and for meetings, conventions and incentives (+24%) but fewer came to honeymoon (-19.2%), to get married (-8.3%) or to see friends or relatives (-12.3%) compared to the previous year.

Visitors from Germany

- Germany accounted for the second largest share of European visitors at 31.8 percent. Arrivals from Germany rose 8.7 percent to 43,531 visitors in 2013 (Table 11 and Table 12). These visitors stayed an average 14.48 days in 2013, the longest among all visitor groups.
- A lower percentage of German visitors in 2013 (70.1%) were first-time visitors compared to 2012 (71.4%) (Table 26).
- The majority of the German visitors went to O‘ahu (71%) while 48.3 percent went to Maui, 38 percent went to Hawai‘i Island and 28.5 percent went to Kaua‘i.
- The average length of stay by these visitors was the longest on Maui (8.12 days), followed by Hawai‘i Island (7.91 days), O‘ahu (7.86 days), Kaua‘i (6.44 days), Moloka‘i (4.03 days) and Lāna‘i (3.45 days).
- A higher percentage of German visitors in 2013 were true independent travelers (64.3%) compared to 2012 (62.1%).
- Seven out of ten German visitors stayed in hotels (69.6%) in 2013, some stayed in condominium properties (9.7%), bed and breakfast properties (9.3%), rental homes (9%), or with friends or relatives (8.9%).
- More German visitors in 2013 came to vacation (+9.2%) and to honeymoon (+6.5%) but fewer came for meetings, conventions and incentives (-4.7%) than in the prior year.

OCEANIA

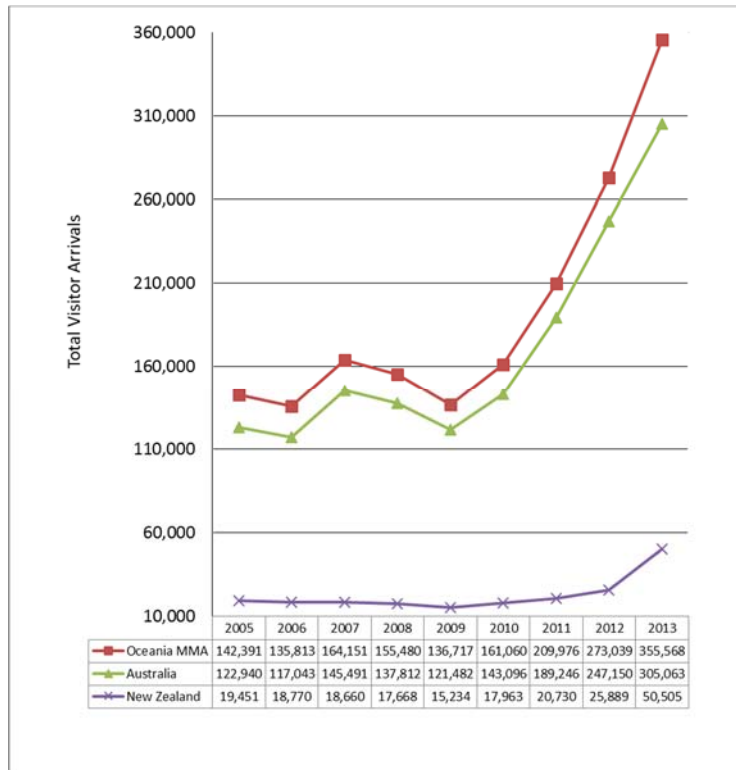
Total expenditures by visitors from Oceania MMA climbed 37.1 percent to \$877.1 million in 2013. Oceania visitor days increased 29.7 percent compared to 2012. Arrivals jumped 30.2 percent to 355,568 visitors, supported by significant expansion in air seats from Brisbane, Melbourne and Sydney (started in late 2012) and new service to Auckland (started in March 2013) (Figure 7, Table 27). Daily spending (\$260 per person) by this group of visitors was also higher compared to 2012 (\$246).

- Visitors from Australia comprised 85.8 percent of all visitors from Oceania, while 14.2 percent were from New Zealand (Table 11 and Table 12).
- Those between 41 to 59 years old (31.9%), between 25 to 40 years (25.3%) and those over 60 years old (18.4%) were the three largest age groups from Oceania. Over half (56.5%) of the visitors were females (Table 36).
- In 2013, September was the busiest month for visitors from Oceania, followed by October and December.

Visitors from Australia

- Arrivals from Australia increased 23.4 percent to 305,063 visitors in 2013 (Table 28). These visitors stayed an average 9.49 days.
- Daily per person spending by these visitors in 2013 was \$267, compared to \$248 in 2012
- Most Australian visitors went to O‘ahu (96.8%) while 21 percent went to Maui, 16.6 went to Hawai‘i Island and 9.1 percent went to Kaua‘i.
- These visitors spent the longest time on O‘ahu (7.94 days), followed by Maui (4.31 days), Hawai‘i Island (3.57 days), Kaua‘i (3.03 days), Moloka‘i (1.42 days) and Lāna‘i (1.28 days).
- Among the Australian visitors in 2013, 55.6 percent were first-timers, compared to 56.9 percent in 2012.
- Half of the Australian visitors in 2013 were true independent travelers (50.2%), similar to the previous year.
- Most Australian visitors in 2013 stayed in hotels (91.7%), some stayed in condominium properties (7.3%) and rental homes (2.6%).
- More Australian visitors came to vacation (+24.1%), to honeymoon (+3.4%), and for meetings, conventions and incentives (+95.1%) compared to 2012.

**Figure 7: Oceania MMA
Total Visitor Arrivals
2005 – 2013**



Visitors from New Zealand

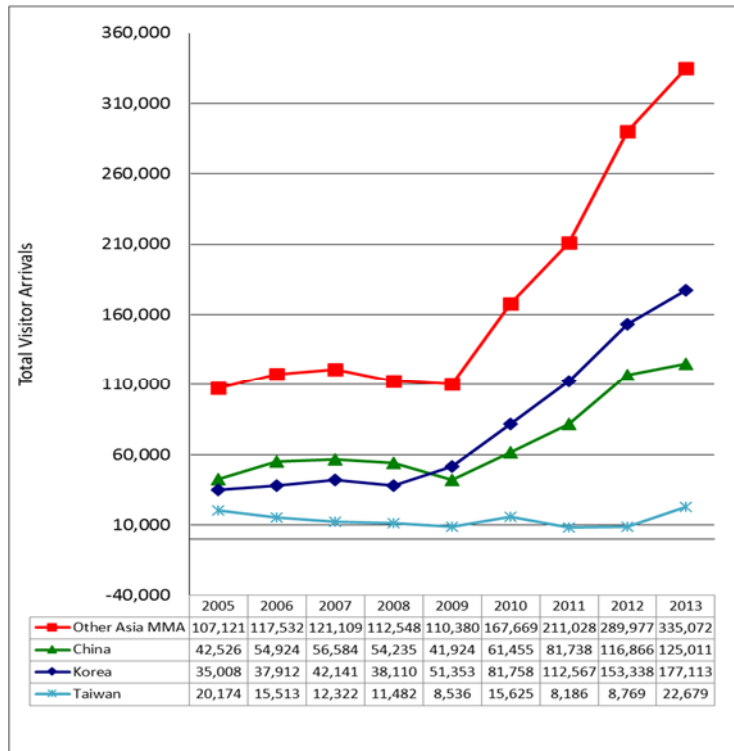
- Arrivals from New Zealand nearly doubled to 50,505 visitors in 2013 (Table 29). The average length of stay was 9.58 days, compared to 10.71 days in 2012.
- Daily per person spending by these visitors was \$208, compared to \$192 in 2012 (Table 82).
- Of the visitors from New Zealand in 2013, 44.1 percent were first-timers, compared to 48.4 percent in the previous year.
- Nearly all New Zealand visitors in 2013 went to O‘ahu (94.1%), 19.4 percent went to Maui, 16.2 percent went to Hawai‘i Island and 8 percent went to Kaua‘i.
- These visitors spent the most time on O‘ahu (7.62 days), followed by Maui (5.77 days), Hawai‘i Island (5.19 days), Kaua‘i (5.19 days), Lāna‘i (2.40 days) and Moloka‘i (1.89 days).
- True independent travelers comprised 58.7 percent of New Zealand visitors in 2013 similar to the prior year.

OTHER ASIA

Expenditures by visitors from Other Asia MMA rose 18.7 percent from 2012 to \$710.8 million. Arrivals increased 15.6 percent to 335,072 visitors (Figure 8). The average length of stay was 6.79 days, similar to 2012. Daily per person spending rose to \$313 compared to \$306 per person in 2012.

- Eight out of ten (83.1%) Other Asia visitors flew directly from international airports while the rest arrived via U.S. mainland airports (Table 30).
- The largest age group for visitors from Other Asia was those 25 to 40 years old (48%), followed by those between 41 to 59 years (27.2%) and those over 60 years old (9.8%). There were more female (52.6%) than male (47.4%) visitors from this market in 2013 (Table 36).
- Visitors from Korea (52.9%) and China (37.3%) comprised the two largest shares of total visitors from Other Asia in 2013.
- In 2013, February was the busiest month for visitors from Other Asia, followed by July and September.

**Figure 8: Other Asia MMA
Total Visitor Arrivals
2005 – 2013**



Visitors from Korea

- Korean arrivals to the islands have seen double digit growth since 2009. In 2013, arrivals from Korea rose 15.5 percent to 177,113 visitors.
- The average daily spending by Korean visitors increased to \$268 per person, from \$262 per person (Table 79).
- Among Korean visitors in 2013, 82.8 percent were first-time visitors, compared to 85.3 percent in the prior year (Table 31).
- Most Korean visitors went to O‘ahu (97.7%), 26.1 percent went to Maui, 8.7 went to Hawai‘i Island and 2.9 percent went to Kaua‘i.
- The average length of stay was the longest on O‘ahu (6.10 days), followed by Hawai‘i Island (3.54 days), Kaua‘i (2.65 days), Maui (2.37 days), Lāna‘i (1.72 days) and Moloka‘i (1.28 days).
- A higher percentage of Korean visitors in 2013 were true independent travelers (36.7%), compared to 2012 (33.1%).
- Nearly all Korean visitors in 2013 stayed in hotels (92.1%), a few stayed in condominium properties (5.1%) or with friends or relatives (2.9%).
- More Korean visitors came to vacation (+26.4%) and to honeymoon (+8.5%) but fewer came for meetings, conventions and incentives (-10.9%) compared to 2012.

Visitors from China

- Arrivals from China increased 7 percent to 125,011 visitors in 2013.
- Even though daily spending by Chinese visitors decreased to \$394 per person (from \$396 in 2012), it continued to be the highest among all visitor groups (Table 78).
- Among Chinese visitors in 2013, 85.1 percent were first-time visitors compared to 86.3 percent in the previous year (Table 32).
- Nearly all Chinese visitors went to O‘ahu (94.9%), 16 went to Hawai‘i Island, 15 percent went to Maui and 2.9 percent went to Kaua‘i.
- These visitors stayed the longest on O‘ahu (5.34 days), followed by Kaua‘i (3.87 days), Hawai‘i Island (3.26 days), Maui (3.09 days), Moloka‘i (2.14 days) and Lāna‘i (1.92 days).
- While the majority of Chinese visitors continued to purchase packaged trips and group tours, there was a higher percentage of true independent travelers (25%) in 2013, compared to 2012 (19.6%).
- Most Chinese visitors stayed in hotels (92.6%), a few stayed in condominium properties (4.9%) or with friends or relatives (2.2%).

Visitors from Taiwan

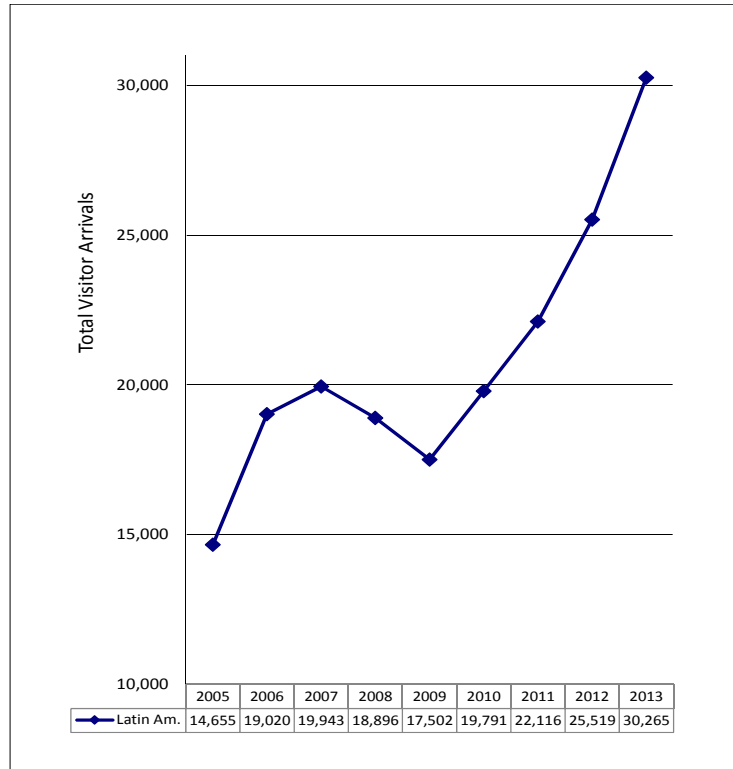
- Supported by new air service added in the spring of 2013, arrivals from Taiwan more than doubled compared to 2012 to 22,679 visitors (Table 33).
- Their daily spending in 2013 was \$238 per person. Expenditure data for Taiwanese visitors in 2012 were not available (Table 80).
- Six out of ten Taiwanese visitors in 2013 were first timers to Hawai‘i. Less than half made their own travel arrangements (46.2%).
- Most of the Taiwanese visitors went to O‘ahu (91.6%), 25.8 percent went to Hawai‘i Island, 25.8 percent went to Maui and 3.4 percent went to Kaua‘i.
- The majority of Taiwanese visitors stayed in hotels (78.8%), some stayed in condominium properties (12.2%), with friends or relatives (8.4%) or in rental homes (5.7%).

LATIN AMERICA

Total expenditures by visitors from Latin America MMA grew 8 percent to \$66.9 million, supported by an 18.6 percent growth in arrivals to 30,265 visitors (Figure 9) and increased daily spending (\$222 per person, from \$200 in 2012). The average length of stay (11.04 days) was down from the previous year (12.11 days).

- Visitors from Brazil accounted for 49.1 percent of Latin America MMA in 2013, followed by visitors from Mexico at 33 percent and Argentina at 17.9 percent (Table 11).
- First-timers comprised 73.3 percent compared to 71.5 percent in 2012.
- A lower percentage of Latin American visitors were true independent travelers (57%) than in 2012 (59.9%).
- Eight out of ten visitors from this market went to O‘ahu (78.2%), 34.1 percent went to Maui, 22.4 percent went to Hawai‘i Island and 13.3 percent went to Kaua‘i.
- The majority stayed in hotels (75%), 7.4 percent stayed with friends or relatives and 5.9 percent stayed in condominium properties.
- The largest age group for visitors from Latin America was those 25 to 40 years old (35%), followed by those between 41 to 59 years (26.4%) and those over 60 years old (11.3%). There were slightly more female (50.3%) than male (49.7%) visitors in 2013.

**Figure 9: Latin America MMA
Total Visitor Arrivals
2005 - 2013**



Air Visitor Characteristics by MMA and Selected Countries

**Table 9: Visitor Days by Month and MMA (Arrivals by Air)
2013**

2013	US WEST	US EAST	JAPAN	CANADA	EUROPE MMA						OCEANIA MMA		
	MMA	MMA	MMA	MMA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	2,601,239	1,911,508	672,170	979,091	27,780	18,889	35,007	5,573	18,589	105,837	196,249	15,032	211,280
Feb	2,259,739	1,522,886	720,808	832,815	28,593	14,995	42,895	5,412	13,753	105,648	151,747	10,277	162,024
Mar	2,609,403	1,560,505	819,648	953,248	39,565	14,851	43,831	4,709	18,374	121,331	194,512	19,417	213,930
Apr	2,489,386	1,218,368	583,417	513,985	44,762	16,849	41,859	6,601	19,923	129,993	255,162	35,850	291,012
May	2,419,670	1,414,817	633,443	286,489	38,860	15,490	51,710	5,011	19,019	130,090	250,357	37,630	287,987
Jun	3,095,106	1,782,984	697,497	208,448	35,362	16,620	32,242	10,178	19,215	113,617	249,209	51,254	300,463
Jul	3,033,690	1,861,823	796,680	330,782	55,120	32,382	54,418	17,372	43,113	202,404	236,149	58,901	295,050
Aug	2,743,771	1,497,776	1,067,268	318,780	67,697	34,796	84,102	39,534	20,767	246,896	235,032	65,685	300,717
Sep	2,028,874	1,121,929	801,153	238,145	67,803	24,487	71,981	15,453	33,006	212,729	366,974	66,263	433,237
Oct	2,292,632	1,173,154	787,684	394,711	49,949	22,552	71,587	10,589	29,046	183,722	264,259	50,052	314,311
Nov	2,398,722	1,092,167	667,328	591,965	31,619	14,773	52,424	6,945	19,448	125,209	224,094	32,143	256,238
Dec	2,739,790	1,661,753	768,685	952,437	39,921	17,462	48,242	11,537	23,418	140,580	272,175	41,135	313,309
TOTAL	30,712,024	17,819,671	9,015,780	6,600,896	527,031	244,144	630,298	138,913	277,670	1,818,056	2,895,918	483,639	3,379,558
DOMESTIC													
Jan	2,564,742	1,846,033	3,325	346,610	24,042	9,869	31,783	5,153	17,137	87,983	51,745	3,232	54,977
Feb	2,223,909	1,498,636	3,139	314,654	21,961	9,838	39,326	4,879	12,423	88,426	16,214	1,182	17,395
Mar	2,584,074	1,527,012	3,969	330,491	29,282	7,679	40,905	4,359	16,338	98,563	18,331	1,747	20,078
Apr	2,455,630	1,186,553	2,749	163,542	34,325	13,197	36,606	6,040	17,179	107,347	37,916	4,733	42,650
May	2,397,282	1,381,976	3,361	150,894	34,192	7,740	44,405	4,579	16,349	107,265	37,519	5,218	42,736
Jun	3,045,087	1,720,355	4,092	83,095	30,382	8,378	29,009	9,541	15,570	92,881	35,330	5,186	40,516
Jul	2,954,975	1,760,292	5,252	178,368	47,941	23,383	51,298	16,422	37,569	176,613	43,414	8,317	51,731
Aug	2,671,922	1,438,286	6,887	181,025	60,282	26,906	78,048	37,679	18,892	221,806	39,287	8,526	47,813
Sep	2,007,963	1,089,955	5,295	119,379	61,272	14,400	66,116	14,666	31,166	187,621	66,178	11,752	77,930
Oct	2,236,799	1,137,003	5,179	215,964	45,903	16,229	67,925	9,863	27,509	167,429	51,562	10,167	61,729
Nov	2,361,388	1,059,414	4,515	283,587	28,788	9,690	46,391	6,366	17,688	108,924	26,618	5,002	31,620
Dec	2,714,307	1,630,221	7,674	361,007	33,572	10,287	45,123	10,930	22,441	122,353	31,978	7,404	39,382
TOTAL	30,218,079	17,275,737	55,437	2,728,616	451,942	157,596	576,936	130,478	250,259	1,567,211	456,092	72,465	528,557
INTERNATIONAL													
Jan	36,498	65,475	668,845	632,481	3,738	9,020	3,224	420	1,452	17,854	144,503	11,800	156,304
Feb	35,830	24,250	717,669	518,160	6,632	5,157	3,570	533	1,330	17,222	135,533	9,095	144,629
Mar	25,329	33,493	815,679	622,757	10,283	7,172	2,926	350	2,036	22,767	176,181	17,671	193,852
Apr	33,756	31,815	580,669	350,443	10,436	3,652	5,254	561	2,744	22,647	217,245	31,117	248,362
May	22,388	32,841	630,082	135,595	4,668	7,750	7,305	432	2,670	22,825	212,839	32,412	245,251
Jun	50,019	62,629	693,405	125,353	4,980	8,242	3,233	637	3,645	20,737	213,879	46,068	259,947
Jul	78,715	101,531	791,428	152,414	7,179	8,998	3,119	950	5,544	25,791	192,736	50,584	243,319
Aug	71,849	59,490	1,060,381	137,755	7,415	7,890	6,054	1,855	1,875	25,090	195,744	57,159	252,904
Sep	20,911	31,974	795,858	118,766	6,531	10,087	5,865	786	1,840	25,109	300,796	54,511	355,307
Oct	55,833	36,151	782,505	178,747	4,046	6,323	3,662	725	1,537	16,292	212,697	39,885	252,582
Nov	37,334	32,754	662,813	308,378	2,831	5,082	6,032	579	1,760	16,285	197,477	27,141	224,618
Dec	25,483	31,532	761,011	591,429	6,350	7,175	3,119	607	978	18,227	240,197	33,730	273,927
TOTAL	493,946	543,934	8,960,343	3,872,280	75,089	86,548	53,362	8,435	27,411	250,846	2,439,826	411,174	2,851,001

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

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 9: Visitor Days by Month and MMA (Arrivals by Air) continued
2013**

2013	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Jan	64,424	5,397	106,197	4,204	9,295	189,516	8,283	20,873	6,716	35,872	163,532	6,870,046
Feb	98,390	5,340	81,789	2,338	15,749	203,606	4,378	14,446	4,411	23,235	134,287	5,965,047
Mar	48,722	5,215	82,009	2,948	6,380	145,273	5,217	9,745	8,681	23,643	177,516	6,624,496
Apr	62,595	5,597	95,510	2,336	6,524	172,562	6,155	13,830	8,558	28,543	165,765	5,593,032
May	68,506	3,537	100,347	2,885	8,923	184,198	5,874	15,016	7,056	27,946	143,045	5,527,686
Jun	60,837	3,380	99,059	3,029	16,053	182,358	4,084	9,697	7,951	21,732	178,963	6,581,167
Jul	78,055	6,101	109,470	4,471	22,105	220,203	4,441	13,913	15,694	34,049	305,728	7,080,409
Aug	68,900	4,604	99,624	2,792	23,074	198,994	3,942	11,047	9,243	24,232	174,561	6,572,996
Sep	75,112	2,981	107,315	2,135	19,384	206,928	4,648	11,621	5,574	21,843	153,485	5,218,324
Oct	51,863	2,520	126,190	1,422	18,598	200,593	4,082	11,719	6,869	22,670	138,707	5,508,184
Nov	41,780	2,663	114,638	4,448	14,925	178,453	2,975	12,363	3,960	19,298	139,663	5,469,043
Dec	54,760	3,684	113,474	7,308	12,613	191,839	8,772	28,523	13,622	50,918	220,032	7,039,342
TOTAL	773,942	51,019	1,235,622	40,317	173,622	2,274,522	62,853	172,792	98,336	333,980	2,095,284	74,049,772
DOMESTIC												
Jan	15,551	2,414	9,111	840	1,643	29,559	8,159	20,587	6,371	35,118	121,490	5,089,836
Feb	23,518	2,105	3,834	924	1,728	32,109	4,334	14,212	4,249	22,795	95,876	4,296,940
Mar	17,443	2,234	3,994	725	2,185	26,581	5,137	9,517	8,388	23,043	106,355	4,720,166
Apr	13,312	1,503	5,694	685	1,426	22,620	6,023	13,544	8,140	27,707	92,168	4,100,966
May	32,642	2,225	8,193	1,022	2,375	46,456	5,733	14,590	6,814	27,137	98,786	4,255,894
Jun	23,453	2,147	5,838	987	1,493	33,918	3,976	9,392	7,900	21,267	116,656	5,157,866
Jul	17,392	3,408	6,922	1,375	1,957	31,054	4,341	13,626	15,422	33,389	232,957	5,424,631
Aug	21,241	2,891	7,120	1,171	2,338	34,761	3,889	10,735	8,813	23,437	122,543	4,748,480
Sep	18,002	1,544	5,486	913	2,748	28,695	4,616	11,445	5,112	21,173	87,940	3,625,951
Oct	18,251	1,861	6,883	766	2,037	29,797	3,800	11,335	6,327	21,461	92,833	3,968,195
Nov	14,979	1,503	5,122	1,503	1,359	24,467	2,885	12,038	3,835	18,758	91,010	3,983,683
Dec	23,150	2,514	6,247	1,837	2,013	35,761	8,603	28,061	12,104	48,769	130,635	5,090,109
TOTAL	238,935	26,349	74,444	12,746	23,301	375,776	61,497	169,082	93,476	324,054	1,389,251	54,462,717
INTERNATIONAL												
Jan	48,872	2,983	97,086	3,365	7,652	159,957	124	286	345	754	42,042	1,780,210
Feb	74,871	3,235	77,955	1,415	14,021	171,497	44	234	161	440	38,411	1,668,107
Mar	31,278	2,981	78,015	2,223	4,195	118,692	80	228	293	600	71,161	1,904,330
Apr	49,284	4,093	89,815	1,651	5,098	149,942	133	286	418	837	73,597	1,492,066
May	35,865	1,312	92,154	1,863	6,548	137,742	141	426	242	809	44,259	1,271,791
Jun	37,384	1,233	93,222	2,042	14,560	148,441	108	306	51	465	62,307	1,423,302
Jul	60,663	2,693	102,549	3,096	20,148	189,149	100	288	272	660	72,771	1,655,778
Aug	47,659	1,714	92,504	1,621	20,736	164,233	53	312	430	795	52,018	1,824,516
Sep	57,110	1,437	101,828	1,222	16,636	178,233	32	176	462	670	65,545	1,592,373
Oct	33,612	659	119,308	656	16,561	170,796	283	384	543	1,209	45,874	1,539,989
Nov	26,801	1,159	109,516	2,945	13,565	153,987	90	325	125	540	48,653	1,485,360
Dec	31,610	1,170	107,227	5,471	10,601	156,079	169	462	1,518	2,149	89,396	1,949,233
TOTAL	535,007	24,670	1,161,178	27,570	150,321	1,898,746	1,356	3,711	4,860	9,926	706,033	19,587,054

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

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

Table 10: Visitor Days Growth by Month and MMA
% change 2013 vs. 2012

% change	US WEST	US EAST	JAPAN	CANADA	EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	4.1%	0.6%	4.1%	0.2%	-5.9%	52.6%	-13.5%	-8.4%	-4.2%	-1.9%	-6.6%	-9.7%	-6.8%
Feb	6.1%	-2.5%	5.7%	-5.8%	-10.2%	-19.9%	7.5%	4.0%	3.5%	-3.1%	3.4%	24.9%	4.5%
Mar	8.4%	0.1%	11.5%	0.6%	-22.5%	67.5%	2.9%	-4.3%	21.9%	-1.0%	15.0%	46.5%	17.3%
Apr	0.5%	3.5%	4.5%	-4.7%	21.7%	-5.9%	16.4%	28.4%	29.3%	16.9%	43.1%	119.3%	49.5%
May	-0.5%	0.0%	3.6%	10.6%	1.3%	48.6%	14.5%	-14.9%	16.8%	12.0%	34.9%	103.7%	41.1%
Jun	10.5%	-4.4%	-3.8%	12.2%	-4.7%	31.5%	1.0%	21.2%	8.7%	5.5%	44.8%	105.5%	52.5%
Jul	4.1%	5.1%	-2.3%	8.0%	11.7%	24.7%	1.0%	12.9%	11.5%	10.5%	45.3%	51.7%	46.6%
Aug	-0.1%	4.8%	5.9%	4.4%	4.7%	52.6%	24.6%	-6.4%	17.4%	14.9%	22.5%	72.8%	30.9%
Sep	-4.7%	0.4%	-5.2%	5.0%	11.6%	67.1%	13.4%	7.9%	25.2%	18.5%	35.6%	71.6%	40.1%
Oct	-5.0%	-1.0%	8.5%	5.1%	2.9%	35.4%	15.4%	2.9%	37.2%	15.7%	35.2%	163.3%	46.6%
Nov	-7.0%	-7.4%	-3.3%	3.1%	9.2%	23.7%	19.4%	9.3%	2.2%	13.6%	28.1%	71.4%	32.2%
Dec	-6.8%	-1.7%	-1.0%	3.9%	-6.1%	4.6%	-3.6%	-9.3%	-11.1%	-5.2%	0.2%	57.4%	5.2%
TOTAL	0.8%	-0.2%	2.2%	1.6%	1.5%	28.7%	9.3%	1.4%	12.7%	8.9%	24.3%	74.4%	29.7%
DOMESTIC													
Jan	4.6%	-1.5%	-2.3%	3.3%	1.7%	15.4%	-11.3%	-9.0%	0.9%	-3.0%	19.3%	5.6%	18.4%
Feb	4.8%	-2.4%	-3.0%	5.2%	-12.6%	-11.0%	15.6%	1.1%	-2.9%	0.7%	13.2%	-22.4%	9.8%
Mar	8.0%	-1.1%	-4.2%	4.0%	8.0%	4.7%	6.4%	-1.7%	28.5%	9.5%	13.3%	19.6%	13.8%
Apr	-0.5%	2.8%	-5.7%	10.8%	12.5%	35.5%	25.2%	28.1%	23.4%	21.8%	33.9%	31.4%	33.7%
May	-0.3%	-0.4%	-22.4%	21.6%	0.5%	10.8%	7.6%	-16.8%	11.4%	4.7%	23.7%	51.4%	26.5%
Jun	10.3%	-4.2%	-9.0%	18.3%	-9.8%	3.5%	-0.6%	18.4%	-2.2%	-2.2%	17.7%	30.2%	19.2%
Jul	3.5%	3.3%	-9.9%	4.5%	5.3%	23.2%	2.3%	10.3%	-0.3%	5.6%	17.9%	35.6%	20.4%
Aug	-1.4%	3.6%	7.7%	3.6%	3.1%	33.9%	21.8%	-8.5%	9.8%	10.3%	24.9%	42.0%	27.6%
Sep	-4.0%	0.0%	19.4%	10.7%	7.1%	36.6%	7.3%	4.8%	20.7%	10.9%	18.4%	120.6%	27.3%
Oct	-5.9%	-2.4%	17.5%	5.5%	8.7%	26.3%	14.8%	-1.3%	34.2%	15.7%	7.0%	111.4%	16.4%
Nov	-6.4%	-7.8%	4.8%	12.0%	12.4%	33.2%	11.8%	5.6%	0.9%	11.2%	3.0%	122.7%	12.5%
Dec	-7.1%	-2.8%	22.2%	-2.1%	-5.1%	-12.9%	-4.5%	-8.0%	-1.0%	-5.1%	18.1%	207.9%	33.6%
TOTAL	0.4%	-1.1%	2.3%	6.0%	3.0%	18.2%	8.5%	-0.6%	9.6%	7.1%	17.6%	64.7%	22.4%
INTERNATIONAL													
Jan	-21.5%	156.3%	4.1%	-1.4%	-36.5%	135.4%	-30.2%	0.4%	-39.9%	4.0%	-13.3%	-13.2%	-13.3%
Feb	386.3%	-11.2%	5.7%	-11.5%	-1.3%	-32.7%	-39.4%	42.3%	165.5%	-18.6%	2.4%	35.7%	4.0%
Mar	85.2%	122.5%	11.6%	-1.2%	-57.0%	368.8%	-29.8%	-28.3%	-13.9%	-29.9%	15.2%	49.8%	17.7%
Apr	255.5%	38.6%	4.6%	-10.5%	66.4%	-55.2%	-21.8%	31.3%	84.8%	-1.8%	44.9%	144.1%	52.7%
May	-17.2%	21.4%	3.8%	0.5%	8.2%	125.3%	86.7%	12.2%	66.0%	67.1%	37.1%	115.7%	44.0%
Jun	25.3%	-10.8%	-3.8%	8.4%	46.8%	81.3%	17.7%	87.4%	108.3%	62.3%	50.5%	119.9%	59.4%
Jul	32.5%	53.2%	-2.3%	12.4%	89.4%	28.9%	-16.4%	91.3%	455.6%	61.2%	53.4%	54.7%	53.7%
Aug	98.2%	47.1%	5.9%	5.5%	19.5%	190.3%	77.2%	81.9%	282.7%	81.1%	22.1%	78.6%	31.5%
Sep	-42.7%	16.0%	-5.3%	-0.2%	84.6%	145.1%	215.5%	143.9%	240.4%	142.0%	40.0%	63.8%	43.2%
Oct	53.5%	79.2%	8.4%	4.7%	-36.2%	66.5%	25.7%	144.8%	128.7%	16.2%	44.5%	180.8%	56.5%
Nov	-33.5%	7.6%	-3.3%	-4.0%	-15.6%	9.0%	153.0%	78.7%	16.9%	33.2%	32.4%	64.4%	35.6%
Dec	34.9%	130.6%	-1.2%	8.0%	-11.2%	46.6%	12.1%	-27.8%	-73.3%	-5.7%	-1.8%	42.1%	2.1%
TOTAL	27.5%	40.7%	2.2%	-1.3%	-7.1%	53.6%	18.2%	47.1%	52.4%	21.7%	25.7%	76.3%	31.1%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

Table 10: Visitor Days Growth by Month and MMA continued
% change 2013 vs. 2012

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER	TOTAL VISITOR DAYS
Jan	-30.8%	-20.2%	16.5%	46.0%	-14.5%	-7.5%	38.0%	32.4%	-0.4%	25.8%	-46.0%	-0.3%
Feb	197.0%	247.1%	-10.9%	-7.3%	85.8%	48.1%	-1.0%	17.6%	-3.2%	9.3%	-39.5%	1.0%
Mar	13.0%	81.5%	8.9%	35.4%	83.4%	14.4%	80.7%	15.1%	38.3%	34.1%	-36.3%	3.9%
Apr	13.1%	112.8%	2.3%	11.2%	60.5%	9.6%	44.9%	33.3%	8.5%	26.8%	-49.1%	0.5%
May	-2.8%	7.6%	54.9%	5.7%	74.6%	25.8%	45.2%	29.2%	-6.0%	20.6%	-49.7%	0.6%
Jun	18.0%	-1.0%	27.0%	-70.0%	86.3%	20.2%	124.3%	25.2%	36.7%	41.3%	-36.5%	3.9%
Jul	30.2%	9.9%	17.9%	5.2%	278.2%	30.7%	5.8%	-18.0%	-5.6%	-9.9%	-36.6%	2.9%
Aug	7.6%	7.7%	13.0%	22.7%	136.2%	18.1%	21.7%	26.4%	32.9%	28.0%	-45.0%	2.1%
Sep	18.4%	-25.3%	36.4%	-14.8%	161.0%	32.6%	5.4%	23.7%	8.7%	15.4%	-35.5%	0.0%
Oct	-25.0%	-11.5%	21.9%	-41.0%	288.9%	9.8%	9.0%	-6.7%	-36.9%	-16.7%	-44.3%	-0.5%
Nov	-3.8%	15.2%	8.4%	50.9%	138.5%	11.1%	-40.3%	10.6%	-54.0%	-22.1%	-30.2%	-4.3%
Dec	3.4%	-24.3%	-1.6%	-14.1%	26.9%	0.1%	8.8%	-5.5%	-7.8%	-4.0%	-27.4%	-3.8%
TOTAL	10.6%	15.0%	14.5%	-11.2%	105.1%	16.5%	20.7%	11.3%	-3.4%	8.0%	-39.9%	0.5%
DOMESTIC												
Jan	-27.0%	90.7%	59.0%	3.6%	-12.2%	-4.6%	47.8%	35.9%	4.7%	31.3%	-32.0%	1.0%
Feb	81.2%	409.3%	-23.6%	135.8%	119.2%	63.9%	-0.2%	17.3%	7.6%	11.7%	-27.6%	1.4%
Mar	20.3%	230.8%	5.1%	29.5%	63.2%	27.4%	82.6%	15.4%	43.7%	36.4%	-20.8%	4.0%
Apr	-15.9%	161.0%	-63.5%	35.2%	63.3%	-32.3%	43.1%	35.4%	13.3%	29.5%	-30.6%	0.5%
May	7.7%	93.7%	31.8%	55.8%	47.7%	16.4%	43.7%	31.9%	-1.2%	23.6%	-33.8%	-0.3%
Jun	-8.3%	91.6%	-6.6%	-54.2%	37.8%	-6.3%	126.9%	25.0%	43.3%	43.9%	-31.0%	3.6%
Jul	-12.3%	31.6%	20.7%	8.9%	68.1%	1.5%	5.1%	-16.9%	2.1%	-6.3%	11.1%	3.9%
Aug	11.1%	100.5%	14.1%	125.3%	70.2%	21.1%	23.2%	27.2%	40.9%	31.3%	-28.2%	0.3%
Sep	1.5%	43.1%	-3.6%	32.8%	75.0%	7.2%	9.4%	24.8%	4.0%	15.7%	-25.2%	-1.7%
Oct	-24.6%	88.7%	17.5%	33.0%	104.8%	-8.7%	6.9%	-5.8%	-7.1%	-4.1%	-19.0%	-3.7%
Nov	-26.8%	15.9%	7.5%	166.5%	-13.7%	-14.6%	-40.8%	9.8%	-51.9%	-21.2%	-13.0%	-5.5%
Dec	-19.5%	19.3%	5.7%	-19.4%	-26.7%	-14.4%	7.3%	-4.1%	-17.6%	-6.2%	-9.0%	-5.2%
TOTAL	-4.7%	79.2%	-3.1%	16.2%	37.2%	1.5%	21.6%	12.5%	2.5%	10.9%	-20.9%	-0.1%
INTERNATIONAL												
Jan	-31.9%	-45.7%	13.6%	62.5%	-15.0%	-8.0%	-74.2%	-54.1%	-47.2%	-57.1%	-66.1%	-3.9%
Feb	271.6%	187.5%	-10.2%	-33.6%	82.3%	45.5%	-46.1%	41.8%	-73.4%	-48.5%	-57.1%	0.0%
Mar	9.2%	35.6%	9.1%	37.4%	96.1%	11.9%	9.7%	3.4%	-33.8%	-18.4%	-50.7%	3.6%
Apr	24.7%	99.3%	15.6%	3.5%	59.7%	20.8%	231.3%	-23.5%	-40.3%	-24.9%	-61.8%	0.6%
May	-10.7%	-38.6%	57.3%	-10.2%	86.9%	29.4%	158.5%	-24.1%	-60.1%	-33.8%	-67.3%	4.0%
Jun	43.8%	-46.2%	30.0%	-74.3%	93.3%	28.5%	58.0%	32.3%	-83.2%	-22.9%	-44.7%	5.4%
Jul	51.3%	-9.1%	17.7%	3.7%	330.5%	37.2%	46.3%	-49.7%	-82.1%	-69.4%	-73.3%	-0.2%
Aug	6.1%	-39.5%	12.9%	-7.7%	146.9%	17.4%	-35.4%	5.1%	-38.6%	-26.3%	-64.6%	7.1%
Sep	24.9%	-50.7%	39.5%	-32.8%	184.1%	37.9%	-83.3%	-20.0%	120.0%	7.8%	-45.6%	3.9%
Oct	-25.1%	-64.6%	22.1%	-64.3%	337.3%	13.8%	47.7%	-28.8%	-86.7%	-74.9%	-65.9%	8.9%
Nov	16.6%	14.2%	8.5%	23.6%	189.7%	16.6%	-17.7%	54.8%	-80.2%	-43.2%	-48.9%	-0.9%
Dec	30.5%	-57.6%	-2.0%	-12.2%	47.3%	4.2%	312.2%	-50.1%	1497.9%	102.7%	-44.0%	0.0%
TOTAL	19.1%	-16.8%	15.9%	-20.0%	122.2%	20.0%	-8.4%	-24.8%	-53.9%	-41.5%	-59.1%	2.2%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air)
2013**

2013	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	SWITZERLAND	TOTAL	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	238,061	152,701	115,630	67,944	2,270	1,014	2,102	386	844	6,615	23,089	1,455	24,544
Feb	236,763	142,115	124,674	65,904	2,554	1,288	3,142	402	868	8,253	15,506	985	16,492
Mar	290,321	163,307	135,240	75,340	3,456	1,407	3,319	304	882	9,367	20,664	2,075	22,739
Apr	277,092	127,905	97,922	43,178	4,056	1,646	3,225	548	1,162	10,636	26,896	3,707	30,603
May	265,879	142,507	109,483	27,002	3,512	1,326	3,931	491	1,148	10,408	26,464	4,091	30,555
Jun	316,324	170,875	118,075	18,097	3,286	1,407	2,459	834	1,052	9,038	26,160	5,132	31,291
Jul	311,527	177,438	129,211	26,777	4,787	2,407	3,740	1,230	2,642	14,806	24,840	6,368	31,207
Aug	298,705	147,783	164,023	28,222	6,135	2,664	5,372	3,339	1,349	18,858	25,367	6,508	31,875
Sep	215,594	108,462	134,492	19,622	5,767	1,719	5,123	1,415	1,744	15,768	36,979	7,267	44,245
Oct	237,461	114,823	137,943	30,596	4,873	1,829	4,796	862	1,726	14,085	28,529	5,386	33,914
Nov	256,577	109,075	120,041	45,528	2,706	1,386	3,372	476	1,107	9,047	23,243	3,317	26,560
Dec	267,125	144,862	131,783	68,800	3,215	1,734	2,950	728	1,296	9,923	27,326	4,215	31,541
TOTAL	3,211,429	1,701,852	1,518,517	517,011	46,616	19,827	43,531	11,014	15,818	136,805	305,063	50,505	355,568
DOMESTIC													
Jan	233,346	145,717	422	23,360	1,825	604	1,854	326	747	5,355	7,384	390	7,774
Feb	232,445	139,543	394	25,497	1,935	810	2,788	344	735	6,611	2,424	166	2,591
Mar	285,705	158,573	574	28,522	2,665	644	2,901	254	746	7,209	2,667	204	2,871
Apr	271,484	122,297	425	14,356	3,236	1,148	2,722	487	994	8,586	5,324	604	5,928
May	261,508	137,389	524	14,415	3,066	706	3,444	444	970	8,630	5,404	717	6,121
Jun	309,148	162,562	608	7,245	2,788	566	2,154	771	917	7,196	5,045	788	5,832
Jul	303,211	165,968	660	14,361	4,146	1,573	3,482	1,135	2,444	12,780	6,063	1,200	7,262
Aug	292,361	138,932	936	16,315	5,521	2,138	4,980	3,158	1,224	17,020	5,456	1,102	6,558
Sep	212,203	104,958	811	9,913	5,145	1,007	4,783	1,330	1,584	13,849	8,841	1,601	10,441
Oct	229,916	109,434	802	16,649	4,186	1,243	4,531	794	1,620	12,373	7,577	1,441	9,017
Nov	249,789	102,853	698	21,226	2,387	685	3,091	413	1,019	7,595	3,885	621	4,506
Dec	262,061	140,452	873	26,237	2,551	709	2,626	662	1,181	7,729	4,227	635	4,862
TOTAL	3,143,177	1,628,677	7,727	218,097	39,450	11,833	39,356	10,117	14,179	114,934	64,297	9,468	73,765
INTERNATIONAL													
Jan	4,715	6,984	115,208	44,584	445	410	248	60	97	1,260	15,705	1,065	16,770
Feb	4,318	2,572	124,280	40,407	619	478	354	58	133	1,642	13,082	819	13,901
Mar	4,616	4,734	134,666	46,818	791	763	418	50	136	2,158	17,997	1,871	19,868
Apr	5,608	5,608	97,497	28,822	820	498	503	61	168	2,050	21,572	3,103	24,675
May	4,371	5,118	108,959	12,587	446	620	487	47	178	1,778	21,060	3,374	24,434
Jun	7,176	8,313	117,467	10,852	498	841	305	63	135	1,842	21,115	4,344	25,459
Jul	8,316	11,470	128,551	12,416	641	834	258	95	198	2,026	18,777	5,168	23,945
Aug	6,344	8,851	163,087	11,907	614	526	392	181	125	1,838	19,911	5,406	25,317
Sep	3,391	3,504	133,681	9,709	622	712	340	85	160	1,919	28,138	5,666	33,804
Oct	7,545	5,389	137,141	13,947	687	586	265	68	106	1,712	20,952	3,945	24,897
Nov	6,788	6,222	119,343	24,302	319	701	281	63	88	1,452	19,358	2,696	22,054
Dec	5,064	4,410	130,910	42,563	664	1,025	324	66	115	2,194	23,099	3,580	26,679
TOTAL	68,252	73,175	1,510,790	298,914	7,166	7,994	4,175	897	1,639	21,871	240,766	41,037	281,803

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

Source: Hawaii Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 11: Visitor Arrivals by Month and MMA (Arrivals by Air) continued
2013**

2013	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Jan	9,550	489	15,158	393	1,172	26,762	742	1,661	591	2,994	14,357	649,608
Feb	14,595	588	11,833	322	1,900	29,238	463	1,302	523	2,288	13,181	638,908
Mar	6,460	472	11,549	317	849	19,648	529	852	894	2,275	16,116	734,354
Apr	9,893	672	12,210	340	951	24,066	532	1,494	1,018	3,045	15,692	630,138
May	13,155	423	14,430	408	1,064	29,480	545	1,592	742	2,879	15,233	633,426
Jun	11,261	442	14,599	414	1,678	28,395	335	796	756	1,886	17,346	711,329
Jul	11,880	545	15,439	478	2,829	31,171	457	1,401	1,528	3,386	27,341	752,865
Aug	11,736	487	13,245	305	3,312	29,085	341	874	838	2,053	18,092	738,697
Sep	12,546	342	15,121	313	2,743	31,065	464	1,067	650	2,181	14,463	585,891
Oct	9,410	295	18,335	253	2,102	30,395	431	1,111	733	2,276	14,118	615,613
Nov	6,347	301	17,934	426	2,241	27,248	286	922	420	1,629	13,344	609,049
Dec	8,176	391	17,260	854	1,836	28,517	299	1,781	1,293	3,373	17,671	703,596
TOTAL	125,011	5,447	177,113	4,822	22,679	335,072	5,425	14,854	9,986	30,265	196,955	8,003,474
DOMESTIC												
Jan	2,385	175	822	110	196	3,688	728	1,617	544	2,889	10,085	432,636
Feb	3,586	195	619	76	179	4,655	458	1,266	501	2,225	9,195	423,156
Mar	2,562	216	605	86	229	3,699	520	817	854	2,191	11,011	500,356
Apr	2,426	187	680	101	173	3,567	517	1,450	961	2,929	9,897	439,468
May	5,705	256	1,031	134	311	7,437	529	1,521	709	2,759	10,084	448,867
Jun	4,245	276	909	118	177	5,726	317	749	739	1,804	11,456	511,579
Jul	2,895	343	993	134	253	4,618	447	1,376	1,494	3,317	20,978	533,156
Aug	3,927	334	1,141	119	318	5,839	335	835	795	1,965	12,085	492,012
Sep	3,159	178	789	120	260	4,506	456	1,027	587	2,070	8,639	367,389
Oct	3,485	203	871	89	217	4,865	399	1,052	659	2,111	9,285	394,454
Nov	2,116	184	757	116	195	3,367	280	872	403	1,556	8,921	400,511
Dec	3,275	239	832	221	250	4,817	286	1,710	1,086	3,082	11,602	461,716
TOTAL	39,768	2,786	10,049	1,423	2,760	56,786	5,273	14,293	9,332	28,898	133,239	5,405,300
INTERNATIONAL												
Jan	7,165	314	14,336	283	976	23,074	14	44	47	105	4,272	216,972
Feb	11,009	393	11,214	246	1,721	24,583	5	36	22	63	3,986	215,752
Mar	3,898	256	10,944	231	620	15,949	9	35	40	84	5,105	233,998
Apr	7,467	485	11,530	239	778	20,499	15	44	57	116	5,795	190,670
May	7,450	167	13,399	274	753	22,043	16	71	33	120	5,149	184,559
Jun	7,016	166	13,690	296	1,501	22,669	18	47	17	82	5,890	199,750
Jul	8,985	202	14,446	344	2,576	26,553	10	25	34	69	6,363	219,709
Aug	7,809	153	12,104	186	2,994	23,246	6	39	43	88	6,007	246,685
Sep	9,387	164	14,332	193	2,483	26,559	8	40	63	111	5,824	218,502
Oct	5,925	92	17,464	164	1,885	25,530	32	59	74	165	4,833	221,159
Nov	4,231	117	17,177	310	2,046	23,881	6	50	17	73	4,423	208,538
Dec	4,901	152	16,428	633	1,586	23,700	13	71	207	291	6,069	241,880
TOTAL	85,243	2,661	167,064	3,399	19,919	278,286	152	561	654	1,367	63,716	2,598,174

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

Source: Hawaii Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

Table 12: Visitor Arrivals Growth by Month and MMA
% change 2013 vs. 2012

% 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	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	6.0%	1.7%	5.9%	6.0%	-10.6%	-11.0%	-8.3%	-11.1%	-6.6%	-9.5%	12.0%	11.1%	12.0%
Feb	8.0%	-1.7%	8.9%	2.6%	-7.4%	-2.0%	13.8%	-5.3%	1.5%	1.7%	7.8%	6.2%	7.7%
Mar	10.8%	1.2%	10.6%	3.2%	-15.8%	42.5%	7.9%	-21.5%	5.7%	-0.2%	15.7%	64.1%	18.9%
Apr	1.1%	5.4%	4.0%	-3.8%	19.2%	7.8%	19.2%	13.7%	24.2%	17.5%	32.3%	114.8%	38.7%
May	1.5%	1.1%	3.0%	17.6%	-1.9%	12.1%	11.3%	-11.4%	6.1%	4.8%	34.4%	109.1%	41.2%
Jun	11.4%	-3.5%	1.1%	12.9%	-5.6%	4.3%	3.5%	8.5%	9.2%	1.1%	37.9%	83.0%	43.7%
Jul	4.1%	5.5%	-2.3%	5.4%	8.9%	2.3%	2.6%	7.3%	15.1%	7.0%	28.3%	97.1%	38.1%
Aug	-2.2%	3.3%	3.3%	3.6%	7.1%	26.1%	22.8%	0.2%	15.0%	12.8%	23.1%	94.8%	33.1%
Sep	-6.5%	-1.5%	0.9%	2.5%	3.9%	9.4%	13.4%	14.3%	18.9%	9.9%	28.7%	141.6%	39.4%
Oct	-6.8%	-2.1%	8.5%	7.0%	8.8%	11.9%	10.0%	-8.8%	28.8%	10.4%	21.1%	114.6%	30.1%
Nov	-6.4%	-6.4%	-1.4%	2.6%	4.8%	12.7%	5.9%	4.7%	8.2%	6.8%	25.8%	93.8%	31.6%
Dec	-7.4%	-2.8%	1.9%	-0.7%	4.9%	-6.8%	-8.3%	-20.9%	-2.6%	-4.5%	11.3%	100.6%	18.3%
TOTAL	1.0%	0.1%	3.6%	3.6%	2.1%	8.6%	8.7%	-0.6%	11.4%	5.8%	23.4%	95.1%	30.2%
DOMESTIC													
Jan	6.9%	-0.6%	-7.9%	8.5%	-2.7%	8.9%	-6.6%	-15.6%	-0.7%	-3.6%	22.0%	2.5%	20.9%
Feb	6.6%	-1.2%	-24.5%	11.6%	-10.8%	-3.0%	12.6%	-9.8%	6.8%	1.0%	11.0%	0.9%	10.3%
Mar	9.8%	-0.4%	-9.1%	4.9%	9.5%	21.9%	5.9%	-23.3%	15.2%	7.9%	14.5%	15.8%	14.6%
Apr	-0.5%	3.3%	-7.6%	10.5%	12.6%	50.8%	22.6%	12.5%	29.0%	21.6%	33.8%	44.7%	34.8%
May	0.8%	0.4%	-16.3%	26.7%	-4.3%	31.3%	6.6%	-11.0%	10.1%	3.3%	22.1%	58.8%	25.5%
Jun	10.6%	-2.7%	-1.0%	24.3%	-11.2%	-13.7%	-1.0%	5.7%	3.3%	-5.2%	22.3%	44.9%	24.9%
Jul	3.8%	4.0%	1.2%	4.1%	4.8%	22.0%	3.5%	4.2%	11.1%	7.4%	14.1%	61.2%	19.9%
Aug	-2.4%	1.3%	12.1%	1.1%	4.2%	28.9%	19.3%	-2.2%	8.9%	9.9%	24.3%	67.1%	29.9%
Sep	-6.3%	-0.9%	27.8%	9.2%	-1.3%	13.8%	10.0%	10.7%	11.6%	6.0%	16.1%	149.7%	26.5%
Oct	-8.3%	-4.8%	32.1%	9.2%	5.4%	17.8%	9.3%	-12.8%	28.9%	9.1%	10.6%	120.3%	20.2%
Nov	-7.4%	-8.9%	21.9%	8.8%	8.4%	21.4%	5.4%	0.8%	11.0%	8.1%	11.6%	130.1%	20.1%
Dec	-8.3%	-4.3%	23.5%	-6.3%	0.9%	-19.6%	-9.7%	-22.2%	-2.6%	-7.8%	14.9%	119.8%	22.5%
TOTAL	0.3%	-1.1%	5.6%	7.2%	1.5%	15.9%	7.2%	-3.2%	11.1%	5.5%	18.1%	75.6%	23.3%
INTERNATIONAL													
Jan	-26.2%	99.4%	6.0%	4.8%	-32.9%	-29.8%	-19.5%	25.0%	-35.8%	-28.2%	7.9%	14.6%	8.3%
Feb	247.9%	-23.7%	9.1%	-2.4%	5.3%	-0.2%	23.8%	34.9%	-20.4%	5.1%	7.3%	7.3%	7.3%
Mar	155.2%	111.1%	10.7%	2.1%	-52.7%	66.2%	24.4%	-10.7%	-27.3%	-20.4%	15.9%	72.0%	19.6%
Apr	337.1%	91.9%	4.0%	-9.6%	54.7%	-34.9%	3.5%	24.5%	1.8%	2.8%	31.9%	137.2%	39.7%
May	73.6%	26.1%	3.1%	8.8%	18.9%	-3.9%	61.8%	-14.5%	-11.4%	12.7%	38.0%	124.2%	45.7%
Jun	68.2%	-16.5%	1.1%	6.4%	45.6%	21.4%	53.3%	61.5%	80.0%	36.6%	42.2%	92.2%	48.8%
Jul	17.7%	32.8%	-2.3%	7.1%	46.0%	-21.6%	-7.9%	66.7%	110.6%	4.8%	33.7%	107.9%	44.8%
Aug	9.6%	48.0%	3.2%	7.4%	43.5%	16.1%	94.1%	77.5%	155.1%	48.9%	22.8%	101.6%	33.9%
Sep	-18.2%	-15.4%	0.7%	-3.6%	82.4%	3.8%	101.2%	129.7%	240.4%	49.9%	33.2%	139.4%	43.9%
Oct	85.7%	140.5%	8.4%	4.5%	35.5%	1.2%	23.8%	100.0%	26.2%	20.7%	25.3%	112.6%	34.1%
Nov	53.7%	72.8%	-1.5%	-2.2%	-16.3%	5.3%	12.0%	40.0%	-16.2%	0.3%	29.2%	87.0%	34.2%
Dec	91.1%	93.5%	1.8%	3.2%	23.9%	4.7%	4.9%	-5.7%	-2.5%	9.0%	10.6%	97.6%	17.6%
TOTAL	49.6%	38.3%	3.6%	1.1%	5.4%	-0.7%	25.0%	41.3%	13.6%	7.9%	24.9%	100.2%	32.2%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

Table 12: Visitor Arrivals Growth by Month and MMA continued
% change 2013 vs. 2012

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
	TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA	OTHER
Jan	-32.1%	-11.1%	28.2%	4.7%	-2.3%	-4.5%	56.8%	32.3%	1.8%	29.7%	-43.0%	2.7%
Feb	155.9%	228.5%	-5.9%	-4.2%	298.6%	51.7%	8.3%	25.3%	13.4%	18.7%	-42.3%	4.7%
Mar	17.5%	43.7%	7.5%	14.2%	64.8%	13.2%	94.2%	20.1%	41.2%	40.8%	-35.6%	6.2%
Apr	3.1%	118.7%	-1.9%	-5.3%	71.0%	3.4%	32.5%	66.7%	17.6%	40.7%	-38.0%	2.2%
May	10.4%	1.0%	47.7%	-14.9%	67.4%	27.0%	53.8%	28.7%	1.5%	24.0%	-41.1%	3.0%
Jun	10.5%	16.3%	17.9%	-70.9%	63.4%	11.8%	58.7%	7.2%	34.1%	24.4%	-37.7%	4.7%
Jul	3.8%	-17.6%	13.3%	15.1%	296.7%	16.1%	16.3%	-9.1%	2.8%	-1.0%	-17.0%	3.9%
Aug	11.9%	2.6%	22.3%	-0.1%	384.3%	27.7%	49.9%	8.0%	30.6%	22.3%	-38.0%	1.4%
Sep	3.4%	-7.1%	25.5%	15.0%	442.9%	22.7%	15.2%	27.3%	41.1%	28.2%	-35.9%	-0.5%
Oct	-15.4%	-20.3%	25.1%	-48.1%	212.1%	11.3%	35.0%	-1.8%	-4.7%	2.5%	-37.9%	-0.5%
Nov	-10.6%	-6.9%	3.7%	-11.9%	179.4%	4.8%	33.5%	16.1%	-19.0%	6.6%	-38.2%	-4.0%
Dec	7.3%	-29.4%	14.1%	-2.7%	87.1%	13.3%	-9.3%	2.4%	23.5%	8.3%	-29.4%	-3.2%
TOTAL	7.0%	10.8%	15.5%	-20.8%	158.6%	15.6%	34.7%	16.6%	14.0%	18.6%	-35.7%	1.7%
DOMESTIC												
Jan	-25.9%	36.4%	19.0%	7.5%	39.8%	-13.8%	65.0%	38.6%	-1.5%	33.7%	-22.7%	3.4%
Feb	47.7%	261.2%	-11.4%	22.7%	109.3%	39.9%	8.7%	23.6%	15.2%	18.3%	-25.7%	3.4%
Mar	9.5%	108.8%	3.6%	23.7%	20.5%	12.5%	94.4%	18.5%	39.0%	39.4%	-15.5%	5.5%
Apr	-22.8%	142.2%	3.3%	46.0%	44.0%	-12.3%	30.4%	68.2%	15.0%	39.8%	-25.9%	0.9%
May	8.9%	63.1%	25.4%	59.4%	77.2%	14.8%	51.0%	28.2%	0.6%	23.1%	-29.8%	0.9%
Jun	-6.3%	99.6%	6.0%	-67.7%	23.9%	-5.1%	53.9%	3.8%	34.2%	22.1%	-24.9%	4.8%
Jul	-16.3%	33.8%	36.1%	-0.3%	97.6%	-1.9%	15.3%	-7.6%	5.1%	0.6%	6.6%	4.2%
Aug	11.4%	65.0%	33.7%	59.8%	60.8%	20.3%	51.2%	6.8%	30.0%	21.7%	-23.5%	-0.9%
Sep	-3.5%	23.6%	24.5%	55.5%	114.5%	6.0%	17.3%	25.5%	30.0%	24.8%	-24.5%	-3.5%
Oct	-23.0%	39.6%	18.1%	12.3%	83.3%	-13.2%	30.7%	-2.8%	-6.0%	1.0%	-16.9%	-5.9%
Nov	-35.6%	24.9%	9.7%	23.9%	-1.9%	-23.7%	35.8%	11.7%	-18.0%	5.2%	-12.6%	-6.8%
Dec	-15.4%	2.6%	3.2%	-10.0%	-13.3%	-11.5%	-12.5%	3.3%	5.7%	2.4%	-6.6%	-6.7%
TOTAL	-7.2%	56.0%	14.7%	-2.3%	44.7%	0.1%	34.5%	16.6%	11.1%	17.6%	-17.8%	0.0%
INTERNATIONAL												
Jan	-33.9%	-25.6%	28.7%	3.7%	-7.8%	-2.8%	-56.3%	-50.6%	67.9%	-29.5%	-64.7%	1.2%
Feb	236.1%	214.4%	-5.6%	-10.2%	340.2%	54.2%	-16.7%	140.0%	-15.4%	34.0%	-61.9%	7.4%
Mar	23.4%	13.8%	7.8%	11.1%	90.8%	13.3%	80.0%	75.0%	110.5%	90.9%	-57.4%	7.8%
Apr	15.6%	110.9%	-2.2%	-17.6%	78.4%	6.7%	200.0%	29.4%	90.0%	68.1%	-51.6%	5.5%
May	11.7%	-36.3%	49.7%	-30.6%	63.7%	31.7%	300.0%	39.2%	26.9%	48.1%	-55.3%	8.3%
Jun	24.0%	-31.4%	18.7%	-72.0%	69.8%	17.0%	260.0%	123.8%	30.8%	110.3%	-53.3%	4.5%
Jul	12.5%	-50.1%	12.0%	22.4%	340.3%	19.9%	100.0%	-51.9%	-47.7%	-43.4%	-52.1%	3.2%
Aug	12.2%	-43.8%	21.3%	-19.5%	516.0%	29.7%	0.0%	44.4%	43.3%	39.7%	-55.1%	6.2%
Sep	6.0%	-26.8%	25.6%	-1.0%	546.6%	26.1%	-42.9%	100.0%	600.0%	158.1%	-47.6%	5.0%
Oct	-10.2%	-59.1%	25.5%	-59.8%	239.6%	17.6%	128.6%	20.4%	8.8%	26.0%	-58.2%	10.8%
Nov	10.9%	-33.5%	3.4%	-20.5%	239.3%	10.6%	-25.0%	257.1%	-37.0%	49.0%	-61.1%	1.8%
Dec	30.7%	-52.6%	14.7%	0.2%	128.9%	20.2%	333.3%	-15.5%	989.5%	174.5%	-51.9%	4.3%
TOTAL	15.2%	-15.0%	15.6%	-26.6%	190.3%	19.3%	42.1%	17.9%	81.7%	45.0%	-55.7%	5.4%

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 13: U.S. West MMA Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	30,712,024	30,471,505	0.8%	30,218,079	30,083,992	0.4%	493,946	387,513	27.5%
Total Visitors	3,211,429	3,178,824	1.0%	3,143,177	3,133,196	0.3%	68,252	45,628	49.6%
PARTY SIZE									
One	544,853	558,745	-2.5%	532,132	548,425	-3.0%	12,721	10,320	23.3%
Two	1,282,416	1,279,802	0.2%	1,255,012	1,264,100	-0.7%	27,403	15,702	74.5%
Three or more	1,384,160	1,340,277	3.3%	1,356,033	1,320,671	2.7%	28,127	19,606	43.5%
Avg Party Size	2.09	2.05	2.3%	2.10	2.05	2.4%	2.04	2.00	2.2%
VISIT STATUS									
First-Time	599,547	588,852	1.8%	583,056	576,460	1.1%	16,492	12,392	33.1%
Repeat	2,611,882	2,589,972	0.8%	2,560,122	2,556,737	0.1%	51,760	33,236	55.7%
Average # of Trips	7.01	6.97	0.7%	7.01	7.01	0.0%	7.19	4.08	76.3%
TRAVEL METHOD									
Group Tour	58,126	54,556	6.5%	54,901	53,570	2.5%	3,225	986	227.0%
Package	603,669	638,779	-5.5%	592,941	630,929	-6.0%	10,727	7,850	36.7%
Group Tour & Pkg	33,748	31,791	6.2%	31,757	31,647	0.3%	1,991	145	1275.7%
True Independent	2,583,382	NA	NA	2,527,092	2,480,344	1.9%	56,291	36,937	52.4%
ISLANDS VISITED									
O'ahu	1,429,387	1,393,321	2.6%	1,371,861	1,357,464	1.1%	57,526	35,856	60.4%
Maui County	1,134,907	1,131,619	0.3%	1,120,333	1,119,891	0.0%	14,574	11,728	24.3%
...Maui	1,112,225	1,109,708	0.2%	1,098,391	1,098,158	0.0%	13,835	11,550	19.8%
...Moloka'i	22,613	21,709	4.2%	21,874	21,225	3.1%	739	484	52.8%
...Lāna'i	29,488	29,468	0.1%	28,541	28,786	-0.8%	946	682	38.8%
Kaua'i	568,836	553,222	2.8%	561,040	550,187	2.0%	7,797	3,035	156.9%
Hawai'i Island	563,062	574,246	-1.9%	554,074	568,655	-2.6%	8,988	5,591	60.8%
...Hilo	162,500	159,702	1.8%	157,077	158,389	-0.8%	5,424	1,314	312.8%
...Kona	496,800	508,908	-2.4%	488,716	503,857	-3.0%	8,084	5,051	60.0%
LENGTH OF STAY									
O'ahu (days)	7.55	7.86	-3.9%	7.67	7.90	-2.9%	4.85	6.50	-25.4%
Maui (days)	8.69	8.55	1.7%	8.72	8.56	1.9%	6.81	7.25	-6.1%
Moloka'i (days)	6.03	6.13	-1.6%	6.10	6.24	-2.1%	3.99	1.71	133.1%
Lāna'i (days)	4.18	4.16	0.4%	4.29	4.21	1.9%	1.00	2.25	-55.5%
Kaua'i (days)	8.57	8.46	1.3%	8.61	8.47	1.6%	5.96	6.54	-8.9%
Hawai'i Island (days)	9.07	8.88	2.1%	9.09	8.88	2.3%	7.85	8.66	-9.4%
...Hilo (days)	5.62	5.46	3.0%	5.64	5.40	4.4%	5.13	12.70	-59.6%
...Kona (days)	8.44	8.31	1.6%	8.49	8.33	2.0%	5.28	6.28	-15.9%
Statewide (days)	9.56	9.59	-0.2%	9.61	9.60	0.1%	7.24	8.49	-14.8%
ACCOMMODATIONS									
Hotel	1,572,427	1,582,217	-0.6%	1,529,628	1,558,063	-1.8%	42,800	24,154	77.2%
...Hotel Only	1,331,918	1,343,903	-0.9%	1,293,517	1,322,556	-2.2%	38,401	21,348	79.9%
Condo	744,506	726,226	2.5%	735,210	718,093	2.4%	9,296	8,133	14.3%
...Condo Only	607,852	594,565	2.2%	602,016	587,143	2.5%	5,836	7,421	-21.4%
Timeshare	432,330	432,913	-0.1%	427,239	429,547	-0.5%	5,091	3,367	51.2%
...Timeshare Only	343,882	343,334	0.2%	339,652	342,015	-0.7%	4,230	1,318	220.8%
Rental House	277,310	244,140	13.6%	274,688	242,757	13.2%	2,623	1,383	89.6%
Bed & Breakfast	28,441	28,147	1.0%	27,775	27,596	0.6%	665	551	20.8%
Cruise Ship	24,682	25,662	-3.8%	24,456	25,662	-4.7%	226	0	NA
Friends or Relatives	394,523	394,409	0.0%	383,029	385,669	-0.7%	11,494	8,740	31.5%
PURPOSE OF TRIP									
Pleasure (Net)	2,671,538	2,644,238	1.0%	2,619,428	2,610,065	0.4%	52,110	34,174	52.5%
....Vacation	2,569,633	2,539,763	1.2%	2,518,905	2,508,454	0.4%	50,728	31,309	62.0%
.....Honeymoon	101,779	103,987	-2.1%	100,280	101,315	-1.0%	1,500	2,673	-43.9%
.....Get Married	32,215	32,707	-1.5%	31,880	32,514	-2.0%	335	193	73.8%
MC&I (Net)	133,342	128,014	4.2%	131,184	126,034	4.1%	2,158	1,980	8.9%
....Convention/Conf.	80,781	78,401	3.0%	79,186	77,036	2.8%	1,595	1,366	16.8%
.....Corp. Meetings	34,342	32,710	5.0%	33,964	32,416	4.8%	379	294	29.0%
.....Incentive	23,228	21,071	10.2%	23,044	20,750	11.1%	184	321	-42.8%
Other Business	141,331	142,123	-0.6%	137,186	139,271	-1.5%	4,144	2,852	45.3%
Visit Friends/Relatives	366,353	364,607	0.5%	356,705	359,698	-0.8%	9,649	4,909	96.5%
Government/Military	26,119	34,354	-24.0%	25,126	32,805	-23.4%	992	1,548	-35.9%
Attend School	7,917	6,852	15.5%	7,412	6,852	8.2%	505	0	NA
Sport Events	40,049	30,883	29.7%	40,049	30,736	30.3%	0	147	-100.0%
Average Age	46			46			45		
EXPENDITURES									
Total Expenditures (\$ mil.)	4,806.3	4,640.1	3.6%						
Per Person Per Day (\$)	156.5	152.3	2.8%						
Per Person Per Trip (\$)	1,496.6	1,459.7	2.5%						

NA = Not applicable
Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 14: Domestic U.S. West MMA Visitor Arrivals by Month and State (Arrivals by Air)
2013**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	186,300	185,805	223,292	219,455	203,948	246,206	250,949	253,130	175,383	183,136	206,898	214,477	2,548,978
Alaska	11,004	9,000	10,187	5,727	5,506	3,703	2,920	2,640	2,720	4,782	8,461	10,716	77,365
California	115,623	112,673	145,326	143,979	148,432	190,412	203,537	203,119	132,085	130,183	138,033	140,456	1,803,858
Oregon	19,860	18,328	22,455	17,196	14,951	16,370	13,231	14,303	12,475	14,807	18,979	18,913	201,869
Washington	39,813	45,803	45,324	52,552	35,059	35,721	31,260	33,067	28,103	33,365	41,426	44,392	465,887
MOUNTAIN	47,047	46,641	62,413	52,029	57,560	62,942	52,262	39,231	36,819	46,780	42,891	47,583	594,199
Arizona	9,886	10,699	15,709	13,825	18,860	19,150	18,544	11,659	12,028	14,534	10,205	10,563	165,660
Colorado	11,464	10,558	14,683	11,143	12,502	14,301	11,034	8,369	8,158	12,184	10,779	11,816	136,990
Idaho	4,572	4,673	6,298	4,169	3,846	4,890	2,806	2,346	2,033	2,562	3,819	4,085	46,097
Montana	3,065	3,417	3,842	2,359	1,765	2,030	1,188	1,018	822	1,624	1,704	2,445	25,280
Nevada	6,734	6,186	7,576	8,096	7,505	8,924	8,987	7,649	6,222	6,982	6,383	7,401	88,646
New Mexico	1,988	1,594	2,269	2,145	3,101	3,239	2,671	1,621	1,882	1,681	1,597	2,278	26,066
Utah	8,568	8,657	10,478	9,483	9,297	9,497	6,593	6,101	5,336	6,626	7,676	8,095	96,406
Wyoming	771	857	1,558	810	683	911	440	470	338	588	728	899	9,053
TOTAL U.S. WEST	233,346	232,445	285,705	271,484	261,508	309,148	303,211	292,361	212,203	229,916	249,789	262,061	3,143,177

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

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 15: U.S. East MMA Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	17,819,671	17,852,102	-0.2%	17,275,737	17,465,405	-1.1%	543,934	386,697	40.7%
Total Visitors	1,701,852	1,699,625	0.1%	1,628,677	1,646,697	-1.1%	73,175	52,928	38.3%
PARTY SIZE									
One	349,169	360,097	-3.0%	337,233	351,022	-3.9%	11,936	9,076	31.5%
Two	782,708	785,696	-0.4%	751,454	762,058	-1.4%	31,254	23,637	32.2%
Three or more	569,975	553,832	2.9%	539,990	533,617	1.2%	29,985	20,215	48.3%
Avg Party Size	1.93	2.07	-6.8%	1.92	2.07	-7.3%	2.12	2.00	5.6%
VISIT STATUS									
First-Time	716,887	710,629	0.9%	678,538	685,309	-1.0%	38,349	25,320	51.5%
Repeat	984,964	988,996	-0.4%	950,139	961,388	-1.2%	34,826	27,608	26.1%
Average # of Trips	4.11	4.08	0.8%	4.12	4.14	-0.4%	3.95	2.33	69.4%
TRAVEL METHOD									
Group Tour	79,047	79,493	-0.6%	74,978	76,870	-2.5%	4,069	2,623	55.1%
Package	389,733	416,539	-6.4%	374,213	407,423	-8.2%	15,520	9,116	70.3%
Group Tour & Pkg	56,999	57,365	-0.6%	53,323	54,865	-2.8%	3,676	2,500	47.0%
True Independent	1,290,070	1,260,957	2.3%	1,232,809	1,217,268	1.3%	57,261	43,689	31.1%
ISLANDS VISITED									
O'ahu	1,015,177	1,015,673	0.0%	948,678	969,394	-2.1%	66,499	46,279	43.7%
Maui County	639,502	635,335	0.7%	622,007	624,525	-0.4%	17,496	10,810	61.9%
...Maui	626,991	622,452	0.7%	609,767	611,643	-0.3%	17,224	10,810	59.3%
...Moloka'i	15,405	14,918	3.3%	15,024	14,918	0.7%	382	0	NA
...Lāna'i	24,485	24,902	-1.7%	23,671	24,304	-2.6%	814	598	36.2%
Kaua'i	340,688	338,756	0.6%	332,125	334,162	-0.6%	8,563	4,594	86.4%
Hawai'i Island	383,744	380,022	1.0%	370,691	373,442	-0.7%	13,053	6,581	98.4%
...Hilo	156,817	155,620	0.8%	149,350	152,326	-2.0%	7,467	3,293	126.7%
...Kona	325,010	322,303	0.8%	314,615	317,080	-0.8%	10,394	5,222	99.0%
LENGTH OF STAY									
O'ahu (days)	7.46	7.96	-6.4%	7.59	8.06	-5.8%	5.53	5.88	-6.0%
Maui (days)	7.77	7.44	4.4%	7.86	7.47	5.2%	4.44	5.40	-17.9%
Moloka'i (days)	4.68	4.49	4.2%	4.61	4.49	2.6%	7.47	0.00	NA
Lāna'i (days)	3.55	3.61	-1.7%	3.64	3.68	-1.1%	1.00	1.00	0.0%
Kaua'i (days)	7.00	6.75	3.7%	7.07	6.78	4.3%	4.27	4.62	-7.5%
Hawai'i Island (days)	7.39	7.08	4.4%	7.49	7.12	5.3%	4.58	5.23	-12.5%
...Hilo (days)	4.25	3.96	7.5%	4.34	3.99	8.9%	2.49	2.59	-3.8%
...Kona (days)	6.68	6.44	3.6%	6.77	6.47	4.6%	3.96	4.96	-20.2%
Statewide (days)	10.47	10.50	-0.3%	10.61	10.61	0.0%	7.43	7.31	1.7%
ACCOMMODATIONS									
Hotel	1,047,151	1,067,703	-1.9%	993,549	1,027,959	-3.3%	53,602	39,744	34.9%
...Hotel Only	847,734	870,779	-2.6%	802,234	836,194	-4.1%	45,499	34,585	31.6%
Condo	262,424	250,986	4.6%	253,009	245,203	3.2%	9,415	5,784	62.8%
...Condo Only	181,030	172,875	4.7%	175,356	170,090	3.1%	5,674	2,785	103.7%
Timeshare	189,311	189,990	-0.4%	185,810	186,413	-0.3%	3,501	3,577	-2.1%
...Timeshare Only	137,722	138,437	-0.5%	134,923	135,543	-0.5%	2,799	2,894	-3.3%
Rental House	119,121	103,322	15.3%	115,962	102,345	13.3%	3,159	977	223.3%
Bed & Breakfast	22,831	21,464	6.4%	21,922	21,021	4.3%	908	443	105.1%
Cruise Ship	63,935	68,058	-6.1%	61,944	67,344	-8.0%	1,991	714	178.9%
Friends or Relatives	208,250	202,532	2.8%	200,176	196,860	1.7%	8,074	5,672	42.3%
PURPOSE OF TRIP									
Pleasure (Net)	1,346,624	1,332,544	1.1%	1,286,157	1,293,190	-0.5%	60,466	39,354	53.6%
....Vacation	1,260,460	1,238,849	1.7%	1,202,567	1,202,846	0.0%	57,894	36,002	60.8%
....Honeymoon	89,936	96,455	-6.8%	86,962	93,159	-6.7%	2,974	3,296	-9.8%
....Get Married	17,340	18,745	-7.5%	16,659	18,335	-9.1%	682	410	66.5%
MC&I (Net)	138,457	136,944	1.1%	135,262	132,651	2.0%	3,195	4,294	-25.6%
....Convention/Conf.	83,807	84,890	-1.3%	81,428	82,211	-1.0%	2,378	2,679	-11.2%
....Corp. Meetings	27,227	28,306	-3.8%	26,907	27,043	-0.5%	320	1,263	-74.7%
....Incentive	33,206	29,734	11.7%	32,709	29,382	11.3%	497	352	41.3%
Other Business	69,228	70,330	-1.6%	66,809	68,943	-3.1%	2,419	1,387	74.4%
Visit Friends/Relatives	203,626	202,864	0.4%	196,914	195,833	0.6%	6,711	7,030	-4.5%
Government/Military	35,217	46,406	-24.1%	33,217	44,544	-25.4%	2,000	1,862	7.4%
Attend School	4,116	3,948	4.3%	3,865	3,900	-0.9%	252	48	419.1%
Sport Events	16,927	19,121	-11.5%	16,747	18,976	-11.7%	180	145	24.4%
Average Age	47			47			44		
EXPENDITURES									
Total Expenditures (\$ mil.)	3,544.6	3,434.2	3.2%						
Per Person Per Day (\$)	198.9	192.4	3.4%						
Per Person Per Trip (\$)	2,082.8	2,020.6	3.1%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 16: Domestic U.S. East MMA Visitor Arrivals by Month and State (Arrivals by Air)
2013**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	28,758	24,461	27,343	13,190	14,543	14,821	14,039	9,659	9,039	11,176	12,233	17,173	196,435
Iowa	4,219	3,777	3,805	1,609	1,584	1,985	1,757	1,136	1,101	1,206	1,577	2,265	26,019
Kansas	2,682	1,839	3,018	1,454	2,433	2,425	2,179	1,478	1,379	1,558	1,530	2,082	24,059
Minnesota	11,098	10,361	12,708	4,754	3,263	3,490	3,276	3,064	2,382	3,788	4,324	6,235	68,742
Missouri	4,301	3,551	4,095	3,159	4,512	4,482	4,647	2,567	2,835	2,830	2,877	3,385	43,243
Nebraska	2,614	2,184	1,834	1,120	1,588	1,531	1,293	755	770	878	939	1,568	17,074
N. Dakota	2,185	1,398	919	571	497	509	435	317	230	428	431	866	8,785
S. Dakota	1,658	1,351	963	523	665	401	452	342	342	488	556	771	8,513
W.S. CENTRAL	18,927	16,406	25,515	20,670	26,204	38,103	37,731	25,858	19,912	18,284	18,513	21,921	288,044
Arkansas	1,141	853	1,299	940	1,342	1,681	1,364	752	908	904	854	880	12,919
Louisiana	1,012	1,089	1,258	1,547	2,175	2,319	2,114	1,209	1,049	980	1,041	1,046	16,838
Oklahoma	2,171	1,596	2,411	1,884	3,104	3,121	2,845	1,666	2,007	1,782	1,422	2,055	26,064
Texas	14,602	12,868	20,547	16,300	19,584	30,983	31,409	22,231	15,948	14,617	15,195	17,940	232,224
E.N. CENTRAL	33,866	35,077	39,233	23,616	25,396	31,097	28,510	22,049	19,927	23,478	21,944	31,356	335,549
Illinois	12,264	11,559	14,001	8,356	9,493	11,690	11,850	8,920	7,229	8,606	9,113	13,204	126,284
Indiana	3,550	3,417	4,407	2,488	2,979	4,191	3,707	2,077	2,476	3,419	2,184	3,394	38,289
Michigan	6,040	7,892	8,013	4,580	4,732	4,733	4,070	4,379	3,596	4,213	3,791	6,231	62,270
Ohio	5,453	5,847	6,229	4,783	5,671	7,182	6,444	4,224	4,609	4,578	4,270	5,018	64,309
Wisconsin	6,559	6,361	6,584	3,410	2,521	3,302	2,438	2,449	2,017	2,662	2,586	3,508	44,397
E.S. CENTRAL	5,759	5,112	6,236	5,390	8,880	9,352	7,704	4,942	5,788	5,569	4,364	5,428	74,524
Alabama	1,301	1,114	1,521	1,277	2,108	2,214	1,898	1,445	1,335	1,116	997	1,200	17,524
Kentucky	1,440	1,392	1,369	1,323	1,953	2,458	1,844	1,149	1,439	1,463	1,003	1,298	18,131
Mississippi	627	453	661	549	1,084	841	856	510	675	483	470	451	7,661
Tennessee	2,391	2,153	2,686	2,241	3,734	3,840	3,107	1,839	2,339	2,506	1,893	2,479	31,207
NEW ENGLAND	9,575	11,757	8,514	11,417	8,193	8,442	10,083	9,932	6,478	7,728	6,218	9,575	107,911
Connecticut	2,228	2,419	2,170	2,791	1,803	2,052	2,962	2,925	1,610	1,531	1,412	2,390	26,292
Maine	791	1,020	782	957	600	600	539	442	449	625	490	648	7,943
Massachusetts	4,511	5,836	3,952	5,405	4,179	4,296	5,008	5,145	3,137	4,015	3,020	4,998	53,502
New Hampshire	915	1,184	736	1,056	759	645	707	647	613	709	598	699	9,267
Rhode Island	642	622	463	595	494	479	547	531	362	442	340	462	5,980
Vermont	487	676	411	614	358	370	320	242	307	406	358	378	4,926
MID ATLANTIC	21,705	22,408	22,981	19,620	21,466	22,366	28,617	35,426	16,988	18,584	16,410	23,779	270,350
New Jersey	5,357	4,883	5,836	5,454	5,692	5,759	8,652	11,469	4,379	4,960	4,663	5,866	72,970
New York	10,571	11,516	11,401	8,953	9,857	9,065	12,423	17,570	7,925	8,621	7,890	13,039	128,832
Pennsylvania	5,777	6,008	5,744	5,214	5,917	7,542	7,542	6,387	4,684	5,003	3,857	4,874	68,548
S. ATLANTIC	27,127	24,323	28,751	28,393	32,708	38,380	39,285	31,066	26,825	24,615	23,172	31,220	355,864
Delaware	469	367	484	449	411	540	490	438	363	353	356	355	5,075
Washington, D.C.	623	694	689	658	732	669	866	1,066	661	584	598	1,136	8,977
Florida	7,108	5,997	7,202	7,923	9,281	10,787	11,085	7,710	7,469	7,069	6,487	7,766	95,885
Georgia	3,595	3,714	3,895	4,779	6,342	6,277	5,815	3,784	4,052	3,926	3,857	4,527	54,563
Maryland	3,959	3,496	3,975	3,133	3,700	4,539	5,391	4,750	3,407	2,922	2,921	4,371	46,564
N. Carolina	3,376	3,327	3,792	3,975	4,260	5,204	4,814	3,626	3,502	3,260	2,610	3,914	45,659
S. Carolina	1,499	1,276	1,712	1,591	1,685	2,363	2,058	1,276	1,492	1,253	1,070	1,646	18,922
Virginia	5,994	5,035	6,530	5,283	5,759	7,305	8,108	8,021	5,456	4,879	4,954	7,173	74,498
West Virginia	503	416	472	602	537	695	658	395	423	369	318	332	5,721
TOTAL U.S. EAST	145,717	139,543	158,573	122,297	137,389	162,562	165,968	138,932	104,958	109,434	102,853	140,452	1,628,677

Note: Sums may not add up to total due to rounding.
Source: Hawaii Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 17: Domestic U.S. Visitors by State (Arrivals by Air)
2002 - 2013**

	2013	2012	2011	2010R	2009	2008	2007	2006	2005	2004	2003	2002
PACIFIC COAST	2,548,978	2,558,886	2,375,475	2,321,329	2,143,635	2,171,206	2,558,488	2,541,078	2,432,433	2,234,261	2,103,543	2,001,726
Alaska	77,365	79,200	79,218	69,175	66,076	56,075	46,577	40,737	39,349	36,835	36,954	41,630
California	1,803,858	1,817,836	1,629,858	1,617,786	1,490,479	1,557,050	1,946,829	1,997,750	1,919,548	1,767,696	1,666,672	1,570,367
Oregon	201,869	200,289	204,240	196,533	176,912	172,079	179,235	165,178	152,462	135,943	128,894	121,245
Washington	465,887	461,561	462,160	437,835	410,167	386,002	385,846	337,413	321,074	293,786	271,022	268,483
MOUNTAIN	594,199	574,311	559,924	538,453	523,423	551,782	640,831	635,764	554,935	486,249	459,975	430,499
Arizona	165,660	155,940	148,450	147,722	140,163	152,122	190,089	198,471	151,642	127,014	123,746	110,926
Colorado	136,990	140,166	139,448	134,163	128,870	133,645	145,590	140,728	135,564	126,243	124,514	121,257
Idaho	46,097	39,538	38,753	35,261	36,626	36,683	41,222	36,782	32,752	28,598	26,550	24,013
Montana	25,280	23,375	23,572	20,863	19,268	20,218	20,105	19,928	19,391	16,774	15,902	15,393
Nevada	88,646	88,025	81,518	76,986	73,561	76,733	96,806	100,014	91,186	81,437	69,986	61,486
New Mexico	26,066	27,736	26,559	26,953	25,837	26,802	31,595	30,468	27,699	24,030	23,678	21,595
Utah	96,406	90,549	92,049	87,841	90,179	96,306	105,904	100,467	88,584	74,862	68,734	69,565
Wyoming	9,053	8,981	9,574	8,664	8,919	9,274	9,519	8,907	8,117	7,292	6,865	6,265
W.N. CENTRAL	196,435	200,691	200,784	189,866	185,516	203,438	220,179	226,088	224,273	210,413	194,497	183,216
Iowa	26,019	27,387	26,102	23,682	23,443	25,851	28,324	28,709	28,221	27,762	24,269	21,938
Kansas	24,059	24,362	26,017	23,904	23,888	25,676	28,674	28,462	28,442	24,824	23,109	20,880
Minnesota	68,742	70,241	71,518	68,358	66,000	75,400	79,874	82,888	84,560	80,866	74,975	72,706
Missouri	43,243	44,377	43,465	42,769	42,492	46,298	50,764	52,998	50,363	47,504	44,829	43,136
Nebraska	17,074	17,558	17,393	16,261	16,031	16,360	17,918	18,263	18,429	16,644	15,421	13,936
N. Dakota	8,785	8,434	7,724	6,947	6,004	6,137	6,291	6,391	6,356	5,846	5,173	4,370
S. Dakota	8,513	8,331	8,565	7,947	7,658	7,716	8,333	8,377	7,901	6,967	6,721	6,249
W.S. CENTRAL	288,044	300,282	286,962	282,848	275,802	267,355	297,700	295,493	272,439	261,919	247,914	233,376
Arkansas	12,919	13,145	13,487	13,923	14,013	13,264	14,978	16,455	15,886	14,435	12,776	12,645
Louisiana	16,838	17,404	17,435	17,258	17,636	18,090	21,783	23,243	20,237	19,348	18,138	16,782
Oklahoma	26,064	27,621	27,106	27,061	26,122	26,495	30,514	29,759	26,746	26,247	24,355	25,548
Texas	232,224	242,112	228,934	224,606	218,032	209,506	230,425	226,037	209,570	201,889	192,644	178,400
E.N. CENTRAL	335,549	344,260	345,118	330,498	320,607	364,099	407,255	427,680	436,299	412,006	376,857	369,468
Illinois	126,284	132,958	132,196	126,637	120,274	135,097	147,619	153,809	151,806	145,933	139,209	132,686
Indiana	38,289	39,323	39,743	38,066	36,477	42,069	48,920	51,666	52,721	49,681	41,640	41,267
Michigan	62,270	61,461	60,818	58,515	57,369	66,683	75,859	81,670	84,412	83,296	75,321	75,659
Ohio	64,309	65,183	65,880	65,021	62,085	72,598	82,220	86,523	88,463	82,869	74,957	74,538
Wisconsin	44,397	45,334	46,482	42,259	44,402	47,652	52,636	54,012	58,897	50,226	45,729	45,317
E.S. CENTRAL	74,524	78,110	76,712	79,106	75,076	82,880	97,862	101,872	99,269	91,958	82,810	81,117
Alabama	17,524	19,321	18,825	19,094	18,766	21,167	23,638	23,896	23,524	21,300	21,989	22,588
Kentucky	18,131	19,238	18,516	20,328	18,141	20,702	24,288	27,214	26,759	26,543	21,314	22,623
Mississippi	7,661	8,323	7,848	8,012	7,893	8,392	10,551	10,639	9,768	9,577	8,376	7,302
Tennessee	31,207	31,227	31,524	31,673	30,276	32,619	39,385	40,123	39,218	34,538	31,132	28,604
NEW ENGLAND	107,911	105,140	102,404	98,612	97,319	105,260	121,707	126,058	130,519	119,060	111,412	106,158
Connecticut	26,292	25,268	23,916	23,377	22,878	25,199	29,124	30,432	31,556	29,542	27,068	25,598
Maine	7,943	7,766	7,171	7,396	7,502	8,090	9,071	9,378	9,987	9,070	7,505	7,314
Massachusetts	53,502	51,946	50,919	48,390	48,169	51,109	59,146	61,421	62,914	57,438	55,620	53,890
New Hampshire	9,267	9,221	9,253	8,971	8,321	9,300	11,485	11,254	11,719	10,549	9,787	8,962
Rhode Island	5,980	6,099	6,204	5,914	5,703	6,512	7,175	7,993	8,339	7,620	6,752	6,300
Vermont	4,926	4,840	4,940	4,563	4,745	5,051	5,706	5,581	6,003	4,843	4,680	4,095
MID ATLANTIC	270,350	256,818	235,893	235,053	230,012	246,367	283,285	285,521	290,955	274,922	253,302	231,823
New Jersey	72,970	68,618	61,109	62,845	60,716	63,500	75,337	74,534	77,295	75,139	69,991	62,465
New York	128,832	119,696	108,282	107,152	106,446	112,367	127,397	129,946	134,627	127,142	118,881	108,392
Pennsylvania	68,548	68,504	66,502	65,056	62,850	70,500	80,551	81,041	79,032	72,640	64,431	60,965
S. ATLANTIC	355,864	361,396	346,839	344,047	336,216	369,270	429,746	447,991	431,427	386,662	345,012	324,573
Delaware	5,075	4,904	4,535	7,905	4,565	5,128	6,009	8,168	5,897	5,422	4,726	4,257
Washington, D.C.	8,977	8,771	9,258	4,586	7,618	7,529	8,116	6,031	7,930	7,345	6,724	6,918
Florida	95,885	95,117	89,414	86,636	85,249	96,993	121,870	127,551	121,877	105,560	93,543	87,385
Georgia	54,563	54,755	52,100	51,924	51,144	56,095	65,536	72,763	67,544	60,780	56,765	56,378
Maryland	46,564	48,971	47,393	46,816	47,283	50,590	59,903	61,832	60,660	54,455	48,981	44,653
N. Carolina	45,659	44,461	42,354	43,604	40,454	45,863	52,886	52,574	49,633	44,986	37,690	35,417
S. Carolina	18,922	19,149	18,300	18,556	17,529	19,373	23,053	22,845	21,450	19,297	16,275	16,091
Virginia	74,498	79,447	77,819	78,128	76,712	80,936	85,295	88,888	89,226	82,316	74,461	68,145
West Virginia	5,721	5,820	5,667	5,891	5,662	6,764	7,077	7,339	7,210	6,502	5,848	5,328
UNITED STATES	4,771,854	4,779,893	4,530,111	4,419,811	4,187,606	4,361,657	5,057,052	5,087,546	4,872,548	4,477,449	4,175,321	3,961,956

Note: Sums may not add up to total due to rounding.
Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 18: Domestic U.S. Visitor Characteristics by State (Arrivals by Air)
2013**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY MOON	% ISLES VISITED	% # OF TRIPS
PACIFIC COAST	2,558,449	9.48	24,269,702	88.1%	57.5%	17.0%	42.5%	19.3%	3.7%	3.1%	1.14	7.24
Alaska	77,738	12.27	971,965	83.7%	46.6%	16.1%	33.2%	24.4%	3.8%	3.0%	1.19	7.14
California	1,810,476	9.01	16,371,169	88.1%	56.3%	17.1%	46.3%	16.4%	3.8%	3.1%	1.14	7.33
Oregon	202,708	10.53	2,109,389	88.0%	64.3%	17.2%	30.3%	26.5%	4.0%	3.3%	1.14	6.80
Washington	467,528	10.44	4,817,179	88.9%	60.9%	16.7%	34.6%	26.6%	3.4%	3.0%	1.13	7.09
MOUNTAIN	596,610	10.12	5,814,290	83.6%	53.2%	24.7%	40.8%	16.4%	5.3%	3.8%	1.22	5.99
Arizona	166,406	9.73	1,516,962	83.6%	53.1%	24.8%	43.6%	14.3%	5.4%	4.1%	1.22	5.90
Colorado	137,386	10.41	1,459,595	81.5%	58.6%	24.3%	40.5%	17.0%	5.5%	3.6%	1.24	5.97
Idaho	46,292	10.78	426,263	85.6%	60.3%	25.0%	34.2%	23.8%	5.3%	3.6%	1.18	5.56
Montana	25,362	11.74	274,317	84.1%	63.6%	28.1%	32.2%	25.0%	5.7%	3.9%	1.20	5.12
Nevada	89,098	9.79	861,949	86.1%	44.5%	22.4%	43.2%	14.1%	3.6%	4.1%	1.18	7.04
New Mexico	26,158	10.49	290,901	81.9%	54.1%	31.5%	43.4%	14.7%	6.4%	4.0%	1.24	5.07
Utah	96,820	9.78	885,447	83.9%	46.9%	23.5%	39.0%	16.3%	6.1%	3.7%	1.22	5.95
Wyoming	9,088	11.01	98,854	81.3%	58.1%	34.4%	38.5%	17.5%	6.0%	3.8%	1.26	4.79
WEST NORTH CENTRAL	197,344	10.80	2,167,421	74.2%	47.8%	38.8%	46.9%	14.0%	9.4%	4.8%	1.36	4.23
Iowa	26,154	10.68	292,556	70.7%	44.9%	42.5%	47.6%	13.3%	10.9%	4.8%	1.42	3.86
Kansas	24,162	10.13	246,668	75.6%	47.9%	40.2%	48.3%	13.1%	9.6%	4.7%	1.35	4.03
Minnesota	69,058	11.37	798,817	75.5%	52.1%	34.2%	44.0%	15.8%	8.6%	4.7%	1.33	4.65
Missouri	43,430	10.55	468,166	73.3%	43.7%	40.7%	47.6%	12.8%	8.3%	5.0%	1.39	4.05
Nebraska	17,144	10.20	179,092	74.3%	47.7%	40.0%	49.9%	13.1%	11.3%	4.7%	1.36	4.16
North Dakota	8,839	10.56	89,064	75.5%	43.9%	44.8%	53.9%	11.9%	11.0%	4.8%	1.35	3.63
South Dakota	8,557	11.17	93,058	74.1%	46.8%	42.0%	48.5%	15.1%	10.3%	4.4%	1.36	4.08
WEST SOUTH CENTRAL	289,255	9.63	2,890,805	76.7%	44.3%	40.1%	52.9%	10.9%	7.4%	5.0%	1.33	4.27
Arkansas	12,977	10.12	133,044	76.2%	39.8%	45.1%	47.8%	12.4%	9.5%	5.0%	1.37	3.67
Louisiana	16,919	9.73	169,411	72.0%	38.0%	50.9%	51.4%	9.8%	9.3%	6.9%	1.45	3.21
Oklahoma	26,173	9.93	274,375	77.3%	44.3%	41.2%	51.3%	12.5%	8.3%	5.3%	1.33	4.09
Texas	233,186	9.56	2,313,975	77.0%	45.0%	38.9%	53.5%	10.7%	7.1%	4.9%	1.32	4.39
EAST NORTH CENTRAL	337,013	10.80	3,717,402	70.7%	45.8%	40.6%	48.7%	12.7%	7.8%	5.9%	1.42	4.10
Illinois	126,807	10.27	1,364,917	72.4%	48.3%	36.8%	52.1%	12.0%	7.2%	6.0%	1.38	4.48
Indiana	38,448	10.58	416,058	71.2%	43.5%	43.7%	48.7%	12.9%	8.6%	5.6%	1.43	3.82
Michigan	62,544	11.75	721,872	69.9%	45.2%	41.8%	45.2%	13.9%	7.6%	6.3%	1.45	4.03
Ohio	64,582	10.79	703,348	68.4%	41.9%	44.7%	48.3%	11.5%	8.7%	6.0%	1.48	3.68
Wisconsin	44,632	11.28	511,208	70.1%	46.7%	41.8%	44.0%	14.8%	7.6%	5.1%	1.42	3.93
EAST SOUTH CENTRAL	74,890	10.27	802,545	72.9%	35.9%	45.9%	52.7%	9.6%	9.9%	5.6%	1.42	3.71
Alabama	17,624	10.08	194,725	74.3%	30.9%	46.7%	55.7%	8.4%	9.8%	5.1%	1.40	3.72
Kentucky	18,211	10.46	201,151	70.6%	37.1%	46.1%	51.3%	10.0%	9.8%	6.2%	1.47	3.65
Mississippi	7,702	9.94	82,707	76.3%	33.4%	51.3%	54.2%	9.8%	12.0%	5.5%	1.36	3.20
Tennessee	31,353	10.37	323,963	72.7%	39.0%	43.7%	51.3%	10.0%	9.5%	5.6%	1.41	3.88
NEW ENGLAND	108,427	11.81	1,241,220	69.0%	42.5%	40.9%	47.8%	10.3%	7.6%	6.7%	1.44	4.36
Connecticut	26,438	11.85	299,351	66.3%	39.4%	42.0%	50.6%	9.1%	7.7%	6.8%	1.49	4.19
Maine	7,981	13.45	104,438	75.0%	42.0%	37.2%	39.0%	13.4%	6.4%	4.1%	1.34	5.02
Massachusetts	53,733	11.30	587,082	68.3%	44.2%	41.6%	48.8%	10.2%	7.8%	7.6%	1.45	4.24
New Hampshire	9,313	12.48	115,118	70.8%	42.8%	41.0%	45.3%	10.9%	8.0%	5.4%	1.42	4.31
Rhode Island	6,015	11.97	73,008	70.6%	33.5%	41.2%	51.5%	8.5%	7.2%	6.0%	1.43	4.51
Vermont	4,947	12.85	62,223	75.9%	50.9%	33.3%	35.9%	14.0%	7.0%	3.8%	1.35	5.28
MIDDLE ATLANTIC	271,808	10.85	2,787,062	65.6%	37.6%	46.7%	52.5%	7.6%	6.9%	7.4%	1.52	3.69
New Jersey	73,364	10.68	732,688	63.2%	36.6%	45.5%	55.2%	7.2%	6.6%	7.3%	1.55	3.64
New York	129,556	10.82	1,294,779	66.4%	37.3%	46.8%	52.6%	7.3%	6.2%	7.9%	1.50	3.79
Pennsylvania	68,887	11.09	759,595	66.7%	39.2%	47.6%	49.6%	8.5%	8.3%	6.7%	1.52	3.55
SOUTH ATLANTIC	357,593	10.68	3,858,950	72.2%	33.6%	41.1%	52.4%	7.6%	8.7%	4.9%	1.42	4.36
Delaware	5,102	11.35	55,676	66.5%	36.7%	45.5%	48.7%	7.8%	7.9%	5.6%	1.51	3.85
D.C.	9,017	9.88	86,649	73.0%	36.8%	37.2%	52.9%	6.6%	8.2%	5.9%	1.34	4.87
Florida	96,326	10.98	1,044,310	70.2%	34.6%	42.1%	50.8%	7.3%	8.5%	5.0%	1.48	4.32
Georgia	54,822	10.35	566,738	74.2%	34.1%	42.9%	54.0%	8.9%	8.7%	4.6%	1.38	4.01
Maryland	46,803	10.62	519,914	71.4%	32.8%	39.2%	53.7%	7.3%	9.1%	4.9%	1.41	4.48
North Carolina	45,866	10.75	477,856	72.0%	38.4%	44.6%	49.3%	8.6%	10.1%	5.0%	1.42	3.81
South Carolina	19,016	11.20	214,422	72.5%	33.7%	45.6%	49.1%	8.4%	8.5%	4.9%	1.43	3.89
Virginia	74,892	10.43	829,026	74.2%	29.3%	36.3%	55.2%	6.7%	8.0%	4.7%	1.37	5.03
West Virginia	5,750	11.06	64,358	73.4%	36.1%	51.0%	52.9%	8.1%	10.4%	5.5%	1.44	3.21

Note: Sums may not add up to total due to rounding.
Source: Hawaii Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 19: Market Penetration for Top U.S. CBSA (Arrivals by Air)
2013**

RANK	METRO AREA	2013	2012	% CHNG	Population (1000) ¹	Est. 2013 Penetration per 1,000
1	Los Angeles-Long Beach-Anaheim CA	548,337	545,615	0.5%	12,828	42.7
2	San Francisco-Oakland-Hayward CA	389,623	399,296	-2.4%	4,335	89.9
3	Seattle-Tacoma-Bellevue WA	302,660	300,473	0.7%	3,440	88.0
4	San Diego-Carlsbad CA	174,736	177,142	-1.4%	3,095	56.5
5	San Jose-Sunnyvale-Santa Clara CA	158,108	165,127	-4.3%	1,837	86.1
6	New York-Newark-Jersey City NY-NJ-PA	155,994	143,334	8.8%	18,897	8.3
7	Portland-Vancouver-Hillsboro OR-WA	148,380	149,048	-0.4%	2,226	66.7
8	Phoenix-Mesa-Scottsdale AZ	125,492	117,151	7.1%	4,193	29.9
9	Sacramento--Roseville--Arden-Arcade CA	118,932	118,094	0.7%	2,149	55.3
10	Chicago-Naperville-Elgin IL-IN-WI	104,649	110,269	-5.1%	9,461	11.1
11	Riverside-San Bernardino-Ontario CA	103,067	99,311	-3.8%	4,225	24.4
12	Dallas-Fort Worth-Arlington TX	81,486	84,695	-3.8%	6,372	12.8
13	Denver-Aurora-Lakewood CO	77,375	78,878	-1.9%	2,543	30.4
14	Washington-Arlington-Alexandria DC-VA-MD-WV	76,081	79,768	-4.6%	5,582	13.6
15	Houston-The Woodlands-Sugar Land TX	64,923	67,563	-3.9%	5,947	10.9
16	Las Vegas-Henderson-Paradise NV	62,785	63,021	-0.4%	1,951	32.2
17	Minneapolis-St. Paul-Bloomington MN-WI	51,335	52,178	-1.6%	3,280	15.7
18	Anchorage AK	49,999	50,988	-1.9%	381	131.3
19	Oxnard-Thousand Oaks-Ventura CA	43,058	42,881	0.4%	823	52.3
20	Boston-Cambridge-Newton MA-NH	42,120	40,546	3.9%	4,552	9.3
21	Philadelphia-Camden-Wilmington PA-NJ-DE-MD	40,576	40,079	1.2%	5,965	6.8
22	Salt Lake City UT	40,503	38,992	3.9%	1,124	36.0
23	Atlanta-Sandy Springs-Roswell GA	40,346	40,190	0.4%	5,269	7.7
24	Santa Rosa CA	30,566	32,246	-5.2%	484	63.2
25	Detroit-Warren-Dearborn MI	29,144	28,347	2.8%	4,296	6.8
26	Austin-Round Rock TX	25,012	25,575	-2.2%	1,716	14.6
27	St. Louis MO-IL	24,347	24,725	-1.5%	2,813	8.7
28	Miami-Fort Lauderdale-West Palm Beach FL	24,195	22,791	6.2%	5,565	4.3
29	Spokane-Spokane Valley WA	24,013	21,132	13.6%	471	51.0
30	Boise City ID	22,145	18,818	17.7%	617	35.9
31	Santa Cruz-Watsonville CA	22,105	22,736	-2.8%	262	84.2
32	Kansas City MO-KS	21,606	22,020	-1.9%	2,035	10.6
32	Tucson AZ	21,521	20,881	3.1%	980	22.0
34	Stockton-Lodi CA	21,456	21,351	0.5%	685	31.3
35	Baltimore-Columbia-Towson MD	21,034	22,108	-4.9%	2,710	7.8
36	Vallejo-Fairfield CA	20,804	22,039	-5.6%	413	50.3
37	Fresno CA	20,055	20,075	-0.1%	930	21.6
38	Provo-Orem UT	20,052	18,088	10.9%	527	38.1
39	Santa Maria-Santa Barbara CA	20,015	18,651	7.3%	424	47.2
40	Ogden-Clearfield UT	19,264	17,798	8.2%	547	35.2
41	San Antonio-New Braunfels TX	18,914	20,697	-8.6%	2,143	8.8
42	Reno NV	18,452	17,610	4.8%	425	43.4
43	Eugene OR	16,309	15,217	7.2%	352	46.4
44	Bremerton-Silverdale WA	16,149	17,488	-7.7%	251	64.3
45	Tampa-St. Petersburg-Clearwater FL	15,822	15,882	-0.4%	2,783	5.7
46	Bellingham WA	15,812	15,848	-0.2%	201	78.6
47	Olympia-Tumwater WA	15,410	15,767	-2.3%	252	61.1
48	Colorado Springs CO	15,216	16,070	-5.3%	646	23.6
49	Salem OR	14,962	15,079	-0.8%	391	38.3
50	Indianapolis-Carmel-Anderson IN	14,571	14,676	-0.7%	1,756	8.3
51	Cincinnati OH-KY-IN	14,485	15,315	-5.4%	2,130	6.8
52	Albuquerque NM	14,390	15,291	-5.9%	887	16.2
53	San Luis Obispo-Paso Robles-Arroyo Grande CA	14,374	13,751	4.5%	270	53.3
54	Salinas CA	14,178	14,973	-5.3%	415	34.2
55	Modesto CA	14,122	13,799	2.3%	514	27.4
56	Pittsburgh PA	14,108	13,868	1.7%	2,356	6.0
57	Orlando-Kissimmee-Sanford FL	13,922	14,325	-2.8%	2,134	6.5
58	Virginia Beach-Norfolk-Newport News VA-NC	13,491	15,302	-11.8%	1,672	8.1
59	Bakersfield CA	13,407	13,374	0.2%	840	16.0
60	Charlotte-Concord-Gastonia NC-SC	13,126	12,370	6.1%	1,758	7.5

¹ Based on 2010 population data

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 and U.S. Bureau of the Census

Air Visitor Characteristics by MMA and Selected Countries

**Table 20: Japan MMA Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	9,015,780	8,819,493	2.2%	55,437	54,173	2.3%	8,960,343	8,765,320	2.2%
Total Visitors	1,518,517	1,465,654	3.6%	7,727	7,319	5.6%	1,510,790	1,458,335	3.6%
PARTY SIZE									
One	79,932	90,217	-11.4%	2,964	2,763	7.3%	76,968	87,455	-12.0%
Two	618,666	586,727	5.4%	2,811	2,603	8.0%	615,855	584,124	5.4%
Three or more	819,919	788,710	4.0%	1,951	1,953	-0.1%	817,968	786,757	4.0%
Avg Party Size	2.68	2.69	-0.2%	1.59	1.90	-16.5%	2.69	2.69	0.0%
VISIT STATUS									
First-Time	611,414	613,405	-0.3%	2,188	2,184	0.1%	609,227	611,221	-0.3%
Repeat	907,103	852,249	6.4%	5,539	5,134	7.9%	901,563	847,114	6.4%
Average # of Trips	3.94	3.74	5.3%	5.97	5.94	0.5%	3.93	3.73	5.3%
TRAVEL METHOD									
Group Tour	392,359	396,031	-0.9%	678	624	8.6%	391,682	395,408	-0.9%
Package	1,122,563	1,069,326	5.0%	2,130	2,092	1.8%	1,120,433	1,067,233	5.0%
Group Tour & Pkg	349,079	349,876	-0.2%	463	428	8.4%	348,616	349,448	-0.2%
True Independent	352,673	350,172	0.7%	5,383	5,031	7.0%	347,291	345,142	0.6%
ISLANDS VISITED									
O'ahu	1,458,205	1,409,721	3.4%	7,105	6,678	6.4%	1,451,100	1,403,042	3.4%
Maui County	80,805	69,719	15.9%	632	601	5.1%	80,173	69,118	16.0%
...Maui	79,396	67,977	16.8%	609	581	4.8%	78,787	67,396	16.9%
...Moloka'i	1,100	1,286	-14.5%	35	31	13.3%	1,065	1,255	-15.1%
...Lāna'i	1,800	2,203	-18.3%	38	27	43.4%	1,762	2,176	-19.1%
Kaua'i	29,430	27,907	5.5%	305	262	16.3%	29,125	27,645	5.4%
Hawai'i Island	199,117	203,009	-1.9%	671	703	-4.6%	198,446	202,305	-1.9%
...Hilo	75,904	86,023	-11.8%	236	225	4.9%	75,668	85,798	-11.8%
...Kona	139,202	136,372	2.1%	531	587	-9.6%	138,671	135,784	2.1%
LENGTH OF STAY									
O'ahu (days)	5.49	5.59	-1.8%	6.27	6.54	-4.1%	5.49	5.59	-1.8%
Maui (days)	3.12	2.87	8.6%	6.51	6.14	6.0%	3.10	2.85	8.8%
Moloka'i (days)	2.02	1.80	12.1%	3.51	6.94	-49.5%	1.97	1.67	17.6%
Lāna'i (days)	2.14	2.29	-6.4%	3.33	3.27	1.9%	2.11	2.27	-7.1%
Kaua'i (days)	2.48	2.21	12.2%	6.09	5.81	4.8%	2.44	2.18	12.2%
Hawai'i Island (days)	3.44	3.32	3.6%	7.19	7.31	-1.6%	3.42	3.30	3.7%
...Hilo (days)	1.96	1.86	5.3%	7.28	5.02	45.2%	1.94	1.85	4.8%
...Kona (days)	3.85	3.76	2.3%	5.86	6.83	-14.3%	3.84	3.75	2.4%
Statewide (days)	5.94	6.02	-1.3%	7.17	7.40	-3.1%	5.93	6.01	-1.3%
ACCOMMODATIONS									
Hotel	1,316,610	1,283,175	2.6%	5,830	5,570	4.7%	1,310,779	1,277,605	2.6%
...Hotel Only	1,285,778	1,250,343	2.8%	5,555	5,263	5.5%	1,280,223	1,245,080	2.8%
Condo	149,807	133,750	12.0%	972	924	5.2%	148,835	132,826	12.1%
...Condo Only	124,129	107,929	15.0%	818	768	6.6%	123,310	107,161	15.1%
Timeshare	61,145	60,434	1.2%	241	198	21.6%	60,904	60,236	1.1%
...Timeshare Only	50,906	48,937	4.0%	194	138	40.5%	50,712	48,799	3.9%
Rental House	4,213	4,022	4.8%	159	127	24.9%	4,055	3,895	4.1%
Bed & Breakfast	1,658	1,844	-10.1%	23	55	-58.9%	1,635	1,788	-8.6%
Cruise Ship	1,848	1,995	-7.4%	23	18	27.3%	1,825	1,977	-7.7%
Friends or Relatives	17,709	17,346	2.1%	554	589	-6.0%	17,156	16,757	2.4%
PURPOSE OF TRIP									
Pleasure (Net)	1,275,510	1,268,715	0.5%	6,243	6,093	2.5%	1,269,267	1,262,622	0.5%
.....Vacation	1,030,062	1,017,147	1.3%	5,460	5,098	7.1%	1,024,601	1,012,050	1.2%
.....Honeymoon	241,166	249,196	-3.2%	810	1,015	-20.2%	240,356	248,181	-3.2%
....Get Married	58,413	61,010	-4.3%	51	60	-14.3%	58,362	60,950	-4.2%
MC&I (Net)	71,479	52,386	36.4%	320	338	-5.4%	71,159	52,048	36.7%
.....Convention/Conf.	10,942	18,173	-39.8%	148	130	13.9%	10,794	18,043	-40.2%
.....Corp. Meetings	2,152	8,087	-73.4%	131	144	-9.0%	2,021	7,943	-74.6%
.....Incentive 1/	59,437	27,068	119.6%	47	75	-37.5%	59,390	26,993	120.0%
Other Business	8,374	10,523	-20.4%	278	224	24.2%	8,096	10,298	-21.4%
Visit Friends/Relatives	26,129	25,141	3.9%	742	736	0.9%	25,387	24,405	4.0%
Government/Military	626	766	-18.3%	72	68	6.2%	554	699	-20.7%
Attend School	3,679	4,319	-14.8%	63	58	9.7%	3,616	4,262	-15.2%
Sport Events	33,670	44,611	-24.5%	132	70	88.7%	33,538	44,541	-24.7%
Average Age	42			42			42		
EXPENDITURES									
Total Expenditures (\$ mil.)	2,486.0	2,734.9	-9.1%						
Per Person Per Day (\$)	275.7	310.1	-11.1%						
Per Person Per Trip (\$)	1,637.1	1,866.0	-12.3%						

1/ The Japanese Departure Survey form was revised in 2013.
Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 21: International Japanese MMA Visitor Characteristics by Region
2013**

JAPAN BY REGION % of Total	2013								
	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	230,568	335,479	65,450	633,738	55,443	35,131	77,571	70,695	6,713
PARTY SIZE									
One	9,637	14,783	3,081	32,352	2,166	1,468	3,730	2,972	679
Two	96,845	139,333	25,895	248,911	24,035	14,949	31,726	27,984	1,394
Three or more	124,085	181,363	36,474	352,476	29,242	18,713	42,116	39,739	4,640
Avg Party Size	2.73	2.71	2.81	2.66	2.70	2.78	2.77	2.80	2.83
VISIT STATUS									
First-Time	98,176	118,911	29,727	183,548	28,798	18,555	38,200	31,669	2,210
Repeat	132,392	216,569	35,724	450,191	26,645	16,576	39,371	39,026	4,504
Average # of Trips	3.68	4.16	3.33	5.29	3.13	2.67	2.97	3.73	3.57
TRAVEL METHOD									
Group Tour	57,522	79,540	19,187	154,587	16,397	9,992	24,155	18,641	2,809
Package	172,231	240,028	49,757	438,231	42,696	29,111	58,923	57,989	3,371
Group Tour & Pkg	52,109	71,368	17,232	141,862	15,372	9,271	20,091	17,572	2,288
True Independent	52,923	87,279	13,739	182,782	11,723	5,299	14,585	11,638	2,821
ISLANDS VISITED									
O'ahu	221,426	318,048	64,064	602,417	53,080	34,755	75,862	68,984	6,541
Maui County	13,425	20,333	2,113	38,250	2,958	1,613	4,200	3,029	450
...Maui	13,286	20,108	2,084	37,415	2,958	1,613	4,171	3,029	450
...Moloka'i	0	274	0	892	0	0	103	0	0
...Lāna'i	139	526	56	919	0	0	0	0	0
Kaua'i	3,800	6,445	1,382	15,545	976	329	1,267	1,436	649
Hawai'i Island	32,509	50,227	8,929	90,414	8,686	4,077	8,274	8,929	868
...Hilo	11,553	18,299	4,909	29,832	4,053	2,055	4,696	3,798	288
...Kona	23,111	36,284	4,504	67,978	5,861	2,132	4,348	6,126	580
LENGTH OF STAY									
O'ahu (days)	5.39	5.51	5.35	5.67	5.26	5.31	5.45	5.57	6.75
Maui (days)	2.69	3.10	2.59	3.39	2.70	2.09	2.92	2.57	2.34
Moloka'i (days)	0	1.42	0	1.99	0	0	2.15	0	0
Lāna'i (days)	1.00	3.41	1.51	1.59	0	0	0	0	0
Kaua'i (days)	2.61	2.10	1.77	2.33	1.71	2.42	2.27	2.22	7.08
Hawai'i Island (days)	3.23	3.49	3.03	3.78	3.03	2.56	2.38	2.87	3.62
...Hilo (days)	1.69	1.87	1.62	1.85	1.32	1.30	1.82	1.28	1.38
...Kona (days)	3.69	3.88	4.24	4.22	3.58	3.63	2.56	3.39	4.73
Statewide (days)	5.83	5.98	5.77	6.19	5.68	5.67	5.78	5.96	7.89
ACCOMMODATIONS									
Hotel	199,834	285,793	58,735	524,486	49,406	31,988	69,259	63,605	4,677
...Hotel Only	195,114	278,064	57,387	508,934	48,284	31,555	68,134	62,629	4,369
Condo	22,507	35,743	5,660	76,416	4,819	2,669	6,196	6,172	1,253
...Condo Only	19,245	28,189	4,545	63,603	3,918	2,319	4,840	5,159	1,062
Timeshare	10,312	18,084	1,958	39,037	1,560	488	2,404	1,353	175
...Timeshare Only	9,026	14,795	1,280	33,441	1,108	488	2,235	1,125	175
Rental house	846	784	60	1,601	273	0	226	0	29
Bed & Breakfast	357	270	29	1,046	106	0	0	52	27
Cruise Ship	166	904	64	858	107	26	73	191	0
Friends or Relatives	1,499	3,616	573	7,862	485	419	851	631	825
PURPOSE OF TRIP									
Pleasure (Net)	191,115	285,096	52,685	545,726	46,978	27,249	64,482	58,250	4,859
.....Vacation	148,611	233,515	39,084	486,756	34,933	18,844	49,213	45,571	4,521
.....Honeymoon	41,708	50,662	13,637	57,214	12,730	9,085	14,080	11,979	338
.....Getting Married	8,359	12,618	2,338	15,770	2,558	1,541	2,750	4,219	56
MC&I (Net)	8,056	13,337	5,623	25,336	2,663	1,007	5,353	3,222	630
.....Convention/Conf.	958	1,887	947	6,055	715	159	704	169	31
.....Corp. Meetings	405	0	188	459	0	0	350	147	24
.....Incentive	6,694	11,532	4,572	19,237	1,949	849	4,622	2,907	574
Other Business	836	901	163	2,527	421	0	212	226	194
Visit Friends/Relatives	2,750	6,385	577	14,182	942	566	1,428	758	800
Government/Military	0	0	0	375	0	0	0	317	106
Attend School	874	481	29	1,025	143	0	88	31	30
Sport Events	5,039	6,635	1,211	17,543	1,608	728	2,966	1,544	488
Average Age	44	45	45	46	45	42	43	45	42

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 22: Canada MMA Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	6,600,896	6,497,799	1.6%	2,728,616	2,574,440	6.0%	3,872,280	3,923,359	-1.3%
Total Visitors	517,011	499,144	3.6%	218,097	203,533	7.2%	298,914	295,611	1.1%
PARTY SIZE									
One	64,789	64,094	1.1%	34,905	33,513	4.2%	29,884	30,580	-2.3%
Two	236,425	230,799	2.4%	95,435	90,724	5.2%	140,990	140,075	0.7%
Three or more	215,797	204,251	5.7%	87,757	79,296	10.7%	128,040	124,955	2.5%
Avg Party Size	2.17	2.14	1.4%	2.07	2.00	3.5%	2.25	2.24	0.5%
VISIT STATUS									
First-Time	179,541	177,673	1.1%	81,778	77,838	5.1%	97,763	99,835	-2.1%
Repeat	337,469	321,470	5.0%	136,319	125,694	8.5%	201,151	195,776	2.7%
Average # of Trips	3.96	3.50	13.1%	4.14	4.07	1.8%	3.82	3.11	23.0%
TRAVEL METHOD									
Group Tour	9,851	11,296	-12.8%	5,129	5,696	-10.0%	4,722	5,600	-15.7%
Package	119,626	124,446	-3.9%	48,199	49,712	-3.0%	71,427	74,734	-4.4%
Group Tour & Pkg	6,859	8,438	-18.7%	3,426	3,832	-10.6%	3,433	4,606	-25.5%
True Independent	394,392	371,840	6.1%	168,194	151,956	10.7%	226,198	219,883	2.9%
ISLANDS VISITED									
O'ahu	218,828	209,380	4.5%	101,753	96,643	5.3%	117,076	112,737	3.8%
Maui County	269,071	257,917	4.3%	94,723	82,967	14.2%	174,348	174,950	-0.3%
...Maui	267,156	255,602	4.5%	93,661	81,958	14.3%	173,495	173,645	-0.1%
...Moloka'i	4,593	3,927	16.9%	1,780	1,666	6.9%	2,812	2,261	24.4%
...Lāna'i	6,401	4,735	35.2%	2,098	1,953	7.4%	4,303	2,783	54.7%
Kaua'i	69,476	66,205	4.9%	36,280	35,175	3.1%	33,196	31,030	7.0%
Hawai'i Island	97,817	96,274	1.6%	47,681	48,373	-1.4%	50,135	47,900	4.7%
...Hilo	31,600	32,449	-2.6%	15,760	15,760	0.0%	15,840	16,689	-5.1%
...Kona	89,287	87,410	2.1%	43,310	43,910	-1.4%	45,976	43,501	5.7%
LENGTH OF STAY									
O'ahu (days)	9.12	9.90	-7.9%	8.70	9.38	-7.2%	9.49	10.35	-8.3%
Maui (days)	11.06	11.08	-0.2%	10.58	10.22	3.6%	11.31	11.48	-1.5%
Moloka'i (days)	5.35	6.34	-15.6%	6.35	6.52	-2.6%	4.71	6.20	-24.0%
Lāna'i (days)	3.03	3.85	-21.3%	3.55	3.70	-4.3%	2.78	3.95	-29.6%
Kaua'i (days)	9.05	8.85	2.3%	9.36	9.09	2.9%	8.72	8.57	1.7%
Hawai'i Island (days)	10.00	10.02	-0.1%	10.36	10.18	1.7%	9.67	9.85	-1.8%
...Hilo (days)	3.77	3.85	-2.1%	4.28	4.21	1.7%	3.27	3.51	-7.1%
...Kona (days)	9.63	9.60	0.3%	9.84	9.71	1.4%	9.42	9.49	-0.8%
Statewide (days)	12.77	13.02	-1.9%	12.51	12.65	-1.1%	12.95	13.27	-2.4%
ACCOMMODATIONS									
Hotel	235,438	239,293	-1.6%	102,493	102,090	0.4%	132,945	137,203	-3.1%
...Hotel Only	180,596	185,548	-2.7%	77,091	78,550	-1.9%	103,504	106,997	-3.3%
Condo	209,991	192,084	9.3%	78,638	68,167	15.4%	131,353	123,917	6.0%
...Condo Only	170,508	156,710	8.8%	63,257	54,576	15.9%	107,251	102,134	5.0%
Timeshare	48,196	49,954	-3.5%	21,499	21,311	0.9%	26,698	28,643	-6.8%
...Timeshare Only	35,115	36,414	-3.6%	15,755	15,559	1.3%	19,359	20,856	-7.2%
Rental House	49,256	41,732	18.0%	22,533	18,137	24.2%	26,723	23,594	13.3%
Bed & Breakfast	7,530	6,403	17.6%	3,603	3,081	17.0%	3,926	3,322	18.2%
Cruise Ship	9,472	9,862	-4.0%	6,236	6,468	-3.6%	3,236	3,394	-4.6%
Friends or Relatives	22,933	21,768	5.4%	11,784	10,578	11.4%	11,149	11,190	-0.4%
PURPOSE OF TRIP									
Pleasure (Net)	485,635	465,799	4.3%	203,072	188,046	8.0%	282,563	277,753	1.7%
.....Vacation	472,840	451,221	4.8%	196,398	181,366	8.3%	276,441	269,855	2.4%
.....Honeymoon	13,082	14,882	-12.1%	6,984	7,072	-1.3%	6,099	7,810	-21.9%
.....Get Married	3,137	3,692	-15.0%	1,592	1,580	0.8%	1,545	2,112	-26.9%
MC&I (Net)	15,143	18,745	-19.2%	7,329	8,137	-9.9%	7,814	10,608	-26.3%
.....Convention/Conf.	10,810	13,098	-17.5%	5,191	5,838	-11.1%	5,619	7,260	-22.6%
.....Corp. Meetings	1,808	2,318	-22.0%	906	1,078	-15.9%	902	1,240	-27.2%
.....Incentive	2,973	4,009	-25.8%	1,449	1,506	-3.8%	1,524	2,502	-39.1%
Other Business	3,886	3,515	10.5%	2,117	1,984	6.7%	1,769	1,532	15.5%
Visit Friends/Relatives	18,325	16,915	8.3%	9,517	8,942	6.4%	8,807	7,973	10.5%
Government/Military	471	1,067	-55.8%	380	820	-53.6%	91	247	-63.0%
Attend School	484	665	-27.2%	365	300	21.6%	119	364	-67.4%
Sport Events	3,887	3,997	-2.8%	2,331	2,411	-3.3%	1,556	1,586	-1.9%
Average Age	48			46			50		
EXPENDITURES									
Total Expenditures (\$ mil.)	1,083.0	1,022.8	5.9%						
Per Person Per Day (\$)	164.1	157.4	4.2%						
Per Person Per Trip (\$)	2,094.7	2,049.0	2.2%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 23: Canadian MMA Visitor Characteristics by Province
2013**

Canada BY REGION	Visitors	Alberta	British Columbia	Manitoba	New Brunswick	Newfoundland and Labrador	Northwest Territories	Nova Scotia	Ontario	Prince Edward Island	Quebec	Saskatchewan	Yukon Territory	Unknown Canada zip
Visitor Counts	517,011	116,612	249,305	13,548	2,308	1,641	620	3,102	81,938	400	24,792	19,084	2,598	1,061
PARTY SIZE														
One	64,789	12,787	29,514	1,360	284	183	105	454	13,079	88	4,846	1,738	215	136
Two	236,425	51,339	107,764	7,599	1,450	992	335	1,834	40,492	255	12,107	10,580	1,206	472
Three or more	215,797	52,487	112,027	4,589	574	466	180	814	28,367	58	7,839	6,767	1,177	452
Avg Party Size	2.17	2.25	2.22	2.13	1.96	2.11	1.92	1.99	2.02	1.74	1.91	2.21	2.32	2.16
VISIT STATUS														
First-Time	179,541	38,338	61,626	6,484	1,194	1,117	287	1,647	43,097	245	16,106	8,299	781	319
Repeat	337,469	78,274	187,678	7,064	1,115	524	334	1,456	38,841	155	8,686	10,785	1,816	742
Average # of Trips	3.96	4.02	4.64	3.15	2.44	2.10	3.14	2.65	2.76	2.51	2.22	3.10	4.58	4.55
TRAVEL METHOD														
Group Tour	9,851	2,253	2,652	170	105	43	15	51	3,382	3	989	165	1	23
Package	119,626	27,983	53,715	3,541	497	247	159	439	21,126	28	5,745	4,914	943	290
True independent	394,392	88,097	194,544	9,957	1,780	1,390	448	2,644	59,850	371	18,751	14,135	1,653	771
ISLANDS VISITED														
O'ahu	218,828	50,766	92,299	8,380	1,097	1,178	149	1,564	39,598	222	12,492	9,086	1,254	743
Maui County	269,071	53,877	136,063	5,729	1,195	729	273	1,548	44,433	169	14,990	8,935	935	194
...Maui	267,156	53,597	135,096	5,705	1,184	727	264	1,521	44,005	169	14,843	8,915	935	194
...Moloka'i	4,593	1,283	1,698	165	53	4	10	58	740	4	286	286	4	0
...Lana'i	6,401	1,414	2,119	137	34	7	7	86	1,407	2	479	645	0	0
Kaua'i	69,476	16,811	23,781	2,001	451	384	73	578	16,852	55	5,965	2,081	354	91
Hawai'i Island	97,817	25,197	34,804	2,217	615	449	212	691	21,191	110	8,348	3,225	477	282
...Hilo	31,600	7,384	9,590	805	254	140	48	336	7,724	47	4,175	872	107	117
...Kona	89,287	23,221	32,535	1,870	557	419	200	616	18,912	67	7,239	2,926	443	282
LENGTH OF STAY														
O'ahu (days)	9.12	9.78	9.19	11.75	10.07	7.81	10.26	9.20	7.55	9.55	7.41	11.21	10.57	10.12
Maui (days)	11.06	10.90	11.84	10.76	9.81	6.31	13.74	11.23	9.42	8.56	9.46	11.69	10.26	7.03
Moloka'i (days)	5.35	2.86	8.53	2.44	3.64	1.00	3.34	1.06	4.76	2.03	3.85	3.62	10.00	0
Lana'i (days)	3.03	2.22	3.44	2.16	2.67	5.54	3.00	2.57	3.81	7.00	3.72	1.21	0	0
Kaua'i (days)	9.05	9.71	10.36	8.57	7.05	4.76	9.53	9.36	7.17	7.06	7.37	10.03	11.54	9.66
Hawai'i Island (days)	10.00	10.75	11.25	9.52	8.96	4.24	11.99	8.39	8.00	16.81	7.50	11.40	12.75	8.37
...Hilo (days)	9.63	10.48	10.82	9.53	8.42	3.93	11.46	7.83	7.61	20.14	6.59	10.93	12.55	7.71
...Kona (days)	3.77	3.73	4.12	4.09	3.18	1.82	5.15	2.89	3.32	10.45	3.59	5.50	4.91	1.59
Statewide (days)	12.77	13.05	12.46	14.68	13.71	10.92	13.63	13.85	12.36	14.57	13.81	13.91	12.72	11.42
ACCOMMODATIONS														
Hotel	235,438	50,900	99,940	6,504	1,388	1,034	258	1,770	49,957	253	14,002	7,746	1,184	504
...Hotel Only	180,596	38,637	80,324	4,711	910	787	224	1,161	37,744	203	8,679	5,829	966	420
Condo	209,991	49,730	113,385	6,295	610	375	280	944	20,408	83	7,968	8,614	1,038	261
...Condo Only	170,508	40,320	97,194	4,436	370	206	245	674	14,133	64	4,982	6,816	861	207
Timeshare	48,196	11,787	22,016	920	269	162	23	454	9,193	31	1,146	1,980	137	79
...Timeshare Only	35,115	8,684	16,675	706	179	141	21	171	6,412	20	766	1,195	67	79
Rental House	49,256	11,979	22,318	1,472	297	251	59	310	6,818	34	3,118	2,226	189	184
Bed & Breakfast	7,530	1,143	2,634	151	49	41	23	69	1,626	13	1,444	99	169	69
Cruise Ship	9,472	1,207	2,102	161	130	48	0	108	3,914	9	1,511	238	8	38
Friends or Relatives	22,933	4,314	10,998	492	224	34	16	200	4,474	21	1,436	572	140	11
PURPOSE OF TRIP														
Pleasure (Net)	485,635	110,048	236,642	12,757	2,128	1,527	584	2,802	74,282	324	22,916	18,182	2,500	943
....Vacation	472,840	107,377	232,551	12,402	2,058	1,438	548	2,728	70,214	322	22,050	17,723	2,487	943
....Honeymoon	13,082	2,749	3,938	386	85	103	41	80	4,239	9	975	459	19	0
....Get Married	3,137	616	1,494	59	19	65	24	14	554	2	116	172	2	0
MC&I (Net)	15,143	2,427	4,469	564	154	48	13	252	5,060	32	1,619	485	19	1
....Convention/Conf.	10,810	1,760	3,597	453	92	46	6	181	3,275	13	1,028	347	12	1
....Corp. Meetings	1,808	298	508	23	22	1	4	32	587	1	271	60	0	0
....Incentive	2,973	453	496	88	54	1	3	42	1,354	19	349	108	7	0
Other Business	3,886	845	1,472	60	20	12	0	99	1,019	5	296	57	0	0
Visit Friends/Relatives	18,325	3,367	8,212	527	192	76	27	177	4,025	38	997	608	66	15
Government/Military	471	54	150	4	0	3	0	8	192	0	43	9	9	0
Attend School	484	89	177	14	4	0	0	4	125	0	42	27	1	0
Sport Events	3,887	881	1,930	46	15	1	1	16	560	5	308	46	27	52
Average Age	48	47	48	51	50	52	46	50	48	46	44	49	52	49

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 24: Europe MMA Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	1,818,056	1,669,269	8.9%	1,567,211	1,463,205	7.1%	250,846	206,064	21.7%
Total Visitors	136,805	129,252	5.8%	114,934	108,979	5.5%	21,871	20,273	7.9%
PARTY SIZE									
One	34,607	32,714	5.8%	29,266	28,381	3.1%	5,341	4,333	23.3%
Two	66,454	65,680	1.2%	56,050	54,167	3.5%	10,404	11,513	-9.6%
Three or more	35,743	30,857	15.8%	29,618	26,431	12.1%	6,126	4,427	38.4%
Avg Party Size	1.77	1.81	-2.4%	1.76	1.81	-2.7%	1.81	1.82	-0.7%
VISIT STATUS									
First-Time	97,040	91,565	6.0%	80,832	76,499	5.7%	16,208	15,067	7.6%
Repeat	39,766	37,686	5.5%	34,102	32,480	5.0%	5,663	5,206	8.8%
Average # of Trips	2.36	2.22	6.1%	2.31	2.33	-0.7%	2.60	1.65	57.9%
TRAVEL METHOD									
Group Tour	8,190	9,124	-10.2%	6,715	6,894	-2.6%	1,475	2,230	-33.9%
Package	49,171	52,451	-6.3%	43,058	44,557	-3.4%	6,113	7,894	-22.6%
Group Tour & Pkg	5,984	6,804	-12.0%	4,509	4,723	-4.5%	1,475	2,081	-29.1%
True Independent	85,429	74,481	14.7%	69,671	62,251	11.9%	15,758	12,230	28.9%
ISLANDS VISITED									
O'ahu	99,092	89,337	10.9%	80,300	75,507	6.3%	18,792	13,830	35.9%
Maui County	58,992	54,331	8.6%	49,438	47,224	4.7%	9,554	7,107	34.4%
...Maui	57,837	53,556	8.0%	48,719	46,583	4.6%	9,118	6,973	30.8%
...Moloka'i	2,242	2,132	5.2%	1,787	1,642	8.8%	455	490	-7.2%
...Lāna'i	2,399	1,469	63.2%	1,545	1,379	12.1%	853	91	841.0%
Kaua'i	30,963	28,773	7.6%	26,778	24,625	8.7%	4,185	4,147	0.9%
Hawai'i Island	45,429	40,687	11.7%	37,447	33,548	11.6%	7,982	7,139	11.8%
...Hilo	22,801	18,766	21.5%	17,149	15,706	9.2%	5,652	3,060	84.7%
...Kona	36,371	33,299	9.2%	30,273	26,763	13.1%	6,098	6,536	-6.7%
LENGTH OF STAY									
O'ahu (days)	7.99	8.56	-6.7%	8.26	8.94	-7.7%	6.84	6.48	5.7%
Maui (days)	8.04	7.92	1.6%	8.43	7.94	6.1%	5.99	7.74	-22.6%
Moloka'i (days)	4.02	4.65	-13.5%	4.79	4.51	6.3%	1.00	5.11	-80.4%
Lāna'i (days)	2.60	3.38	-23.0%	3.40	3.54	-4.0%	1.17	1.00	16.6%
Kaua'i (days)	6.39	6.11	4.5%	6.62	6.19	6.9%	4.89	5.63	-13.0%
Hawai'i Island (days)	7.66	7.13	7.6%	8.08	7.55	7.0%	5.72	5.13	11.5%
...Hilo (days)	4.98	4.41	12.9%	4.95	4.70	5.3%	5.06	2.91	74.1%
...Kona (days)	6.45	6.22	3.7%	7.19	6.71	7.2%	2.80	4.24	-34.0%
Statewide (days)	13.29	12.91	2.9%	13.64	13.43	1.6%	11.47	10.16	12.8%
ACCOMMODATIONS									
Hotel	98,821	92,652	6.7%	83,630	81,297	2.9%	15,191	11,355	33.8%
...Hotel Only	77,246	74,838	3.2%	68,002	67,151	1.3%	9,244	7,687	20.3%
Condo	15,042	15,283	-1.6%	11,257	9,695	16.1%	3,785	5,589	-32.3%
...Condo Only	7,321	8,895	-17.7%	6,461	5,740	12.5%	860	3,154	-72.7%
Timeshare	3,451	2,801	23.2%	3,020	2,714	11.3%	430	87	392.0%
...Timeshare Only	2,356	1,958	20.3%	2,146	1,870	14.8%	209	87	139.3%
Rental House	12,085	10,936	10.5%	10,461	8,127	28.7%	1,624	2,809	-42.2%
Bed & Breakfast	10,080	6,749	49.4%	7,453	6,316	18.0%	2,627	433	507.0%
Cruise Ship	3,364	4,766	-29.4%	3,281	3,643	-9.9%	83	1,123	-92.6%
Friends or Relatives	10,467	11,461	-8.7%	9,408	9,008	4.4%	1,059	2,453	-56.8%
PURPOSE OF TRIP									
Pleasure (Net)	119,432	111,188	7.4%	100,386	94,597	6.1%	19,046	16,591	14.8%
.....Vacation	106,575	97,276	9.6%	88,281	81,951	7.7%	18,295	15,325	19.4%
.....Honeymoon	13,397	14,367	-6.8%	12,734	13,210	-3.6%	663	1,156	-42.7%
...Get Married	1,481	1,671	-11.3%	1,393	1,478	-5.7%	88	193	-54.4%
MC&I (Net)	7,052	6,489	8.7%	5,801	5,961	-2.7%	1,251	529	136.6%
.....Convention/Conf.	4,362	4,148	5.2%	3,287	3,619	-9.2%	1,076	529	103.5%
.....Corp. Meetings	1,031	952	8.3%	1,031	952	8.3%	-	0	NA
.....Incentive	1,968	1,573	25.1%	1,793	1,573	14.0%	175	0	NA
Other Business	2,010	1,957	2.7%	1,799	1,719	4.6%	211	238	-11.4%
Visit Friends/Relatives	9,022	10,010	-9.9%	8,398	8,082	3.9%	624	1,928	-67.6%
Government/Military	313	370	-15.3%	313	370	-15.3%	-	0	NA
Attend School	1,368	1,390	-1.6%	1,008	1,019	-1.1%	360	372	-3.2%
Sport Events	2,641	2,238	18.0%	2,429	2,038	19.2%	211	199	6.1%
Average Age	42			43			39		
EXPENDITURES									
Total Expenditures (\$ mil.)	321.6	292.1	10.1%						
Per Person Per Day (\$)	176.9	175.0	1.1%						
Per Person Per Trip (\$)	2,351.1	2,259.7	4.0%						

NA = Not applicable
Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 25: United Kingdom Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

UK	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	527,031	519,433	1.5%	451,942	438,572	3.0%	75,089	80,862	-7.1%
Total Visitors	46,616	45,664	2.1%	39,450	38,862	1.5%	7,166	6,802	5.4%
PARTY SIZE									
One	9,621	9,085	5.9%	7,756	7,571	2.4%	1,865	1,514	23.2%
Two	24,758	25,943	-4.6%	21,274	22,114	-3.8%	3,484	3,829	-9.0%
Three or more	12,237	10,636	15.1%	10,420	9,177	13.5%	1,817	1,459	24.5%
Avg Party Size	1.84	3.56	-48.2%	1.87	1.74	7.1%	1.73	1.82	-4.8%
VISIT STATUS									
First-Time	32,217	31,654	1.8%	26,808	26,564	0.9%	5,408	5,090	6.3%
Repeat	14,399	14,010	2.8%	12,641	12,298	2.8%	1,758	1,712	2.7%
Average # of Trips	2.73	4.12	-33.6%	2.51	2.44	3.0%	3.95	1.68	135.2%
TRAVEL METHOD									
Group Tour	2,382	2,466	-3.4%	2,232	2,278	-2.0%	149	188	-20.5%
Package	20,903	22,505	-7.1%	18,919	20,244	-6.5%	1,984	2,261	-12.2%
Group Tour & Pkg	1,931	1,997	-3.3%	1,782	1,809	-1.5%	149	188	-20.5%
True Independent	25,262	22,690	11.3%	20,081	18,149	10.6%	5,182	4,541	14.1%
ISLANDS VISITED									
O'ahu	33,028	31,578	4.6%	27,294	27,007	1.1%	5,734	4,571	25.4%
Maui County	16,223	16,129	0.6%	13,024	13,092	-0.5%	3,199	3,037	5.4%
...Maui	15,977	15,876	0.6%	12,777	12,839	-0.5%	3,199	3,037	5.4%
...Moloka'i	485	373	30.1%	402	373	7.8%	83	0	na
...Lāna'i	915	500	83.1%	576	443	30.0%	339	57	495.6%
Kaua'i	7,200	7,954	-9.5%	6,256	6,155	1.6%	944	1,800	-47.5%
Hawai'i Island	11,996	11,115	7.9%	9,840	9,393	4.8%	2,156	1,722	25.2%
...Hilo	5,041	5,015	0.5%	3,928	3,758	4.5%	1,114	1,257	-11.4%
...Kona	9,457	9,353	1.1%	8,243	7,818	5.4%	1,214	1,535	-20.9%
LENGTH OF STAY									
O'ahu (days)	8.06	8.41	-4.1%	8.20	8.50	-3.6%	7.42	7.86	-5.6%
Maui (days)	7.73	7.57	2.1%	8.22	7.59	8.3%	5.77	7.48	-22.9%
Moloka'i (days)	3.70	3.61	2.4%	4.26	4.47	-4.7%	1.00	0.00	na
Lāna'i (days)	2.62	3.62	-27.6%	3.57	3.62	-1.2%	1.00	1.00	0.0%
Kaua'i (days)	6.40	6.46	-0.9%	6.70	6.44	4.0%	4.43	6.60	-32.9%
Hawai'i Island (days)	7.25	6.99	3.7%	7.87	7.29	8.0%	4.39	5.96	-26.4%
...Hilo (days)	4.84	4.01	20.7%	4.84	4.22	14.8%	4.86	2.91	66.9%
...Kona (days)	6.61	6.13	7.9%	7.09	6.73	5.3%	3.33	4.31	-22.6%
Statewide (days)	11.31	11.38	-0.7%	11.46	11.29	1.5%	10.48	11.89	-11.9%
ACCOMMODATIONS									
Hotel	34,148	35,409	-3.6%	29,523	29,934	-1.4%	4,625	5,475	-15.5%
...Hotel Only	28,103	28,733	-2.2%	25,171	25,598	-1.7%	2,932	3,135	-6.5%
Condo	5,299	6,034	-12.2%	3,929	3,620	8.5%	1,369	2,413	-43.3%
...Condo Only	3,019	2,852	5.8%	2,614	2,314	12.9%	406	538	-24.6%
Timeshare	2,219	1,677	32.3%	1,813	1,637	10.7%	406	40	917.8%
...Timeshare Only	1,516	1,228	23.4%	1,331	1,188	12.0%	185	40	364.1%
Rental House	3,707	3,084	20.2%	2,686	2,038	31.8%	1,021	1,046	-2.4%
Bed & Breakfast	1,930	1,221	58.0%	940	972	-3.3%	990	250	296.4%
Cruise Ship	1,967	2,274	-13.5%	1,884	2,004	-6.0%	83	270	-69.3%
Friends or Relatives	3,140	3,659	-14.2%	3,001	2,921	2.8%	139	738	-81.2%
PURPOSE OF TRIP									
Pleasure (Net)	40,468	39,991	1.2%	34,566	34,258	0.9%	5,902	5,732	3.0%
....Vacation	35,311	33,664	4.9%	29,855	28,578	4.5%	5,456	5,086	7.3%
.....Honeymoon	5,310	6,569	-19.2%	4,864	5,839	-16.7%	446	730	-38.9%
.....Get Married	492	536	-8.3%	492	536	-8.3%	-	0	NA
MC&I (Net)	3,173	2,559	24.0%	2,209	2,030	8.8%	964	529	82.4%
....Convention/Conf.	2,250	1,656	35.8%	1,285	1,128	14.0%	964	529	82.4%
.....Corp. Meetings	396	387	2.3%	396	387	2.3%	-	0	NA
.....Incentive	654	591	10.8%	654	591	10.8%	-	0	NA
Other Business	717	972	-26.2%	717	784	-8.5%	-	188	-100.0%
Visit Friends/Relatives	3,057	3,485	-12.3%	2,844	2,724	4.4%	213	761	-72.0%
Government/Military	186	147	26.2%	186	147	26.2%	-	0	NA
Attend School	61	56	9.2%	61	56	9.2%	-	0	NA
Sport Events	758	487	55.7%	547	411	33.2%	211	76	177.3%
Average Age	45			46			42		

NA = Not applicable
Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 26: Germany Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

GERMANY	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	630,298	576,857	9.3%	576,936	531,717	8.5%	53,362	45,141	18.2%
Total Visitors	43,531	40,044	8.7%	39,356	36,703	7.2%	4,175	3,341	25.0%
PARTY SIZE									
One	12,431	11,293	10.1%	11,136	10,682	4.2%	1,295	611	111.9%
Two	21,145	19,025	11.1%	18,924	17,440	8.5%	2,220	1,585	40.1%
Three or more	9,956	9,726	2.4%	9,296	8,581	8.3%	660	1,145	-42.4%
Avg Party Size	1.70	1.73	-2.0%	1.70	1.70	-0.1%	1.64	2.03	-18.9%
VISIT STATUS									
First-Time	30,531	28,586	6.8%	27,852	25,812	7.9%	2,678	2,773	-3.4%
Repeat	13,000	11,458	13.5%	11,504	10,891	5.6%	1,497	568	163.6%
Average # of Trips	2.25	2.20	2.3%	2.24	2.29	-2.2%	2.43	1.30	86.7%
TRAVEL METHOD									
Group Tour	2,957	2,826	4.6%	2,467	2,559	-3.6%	490	268	83.0%
Package	14,487	14,098	2.8%	12,870	13,027	-1.2%	1,617	1,071	51.1%
Group Tour & Pkg	1,890	1,747	8.2%	1,400	1,523	-8.1%	490	224	119.2%
True Independent	27,976	24,867	12.5%	25,419	22,641	12.3%	2,558	2,226	14.9%
ISLANDS VISITED									
O'ahu	30,911	28,507	8.4%	26,884	25,366	6.0%	4,027	3,141	28.2%
Mauai County	21,222	20,361	4.2%	19,647	18,328	7.2%	1,575	2,033	-22.5%
...Mauai	21,012	20,017	5.0%	19,436	18,118	7.3%	1,575	1,899	-17.0%
...Moloka'i	1,087	1,148	-5.4%	715	658	8.6%	372	490	-24.1%
...Lāna'i	470	480	-2.0%	441	446	-1.0%	28	34	-15.8%
Kaua'i	12,416	11,684	6.3%	11,477	10,691	7.4%	939	993	-5.4%
Hawai'i Island	16,551	15,084	9.7%	15,066	13,409	12.4%	1,485	1,676	-11.4%
...Hilo	8,103	7,571	7.0%	7,015	6,678	5.0%	1,088	894	21.8%
...Kona	13,534	12,078	12.1%	12,122	10,483	15.6%	1,412	1,595	-11.5%
LENGTH OF STAY									
O'ahu (days)	7.86	8.35	-6.0%	7.92	8.59	-7.8%	7.42	6.45	15.1%
Mauai (days)	8.12	7.44	9.1%	8.18	7.66	6.8%	7.36	5.35	37.6%
Moloka'i (days)	4.03	5.04	-20.0%	5.61	5.00	12.4%	1.00	5.11	-80.4%
Lāna'i (days)	3.45	3.67	-5.8%	3.29	3.87	-14.9%	6.00	1.00	500.0%
Kaua'i (days)	6.44	5.95	8.2%	6.68	6.11	9.4%	3.49	4.28	-18.3%
Hawai'i Island (days)	7.91	7.47	5.9%	8.16	7.81	4.4%	5.42	4.73	14.5%
...Hilo (days)	4.86	4.69	3.7%	5.05	5.05	0.0%	3.60	1.95	84.0%
...Kona (days)	6.77	6.39	5.8%	7.21	6.78	6.4%	2.92	3.88	-24.5%
Statewide (days)	14.48	14.41	0.5%	14.66	14.49	1.2%	12.78	13.51	-5.4%
ACCOMMODATIONS									
Hotel	30,291	29,084	4.1%	27,939	26,714	4.6%	2,352	2,370	-0.8%
...Hotel Only	23,770	22,879	3.9%	22,053	21,423	2.9%	1,716	1,456	17.9%
Condo	4,220	3,552	18.8%	4,041	3,240	24.7%	179	312	-42.7%
...Condo Only	2,216	1,931	14.8%	2,136	1,818	17.5%	80	113	-28.9%
Timeshare	657	654	0.4%	633	606	4.3%	24	48	-49.3%
...Timeshare Only	472	430	9.7%	448	383	17.1%	24	48	-49.3%
Rental House	3,917	3,603	8.7%	3,917	3,130	25.2%	0	473	-100.0%
Bed & Breakfast	4,027	3,118	29.1%	3,431	2,935	16.9%	596	183	225.5%
Cruise Ship	865	1,216	-28.9%	865	1,076	-19.6%	0	140	-100.0%
Friends or Relatives	3,866	3,367	14.8%	3,375	3,199	5.5%	490	168	191.5%
PURPOSE OF TRIP									
Pleasure (Net)	37,861	34,719	9.0%	34,245	31,500	8.7%	3,615	3,219	12.3%
....Vacation	34,745	31,804	9.2%	31,304	28,689	9.1%	3,441	3,116	10.4%
.....Honeymoon	3,481	3,270	6.5%	3,307	3,167	4.4%	174	103	68.5%
...Get Married	554	565	-1.9%	554	565	-1.9%	-	-	NA
MC&I (Net)	1,888	1,981	-4.7%	1,799	1,981	-9.2%	89	0	NA
....Convention/Conf.	1,031	1,230	-16.2%	970	1,230	-21.2%	61	0	NA
.....Corp. Meetings	275	222	23.7%	275	222	23.7%	-	0	NA
.....Incentive	661	580	14.0%	633	580	9.1%	28	0	NA
Other Business	739	509	45.1%	591	459	28.8%	148	51	193.3%
Visit Friends/Relatives	3,292	3,094	6.4%	3,121	3,012	3.6%	171	82	108.8%
Government/Military	69	142	-51.1%	69	142	-51.1%	-	0	NA
Attend School	252	259	-2.8%	252	259	-2.8%	-	0	NA
Sport Events	1,015	865	17.3%	1,015	865	17.3%	-	0	NA
Average Age	42			42			38		

NA = Not applicable

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 27: Oceania MMA Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	3,379,558	2,606,362	29.7%	528,557	431,872	22.4%	2,851,001	2,174,491	31.1%
Total Visitors	355,568	273,039	30.2%	73,765	59,815	23.3%	281,803	213,224	32.2%
PARTY SIZE									
One	32,341	24,196	33.7%	12,106	10,527	15.0%	20,235	13,670	48.0%
Two	173,232	135,686	27.7%	32,607	26,723	22.0%	140,625	108,963	29.1%
Three or more	149,995	113,156	32.6%	29,052	22,565	28.7%	120,943	90,591	33.5%
Avg Party Size	2.28	2.27	0.8%	2.06	1.93	7.1%	2.35	2.36	-0.5%
VISIT STATUS									
First-Time	191,776	153,109	25.3%	34,412	28,709	19.9%	157,364	124,400	26.5%
Repeat	163,791	119,929	36.6%	39,353	31,106	26.5%	124,439	88,824	40.1%
Average # of Trips	2.31	2.07	11.2%	2.54	2.56	-0.8%	2.25	1.94	15.9%
TRAVEL METHOD									
Group Tour	9,931	5,840	70.1%	1,373	1,295	6.0%	8,558	4,545	88.3%
Package	170,471	131,957	29.2%	34,103	28,191	21.0%	136,368	103,765	31.4%
Group Tour & Pkg	7,763	4,465	73.9%	1,039	934	11.2%	6,724	3,531	90.4%
True Independent	182,929	139,707	30.9%	39,328	31,262	25.8%	143,601	108,445	32.4%
ISLANDS VISITED									
O'ahu	342,717	260,317	31.7%	69,582	56,325	23.5%	273,136	203,993	33.9%
Maui County	74,396	51,339	44.9%	8,906	6,943	28.3%	65,490	44,396	47.5%
...Maui	73,744	50,625	45.7%	8,699	6,834	27.3%	65,046	43,791	48.5%
...Moloka'i	4,855	3,742	29.7%	285	202	40.7%	4,570	3,540	29.1%
...Lāna'i	5,646	4,240	33.1%	289	178	61.8%	5,357	4,062	31.9%
Kaua'i	31,777	22,807	39.3%	3,170	2,613	21.3%	28,607	20,194	41.7%
Hawai'i Island	58,939	45,749	28.8%	5,633	4,593	22.6%	53,306	41,155	29.5%
...Hilo	35,002	27,743	26.2%	2,500	1,982	26.1%	32,502	25,761	26.2%
...Kona	48,777	34,314	42.1%	4,471	3,665	22.0%	44,306	30,649	44.6%
LENGTH OF STAY									
O'ahu (days)	7.89	7.95	-0.7%	6.10	6.33	-3.6%	8.35	8.39	-0.5%
Maui (days)	4.50	4.96	-9.3%	6.25	5.62	11.3%	4.27	4.86	-12.2%
Moloka'i (days)	1.46	1.25	16.4%	4.19	2.14	95.8%	1.29	1.20	7.2%
Lāna'i (days)	1.35	1.75	-23.3%	2.87	2.89	-0.7%	1.26	1.70	-25.9%
Kaua'i (days)	3.30	3.82	-13.6%	5.19	4.95	4.8%	3.09	3.67	-15.8%
Hawai'i Island (days)	3.79	4.10	-7.5%	5.55	5.07	9.5%	3.60	3.99	-9.6%
...Hilo (days)	1.68	1.80	-6.8%	3.09	3.16	-2.3%	1.57	1.70	-7.4%
...Kona (days)	3.38	4.01	-15.8%	5.27	4.64	13.5%	3.18	3.93	-19.0%
Statewide (days)	9.50	9.55	-0.4%	7.17	7.22	-0.8%	10.12	10.20	-0.8%
ACCOMMODATIONS									
Hotel	321,668	246,369	30.6%	66,243	53,993	22.7%	255,425	192,376	32.8%
...Hotel Only	284,124	220,433	28.9%	62,963	51,383	22.5%	221,160	169,051	30.8%
Condo	29,836	23,277	28.2%	3,585	2,630	36.3%	26,251	20,647	27.1%
...Condo Only	15,869	13,222	20.0%	2,705	1,968	37.4%	13,164	11,254	17.0%
Timeshare	6,665	5,347	24.7%	1,056	913	15.7%	5,610	4,434	26.5%
...Timeshare Only	3,546	2,798	26.7%	718	643	11.7%	2,828	2,155	31.2%
Rental House	10,629	7,166	48.3%	1,691	1,220	38.6%	8,938	5,946	50.3%
Bed & Breakfast	2,983	1,318	126.3%	469	375	25.0%	2,515	943	166.6%
Cruise Ship	13,947	9,253	50.7%	1,307	1,016	28.7%	12,640	8,237	53.4%
Friends or Relatives	7,255	7,306	-0.7%	2,043	1,670	22.3%	5,212	5,636	-7.5%
PURPOSE OF TRIP									
Pleasure (Net)	331,268	256,340	29.2%	69,631	56,505	23.2%	261,637	199,836	30.9%
.....Vacation	310,933	237,355	31.0%	65,750	53,402	23.1%	245,183	183,953	33.3%
.....Honeymoon	19,404	17,990	10.3%	4,101	3,325	23.3%	15,303	14,265	7.3%
...Get Married	2,193	2,752	-20.3%	347	242	43.8%	1,846	2,510	-26.5%
MC&I (Net)	7,769	3,879	100.3%	1,095	791	38.4%	6,674	3,087	116.2%
.....Convention/Conf.	6,283	3,202	96.2%	715	579	23.6%	5,568	2,624	112.2%
.....Corp. Meetings	568	197	189.0%	213	136	56.5%	355	60	488.4%
.....Incentive	948	534	77.6%	197	93	111.5%	751	441	70.4%
Other Business	1,543	1,515	1.9%	654	507	29.2%	889	1,008	-11.9%
Visit Friends/Relatives	10,432	7,025	48.5%	2,085	1,590	31.1%	8,347	5,435	53.6%
Government/Military	432	345	25.3%	159	163	-2.7%	273	182	50.4%
Attend School	200	289	-30.9%	60	64	-7.5%	140	225	-37.7%
Sport Events	4,101	2,568	59.7%	409	433	-5.6%	3,692	2,135	72.9%
Average Age	45			45			45		
EXPENDITURES									
Total Expenditures (\$ mil.)	877.1	639.8	37.1%						
Per Person Per Day (\$)	259.5	245.5	5.7%						
Per Person Per Trip (\$)	2,466.8	2,343.4	5.3%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 28: Australia Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

AUSTRALIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	2,895,918	2,329,108	24.3%	456,092	387,873	17.6%	2,439,826	1,941,235	25.7%
Total Visitors	305,063	247,150	23.4%	64,297	54,423	18.1%	240,766	192,727	24.9%
PARTY SIZE									
One	26,777	20,691	29.4%	10,457	9,364	11.7%	16,321	11,327	44.1%
Two	148,102	124,199	19.2%	28,150	24,245	16.1%	119,952	99,955	20.0%
Three or more	130,184	102,260	27.3%	25,691	20,815	23.4%	104,493	81,445	28.3%
Avg Party Size	2.29	2.30	-0.1%	2.07	2.02	2.5%	2.36	2.37	-0.6%
VISIT STATUS									
First-Time	169,492	140,577	20.6%	30,746	26,535	15.9%	138,746	114,041	21.7%
Repeat	135,571	106,573	27.2%	33,551	27,887	20.3%	102,020	78,686	29.7%
Average # of Trips	2.24	2.02	11.1%	2.43	2.44	-0.2%	2.19	1.90	15.4%
TRAVEL METHOD									
Group Tour	8,097	4,930	64.2%	1,125	1,050	7.1%	6,972	3,880	79.7%
Package	150,001	121,819	23.1%	30,116	26,031	15.7%	119,885	95,788	25.2%
Group Tour & Pkg	6,299	4,093	53.9%	837	777	7.7%	5,462	3,315	64.7%
True Independent	153,263	124,493	23.1%	33,893	28,119	20.5%	119,370	96,374	23.9%
ISLANDS VISITED									
O'ahu	295,180	236,238	25.0%	61,021	51,645	18.2%	234,159	184,593	26.9%
Maui County	64,493	46,531	38.6%	7,755	6,113	26.9%	56,738	40,419	40.4%
...Maui	63,965	45,831	39.6%	7,585	6,017	26.1%	56,380	39,814	41.6%
...Moloka'i	4,419	3,461	27.7%	225	163	38.1%	4,194	3,298	27.2%
...Lāna'i	5,331	4,116	29.5%	242	149	62.3%	5,089	3,967	28.3%
Kaua'i	27,759	20,869	33.0%	2,617	2,194	19.3%	25,142	18,675	34.6%
Hawai'i Island	50,755	42,708	18.8%	4,852	4,070	19.2%	45,902	38,638	18.8%
...Hilo	31,751	26,119	21.6%	2,175	1,759	23.6%	29,576	24,360	21.4%
...Kona	41,645	31,691	31.4%	3,840	3,262	17.7%	37,805	28,428	33.0%
LENGTH OF STAY									
O'ahu (days)	7.94	7.91	0.3%	6.06	6.30	-3.9%	8.43	8.36	0.8%
Maui (days)	4.31	4.64	-7.3%	6.11	5.33	14.7%	4.06	4.54	-10.5%
Moloka'i (days)	1.42	1.26	12.6%	3.31	2.09	58.3%	1.31	1.22	8.0%
Lāna'i (days)	1.28	1.77	-27.5%	3.09	3.03	1.8%	1.20	1.72	-30.4%
Kaua'i (days)	3.03	3.57	-15.2%	4.92	4.54	8.4%	2.83	3.45	-18.1%
Hawai'i Island (days)	3.57	3.78	-5.7%	5.34	4.83	10.5%	3.38	3.67	-7.9%
...Hilo (days)	1.58	1.78	-11.4%	3.04	3.08	-1.1%	1.47	1.69	-12.8%
...Kona (days)	3.14	3.62	-13.3%	5.02	4.37	14.9%	2.95	3.54	-16.6%
Statewide (days)	9.49	9.42	0.7%	7.09	7.13	-0.5%	10.13	10.07	0.6%
ACCOMMODATIONS									
Hotel	279,863	226,720	23.4%	58,495	49,817	17.4%	221,368	176,903	25.1%
...Hotel Only	249,415	203,761	22.4%	55,673	47,535	17.1%	193,742	156,226	24.0%
Condo	22,148	19,330	14.6%	2,835	2,156	31.5%	19,313	17,174	12.5%
...Condo Only	12,039	10,599	13.6%	2,107	1,619	30.1%	9,932	8,980	10.6%
Timeshare	5,212	3,789	37.5%	819	720	13.7%	4,393	3,069	43.1%
...Timeshare Only	2,858	1,982	44.2%	573	503	13.9%	2,285	1,479	54.5%
Rental House	7,876	6,050	30.2%	1,421	1,003	41.7%	6,455	5,047	27.9%
Bed & Breakfast	2,606	1,217	114.2%	373	342	9.0%	2,234	875	155.2%
Cruise Ship	12,827	8,707	47.3%	1,208	928	30.2%	11,619	7,779	49.4%
Friends or Relatives	4,773	5,076	-6.0%	1,416	1,218	16.2%	3,357	3,858	-13.0%
PURPOSE OF TRIP									
Pleasure (Net)	286,726	234,377	22.3%	61,107	51,700	18.2%	225,619	182,677	23.5%
....Vacation	268,876	216,642	24.1%	57,538	48,776	18.0%	211,337	167,866	25.9%
....Honeymoon	17,118	16,548	3.4%	3,741	3,136	19.3%	13,377	13,412	-0.3%
...Get Married	1,887	2,496	-24.4%	286	206	39.1%	1,601	2,291	-30.1%
MC&I (Net)	5,713	2,929	95.1%	869	661	31.5%	4,844	2,268	113.6%
....Convention/Conf.	4,362	2,322	87.8%	580	495	17.3%	3,782	1,828	106.9%
....Corp. Meetings	505	163	209.1%	150	103	45.8%	355	60	488.4%
....Incentive	861	488	76.3%	154	71	117.0%	707	418	69.4%
Other Business	938	1,072	-12.5%	474	360	31.5%	464	712	-34.8%
Visit Friends/Relatives	6,512	5,360	21.5%	1,482	1,229	20.6%	5,030	4,131	21.8%
Government/Military	330	275	19.9%	126	132	-4.2%	204	144	42.0%
Attend School	118	196	-39.9%	43	43	-0.5%	75	153	-51.1%
Sport Events	3,170	1,697	86.8%	334	348	-4.1%	2,836	1,349	110.2%
Average Age	44			45			44		

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 29: New Zealand Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

NEW ZEALAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	483,639	277,254	74.4%	72,465	43,998	64.7%	411,174	233,256	76.3%
Total Visitors	50,505	25,889	95.1%	9,468	5,392	75.6%	41,037	20,497	100.2%
PARTY SIZE									
One	5,564	3,506	58.7%	1,649	1,163	41.8%	3,914	2,343	67.1%
Two	25,130	11,486	118.8%	4,457	2,478	79.8%	20,673	9,008	129.5%
Three or more	19,811	10,897	81.8%	3,361	1,751	92.0%	16,450	9,146	79.9%
Avg Party Size	2.22	2.20	0.9%	2.00	2.04	-1.6%	2.28	2.25	1.5%
VISIT STATUS									
First-Time	22,284	12,532	77.8%	3,666	2,174	68.7%	18,618	10,359	79.7%
Repeat	28,220	13,356	111.3%	5,802	3,218	80.3%	22,419	10,138	121.1%
Average # of Trips	2.69	2.60	3.6%	3.28	3.79	-13.6%	2.56	2.29	11.9%
TRAVEL METHOD									
Group Tour	1,833	909	101.6%	247	245	1.1%	1,586	665	138.6%
Package	20,470	10,137	101.9%	3,987	2,160	84.5%	16,483	7,977	106.6%
Group Tour & Pkg	1,464	372	293.7%	201	156	28.9%	1,262	216	485.7%
True Independent	29,666	15,214	95.0%	5,435	3,143	72.9%	24,231	12,071	100.7%
ISLANDS VISITED									
O'ahu	47,538	24,079	97.4%	8,561	4,680	82.9%	38,977	19,400	100.9%
Mauai County	9,903	4,807	106.0%	1,151	830	38.6%	8,752	3,977	120.1%
...Mauai	9,780	4,794	104.0%	1,114	817	36.3%	8,666	3,977	117.9%
...Moloka'i	436	281	55.2%	60	39	51.8%	376	241	55.8%
...Lāna'i	314	124	153.3%	47	30	59.0%	267	95	182.8%
Kaua'i	4,017	1,938	107.3%	553	419	31.9%	3,465	1,519	128.1%
Hawai'i Island	8,185	3,041	169.2%	781	523	49.3%	7,404	2,518	194.1%
...Hilo	3,251	1,624	100.2%	325	223	45.9%	2,926	1,401	108.8%
...Kona	7,132	2,623	171.9%	631	403	56.6%	6,501	2,220	192.8%
LENGTH OF STAY									
O'ahu (days)	7.62	8.30	-8.1%	6.41	6.60	-2.9%	7.89	8.71	-9.4%
Mauai (days)	5.77	7.98	-27.8%	7.22	7.74	-6.7%	5.58	8.03	-30.6%
Moloka'i (days)	1.89	1.19	59.2%	7.49	2.35	219.5%	1.00	1.00	0.0%
Lāna'i (days)	2.40	1.28	87.6%	1.75	2.18	-19.6%	2.52	1.00	151.7%
Kaua'i (days)	5.19	6.52	-20.4%	6.49	7.12	-8.9%	4.98	6.35	-21.5%
Hawai'i Island (days)	5.19	8.57	-39.5%	6.91	6.94	-0.5%	5.01	8.91	-43.8%
...Hilo (days)	2.64	2.09	26.5%	3.40	3.82	-11.1%	2.56	1.81	41.1%
...Kona (days)	4.75	8.65	-45.0%	6.80	6.89	-1.4%	4.55	8.96	-49.2%
Statewide (days)	9.58	10.71	-10.6%	7.65	8.16	-6.2%	10.02	11.38	-12.0%
ACCOMMODATIONS									
Hotel	41,805	19,649	112.8%	7,748	4,176	85.5%	34,058	15,474	120.1%
...Hotel Only	34,709	16,672	108.2%	7,290	3,848	89.5%	27,419	12,825	113.8%
Condo	7,688	3,947	94.8%	751	474	58.5%	6,938	3,473	99.7%
...Condo Only	3,830	2,623	46.0%	598	349	71.5%	3,232	2,274	42.1%
Timeshare	1,453	1,557	-6.7%	236	192	22.9%	1,217	1,365	-10.9%
...Timeshare Only	688	815	-15.7%	145	140	3.9%	542	676	-19.7%
Rental House	2,753	1,116	146.7%	270	217	24.6%	2,482	899	176.2%
Bed & Breakfast	377	101	272.8%	96	33	188.7%	281	68	314.0%
Cruise Ship	1,120	546	105.0%	98	88	12.0%	1,021	458	122.8%
Friends or Relatives	2,482	2,230	11.3%	627	452	38.5%	1,855	1,777	4.4%
PURPOSE OF TRIP									
Pleasure (Net)	44,542	21,964	102.8%	8,524	4,805	77.4%	36,018	17,159	109.9%
....Vacation	42,058	20,713	103.0%	8,212	4,626	77.5%	33,846	16,087	110.4%
.....Honeymoon	2,286	1,042	119.3%	359	189	89.8%	1,926	853	125.9%
....Get Married	307	255	20.2%	61	36	70.9%	245	219	11.8%
MC&I (Net)	2,056	950	116.4%	226	131	73.2%	1,830	820	123.3%
....Convention/Conf.	1,921	880	118.3%	135	84	60.8%	1,787	796	124.3%
.....Corp. Meetings	63	33	90.0%	63	33	90.0%	0	0	NA
.....Incentive	87	46	91.2%	44	23	94.5%	44	23	88.0%
Other Business	605	443	36.7%	181	146	23.4%	425	296	43.3%
Visit Friends/Relatives	3,921	1,666	135.4%	603	361	67.0%	3,317	1,305	154.3%
Government/Military	102	70	46.7%	33	32	3.6%	69	38	82.6%
Attend School	82	93	-11.9%	16	21	-21.9%	65	72	-9.0%
Sport Events	931	871	6.9%	76	85	-11.4%	855	786	8.8%
Average Age	47			48			47		

NA = Not applicable

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 30: Other Asia MMA Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	2,274,522	1,952,920	16.5%	375,776	282,293	33.1%	1,898,746	1,161,542	63.5%
Total Visitors	335,072	289,977	15.6%	56,786	42,901	32.4%	278,286	168,127	65.5%
PARTY SIZE									
One	27,087	23,918	13.3%	11,377	8,976	26.8%	15,710	10,360	51.6%
Two	150,960	123,635	22.1%	18,327	11,701	56.6%	132,633	78,032	70.0%
Three or more	157,024	142,425	10.3%	27,081	22,223	21.9%	129,943	79,735	63.0%
Avg Party Size	2.43	2.42	0.5%	2.10	2.19	-4.4%	2.52	2.62	-3.9%
VISIT STATUS									
First-Time	271,306	243,380	11.5%	41,206	31,032	32.8%	230,100	141,216	62.9%
Repeat	63,766	46,597	36.8%	15,580	11,869	31.3%	48,186	26,911	79.1%
Average # of Trips	1.60	1.48	8.1%	2.34	2.38	-1.5%	1.44	1.38	5.0%
TRAVEL METHOD									
Group Tour	106,873	112,922	-5.4%	20,694	17,805	16.2%	86,179	63,831	35.0%
Package	212,138	197,288	7.5%	31,139	25,342	22.9%	180,999	119,981	50.9%
Group Tour & Pkg	97,955	105,385	-7.1%	17,274	14,899	15.9%	80,681	60,487	33.4%
True Independent	114,015	85,152	33.9%	22,227	14,652	51.7%	91,789	44,801	104.9%
ISLANDS VISITED									
O'ahu	321,001	274,279	17.0%	51,141	38,541	32.7%	269,860	156,767	72.1%
Maui County	74,104	64,122	15.6%	8,787	6,422	36.8%	65,316	42,759	52.8%
...Maui	72,956	62,468	16.8%	8,469	6,114	38.5%	64,487	41,811	54.2%
...Moloka'i	1,894	1,953	-3.0%	470	362	29.8%	1,423	1,655	-14.0%
...Lāna'i	1,581	1,095	44.4%	370	345	7.4%	1,211	1,563	-22.5%
Kaua'i	10,394	7,134	45.7%	2,691	2,079	29.4%	7,703	5,472	40.8%
Hawai'i Island	43,194	35,399	22.0%	7,255	4,785	51.6%	35,939	22,275	61.3%
...Hilo	22,051	19,179	15.0%	3,294	2,308	42.8%	18,757	11,530	62.7%
...Kona	29,120	23,469	24.1%	5,266	3,336	57.8%	23,854	15,790	51.1%
LENGTH OF STAY									
O'ahu (days)	5.84	5.77	1.4%	5.44	4.91	10.6%	5.92	5.81	2.0%
Maui (days)	2.74	2.93	-6.6%	4.95	7.25	-31.7%	2.45	2.71	-9.6%
Moloka'i (days)	1.92	2.60	-26.2%	3.02	3.75	-19.5%	1.56	14.37	-89.2%
Lāna'i (days)	2.04	1.91	6.9%	3.21	3.44	-6.7%	1.68	15.73	-89.3%
Kaua'i (days)	3.54	4.38	-19.1%	5.69	6.92	-17.7%	2.79	3.75	-25.5%
Hawai'i Island (days)	3.59	4.24	-15.4%	5.23	6.62	-21.0%	3.25	3.10	5.0%
...Hilo (days)	2.17	2.11	2.9%	3.55	4.01	-11.4%	1.92	1.86	3.4%
...Kona (days)	3.68	4.67	-21.2%	4.99	6.73	-25.8%	3.39	3.01	12.5%
Statewide (days)	6.79	6.73	0.8%	6.62	6.58	0.6%	6.82	6.91	-1.2%
ACCOMMODATIONS									
Hotel	304,292	266,389	14.2%	48,983	36,822	33.0%	255,309	153,256	66.6%
...Hotel Only	291,419	256,367	13.7%	46,217	34,842	32.6%	245,203	146,961	66.8%
Condo	19,124	11,353	68.4%	2,183	1,768	23.5%	16,940	8,427	101.0%
...Condo Only	11,215	7,157	56.7%	1,497	1,262	18.6%	9,718	4,877	99.3%
Timeshare	2,386	2,356	1.3%	1,115	881	26.6%	1,271	982	29.4%
...Timeshare Only	1,393	1,477	-5.7%	854	649	31.5%	539	513	5.1%
Rental House	5,626	2,999	87.6%	1,630	958	70.1%	3,996	2,085	91.6%
Bed & Breakfast	3,351	2,518	33.1%	982	907	8.4%	2,368	2,096	13.0%
Cruise Ship	1,325	1,891	-29.9%	525	565	-7.1%	800	1,104	-27.6%
Friends or Relatives	11,145	10,354	7.6%	3,200	2,489	28.6%	7,944	6,761	17.5%
PURPOSE OF TRIP									
Pleasure (Net)	295,584	251,012	17.8%	48,496	34,396	41.0%	247,089	139,428	77.2%
.....Vacation	212,093	176,799	20.0%	45,394	32,351	40.3%	166,699	83,983	98.5%
.....Honeymoon	82,197	73,403	12.0%	3,171	2,144	47.9%	79,026	55,276	43.0%
...Get Married	2,573	1,610	59.8%	404	317	27.4%	2,170	1,480	46.5%
MC&I (Net)	21,714	20,993	3.4%	3,070	2,801	9.6%	18,644	15,849	17.6%
.....Convention/Conf.	9,789	9,782	0.1%	1,300	1,361	-4.5%	8,489	7,741	9.7%
.....Corp. Meetings	4,406	2,285	92.8%	540	603	-10.5%	3,866	4,769	-18.9%
.....Incentive	8,445	9,108	-7.3%	1,332	920	44.8%	7,113	3,899	82.4%
Other Business	5,965	7,350	-18.8%	1,877	2,959	-36.6%	4,088	5,416	-24.5%
Visit Friends/Relatives	9,930	9,259	7.2%	3,225	2,675	20.5%	6,705	4,560	47.0%
Government/Military	1,438	1,586	-9.3%	416	769	-45.9%	1,022	985	3.8%
Attend School	1,689	1,634	3.4%	186	241	-22.8%	1,503	1,172	28.2%
Sport Events	1,665	405	311.0%	299	175	70.5%	1,366	175	679.9%
Average Age	38			39			38		
EXPENDITURES									
Total Expenditures (\$ mil.)	710.8	598.9	18.7%						
Per Person Per Day (\$)	312.5	306.7	1.9%						
Per Person Per Trip (\$)	2,121.3	2,065.5	2.7%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 31: Korea Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

KOREA	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	1,235,622	1,078,814	14.5%	74,444	76,845	-3.1%	1,161,178	1,001,968	15.9%
Total Visitors	177,113	153,338	15.5%	10,049	8,762	14.7%	167,064	144,576	15.6%
PARTY SIZE									
One	9,346	8,139	14.8%	2,253	1,931	16.7%	7,093	6,208	14.3%
Two	101,072	89,456	13.0%	4,082	3,328	22.7%	96,990	86,129	12.6%
Three or more	66,695	55,743	19.6%	3,714	3,504	6.0%	62,981	52,240	20.6%
Avg Party Size	2.35	2.34	0.6%	1.92	1.82	5.4%	2.38	2.37	0.6%
VISIT STATUS									
First-Time	146,585	130,799	12.1%	6,031	5,246	15.0%	140,554	125,554	11.9%
Repeat	30,528	22,539	35.4%	4,018	3,516	14.3%	26,510	19,022	39.4%
Average # of Trips	1.47	1.35	8.7%	2.73	2.96	-7.9%	1.39	1.25	11.2%
TRAVEL METHOD									
Group Tour	37,643	41,870	-10.1%	2,212	1,783	24.0%	35,432	40,086	-11.6%
Package	108,329	99,790	8.6%	3,940	3,634	8.4%	104,389	96,155	8.6%
Group Tour & Pkg	33,918	39,136	-13.3%	1,823	1,506	21.1%	32,095	37,630	-14.7%
True Independent	65,059	50,815	28.0%	5,721	4,850	17.9%	59,338	45,964	29.1%
ISLANDS VISITED									
O'ahu	173,088	147,039	17.7%	8,973	7,468	20.2%	164,115	139,571	17.6%
Maui County	46,629	43,611	6.9%	1,434	1,515	-5.3%	45,195	42,096	7.4%
...Maui	46,314	43,413	6.7%	1,399	1,494	-6.3%	44,915	41,920	7.1%
...Moloka'i	739	363	103.9%	41	23	82.9%	698	340	105.3%
...Lāna'i	345	291	18.7%	35	26	31.8%	311	265	17.4%
Kaua'i	5,060	2,503	102.1%	516	532	-2.9%	4,543	1,972	130.4%
Hawai'i Island	15,430	13,392	15.2%	844	878	-3.9%	14,587	12,514	16.6%
...Hilo	9,244	8,163	13.2%	305	306	-0.4%	8,939	7,857	13.8%
...Kona	8,767	7,598	15.4%	693	696	-0.4%	8,073	6,902	17.0%
LENGTH OF STAY									
O'ahu (days)	6.10	6.04	1.1%	6.13	7.35	-16.6%	6.10	5.97	2.3%
Maui (days)	2.37	2.43	-2.6%	5.98	4.97	20.4%	2.25	2.34	-3.7%
Moloka'i (days)	1.28	1.50	-14.4%	6.00	3.73	60.9%	1.00	1.35	-25.8%
Lāna'i (days)	1.72	2.43	-29.4%	3.49	4.78	-27.0%	1.52	2.20	-30.9%
Kaua'i (days)	2.65	4.35	-39.0%	6.65	7.79	-14.7%	2.20	3.42	-35.7%
Hawai'i Island (days)	3.54	5.49	-35.5%	8.62	11.62	-25.8%	3.25	5.06	-35.8%
...Hilo (days)	1.73	2.00	-13.7%	4.89	9.21	-46.9%	1.62	1.72	-5.8%
...Kona (days)	4.41	7.52	-41.4%	8.35	10.61	-21.3%	4.07	7.21	-43.5%
Statewide (days)	6.98	7.04	-0.8%	7.41	8.77	-15.5%	6.95	6.93	0.3%
ACCOMMODATIONS									
Hotel	163,148	143,177	13.9%	7,811	6,777	15.3%	155,337	136,400	13.9%
...Hotel Only	157,844	138,792	13.7%	7,398	6,473	14.3%	150,446	132,320	13.7%
Condo	9,087	5,743	58.2%	604	572	5.6%	8,483	5,170	64.1%
...Condo Only	5,496	3,557	54.5%	444	442	0.5%	5,052	3,115	62.2%
Timeshare	679	517	31.4%	217	211	3.1%	462	306	50.8%
...Timeshare Only	333	256	29.8%	167	154	8.9%	166	103	61.2%
Rental House	2,192	1,039	111.0%	389	283	37.3%	1,804	756	138.6%
Bed & Breakfast	1,262	595	112.2%	166	50	232.0%	1,095	545	101.1%
Cruise Ship	561	560	0.1%	64	80	-20.4%	497	480	3.5%
Friends or Relatives	5,208	5,031	3.5%	926	838	10.5%	4,282	4,194	2.1%
PURPOSE OF TRIP									
Pleasure (Net)	161,981	137,317	18.0%	8,182	6,997	16.9%	153,799	130,320	18.0%
....Vacation	89,263	70,610	26.4%	6,848	5,735	19.4%	82,415	64,875	27.0%
....Honeymoon	71,963	66,296	8.5%	1,303	1,220	6.8%	70,660	65,076	8.6%
...Get Married	1,020	589	73.1%	79	78	1.3%	941	512	84.1%
MC&I (Net)	8,217	9,218	-10.9%	539	481	11.9%	7,679	8,736	-12.1%
....Convention/Conf.	4,205	4,726	-11.0%	237	245	-3.3%	3,968	4,480	-11.4%
....Corp. Meetings	1,261	612	106.2%	87	73	18.4%	1,175	539	118.1%
....Incentive	2,929	3,968	-26.2%	234	170	37.6%	2,694	3,798	-29.1%
Other Business	1,275	1,132	12.7%	251	262	-4.3%	1,024	869	17.8%
Visit Friends/Relatives	4,327	3,712	16.6%	980	885	10.7%	3,347	2,827	18.4%
Government/Military	633	446	42.1%	128	126	1.1%	506	319	58.3%
Attend School	1,099	910	20.8%	51	77	-33.2%	1,048	834	25.7%
Sport Events	154	227	-31.9%	57	52	8.0%	98	174	-43.9%
Average Age	37			41			36		

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 32: China Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

CHINA	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2,013	2012	% Change
Total Visitor Days	773,942	699,703	10.6%	238,935	250,595	-4.7%	535,007	449,109	19.1%
Total Visitors	125,011	116,866	7.0%	39,768	42,843	-7.2%	85,243	74,023	15.2%
PARTY SIZE									
One	12,382	11,508	7.6%	7,235	7,994	-9.5%	5,147	3,514	46.5%
Two	38,666	26,939	43.5%	11,894	10,995	8.2%	26,772	15,944	67.9%
Three or more	73,962	78,418	-5.7%	20,639	23,853	-13.5%	53,323	54,565	-2.3%
Avg Party Size	2.62	2.97	-11.6%	2.20	1.97	11.6%	2.88	3.54	-18.6%
VISIT STATUS									
First-Time	106,436	100,866	5.5%	31,944	34,659	-7.8%	74,492	66,208	12.5%
Repeat	18,574	15,999	16.1%	7,823	8,184	-4.4%	10,751	7,815	37.6%
Average # of Trips	1.47	1.44	1.8%	1.90	1.86	2.4%	1.26	1.20	5.4%
TRAVEL METHOD									
Group Tour	63,620	68,613	-7.3%	17,997	22,177	-18.8%	45,623	46,436	-1.8%
Package	88,856	89,453	-0.7%	25,090	28,050	-10.6%	63,766	61,403	3.8%
Group Tour & Pkg	58,750	64,064	-8.3%	15,103	18,650	-19.0%	43,647	45,414	-3.9%
True Independent	31,284	22,863	36.8%	11,783	11,265	4.6%	19,501	11,598	68.1%
ISLANDS VISITED									
O'ahu	118,637	109,729	8.1%	36,929	39,953	-7.6%	81,708	69,776	17.1%
Mauai County	19,515	16,726	16.7%	5,720	5,561	2.9%	13,795	11,165	23.6%
...Mauai	18,789	15,343	22.5%	5,489	5,286	3.8%	13,300	10,057	32.3%
...Moloka'i	1,034	1,560	-33.7%	370	350	5.7%	664	1,209	-45.1%
...Lāna'i	718	641	12.1%	254	270	-5.7%	464	371	25.0%
Kaua'i	3,568	3,828	-6.8%	1,373	1,511	-9.1%	2,194	2,317	-5.3%
Hawai'i Island	19,944	17,929	11.2%	5,182	4,472	15.9%	14,762	13,456	9.7%
...Hilo	8,967	8,475	5.8%	2,475	2,239	10.5%	6,492	6,236	4.1%
...Kona	14,296	13,183	8.4%	3,644	3,060	19.1%	10,652	10,123	5.2%
LENGTH OF STAY									
O'ahu (days)	5.34	5.12	4.3%	5.05	5.04	0.1%	5.47	5.16	6.0%
Mauai (days)	3.09	3.92	-21.2%	4.16	4.08	1.9%	2.65	3.84	-30.9%
Moloka'i (days)	2.14	2.86	-25.1%	2.53	4.15	-39.1%	1.93	2.49	-22.4%
Lāna'i (days)	1.92	1.55	23.6%	2.85	1.79	59.8%	1.41	1.39	1.8%
Kaua'i (days)	3.87	4.19	-7.6%	4.57	5.00	-8.5%	3.43	3.67	-6.4%
Hawai'i Island (days)	3.26	3.14	3.7%	4.18	4.03	3.9%	2.94	2.85	3.0%
...Hilo (days)	1.97	1.84	7.3%	2.77	2.56	7.9%	1.67	1.58	5.7%
...Kona (days)	3.31	3.10	7.0%	4.07	4.01	1.4%	3.05	2.82	8.3%
Statewide (days)	6.19	5.99	3.4%	6.01	5.85	2.7%	6.28	6.07	3.4%
ACCOMMODATIONS									
Hotel	115,742	108,573	6.6%	36,386	39,135	-7.0%	79,356	69,438	14.3%
...Hotel Only	110,763	104,507	6.0%	34,423	37,233	-7.5%	76,340	67,274	13.5%
Condo	6,116	4,059	50.7%	923	1,038	-11.1%	5,193	3,021	71.9%
...Condo Only	3,759	2,621	43.4%	587	640	-8.3%	3,171	1,981	60.1%
Timeshare	969	1,057	-8.3%	534	535	-0.2%	435	521	-16.6%
...Timeshare Only	703	707	-0.6%	382	408	-6.4%	321	300	7.2%
Rental House	1,667	1,504	10.9%	860	740	16.3%	807	764	5.6%
Bed & Breakfast	1,523	1,582	-3.7%	673	928	-27.5%	850	654	29.9%
Cruise Ship	602	1,081	-44.3%	391	468	-16.4%	211	613	-65.6%
Friends or Relatives	2,715	2,387	13.7%	1,436	1,378	4.2%	1,279	1,009	26.8%
PURPOSE OF TRIP									
Pleasure (Net)	109,136	99,916	9.2%	34,917	36,374	-4.0%	74,219	63,542	16.8%
....Vacation	100,982	93,904	7.5%	33,497	35,085	-4.5%	67,485	58,819	14.7%
....Honeymoon	7,793	5,581	39.6%	1,515	1,408	7.6%	6,278	4,173	50.4%
....Get Married	1,250	914	36.8%	228	190	20.3%	1,022	724	41.1%
MC&I (Net)	9,656	8,709	10.9%	2,055	2,276	-9.7%	7,601	6,433	18.2%
....Convention/Conf.	3,712	3,064	21.1%	808	922	-12.3%	2,904	2,143	35.5%
....Corp. Meetings	1,990	1,223	62.7%	365	398	-8.4%	1,625	825	96.9%
....Incentive	4,404	4,458	-1.2%	935	985	-5.1%	3,468	3,473	-0.1%
Other Business	3,842	5,618	-31.6%	1,293	2,581	-49.9%	2,549	3,037	-16.1%
Visit Friends/Relatives	2,697	2,722	-0.9%	1,412	1,462	-3.4%	1,285	1,261	1.9%
Government/Military	706	933	-24.3%	225	578	-61.1%	481	355	35.6%
Attend School	412	522	-21.1%	84	112	-25.1%	328	409	-20.0%
Sport Events	236	124	90.0%	171	116	47.3%	65	8	711.2%
Average Age	39			38			40		

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 33: Taiwan Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

TAIWAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2,013	2012	% Change
Total Visitor Days	173,622	78,816	120.3%	23,301	11,158	108.8%	150,321	67,658	122.2%
Total Visitors	22,679	8,769	158.6%	2,760	1,908	44.7%	19,919	6,861	190.3%
PARTY SIZE									
One	3,050	1,727	76.6%	784	620	26.4%	2,266	1,107	104.7%
Two	7,403	3,004	146.5%	952	667	42.7%	6,451	2,336	176.1%
Three or more	12,226	4,037	202.8%	1,024	620	65.1%	11,202	3,417	227.8%
Avg Party Size	2.44	2.21	10.3%	1.81	2.19	-17.5%	2.56	2.21	15.6%
VISIT STATUS									
First-Time	13,680	5,060	170.3%	1,365	986	38.4%	12,315	4,074	202.3%
Repeat	8,999	3,709	142.7%	1,395	922	51.4%	7,604	2,787	172.8%
Average # of Trips	2.02	2.50	-19.1%	3.70	3.86	-4.1%	1.79	2.12	-15.6%
TRAVEL METHOD									
Group Tour	4,858	980	395.6%	193	183	5.5%	4,665	797	485.1%
Package	11,958	3,786	215.9%	952	727	30.9%	11,006	3,059	259.8%
Group Tour & Pkg	4,611	901	411.7%	120	117	2.3%	4,491	784	472.8%
True Independent	10,473	4,904	113.6%	1,734	1,114	55.6%	8,739	3,789	130.6%
ISLANDS VISITED									
O'ahu	20,774	7,852	164.6%	2,189	1,512	44.8%	18,585	6,340	193.1%
Maui County	5,917	1,633	262.3%	576	380	51.5%	5,340	1,253	326.3%
...Maui	5,842	1,621	260.4%	556	368	50.9%	5,286	1,253	321.9%
...Moloka'i	75	11	572.3%	13	11	18.1%	61	0	NA
...Lāna'i	454	89	408.5%	17	19	-8.7%	437	70	520.9%
Kaua'i	771	380	102.9%	283	142	98.8%	489	238	105.3%
Hawai'i Island	5,848	1,699	244.2%	418	344	21.7%	5,429	1,355	300.6%
...Hilo	3,025	794	280.9%	193	162	18.9%	2,832	632	348.1%
...Kona	4,518	1,335	238.5%	294	261	12.4%	4,224	1,073	293.5%
LENGTH OF STAY									
O'ahu (days)	5.93	7.35	-19.4%	6.35	7.88	-19.4%	5.88	7.20	-18.4%
Maui (days)	3.54	3.88	-8.9%	7.02	6.04	16.3%	3.17	3.26	-2.9%
Moloka'i (days)	NA	1.16	NA	NA	1.72	NA	NA	1.00	NA
Lāna'i (days)	NA	2.68	NA	NA	2.52	NA	NA	2.73	NA
Kaua'i (days)	4.51	3.42	32.0%	6.14	6.25	-1.8%	3.57	2.60	37.0%
Hawai'i Island (days)	4.26	3.93	8.4%	8.44	5.85	44.2%	3.94	3.38	16.5%
...Hilo (days)	NA	3.00	NA	NA	3.64	NA	NA	2.81	NA
...Kona (days)	3.09	3.03	2.0%	6.74	5.44	24.0%	2.83	2.34	21.2%
Statewide (days)	7.66	8.68	-11.8%	8.44	8.96	-5.8%	7.55	8.60	-12.2%
ACCOMMODATIONS									
Hotel	17,889	6,405	179.3%	1,917	1,374	39.5%	15,972	5,031	217.5%
...Hotel Only	16,243	5,432	199.0%	1,778	1,271	39.9%	14,465	4,160	247.7%
Condo	2,769	900	207.7%	248	95	160.4%	2,520	805	213.3%
...Condo Only	1,207	480	151.1%	177	78	128.2%	1,029	403	155.6%
Timeshare	349	600	-41.8%	164	76	116.8%	185	525	-64.8%
...Timeshare Only	156	401	-61.3%	132	53	148.6%	23	348	-93.3%
Rental House	1,292	159	714.2%	121	90	34.5%	1,172	69	1597.7%
Bed & Breakfast	437	218	100.1%	54	57	-5.1%	382	161	137.5%
Cruise Ship	23	190	-88.1%	23	16	43.2%	0	174	-100.0%
Friends or Relatives	1,913	1,077	77.7%	332	244	36.0%	1,581	832	90.0%
PURPOSE OF TRIP									
Pleasure (Net)	16,812	6,608	154.4%	2,124	1,431	48.5%	14,688	5,178	183.7%
....Vacation	14,929	5,563	168.4%	1,949	1,365	42.7%	12,980	4,198	209.2%
....Honeymoon	1,792	1,012	77.0%	173	75	130.5%	1,618	937	72.7%
....Get Married	182	63	186.9%	70	21	238.9%	112	43	161.9%
MC&I (Net)	2,775	1,266	119.2%	207	153	35.3%	2,568	1,113	130.7%
....Convention/Conf.	1,230	1,038	18.4%	126	86	46.1%	1,104	952	15.9%
....Corp. Meetings	800	158	407.6%	32	35	-6.9%	767	123	525.3%
....Incentive	771	107	620.2%	74	36	103.4%	697	71	885.2%
Other Business	346	339	2.0%	136	76	77.5%	211	263	-19.9%
Visit Friends/Relatives	1,748	1,058	65.1%	323	258	25.2%	1,425	801	78.0%
Government/Military	60	95	-37.2%	24	41	-41.9%	36	54	-33.7%
Attend School	78	124	-36.9%	22	35	-38.1%	57	89	-36.4%
Sport Events	1,192	28	4220.5%	20	14	37.4%	1,172	13	8697.2%
Average Age	41			41			41		

NA = Not applicable
Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 34: Latin America MMA Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	333,980	309,111	8.0%	324,054	292,149	10.9%	9,926	16,962	-41.5%
Total Visitors	30,265	25,519	18.6%	28,898	24,576	17.6%	1,367	943	45.0%
PARTY SIZE									
One	6,575	6,080	8.1%	6,395	5,921	8.0%	180	159	13.1%
Two	11,971	10,469	14.3%	11,343	9,750	16.3%	628	720	-12.7%
Three or more	11,719	8,970	30.7%	11,160	8,905	25.3%	559	65	767.3%
Avg Party Size	1.95	3.40	-42.7%	1.94	1.62	19.6%	2.16	1.78	21.0%
VISIT STATUS									
First-Time	22,169	18,243	21.5%	20,802	17,316	20.1%	1,367	927	47.4%
Repeat	8,096	7,275	11.3%	8,096	7,260	11.5%	0	16	-100.0%
Average # of Trips	2.06	2.12	-3.1%	2.11	2.16	-2.6%	1.00	1.03	-3.2%
TRAVEL METHOD									
Group Tour	2,976	2,306	29.1%	2,785	2,306	20.8%	190	0	NA
Package	12,295	9,604	28.0%	11,498	9,604	19.7%	797	0	NA
Group Tour & Pkg	2,244	1,686	33.1%	2,053	1,686	21.8%	190	0	NA
True Independent	17,238	15,295	12.7%	16,668	14,352	16.1%	570	943	-39.6%
ISLANDS VISITED									
O'ahu	23,666	19,518	21.2%	22,447	18,575	20.8%	1,219	943	29.2%
Maui County	10,446	9,454	10.5%	10,205	9,188	11.1%	241	266	-9.5%
...Maui	10,318	9,284	11.1%	10,077	9,018	11.7%	241	266	-9.5%
...Moloka'i	342	292	17.1%	342	279	22.7%	0	13	-100.0%
...Lāna'i	380	350	8.8%	380	336	13.1%	0	13	-100.0%
Kaua'i	4,010	3,359	19.4%	3,842	3,200	20.1%	167	159	5.3%
Hawai'i Island	6,789	5,523	22.9%	6,422	5,322	20.7%	367	201	82.5%
...Hilo	2,835	2,413	17.5%	2,668	2,212	20.6%	167	201	-16.7%
...Kona	5,707	4,415	29.3%	5,340	4,415	21.0%	367	0	NA
LENGTH OF STAY									
O'ahu (days)	7.94	9.82	-19.2%	8.04	9.49	-15.2%	6.01	16.47	-63.5%
Maui (days)	7.24	6.78	6.8%	7.35	6.87	7.0%	2.82	3.93	-28.2%
Moloka'i (days)	6.20	6.42	-3.5%	6.20	6.68	-7.3%	0	1.00	NA
Lāna'i (days)	4.43	3.10	43.0%	4.43	3.19	39.2%	0	1.00	-100.0%
Kaua'i (days)	5.46	5.14	6.0%	5.61	5.35	4.8%	2.00	1.00	100.0%
Hawai'i Island (days)	6.73	6.18	9.0%	6.87	6.37	7.8%	4.31	1.00	331.3%
...Hilo (days)	3.10	3.04	1.9%	3.23	3.22	0.1%	1.00	1.00	0.0%
...Kona (days)	6.47	6.07	6.6%	6.65	6.07	9.5%	3.86	0.00	NA
Statewide (days)	11.04	12.11	-8.9%	11.21	11.89	-5.7%	7.26	17.99	-59.6%
ACCOMMODATIONS									
Hotel	22,717	18,820	20.7%	21,773	18,512	17.6%	944	308	206.6%
...Hotel Only	20,507	17,094	20.0%	19,781	16,799	17.8%	726	295	146.3%
Condo	1,783	1,694	5.2%	1,731	1,535	12.8%	51	159	-67.9%
...Condo Only	1,265	1,324	-4.4%	1,265	1,165	8.6%	0	159	-100.0%
Timeshare	1,048	541	93.9%	703	541	30.0%	345	0	NA
...Timeshare Only	864	407	112.5%	519	407	27.6%	345	0	NA
Rental House	1,850	1,387	33.4%	1,850	1,373	34.7%	0	13	-100.0%
Bed & Breakfast	313	486	-35.6%	313	210	48.8%	0	276	-100.0%
Cruise Ship	1,379	1,068	29.1%	1,212	1,068	13.4%	167	0	NA
Friends or Relatives	2,239	2,295	-2.5%	2,239	2,095	6.9%	0	201	-100.0%
PURPOSE OF TRIP									
Pleasure (Net)	25,663	21,054	21.9%	24,445	20,176	21.2%	1,219	879	38.7%
.....Vacation	23,513	18,999	23.8%	22,462	18,409	22.0%	1,051	590	78.3%
.....Honeymoon	2,239	2,113	6.0%	2,071	1,824	13.6%	167	289	-42.0%
...Get Married	211	180	16.8%	211	180	16.8%	0	0	NA
MC&I (Net)	2,386	2,440	-2.3%	2,237	2,376	-5.8%	148	65	129.8%
.....Convention/Conf.	1,404	1,612	-12.9%	1,256	1,548	-18.9%	148	65	129.8%
.....Corp. Meetings	484	407	18.8%	484	407	18.8%	0	0	NA
.....Incentive	637	509	25.2%	637	509	25.2%	0	0	NA
Other Business	404	403	0.1%	404	403	0.1%	0	0	NA
Visit Friends/Relatives	1,734	1,514	14.6%	1,734	1,514	14.6%	0	0	NA
Government/Military	142	95	49.6%	142	95	49.6%	0	0	NA
Attend School	188	340	-44.8%	188	181	3.5%	0	159	-100.0%
Sport Events	871	743	17.3%	871	743	17.3%	0	0	NA
Average Age	42			42			41		
EXPENDITURES									
Total Expenditures (\$ mil.)	74.2	61.9	19.9%						
Per Person Per Day (\$)	222.2	200.2	11.0%						
Per Person Per Trip (\$)	2,451.5	2,424.7	1.1%						

NA = Not applicable
Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 35: Other MMA Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	2,095,284	3,485,343	-39.9%	1,389,251	1,757,351	-20.9%	706,033	1,727,992	-59.1%
Total Visitors	196,955	306,110	-35.7%	133,239	162,156	-17.8%	63,716	143,954	-55.7%
PARTY SIZE									
One	40,053	69,778	-42.6%	28,847	39,101	-26.2%	11,206	30,677	-63.5%
Two	74,592	109,030	-31.6%	51,130	63,553	-19.5%	23,462	45,477	-48.4%
Three or more	82,310	127,302	-35.3%	53,262	59,502	-10.5%	29,048	67,800	-57.2%
Avg Party Size	2.02	1.97	2.4%	1.97	1.90	3.5%	2.14	2.05	4.2%
VISIT STATUS									
First-Time	85,713	156,565	-45.3%	46,506	69,198	-32.8%	39,207	87,367	-55.1%
Repeat	111,243	149,545	-25.6%	86,733	92,958	-6.7%	24,509	56,587	-56.7%
Average # of Trips	4.70	3.54	32.7%	5.53	4.85	14.0%	2.95	2.06	43.1%
TRAVEL METHOD									
Group Tour	14,093	23,018	-38.8%	5,321	7,972	-33.3%	8,772	15,046	-41.7%
Package	53,423	85,273	-37.3%	31,282	45,156	-30.7%	22,142	40,117	-44.8%
Group Tour & Pkg	11,165	18,767	-40.5%	3,491	5,504	-36.6%	7,674	13,263	-42.1%
True Independent	140,604	216,586	-35.1%	100,128	114,533	-12.6%	40,477	102,053	-60.3%
ISLANDS VISITED									
O'ahu	136,203	232,499	-41.4%	79,589	102,560	-22.4%	56,614	129,939	-56.4%
Maui County	59,509	79,493	-25.1%	43,859	53,225	-17.6%	15,650	26,268	-40.4%
...Maui	58,161	77,520	-25.0%	42,971	52,111	-17.5%	15,189	25,409	-40.2%
...Moloka'i	2,113	3,364	-37.2%	1,066	1,387	-23.2%	1,047	1,976	-47.0%
...Lāna'i	2,130	4,187	-49.1%	1,401	1,577	-11.1%	728	2,610	-72.1%
Kaua'i	28,781	36,518	-21.2%	21,587	25,166	-14.2%	7,194	11,353	-36.6%
Hawai'i Island	37,154	52,373	-29.1%	25,508	31,815	-19.8%	11,646	20,558	-43.4%
...Hilo	15,194	24,541	-38.1%	9,249	11,918	-22.4%	5,945	12,622	-52.9%
...Kona	30,980	40,980	-24.4%	21,331	26,527	-19.6%	9,649	14,453	-33.2%
LENGTH OF STAY									
O'ahu (days)	8.31	9.74	-14.7%	8.01	8.74	-8.3%	8.73	10.53	-17.1%
Maui (days)	7.88	7.70	2.3%	8.39	7.93	5.7%	6.43	7.21	-10.8%
Moloka'i (days)	3.47	2.94	18.1%	5.01	4.49	11.6%	1.91	1.86	3.0%
Lāna'i (days)	3.26	2.69	21.4%	4.00	4.43	-9.7%	1.84	1.63	12.5%
Kaua'i (days)	6.64	6.58	0.9%	7.65	7.13	7.2%	3.62	5.37	-32.4%
Hawai'i Island (days)	8.07	6.92	16.5%	8.43	8.01	5.2%	7.26	5.23	38.7%
...Hilo (days)	4.18	3.78	10.6%	5.56	4.77	16.5%	2.02	2.84	-28.8%
...Kona (days)	7.62	6.58	15.8%	7.67	7.47	2.8%	7.52	4.96	51.4%
Statewide (days)	10.64	11.39	-6.6%	10.43	10.84	-3.8%	11.08	12.00	-7.7%
ACCOMMODATIONS									
Hotel	122,868	194,780	-36.9%	76,909	101,426	-24.2%	45,959	93,354	-50.8%
...Hotel Only	105,426	167,343	-37.0%	65,758	87,497	-24.8%	39,667	79,846	-50.3%
Condo	26,661	33,373	-20.1%	21,724	21,574	0.7%	4,937	11,799	-58.2%
...Condo Only	19,569	24,719	-20.8%	16,808	16,408	2.4%	2,760	8,311	-66.8%
Timeshare	14,160	17,559	-19.4%	12,797	12,371	3.4%	1,363	5,187	-73.7%
...Timeshare Only	10,696	12,383	-13.6%	9,987	9,565	4.4%	709	2,818	-74.8%
Rental House	12,472	20,758	-39.9%	9,990	10,439	-4.3%	2,482	10,319	-75.9%
Bed & Breakfast	2,719	4,811	-43.5%	1,657	2,617	-36.7%	1,063	2,194	-51.6%
Cruise Ship	4,164	4,783	-12.9%	2,660	3,651	-27.2%	1,504	1,132	32.9%
Friends or Relatives	27,404	45,603	-39.9%	17,788	21,337	-16.6%	9,617	24,266	-60.4%
PURPOSE OF TRIP									
Pleasure (Net)	145,891	213,670	-31.7%	104,483	126,083	-17.1%	41,408	87,588	-52.7%
.....Vacation	138,741	202,593	-31.5%	99,135	118,066	-16.0%	39,606	84,528	-53.1%
.....Honeymoon	7,611	11,544	-34.1%	5,500	8,272	-33.5%	2,111	3,271	-35.5%
...Get Married	1,609	3,609	-55.4%	1,230	1,696	-27.5%	379	1,913	-80.2%
MC&I (Net)	18,438	40,669	-54.7%	8,189	10,954	-25.2%	10,249	29,715	-65.5%
.....Convention/Conf.	12,247	24,532	-50.1%	5,100	7,087	-28.0%	7,147	17,445	-59.0%
.....Corp. Meetings	1,985	7,005	-71.7%	1,722	2,177	-20.9%	263	4,828	-94.6%
.....Incentive	4,950	10,232	-51.6%	1,736	2,172	-20.1%	3,214	8,060	-60.1%
Other Business	6,864	10,159	-32.4%	5,582	6,488	-14.0%	1,281	3,671	-65.1%
Visit Friends/Relatives	26,167	38,807	-32.6%	16,862	19,436	-13.2%	9,305	19,371	-52.0%
Government/Military	4,588	7,416	-38.1%	2,225	3,146	-29.3%	2,363	4,270	-44.7%
Attend School	541	3,772	-85.6%	541	959	-43.6%	-	2,813	-100.0%
Sport Events	2,274	3,638	-37.5%	1,675	2,268	-26.1%	599	1,370	-56.3%
Average Age	44			46			41		
EXPENDITURES									
Total Expenditures (\$ mil.)	448.9	767.9	-41.5%						
Per Person Per Day (\$)	214.2	220.3	-2.8%						
Per Person Per Trip (\$)	2,279.0	2,508.6	-9.2%						

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by MMA and Selected Countries

**Table 36: Visitor Age and Gender Distribution by MMA
And Percentage of MMA Total (Arrivals by Air)
2013**

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	6.7	6.9	13.6	4.6	5.0	9.6	3.5	3.6	7.0	5.5	5.7	11.2	3.4	3.6	7.1
13-17	3.0	3.3	6.3	2.9	3.2	6.1	0.9	1.2	2.1	2.8	3.4	6.1	2.6	2.8	5.4
18-24	3.7	4.6	8.3	3.9	4.8	8.7	2.6	6.2	8.9	2.8	4.0	6.8	5.3	6.2	11.5
25-40	10.9	12.6	23.4	10.9	12.4	23.3	15.7	22.6	38.3	9.6	11.6	21.3	16.7	17.5	34.2
41-59	13.6	15.1	28.7	14.9	16.3	31.2	10.4	14.4	24.9	15.2	17.6	32.9	13.4	14.0	27.3
>60	9.6	10.1	19.6	10.3	10.8	21.1	8.6	10.2	18.8	10.8	10.9	21.7	7.4	7.0	14.5
Total	47.4	52.6	100.0	47.4	52.6	100.0	41.8	58.2	100.0	46.9	53.1	100.0	48.9	51.1	100.0
Visitors	1,429,143	1,782,287	3,211,429	774,742	927,109	1,701,852	652,669	865,848	1,518,517	168,981	348,030	517,011	79,638	57,167	136,805

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	4.2	4.7	8.9	3.3	3.3	6.7	4.4	4.4	8.8	4.7	6.1	10.8	5.1	5.4	10.5
13-17	2.3	3.2	5.6	1.3	1.2	2.5	3.8	3.6	7.3	2.4	2.9	5.4	2.4	2.8	5.2
18-24	3.4	6.5	9.8	2.1	3.8	5.9	5.2	5.8	11.0	3.0	4.5	7.5	3.4	5.1	8.5
25-40	10.8	14.5	25.3	22.2	25.7	48.0	17.3	17.7	35.0	13.6	13.4	27.0	12.5	15.4	27.9
41-59	14.1	17.9	31.9	13.7	13.5	27.2	13.4	13.1	26.4	15.9	16.1	32.0	13.4	15.4	28.8
>60	8.8	9.7	18.4	4.7	5.1	9.8	5.6	5.8	11.3	8.4	8.9	17.3	9.2	9.9	19.2
Total	43.5	56.5	100.0	47.4	52.6	100.0	49.7	50.3	100.0	48.0	52.0	100.0	46.1	53.9	100.0
Visitors	154,992	200,576	355,568	164,192	170,879	335,072	17,988	12,277	30,265	84,722	112,233	196,955	3,527,068	4,476,406	8,003,474

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

Source: Hawai'i Tourism Authority

Figure 10: U.S. West - Visitor Age Distribution 2013

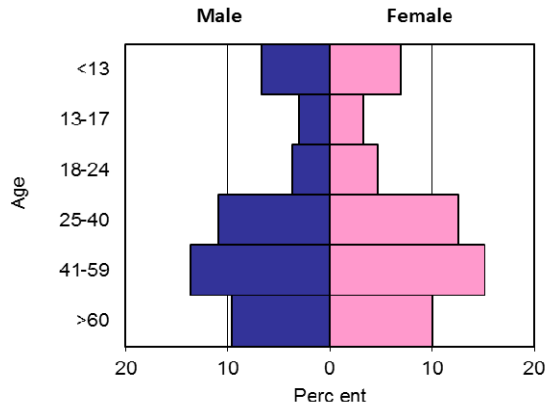


Figure 12: Japan - Visitor Age Distribution 2013

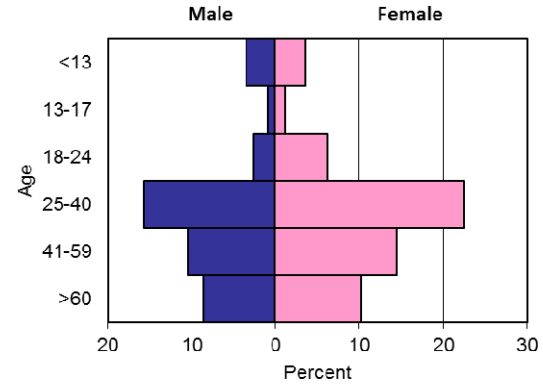


Figure 11: U.S. East - Visitor Age Distribution 2013

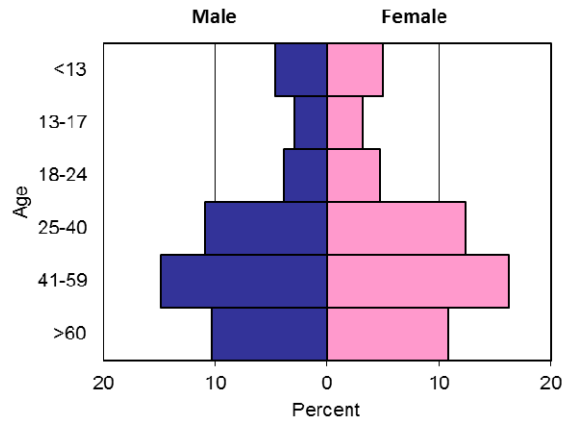
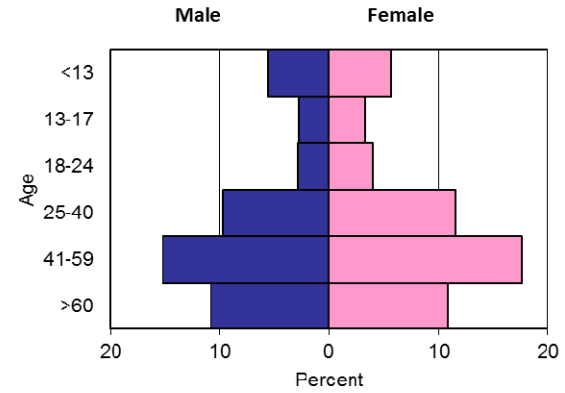


Figure 13: Canada - Visitor Age Distribution 2013



AIR VISITOR CHARACTERISTICS BY SEGMENTS

BY SEGMENTS

Honeymoon

There were 570,811 visitors who came to honeymoon in 2013, a decrease of 2.2 percent compared to the previous year (Table 37). Honeymooners made up 7.1 percent of total air visitors to Hawai'i, down slightly from 7.4 percent in 2012. Visitors from Japan continued to account for the largest share of honeymooners (42.2%, from 42.7% in 2012) followed by visitors from U.S. West (17.8% unchanged from 2012) and U.S. East (15.8% from 16.5% in 2012). Korea's share of this segment increased to 12.6 percent from 11.4 percent in 2012.

- Honeymoon visitors in 2013 stayed an average 7.51 days, similar to the prior year.
- Seven out of ten (73.9%) honeymooners were first-time visitors to the state.
- Only 32.2 percent were true independent travelers, while the remainder purchased group tours (8.8%) or packaged trips (67.2%).
- The majority visited O'ahu (78.5%), 27.1 percent visited Maui, 14.3 percent visited Hawai'i Island and 12.1 percent visited Kaua'i.
- Nine out of ten (89%) honeymooners stayed in hotels. Some visitors also found accommodation in condominiums (7.1%), timeshare properties (3.9%), and rental homes (2.6%). Only rental homes showed increased visitor usage (+15.2%) compared to 2012.

Get Married

A total of 119,173 visitors came to get married in 2013, down 5.4 percent (Table 38). This segment accounted for 1.5 percent of total air visitors to the state, similar to 2012. There were small changes in the shares of "get married" visitors among the top four visitor markets: Japan (49%, 48.4% in 2012), U.S. West (27%, 26% in 2012), U.S. East (14.6%, 14.9% in 2012), and Canada (2.6%, 2.9% in 2012).

- In 2013, a slightly higher percentage of repeat visitors (50.2%) came to get married compared to first-time visitors (49.8%).
- Over half of "get married" visitors purchased packaged trips (58.3%) while 13.8 percent purchased group tours. Only 40.1 percent made their own arrangements.
- The average party size was 2.72 people, down from 2.96 persons in 2012.
- Three out of four (73.9%) "get married" visitors went to O'ahu, 22.9 percent visited Maui, 15.2 percent visited Hawai'i Island and 10.8 percent visited Kaua'i.
- The average length of stay by this group was 8.17 days, similar to 2012.
- The majority (78.7%) stayed in hotels, 13.7 percent stayed in condominiums, 6.8 percent stayed in rental homes, and 4.2 percent stayed in timeshare properties. Usage of hotels (-6.5%) and timeshare properties (-10.9%) were down while more stayed in condominiums (+2.4%).

Meetings, Conventions and Incentives (MCI)

In 2013, 415,779 visitors came to the state for a meeting, convention, and/or incentive, up 1.3 percent from the previous year (Table 39). The average length of stay was 7.72 days, compared to 7.80 days in 2012. MCI visitors accounted for 5.2 percent of total air visitors in 2013, unchanged from last year. Visitors from U.S. East (33.3%, 33.4% in 2012) and U.S. West (32.1%, 31.2 in 2012) comprised the two largest shares of MCI visitors. Japanese visitors' share of this segment increased to 17.2 percent from 12.8 percent in 2012.

- There was a higher percentage of repeat visitors (64.4%) from this segment compared to 2012 (62.1%).
- Over half (55.9%) of MCI visitors made their own travel arrangements instead of purchasing group tours (29.1%) or packaged trips (36.4%).
- Six out of ten MCI visitors went to O'ahu (60.2%), 29.5 percent visited Maui, 19.6 percent visited Hawai'i Island and 10.6 percent visited Kaua'i.
- MCI arrivals increased on O'ahu (+3.9%) and Hawai'i Island (+4.7%) but declined on Maui (-1.6%) and Kaua'i (-2.9%).
- Most MCI visitors stayed in hotels (89.3%) while 7.5 percent stayed in condominiums.

Visiting Friends or Relatives

There were 671,718 visitors who came to see friends or relatives (-0.7%) in 2013 (Table 40). Their average length of stay was slightly shorter (11.96 days) than in 2012 (12.05 days). Similar to the previous year, this group accounted for 8.4 percent of all visitors to Hawai'i. The 2013 breakdown of the segment by the four largest MMA was: U.S. West – 54.5% (53.9% in 2012); U.S. East – 30.3 percent (30% in 2012); Japan – 3.9 percent (3.7% in 2012); Canada – 2.7 percent (2.5% in 2012).

- Repeat visitors (79.7%) comprised a higher percentage of this segment compared to 2012 (78.9%).
- Nine out of ten visitors who came to see friends or relatives made their own travel arrangements.
- The majority visited O'ahu (71%), 19.4 percent visited Maui, 18.1 percent visited Hawai'i Island and 10.4 percent visited Kaua'i.
- The average party size was 1.73 persons, up from 1.43 persons in 2012.
- Six out of ten (61.3%) visitors stayed with friends or relatives, 27.8 percent stayed in hotels, 11.7 percent stayed in condominiums, 6.8 percent stayed in rental homes, and 4.8 percent stayed in timeshare properties.

Family Visitors

In 2013, there were 1,989,775 visitors who traveled to Hawai'i with children 17 years and under (family visitors), up 26.8 percent from the previous year (Table 41). This group comprised 24.9 percent of all visitors to Hawai'i, compared to 20 percent in 2012.

- The majority of visitors (71.7%) from this segment have been to the state before (71.2% in 2012).
- Many family visitors made their own travel arrangements (66.9%) instead of purchasing group tours (6.9%) or packaged trips (32%).
- Six out of ten family visitors (61.9%) were on O'ahu, 28.6 percent visited Maui, 16.2 percent visited Hawai'i Island and 12.3 percent visited Kaua'i.
- The average party size was 3.85 persons compared to 3.59 persons in 2012.
- Six out of ten (61.3%) visitors stayed in hotels, 21.6 percent stayed in condominiums, 10.6 percent were in timeshare properties, 7.9 percent stayed in rental homes and 6.3 percent stayed with friends or relatives.

Air Visitor Characteristics by Segments

**Table 37: Honeymoon Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	4,288,205	4,391,943	-2.4%	2,083,875	2,169,853	-4.0%	2,204,330	2,222,090	-0.8%
Total Visitors	570,811	583,537	-2.2%	222,612	232,011	-4.1%	348,199	351,526	-0.9%
PARTY SIZE									
One	18,014	19,692	-8.5%	15,410	16,166	-4.7%	2,604	3,527	-26.2%
Two	485,324	493,816	-1.7%	183,747	194,425	-5.5%	301,577	299,391	0.7%
Three or more	67,473	70,029	-3.6%	23,455	21,421	9.5%	44,018	48,608	-9.4%
Avg Party Size	2.09	2.11	-0.9%	1.97	1.98	-0.7%	2.17	2.19	-0.8%
VISIT STATUS									
First-Time	421,724	430,419	-2.0%	137,762	147,214	-6.4%	283,962	283,205	0.3%
Repeat	149,087	153,118	-2.6%	84,850	84,797	0.1%	64,237	68,320	-6.0%
Average # of Trips	1.88	1.86	1.0%	2.53	2.44	4.0%	1.47	1.49	-1.3%
TRAVEL METHOD									
Group Tour	50,373	57,579	-12.5%	4,008	4,239	-5.5%	46,365	53,340	-13.1%
Package	383,655	395,476	-3.0%	86,138	97,782	-11.9%	297,518	297,694	-0.1%
Group Tour & Pkg	47,093	53,586	-12.1%	2,639	2,900	-9.0%	44,454	50,686	-12.3%
True Independent	183,876	184,067	-0.1%	135,106	132,890	1.7%	48,770	51,177	-4.7%
ISLANDS VISITED									
O'ahu	447,983	452,382	-1.0%	107,666	112,131	-4.0%	340,317	340,251	0.0%
Maui County	156,399	163,236	-4.2%	108,438	114,365	-5.2%	47,961	48,871	-1.9%
...Maui	154,895	161,491	-4.1%	107,023	112,857	-5.2%	47,872	48,634	-1.6%
...Moloka'i	2,814	2,469	14.0%	2,187	2,101	4.1%	627	369	70.1%
...Lāna'i	3,655	4,056	-9.9%	3,301	3,646	-9.5%	354	410	-13.7%
Kaua'i	69,253	69,745	-0.7%	61,701	63,136	-2.3%	7,552	6,610	14.3%
Hawai'i Island	81,423	85,533	-4.8%	40,001	41,207	-2.9%	41,423	44,325	-6.5%
...Hilo	30,805	33,927	-9.2%	15,434	16,304	-5.3%	15,371	17,623	-12.8%
...Kona	65,716	66,889	-1.8%	34,667	35,621	-2.7%	31,050	31,268	-0.7%
LENGTH OF STAY									
O'ahu (days)	5.63	5.76	-2.2%	5.83	6.27	-7.0%	5.56	5.59	-0.4%
Maui (days)	6.03	5.91	2.0%	7.23	7.01	3.1%	3.36	3.37	-0.3%
Moloka'i (days)	3.81	3.60	5.8%	4.25	3.82	11.2%	2.27	2.33	-2.5%
Lāna'i (days)	3.33	3.15	5.6%	3.43	3.29	4.4%	2.38	1.96	21.4%
Kaua'i (days)	6.32	6.29	0.4%	6.62	6.50	1.8%	3.88	4.32	-10.1%
Hawai'i Island (days)	4.58	4.36	4.9%	6.36	5.97	6.4%	2.86	2.87	-0.3%
...Hilo (days)	2.48	2.29	8.3%	3.33	3.08	8.3%	1.62	1.56	4.1%
...Kona (days)	4.51	4.42	2.0%	5.85	5.50	6.4%	3.01	3.18	-5.5%
Statewide (days)	7.51	7.53	-0.2%	9.36	9.35	0.1%	6.33	6.32	0.1%
ACCOMMODATIONS									
Hotel	508,152	519,023	-2.1%	167,178	177,944	-6.1%	340,975	341,079	0.0%
...Hotel Only	476,509	487,648	-2.3%	143,101	153,328	-6.7%	333,408	334,320	-0.3%
Condo	40,559	41,370	-2.0%	31,972	31,006	3.1%	8,588	10,364	-17.1%
...Condo Only	25,926	27,721	-6.5%	21,509	20,937	2.7%	4,417	6,784	-34.9%
Timeshare	22,187	24,064	-7.8%	20,091	21,167	-5.1%	2,096	2,897	-27.6%
...Timeshare Only	15,515	16,287	-4.7%	14,285	15,035	-5.0%	1,230	1,252	-1.7%
Rental House	14,929	12,959	15.2%	13,534	11,539	17.3%	1,395	1,420	-1.8%
Bed & Breakfast	7,086	7,387	-4.1%	5,898	5,741	2.7%	1,188	1,646	-27.8%
Cruise Ship	5,371	5,714	-6.0%	4,367	4,992	-12.5%	1,003	722	39.0%
Friends or Relatives	8,867	8,742	1.4%	7,855	7,791	0.8%	1,013	951	6.4%
PURPOSE OF TRIP									
Pleasure (Net)	570,811	583,537	-2.2%	222,612	232,011	-4.1%	348,199	351,526	-0.9%
....Vacation	47,020	50,942	-7.7%	29,958	30,685	-2.4%	17,062	20,257	-15.8%
....Honeymoon	570,811	583,537	-2.2%	222,612	232,011	-4.1%	348,199	351,526	-0.9%
...Get Married	52,355	52,827	-0.9%	16,382	18,011	-9.0%	35,973	34,815	3.3%
MC&I (Net)	2,993	3,085	-3.0%	2,316	1,963	18.0%	677	1,122	-39.7%
....Convention/Conf.	1,381	1,456	-5.1%	1,293	1,122	15.2%	88	334	-73.5%
....Corp. Meetings	866	615	40.7%	858	562	52.5%	8	53	-84.8%
....Incentive	1,573	1,509	4.3%	982	735	33.5%	591	774	-23.6%
Other Business	1,558	1,201	29.8%	1,463	1,168	25.3%	95	33	188.8%
Visit Friends/Relatives	6,245	6,071	2.9%	5,483	5,405	1.4%	762	666	14.4%
Government/Military	635	511	24.3%	561	433	29.4%	74	78	-4.6%
Attend School	393	310	26.8%	392	228	72.0%	1	82	-99.0%
Sport Events	1,152	2,063	-44.2%	798	727	9.8%	353	1,336	-73.6%
Average Age	32			35			31		

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

**Table 38: Get Married Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	973,396	1,034,540	-5.9%	545,369	572,307	-4.7%	428,027	462,234	-7.4%
Total Visitors	119,173	125,977	-5.4%	53,767	56,416	-4.7%	65,406	69,560	-6.0%
PARTY SIZE									
One	7,159	8,350	-14.3%	6,534	7,221	-9.5%	624	1,129	-44.7%
Two	51,635	50,140	3.0%	26,198	28,930	-9.4%	25,437	21,210	19.9%
Three or more	60,380	67,487	-10.5%	21,035	20,265	3.8%	39,345	47,221	-16.7%
Avg Party Size	2.72	2.96	-8.0%	2.18	1.95	11.7%	3.41	3.77	-9.6%
VISIT STATUS									
First-Time	59,352	62,472	-5.0%	20,103	21,887	-8.2%	39,249	40,585	-3.3%
Repeat	59,821	63,505	-5.8%	33,664	34,530	-2.5%	26,157	28,975	-9.7%
Average # of Trips	3.25	3.09	5.0%	4.48	4.33	3.4%	2.23	2.09	6.9%
TRAVEL METHOD									
Group Tour	16,396	18,540	-11.6%	895	869	3.0%	15,501	17,671	-12.3%
Package	69,454	71,947	-3.5%	14,098	15,982	-11.8%	55,356	55,965	-1.1%
Group Tour & Pkg	14,467	16,545	-12.6%	509	502	1.5%	13,958	16,043	-13.0%
True Independent	47,791	52,035	-8.2%	39,284	40,068	-2.0%	8,507	11,967	-28.9%
ISLANDS VISITED									
O'ahu	88,092	93,042	-5.3%	25,030	26,031	-3.8%	63,062	67,011	-5.9%
Mauī County	27,813	30,399	-8.5%	23,312	25,039	-6.9%	4,501	5,361	-16.0%
...Mauī	27,317	29,856	-8.5%	22,878	24,506	-6.6%	4,439	5,350	-17.0%
...Molokaī	807	668	20.8%	611	518	18.0%	196	150	30.8%
...Lānaī	1,189	1,093	8.8%	920	1,027	-10.4%	270	67	303.3%
Kauaī	12,930	14,272	-9.4%	11,638	12,385	-6.0%	1,292	1,887	-31.5%
Hawaiī Island	18,152	19,326	-6.1%	9,256	9,208	0.5%	8,896	10,118	-12.1%
...Hilo	6,718	7,556	-11.1%	3,162	3,111	1.6%	3,556	4,445	-20.0%
...Kona	14,572	15,161	-3.9%	8,064	8,000	0.8%	6,508	7,161	-9.1%
LENGTH OF STAY									
O'ahu (days)	6.41	6.46	-0.8%	7.48	7.75	-3.5%	5.99	5.96	0.5%
Mauī (days)	7.69	7.63	0.8%	8.22	8.15	0.8%	5.00	5.25	-4.9%
Molokaī (days)	3.75	3.48	7.7%	4.60	4.15	10.8%	1.07	1.14	-6.2%
Lānaī (days)	3.82	4.11	-7.1%	4.26	4.17	2.2%	2.34	3.29	-28.9%
Kauaī (days)	7.42	6.96	6.5%	7.82	7.55	3.7%	3.73	3.15	18.4%
Hawaiī Island (days)	5.23	5.14	1.7%	7.82	7.71	1.4%	2.53	2.80	-9.5%
...Hilo (days)	2.89	2.40	20.0%	4.69	4.13	13.6%	1.28	1.20	6.9%
...Kona (days)	5.18	5.35	-3.2%	7.13	7.27	-1.9%	2.76	3.21	-13.9%
Statewide (days)	8.17	8.21	-0.5%	10.14	10.14	0.0%	6.54	6.65	-1.5%
ACCOMMODATIONS									
Hotel	93,760	100,251	-6.5%	32,144	34,577	-7.0%	61,616	65,674	-6.2%
...Hotel Only	85,000	90,991	-6.6%	25,497	27,898	-8.6%	59,503	63,093	-5.7%
Condo	16,379	15,996	2.4%	12,197	12,051	1.2%	4,183	3,945	6.0%
...Condo Only	11,195	11,338	-1.3%	8,807	8,700	1.2%	2,388	2,638	-9.5%
Timeshare	4,956	5,563	-10.9%	4,292	4,386	-2.1%	665	1,178	-43.6%
...Timeshare Only	3,360	3,228	4.1%	2,787	2,885	-3.4%	573	343	67.2%
Rental House	8,123	8,087	0.4%	7,476	7,286	2.6%	647	801	-19.2%
Bed & Breakfast	1,136	1,332	-14.7%	994	1,042	-4.6%	142	290	-50.9%
Cruise Ship	1,041	930	11.9%	815	899	-9.4%	226	31	633.2%
Friends or Relatives	4,564	4,939	-7.6%	4,282	4,549	-5.9%	282	390	-27.6%
PURPOSE OF TRIP									
Pleasure (Net)	119,173	125,977	-5.4%	53,767	56,416	-4.7%	65,406	69,560	-6.0%
....Vacation	32,061	37,233	-13.9%	19,867	20,203	-1.7%	12,193	17,029	-28.4%
....Honeymoon	52,355	52,827	-0.9%	16,382	18,011	-9.0%	35,973	34,815	3.3%
....Get Married	119,173	125,977	-5.4%	53,767	56,416	-4.7%	65,406	69,560	-6.0%
MC&I (Net)	1,448	2,439	-40.6%	1,364	1,287	6.0%	84	1,152	-92.8%
....Convention/Conf.	951	983	-3.3%	871	680	28.0%	80	303	-73.5%
....Corp. Meetings	631	472	33.5%	624	459	36.0%	7	14	-48.9%
....Incentive	651	1,452	-55.2%	641	587	9.1%	10	865	-98.8%
Other Business	938	745	25.9%	937	745	25.8%	1	0	na
Visit Friends/Relatives	3,952	4,076	-3.0%	3,761	3,763	-0.1%	192	313	-38.7%
Government/Military	367	335	9.5%	366	324	13.1%	1	11	-92.5%
Attend School	301	205	46.8%	300	193	55.0%	1	11	-92.5%
Sport Events	760	985	-22.9%	608	494	23.1%	152	491	-69.0%
Average Age	38			40			36		

Source: Hawaiī Tourism Authority

Air Visitor Characteristics by Segments

**Table 39: Meetings, Conventions and Incentives Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	3,211,015	3,203,578	0.2%	2,412,828	2,368,626	1.9%	798,187	834,951	-4.4%
Total Visitors	415,779	410,560	1.3%	294,488	290,539	1.4%	121,292	120,021	1.1%
PARTY SIZE									
One	100,087	100,641	-0.6%	78,595	79,202	-0.8%	21,492	21,439	0.2%
Two	170,881	166,166	2.8%	139,575	135,716	2.8%	31,306	30,449	2.8%
Three or more	144,810	143,753	0.7%	76,318	75,620	0.9%	68,493	68,133	0.5%
Avg Party Size	1.92	2.25	-14.9%	1.75	2.16	-2.2%	2.48	2.48	0.0%
VISIT STATUS									
First-Time	147,955	155,615	-4.9%	89,613	89,272	0.4%	58,342	66,343	-12.1%
Repeat	267,824	254,945	5.1%	204,874	201,267	1.8%	62,950	53,678	17.3%
Average # of Trips	4.43	4.27	3.8%	5.04	5.03	0.3%	2.96	2.45	20.8%
TRAVEL METHOD									
Group Tour	120,809	102,522	17.8%	46,783	46,610	0.4%	74,026	55,911	32.4%
Package	151,352	144,642	4.6%	75,471	75,555	-0.1%	75,881	69,087	9.8%
Group Tour & Pkg	88,822	77,685	14.3%	30,246	29,827	1.4%	58,576	47,858	22.4%
True Independent	232,440	241,082	-3.6%	202,479	198,200	2.2%	29,961	42,881	-30.1%
ISLANDS VISITED									
O'ahu	250,237	240,737	3.9%	143,210	138,625	3.3%	107,027	102,113	4.8%
Maui County	126,248	128,952	-2.1%	107,284	108,943	-1.5%	18,964	20,009	-5.2%
...Maui	122,792	124,826	-1.6%	103,974	105,695	-1.6%	18,818	19,131	-1.6%
...Moloka'i	2,314	2,970	-22.1%	1,828	1,687	8.4%	486	1,284	-62.1%
...Lāna'i	6,535	6,252	4.5%	5,810	5,012	15.9%	725	1,240	-41.5%
Kaua'i	44,057	45,355	-2.9%	40,106	39,798	0.8%	3,950	5,556	-28.9%
Hawai'i Island	81,640	77,945	4.7%	64,204	64,576	-0.6%	17,436	13,369	30.4%
...Hilo	21,654	19,733	9.7%	14,100	13,433	5.0%	7,554	6,300	19.9%
...Kona	69,902	68,254	2.4%	57,780	58,551	-1.3%	12,122	9,704	24.9%
LENGTH OF STAY									
O'ahu (days)	6.00	6.23	-3.7%	6.31	6.38	-1.0%	5.59	6.04	-7.4%
Maui (days)	7.06	7.04	0.2%	7.18	7.03	2.2%	6.37	7.12	-10.5%
Moloka'i (days)	3.00	3.18	-5.8%	3.41	4.01	-15.0%	1.43	2.09	-31.2%
Lāna'i (days)	4.04	4.05	-0.2%	4.32	4.54	-4.8%	1.84	2.10	-12.5%
Kaua'i (days)	6.51	6.24	4.3%	6.77	6.56	3.3%	3.80	3.96	-3.9%
Hawai'i Island (days)	6.39	6.49	-1.5%	7.15	6.98	2.4%	3.60	4.12	-12.5%
...Hilo (days)	3.44	3.15	9.1%	4.13	3.80	8.7%	2.15	1.77	21.3%
...Kona (days)	6.40	6.50	-1.6%	6.94	6.83	1.6%	3.84	4.52	-15.1%
Statewide (days)	7.72	7.80	-1.0%	8.19	8.15	0.5%	6.58	6.96	-5.4%
ACCOMMODATIONS									
Hotel	371,153	369,882	0.3%	259,707	257,473	0.9%	111,446	112,409	-0.9%
...Hotel Only	340,558	341,202	-0.2%	233,158	233,156	0.0%	107,400	108,045	-0.6%
Condo	31,135	27,425	13.5%	24,602	23,105	6.5%	6,533	4,320	51.2%
...Condo Only	16,983	15,625	8.7%	12,915	12,692	1.8%	4,068	2,933	38.7%
Timeshare	10,542	12,275	-14.1%	9,924	9,872	0.5%	618	2,403	-74.3%
...Timeshare Only	5,681	6,179	-8.1%	5,428	5,315	2.1%	253	864	-70.7%
Rental House	11,982	10,526	13.8%	11,026	9,077	21.5%	956	1,450	-34.1%
Bed & Breakfast	5,433	3,734	45.5%	3,630	3,395	6.9%	1,803	339	432.1%
Cruise Ship	2,896	2,624	10.4%	2,586	2,400	7.8%	311	224	38.7%
Friends or Relatives	11,393	10,403	9.5%	9,640	8,950	7.7%	1,753	1,453	20.7%
PURPOSE OF TRIP									
Pleasure (Net)	123,459	117,627	5.0%	101,900	99,005	2.9%	21,559	18,622	15.8%
....Vacation	121,676	115,312	5.5%	100,529	97,833	2.8%	21,147	17,479	21.0%
....Honeymoon	2,993	3,085	-3.0%	2,316	1,963	18.0%	677	1,122	-39.7%
....Get Married	1,448	2,439	-40.6%	1,364	1,287	6.0%	84	1,152	-92.8%
MC&I (Net)	415,779	410,560	1.3%	294,488	290,539	1.4%	121,292	120,021	1.1%
....Convention/Conf.	220,425	237,839	-7.3%	177,610	179,497	-1.1%	42,815	58,342	-26.6%
....Corp. Meetings	74,004	82,266	-10.0%	65,899	64,935	1.5%	8,105	17,332	-53.2%
....Incentive	135,792	103,837	30.8%	62,944	57,387	9.7%	72,848	46,450	56.8%
Other Business	8,469	7,421	14.1%	7,420	7,009	5.9%	1,049	412	154.6%
Visit Friends/Relatives	9,634	8,534	12.9%	8,114	7,673	5.7%	1,520	861	76.6%
Government/Military	1,993	2,779	-28.3%	1,987	2,055	-3.3%	5	724	-99.3%
Attend School	646	528	22.3%	636	451	40.9%	10	77	-86.7%
Sport Events	1,823	1,911	-4.6%	1,319	1,321	-0.1%	504	590	-14.6%
Average Age	45			47			43		

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

**Table 40: Visit Friends and Relatives Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	8,030,848	8,149,508	-1.5%	7,148,600	7,205,211	-0.8%	882,248	944,297	-6.6%
Total Visitors	671,718	676,141	-0.7%	596,182	598,769	-0.4%	75,536	77,372	-2.4%
PARTY SIZE									
One	208,388	215,151	-3.1%	186,911	192,512	-2.9%	21,477	22,639	-5.1%
Two	248,215	252,290	-1.6%	222,541	224,431	-0.8%	25,673	27,859	-7.8%
Three or more	215,116	208,700	3.1%	186,731	181,825	2.7%	28,386	26,875	5.6%
Avg Party Size	1.73	1.43	21.1%	1.72	1.40	22.6%	1.82	1.64	11.5%
VISIT STATUS									
First-Time	136,210	142,783	-4.6%	115,478	115,165	0.3%	20,732	27,618	-24.9%
Repeat	535,508	533,358	0.4%	480,704	483,603	-0.6%	54,804	49,755	10.1%
Average # of Trips	8.13	7.90	3.0%	8.32	8.37	-0.6%	6.62	4.20	57.5%
TRAVEL METHOD									
Group Tour	8,686	8,643	0.5%	4,222	4,319	-2.2%	4,465	4,324	3.2%
Package	64,480	69,718	-7.5%	48,582	52,823	-8.0%	15,898	16,895	-5.9%
Group Tour & Pkg	5,508	5,374	2.5%	1,804	2,040	-11.6%	3,704	3,334	11.1%
True Independent	604,060	603,155	0.2%	545,183	543,668	0.3%	58,877	59,487	-1.0%
ISLANDS VISITED									
O'ahu	477,203	480,654	-0.7%	412,751	415,937	-0.8%	64,453	64,717	-0.4%
Maui County	136,163	133,828	1.7%	121,197	121,264	-0.1%	14,966	12,564	19.1%
...Maui	130,283	127,985	1.8%	115,905	115,914	0.0%	14,378	12,071	19.1%
...Moloka'i	6,603	7,053	-6.4%	5,899	5,891	0.1%	704	1,162	-39.4%
...Lāna'i	5,753	6,611	-13.0%	5,276	5,209	1.3%	477	1,401	-66.0%
Kaua'i	69,702	68,949	1.1%	64,693	64,708	0.0%	5,008	4,242	18.1%
Hawai'i Island	121,289	123,618	-1.9%	110,186	110,945	-0.7%	11,103	12,673	-12.4%
...Hilo	56,070	55,887	0.3%	49,948	49,536	0.8%	6,121	6,351	-3.6%
...Kona	91,633	93,235	-1.7%	82,959	83,648	-0.8%	8,674	9,587	-9.5%
LENGTH OF STAY									
O'ahu (days)	9.87	10.30	-4.2%	9.90	10.31	-4.0%	9.65	10.25	-5.9%
Maui (days)	9.97	9.77	2.0%	10.16	9.68	5.0%	8.41	10.68	-21.3%
Moloka'i (days)	7.05	6.39	10.4%	7.14	7.01	1.8%	6.31	3.21	96.8%
Lāna'i (days)	4.76	4.13	15.4%	4.90	4.63	5.8%	3.26	2.26	44.1%
Kaua'i (days)	9.43	9.17	2.8%	9.71	9.16	6.0%	5.75	9.20	-37.5%
Hawai'i Island (days)	10.66	10.06	6.0%	10.79	10.25	5.2%	9.40	8.35	12.6%
...Hilo (days)	8.11	7.35	10.3%	8.22	7.72	6.5%	7.27	4.54	60.3%
...Kona (days)	9.15	8.93	2.5%	9.38	9.03	3.9%	6.91	8.04	-14.1%
Statewide (days)	11.96	12.05	-0.8%	11.99	12.03	-0.4%	11.68	12.20	-4.3%
ACCOMMODATIONS									
Hotel	186,996	194,060	-3.6%	158,738	164,294	-3.4%	28,258	29,766	-5.1%
...Hotel Only	117,711	120,572	-2.4%	97,053	100,219	-3.2%	20,658	20,353	1.5%
Condo	78,334	73,703	6.3%	64,204	64,758	-0.9%	14,130	8,946	58.0%
...Condo Only	49,889	46,220	7.9%	40,873	40,493	0.9%	9,016	5,727	57.4%
Timeshare	32,209	31,432	2.5%	29,046	29,241	-0.7%	3,163	2,192	44.3%
...Timeshare Only	17,472	16,069	8.7%	15,833	15,315	3.4%	1,639	754	117.3%
Rental House	45,624	40,893	11.6%	42,201	38,694	9.1%	3,423	2,199	55.7%
Bed & Breakfast	7,575	6,554	15.6%	6,738	6,088	10.7%	837	466	79.5%
Cruise Ship	2,768	3,955	-30.0%	2,731	2,883	-5.3%	37	1,072	-96.5%
Friends or Relatives	411,674	419,181	-1.8%	374,451	376,662	-0.6%	37,223	42,519	-12.5%
PURPOSE OF TRIP									
Pleasure (Net)	251,062	255,645	-1.8%	224,319	226,363	-0.9%	26,743	29,282	-8.7%
....Vacation	247,861	252,587	-1.9%	221,730	223,850	-0.9%	26,132	28,737	-9.1%
....Honeymoon	6,245	6,071	2.9%	5,483	5,405	1.4%	762	666	14.4%
...Get Married	3,952	4,076	-3.0%	3,761	3,763	-0.1%	192	313	-38.7%
MC&I (Net)	9,634	8,534	12.9%	8,114	7,673	5.7%	1,520	861	76.6%
....Convention/Conf.	6,419	5,344	20.1%	5,285	4,758	11.1%	1,134	586	93.4%
....Corp. Meetings	2,236	2,182	2.5%	2,165	2,082	4.0%	71	100	-29.2%
....Incentive	2,343	1,751	33.8%	1,700	1,558	9.1%	644	193	233.2%
Other Business	16,129	15,929	1.3%	14,940	15,401	-3.0%	1,189	528	124.9%
Visit Friends/Relatives	671,718	676,141	-0.7%	596,182	598,769	-0.4%	75,536	77,372	-2.4%
Government/Military	2,980	3,754	-20.6%	2,849	3,090	-7.8%	131	664	-80.3%
Attend School	1,657	1,359	21.9%	1,369	1,278	7.1%	288	80	258.5%
Sport Events	5,383	5,067	6.2%	4,506	4,505	0.0%	876	563	55.7%
Average Age	46			46			46		

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

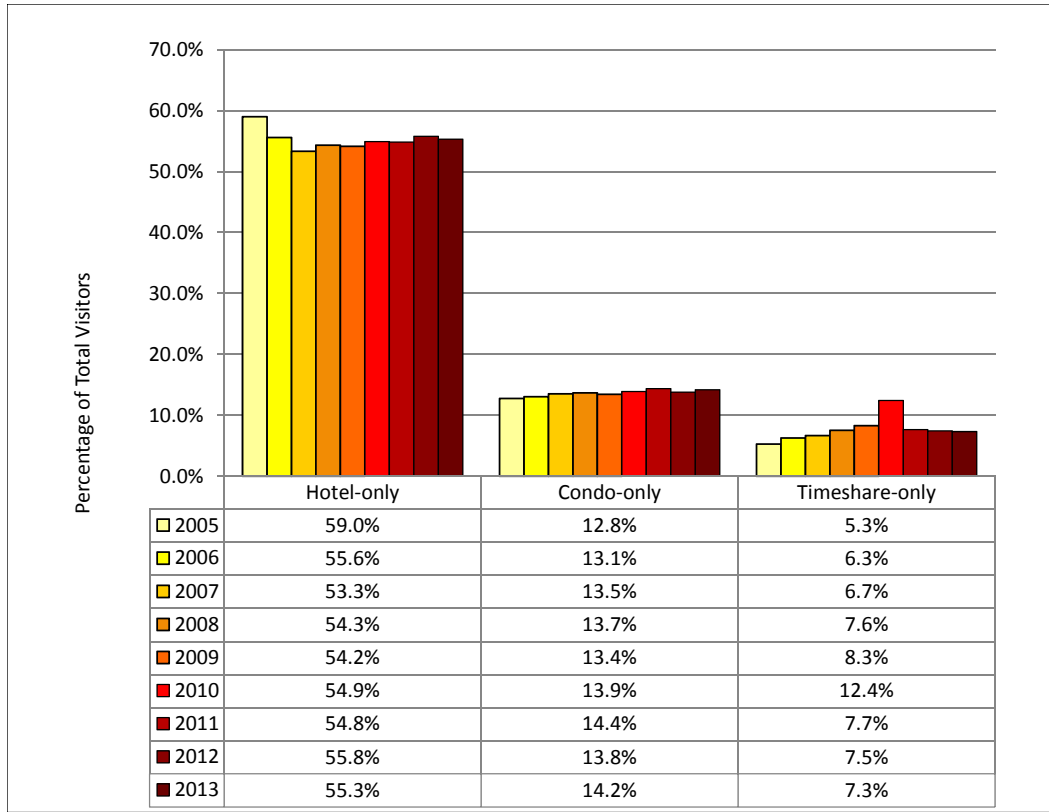
**Table 41: Family Visitors Characteristics (Arrivals by Air)
2013 vs. 2012**

FAMILY TRAVEL	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	17,558,466	13,808,280	27.2%	12,928,787	9,717,832	33.0%	4,629,678	4,090,448	13.2%
Total Visitors	1,989,775	1,569,112	26.8%	1,360,890	1,022,524	33.1%	628,885	546,588	15.1%
PARTY SIZE									
One 1/	11,764	12,116	-2.9%	11,481	11,504	-0.2%	283	612	-53.8%
Two	118,274	119,130	-0.7%	96,097	98,906	-2.8%	22,177	20,224	9.7%
Three or more	1,859,738	1,437,865	29.3%	1,253,313	912,114	37.4%	606,425	525,751	15.3%
Avg Party Size	3.85	3.59	7.2%	3.67	3.22	13.9%	4.29	4.27	0.5%
VISIT STATUS									
First-Time	562,225	452,741	24.2%	329,671	245,439	34.3%	232,555	207,302	12.2%
Repeat	1,427,550	1,116,371	27.9%	1,031,219	777,086	32.7%	396,330	339,286	16.8%
Average # of Trips	4.98	4.96	0.5%	5.57	5.72	-2.6%	3.69	3.53	4.7%
TRAVEL METHOD									
Group Tour	137,496	116,590	17.9%	23,986	17,882	34.1%	113,510	98,709	15.0%
Package	636,567	539,531	18.0%	290,293	238,143	21.9%	346,274	301,387	14.9%
Group Tour & Pkg	115,841	99,805	16.1%	15,037	11,730	28.2%	100,803	88,075	14.5%
True Independent	1,331,553	1,012,796	10.1%	1,061,650	778,229	10.1%	269,904	234,567	9.4%
ISLANDS VISITED									
O'ahu	1,231,419	989,753	24.4%	640,808	476,494	34.5%	590,611	513,259	15.1%
Maui County	576,224	431,562	33.5%	503,892	376,638	33.8%	72,332	54,924	31.7%
...Maui	568,812	425,280	33.8%	497,154	371,418	33.9%	71,658	53,862	33.0%
...Moloka'i	8,782	7,033	24.9%	7,090	5,474	29.5%	1,692	1,558	8.6%
...Lāna'i	13,882	11,162	24.4%	11,231	8,574	31.0%	2,650	2,588	2.4%
Kaua'i	245,421	180,104	36.3%	224,248	166,261	34.9%	21,173	13,842	53.0%
Hawai'i Island	321,959	266,449	20.8%	244,454	194,115	25.9%	77,505	72,334	7.1%
...Hilo	99,813	88,190	13.2%	69,668	55,512	25.5%	30,145	32,678	-7.8%
...Kona	277,513	226,592	22.5%	217,652	172,751	26.0%	59,861	53,840	11.2%
LENGTH OF STAY									
O'ahu (days)	6.94	7.20	-3.5%	7.41	7.80	-4.9%	6.43	6.64	-3.2%
Maui (days)	8.07	7.91	2.0%	8.51	8.25	3.2%	5.03	5.58	-9.9%
Moloka'i (days)	4.14	3.83	8.1%	4.72	4.53	4.1%	1.72	1.36	26.0%
Lāna'i (days)	3.51	3.52	-0.4%	4.03	3.93	2.6%	1.26	2.16	-41.4%
Kaua'i (days)	7.94	7.80	1.9%	8.31	8.09	2.6%	4.11	4.25	-3.3%
Hawai'i Island (days)	7.40	6.94	6.7%	8.21	7.91	3.8%	4.86	4.34	12.1%
...Hilo (days)	3.85	3.37	14.3%	4.49	4.22	6.5%	2.37	1.93	22.8%
...Kona (days)	7.21	6.85	5.2%	7.78	7.53	3.3%	5.10	4.66	9.6%
Statewide (days)	8.82	8.80	0.3%	9.50	9.50	0.0%	7.36	7.48	-1.6%
ACCOMMODATIONS									
Hotel	1,219,760	998,846	22.1%	719,506	565,815	27.2%	500,254	433,032	15.5%
...Hotel Only	1,065,780	877,092	21.5%	599,824	475,664	26.1%	465,955	401,428	16.1%
Condo	430,614	312,172	37.9%	325,890	226,990	43.6%	104,724	85,182	22.9%
...Condo Only	336,086	242,872	38.4%	259,589	179,700	44.5%	76,497	63,172	21.1%
Timeshare	210,530	160,235	31.4%	177,604	127,614	39.2%	32,926	32,621	0.9%
...Timeshare Only	164,736	122,744	34.2%	137,911	98,088	40.6%	26,825	24,656	8.8%
Rental House	157,065	96,986	61.9%	140,619	82,482	70.5%	16,446	14,504	13.4%
Bed & Breakfast	7,998	6,685	19.6%	7,019	6,040	16.2%	978	645	51.7%
Cruise Ship	16,600	12,800	29.7%	13,320	10,766	23.7%	3,280	2,033	61.3%
Friends or Relatives	125,661	116,765	7.6%	115,993	104,726	10.8%	9,668	12,039	-19.7%
PURPOSE OF TRIP									
Pleasure (Net)	1,793,057	1,409,339	27.2%	1,231,955	913,306	34.9%	561,101	496,033	13.1%
....Vacation	1,762,170	1,381,630	27.5%	1,220,171	904,658	34.9%	541,998	476,972	13.6%
....Honeymoon	25,623	25,358	1.0%	9,977	8,153	22.4%	15,647	17,205	-9.1%
...Get Married	26,439	25,280	4.6%	11,637	7,236	60.8%	14,802	18,044	-18.0%
MC&I (Net)	65,970	50,957	29.5%	47,428	37,305	27.1%	18,542	13,652	35.8%
....Convention/Conf.	38,637	31,887	21.2%	31,439	24,862	26.5%	7,198	7,025	2.5%
....Corp. Meetings	9,740	8,448	15.3%	9,175	7,083	29.5%	565	1,365	-58.6%
....Incentive	19,786	12,345	60.3%	8,702	6,875	26.6%	11,084	5,470	102.6%
Other Business	22,820	20,899	9.2%	20,159	17,046	18.3%	2,661	3,853	-30.9%
Visit Friends/Relatives	133,686	116,436	14.8%	119,416	103,535	15.3%	14,270	12,901	10.6%
Government/Military	5,517	7,094	-22.2%	4,518	4,949	-8.7%	999	2,144	-53.4%
Attend School	3,206	1,948	64.6%	1,748	1,250	39.9%	1,457	698	108.8%
Sport Events	19,430	13,208	47.1%	14,510	7,919	83.2%	4,920	5,289	-7.0%
Average Age	44			44			43		

1/ Children 17 years old or younger travelling alone.
Source: Hawai'i Tourism Authority

BY ACCOMMODATION

**Figure 14: Accommodation as Share of Total Arrivals
2005 – 2013**



Hotel-Only

There were 4,424,747 visitors in 2013 who stayed exclusively in hotels (+0.9%). The average length of stay was 7.24 days (7.31 days in 2012). Hotel-only visitors (55.3%) comprised a lower percentage of total air visitors to Hawai'i than in 2012 (55.8%) (Figure 14).

- Repeat visitors accounted for 57 percent of hotel-only visitors in 2013, compared to 56.8 percent in the previous year.
- The percentages of hotel-only visitors who purchased packages (51.7%) and those who made their own arrangements (46.5%) were similar to 2012.
- Three out of four (75.9%) hotel-only visitors went to O'ahu; 22.9 percent went to Maui; 14.1 percent were on Hawai'i Island; and 8.2 percent were on Kaua'i.
- More hotel-only visitors were on O'ahu (+2.4%), Kaua'i (+2.3%) and Maui (+1.2%) but fewer were on Hawai'i Island (-2.8%) compared to 2012.
- The majority of the hotel-only visitors came to the islands for vacation (72.4%). Honeymooners accounted for 10.8 percent and 7.7 percent came for meetings, conventions and incentives.

Condominium-Only

The number of visitors who stayed entirely in condominiums increased 4.7 percent over 2012. These 1,138,757 visitors stayed an average of 11.45 days in 2013, much higher than their hotel only counterpart (Table 43). The ratio of condo-only to total air visitors increased to 14.2 percent from 13.8 percent in 2012.

- The majority of these visitors had been to Hawai'i before (79.8%) with an average of 6.53 trips to the islands.
- Most (90.1%) of the condominium-only visitors came to vacation, 4.4 percent came to visit friends or relatives and 2.3 percent came to honeymoon.
- Eight out of ten visitors (82.4%) were true independent travelers.
- About half (49.1%) of condominium-only visitors went to Maui, 30.3 percent went to O'ahu, 15.4 percent went to Hawai'i Island and also 15.4 percent went to Kaua'i.
- More condo-only visitors went to O'ahu (+9.5%), Kaua'i (+7%), Maui (+3.2%), and Hawai'i Island (+1.9%) compared to 2012.

Timeshare-Only

There were 586,480 visitors (+0.1%) who stayed exclusively in timeshare properties in 2013 and they comprised 7.3 percent of total air visitors to the state (Table 44).

- Most of these visitors (94.3%) came for a vacation, 3 percent came to visit friends or relatives, and 2.6 percent came to honeymoon.
- The majority (86.1%) were from the domestic market; 91.4 percent were true independent travelers and 83 percent were repeat visitors to Hawai'i.
- Maui had the largest share of timeshare-only visitors at 34.8 percent, followed by O'ahu with 34.2 percent, Kaua'i with 27.2 percent, and Hawai'i Island's with 18.1 percent.

Air Visitor Characteristics by Segments

**Table 42: Hotel-Only Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	32,051,436	32,071,194	-0.1%	19,632,118	20,247,378	-3.0%	12,419,318	11,823,816	5.0%
Total Visitors	4,424,747	4,386,647	0.9%	2,441,119	2,512,675	-2.8%	1,983,628	1,873,972	5.9%
PARTY SIZE									
One	569,880	612,814	-7.0%	458,338	489,288	-6.3%	111,543	123,526	-9.7%
Two	1,943,139	1,901,793	2.2%	1,039,775	1,074,275	-3.2%	903,364	827,518	9.2%
Three or more	1,911,728	1,872,041	2.1%	943,007	949,112	-0.6%	968,722	922,929	5.0%
Avg Party Size	2.22	2.24	-0.9%	2.01	2.00	0.3%	2.55	2.56	-0.4%
VISIT STATUS									
First-Time	1,903,213	1,893,903	0.5%	879,258	907,024	-3.1%	1,023,955	986,879	3.8%
Repeat	2,521,534	2,492,744	1.2%	1,561,861	1,605,652	-2.7%	959,673	887,093	8.2%
Average # of Trips	3.94	3.86	2.1%	4.70	4.69	0.4%	2.99	2.74	9.2%
TRAVEL METHOD									
Group Tour	612,701	623,071	-1.7%	131,958	136,026	-3.0%	480,743	487,046	-1.3%
Package	2,285,774	2,261,766	1.1%	832,096	894,608	-7.0%	1,453,678	1,367,158	6.3%
Group Tour & Pkg	532,183	542,041	-1.8%	94,508	98,182	-3.7%	437,675	443,859	-1.4%
True Independent	2,058,455	2,043,851	0.7%	1,571,573	1,580,224	-0.5%	486,882	463,627	5.0%
ISLANDS VISITED									
O'ahu	3,359,551	3,280,752	2.4%	1,473,982	1,514,627	-2.7%	1,885,569	1,766,126	6.8%
Maui County	1,032,734	1,021,841	1.1%	802,783	819,827	-2.1%	229,951	202,015	13.8%
...Maui	1,013,107	1,001,183	1.2%	785,862	802,926	-2.1%	227,244	198,257	14.6%
...Moloka'i	17,414	17,629	-1.2%	12,039	11,690	3.0%	5,375	5,940	-9.5%
...Lāna'i	35,999	36,075	-0.2%	29,026	29,332	-1.0%	6,973	6,744	3.4%
Kaua'i	363,591	355,384	2.3%	307,456	308,409	-0.3%	56,135	46,975	19.5%
Hawai'i Island	625,096	643,339	-2.8%	383,740	405,898	-5.5%	241,356	237,441	1.6%
...Hilo	204,415	215,400	-5.1%	99,496	103,914	-4.3%	104,919	111,487	-5.9%
...Kona	498,499	507,915	-1.9%	331,103	351,645	-5.8%	167,396	156,270	7.1%
LENGTH OF STAY									
O'ahu (days)	5.99	6.16	-2.8%	6.48	6.74	-3.9%	5.60	5.67	-1.2%
Maui (days)	6.31	6.32	-0.1%	6.96	6.75	3.2%	4.05	4.58	-11.4%
Moloka'i (days)	2.53	2.68	-5.5%	2.99	3.08	-3.0%	1.50	1.88	-20.3%
Lāna'i (days)	3.79	3.71	2.1%	4.22	4.12	2.4%	2.01	1.94	3.6%
Kaua'i (days)	5.93	5.86	1.2%	6.45	6.25	3.2%	3.12	3.35	-6.9%
Hawai'i Island (days)	5.13	5.07	1.2%	6.44	6.26	3.0%	3.04	3.04	0.1%
...Hilo (days)	2.62	2.49	5.0%	3.72	3.46	7.4%	1.57	1.59	-1.2%
...Kona (days)	5.36	5.36	-0.1%	6.35	6.20	2.4%	3.40	3.48	-2.4%
Statewide (days)	7.24	7.31	-0.9%	8.04	8.06	-0.2%	6.26	6.31	-0.8%
ACCOMMODATIONS									
Hotel	4,424,747	4,386,647	0.9%	2,441,119	2,512,675	-2.8%	1,983,628	1,873,972	5.9%
...Hotel Only	4,424,747	4,386,647	0.9%	2,441,119	2,512,675	-2.8%	1,983,628	1,873,972	5.9%
PURPOSE OF TRIP									
Pleasure (Net)	3,681,085	3,651,907	0.8%	1,981,554	2,033,985	-2.6%	1,699,531	1,617,922	5.0%
....Vacation	3,201,696	3,162,301	1.2%	1,841,109	1,883,043	-2.2%	1,360,586	1,279,258	6.4%
....Honeymoon	476,509	487,648	-2.3%	143,101	153,328	-6.7%	333,408	334,320	-0.3%
....Get Married	85,000	90,991	-6.6%	25,497	27,898	-8.6%	59,503	63,093	-5.7%
MC&I (Net)	340,558	341,202	-0.2%	233,158	233,156	0.0%	107,400	108,045	-0.6%
....Convention/Conf.	168,685	190,718	-11.6%	135,451	140,620	-3.7%	33,235	50,098	-33.7%
....Corp. Meetings	60,423	68,530	-11.8%	53,105	52,764	0.6%	7,318	15,766	-53.6%
....Incentive	123,221	93,046	32.4%	54,163	48,841	10.9%	69,059	44,204	56.2%
Other Business	156,800	162,282	-3.4%	139,822	144,751	-3.4%	16,978	17,531	-3.2%
Visit Friends/Relatives	117,711	120,572	-2.4%	97,053	100,219	-3.2%	20,658	20,353	1.5%
Government/Military	49,513	66,094	-25.1%	44,491	60,495	-26.5%	5,022	5,599	-10.3%
Attend School	6,396	7,281	-12.2%	4,043	3,516	15.0%	2,353	3,764	-37.5%
Sport Events	68,858	73,572	-6.4%	37,414	34,608	8.1%	31,444	38,964	-19.3%
Average Age	43			45			42		

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

**Table 43: Condo-Only Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	13,039,622	12,664,365	3.0%	9,989,396	9,699,949	3.0%	3,050,226	2,964,416	2.9%
Total Visitors	1,138,757	1,087,395	4.7%	870,184	839,144	3.7%	268,573	248,251	8.2%
PARTY SIZE									
One	122,401	122,374	0.0%	102,951	101,693	1.2%	19,450	20,681	-5.9%
Two	451,790	435,272	3.8%	363,993	354,464	2.7%	87,797	80,807	8.6%
Three or more	564,566	529,750	6.6%	403,240	382,987	5.3%	161,326	146,763	9.9%
Avg Party Size	2.34	2.32	1.2%	2.26	2.23	1.2%	2.66	2.60	2.5%
VISIT STATUS									
First-Time	230,061	223,847	2.8%	162,987	154,770	5.3%	67,074	69,077	-2.9%
Repeat	908,696	863,548	5.2%	707,197	684,374	3.3%	201,499	179,174	12.5%
Average # of Trips	6.53	6.44	1.5%	6.87	6.93	-0.9%	5.44	4.77	14.1%
TRAVEL METHOD									
Group Tour	20,462	18,881	8.4%	4,545	4,701	-3.3%	15,917	14,180	12.2%
Package	191,832	198,842	-3.5%	133,525	140,806	-5.2%	58,307	58,036	0.5%
Group Tour & Pkg	11,899	11,328	5.0%	1,758	1,945	-9.6%	10,141	9,383	8.1%
True Independent	938,363	881,000	6.5%	733,872	695,582	5.5%	204,490	185,418	10.3%
ISLANDS VISITED									
O'ahu	344,564	314,616	9.5%	184,779	169,505	9.0%	159,786	145,111	10.1%
Maui County	564,191	546,937	3.2%	467,293	453,627	3.0%	96,897	93,310	3.8%
...Maui	558,894	541,822	3.2%	462,958	449,094	3.1%	95,936	92,727	3.5%
...Moloka'i	8,963	7,606	17.8%	7,062	6,857	3.0%	1,901	749	153.7%
...Lāna'i	9,433	7,976	18.3%	6,882	6,942	-0.9%	2,551	1,034	146.7%
Kaua'i	174,910	163,424	7.0%	158,422	152,873	3.6%	16,488	10,551	56.3%
Hawai'i Island	175,377	172,119	1.9%	139,120	137,957	0.8%	36,257	34,162	6.1%
...Hilo	33,404	31,099	7.4%	22,285	21,928	1.6%	11,119	9,171	21.2%
...Kona	162,181	158,690	2.2%	131,223	129,977	1.0%	30,958	28,713	7.8%
LENGTH OF STAY									
O'ahu (days)	9.74	10.46	-6.9%	10.26	11.00	-6.7%	9.13	9.84	-7.2%
Maui (days)	10.85	10.84	0.1%	10.56	10.49	0.7%	12.26	12.58	-2.5%
Moloka'i (days)	7.06	7.79	-9.3%	8.09	8.13	-0.6%	3.24	4.63	-29.9%
Lāna'i (days)	2.68	3.51	-23.7%	3.11	3.43	-9.2%	1.51	4.07	-62.8%
Kaua'i (days)	9.73	9.79	-0.6%	9.92	9.88	0.4%	7.86	8.48	-7.3%
Hawai'i Island (days)	10.43	10.51	-0.8%	11.17	11.14	0.3%	7.60	7.99	-5.0%
...Hilo (days)	4.05	4.13	-2.0%	4.94	4.73	4.6%	2.25	2.71	-16.9%
...Kona (days)	10.44	10.59	-1.4%	11.00	11.02	-0.2%	8.09	8.65	-6.5%
Statewide (days)	11.45	11.65	-1.7%	11.48	11.56	-0.7%	11.36	11.94	-4.9%
ACCOMMODATIONS									
Condo	1,138,757	1,087,395	4.7%	870,184	839,144	3.7%	268,573	248,251	8.2%
...Condo Only	1,138,757	1,087,395	4.7%	870,184	839,144	3.7%	268,573	248,251	8.2%
PURPOSE OF TRIP									
Pleasure (Net)	1,054,097	1,009,380	4.4%	808,088	779,259	3.7%	246,009	230,121	6.9%
....Vacation	1,026,432	980,760	4.7%	785,538	757,855	3.7%	240,893	222,905	8.1%
....Honeymoon	25,926	27,721	-6.5%	21,509	20,937	2.7%	4,417	6,784	-34.9%
....Get Married	11,195	11,338	-1.3%	8,807	8,700	1.2%	2,388	2,638	-9.5%
MC&I (Net)	16,983	15,625	8.7%	12,915	12,692	1.8%	4,068	2,933	38.7%
....Convention/Conf.	10,972	10,371	5.8%	9,045	8,804	2.7%	1,927	1,567	23.0%
....Corp. Meetings	3,011	3,139	-4.1%	2,910	2,896	0.5%	101	243	-58.5%
....Incentive	3,333	2,436	36.8%	1,289	1,303	-1.0%	2,044	1,133	80.4%
Other Business	21,728	23,937	-9.2%	20,464	21,050	-2.8%	1,264	2,887	-56.2%
Visit Friends/Relatives	49,889	46,220	7.9%	40,873	40,493	0.9%	9,016	5,727	57.4%
Government/Military	2,684	3,183	-15.7%	2,294	2,982	-23.1%	391	201	93.9%
Attend School	2,687	2,206	21.8%	988	918	7.6%	1,699	1,288	31.9%
Sport Events	14,089	12,564	12.1%	8,698	6,905	26.0%	5,391	5,659	-4.7%
Average Age	49			49			47		

Source: Hawai'i Tourism Authority

Air Visitor Characteristics by Segments

**Table 44: Timeshare-Only Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	5,809,295	5,797,429	0.2%	5,055,492	5,060,091	-0.1%	753,804	737,337	2.2%
Total Visitors	586,480	586,143	0.1%	504,749	506,420	-0.3%	81,731	79,723	2.5%
PARTY SIZE									
One	52,717	54,264	-2.9%	49,350	50,496	-2.3%	3,367	3,769	-10.7%
Two	266,513	269,868	-1.2%	236,329	241,049	-2.0%	30,185	28,819	4.7%
Three or more	267,249	262,011	2.0%	219,070	214,876	2.0%	48,179	47,136	2.2%
Avg Party Size	2.32	2.31	0.5%	2.27	2.25	1.0%	2.70	2.70	-0.1%
VISIT STATUS									
First-Time	99,877	102,594	-2.6%	88,216	91,078	-3.1%	11,661	11,516	1.3%
Repeat	486,603	483,549	0.6%	416,533	415,343	0.3%	70,070	68,207	2.7%
Average # of Trips	6.94	6.71	3.3%	6.94	6.81	1.9%	6.93	6.12	13.3%
TRAVEL METHOD									
Group Tour	3,199	3,202	-0.1%	1,842	1,723	6.9%	1,357	1,479	-8.3%
Package	47,741	50,015	-4.5%	41,211	42,484	-3.0%	6,530	7,531	-13.3%
Group Tour & Pkg	754	845	-10.7%	589	471	25.2%	165	374	-55.9%
True Independent	536,293	533,771	0.5%	462,285	462,684	-0.1%	74,009	71,087	4.1%
ISLANDS VISITED									
O'ahu	200,485	197,729	1.4%	142,123	140,049	1.5%	58,362	57,680	1.2%
Maui County	206,462	207,967	-0.7%	192,071	193,022	-0.5%	14,390	14,945	-3.7%
...Maui	204,323	206,144	-0.9%	190,258	191,281	-0.5%	14,065	14,864	-5.4%
...Moloka'i	2,561	2,385	7.4%	2,215	2,329	-4.9%	346	56	517.5%
...Lāna'i	3,410	3,605	-5.4%	3,078	3,427	-10.2%	332	178	86.3%
Kaua'i	159,371	160,149	-0.5%	152,470	153,448	-0.6%	6,901	6,701	3.0%
Hawai'i Island	105,957	102,989	2.9%	87,783	87,764	0.0%	18,174	15,225	19.4%
...Hilo	16,325	15,863	2.9%	13,952	13,349	4.5%	2,373	2,515	-5.6%
...Kona	99,912	96,422	3.6%	82,960	82,876	0.1%	16,952	13,546	25.2%
LENGTH OF STAY									
O'ahu (days)	7.51	7.75	-3.0%	7.61	7.87	-3.2%	7.27	7.46	-2.6%
Maui (days)	9.32	9.20	1.3%	9.29	9.18	1.2%	9.82	9.48	3.6%
Moloka'i (days)	4.00	3.76	6.5%	3.62	3.74	-3.1%	6.41	4.40	45.7%
Lāna'i (days)	2.89	2.90	-0.2%	3.05	2.89	5.3%	1.47	3.05	-51.6%
Kaua'i (days)	9.23	9.21	0.2%	9.29	9.23	0.6%	8.02	8.83	-9.2%
Hawai'i Island (days)	8.56	8.48	0.9%	8.81	8.74	0.8%	7.35	6.98	5.2%
...Hilo (days)	3.34	3.34	0.0%	3.52	3.59	-2.1%	2.30	2.00	15.1%
...Kona (days)	8.53	8.51	0.2%	8.73	8.68	0.6%	7.56	7.48	1.1%
Statewide (days)	9.91	9.89	0.1%	10.02	9.99	0.2%	9.22	9.25	-0.3%
ACCOMMODATIONS									
Timeshare	586,480	586,143	0.1%	504,749	506,420	-0.3%	81,731	79,723	2.5%
...Timeshare Only	586,480	586,143	0.1%	504,749	506,420	-0.3%	81,731	79,723	2.5%
PURPOSE OF TRIP									
Pleasure (Net)	567,920	567,483	0.1%	488,116	489,556	-0.3%	79,804	77,927	2.4%
....Vacation	552,999	551,795	0.2%	474,585	475,140	-0.1%	78,414	76,655	2.3%
....Honeymoon	15,515	16,287	-4.7%	14,285	15,035	-5.0%	1,230	1,252	-1.7%
...Get Married	3,360	3,228	4.1%	2,787	2,885	-3.4%	573	343	67.2%
MC&I (Net)	5,681	6,179	-8.1%	5,428	5,315	2.1%	253	864	-70.7%
....Convention/Conf.	3,454	4,038	-14.4%	3,294	3,388	-2.8%	160	649	-75.4%
....Corp. Meetings	1,568	1,471	6.6%	1,517	1,363	11.2%	52	108	-52.3%
....Incentive	780	798	-2.2%	734	688	6.7%	46	110	-58.0%
Other Business	4,837	5,151	-6.1%	4,586	4,577	0.2%	251	574	-56.2%
Visit Friends/Relatives	17,472	16,069	8.7%	15,833	15,315	3.4%	1,639	754	117.3%
Government/Military	541	460	17.7%	474	460	3.1%	67	0	NA
Attend School	228	265	-14.0%	228	242	-5.9%	0	23	-100.0%
Sport Events	2,231	2,330	-4.3%	1,728	1,466	17.9%	503	864	-41.8%
Average Age	51			51			50		

NA = Not applicable
Source: Hawai'i Tourism Authority

BY FIRST-TIME/REPEAT STATUS

First-Time Visitor

There were 2,775,394 first-time visitors (+0.8%) in 2013, who accounted for 34.7 percent of total air visitors to the state (Table 45). Their average length of stay was 8.30 days, similar to 2012 (8.36 days).

- First-time visitors comprised 18.7 percent of U.S. West, 42.1 percent of U.S. East, 40.3 percent of Japanese and 34.7 percent of Canadian visitors in 2013. In contrast, first-timers made up the majority of visitors from the emerging markets: Other Asia (81%), Latin America (73.2%), Europe (70.9%), and Oceania (53.9%).
- The majority of domestic first-time visitors (65%) made their own travel arrangements while only 28.5 percent of international first-time visitors were true independent travelers.
- Three out of four (76.4%) first-time visitors stayed in hotels, 11.5 percent stayed in condominiums, 5.5 percent stayed with friends or relatives, 5.1 percent stayed in rental homes and 4.8 percent stayed in timeshare properties.
- Usage of rental homes (+13.2%) and bed and breakfast (+12.1%) by first time visitors increased significantly compared to 2012.
- The majority of first-time visitors went to O‘ahu (76%), followed by Maui (27.9%), Hawai‘i Island (17.9%) and Kaua‘i (11.9%).
- Seven out of ten (71%) came to vacation, 15.2 percent came to honeymoon, 5.3 percent came for meetings, conventions and incentives and 4.9 percent came to see friends and relatives.

Repeat Visitor

Among total air arrivals in 2013, 65.3 percent or 5,228,080 visitors have been to Hawai‘i before. This was a 2.2 percent increase compared to 2012 (Table 46). Their average length of stay was 9.76 days compared to 9.90 days last year.

- U.S. West (81.3%) continued to have the largest percentage of repeat visitors in 2013, followed by Canada (65.3%), Japan (59.7%), and U.S. East (57.9%).
- Seven out of ten repeat visitors (72.6%) were independent travelers.
- The average number of trips for a repeat visitor was seven trips, similar to 2012.
- Over half (55.9%) of repeat visitors stayed in hotels, 21.8 percent stayed in condominiums, 11.9 percent stayed in timeshare properties, 10.5 percent stayed with friends or relatives and 6.7 percent stayed in rental homes.
- Usage of rental homes (+12.7%) by repeat visitors were much higher compared to 2012.
- More than half (56.1%) of all repeat visitors in 2013 went to O‘ahu, 30.3 percent visited Maui, 18 percent went to Hawai‘i Island and 15 percent went to Kaua‘i.
- The majority of repeat visitors (79.5%) came for vacation, 10.2 percent visited friends or relatives, and 5.1 percent came for meetings, conventions, and incentives.

Air Visitor Characteristics by Segments

**Table 45: First-Time Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	23,029,803	23,025,558	0.0%	14,701,907	14,774,388	-0.5%	8,327,896	8,251,170	0.9%
Total Visitors	2,775,394	2,753,423	0.8%	1,569,317	1,575,979	-0.4%	1,206,077	1,177,444	2.4%
PARTY SIZE									
One	386,078	398,917	-3.2%	306,801	317,236	-3.3%	79,277	81,681	-2.9%
Two	1,291,979	1,273,935	1.4%	703,829	714,803	-1.5%	588,150	559,133	5.2%
Three or more	1,097,336	1,080,571	1.6%	558,686	543,940	2.7%	538,650	536,630	0.4%
Avg Party Size	2.15	2.21	-2.5%	1.96	2.00	-1.8%	2.46	2.49	-1.2%
VISIT STATUS									
First-Time	2,775,394	2,753,423	0.8%	1,569,317	1,575,979	-0.4%	1,206,077	1,177,444	2.4%
Repeater	0	0	NA	0	0	NA	0	0	NA
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	364,175	384,807	-5.4%	97,177	103,799	-6.4%	266,998	281,008	-5.0%
Package	1,361,112	1,373,806	-0.9%	525,337	565,977	-7.2%	835,775	807,828	3.5%
Group Tour & Pkg	313,125	333,601	-6.1%	72,800	78,251	-7.0%	240,325	255,350	-5.9%
True Independent	1,363,231	1,328,411	2.6%	1,019,603	984,454	3.6%	343,629	343,957	-0.1%
ISLANDS VISITED									
O'ahu	2,109,621	2,067,174	2.1%	991,467	991,616	0.0%	1,118,154	1,075,558	4.0%
Maui County	783,351	769,798	1.8%	581,196	586,451	-0.9%	202,155	183,347	10.3%
...Maui	773,153	758,341	2.0%	573,121	578,168	-0.9%	200,032	180,173	11.0%
...Moloka'i	20,586	19,908	3.4%	14,071	13,476	4.4%	6,516	6,432	1.3%
...Lāna'i	25,051	23,906	4.8%	17,316	18,025	-3.9%	7,735	5,881	31.5%
Kaua'i	331,359	332,102	-0.2%	281,803	284,073	-0.8%	49,555	48,030	3.2%
Hawai'i Island	496,724	502,448	-1.1%	331,327	334,352	-0.9%	165,396	168,096	-1.6%
...Hilo	230,713	237,047	-2.7%	147,584	150,691	-2.1%	83,129	86,356	-3.7%
...Kona	395,964	395,240	0.2%	276,963	280,321	-1.2%	119,001	114,919	3.6%
LENGTH OF STAY									
O'ahu (days)	6.27	6.50	-3.6%	6.76	7.14	-5.4%	5.83	5.90	-1.3%
Maui (days)	6.42	6.33	1.4%	6.94	6.57	5.7%	4.92	5.56	-11.5%
Moloka'i (days)	3.00	3.27	-8.5%	3.54	3.65	-3.1%	1.83	2.49	-26.5%
Lāna'i (days)	2.52	2.90	-13.1%	3.01	3.13	-4.0%	1.44	2.20	-34.8%
Kaua'i (days)	5.76	5.71	1.0%	6.12	5.89	4.0%	3.73	4.63	-19.5%
Hawai'i Island (days)	5.66	5.50	3.0%	6.62	6.33	4.6%	3.74	3.85	-2.8%
...Hilo (days)	3.17	2.97	6.9%	3.85	3.57	8.1%	1.97	1.93	1.9%
...Kona (days)	5.25	5.21	0.9%	5.87	5.63	4.2%	3.82	4.18	-8.5%
Statewide (days)	8.30	8.36	-0.8%	9.37	9.37	-0.1%	6.90	7.01	-1.5%
ACCOMMODATIONS									
Hotel	2,121,260	2,110,985	0.5%	1,043,230	1,071,361	-2.6%	1,078,030	1,039,624	3.7%
...Hotel Only	1,903,213	1,893,903	0.5%	879,258	907,024	-3.1%	1,023,955	986,879	3.8%
Condo	318,740	307,387	3.7%	223,832	213,568	4.8%	94,908	93,819	1.2%
...Condo Only	230,061	223,847	2.8%	162,987	154,770	5.3%	67,074	69,077	-2.9%
Timeshare	134,161	137,805	-2.6%	116,819	120,035	-2.7%	17,342	17,770	-2.4%
...Timeshare Only	99,877	102,594	-2.6%	88,216	91,078	-3.1%	11,661	11,516	1.3%
Rental House	142,771	126,151	13.2%	120,531	102,711	17.3%	22,241	23,440	-5.1%
Bed & Breakfast	39,236	34,999	12.1%	29,021	27,921	3.9%	10,216	7,078	44.3%
Cruise Ship	73,172	76,993	-5.0%	60,828	66,495	-8.5%	12,343	10,497	17.6%
Friends or Relatives	152,429	160,858	-5.2%	132,687	130,444	1.7%	19,742	30,413	-35.1%
PURPOSE OF TRIP									
Pleasure (Net)	2,387,104	2,357,550	1.3%	1,349,322	1,350,155	-0.1%	1,037,782	1,007,396	3.0%
.....Vacation	1,970,716	1,932,008	2.0%	1,217,928	1,209,149	0.7%	752,787	722,860	4.1%
.....Honeymoon	421,724	430,419	-2.0%	137,762	147,214	-6.4%	283,962	283,205	0.3%
.....Get Married	59,352	62,472	-5.0%	20,103	21,887	-8.2%	39,249	40,585	-3.3%
MC&I (Net)	147,955	155,615	-4.9%	89,613	89,272	0.4%	58,342	66,343	-12.1%
.....Convention/Conf.	77,126	85,942	-10.3%	54,325	56,059	-3.1%	22,801	29,882	-23.7%
.....Corp. Meetings	19,942	24,149	-17.4%	15,678	15,784	-0.7%	4,264	8,365	-49.0%
.....Incentive	56,058	50,289	11.5%	23,304	20,885	11.6%	32,755	29,403	11.4%
Other Business	44,288	49,476	-10.5%	35,811	38,269	-6.4%	8,478	11,208	-24.4%
Visit Friends/Relatives	136,210	142,783	-4.6%	115,478	115,165	0.3%	20,732	27,618	-24.9%
Government/Military	18,030	22,914	-21.3%	13,843	19,147	-27.7%	4,188	3,767	11.2%
Attend School	8,705	9,305	-6.5%	4,686	4,813	-2.6%	4,019	4,492	-10.5%
Sport Events	31,901	32,320	-1.3%	18,181	16,933	7.4%	13,720	15,387	-10.8%
Average Age	40			42			38		

NA = Not applicable

Air Visitor Characteristics by Segments

**Table 46: Repeat Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days	51,019,969	50,638,345	0.8%	39,760,811	39,718,291	0.1%	11,259,158	10,920,054	3.1%
Total Visitors	5,228,080	5,113,720	2.2%	3,835,983	3,827,046	0.2%	1,392,097	1,286,674	8.2%
PARTY SIZE									
One	793,329	830,922	-4.5%	688,425	713,903	-3.6%	104,904	117,019	-10.4%
Two	2,105,445	2,053,589	2.5%	1,570,340	1,574,936	-0.3%	535,104	478,653	11.8%
Three or more	2,329,307	2,229,209	4.5%	1,577,218	1,538,207	2.5%	752,089	691,002	8.8%
Avg Party Size	2.19	2.09	4.7%	2.05	1.94	5.6%	2.56	2.52	1.5%
VISIT STATUS									
First-Time	0	0	NA	0	0	NA	0	0	NA
Repeat	5,228,080	5,113,720	2.2%	3,835,983	3,827,046	0.2%	1,392,097	1,286,674	8.2%
Average # of Trips	7.16	7.04	1.8%	7.69	7.69	0.0%	5.70	5.08	12.2%
TRAVEL METHOD									
Group Tour	317,270	309,778	2.4%	75,396	75,858	-0.6%	241,874	233,920	3.4%
Package	1,371,977	1,351,856	1.5%	643,225	685,215	-6.1%	728,751	666,641	9.3%
Group Tour & Pkg	258,670	250,975	3.1%	44,535	45,875	-2.9%	214,135	205,100	4.4%
True Independent	3,797,503	3,703,060	2.6%	3,161,896	3,111,848	1.6%	635,607	591,213	7.5%
ISLANDS VISITED									
O'ahu	2,934,655	2,836,872	3.4%	1,740,988	1,743,028	-0.1%	1,193,666	1,093,844	9.1%
Maui County	1,618,382	1,583,531	2.2%	1,377,695	1,366,267	0.8%	240,687	217,264	10.8%
...Maui	1,585,630	1,550,853	2.2%	1,348,241	1,336,538	0.9%	237,389	214,315	10.8%
...Moloka'i	34,571	33,415	3.5%	28,593	28,264	1.2%	5,978	5,151	16.1%
...Lāna'i	49,258	48,743	1.1%	41,018	40,852	0.4%	8,240	7,890	4.4%
Kaua'i	782,996	752,579	4.0%	706,015	693,747	1.8%	76,981	58,831	30.9%
Hawai'i Island	938,521	930,834	0.8%	724,055	738,326	-1.9%	214,466	192,507	11.4%
...Hilo	293,992	289,388	1.6%	209,698	210,729	-0.5%	84,294	78,659	7.2%
...Kona	805,289	796,229	1.1%	636,891	650,929	-2.2%	168,398	145,300	15.9%
LENGTH OF STAY									
O'ahu (days)	7.44	7.91	-5.9%	8.12	8.48	-4.3%	6.46	6.99	-7.6%
Maui (days)	9.02	8.94	1.0%	9.14	8.93	2.4%	8.35	8.98	-7.1%
Moloka'i (days)	5.87	5.85	0.3%	6.40	6.32	1.2%	3.31	2.89	14.7%
Lāna'i (days)	3.98	3.98	-0.1%	4.35	4.30	1.2%	2.12	2.24	-5.6%
Kaua'i (days)	8.44	8.07	4.5%	8.77	8.58	2.2%	5.40	5.45	-0.9%
Hawai'i Island (days)	8.38	8.76	-4.3%	9.32	9.06	2.9%	5.21	5.20	0.2%
...Hilo (days)	4.79	4.83	-0.8%	5.72	5.44	5.1%	2.48	2.48	0.2%
...Kona (days)	8.02	7.71	4.0%	8.71	8.51	2.3%	5.39	5.54	-2.8%
Statewide (days)	9.76	9.90	-1.5%	10.37	10.38	-0.1%	8.09	8.49	-4.7%
ACCOMMODATIONS									
Hotel	2,920,734	2,880,414	1.4%	1,885,809	1,927,308	-2.2%	1,034,924	953,106	8.6%
...Hotel Only	2,521,534	2,492,744	1.2%	1,561,861	1,605,652	-2.7%	959,673	887,093	8.2%
Condo	1,140,434	1,080,641	5.5%	884,478	856,139	3.3%	255,956	224,501	14.0%
...Condo Only	908,696	863,548	5.2%	707,197	684,374	3.3%	201,499	179,174	12.5%
Timeshare	624,531	624,089	0.1%	536,660	534,881	0.3%	87,871	89,208	-1.5%
...Timeshare Only	486,603	483,549	0.6%	416,533	415,343	0.3%	70,070	68,207	2.7%
Rental House	349,792	310,310	12.7%	318,434	283,053	12.5%	31,357	27,257	15.0%
Bed & Breakfast	40,669	38,741	5.0%	35,177	34,423	2.2%	5,492	4,318	27.2%
Cruise Ship	50,944	50,345	1.2%	40,814	42,983	-5.0%	10,130	7,362	37.6%
Friends or Relatives	549,497	552,217	-0.5%	497,534	500,169	-0.5%	51,963	52,048	-0.2%
PURPOSE OF TRIP									
Pleasure (Net)	4,310,042	4,207,011	2.4%	3,113,020	3,091,889	0.7%	1,197,022	1,115,123	7.3%
....Vacation	4,154,134	4,047,995	2.6%	3,026,423	3,004,999	0.7%	1,127,711	1,042,995	8.1%
....Honeymoon	149,087	153,118	-2.6%	84,850	84,797	0.1%	64,237	68,320	-6.0%
...Get Married	59,821	63,505	-5.8%	33,664	34,530	-2.5%	26,157	28,975	-9.7%
MC&I (Net)	267,824	254,945	5.1%	204,874	201,267	1.8%	62,950	53,678	17.3%
....Convention/Conf.	143,299	151,897	-5.7%	123,285	123,437	-0.1%	20,014	28,460	-29.7%
....Corp. Meetings	54,062	58,118	-7.0%	50,221	49,151	2.2%	3,841	8,967	-57.2%
....Incentive	79,734	53,548	48.9%	39,641	36,502	8.6%	40,093	17,046	135.2%
Other Business	195,316	198,398	-1.6%	180,896	184,306	-1.9%	14,420	14,093	2.3%
Visit Friends/Relatives	535,508	533,358	0.4%	480,704	483,603	-0.6%	54,804	49,755	10.1%
Government/Military	51,316	69,490	-26.2%	48,208	63,640	-24.2%	3,108	5,850	-46.9%
Attend School	11,478	13,905	-17.5%	9,002	8,774	2.6%	2,476	5,131	-51.8%
Sport Events	74,182	75,883	-2.2%	46,761	40,951	14.2%	27,421	34,932	-21.5%
Average Age	48			48			47		

NA = Not applicable
Source: Hawai'i Tourism Authority

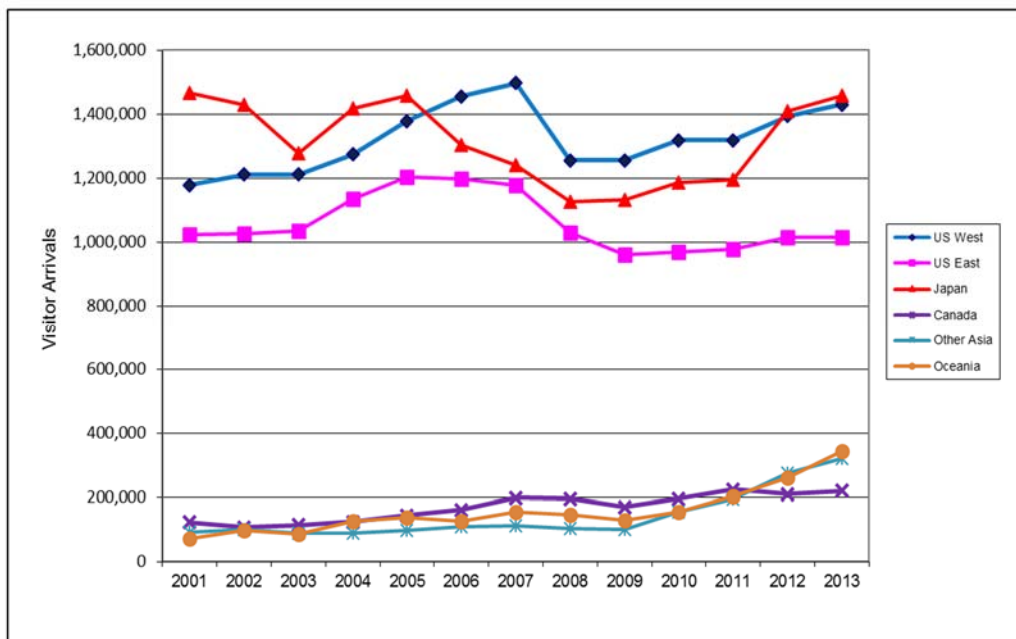
ISLAND SUPPLEMENT

O‘AHU

Arrivals by air to O‘ahu rose 2.9 percent to 5,044,276 visitors in 2013 (Table 54). However, a shorter average length of stay (6.95 days, down from 7.31 days in 2012) resulted in a 2.2 percent decline in O‘ahu visitor days.

- Of these visitors, 74.3 percent stayed exclusively on O‘ahu.
- The average daily census showed that 96,054 visitors were on O‘ahu on any given day in 2013, down 2 percent from 2012 (Table 6).
- For the second year, arrivals from Japan (1,458,205 visitors) exceeded arrivals from U.S. West (1,429,387 visitors) to be the leading market on O‘ahu.
- Arrivals from Oceania (342,717 visitors) and Other Asia (321,001 visitors) surpassed Canada (218,828 visitors). Canada had been the leader among the smaller markets on O‘ahu for most of the past decade (Table 65).

**Figure 15: O‘ahu Visitor Arrivals by Selected MMA
2001 – 2013**



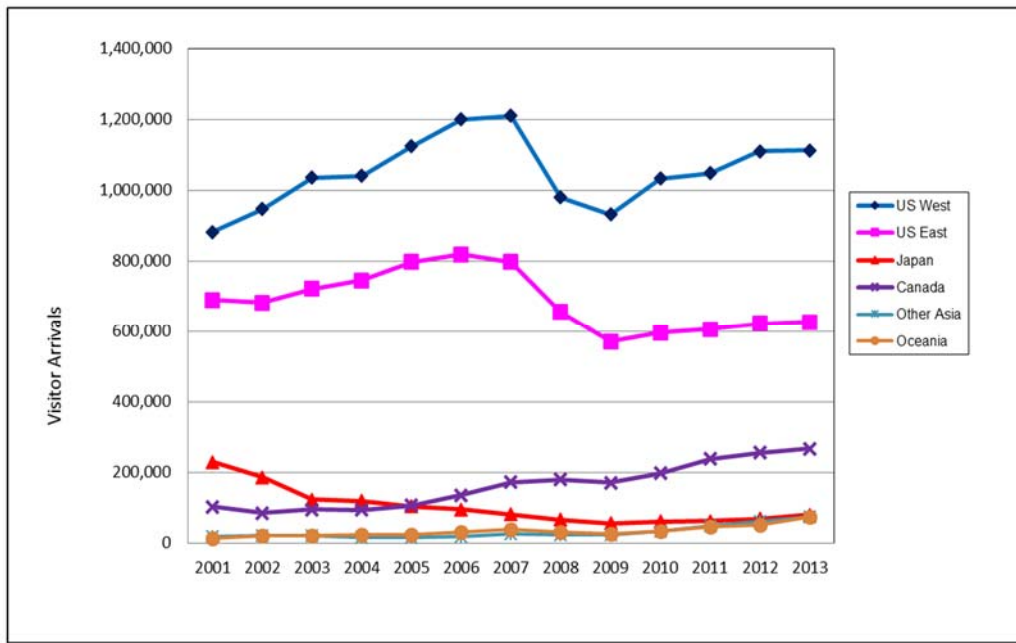
- Oceania visitors to O‘ahu climbed 31.7 percent compared to 2012, as arrivals from New Zealand nearly doubled while arrivals from Australia grew 25 percent. The number of visitors from Other Asia jumped 17 percent with increases from Korean (+17.7%), China (+8.1%) and three times more visitors from Taiwan. Arrivals from Latin America rose 21.2 percent with double-digit growth from Argentina (+38.4%), Brazil (+21.1%) and Mexico (+13.4%). Arrivals from Europe (+10.9%), Canada (+4.5%), Japan (+3.4%) and U.S. West (+2.6%) were also higher than 2012.
- There were more domestic visitors to O‘ahu from New York City (+8.6%) and Phoenix (+12.4%) but fewer visitors from San Francisco (-1.7%), San Diego (-5.4%), San Jose (-1.2%), Chicago (-6%), Dallas (-4.6%) and Houston (-7.7%) (Table 49 and Table 50).

MAUI

A total of 2,358,784 air visitors were on Maui in 2013, up 2.1 percent from the previous year (Table 56). Maui Visitor days increased 3.3 percent.

- Six out of ten visitors (61.3%) spent all their time on Maui while the rest visited other islands.
- The average daily census on Maui grew 3.6 percent to 52,798 visitors on any given day (Table 6).
- Repeat visitors comprised 67.2 percent of Maui visitors, similar to 2012.
- The majority of Maui visitors made their own travel arrangements (71.6%).

**Figure 16: Maui Visitor Arrivals by Selected MMA
2001 – 2013**



- The largest share of visitors to Maui in 2013 continued to be from U.S. West (47.2%) followed by U.S. East (26.6%), Canada (11.3%), Japan (3.4%), Oceania (3.1%) and Other Asia (3.1%) (Table 65).
- Oceania (+45.7%) showed the largest growth in arrivals to Maui with significantly more visitors from Australia (+39.6%) and a doubling of visitors from New Zealand. Arrivals from Japan rose 16.8 percent compared to 2012.
- About the same number of U.S. West (+0.2%) and U.S. East (+0.7%) visitors in 2013 were on Maui compared to the previous year. There were more visitors from New York City (+8.9%) and Phoenix (+4.8%) but fewer visitors from Portland (-4.7%), Chicago (-4.5%) and San Diego (-3.2%) (Table 49 and Table 50).
- Over half (55.5%) of those that visited Maui stayed in hotels while in the state, 30.6 percent stayed in condominiums, 11.7 percent stayed in timeshare properties and 5.8 percent stayed with friends or relatives.

Island Supplement

- Usage of rental homes (+14.9%) and bed and breakfast properties (+11.5%) by Maui visitors increased significantly compared to 2012.
- The majority (83.5%) of Maui visitors came to the state for vacation; 6.6 percent came to honeymoon; 5.5 percent came to visit friends or relatives and 5.2 percent came for meetings, conventions, and incentives.

MOLOKA‘I⁷

Arrivals by air to Moloka‘i rose 3.4 percent to 55,157 in 2013 (Table 57).

- Most of those who went to Moloka‘i also visited other islands, while only 12.6 percent stayed exclusively on Moloka‘i.
- The average daily census of 725 visitors per day in 2013 was an increase of 2.5 percent from the previous year.
- The two largest visitor markets to Moloka‘i in 2013 continued to be from U.S. West (41%) and U.S. East (27.9%) (Table 65).
- The majority of visitors to Moloka‘i in 2013 have been to the state before (62.7%).
- Seven out of ten visitors (72.4%) to Moloka‘i were independent travelers while the remainder purchased group tours (6.8%) or package trips (25.8%).
- Half of the visitors stayed in hotels (55%), 26.2 percent stayed in condominiums, 13.9 percent stayed with friends or relatives, 11.1 percent stayed in rental homes and 8 percent stayed in timeshare properties while in the state.
- Eight out of ten (79.7%) Moloka‘i visitors came to vacation while 12 percent visited friends or relatives.

LĀNA‘I⁷

There were 74,310 air visitors to Lāna‘i in 2013, a growth of 2.3 percent from the previous year (Table 58).

- Only 14.7 percent of these visitors spent their whole time on Lāna‘i while the majority visited other islands.
- The average daily census showed 710 visitors on Lāna‘i on any given day in 2013, down from 718 visitors last year.
- The majority (68.1%) of the Lāna‘i visitors stayed in hotels while in the state, 20 percent stayed in condominiums and 8.8 percent stayed with friends or relatives.
- Eight out of ten Lāna‘i visitors in 2013 came to the state for a vacation; 8.8 percent came for meetings, conventions and incentives and 7.7 percent to visit friends or relatives.
- The largest group of visitors to Lāna‘i were from U.S. West (39.7%), followed by U.S. East (33%) and Canada (8.6%) (Table 65).

⁷ Small sample size for Lāna‘i and Moloka‘i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

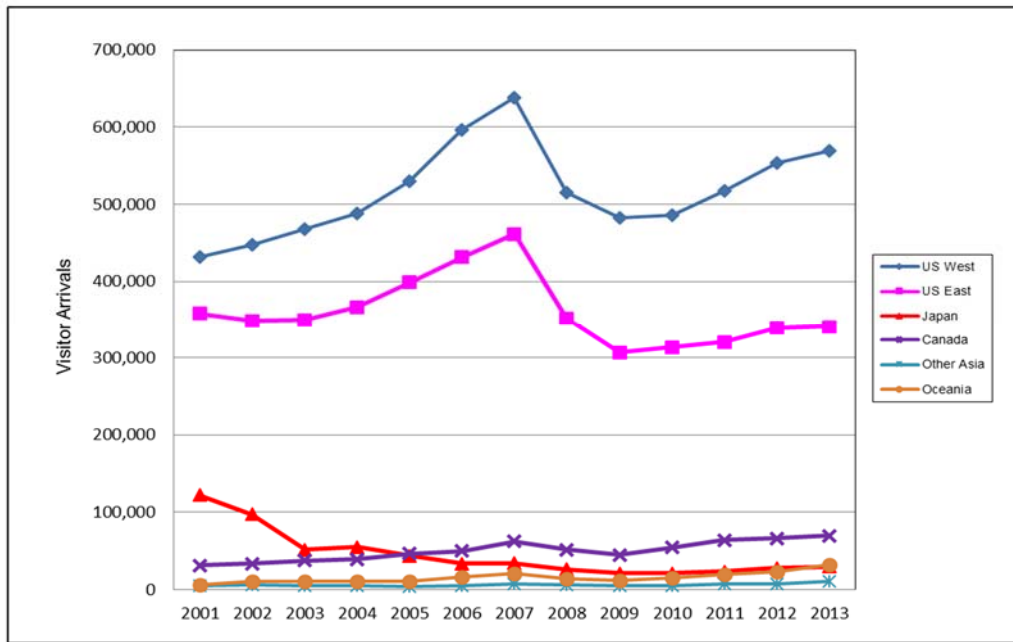
- More repeat visitors (66.3%) than first-timers (33.7%) went to Lānaʻi. There were also more independent travelers to Lānaʻi (71.9%) than those who purchased group tours (7.5%) or package trips (25.8%).

KAUAʻI

Arrivals by air to Kāuaʻi rose 2.7 percent to 1,114,354 visitors in 2013 (Table 59). Kāuaʻi visitor days increased 4.3 percent.

- Over half (53.6%) of these visitors stayed exclusively on Kāuaʻi.
- The average daily census increased 4.6 percent from 2012 to 23,334 visitors present.

**Figure 17: Kāuaʻi Visitor Arrivals by Selected MMA
2001 – 2013**



- The largest share of Kāuaʻi’s visitors continued to be from U.S. West (51.1%), followed by U.S. East (30.6%), Canada (6.2%), Oceania (2.9%), Europe (2.8%), Japan (2.6%) and Other Asia (1%) (Table 65).
- Significantly more visitors from emerging markets including Australia (+33%), New Zealand (+107.3%) and Korea (+102.1%) went to Kāuaʻi than in 2012. Arrivals to Kāuaʻi from U.S. West (+2.8%), Japan (+5.5%) and Canada (+4.9%) also increased.
- There were more visitors to Kāuaʻi from Los Angeles (+6.2%), New York (+6.2%) and Seattle (+3.4%) but fewer visitors from San Jose (-11.4%), San Francisco (-5%) and Chicago (-4.7%) compared to 2012 (Table 49 and Table 50).
- Repeat visitors accounted for 70.3 percent while 29.7 percent were first-timers in 2013.
- Three out of four (75.8%) Kāuaʻi visitors were independent travelers, similar to 2012.

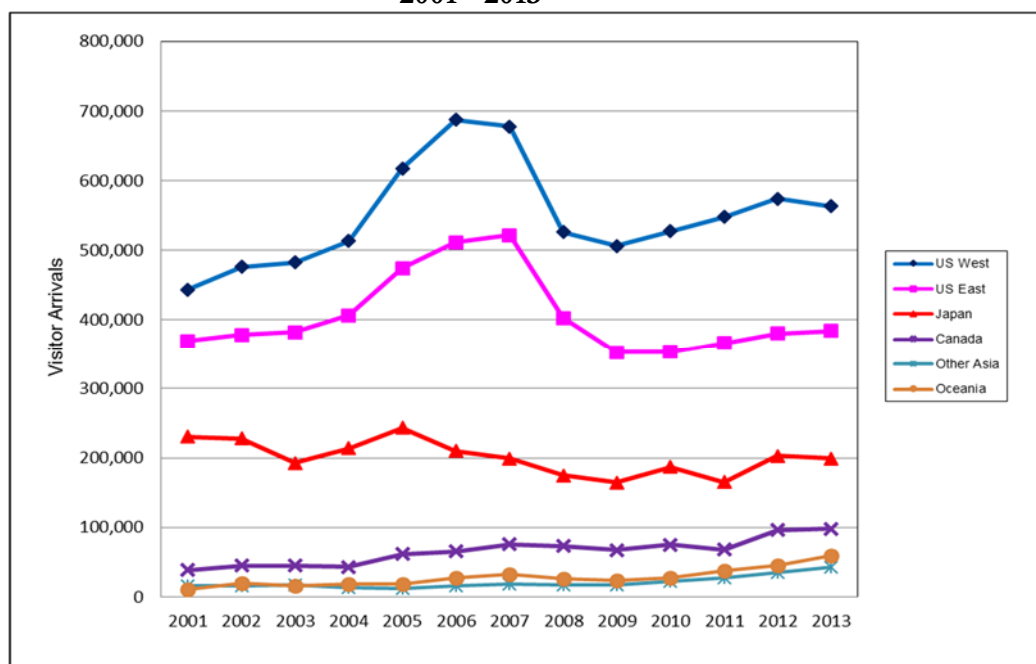
- Half (50.8%) of those who visited Kaua'i stayed in hotels while in the state. Some stayed in condominium properties (23.1%), timeshare properties (19.6%), and rental homes (11.3%).
- Usage of rental homes (+9%), condominium properties (+6.9%) and hotels (+2.1%) by Kaua'i visitors were higher compared to 2012.
- Most of the visitors were in the state for vacation (85.1%); 6.3 percent visited friends or relatives; 6.2 percent honeymooned; and 4 percent came for meetings, conventions, and incentives.

HAWAI'I ISLAND

There were 1,435,245 air visitors (+0.1%) to Hawai'i Island in 2013, similar to 2012 (Table 60).

- Close to half (45.9%) of these visitors spent their entire time on Hawai'i Island.
- The average daily census showed a 2.4 percent increase from 2012 to 29,255 visitors present.

**Figure 18: Hawai'i Island Visitor Arrivals
by Selected MMA
2001 - 2013**



- The largest group of visitors to Hawai'i Island continued to be from U.S. West (39.2%), followed by U.S. East (26.7%), Japan (13.9%), Canada (6.8%), Oceania (4.1%), Europe (3.2%), and Other Asia (3%) (Table 65).
- There were significantly more visitors from Australia (+18.8%), Korea (+15.2%) and China (+11.2%) compared to 2012. Arrivals from U.S. East (+1%) and Canada (+1.6%) also increased offsetting declines from U.S. West (-1.9%) and Japan (-1.9%).
- There were more visitors to Hawai'i Island from New York (+5.4%), Portland (+3.8%) and Phoenix (+2.9%) but fewer visitors from San Francisco (-6.4%), San Jose (-13.5%) and Chicago (-5.6%) compared to 2012 (Table 49 and Table 50).

Island Supplement

- Of those who visited Hawai'i Island in 2013, 65.4 percent have been to the state before while 34.6 percent were first-time visitors.
- The majority of Hawai'i Island visitors traveled independently (68.7%) instead of purchasing group tours (8.1%) or package trips (29.8%).
- Six out of ten (60.7%) visitors to Hawai'i Island stayed in hotels while in the state. Some visitors stayed in condominiums (19.4%), timeshare properties (10.7%), with friends or relatives (9.7%) and in rental homes (9.5%).
- Usage of hotels (-1.4%) by Hawai'i Island visitors were down while stays in bed and breakfast properties (+11.7%), rental homes (+10.9%), condominiums (+4%) and timeshare properties (+1.9%) increased compared to 2012.
- The majority (81%) of the Hawai'i Island visitors came to the state for vacation, 8.5 percent came to visit friends or relatives, 5.7 percent to honeymoon and 5.7 percent for meetings, conventions and incentives.

HAWAI'I ISLAND (HILO SIDE)

The Hilo side of Hawai'i Island hosted 524,705 air visitors in 2013 (-0.3%) (Table 61).

- The average daily census showed 5,864 visitors present, 4.9 percent higher than 2012.
- The largest group of visitors to Hilo was from U.S. West (31%), followed by U.S. East (29.9%), Japan (14.5%), Oceania (6.7%), and Canada (6%) (Table 65).
- Over half (56%) were repeat visitors to the state and 63.8 percent made their own travel arrangements. Only 11.5 percent purchased group tours while 34.3 percent purchased package trips.
- Two out of three visitors to Hilo stayed in hotels, 17.1 percent stayed on cruise ships, 14 percent stayed in condominium properties, 12 percent stayed with friends or relatives, 10.6 percent stayed in rental homes and 5.8 percent stayed in timeshare properties while in the state.

HAWAI'I ISLAND (KONA SIDE)

There were 1,201,253 air visitors to Kona in 2013 (+0.8%) (Table 62).

- The average daily census increased 1.8 percent to 23,391 visitors.
- A breakdown by visitor markets to Kona showed U.S. West - 41.4 percent, U.S. East - 27.1 percent, Japan - 11.6 percent, Canada - 7.4 percent and Oceania - 4.1 percent (Table 65).
- Two out of three visitors (67%) to Kona in 2013 have been to the state before.
- There were also more true independent travelers (70.5%) than those who purchased group tours (6.8%) or package trips (28.1%).
- Six out of ten visitors to Kona stayed in hotels, 21.1 percent stayed in condominiums, 12 percent stayed in timeshares, 8.7 percent stayed with friends or relatives, and 7.6 percent stayed on cruise ships while in the state.

SEASONALITY BY ISLAND

The average daily census statewide indicated that there were 202,876 visitors (+0.8%) on any given day in 2013. Compared to 2012, average daily census increased on Kauaʻi (+4.6%), Maui (+3.6%), Molokaʻi (+2.5%), Hawaiʻi Island (+2.4%) but declined on Oʻahu (-2%) and Lānaʻi (-1.1%). In 2013, the busiest month statewide was July with 228,400 visitors per day. However, peak months varied by island (Table 48).

- Oʻahu – In 2013, July was the busiest month on Oʻahu with 110,161 visitors daily, followed by August (106,596 visitors daily) and June (104,505 visitors daily).
- Maui – The winter months were most popular on Maui in 2013: December (62,675 visitors daily), January (58,904 visitors daily), March (58,439 visitors daily).
- Hawaiʻi Island – January (37,983 visitors daily) was the busiest month on Hawaiʻi Island in 2013, followed by December (36,319 visitors daily) and February (33,595 visitors daily).
- Kauaʻi – The busiest month for arrivals to Kauaʻi in 2013, was July (27,443 visitors daily), followed by June (26,830 visitors daily) and January (25,077 visitors daily).
- Lānaʻi – In 2013, December had the heaviest traffic on Lānaʻi with 873 visitors daily followed by March (837 visitors daily) and January (782 visitors daily).
- Molokaʻi – In 2013, December was the peak month on Molokaʻi with 1,122 visitors daily, followed by January (1,093 visitors daily) and November (784 visitors daily).

**Table 47: Visitor Arrivals by Island and Month (Arrivals by Air)
2013 vs. 2012**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	649,608	632,697	2.7%	432,636	418,307	3.4%	216,972	214,390	1.2%
FEB	638,908	609,997	4.7%	423,156	409,099	3.4%	215,752	200,898	7.4%
MAR	734,354	691,297	6.2%	500,356	474,324	5.5%	233,998	216,973	7.8%
APR	630,138	616,456	2.2%	439,468	435,754	0.9%	190,670	180,702	5.5%
MAY	633,426	615,156	3.0%	448,867	444,670	0.9%	184,559	170,486	8.3%
JUN	711,329	679,258	4.7%	511,579	488,151	4.8%	199,750	191,107	4.5%
JUL	752,865	724,793	3.9%	533,156	511,905	4.2%	219,709	212,888	3.2%
AUG	738,697	728,842	1.4%	492,012	496,529	-0.9%	246,685	232,313	6.2%
SEPT	585,891	588,900	-0.5%	367,389	380,845	-3.5%	218,502	208,055	5.0%
OCT	615,613	618,717	-0.5%	394,454	419,205	-5.9%	221,159	199,512	10.8%
NOV	609,049	634,490	-4.0%	400,511	429,610	-6.8%	208,538	204,880	1.8%
DEC	703,596	726,541	-3.2%	461,716	494,627	-6.7%	241,880	231,914	4.3%
TOTAL	8,003,474	7,867,143	1.7%	5,405,300	5,403,025	0.0%	2,598,174	2,464,118	5.4%
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	395,364	390,301	1.3%	215,038	213,914	0.5%	180,326	176,387	2.2%
FEB	386,216	366,580	5.4%	204,993	200,017	2.5%	181,223	166,563	8.8%
MAR	434,897	405,062	7.4%	238,726	228,113	4.7%	196,172	176,949	10.9%
APR	386,074	371,771	3.8%	219,713	215,807	1.8%	166,361	155,964	6.7%
MAY	410,651	396,694	3.5%	239,351	237,752	0.7%	171,300	158,942	7.8%
JUN	449,660	427,096	5.3%	263,785	251,112	5.0%	185,875	175,984	5.6%
JUL	486,709	459,249	6.0%	283,261	264,846	7.0%	203,448	194,403	4.7%
AUG	480,530	466,004	3.1%	255,028	252,949	0.8%	225,501	213,056	5.8%
SEPT	392,514	388,307	1.1%	190,981	198,380	-3.7%	201,533	189,927	6.1%
OCT	402,225	390,490	3.0%	195,390	207,483	-5.8%	206,836	183,007	13.0%
NOV	381,627	394,274	-3.2%	193,966	211,635	-8.3%	187,661	182,639	2.7%
DEC	437,809	448,217	-2.3%	232,224	252,636	-8.1%	205,585	195,581	5.1%
TOTAL	5,044,276	4,904,045	2.9%	2,732,456	2,734,643	-0.1%	2,311,820	2,169,402	6.6%
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	92,094	83,300	10.6%	77,355	71,557	8.1%	14,738	11,743	25.5%
FEB	88,562	81,618	8.5%	76,760	72,641	5.7%	11,802	8,977	31.5%
MAR	94,698	93,530	1.2%	84,376	83,318	1.3%	10,322	10,212	1.1%
APR	87,643	86,966	0.8%	77,780	77,625	0.2%	9,862	9,341	5.6%
MAY	90,382	85,174	6.1%	82,908	79,283	4.6%	7,474	5,891	26.9%
JUN	105,546	101,905	3.6%	96,202	93,778	2.6%	9,344	8,127	15.0%
JUL	108,842	103,444	5.2%	99,600	95,043	4.8%	9,242	8,400	10.0%
AUG	102,013	100,503	1.5%	92,807	90,360	2.7%	9,206	10,143	-9.2%
SEPT	84,074	83,743	0.4%	72,777	76,280	-4.6%	11,297	7,463	51.4%
OCT	86,880	84,435	2.9%	76,473	76,765	-0.4%	10,408	7,670	35.7%
NOV	81,961	82,937	-1.2%	71,890	75,244	-4.5%	10,072	7,693	30.9%
DEC	91,659	97,127	-5.6%	78,890	85,927	-8.2%	12,770	11,200	14.0%
TOTAL	1,114,354	1,084,681	2.7%	987,818	977,820	1.0%	126,537	106,861	18.4%

Note: Sums may not add up to total due to rounding.
Source: Hawai'i Tourism Authority

Island Supplement

**Table 47: Visitor Arrivals by Island and Month (Arrivals by Air) continued
2013 vs. 2012**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	203,148	194,305	4.6%	154,733	149,626	3.4%	48,415	44,679	8.4%
FEB	194,121	189,302	2.5%	149,335	148,070	0.9%	44,786	41,233	8.6%
MAR	221,951	218,946	1.4%	175,143	171,797	1.9%	46,808	47,150	-0.7%
APR	192,827	190,129	1.4%	158,158	155,948	1.4%	34,668	34,180	1.4%
MAY	185,432	175,563	5.6%	158,188	153,294	3.2%	27,244	22,268	22.3%
JUN	215,515	210,670	2.3%	186,887	181,008	3.2%	28,628	29,662	-3.5%
JUL	228,940	217,404	5.3%	196,900	191,324	2.9%	32,039	26,080	22.8%
AUG	211,553	207,928	1.7%	179,746	181,015	-0.7%	31,807	26,913	18.2%
SEPT	168,985	166,745	1.3%	134,871	138,233	-2.4%	34,114	28,512	19.6%
OCT	179,782	181,629	-1.0%	147,788	155,685	-5.1%	31,994	25,944	23.3%
NOV	184,109	185,653	-0.8%	148,175	154,801	-4.3%	35,934	30,852	16.5%
DEC	215,370	215,055	0.1%	168,965	171,916	-1.7%	46,405	43,139	7.6%
TOTAL	2,401,733	2,353,329	2.1%	1,958,891	1,952,718	0.3%	442,842	400,611	10.5%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	198,822	190,324	4.5%	151,351	146,290	3.5%	47,470	44,034	7.8%
FEB	190,752	185,220	3.0%	146,177	144,420	1.2%	44,576	40,801	9.3%
MAR	217,820	215,132	1.2%	171,291	168,377	1.7%	46,529	46,755	-0.5%
APR	189,408	186,611	1.5%	155,259	152,916	1.5%	34,149	33,694	1.3%
MAY	182,190	172,117	5.9%	155,373	150,719	3.1%	26,818	21,398	25.3%
JUN	211,888	206,947	2.4%	183,991	177,586	3.6%	27,897	29,360	-5.0%
JUL	225,274	213,700	5.4%	193,462	188,181	2.8%	31,812	25,520	24.7%
AUG	208,401	204,669	1.8%	177,069	178,017	-0.5%	31,332	26,653	17.6%
SEPT	165,982	163,167	1.7%	132,349	135,321	-2.2%	33,633	27,846	20.8%
OCT	176,231	178,430	-1.2%	144,664	152,907	-5.4%	31,567	25,523	23.7%
NOV	180,874	182,443	-0.9%	145,168	152,005	-4.5%	35,707	30,437	17.3%
DEC	211,142	210,434	0.3%	165,210	167,968	-1.6%	45,932	42,466	8.2%
TOTAL	2,358,784	2,309,194	2.1%	1,921,362	1,914,706	0.3%	437,421	394,488	10.9%
MOLOKAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	5,270	4,993	5.5%	4,017	3,981	0.9%	1,252	1,012	23.7%
FEB	4,204	4,611	-8.8%	3,481	3,831	-9.1%	723	780	-7.3%
MAR	4,336	4,361	-0.6%	3,459	3,533	-2.1%	877	828	5.9%
APR	4,458	4,841	-7.9%	2,963	3,142	-5.7%	1,494	1,699	-12.0%
MAY	4,315	4,295	0.5%	3,476	3,168	9.7%	839	1,128	-25.6%
JUN	4,591	4,169	10.1%	3,542	3,464	2.3%	1,049	705	48.9%
JUL	4,792	4,683	2.3%	4,132	3,835	7.8%	660	849	-22.3%
AUG	3,748	4,036	-7.1%	3,163	3,342	-5.3%	585	695	-15.8%
SEPT	4,965	4,125	20.4%	3,284	3,131	4.9%	1,681	993	69.2%
OCT	4,503	4,106	9.7%	3,364	3,368	-0.1%	1,139	739	54.1%
NOV	4,354	4,069	7.0%	3,458	3,079	12.3%	896	990	-9.4%
DEC	5,621	5,033	11.7%	4,323	3,867	11.8%	1,298	1,166	11.3%
TOTAL	55,157	53,323	3.4%	42,663	41,740	2.2%	12,494	11,583	7.9%
LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	6,302	6,356	-0.8%	4,837	4,887	-1.0%	1,466	1,468	-0.2%
FEB	6,145	6,055	1.5%	4,621	5,148	-10.2%	1,524	907	68.1%
MAR	6,664	6,582	1.3%	5,657	5,327	6.2%	1,007	1,255	-19.7%
APR	5,696	6,319	-9.9%	4,296	4,702	-8.6%	1,400	1,618	-13.4%
MAY	5,477	5,639	-2.9%	4,619	4,126	12.0%	858	1,513	-43.3%
JUN	7,037	6,459	9.0%	4,949	5,405	-8.4%	2,088	1,054	98.1%
JUL	6,212	6,138	1.2%	5,512	5,286	4.3%	701	852	-17.8%
AUG	6,242	6,593	-5.3%	4,999	5,265	-5.0%	1,243	1,328	-6.4%
SEPT	6,392	5,545	15.3%	4,104	4,572	-10.2%	2,289	972	135.3%
OCT	5,883	5,213	12.9%	4,957	4,597	7.8%	927	616	50.4%
NOV	5,507	5,317	3.6%	4,396	4,308	2.0%	1,112	1,009	10.2%
DEC	6,752	6,434	4.9%	5,389	5,255	2.6%	1,363	1,179	15.6%
TOTAL	74,310	72,649	2.3%	58,334	58,877	-0.9%	15,975	13,772	16.0%

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

Source: Hawai'i Tourism Authority

Island Supplement

**Table 47: Visitor Arrivals by Island and Month (Arrivals by Air) continued
2013 vs. 2012**

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	131,257	125,590	4.5%	94,496	91,223	3.6%	36,761	34,367	7.0%
FEB	128,212	119,628	7.2%	92,347	89,848	2.8%	35,865	29,780	20.4%
MAR	132,520	131,682	0.6%	100,984	98,268	2.8%	31,536	33,415	-5.6%
APR	108,188	112,911	-4.2%	80,735	85,046	-5.1%	27,454	27,864	-1.5%
MAY	108,411	104,381	3.9%	83,173	81,373	2.2%	25,238	23,008	9.7%
JUN	130,936	118,149	10.8%	96,174	95,768	0.4%	34,763	22,382	55.3%
JUL	134,859	133,257	1.2%	101,158	100,777	0.4%	33,701	32,480	3.8%
AUG	128,282	129,441	-0.9%	91,443	95,546	-4.3%	36,840	33,895	8.7%
SEPT	101,936	96,284	5.9%	67,143	67,689	-0.8%	34,793	28,595	21.7%
OCT	103,930	113,417	-8.4%	76,942	83,302	-7.6%	26,988	30,115	-10.4%
NOV	101,943	113,244	-10.0%	76,478	82,667	-7.5%	25,465	30,577	-16.7%
DEC	124,769	135,297	-7.8%	94,309	101,171	-6.8%	30,460	34,126	-10.7%
TOTAL	1,435,245	1,433,282	0.1%	1,055,383	1,072,678	-1.6%	379,862	360,604	5.3%
HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	48,033	45,686	5.1%	30,923	29,999	3.1%	17,110	15,687	9.1%
FEB	46,265	41,764	10.8%	29,918	29,071	2.9%	16,346	12,693	28.8%
MAR	42,998	47,267	-9.0%	29,458	32,179	-8.5%	13,539	15,088	-10.3%
APR	40,674	45,069	-9.8%	27,908	29,157	-4.3%	12,767	15,912	-19.8%
MAY	43,298	40,719	6.3%	31,288	29,500	6.1%	12,010	11,219	7.1%
JUN	50,977	43,766	16.5%	32,662	34,312	-4.8%	18,316	9,454	93.7%
JUL	50,151	48,699	3.0%	35,247	34,115	3.3%	14,904	14,584	2.2%
AUG	46,148	47,537	-2.9%	32,629	32,213	1.3%	13,519	15,324	-11.8%
SEPT	37,879	36,818	2.9%	24,022	24,650	-2.5%	13,856	12,168	13.9%
OCT	37,853	38,770	-2.4%	25,464	25,932	-1.8%	12,389	12,838	-3.5%
NOV	36,075	41,735	-13.6%	25,478	27,012	-5.7%	10,597	14,723	-28.0%
DEC	44,355	48,605	-8.7%	32,285	33,279	-3.0%	12,069	15,326	-21.2%
TOTAL	524,705	526,435	-0.3%	357,282	361,420	-1.1%	167,423	165,015	1.5%
KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
JAN	110,736	104,917	5.5%	82,274	79,105	4.0%	28,462	25,812	10.3%
FEB	107,257	99,872	7.4%	80,128	78,041	2.7%	27,129	21,831	24.3%
MAR	111,351	110,740	0.6%	88,186	86,671	1.7%	23,165	24,069	-3.8%
APR	89,663	92,541	-3.1%	70,125	74,004	-5.2%	19,538	18,537	5.4%
MAY	89,199	85,060	4.9%	70,963	69,648	1.9%	18,236	15,412	18.3%
JUN	106,942	98,044	9.1%	83,265	82,397	1.1%	23,677	15,647	51.3%
JUL	111,549	109,813	1.6%	87,138	87,196	-0.1%	24,412	22,617	7.9%
AUG	108,844	110,223	-1.3%	78,739	83,052	-5.2%	30,104	27,171	10.8%
SEPT	86,299	79,307	8.8%	57,985	58,443	-0.8%	28,313	20,865	35.7%
OCT	87,706	95,335	-8.0%	67,190	73,006	-8.0%	20,516	22,329	-8.1%
NOV	86,438	92,885	-6.9%	66,902	72,645	-7.9%	19,536	20,239	-3.5%
DEC	105,270	112,733	-6.6%	80,959	87,042	-7.0%	24,311	25,691	-5.4%
TOTAL	1,201,253	1,191,469	0.8%	913,854	931,250	-1.9%	287,399	260,219	10.4%

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

Source: Hawai'i Tourism Authority

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**Table 48: Average Daily Census by Island and Month (Arrivals by Air)
2013**

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	97,776	95,610	99,824	90,051	91,870	104,505	110,161	106,596	86,301	84,408	83,392	101,465	96,054
Maui County	60,778	59,698	59,913	49,858	43,354	57,305	59,619	52,548	43,135	47,915	52,062	64,670	54,233
....Maui	58,904	58,177	58,439	48,628	42,241	55,904	58,246	51,383	41,947	46,487	50,615	62,675	52,798
....Moloka'i	1,093	782	636	585	573	650	656	479	586	744	784	1,122	725
....Lāna'i	782	739	837	645	540	751	717	686	602	684	662	873	710
Kaua'i	25,077	24,134	23,578	21,508	20,616	26,830	27,443	24,468	20,115	20,622	20,946	24,622	23,334
Hawai'i Island	37,983	33,595	30,379	25,018	22,472	30,732	31,177	28,420	24,394	24,738	25,903	36,319	29,255
....Hilo	7,442	6,198	5,158	5,161	5,317	6,702	6,814	6,405	4,716	4,782	4,903	6,742	5,864
....Kona	30,541	27,397	25,221	19,858	17,155	24,031	24,363	22,015	19,678	19,956	21,000	29,576	23,391
TOTAL DOM and INT'L	221,614	213,037	213,693	186,434	178,312	219,372	228,400	212,032	173,944	177,683	182,301	227,076	202,876
DOMESTIC													
O'ahu	62,195	56,954	57,676	54,491	58,769	66,997	68,304	60,450	45,679	45,015	47,378	60,588	57,079
Maui County	47,771	46,695	47,207	41,649	39,280	52,690	53,973	46,768	37,166	42,149	43,672	52,105	45,944
....Maui	46,147	45,353	45,886	40,634	38,276	51,410	52,671	45,701	36,163	40,886	42,396	50,378	44,675
....Moloka'i	955	717	557	460	510	606	624	454	512	629	700	927	638
....Lāna'i	669	625	764	555	493	675	678	613	491	634	575	801	632
Kaua'i	22,554	22,012	21,638	19,739	19,761	25,849	26,214	23,086	18,783	19,381	19,300	21,886	21,689
Hawai'i Island	31,670	27,800	25,742	20,820	19,477	26,393	26,498	22,873	19,237	21,461	22,438	29,618	24,500
....Hilo	6,132	5,165	4,241	4,179	4,412	5,528	5,415	5,178	3,722	3,954	4,235	5,926	4,843
....Kona	25,537	22,635	21,501	16,641	15,065	20,864	21,083	17,695	15,515	17,507	18,203	23,692	19,657
TOTAL DOMESTIC	164,188	153,462	152,263	136,699	137,287	171,929	174,988	153,177	120,865	128,006	132,789	164,197	149,213
INTERNATIONAL													
O'ahu	35,581	38,656	42,148	35,560	33,102	37,508	41,857	46,146	40,621	39,392	36,013	40,877	38,974
Maui County	13,008	13,003	12,705	8,209	4,074	4,614	5,646	5,780	5,969	5,767	8,389	12,565	8,289
....Maui	12,757	12,824	12,554	7,994	3,965	4,494	5,575	5,681	5,784	5,601	8,219	12,298	8,124
....Moloka'i	138	65	79	125	62	44	32	25	74	115	84	195	87
....Lāna'i	113	114	73	90	47	76	39	73	111	51	87	72	78
Kaua'i	2,523	2,122	1,940	1,768	855	981	1,229	1,382	1,332	1,241	1,645	2,736	1,645
Hawai'i Island	6,314	5,795	4,637	4,199	2,994	4,339	4,679	5,547	5,156	3,277	3,464	6,701	4,755
....Hilo	1,310	1,032	917	982	905	1,173	1,400	1,227	993	828	668	816	1,022
....Kona	5,004	4,763	3,720	3,217	2,090	3,166	3,280	4,320	4,163	2,448	2,796	5,885	3,734
TOTAL INT'L	57,426	59,575	61,430	49,736	41,026	47,443	53,412	58,855	53,079	49,677	49,512	62,878	53,663

Source: Hawai'i Tourism Authority

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**Table 49: Domestic U.S. Visitor Arrivals by Island and Top CBSA (Arrivals by Air)
2013**

Domestic Flights	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Albuquerque	14,390	6,773	4,875	4,760	126	152	3,310	2,910	1,130	2,489
Anchorage	49,999	26,743	15,140	14,707	587	328	5,889	10,788	2,797	9,656
Atlanta	40,346	25,279	13,916	13,613	318	717	7,393	9,245	3,530	7,971
Austin	25,012	11,689	9,502	9,245	231	405	5,474	5,659	2,086	4,851
Bakersfield	13,407	6,269	4,879	4,799	65	108	2,108	2,162	686	1,844
Baltimore	21,034	13,822	7,002	6,830	201	250	4,199	4,786	2,132	3,953
Bellingham	15,812	6,451	6,521	6,443	119	97	2,317	2,333	643	2,091
Boise City	22,145	10,293	7,321	7,196	170	193	4,100	4,084	1,157	3,703
Boston	42,120	23,161	16,885	16,567	377	673	9,833	10,387	4,100	8,705
Bremerton	16,149	7,726	5,000	4,906	120	90	2,602	2,862	820	2,491
Charlotte	13,126	7,752	4,792	4,711	110	207	2,690	3,257	1,285	2,758
Chicago	104,649	52,144	46,097	45,249	886	1,569	20,950	21,285	7,115	18,613
Cincinnati	14,485	8,177	6,142	6,002	159	255	3,098	3,728	1,494	3,209
Colorado	15,216	8,486	4,245	4,106	134	135	3,109	2,930	1,080	2,468
Dallas	81,486	39,625	33,328	32,762	549	1,231	15,774	15,090	5,297	13,077
Denver	77,375	31,539	29,784	29,165	642	969	16,739	16,316	4,928	14,404
Detroit	29,144	15,856	12,702	12,489	245	389	6,269	6,985	2,678	6,085
Eugene	16,309	6,447	5,939	5,801	165	147	2,905	3,509	1,071	3,071
Fresno	20,055	9,860	7,055	6,952	102	149	3,175	2,696	830	2,382
Houston	64,923	36,414	24,240	23,719	533	985	12,029	13,773	5,545	11,620
Indianapolis	14,571	7,828	6,060	5,965	137	194	3,183	3,185	1,288	2,707
Kansas City	21,606	11,264	8,505	8,358	160	276	4,442	4,445	1,725	3,853
Las Vegas	62,785	40,439	17,464	17,040	407	630	7,762	8,769	3,041	7,266
Los Angeles	548,337	263,367	184,293	180,337	3,202	5,337	93,712	88,409	25,459	76,525
Miami	24,195	15,320	9,350	9,127	258	461	4,791	5,925	2,642	4,934
Minneapolis	51,335	24,514	20,551	20,227	410	608	10,821	11,544	3,883	10,162
Modesto	14,122	5,695	5,441	5,376	81	114	2,428	2,237	599	2,003
New York	155,994	97,422	63,328	62,048	1,394	2,527	33,754	36,986	14,407	30,999
Ogden	19,264	10,992	5,503	5,368	121	139	3,923	2,981	926	2,652
Olympia	15,410	5,915	5,723	5,606	157	100	2,536	3,141	903	2,790
Orlando	13,922	9,207	4,789	4,724	122	192	2,658	3,154	1,308	2,694
Oxnard	43,058	18,085	15,955	15,664	268	442	8,241	6,781	1,867	5,917
Philadelphia	40,576	23,587	16,847	16,538	406	689	9,051	10,454	4,236	8,856
Phoenix	125,492	61,311	44,447	43,664	805	1,256	24,333	20,768	6,281	18,336
Pittsburgh	14,108	8,333	5,822	5,723	129	208	3,014	3,628	1,549	3,191
Portland	148,380	53,860	58,977	57,963	1,284	1,210	25,040	29,345	7,882	26,303
Provo	20,052	13,006	4,911	4,783	100	149	3,689	2,303	793	1,988
Reno	18,452	6,126	7,428	7,305	129	148	3,462	3,839	923	3,456
Riverside-San Bernardino	103,067	50,629	34,918	34,340	575	885	17,806	15,692	4,829	13,422
Sacramento	118,932	46,865	48,583	47,914	911	954	20,621	17,650	5,062	15,471
Salem	14,962	5,583	5,896	5,749	161	99	2,465	3,102	811	2,789
Salinas	14,178	5,659	4,901	4,803	84	167	2,805	2,726	718	2,421
Salt Lake City	40,503	21,010	12,623	12,366	163	391	8,496	6,178	1,980	5,381
San Antonio	18,914	11,930	5,859	5,722	151	211	3,125	3,299	1,435	2,717
San Diego	174,736	81,810	60,095	58,995	1,102	1,598	34,142	25,345	7,782	21,777
San Francisco	389,623	160,802	136,738	133,817	2,190	4,021	69,305	70,570	18,002	63,027
San Jose	158,108	64,543	59,834	58,870	862	1,359	25,877	27,280	7,091	24,533
San Luis	14,374	5,511	4,661	4,561	129	138	3,425	2,932	928	2,587
Santa Cruz	22,105	6,247	8,229	8,069	165	214	5,420	4,711	1,432	4,199
Santa Maria	20,015	8,664	6,518	6,266	203	244	4,382	3,605	975	3,111
Santa Rosa	30,566	8,669	12,417	12,198	234	299	6,609	6,447	1,816	5,683
Seattle	302,660	117,443	119,081	117,148	1,996	2,378	47,347	54,555	13,719	49,367
Spokane	24,013	10,067	9,337	9,160	205	151	3,632	3,994	974	3,598
St. Louis	24,347	13,176	10,133	9,955	207	366	5,343	5,295	2,055	4,541
Stockton	21,456	10,379	7,741	7,641	127	114	3,066	2,874	751	2,517
Tampa	15,822	10,184	5,569	5,446	172	270	3,311	3,792	1,689	3,193
Tucson	21,521	10,182	7,343	7,175	192	207	4,511	4,246	1,509	3,622
Vallejo	20,804	10,349	6,868	6,781	120	136	3,022	2,931	832	2,580
Virginia Beach	13,491	10,395	3,036	2,961	121	132	2,009	2,360	1,056	1,947
Washington	76,081	51,205	22,891	22,306	569	1,041	13,378	16,462	6,805	13,432

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: Hawaii Tourism Authority

Island Supplement

**Table 50: Domestic U.S. Visitor Arrival Growth by Island and Top CBSA
% change 2013 vs. 2012**

Domestic Flights	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA I	LĀNA I	KAUA I	HAWAII ISLAND	HILO	KONA
Albuquerque	-5.9%	-2.6%	-6.1%	-6.5%	9.3%	-6.9%	-1.7%	-8.3%	-0.7%	-6.6%
Anchorage	-1.9%	-4.4%	-1.5%	-1.1%	-12.0%	-3.2%	0.1%	0.4%	6.9%	0.7%
Atlanta	0.4%	-2.0%	4.1%	4.7%	21.0%	11.1%	9.4%	2.6%	0.6%	3.2%
Austin	-2.2%	-5.5%	0.3%	-0.3%	3.0%	10.0%	-3.8%	-3.0%	-7.1%	-1.0%
Bakersfield	0.2%	-1.4%	4.5%	5.1%	-24.9%	-26.3%	-5.4%	1.7%	4.1%	-1.3%
Baltimore	-4.9%	-7.3%	-0.8%	-1.2%	5.7%	-0.8%	-0.8%	-7.0%	-0.5%	-10.0%
Bellingham	-0.2%	-8.6%	18.9%	19.5%	17.4%	18.9%	-19.0%	-8.6%	-9.1%	-8.5%
Boise City	17.7%	37.0%	3.2%	3.1%	22.9%	1.9%	5.4%	20.0%	21.8%	19.1%
Boston	3.9%	3.8%	1.1%	0.8%	43.7%	13.1%	6.9%	6.8%	6.9%	5.4%
Bremerton	-7.7%	-11.7%	-4.1%	-3.8%	12.9%	-27.4%	-5.2%	-7.2%	-9.3%	-7.5%
Charlotte	6.1%	6.4%	1.5%	1.5%	13.9%	11.7%	14.2%	12.4%	12.0%	11.4%
Chicago	-5.1%	-6.0%	-4.7%	-4.5%	-6.8%	-21.4%	-4.7%	-5.6%	-8.8%	-5.4%
Cincinnati	-5.4%	-7.4%	-4.3%	-4.0%	-30.5%	2.4%	-11.5%	-4.3%	-4.5%	-4.8%
Colorado	-5.3%	-4.9%	-7.4%	-7.9%	-3.7%	49.4%	0.1%	-3.5%	1.1%	-4.3%
Dallas	-3.8%	-4.6%	-2.9%	-2.8%	-10.8%	-11.7%	-3.5%	-4.3%	-3.3%	-4.2%
Denver	-1.9%	-3.6%	-0.9%	-0.9%	1.6%	4.9%	-0.5%	-3.8%	-3.9%	-4.0%
Detroit	2.8%	4.1%	2.1%	2.4%	14.6%	-7.1%	-1.7%	9.2%	8.8%	10.4%
Eugene	7.2%	12.8%	4.6%	4.7%	14.7%	2.7%	7.9%	4.5%	8.0%	2.2%
Fresno	-0.1%	-1.1%	1.7%	2.1%	-13.1%	-15.7%	2.8%	-10.0%	-10.0%	-9.3%
Houston	-3.9%	-7.7%	-3.7%	-3.6%	0.3%	-14.6%	-0.9%	-1.6%	-8.2%	0.5%
Indianapolis	-0.7%	0.2%	-1.7%	-0.8%	-7.5%	-18.1%	-1.0%	-5.9%	-5.8%	-7.5%
Kansas City	-1.9%	0.1%	-1.5%	-1.3%	0.2%	-22.7%	1.8%	-3.8%	2.5%	-5.7%
Las Vegas	-0.4%	1.7%	-5.0%	-5.3%	1.0%	10.5%	2.0%	3.3%	0.2%	3.8%
Los Angeles	0.5%	0.5%	0.1%	-0.1%	14.8%	1.2%	6.2%	-0.9%	5.4%	-1.5%
Miami	6.2%	7.0%	3.5%	2.5%	22.8%	31.5%	7.7%	3.1%	7.7%	1.9%
Minneapolis	-1.6%	-0.4%	-0.6%	0.0%	1.9%	-7.9%	-6.9%	1.0%	1.9%	2.0%
Modesto	2.3%	7.1%	-1.8%	-1.6%	11.9%	4.8%	1.3%	0.5%	6.0%	0.8%
New York	8.8%	8.6%	8.9%	8.9%	7.5%	6.6%	6.2%	5.4%	5.9%	4.1%
Ogden	8.2%	13.4%	2.7%	2.7%	10.3%	-8.0%	2.2%	4.0%	-4.3%	5.2%
Olympia	-2.3%	-7.0%	-2.3%	-1.7%	-13.5%	-12.6%	-0.6%	5.0%	13.4%	3.9%
Orlando	-2.8%	-3.4%	-1.8%	-1.5%	-6.6%	-20.8%	-5.4%	-6.5%	-9.7%	-4.9%
Oxnard	0.4%	-0.4%	1.1%	1.2%	20.9%	0.4%	1.3%	-6.1%	-9.9%	-6.1%
Philadelphia	1.2%	0.5%	-0.3%	-0.6%	1.8%	7.0%	-4.8%	5.5%	2.1%	5.8%
Phoenix	7.1%	12.4%	4.5%	4.8%	-5.4%	-6.5%	4.4%	2.9%	1.7%	2.9%
Pittsburgh	1.7%	1.9%	-1.7%	-1.5%	-3.7%	-2.0%	6.1%	0.4%	0.0%	3.0%
Portland	-0.4%	-1.8%	-4.7%	-4.7%	9.4%	-7.1%	7.4%	3.8%	7.3%	4.0%
Provo	10.9%	16.4%	0.5%	0.9%	10.0%	-16.6%	8.9%	-0.1%	-6.8%	0.3%
Reno	4.8%	-0.8%	9.5%	9.8%	11.3%	-29.5%	10.7%	-3.7%	-3.9%	-3.5%
Riverside-San Bernardino	3.8%	1.5%	4.5%	4.7%	-11.3%	11.0%	11.6%	2.7%	0.9%	2.8%
Sacramento	0.7%	2.9%	-0.2%	-0.3%	21.0%	1.2%	0.3%	-5.8%	0.4%	-7.2%
Salem	-0.8%	-3.1%	-7.9%	-8.2%	2.8%	-28.0%	10.9%	6.1%	1.5%	8.7%
Salinas	-5.3%	-4.9%	-1.5%	-1.7%	-11.6%	15.1%	-5.0%	-8.9%	-4.8%	-10.2%
Salt Lake City	3.9%	8.4%	-3.6%	-4.2%	-15.4%	23.5%	1.8%	-2.8%	-8.3%	-3.9%
San Antonio	-8.6%	-10.0%	-5.0%	-4.9%	-19.4%	-23.9%	-10.7%	-18.1%	-12.3%	-20.6%
San Diego	-1.4%	-5.4%	-3.4%	-3.2%	-13.2%	-7.3%	13.2%	-0.8%	-1.4%	-1.1%
San Francisco	-2.4%	-1.7%	1.0%	0.9%	1.2%	6.5%	-5.0%	-6.4%	-4.6%	-7.4%
San Jose	-4.3%	-1.2%	0.4%	0.4%	-2.6%	-2.4%	-11.4%	-13.5%	-12.8%	-14.4%
San Luis	4.5%	23.0%	-5.2%	-4.5%	-13.8%	-11.7%	-0.1%	-1.7%	5.9%	-0.5%
Santa Cruz	-2.8%	-1.3%	5.1%	5.2%	-0.2%	0.4%	-5.9%	-11.2%	-4.4%	-11.2%
Santa Maria	7.3%	15.8%	2.0%	0.8%	50.2%	10.3%	7.2%	-0.8%	-1.2%	-2.9%
Santa Rosa	-5.2%	-9.7%	2.4%	2.8%	-21.3%	1.5%	-7.5%	-9.1%	-1.2%	-11.1%
Seattle	0.7%	0.3%	0.3%	0.2%	5.0%	-0.9%	3.4%	-0.5%	1.3%	-0.5%
Spokane	13.6%	32.8%	6.4%	6.1%	50.9%	5.3%	-0.2%	-1.2%	-7.9%	-3.1%
St. Louis	-1.5%	-4.5%	0.7%	1.4%	-9.0%	-13.7%	0.8%	0.1%	1.2%	-0.1%
Stockton	0.5%	10.8%	-2.7%	-2.6%	3.4%	-34.5%	-3.4%	-11.7%	-11.5%	-13.7%
Tampa	-0.4%	-0.4%	4.2%	4.2%	5.0%	27.9%	-0.3%	-5.9%	-5.6%	-4.4%
Tucson	3.1%	3.3%	7.5%	8.6%	9.4%	-10.2%	-2.9%	-6.4%	-5.0%	-6.9%
Vallejo	-5.6%	-5.6%	-2.8%	-2.2%	-8.3%	-26.1%	-8.0%	-16.8%	-15.9%	-17.6%
Virginia Beach	-11.8%	-14.4%	-10.2%	-10.2%	30.8%	-20.9%	-1.3%	-2.0%	-5.6%	-0.9%
Washington	-4.6%	-6.1%	-0.2%	0.0%	-10.0%	13.4%	-1.0%	-4.0%	-2.7%	-4.1%

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: Hawaii Tourism Authority and U.S. Bureau of the Census and U.S. Bureau of the Census

Island Supplement

**Table 51: Domestic U.S. Visitor Arrivals by Island and State of Residence
2013**

Domestic Flights	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAI'I ISLAND	HILO	KONA
Alabama	17,524	12,011	5,370	5,257	148	261	3,099	3,793	1,705	3,221
Alaska	77,365	40,030	23,063	22,290	1,016	516	9,781	17,595	4,919	15,668
Arizona	165,660	80,664	57,591	56,503	1,176	1,637	32,885	28,563	9,040	24,997
Arkansas	12,919	7,310	4,850	4,786	117	155	2,402	2,828	1,244	2,407
California	1,803,858	790,843	638,071	625,814	11,083	16,880	321,784	300,180	84,332	263,161
Colorado	136,990	56,411	50,079	48,957	1,187	1,628	31,649	30,030	9,557	26,296
Connecticut	26,292	15,803	10,580	10,344	273	449	5,656	6,349	2,544	5,337
Delaware	5,075	3,255	1,906	1,868	48	92	1,113	1,313	611	1,099
Florida	95,885	62,767	34,111	33,383	1,046	1,635	19,656	23,278	10,543	19,508
Georgia	54,563	35,221	18,148	17,727	440	922	9,858	12,335	5,017	10,605
Idaho	46,097	21,243	15,008	14,689	374	377	8,866	8,858	2,547	7,991
Illinois	126,284	65,053	54,974	53,956	1,166	1,869	25,901	25,993	9,140	22,681
Indiana	38,289	21,474	15,323	15,073	334	490	8,107	8,852	3,508	7,589
Iowa	26,019	13,872	10,627	10,491	208	333	5,475	5,758	2,142	5,018
Kansas	24,059	12,593	9,657	9,525	196	304	5,120	5,187	2,028	4,428
Kentucky	18,131	10,854	6,928	6,815	181	199	3,442	3,960	1,653	3,414
Louisiana	16,838	10,382	6,094	5,944	221	321	3,376	3,890	1,821	3,321
Maine	7,943	4,630	2,421	2,336	106	109	1,684	1,882	809	1,534
Maryland	46,564	30,957	14,920	14,573	404	546	9,043	10,747	4,853	8,785
Massachusetts	53,502	29,803	21,368	20,952	505	823	12,399	13,226	5,269	11,037
Michigan	62,270	33,783	26,152	25,675	610	809	14,005	14,975	6,068	12,791
Minnesota	68,742	33,078	27,438	27,018	572	772	14,427	16,261	5,525	14,214
Mississippi	7,661	4,968	2,463	2,421	56	83	1,234	1,640	723	1,378
Missouri	43,243	23,634	16,896	16,528	382	599	9,064	9,427	3,719	8,116
Montana	25,280	9,705	9,073	8,873	269	268	5,488	5,540	1,556	5,005
Nebraska	17,074	8,939	7,013	6,906	149	221	3,513	3,733	1,344	3,259
Nevada	88,646	49,467	27,624	26,983	626	870	12,790	14,070	4,366	12,012
New Hampshire	9,267	5,190	3,428	3,368	76	103	2,041	2,187	871	1,800
New Jersey	72,970	46,048	30,928	30,396	653	1,113	15,948	17,895	7,222	14,949
New Mexico	26,066	12,404	8,568	8,339	234	244	6,085	5,457	2,141	4,609
New York	128,832	80,223	50,148	49,022	1,273	2,004	27,720	30,564	12,343	25,521
North Carolina	45,659	27,916	15,998	15,651	409	688	9,112	11,027	4,636	9,226
North Dakota	8,785	4,680	3,512	3,451	70	118	1,626	2,018	690	1,749
Ohio	64,309	36,979	27,090	26,640	679	1,055	13,862	15,895	6,705	13,535
Oklahoma	26,064	14,551	9,673	9,518	208	342	4,969	5,139	1,933	4,388
Oregon	201,869	71,927	78,556	76,991	1,887	1,618	36,043	42,258	11,406	37,933
Pennsylvania	68,548	41,259	27,789	27,251	757	1,085	14,993	18,050	7,641	15,429
Rhode Island	5,980	3,923	2,108	2,071	34	90	1,200	1,258	578	1,052
South Carolina	18,922	12,319	6,473	6,322	191	270	3,773	4,450	1,962	3,785
South Dakota	8,513	4,309	3,309	3,222	99	107	1,660	2,092	806	1,768
Tennessee	31,207	19,174	11,024	10,783	298	489	6,035	7,186	3,019	6,136
Texas	232,224	124,842	87,189	85,430	1,844	3,370	43,630	45,750	17,709	39,014
Utah	96,406	53,913	27,751	27,140	470	849	19,651	14,314	4,571	12,530
Vermont	4,926	2,396	1,705	1,666	70	65	1,195	1,286	586	1,045
Virginia	74,498	51,460	21,618	21,110	598	1,006	12,907	15,682	6,522	12,881
Washington	465,887	181,545	181,805	178,730	3,460	3,556	73,934	85,004	21,827	76,635
Washington, D.C.	8,977	5,614	2,791	2,686	76	146	1,746	1,980	758	1,635
West Virginia	5,721	3,564	2,138	2,099	59	81	1,073	1,236	552	1,037
Wisconsin	44,397	23,844	17,847	17,502	468	547	10,060	11,570	4,551	9,922
Wyoming	9,053	3,709	3,144	3,082	92	98	2,083	2,204	816	1,879

Source: Hawaii Tourism Authority

Island Supplement

**Table 52: Domestic U.S. Visitor Arrival Growth by Island and State of Residence
% change 2013 vs. 2012**

Domestic Flights	TOTAL	O AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	-6.9%	-5.7%	-8.0%	-7.7%	-16.1%	-26.8%	-14.7%	-4.2%	-9.2%	-2.5%
Alaska	-2.3%	-9.1%	-2.1%	-1.6%	-19.7%	-21.6%	-5.7%	2.6%	-2.0%	4.7%
Arizona	11.6%	15.3%	10.4%	10.7%	-6.2%	-12.9%	7.3%	3.8%	2.0%	3.4%
Arkansas	-4.2%	-5.8%	-0.5%	0.5%	-40.7%	-21.6%	-14.4%	-4.5%	-7.0%	-4.3%
California	10.7%	11.5%	10.6%	10.7%	7.3%	-0.1%	13.3%	3.9%	8.4%	2.9%
Colorado	-1.8%	-2.3%	-3.1%	-2.9%	-6.8%	-12.3%	3.0%	-1.5%	1.7%	-2.7%
Connecticut	9.9%	13.4%	9.9%	10.1%	29.0%	8.9%	11.5%	7.8%	10.9%	6.8%
Delaware	11.9%	11.6%	12.6%	12.3%	-15.1%	10.0%	18.8%	23.5%	21.8%	25.4%
Florida	7.2%	6.8%	8.6%	9.0%	2.1%	5.0%	13.7%	5.3%	6.1%	5.9%
Georgia	4.7%	5.0%	6.3%	6.1%	-4.2%	17.2%	7.8%	5.3%	0.0%	8.3%
Idaho	19.0%	40.6%	3.4%	3.3%	10.4%	-6.6%	14.5%	12.8%	12.4%	12.9%
Illinois	-4.5%	-4.9%	-3.4%	-3.3%	0.1%	-22.7%	-2.4%	-4.9%	-8.5%	-4.1%
Indiana	-3.7%	-5.6%	-4.9%	-4.7%	-27.2%	-21.4%	-2.6%	-4.2%	-11.3%	-5.4%
Iowa	-0.3%	-1.2%	-2.4%	-2.3%	-32.8%	-1.4%	7.4%	0.3%	-5.4%	2.3%
Kansas	-7.5%	-6.6%	-11.4%	-11.2%	-9.4%	-26.8%	0.1%	-6.3%	-13.3%	-5.7%
Kentucky	-2.1%	-5.1%	0.2%	0.2%	10.3%	-32.0%	-1.4%	-5.3%	-11.6%	-3.8%
Louisiana	-3.4%	-7.7%	-2.2%	-2.9%	29.8%	16.9%	5.5%	5.8%	-0.6%	9.0%
Maine	10.8%	8.9%	9.8%	10.4%	73.9%	-17.9%	25.5%	23.5%	36.4%	23.4%
Maryland	-1.8%	-2.2%	0.7%	1.1%	-14.8%	-20.9%	6.2%	3.1%	9.0%	1.1%
Massachusetts	5.1%	3.7%	5.3%	5.6%	-7.8%	-7.4%	10.5%	8.7%	7.7%	7.8%
Michigan	2.4%	1.8%	-1.7%	-2.0%	-10.4%	-13.8%	2.8%	5.0%	2.5%	3.6%
Minnesota	-3.9%	-7.5%	-1.9%	-1.9%	-9.5%	-7.6%	-0.8%	4.9%	9.4%	4.1%
Mississippi	-2.4%	-0.7%	-5.0%	-4.4%	-42.6%	-19.1%	-2.7%	-4.2%	-9.4%	-2.6%
Missouri	-0.5%	-2.0%	0.4%	0.2%	-14.0%	-13.3%	6.2%	-2.4%	-2.7%	-2.8%
Montana	7.2%	7.0%	3.3%	3.8%	-1.8%	-4.7%	9.0%	1.4%	-2.1%	3.3%
Nebraska	-1.8%	-2.9%	-0.9%	-0.8%	4.1%	-4.0%	10.7%	-1.8%	6.3%	-4.0%
Nevada	8.7%	12.5%	3.2%	3.5%	-16.2%	-9.7%	8.6%	4.6%	2.8%	4.0%
New Hampshire	0.1%	-3.2%	1.0%	2.0%	-34.1%	-31.1%	3.5%	1.6%	-2.4%	-1.0%
New Jersey	19.4%	20.1%	15.5%	15.5%	25.5%	11.0%	20.4%	22.3%	22.2%	20.9%
New Mexico	-1.9%	-2.4%	-0.8%	-1.2%	-26.0%	-27.4%	-2.3%	-0.3%	0.4%	-0.7%
New York	19.0%	22.3%	15.8%	16.0%	24.5%	-7.3%	17.5%	17.6%	19.7%	15.8%
North Carolina	7.8%	7.4%	8.6%	8.2%	6.9%	6.7%	18.7%	10.6%	10.5%	9.7%
North Dakota	13.7%	10.0%	14.3%	13.9%	-30.6%	98.5%	31.9%	30.8%	42.8%	31.8%
Ohio	-2.4%	-2.9%	-2.1%	-2.0%	-2.3%	6.2%	0.9%	-1.7%	-7.1%	-1.0%
Oklahoma	-3.8%	-3.8%	-5.4%	-5.1%	-26.9%	-6.7%	0.6%	0.0%	-11.8%	1.3%
Oregon	-1.2%	1.4%	-10.9%	-11.1%	0.2%	-10.7%	14.1%	7.0%	7.0%	7.0%
Pennsylvania	3.1%	0.8%	3.9%	3.9%	0.7%	-3.4%	5.1%	2.7%	-4.1%	3.5%
Rhode Island	-3.6%	-5.2%	0.1%	-0.1%	-35.7%	22.6%	8.5%	-4.4%	-8.5%	-2.6%
South Carolina	3.4%	3.5%	1.9%	1.6%	-2.7%	-1.8%	6.9%	1.0%	-5.2%	4.9%
South Dakota	-0.6%	-3.1%	-0.6%	-2.1%	24.3%	9.5%	-1.1%	9.0%	9.4%	5.6%
Tennessee	-1.0%	-0.1%	-5.0%	-4.8%	-0.5%	9.6%	3.0%	-1.4%	-0.8%	-0.8%
Texas	1.4%	-1.4%	1.8%	1.8%	-16.0%	-15.9%	3.6%	3.8%	-0.2%	5.4%
Utah	4.7%	7.8%	-0.1%	-0.1%	-16.3%	-9.3%	3.2%	4.0%	-3.5%	4.9%
Vermont	-0.3%	-3.2%	4.8%	6.5%	0.2%	-20.2%	10.1%	1.9%	11.7%	1.1%
Virginia	-4.3%	-5.6%	2.4%	2.8%	-10.9%	-1.1%	1.8%	-0.8%	-2.7%	0.2%
Washington	0.8%	-1.0%	2.5%	2.6%	-1.2%	-2.3%	2.2%	-1.6%	-3.3%	-1.6%
Washington, D.C.	-3.0%	-7.9%	14.1%	15.1%	-6.4%	-18.5%	7.9%	0.3%	-2.3%	2.4%
West Virginia	0.9%	-3.3%	7.9%	8.7%	-34.0%	3.1%	6.2%	-15.8%	-22.8%	-15.2%
Wisconsin	-4.5%	-3.5%	-6.0%	-6.0%	-19.4%	-5.7%	1.5%	-1.2%	3.6%	-1.6%
Wyoming	-5.4%	-8.4%	-7.0%	-6.9%	25.3%	-8.6%	-1.4%	-6.0%	5.3%	-8.6%

Source: Hawaii Tourism Authority

Island Supplement

**Table 53: Domestic U.S. Visitor Length of Stay (in days) by Island and State
(Arrivals by Air)
2013**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	10.33	8.06	7.24	4.08	3.40	6.52	6.43	3.66	5.64
Alaska	12.48	8.74	11.37	12.02	4.36	10.83	13.75	9.03	12.60
Arizona	9.71	7.64	8.34	5.51	4.21	8.07	8.49	5.28	7.79
Arkansas	10.06	7.34	7.62	4.40	3.48	6.87	7.89	4.80	6.79
California	9.03	7.36	8.23	5.00	4.27	8.28	8.40	5.37	7.85
Colorado	10.45	7.50	8.96	6.07	4.22	8.94	9.09	5.36	8.44
Connecticut	11.36	7.99	8.11	4.80	3.74	6.80	7.42	4.55	6.66
Delaware	11.46	7.74	8.05	3.40	3.59	6.50	7.78	4.45	6.81
Florida	10.99	8.06	7.49	3.81	3.63	6.39	6.96	3.92	6.19
Georgia	10.32	7.88	7.12	2.88	3.55	6.85	7.05	4.07	6.27
Idaho	10.47	7.99	9.38	6.29	5.80	8.99	10.27	6.74	9.24
Illinois	10.38	6.99	8.41	5.37	3.86	7.40	7.59	4.11	7.03
Indiana	10.67	7.63	7.98	5.42	3.39	7.05	7.22	3.85	6.65
Iowa	10.69	7.59	8.02	4.06	3.61	7.54	7.86	4.38	7.15
Kansas	10.05	7.20	7.91	3.15	3.52	7.10	7.23	4.02	6.63
Kentucky	10.65	7.86	7.87	4.01	3.29	6.66	7.52	4.26	6.66
Louisiana	9.86	7.50	6.84	3.20	2.97	5.93	6.64	4.17	5.49
Maine	13.49	10.72	8.91	6.19	3.35	10.14	9.88	6.57	8.65
Maryland	10.62	7.83	7.54	4.20	4.17	6.86	7.09	4.22	6.34
Massachusetts	11.35	7.68	8.29	4.59	3.79	7.44	8.08	5.38	7.12
Michigan	11.55	7.74	8.74	6.64	3.61	7.54	8.04	4.20	7.42
Minnesota	11.22	7.63	9.14	6.85	3.64	8.43	8.78	4.92	8.14
Mississippi	9.91	7.97	7.00	4.11	3.32	6.46	6.66	3.69	5.99
Missouri	10.39	7.53	7.98	5.11	4.06	7.29	7.31	3.91	6.70
Montana	11.05	8.16	9.70	5.80	4.04	9.55	10.64	5.64	10.03
Nebraska	10.21	7.21	7.81	4.07	2.77	7.32	7.72	3.66	7.33
Nevada	9.81	8.08	8.53	4.63	4.84	8.28	8.98	5.93	8.36
New Hampshire	12.64	9.45	8.99	5.87	3.42	8.53	8.95	5.99	7.98
New Jersey	10.64	6.93	7.36	4.85	3.78	6.71	6.67	3.90	6.10
New Mexico	10.54	7.83	8.75	5.72	3.97	8.85	8.91	5.70	7.91
New York	10.67	7.33	7.63	4.72	3.62	6.56	7.14	4.51	6.37
North Carolina	10.74	8.01	7.50	5.75	3.36	6.86	7.46	4.69	6.56
North Dakota	10.72	7.40	8.32	5.95	4.14	7.97	8.36	4.03	8.05
Ohio	10.81	7.40	7.81	4.89	3.36	6.70	7.12	3.98	6.39
Oklahoma	9.99	7.50	7.62	4.64	2.97	7.23	7.91	4.54	7.26
Oregon	10.48	8.05	9.59	7.90	4.20	9.43	10.33	6.32	9.61
Pennsylvania	10.97	7.46	7.59	3.76	3.48	6.44	7.41	4.14	6.62
Rhode Island	11.97	9.10	7.83	5.13	2.91	7.11	8.48	6.65	6.49
South Carolina	11.03	8.27	7.62	3.12	3.53	6.45	7.36	4.31	6.42
South Dakota	11.01	8.02	8.39	6.89	2.98	7.31	9.05	5.31	8.29
Tennessee	10.39	7.69	7.32	4.08	3.78	6.78	7.46	4.06	6.74
Texas	9.57	7.28	7.53	3.81	3.86	7.13	7.42	4.27	6.76
Utah	9.67	7.87	8.31	5.19	4.94	8.07	8.20	5.08	7.51
Vermont	12.60	8.56	9.43	6.88	2.58	9.31	10.94	7.57	9.22
Virginia	10.72	8.27	7.57	4.18	3.52	7.21	7.27	4.49	6.58
Washington	10.45	8.44	9.73	7.66	4.08	9.50	10.07	5.73	9.54
Washington D.C.	9.68	7.00	7.25	4.74	4.26	7.35	7.22	5.17	6.36
West Virginia	10.60	7.97	7.60	3.60	3.14	6.77	6.93	2.95	6.69
Wisconsin	11.37	7.47	8.45	4.72	3.72	7.41	8.61	5.11	7.70
Wyoming	10.83	7.93	9.32	3.39	4.04	8.32	9.89	5.42	9.25

Source: Hawai'i Tourism Authority

**Table 54: O‘ahu Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

O‘AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days 1/	35,059,623	35,864,092	-2.2%	20,833,993	21,872,182	-4.7%	14,225,630	13,991,910	1.7%
Total Visitors	5,044,276	4,904,045	2.9%	2,732,456	2,734,643	-0.1%	2,311,820	2,169,402	6.6%
PARTY SIZE									
One	777,360	816,587	-4.8%	626,231	655,534	-4.5%	151,129	161,053	-6.2%
Two	2,069,595	1,983,951	4.3%	1,065,972	1,076,708	-1.0%	1,003,623	907,243	10.6%
Three or more	2,197,321	2,103,508	4.5%	1,040,253	1,002,401	3.8%	1,157,068	1,101,106	5.1%
Avg Party Size	2.16	2.24	-3.5%	1.92	2.00	-3.9%	2.54	2.55	-0.4%
VISIT STATUS									
First-Time	2,109,621	2,067,174	2.1%	991,467	991,616	0.0%	1,118,154	1,075,558	4.0%
Repeat	2,934,655	2,836,872	3.4%	1,740,988	1,743,028	-0.1%	1,193,666	1,093,844	9.1%
Average # of Trips	4.43	4.31	2.6%	5.23	5.27	-0.9%	3.48	3.10	12.0%
TRAVEL METHOD									
Group Tour	608,545	618,401	-1.6%	608,545	122,552	396.6%	491,718	495,849	-0.8%
Package	2,141,828	2,093,283	2.3%	2,141,828	701,606	205.3%	1,488,477	1,391,677	7.0%
Group Tour & Pkg	523,638	533,089	-1.8%	523,638	88,283	493.1%	440,726	444,806	-0.9%
True Independent	2,817,541	2,725,450	3.4%	2,817,541	1,998,768	41.0%	772,351	726,682	6.3%
ISLANDS VISITED									
O‘ahu	5,044,276	4,904,045	2.9%	2,732,456	2,734,643	-0.1%	2,311,820	2,169,402	6.6%
Maui County	735,312	690,432	6.5%	479,586	481,444	-0.4%	255,726	208,989	22.4%
...Maui	716,246	671,536	6.7%	464,461	466,312	-0.4%	251,784	205,225	22.7%
...Moloka‘i	32,255	30,147	7.0%	21,684	20,741	4.5%	10,571	9,406	12.4%
...Lāna‘i	34,898	32,337	7.9%	21,924	21,532	1.8%	12,975	10,804	20.1%
Kaua‘i	386,174	368,637	4.8%	292,590	295,503	-1.0%	93,584	73,134	28.0%
Hawai‘i Island	645,642	631,761	2.2%	354,618	358,952	-1.2%	291,024	272,809	6.7%
...Hilo	332,748	332,995	-0.1%	184,095	188,822	-2.5%	148,653	144,173	3.1%
...Kona	491,110	468,468	4.8%	283,769	287,389	-1.3%	207,341	181,079	14.5%
O‘ahu Only	3,745,371	3,649,150	2.6%	1,936,008	1,937,947	-0.1%	1,809,363	1,711,202	5.7%
LENGTH OF STAY									
O‘ahu (days)	6.95	7.31	-5.0%	7.62	8.00	-4.7%	6.15	6.45	-4.6%
Maui (days)	5.05	4.56	10.8%	5.89	5.01	17.6%	3.49	3.52	-1.0%
Moloka‘i (days)	3.35	3.28	2.0%	4.08	3.89	4.9%	1.83	1.92	-4.8%
Lāna‘i (days)	2.50	2.54	-1.8%	3.18	2.95	7.9%	1.34	1.73	-22.7%
Kaua‘i (days)	4.67	4.35	7.4%	5.17	4.61	12.0%	3.10	3.27	-5.1%
Hawai‘i Island (days)	4.43	4.03	9.8%	5.44	4.79	13.7%	3.19	3.03	5.1%
...Hilo (days)	2.66	2.32	14.8%	3.31	2.84	16.4%	1.86	1.63	14.0%
...Kona (days)	4.02	3.79	6.1%	4.66	4.11	13.2%	3.14	3.27	-4.0%
Statewide (days)	8.63	8.75	-1.3%	9.94	10.03	-0.9%	7.08	7.29	-3.0%
ACCOMMODATIONS 2/									
Hotel	3,795,679	3,702,925	2.5%	1,795,700	1,836,155	-2.2%	1,999,980	1,866,770	7.1%
...Hotel Only	3,359,551	3,280,752	2.4%	1,473,982	1,514,627	-2.7%	1,885,569	1,766,126	6.8%
Condo	532,395	484,425	9.9%	304,580	284,694	7.0%	227,815	199,730	14.1%
...Condo Only	344,564	314,616	9.5%	184,779	169,505	9.0%	159,786	145,111	10.1%
Timeshare	292,146	291,952	0.1%	214,867	212,698	1.0%	77,279	79,254	-2.5%
...Timeshare Only	200,485	197,729	1.4%	142,123	140,049	1.5%	58,362	57,680	1.2%
Rental House	225,164	193,265	16.5%	193,376	164,028	17.9%	31,788	29,237	8.7%
Bed & Breakfast	41,698	34,799	19.8%	29,829	27,814	7.2%	11,869	6,985	69.9%
Cruise Ship	116,121	118,175	-1.7%	93,971	102,013	-7.9%	22,150	16,162	37.1%
Friends or Relatives	478,298	485,806	-1.5%	420,064	421,082	-0.2%	58,234	64,724	-10.0%
PURPOSE OF TRIP									
Pleasure (Net)	4,085,909	3,957,482	3.2%	2,109,119	2,093,294	0.8%	1,976,790	1,864,188	6.0%
.....Vacation	3,636,400	3,504,217	3.8%	2,005,691	1,985,239	1.0%	1,630,709	1,518,977	7.4%
.....Honeymoon	447,983	452,382	-1.0%	107,666	112,131	-4.0%	340,317	340,251	0.0%
...Get Married	88,092	93,042	-5.3%	25,030	26,031	-3.8%	63,062	67,011	-5.9%
MC&I (Net)	250,237	240,737	3.9%	143,210	138,625	3.3%	107,027	102,113	4.8%
.....Convention/Conf.	129,536	141,064	-8.2%	95,081	94,059	1.1%	34,456	47,005	-26.7%
.....Corp. Meetings	40,185	48,324	-16.8%	33,408	32,911	1.5%	6,777	15,413	-56.0%
.....Incentive	87,081	57,127	52.4%	19,384	15,817	22.6%	67,697	41,310	63.9%
Other Business	174,316	181,926	-4.2%	153,864	160,047	-3.9%	20,452	21,879	-6.5%
Visit Friends/Relatives	477,203	480,654	-0.7%	412,751	415,937	-0.8%	64,453	64,717	-0.4%
Government/Military	63,886	85,672	-25.4%	56,785	76,236	-25.5%	7,101	9,436	-24.7%
Attend School	16,105	18,820	-14.4%	10,045	9,703	3.5%	6,060	9,117	-33.5%
Sport Events	83,196	84,769	-1.9%	44,996	38,259	17.6%	38,199	46,510	-17.9%
Average Age	44			46			42		

1/ Total Visitor Days represent days on O‘ahu and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on O‘ahu but statewide.

Source: Hawai‘i Tourism Authority

**Table 55: Maui County Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days 1/	19,795,040	19,178,762	3.2%	16,769,610	16,190,176	3.6%	3,025,430	2,988,585	1.2%
Total Visitors	2,401,733	2,353,329	2.1%	1,958,891	1,952,718	0.3%	442,842	400,611	10.5%
PARTY SIZE									
One	306,644	308,347	-0.6%	269,598	270,550	-0.4%	37,046	37,797	-2.0%
Two	1,113,556	1,108,176	0.5%	902,684	908,163	-0.6%	210,872	200,013	5.4%
Three or more	981,532	936,806	4.8%	786,609	774,005	1.6%	194,923	162,801	19.7%
Avg Party Size	2.17	1.96	11.0%	2.13	1.89	12.8%	2.36	2.27	3.8%
VISIT STATUS									
First-Time	783,351	769,798	1.8%	581,196	586,451	-0.9%	202,155	183,347	10.3%
Repeat	1,618,382	1,583,531	2.2%	1,377,695	1,366,267	0.8%	240,687	217,264	10.8%
Average # of Trips	5.18	5.10	1.7%	5.60	5.55	0.9%	3.33	2.89	15.3%
TRAVEL METHOD									
Group Tour	115,946	114,176	1.5%	66,709	71,693	-7.0%	49,237	42,483	15.9%
Package	654,166	665,126	-1.6%	470,404	505,957	-7.0%	183,762	159,168	15.5%
Group Tour & Pkg	91,274	89,058	2.5%	46,696	51,155	-8.7%	44,578	37,903	17.6%
True Independent	1,722,895	1,663,085	3.6%	1,468,474	1,426,223	3.0%	254,421	236,862	7.4%
ISLANDS VISITED									
O'ahu	735,312	690,432	6.5%	479,586	481,444	-0.4%	255,726	208,989	22.4%
Maui County	2,401,733	2,353,329	2.1%	1,958,891	1,952,718	0.3%	442,842	400,611	10.5%
...Maui	2,358,784	2,309,194	2.1%	1,921,362	1,914,706	0.3%	437,421	394,488	10.9%
...Moloka'i	55,157	53,323	3.4%	42,663	41,740	2.2%	12,494	11,583	7.9%
...Lāna'i	74,310	72,649	2.3%	58,334	58,877	-0.9%	15,975	13,772	16.0%
Kaua'i	285,144	271,448	5.0%	228,226	230,160	-0.8%	56,918	41,288	37.9%
Hawai'i Island	338,205	317,832	6.4%	246,835	250,120	-1.3%	91,370	67,712	34.9%
...Hilo	198,269	185,584	6.8%	137,110	141,202	-2.9%	61,158	44,382	37.8%
...Kona	281,095	265,440	5.9%	209,389	213,539	-1.9%	71,706	51,901	38.2%
Maui County Only	1,495,324	1,495,719	0.0%	1,326,053	1,321,811	0.3%	169,271	173,908	-2.7%
LENGTH OF STAY									
O'ahu (days)	4.63	5.16	-10.3%	4.10	5.05	-18.9%	5.63	5.40	4.2%
Maui County (days)	8.24	8.15	1.1%	8.56	8.29	3.3%	6.83	7.46	-8.4%
Maui (days)	8.17	8.08	1.1%	8.49	8.22	3.3%	6.78	7.42	-8.6%
Moloka'i (days)	4.79	4.85	-1.2%	5.46	5.46	-0.1%	2.54	2.67	-4.8%
Lāna'i (days)	3.49	3.62	-3.6%	3.95	3.94	0.3%	1.79	2.23	-19.7%
Kaua'i (days)	3.85	3.87	-0.6%	4.11	3.96	3.9%	2.83	3.43	-17.4%
Hawai'i Island (days)	4.16	4.14	0.6%	4.49	4.33	3.7%	3.28	3.42	-4.1%
...Hilo (days)	2.22	2.20	0.8%	2.42	2.34	3.8%	1.76	1.76	-0.5%
...Kona (days)	3.44	3.42	0.9%	3.71	3.53	5.0%	2.68	2.95	-9.2%
Statewide (days)	10.70	10.63	0.7%	10.61	10.56	0.5%	11.12	11.21	-0.8%
ACCOMMODATIONS 2/									
Hotel	1,333,711	1,313,213	1.6%	1,037,740	1,056,383	-1.8%	295,971	256,830	15.2%
...Hotel Only	1,032,734	1,021,841	1.1%	802,783	819,827	-2.1%	229,951	202,015	13.8%
Condo	730,773	700,703	4.3%	592,695	575,653	3.0%	138,078	125,050	10.4%
...Condo Only	564,191	546,937	3.2%	467,293	453,627	3.0%	96,897	93,310	3.8%
Timeshare	278,437	283,546	-1.8%	257,057	257,954	-0.3%	21,379	25,593	-16.5%
...Timeshare Only	206,462	207,967	-0.7%	192,071	193,022	-0.5%	14,390	14,945	-3.7%
Rental House	127,496	112,401	13.4%	107,452	94,157	14.1%	20,044	18,244	9.9%
Bed & Breakfast	32,868	29,580	11.1%	26,275	25,025	5.0%	6,593	4,555	44.7%
Cruise Ship	101,856	103,136	-1.2%	81,333	87,822	-7.4%	20,523	15,314	34.0%
Friends or Relatives	143,651	146,171	-1.7%	130,954	130,094	0.7%	12,697	16,077	-21.0%
PURPOSE OF TRIP									
Pleasure (Net)	2,156,370	2,108,400	2.3%	1,753,031	1,745,756	0.4%	403,338	362,644	11.2%
.....Vacation	2,001,989	1,947,629	2.8%	1,646,982	1,633,731	0.8%	355,008	313,898	13.1%
.....Honeymoon	156,399	163,236	-4.2%	108,438	114,365	-5.2%	47,961	48,871	-1.9%
.....Get Married	27,813	30,399	-8.5%	23,312	25,039	-6.9%	4,501	5,361	-16.0%
MC&I (Net)	126,248	128,952	-2.1%	107,284	108,943	-1.5%	18,964	20,009	-5.2%
.....Convention/Conf.	69,195	71,227	-2.9%	59,122	60,289	-1.9%	10,073	10,938	-7.9%
.....Corp. Meetings	26,160	26,240	-0.3%	24,383	23,701	2.9%	1,777	2,539	-30.0%
.....Incentive	37,138	37,087	0.1%	29,336	30,144	-2.7%	7,802	6,943	12.4%
Other Business	53,578	54,225	-1.2%	50,705	50,669	0.1%	2,873	3,556	-19.2%
Visit Friends/Relatives	136,163	133,828	1.7%	121,197	121,264	-0.1%	14,966	12,564	19.1%
Government/Military	4,489	5,710	-21.4%	4,334	5,186	-16.4%	155	524	-70.4%
Attend School	2,464	2,690	-8.4%	1,991	2,149	-7.4%	473	541	-12.5%
Sport Events	18,039	15,904	13.4%	12,461	11,800	5.6%	5,578	4,104	35.9%
Average Age	47			47			46		

1/ Total Visitor Days represent days on Maui County and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui County but statewide.

Source: Hawai'i Tourism Authority

**Table 56: Maui Island Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days 1/	19,271,412	18,657,257	3.3%	16,306,256	15,730,209	3.7%	2,965,156	2,927,048	1.3%
Total Visitors	2,358,784	2,309,194	2.1%	1,921,362	1,914,706	0.3%	437,421	394,488	10.9%
PARTY SIZE									
One	297,091	299,764	-0.9%	261,431	262,422	-0.4%	35,660	37,343	-4.5%
Two	1,093,304	1,086,609	0.6%	884,544	889,188	-0.5%	208,760	197,421	5.7%
Three or more	968,388	922,821	4.9%	775,388	763,097	1.6%	193,001	159,724	20.8%
Avg Party Size	2.18	2.15	1.3%	2.14	2.12	0.7%	2.37	2.27	4.4%
VISIT STATUS									
First-Time	773,153	758,341	2.0%	573,121	578,168	-0.9%	200,032	180,173	11.0%
Repeat	1,585,630	1,550,853	2.2%	1,348,241	1,336,538	0.9%	237,389	214,315	10.8%
Average # of Trips	5.15	5.07	1.6%	5.57	5.52	0.9%	3.31	2.89	14.8%
TRAVEL METHOD									
Group Tour	113,399	110,992	2.2%	64,888	69,892	-7.2%	48,510	41,100	18.0%
Package	646,905	656,013	-1.4%	464,543	499,534	-7.0%	182,362	156,479	16.5%
Group Tour & Pkg	89,705	86,615	3.6%	45,545	49,960	-8.8%	44,160	36,655	20.5%
True Independent	1,688,184	1,628,804	3.6%	1,437,476	1,395,240	3.0%	250,708	233,564	7.3%
ISLANDS VISITED									
O'ahu	716,246	671,536	6.7%	464,461	466,312	-0.4%	251,784	205,225	22.7%
Maui County	2,358,784	2,309,194	2.1%	1,921,362	1,914,706	0.3%	437,421	394,488	10.9%
...Maui	2,358,784	2,309,194	2.1%	1,921,362	1,914,706	0.3%	437,421	394,488	10.9%
...Moloka'i	35,733	33,940	5.3%	26,318	25,280	4.1%	9,415	8,660	8.7%
...Lāna'i	49,474	47,118	5.0%	36,411	36,619	-0.6%	13,064	10,499	24.4%
Kaua'i	278,875	265,706	5.0%	223,239	225,033	-0.8%	55,636	40,672	36.8%
Hawai'i Island	331,429	310,147	6.9%	241,134	244,031	-1.2%	90,295	66,116	36.6%
...Hilo	195,457	183,178	6.7%	135,019	139,153	-3.0%	60,438	44,024	37.3%
...Kona	275,281	258,998	6.3%	204,624	208,401	-1.8%	70,657	50,597	39.6%
Maui Only	1,446,628	1,446,459	0.0%	1,281,096	1,276,612	0.4%	165,532	169,847	-2.5%
LENGTH OF STAY									
O'ahu (days)	4.61	5.13	-10.2%	4.06	5.02	-19.0%	5.61	5.39	4.1%
Maui (days)	8.17	8.08	1.1%	8.49	8.22	3.3%	6.78	7.42	-8.6%
Moloka'i (days)	2.66	2.68	-0.5%	3.00	2.99	0.2%	1.73	1.77	-1.8%
Lāna'i (days)	2.29	2.34	-2.1%	2.54	2.54	-0.1%	1.58	1.62	-2.2%
Kaua'i (days)	3.81	3.82	-0.2%	4.06	3.89	4.4%	2.82	3.42	-17.7%
Hawai'i Island (days)	4.11	4.09	0.5%	4.43	4.27	3.8%	3.26	3.43	-5.0%
...Hilo (days)	2.19	2.17	0.8%	2.39	2.30	3.7%	1.73	1.75	-0.7%
...Kona (days)	3.40	3.36	1.0%	3.65	3.46	5.3%	2.68	2.96	-9.5%
Statewide (days)	10.69	10.61	0.7%	10.59	10.53	0.6%	11.13	11.23	-1.0%
ACCOMMODATIONS 2/									
Hotel	1,308,062	1,286,970	1.6%	1,015,586	1,034,222	-1.8%	292,477	252,748	15.7%
...Hotel Only	1,013,107	1,001,183	1.2%	785,862	802,926	-2.1%	227,244	198,257	14.6%
Condo	722,822	692,778	4.3%	586,085	568,672	3.1%	136,738	124,106	10.2%
...Condo Only	558,894	541,822	3.2%	462,958	449,094	3.1%	95,936	92,727	3.5%
Timeshare	275,112	280,652	-2.0%	254,329	255,191	-0.3%	20,783	25,461	-18.4%
...Timeshare Only	204,323	206,144	-0.9%	190,258	191,281	-0.5%	14,065	14,864	-5.4%
Rental House	123,076	107,125	14.9%	103,205	89,769	15.0%	19,870	17,356	14.5%
Bed & Breakfast	31,881	28,593	11.5%	25,478	24,256	5.0%	6,403	4,337	47.6%
Cruise Ship	101,558	102,750	-1.2%	81,035	87,508	-7.4%	20,523	15,242	34.6%
Friends or Relatives	136,556	139,435	-2.1%	124,652	123,682	0.8%	11,904	15,754	-24.4%
PURPOSE OF TRIP									
Pleasure (Net)	2,122,756	2,074,535	2.3%	1,723,908	1,715,894	0.5%	398,848	358,640	11.2%
....Vacation	1,969,922	1,915,555	2.8%	1,619,254	1,605,435	0.9%	350,668	310,120	13.1%
....Honeymoon	154,895	161,491	-4.1%	107,023	112,857	-5.2%	47,872	48,634	-1.6%
...Get Married	27,317	29,856	-8.5%	22,878	24,506	-6.6%	4,439	5,350	-17.0%
MC&I (Net)	122,792	124,826	-1.6%	103,974	105,695	-1.6%	18,818	19,131	-1.6%
....Convention/Conf.	67,580	69,553	-2.8%	57,650	59,036	-2.3%	9,930	10,517	-5.6%
....Corp. Meetings	25,250	24,927	1.3%	23,501	22,574	4.1%	1,749	2,353	-25.7%
....Incentive	35,953	35,646	0.9%	28,153	28,993	-2.9%	7,800	6,653	17.2%
Other Business	51,335	52,014	-1.3%	48,556	48,627	-0.1%	2,779	3,387	-18.0%
Visit Friends/Relatives	130,283	127,985	1.8%	115,905	115,914	0.0%	14,378	12,071	19.1%
Government/Military	4,197	5,261	-20.2%	4,041	4,841	-16.5%	155	420	-63.1%
Attend School	2,369	2,618	-9.5%	1,895	2,094	-9.5%	473	525	-9.8%
Sport Events	17,441	14,892	17.1%	12,008	11,279	6.5%	5,433	3,612	50.4%
Average Age	47			47			46		

1/ Total Visitor Days represent days on Maui and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui Island but statewide.

Source: Hawai'i Tourism Authority

Island Supplement

**Table 57: Moloka'i Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days 1/	264,463	258,772	2.2%	232,761	227,900	2.1%	31,702	30,872	2.7%
Total Visitors	55,157	53,323	3.4%	42,663	41,740	2.2%	12,494	11,583	7.9%
PARTY SIZE									
One	10,787	10,441	3.3%	8,959	9,059	-1.1%	1,828	1,382	32.2%
Two	26,965	27,230	-1.0%	20,848	20,785	0.3%	6,117	6,445	-5.1%
Three or more	17,405	15,651	11.2%	12,856	11,896	8.1%	4,549	3,756	21.1%
Avg Party Size	1.92	2.03	-5.3%	1.89	2.00	-5.7%	2.07	2.15	-3.8%
VISIT STATUS									
First-Time	20,586	19,908	3.4%	14,071	13,476	4.4%	6,516	6,432	1.3%
Repeat	34,571	33,415	3.5%	28,593	28,264	1.2%	5,978	5,151	16.1%
Average # of Trips	5.26	5.13	2.4%	5.74	5.80	-1.0%	3.59	2.72	32.0%
TRAVEL METHOD									
Group Tour	3,742	4,191	-10.7%	2,291	2,269	1.0%	1,451	1,921	-24.5%
Package	14,237	14,472	-1.6%	8,575	8,841	-3.0%	5,662	5,632	0.5%
Group Tour & Pkg	2,747	3,109	-11.7%	1,489	1,448	2.9%	1,257	1,661	-24.3%
True Independent	39,925	37,769	5.7%	33,286	32,078	3.8%	6,639	5,691	16.7%
ISLANDS VISITED									
O'ahu	32,255	30,147	7.0%	21,684	20,741	4.5%	10,571	9,406	12.4%
Maui County	55,157	53,323	3.4%	42,663	41,740	2.2%	12,494	11,583	7.9%
...Maui	35,733	33,940	5.3%	26,318	25,280	4.1%	9,415	8,660	8.7%
...Moloka'i	55,157	53,323	3.4%	42,663	41,740	2.2%	12,494	11,583	7.9%
...Lāna'i	14,898	13,824	7.8%	9,237	9,008	2.5%	5,661	4,816	17.6%
Kaua'i	18,452	16,418	12.4%	10,952	10,371	5.6%	7,500	6,047	24.0%
Hawai'i Island	20,302	18,270	11.1%	12,840	12,329	4.1%	7,462	5,941	25.6%
...Hilo	16,030	13,439	19.3%	9,445	8,757	7.9%	6,585	4,682	40.7%
...Kona	18,212	16,439	10.8%	11,226	10,936	2.6%	6,987	5,503	27.0%
Moloka'i only	6,959	7,255	-4.1%	6,272	6,355	-1.3%	687	900	-23.6%
LENGTH OF STAY									
O'ahu (days)	6.37	6.32	0.7%	5.85	6.83	-14.4%	7.43	5.19	43.3%
Maui (days)	5.53	5.26	5.1%	6.20	5.90	5.2%	3.65	3.41	7.0%
Moloka'i (days)	4.79	4.85	-1.2%	5.46	5.46	-0.1%	2.54	2.67	-4.8%
Lāna'i (days)	1.61	1.76	-8.3%	1.87	1.91	-1.9%	1.19	1.48	-19.6%
Kaua'i (days)	3.13	3.63	-13.8%	3.87	3.94	-1.8%	2.05	3.10	-34.0%
Hawai'i Island (days)	4.64	4.93	-5.9%	5.71	5.94	-3.9%	2.80	2.83	-1.0%
...Hilo (days)	2.46	2.77	-11.2%	3.17	3.56	-10.8%	1.44	1.30	10.5%
...Kona (days)	3.01	3.21	-6.4%	3.87	3.85	0.4%	1.63	1.94	-16.1%
Statewide (days)	15.29	15.27	0.2%	15.37	15.57	-1.3%	15.01	13.11	14.5%
ACCOMMODATIONS 2/									
Hotel	30,334	29,581	2.5%	21,400	20,541	4.2%	8,934	9,039	-1.2%
...Hotel Only	17,414	17,629	-1.2%	12,039	11,690	3.0%	5,375	5,940	-9.5%
Condo	14,427	12,562	14.8%	11,537	11,135	3.6%	2,890	1,428	102.4%
...Condo Only	8,963	7,606	17.8%	7,062	6,857	3.0%	1,901	749	153.7%
Timeshare	4,400	4,104	7.2%	3,730	3,928	-5.0%	670	176	280.4%
...Timeshare Only	2,561	2,385	7.4%	2,215	2,329	-4.9%	346	56	517.5%
Rental House	6,096	5,920	3.0%	5,400	5,291	2.1%	695	629	10.6%
Bed & Breakfast	2,335	1,999	16.8%	1,794	1,640	9.4%	541	360	50.5%
Cruise Ship	5,535	5,203	6.4%	3,240	3,077	5.3%	2,295	2,126	8.0%
Friends or Relatives	7,684	7,993	-3.9%	6,816	6,800	0.2%	868	1,193	-27.2%
PURPOSE OF TRIP									
Pleasure (Net)	46,643	43,634	6.9%	35,521	34,456	3.1%	11,122	9,177	21.2%
.....Vacation	43,934	41,275	6.4%	33,571	32,605	3.0%	10,363	8,670	19.5%
.....Honeymoon	2,814	2,469	14.0%	2,187	2,101	4.1%	627	369	70.1%
...Get Married	807	668	20.8%	611	518	18.0%	196	150	30.8%
MC&I (Net)	2,314	2,970	-22.1%	1,828	1,687	8.4%	486	1,284	-62.1%
.....Convention/Conf.	1,394	1,998	-30.2%	1,117	1,047	6.7%	277	951	-70.9%
.....Corp. Meetings	670	482	39.0%	538	344	56.6%	132	139	-4.5%
.....Incentive	539	605	-10.9%	423	411	2.9%	116	194	-40.0%
Other Business	2,097	2,254	-7.0%	1,962	2,118	-7.3%	135	136	-1.0%
Visit Friends/Relatives	6,603	7,053	-6.4%	5,899	5,891	0.1%	704	1,162	-39.4%
Government/Military	372	572	-35.0%	372	466	-20.3%	0	106	NA
Attend School	257	219	17.3%	257	202	26.7%	0	16	NA
Sport Events	993	1,032	-3.7%	639	658	-2.9%	354	373	-5.3%
Average Age	50			49			51		

NA = Not applicable

1/ Total Visitor Days represent days on Moloka'i and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Moloka'i but statewide.

Source: Hawai'i Tourism Authority

Table 58: Lāna'i Visitor Characteristics (Arrivals by Air)
2013 vs. 2012

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days 1/	259,165	262,733	-1.4%	230,593	232,068	-0.6%	28,573	30,665	-6.8%
Total Visitors	74,310	72,649	2.3%	58,334	58,877	-0.9%	15,975	13,772	16.0%
PARTY SIZE									
One	11,931	11,361	5.0%	10,356	10,156	2.0%	1,575	1,205	30.7%
Two	37,482	38,670	-3.1%	29,872	30,864	-3.2%	7,610	7,806	-2.5%
Three or more	24,897	22,619	10.1%	18,107	17,857	1.4%	6,790	4,761	42.6%
Avg Party Size	2.02	1.92	5.2%	1.95	1.86	5.1%	2.33	2.21	5.6%
VISIT STATUS									
First-Time	25,051	23,906	4.8%	17,316	18,025	-3.9%	7,735	5,881	31.5%
Repeat	49,258	48,743	1.1%	41,018	40,852	0.4%	8,240	7,890	4.4%
Average # of Trips	5.62	5.20	8.0%	5.85	5.74	1.8%	4.77	2.88	65.5%
TRAVEL METHOD									
Group Tour	5,565	5,163	7.8%	5,565	3,908	42.4%	1,628	1,255	29.7%
Package	19,174	19,404	-1.2%	19,174	13,985	37.1%	6,565	5,419	21.2%
Group Tour & Pkg	3,822	3,895	-1.9%	3,822	2,783	37.4%	1,207	1,112	8.6%
True Independent	53,394	51,976	2.7%	53,394	43,767	22.0%	8,989	8,210	9.5%
ISLANDS VISITED									
O'ahu	34,898	32,337	7.9%	21,924	21,532	1.8%	12,975	10,804	20.1%
Maui County	74,310	72,649	2.3%	58,334	58,877	-0.9%	15,975	13,772	16.0%
...Maui	49,474	47,118	5.0%	36,411	36,619	-0.6%	13,064	10,499	24.4%
...Moloka'i	14,898	13,824	7.8%	9,237	9,008	2.5%	5,661	4,816	17.6%
...Lāna'i	74,310	72,649	2.3%	58,334	58,877	-0.9%	15,975	13,772	16.0%
Kaua'i	21,144	19,479	8.6%	13,445	13,127	2.4%	7,700	6,352	21.2%
Hawai'i Island	24,206	21,604	12.0%	15,040	15,022	0.1%	9,166	6,582	39.3%
...Hilo	18,032	14,549	23.9%	9,824	9,335	5.2%	8,208	5,214	57.4%
...Kona	22,185	19,570	13.4%	13,549	13,530	0.1%	8,636	6,039	43.0%
Lāna'i Only	10,926	10,933	-0.1%	10,593	10,192	3.9%	334	742	-55.0%
LENGTH OF STAY									
O'ahu (days)	5.71	5.64	1.3%	5.07	5.96	-15.1%	6.81	4.99	36.5%
Maui (days)	5.98	5.84	2.3%	6.57	6.32	3.9%	4.33	4.16	4.1%
Moloka'i (days)	1.86	1.74	6.7%	2.05	2.09	-2.0%	1.54	1.09	42.1%
Lāna'i (days)	3.49	3.62	-3.6%	3.95	3.94	0.3%	1.79	2.23	-19.7%
Kaua'i (days)	3.11	3.63	-14.2%	3.86	3.99	-3.3%	1.82	2.89	-37.1%
Hawai'i Island (days)	4.13	4.57	-9.7%	5.04	5.43	-7.2%	2.64	2.62	0.6%
...Hilo (days)	1.96	2.49	-21.2%	2.50	3.06	-18.2%	1.31	1.46	-10.2%
...Kona (days)	2.91	3.20	-9.0%	3.78	3.92	-3.5%	1.55	1.60	-2.6%
Statewide (days)	12.76	12.63	1.0%	12.47	12.65	-1.4%	13.80	12.28	12.4%
ACCOMMODATIONS 2/									
Hotel	50,626	49,134	3.0%	38,771	39,028	-0.7%	11,855	10,106	17.3%
...Hotel Only	35,999	36,075	-0.2%	29,026	29,332	-1.0%	6,973	6,744	3.4%
Condo	14,879	12,682	17.3%	10,722	10,706	0.2%	4,157	1,977	110.3%
...Condo Only	9,433	7,976	18.3%	6,882	6,942	-0.9%	2,551	1,034	146.7%
Timeshare	5,604	5,422	3.3%	4,898	5,226	-6.3%	706	196	260.1%
...Timeshare Only	3,410	3,605	-5.4%	3,078	3,427	-10.2%	332	178	86.3%
Rental House	4,358	4,573	-4.7%	3,562	3,576	-0.4%	796	997	-20.2%
Bed & Breakfast	1,671	1,749	-4.5%	1,250	1,211	3.2%	421	538	-21.7%
Cruise Ship	6,876	5,904	16.5%	3,763	3,713	1.4%	3,112	2,191	42.0%
Friends or Relatives	6,523	7,533	-13.4%	6,146	6,046	1.7%	377	1,487	-74.7%
PURPOSE OF TRIP									
Pleasure (Net)	62,912	60,904	3.3%	48,378	49,971	-3.2%	14,534	10,933	32.9%
....Vacation	59,096	56,926	3.8%	45,113	46,438	-2.9%	13,983	10,487	33.3%
....Honeymoon	3,655	4,056	-9.9%	3,301	3,646	-9.5%	354	410	-13.7%
....Get Married	1,189	1,093	8.8%	920	1,027	-10.4%	270	67	303.3%
MC&I (Net)	6,535	6,252	4.5%	5,810	5,012	15.9%	725	1,240	-41.5%
....Convention/Conf.	2,773	2,444	13.5%	2,391	1,799	32.9%	382	645	-40.8%
....Corp. Meetings	1,684	1,641	2.6%	1,592	1,576	1.0%	92	65	41.5%
....Incentive	2,696	2,682	0.5%	2,441	2,125	14.9%	255	557	-54.2%
Other Business	2,933	2,561	14.5%	2,704	2,406	12.4%	229	155	47.8%
Visit Friends/Relatives	5,753	6,611	-13.0%	5,276	5,209	1.3%	477	1,401	-66.0%
Government/Military	365	352	3.6%	365	352	3.6%	0	0	NA
Attend School	192	181	5.9%	169	181	-6.5%	22	0	NA
Sport Events	602	662	-9.2%	438	348	25.8%	163	314	-48.0%
Average Age	48			48			50		

NA = Not applicable

1/ Total Visitor Days represent days on Lāna'i and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Lāna'i but statewide.

Source: Hawai'i Tourism Authority

Island Supplement

**Table 59: Kaua'i Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days 1/	8,516,938	8,168,533	4.3%	7,916,581	7,625,463	3.8%	600,357	543,071	10.5%
Total Visitors	1,114,354	1,084,681	2.7%	987,818	977,820	1.0%	126,537	106,861	18.4%
PARTY SIZE									
One	142,754	146,061	-2.3%	132,172	134,717	-1.9%	10,582	11,344	-6.7%
Two	561,138	554,525	1.2%	497,139	498,924	-0.4%	63,999	55,601	15.1%
Three or more	410,462	384,094	6.9%	358,507	344,179	4.2%	51,956	39,916	30.2%
Avg Party Size	2.12	1.98	7.0%	2.10	1.96	7.1%	2.33	2.21	5.9%
VISIT STATUS									
First-Time	331,359	332,102	-0.2%	281,803	284,073	-0.8%	49,555	48,030	3.2%
Repeat	782,996	752,579	4.0%	706,015	693,747	1.8%	76,981	58,831	30.9%
Average # of Trips	5.26	5.15	2.1%	5.44	5.38	1.2%	3.84	3.10	23.9%
TRAVEL METHOD									
Group Tour	50,030	48,783	2.6%	36,072	36,508	-1.2%	13,958	12,275	13.7%
Package	257,374	257,774	-0.2%	205,916	218,575	-5.8%	51,458	39,198	31.3%
Group Tour & Pkg	38,017	36,807	3.3%	25,623	26,234	-2.3%	12,394	10,573	17.2%
True Independent	844,967	814,931	3.7%	771,453	748,971	3.0%	73,514	65,960	11.5%
ISLANDS VISITED									
O'ahu	386,174	368,637	4.8%	292,590	295,503	-1.0%	93,584	73,134	28.0%
Maui County	285,144	271,448	5.0%	228,226	230,160	-0.8%	56,918	41,288	37.9%
...Maui	278,875	265,706	5.0%	223,239	225,033	-0.8%	55,636	40,672	36.8%
...Moloka'i	18,452	16,418	12.4%	10,952	10,371	5.6%	7,500	6,047	24.0%
...Lāna'i	21,144	19,479	8.6%	13,445	13,127	2.4%	7,700	6,352	21.2%
Kaua'i	1,114,354	1,084,681	2.7%	987,818	977,820	1.0%	126,537	106,861	18.4%
Hawai'i Island	225,854	214,086	5.5%	172,434	178,000	-3.1%	53,420	36,085	48.0%
...Hilo	149,972	141,815	5.8%	108,986	114,570	-4.9%	40,986	27,244	50.4%
...Kona	196,653	185,830	5.8%	150,241	156,037	-3.7%	46,412	29,792	55.8%
Kaua'i Only	596,857	587,580	1.6%	574,274	563,764	1.9%	22,583	23,816	-5.2%
LENGTH OF STAY									
O'ahu (days)	4.53	5.26	-13.8%	4.07	5.04	-19.2%	5.97	6.14	-2.8%
Maui (days)	4.90	4.47	9.5%	5.25	4.56	15.3%	3.47	4.01	-13.3%
Moloka'i (days)	2.10	2.13	-1.4%	2.32	2.70	-13.9%	1.78	1.16	53.1%
Lāna'i (days)	1.83	1.83	0.0%	2.09	2.11	-1.3%	1.39	1.25	11.2%
Kaua'i (days)	7.64	7.53	1.5%	8.01	7.80	2.8%	4.74	5.08	-6.6%
Hawai'i Island (days)	4.23	4.21	0.6%	4.55	4.38	3.8%	3.22	3.36	-4.0%
...Hilo (days)	2.08	2.09	-0.4%	2.29	2.18	4.8%	1.54	1.70	-9.6%
...Kona (days)	3.27	3.25	0.6%	3.56	3.40	4.8%	2.35	2.51	-6.3%
Statewide (days)	11.37	11.26	1.0%	11.26	11.23	0.3%	12.24	12.08	1.3%
ACCOMMODATIONS 2/									
Hotel	566,529	555,008	2.1%	476,608	479,407	-0.6%	89,921	75,601	18.9%
...Hotel Only	363,591	355,384	2.3%	307,456	308,409	-0.3%	56,135	46,975	19.5%
Condo	257,745	241,045	6.9%	229,240	220,806	3.8%	28,505	20,239	40.8%
...Condo Only	174,910	163,424	7.0%	158,422	152,873	3.6%	16,488	10,551	56.3%
Timeshare	218,411	220,754	-1.1%	206,743	208,612	-0.9%	11,668	12,142	-3.9%
...Timeshare Only	159,371	160,149	-0.5%	152,470	153,448	-0.6%	6,901	6,701	3.0%
Rental House	126,105	115,706	9.0%	118,648	105,756	12.2%	7,457	9,950	-25.1%
Bed & Breakfast	21,157	20,034	5.6%	18,177	17,625	3.1%	2,980	2,409	23.7%
Cruise Ship	90,719	93,155	-2.6%	72,385	79,634	-9.1%	18,334	13,520	35.6%
Friends or Relatives	73,912	74,279	-0.5%	68,724	68,187	0.8%	5,189	6,093	-14.8%
PURPOSE OF TRIP									
Pleasure (Net)	1,014,305	982,170	3.3%	897,494	888,675	1.0%	116,811	93,495	24.9%
.....Vacation	948,376	915,061	3.6%	838,396	828,128	1.2%	109,980	86,932	26.5%
.....Honeymoon	69,253	69,745	-0.7%	61,701	63,136	-2.3%	7,552	6,610	14.3%
...Get Married	12,930	14,272	-9.4%	11,638	12,385	-6.0%	1,292	1,887	-31.5%
MC&I (Net)	44,057	45,355	-2.9%	40,106	39,798	0.8%	3,950	5,556	-28.9%
.....Convention/Conf.	24,634	27,403	-10.1%	22,792	23,606	-3.4%	1,842	3,797	-51.5%
.....Corp. Meetings	8,894	8,367	6.3%	8,467	8,086	4.7%	426	282	51.5%
.....Incentive	12,829	11,562	11.0%	11,014	10,068	9.4%	1,815	1,494	21.5%
Other Business	23,989	23,955	0.1%	22,883	22,958	-0.3%	1,107	997	11.0%
Visit Friends/Relatives	69,702	68,949	1.1%	64,693	64,708	0.0%	5,008	4,242	18.1%
Government/Military	4,309	5,374	-19.8%	4,198	5,121	-18.0%	111	253	-56.3%
Attend School	1,254	1,614	-22.3%	1,219	1,295	-5.9%	35	319	-89.0%
Sport Events	4,755	4,887	-2.7%	3,776	3,820	-1.2%	979	1,067	-8.2%
Average Age	48			48			49		

1/ Total Visitor Days represent days on Kaua'i and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Kaua'i but statewide.

Source: Hawai'i Tourism Authority

**Table 60: Hawai'i Island Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

HAWAII (BIG ISLAND)	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days 1/	10,678,171	10,452,516	2.2%	8,942,534	8,804,859	1.6%	1,735,637	1,647,658	5.3%
Total Visitors	1,435,245	1,433,282	0.1%	1,055,383	1,072,678	-1.6%	379,862	360,604	5.3%
PARTY SIZE									
One	209,262	213,098	-1.8%	181,148	187,717	-3.5%	28,114	25,381	10.8%
Two	657,554	654,744	0.4%	485,217	492,876	-1.6%	172,337	161,868	6.5%
Three or more	568,429	565,440	0.5%	389,018	392,085	-0.8%	179,411	173,355	3.5%
Avg Party Size	2.12	2.18	-2.7%	2.02	2.07	-2.5%	2.47	2.50	-1.4%
VISIT STATUS									
First-Time	496,724	502,448	-1.1%	331,327	334,352	-0.9%	165,396	168,096	-1.6%
Repeat	938,521	930,834	0.8%	724,055	738,326	-1.9%	214,466	192,507	11.4%
Average # of Trips	5.03	4.94	1.9%	5.57	5.56	0.2%	3.55	3.09	14.8%
TRAVEL METHOD									
Group Tour	116,334	125,815	-7.5%	48,107	52,084	-7.6%	68,227	73,731	-7.5%
Package	427,145	444,333	-3.9%	222,746	244,073	-8.7%	204,399	200,260	2.1%
Group Tour & Pkg	94,519	103,250	-8.5%	33,100	36,329	-8.9%	61,419	66,921	-8.2%
True Independent	986,286	966,384	2.1%	817,630	812,849	0.6%	168,656	153,534	9.8%
ISLANDS VISITED									
O'ahu	645,642	631,761	2.2%	354,618	358,952	-1.2%	291,024	272,809	6.7%
Maui County	338,205	317,832	6.4%	246,835	250,120	-1.3%	91,370	67,712	34.9%
...Maui	331,429	310,147	6.9%	241,134	244,031	-1.2%	90,295	66,116	36.6%
...Moloka'i	20,302	18,270	11.1%	12,840	12,329	4.1%	7,462	5,941	25.6%
...Lāna'i	24,206	21,604	12.0%	15,040	15,022	0.1%	9,166	6,582	39.3%
Kaua'i	225,854	214,086	5.5%	172,434	178,000	-3.1%	53,420	36,085	48.0%
Hawai'i Island	1,435,245	1,433,282	0.1%	1,055,383	1,072,678	-1.6%	379,862	360,604	5.3%
...Hilo	524,705	526,435	-0.3%	357,282	361,420	-1.1%	167,423	165,015	1.5%
...Kona	1,201,253	1,191,469	0.8%	913,854	931,250	-1.9%	287,399	260,219	10.4%
Hawai'i Island Only	658,485	672,336	-2.1%	583,824	597,343	-2.3%	74,661	74,993	-0.4%
LENGTH OF STAY									
O'ahu (days)	4.70	5.31	-11.6%	4.28	5.38	-20.4%	5.20	5.23	-0.5%
Maui (days)	4.58	4.19	9.2%	5.11	4.42	15.6%	3.15	3.34	-5.7%
Moloka'i (days)	2.27	2.33	-2.6%	2.71	2.86	-5.2%	1.52	1.25	22.3%
Lāna'i (days)	1.89	2.11	-10.4%	2.25	2.44	-7.8%	1.30	1.35	-4.1%
Kaua'i (days)	3.59	3.59	-0.1%	3.93	3.80	3.5%	2.48	2.59	-4.0%
Hawai'i Island (days)	7.44	7.29	2.0%	8.47	8.21	3.2%	4.57	4.57	0.0%
...Hilo (days)	4.08	3.89	5.0%	4.95	4.66	6.2%	2.23	2.19	1.6%
...Kona (days)	7.11	7.06	0.7%	7.85	7.65	2.7%	4.74	4.94	-4.1%
Statewide (days)	11.24	11.46	-1.9%	11.79	11.71	0.6%	9.71	9.44	2.9%
ACCOMMODATIONS 2/									
Hotel	871,174	883,645	-1.4%	572,990	598,091	-4.2%	298,184	285,554	4.4%
...Hotel Only	625,096	643,339	-2.8%	383,740	405,898	-5.5%	241,356	237,441	1.6%
Condo	277,683	267,008	4.0%	213,502	209,725	1.8%	64,181	57,283	12.0%
...Condo Only	175,377	172,119	1.9%	139,120	137,957	0.8%	36,257	34,162	6.1%
Timeshare	153,867	150,940	1.9%	129,216	128,881	0.3%	24,651	22,059	11.8%
...Timeshare Only	105,957	102,989	2.9%	87,783	87,764	0.0%	18,174	15,225	19.4%
Rental House	136,534	123,107	10.9%	121,737	109,150	11.5%	14,797	13,956	6.0%
Bed & Breakfast	45,608	40,816	11.7%	36,340	35,636	2.0%	9,268	5,181	78.9%
Cruise Ship	95,828	98,815	-3.0%	76,758	83,710	-8.3%	19,070	15,105	26.3%
Friends or Relatives	139,496	142,723	-2.3%	127,783	128,115	-0.3%	11,713	14,609	-19.8%
PURPOSE OF TRIP									
Pleasure (Net)	1,240,438	1,237,003	0.3%	899,122	912,668	-1.5%	341,316	324,334	5.2%
....Vacation	1,163,183	1,152,705	0.9%	861,988	874,319	-1.4%	301,195	278,386	8.2%
....Honeymoon	81,423	85,532	-4.8%	40,001	41,207	-2.9%	41,423	44,324	-6.5%
....Get Married	18,152	19,326	-6.1%	9,256	9,208	0.5%	8,896	10,118	-12.1%
MC&I (Net)	81,640	77,945	4.7%	64,204	64,576	-0.6%	17,436	13,369	30.4%
....Convention/Conf.	48,690	51,408	-5.3%	40,514	42,701	-5.1%	8,176	8,707	-6.1%
....Corp. Meetings	13,110	13,238	-1.0%	11,849	12,432	-4.7%	1,261	806	56.5%
....Incentive	22,812	16,195	40.9%	14,559	12,144	19.9%	8,253	4,051	103.7%
Other Business	41,592	44,334	-6.2%	38,034	40,154	-5.3%	3,558	4,180	-14.9%
Visit Friends/Relatives	121,289	123,618	-1.9%	110,186	110,945	-0.7%	11,103	12,673	-12.4%
Government/Military	4,051	5,436	-25.5%	3,907	5,138	-24.0%	144	298	-51.6%
Attend School	5,129	5,026	2.1%	3,910	4,065	-3.8%	1,219	961	26.9%
Sport Events	20,560	21,951	-6.3%	15,460	15,293	1.1%	5,099	6,658	-23.4%
Average Age	48			48			46		

1/ Total Visitor Days represent days on Hawai'i Island and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on the Hawai'i Island but statewide.

Source: Hawai'i Tourism Authority

**Table 61: Hilo Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days 1/	2,140,442	2,045,639	4.6%	1,767,562	1,684,023	5.0%	372,879	361,616	3.1%
Total Visitors	524,705	526,435	-0.3%	357,282	361,420	-1.1%	167,423	165,015	1.5%
PARTY SIZE									
One	83,689	84,456	-0.9%	69,565	71,975	-3.3%	14,124	12,481	13.2%
Two	247,330	245,436	0.8%	170,106	172,129	-1.2%	77,224	73,307	5.3%
Three or more	193,686	196,543	-1.5%	117,611	117,316	0.3%	76,075	79,227	-4.0%
Avg Party Size	2.07	2.16	-4.3%	1.94	2.01	-3.6%	2.42	2.49	-3.1%
VISIT STATUS									
First-Time	230,713	237,047	-2.7%	147,584	150,691	-2.1%	83,129	86,356	-3.7%
Repeat	293,992	289,388	1.6%	209,698	210,729	-0.5%	84,294	78,659	7.2%
Average # of Trips	4.05	3.86	5.1%	4.39	4.37	0.6%	3.34	2.75	21.5%
TRAVEL METHOD									
Group Tour	60,361	69,299	-12.9%	24,372	26,945	-9.6%	35,990	42,354	-15.0%
Package	179,916	192,770	-6.7%	84,706	94,857	-10.7%	95,210	97,913	-2.8%
Group Tour & Pkg	50,055	58,367	-14.2%	17,361	19,559	-11.2%	32,694	38,808	-15.8%
True Independent	334,482	322,734	3.6%	265,565	259,177	2.5%	68,917	63,557	8.4%
ISLANDS VISITED									
O'ahu	332,748	332,995	-0.1%	184,095	188,822	-2.5%	148,653	144,173	3.1%
Maui County	198,269	185,584	6.8%	137,110	141,202	-2.9%	61,158	44,382	37.8%
...Maui	195,457	183,178	6.7%	135,019	139,153	-3.0%	60,438	44,024	37.3%
...Moloka'i	16,030	13,439	19.3%	9,445	8,757	7.9%	6,585	4,682	40.7%
...Lāna'i	18,032	14,549	23.9%	9,824	9,335	5.2%	8,208	5,214	57.4%
Kaua'i	149,972	141,815	5.8%	108,986	114,570	-4.9%	40,986	27,244	50.4%
Hawai'i Island	524,705	526,435	-0.3%	357,282	361,420	-1.1%	167,423	165,015	1.5%
...Hilo	524,705	526,435	-0.3%	357,282	361,420	-1.1%	167,423	165,015	1.5%
...Kona	290,713	284,623	2.1%	215,753	219,992	-1.9%	74,959	64,630	16.0%
LENGTH OF STAY									
O'ahu (days)	4.94	5.68	-12.9%	4.38	5.64	-22.4%	5.65	5.74	-1.5%
Maui (days)	3.96	3.31	19.5%	4.51	3.57	26.5%	2.72	2.50	8.6%
Moloka'i (days)	1.93	1.95	-0.9%	2.31	2.38	-3.2%	1.40	1.15	22.1%
Lāna'i (days)	1.55	1.69	-8.3%	1.81	1.98	-8.6%	1.24	1.18	5.6%
Kaua'i (days)	2.85	2.78	2.5%	3.11	2.93	6.0%	2.16	2.14	1.0%
Hawai'i Island (days)	6.38	6.10	4.6%	7.74	7.33	5.5%	3.48	3.40	2.2%
...Hilo (days)	4.08	3.89	5.0%	4.95	4.66	6.2%	2.23	2.19	1.6%
...Kona (days)	4.15	4.09	1.4%	4.62	4.39	5.3%	2.79	3.09	-9.6%
Statewide (days)	11.92	11.96	-0.4%	12.76	12.69	0.5%	10.12	9.50	6.5%
ACCOMMODATIONS 2/									
Hotel	348,180	356,820	-2.4%	207,982	215,377	-3.4%	140,197	141,443	-0.9%
...Hotel Only	204,415	215,400	-5.1%	99,496	103,914	-4.3%	104,919	111,487	-5.9%
Condo	73,315	67,393	8.8%	50,609	48,197	5.0%	22,705	19,196	18.3%
...Condo Only	33,404	31,099	7.4%	22,285	21,928	1.6%	11,119	9,171	21.2%
Timeshare	30,348	29,656	2.3%	26,071	25,227	3.3%	4,277	4,429	-3.4%
...Timeshare Only	16,325	15,863	2.9%	13,952	13,349	4.5%	2,373	2,515	-5.6%
Rental House	55,576	49,904	11.4%	48,947	42,742	14.5%	6,629	7,162	-7.4%
Bed & Breakfast	31,246	27,386	14.1%	24,222	23,643	2.5%	7,024	3,743	87.6%
Cruise Ship	89,635	92,601	-3.2%	71,334	78,317	-8.9%	18,300	14,284	28.1%
Friends or Relatives	62,784	63,751	-1.5%	56,746	56,184	1.0%	6,038	7,567	-20.2%
PURPOSE OF TRIP									
Pleasure (Net)	450,019	450,550	-0.1%	301,555	304,672	-1.0%	148,464	145,878	1.8%
.....Vacation	421,761	417,426	1.0%	287,959	290,210	-0.8%	133,802	127,216	5.2%
.....Honeymoon	30,805	33,927	-9.2%	15,434	16,304	-5.3%	15,371	17,623	-12.8%
...Get Married	6,718	7,556	-11.1%	3,162	3,111	1.6%	3,556	4,445	-20.0%
MC&I (Net)	21,654	19,733	9.7%	14,100	13,433	5.0%	7,554	6,300	19.9%
.....Convention/Conf.	12,895	12,923	-0.2%	9,884	9,269	6.6%	3,011	3,654	-17.6%
.....Corp. Meetings	2,810	2,797	0.4%	2,371	2,395	-1.0%	439	402	9.1%
.....Incentive	6,647	4,528	46.8%	2,487	2,263	9.9%	4,160	2,265	83.7%
Other Business	16,519	17,904	-7.7%	14,460	15,755	-8.2%	2,059	2,149	-4.2%
Visit Friends/Relatives	56,070	55,887	0.3%	49,948	49,536	0.8%	6,121	6,351	-3.6%
Government/Military	2,217	2,670	-17.0%	2,169	2,592	-16.3%	48	78	-38.8%
Attend School	2,786	2,119	31.4%	1,868	1,765	5.8%	918	354	159.0%
Sport Events	5,352	5,353	0.0%	3,023	3,070	-1.5%	2,330	2,284	2.0%
Average Age	48			49			47		

1/ Total Visitor Days represent days in Hilo and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Hilo but statewide.

Source: Hawai'i Tourism Authority

**Table 62: Kona Visitor Characteristics (Arrivals by Air)
2013 vs. 2012**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2013	2012	% Change	2013	2012	% Change	2013	2012	% Change
Total Visitor Days 1/	8,537,729	8,406,878	1.6%	7,174,971	7,120,836	0.8%	1,362,758	1,286,042	6.0%
Total Visitors	1,201,253	1,191,469	0.8%	913,854	931,250	-1.9%	287,399	260,219	10.4%
PARTY SIZE									
One	166,034	170,374	-2.5%	146,505	151,415	-3.2%	19,528	18,960	3.0%
Two	558,091	551,785	1.1%	424,693	433,098	-1.9%	133,398	118,687	12.4%
Three or more	477,128	469,309	1.7%	342,655	346,737	-1.2%	134,473	122,572	9.7%
Avg Party Size	2.14	2.04	4.8%	2.05	1.92	6.8%	2.47	2.47	0.3%
VISIT STATUS									
First-Time	395,964	395,240	0.2%	276,963	280,321	-1.2%	119,001	114,919	3.6%
Repeat	805,289	796,229	1.1%	636,891	650,929	-2.2%	168,398	145,300	15.9%
Average # of Trips	5.18	5.11	1.5%	5.65	5.63	0.3%	3.71	3.23	14.7%
TRAVEL METHOD									
Group Tour	81,453	86,945	-6.3%	41,382	45,024	-8.1%	40,071	41,921	-4.4%
Package	337,669	345,615	-2.3%	196,132	214,811	-8.7%	141,537	130,803	8.2%
Group Tour & Pkg	64,678	68,354	-5.4%	28,747	31,508	-8.8%	35,931	36,846	-2.5%
True Independent	846,809	827,264	2.4%	705,087	702,922	0.3%	141,722	124,342	14.0%
ISLANDS VISITED									
O'ahu	491,110	468,468	4.8%	283,769	287,389	-1.3%	207,341	181,079	14.5%
Mauai County	281,095	265,440	5.9%	209,389	213,539	-1.9%	71,706	51,901	38.2%
...Mauai	275,281	258,998	6.3%	204,624	208,401	-1.8%	70,657	50,597	39.6%
...Moloka'i	18,212	16,439	10.8%	11,226	10,936	2.6%	6,987	5,503	27.0%
...Lāna'i	22,185	19,570	13.4%	13,549	13,530	0.1%	8,636	6,039	43.0%
Kaua'i	196,653	185,830	5.8%	150,241	156,037	-3.7%	46,412	29,792	55.8%
Hawai'i Island	1,201,253	1,191,469	0.8%	913,854	931,250	-1.9%	287,399	260,219	10.4%
...Hilo	290,713	284,623	2.1%	215,753	219,992	-1.9%	74,959	64,630	16.0%
...Kona	1,201,253	1,191,469	0.8%	913,854	931,250	-1.9%	287,399	260,219	10.4%
LENGTH OF STAY									
O'ahu (days)	4.57	5.13	-11.0%	4.08	5.14	-20.5%	5.23	5.12	2.1%
Mauai (days)	4.59	4.19	9.6%	5.01	4.31	16.2%	3.37	3.68	-8.4%
Moloka'i (days)	2.17	2.23	-2.6%	2.56	2.72	-5.8%	1.54	1.25	23.0%
Lāna'i (days)	1.84	2.05	-9.9%	2.25	2.39	-6.1%	1.21	1.27	-4.7%
Kaua'i (days)	3.50	3.47	0.7%	3.79	3.65	3.8%	2.55	2.55	0.0%
Hawai'i Island (days)	7.74	7.68	0.8%	8.51	8.30	2.6%	5.30	5.48	-3.3%
...Hilo (days)	2.63	2.62	0.4%	2.80	2.75	1.7%	2.14	2.17	-1.1%
...Kona (days)	7.11	7.06	0.7%	7.85	7.65	2.7%	4.74	4.94	-4.1%
Statewide (days)	11.30	11.22	0.8%	11.59	11.52	0.6%	10.39	10.11	2.8%
ACCOMMODATIONS 2/									
Hotel	713,506	715,552	-0.3%	495,333	519,035	-4.6%	218,173	196,517	11.0%
...Hotel Only	498,499	507,915	-1.9%	331,103	351,645	-5.8%	167,396	156,270	7.1%
Condo	253,130	241,966	4.6%	196,844	193,663	1.6%	56,286	48,302	16.5%
...Condo Only	162,181	158,690	2.2%	131,223	129,977	1.0%	30,958	28,713	7.8%
Timeshare	143,953	140,067	2.8%	120,669	120,180	0.4%	23,284	19,887	17.1%
...Timeshare Only	99,912	96,422	3.6%	82,960	82,876	0.1%	16,952	13,546	25.2%
Rental House	113,091	103,011	9.8%	100,586	90,878	10.7%	12,505	12,133	3.1%
Bed & Breakfast	35,353	32,446	9.0%	28,557	28,100	1.6%	6,796	4,346	56.4%
Cruise Ship	90,686	92,381	-1.8%	72,343	78,454	-7.8%	18,342	13,927	31.7%
Friends or Relatives	104,553	107,565	-2.8%	95,832	96,453	-0.6%	8,721	11,113	-21.5%
PURPOSE OF TRIP									
Pleasure (Net)	1,052,630	1,041,338	1.1%	791,112	805,797	-1.8%	261,517	235,541	11.0%
....Vacation	989,960	975,953	1.4%	758,931	772,435	-1.7%	231,029	203,519	13.5%
....Honeymoon	65,716	66,889	-1.8%	34,667	35,621	-2.7%	31,050	31,268	-0.7%
...Get Married	14,572	15,161	-3.9%	8,064	8,000	0.8%	6,508	7,161	-9.1%
MC&I (Net)	69,902	68,254	2.4%	57,780	58,551	-1.3%	12,122	9,704	24.9%
....Convention/Conf.	42,543	45,379	-6.2%	36,114	38,563	-6.3%	6,429	6,817	-5.7%
....Corp. Meetings	11,694	11,778	-0.7%	10,670	11,235	-5.0%	1,023	543	88.5%
....Incentive	18,340	13,810	32.8%	13,438	11,287	19.1%	4,903	2,523	94.3%
Other Business	32,205	34,025	-5.3%	29,665	30,918	-4.1%	2,541	3,107	-18.2%
Visit Friends/Relatives	91,633	93,235	-1.7%	82,959	83,648	-0.8%	8,674	9,587	-9.5%
Government/Military	2,651	3,716	-28.6%	2,535	3,486	-27.3%	116	230	-49.4%
Attend School	3,123	3,769	-17.1%	2,729	3,027	-9.9%	394	742	-46.9%
Sport Events	17,574	19,143	-8.2%	13,913	13,767	1.1%	3,661	5,376	-31.9%
Average Age	48			49			47		

1/ Total Visitor Days represent days in Kona and not statewide

2/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Kona but statewide.

Source: Hawai'i Tourism Authority

Table 63: Visitor Days by Island and MMA (Arrivals by Air)
2013

2013	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	10,798,520	7,568,291	8,004,477	1,995,879	266,336	113,595	242,818	55,132	113,735	791,616	2,342,412	362,326	2,704,738
Maui	9,670,637	4,869,723	247,868	2,953,491	123,469	42,457	170,581	50,343	78,402	465,252	275,456	56,390	331,846
Moloka'i	136,449	72,050	2,219	24,549	1,794	781	4,383	686	1,376	9,021	6,253	825	7,078
Lāna'i	123,295	86,930	3,849	19,390	2,397	1,032	1,622	400	793	6,245	6,839	755	7,595
Kaua'i	4,877,043	2,385,513	72,961	628,947	46,101	25,242	79,955	14,293	32,172	197,763	84,008	20,854	104,862
Hawai'i Island	5,106,081	2,837,165	684,407	978,639	86,934	61,036	130,939	18,059	51,191	348,159	180,950	42,489	223,438
...Hilo	913,248	667,223	148,493	119,187	24,424	29,460	39,361	5,293	14,954	113,493	50,189	8,591	58,780
...Kona	4,192,833	2,169,941	535,914	859,452	62,510	31,576	91,578	12,766	36,237	234,666	130,761	33,898	164,659
STATE	30,712,024	17,819,671	9,015,780	6,600,896	527,031	244,144	630,298	138,913	277,670	1,818,056	2,895,918	483,639	3,379,558
DOMESTIC													
O'ahu	10,519,628	7,200,757	44,543	885,362	223,775	71,118	212,925	53,084	102,090	662,991	369,498	54,912	424,410
Maui	9,576,434	4,793,306	3,960	991,250	105,005	34,765	158,979	44,209	67,666	410,625	46,343	8,042	54,385
Moloka'i	133,502	69,199	122	11,299	1,711	781	4,011	686	1,376	8,566	743	449	1,192
Lāna'i	122,348	86,116	127	7,438	2,058	596	1,452	400	744	5,250	746	82	828
Kaua'i	4,830,606	2,348,956	1,856	339,496	41,915	15,817	76,673	14,293	28,588	177,286	12,868	3,587	16,455
Hawai'i Island	5,035,560	2,777,403	4,829	493,771	77,478	34,518	122,895	17,806	49,795	302,493	25,893	5,392	31,286
...Hilo	885,427	648,595	1,719	67,437	19,016	10,644	35,447	5,192	14,592	84,891	6,621	1,104	7,725
...Kona	4,150,133	2,128,808	3,111	426,334	58,462	23,875	87,448	12,614	35,203	217,602	19,272	4,288	23,560
STATE	30,218,079	17,275,737	55,437	2,728,616	451,942	157,596	576,936	130,478	250,259	1,567,211	456,092	72,465	528,557
INTERNATIONAL													
O'ahu	278,892	367,534	7,959,935	1,110,517	42,561	42,478	29,893	2,047	11,645	128,624	1,972,914	307,414	2,280,328
Maui	94,203	76,417	243,907	1,962,241	18,463	7,692	11,601	6,134	10,736	54,627	229,113	48,348	277,461
Moloka'i	2,947	2,851	2,096	13,251	83	0	372	0	0	455	5,510	376	5,886
Lāna'i	946	814	3,722	11,952	339	436	170	0	49	995	6,093	673	6,766
Kaua'i	46,436	36,557	71,105	289,451	4,186	9,425	3,282	0	3,584	20,478	71,140	17,267	88,407
Hawai'i Island	70,522	59,761	679,578	484,869	9,456	26,518	8,043	254	1,396	45,667	155,056	37,097	192,153
...Hilo	27,822	18,628	146,774	51,751	5,408	18,817	3,914	102	363	28,603	43,567	7,487	51,055
...Kona	42,700	41,133	532,804	433,118	4,048	7,701	4,130	152	1,034	17,064	111,489	29,609	141,098
STATE	493,946	543,934	8,960,343	3,872,280	75,089	86,548	53,362	8,435	27,411	250,846	2,439,826	411,174	2,851,001

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

Source: Hawai'i Tourism Authority

Table 63: Visitor Days by Island and MMA (Arrivals by Air) continued
2013

2013	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA PORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
'ahu	633,423	33,951	1,056,481	29,025	123,204	1,876,084	30,679	108,137	49,047	187,862	1,132,156	35,059,623
O Maui	58,104	7,526	109,551	3,977	20,652	199,809	22,081	29,817	22,853	74,751	458,036	19,271,412
Moloka'i	2,216	96	947	15	361	3,635	686	426	1,008	2,120	7,341	264,463
āna'i	1,380	178	593	51	1,025	3,227	754	674	258	1,686	6,949	259,165
L Kaua'i	13,812	3,871	13,411	2,258	3,480	36,833	3,899	9,795	8,180	21,874	191,142	8,516,938
Hawai'i Island	65,007	5,397	54,639	4,990	24,901	154,934	4,753	23,943	16,991	45,688	299,659	10,678,171
...Hilo	17,663	1,864	15,983	1,284	10,958	47,752	848	4,129	3,805	8,781	63,483	2,140,442
...Kona	47,344	3,532	38,656	3,706	13,943	107,181	3,905	19,815	13,187	36,906	236,176	8,537,729
STATE	773,942	51,019	1,235,622	40,317	173,622	2,274,522	62,853	172,792	98,336	333,980	2,095,284	74,049,772
DOMESTIC												
'ahu	186,514	15,094	55,000	7,464	13,897	277,968	29,411	105,929	45,192	180,532	637,801	20,833,993
O Maui	22,812	4,493	8,369	2,332	3,902	41,908	21,992	29,561	22,518	74,072	360,315	16,306,256
Moloka'i	936	96	249	15	126	1,422	686	426	1,008	2,120	5,340	232,761
āna'i	726	178	120	51	112	1,187	754	674	258	1,686	5,612	230,593
L Kaua'i	6,282	2,972	3,432	897	1,735	15,319	3,899	9,795	7,845	21,539	165,068	7,916,581
Hawai'i Island	21,666	3,514	7,275	1,987	3,529	37,971	4,753	22,696	16,657	44,106	215,115	8,942,534
...Hilo	6,850	1,372	1,489	434	1,548	11,694	848	4,129	3,637	8,614	51,461	1,767,562
...Kona	14,816	2,142	5,786	1,553	1,981	26,278	3,905	18,568	13,019	35,492	163,654	7,174,971
STATE	238,935	26,349	74,444	12,746	23,301	375,776	61,497	169,082	93,476	324,054	1,389,251	54,462,717
INTERNATIONAL												
'ahu	446,909	18,857	1,001,481	21,562	109,307	1,598,116	1,267	2,208	3,855	7,330	494,355	14,225,630
O Maui	35,292	3,032	101,182	1,645	16,749	157,901	89	256	335	679	97,721	2,965,156
Moloka'i	1,281	0	698	0	235	2,214	0	0	0	0	2,002	31,702
āna'i	655	0	473	0	913	2,040	0	0	0	0	1,337	28,573
L Kaua'i	7,530	899	9,980	1,361	1,745	21,514	0	0	335	335	26,074	600,357
Hawai'i Island	43,341	1,882	47,364	3,003	21,372	116,962	0	1,247	335	1,582	84,544	1,735,637
...Hilo	10,813	492	14,494	850	9,410	36,058	0	0	167	167	12,022	372,879
...Kona	32,528	1,390	32,870	2,153	11,962	80,904	0	1,247	167	1,414	72,522	1,362,758
STATE	535,007	24,670	1,161,178	27,570	150,321	1,898,746	1,356	3,711	4,860	9,926	706,033	19,587,054

Note: Sums may not total to total MMA due to rounding.
Source: Hawai'i Tourism Authority

Island Supplement

Table 64: Visitor Days Growth by Island and MMA (Arrivals by Air)
% change 2013 vs. 2012

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRA LIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	-1.4%	-6.4%	1.6%	-3.7%	0.3%	33.7%	2.0%	-13.4%	1.3%	3.5%	25.3%	81.4%	30.8%
Maui	2.0%	5.2%	26.9%	4.3%	2.7%	-9.3%	14.5%	14.4%	22.5%	9.7%	29.4%	47.3%	32.1%
Moloka'i	2.5%	7.6%	-4.2%	-1.4%	7.7%	22.6%	-24.3%	54.8%	0.2%	-9.0%	43.6%	147.0%	51.0%
Lāna'i	0.5%	-3.4%	-23.6%	6.4%	44.5%	194.4%	-7.7%	-11.5%	5.4%	25.6%	-6.1%	375.1%	2.1%
Kaua'i	4.2%	4.3%	18.4%	7.4%	-10.6%	45.0%	15.0%	4.4%	36.0%	12.5%	12.9%	65.1%	20.5%
Hawai'i Island	0.1%	5.4%	1.6%	1.5%	10.4%	54.6%	16.2%	23.1%	15.5%	20.1%	12.1%	63.0%	19.2%
...Hilo	4.8%	8.3%	-7.2%	-4.7%	25.2%	233.3%	10.9%	20.6%	2.8%	37.1%	7.7%	153.1%	17.6%
...Kona	-0.8%	4.5%	4.4%	2.4%	5.5%	3.0%	18.6%	24.2%	21.8%	13.3%	13.9%	49.5%	19.8%
STATE	0.8%	-0.2%	2.2%	1.6%	1.5%	28.7%	9.3%	1.4%	12.7%	8.9%	24.3%	74.4%	29.7%
DOMESTIC													
O'ahu	-1.9%	-7.9%	2.1%	-2.3%	-2.6%	12.7%	-2.3%	-12.0%	-2.0%	-1.8%	13.5%	77.7%	19.1%
Maui	1.9%	4.9%	11.0%	18.3%	7.7%	8.7%	14.6%	2.4%	15.5%	11.0%	44.6%	27.2%	41.7%
Moloka'i	0.9%	3.4%	-42.7%	4.0%	2.7%	22.6%	22.0%	54.8%	0.2%	15.7%	118.5%	385.1%	175.6%
Lāna'i	1.0%	-3.6%	46.1%	2.8%	28.5%	70.0%	-15.8%	-11.5%	-1.1%	7.6%	65.3%	27.7%	60.6%
Kaua'i	3.6%	3.7%	21.9%	6.2%	5.7%	39.4%	17.4%	10.7%	22.8%	16.3%	29.3%	20.2%	27.2%
Hawai'i Island	-0.3%	4.5%	-6.1%	0.2%	13.1%	33.4%	17.3%	28.4%	23.6%	19.4%	31.7%	48.6%	34.3%
...Hilo	3.6%	6.8%	52.2%	1.7%	20.0%	26.8%	5.1%	20.2%	26.1%	14.9%	22.3%	29.7%	23.3%
...Kona	-1.1%	3.8%	-22.5%	0.0%	11.0%	36.5%	23.1%	32.0%	22.6%	21.3%	35.3%	54.4%	38.4%
STATE	0.4%	-1.1%	2.3%	6.0%	3.0%	18.2%	8.5%	-0.6%	9.6%	7.1%	17.6%	64.7%	22.4%
INTERNATIONAL													
O'ahu	19.6%	35.1%	1.6%	-4.8%	18.4%	94.5%	47.6%	-38.7%	42.4%	43.6%	27.8%	82.0%	33.2%
Maui	12.4%	30.9%	27.2%	-1.6%	-18.7%	-48.1%	14.1%	645.3%	98.1%	1.2%	26.7%	51.3%	30.4%
Moloka'i	256.1%	NA	-0.2%	-5.6%	NA	NA	-85.2%	NA	NA	-81.8%	37.3%	55.7%	38.3%
Lāna'i	-38.2%	36.1%	-24.8%	8.8%	495.3%	NA	404.7%	NA	NA	996.7%	-10.8%	611.5%	-2.3%
Kaua'i	134.0%	72.5%	18.3%	8.8%	-64.8%	55.5%	-22.7%	-100.0%	869.0%	-12.2%	10.3%	79.0%	19.3%
Hawai'i Island	45.7%	73.6%	1.7%	2.8%	-7.9%	94.9%	1.4%	-68.1%	-65.3%	24.7%	9.4%	65.3%	17.0%
...Hilo	66.6%	118.0%	-7.6%	-11.8%	47.8%	4092.1%	123.9%	45.2%	-87.8%	221.4%	5.8%	194.4%	16.7%
...Kona	34.7%	58.9%	4.6%	4.9%	-38.8%	-41.5%	-33.2%	-79.0%	-1.5%	-38.4%	10.9%	48.8%	17.1%
STATE	27.5%	40.7%	2.2%	-1.3%	-7.1%	53.6%	18.2%	47.1%	52.4%	21.7%	25.7%	76.3%	31.1%

NA: Not Applicable

Source: Hawai'i Tourism Authority

Island Supplement

Table 64: Visitor Days Growth by Island and MMA (Arrivals by Air) continued
% change 2013 vs. 2012

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
	TOTAL	CHINA	HONG KONG	KOREA	SINGA PORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER
O 'ahu	12.8%	1.5%	19.0%	-13.3%	89.3%	18.6%	9.4%	3.3%	-16.8%	-2.0%	-50.0%	-2.2%
O Maui	-3.5%	69.1%	3.9%	-15.2%	148.3%	9.1%	26.8%	16.9%	12.7%	18.3%	-23.2%	3.3%
L Moloka'i	-50.3%	68.8%	74.4%	na	1794.8%	-28.4%	732.1%	-8.7%	-23.4%	13.7%	-25.8%	2.2%
L āna'i	38.6%	-23.8%	-16.2%	41.2%	767.9%	54.3%	240.1%	50.8%	-36.0%	57.4%	-38.2%	-1.4%
L Kaua'i	-13.9%	315.7%	23.3%	101.0%	54.4%	17.9%	68.8%	8.8%	35.0%	25.9%	-20.5%	4.3%
L Hawai'i Island	15.3%	3.6%	-25.6%	-18.2%	181.1%	3.3%	18.8%	57.8%	15.3%	34.7%	-17.3%	2.2%
L ...Hilo	13.5%	4.7%	-2.3%	-69.4%	340.2%	18.2%	-6.2%	41.1%	15.3%	23.1%	-31.5%	4.6%
L ...Kona	16.0%	3.0%	-32.3%	94.9%	119.0%	-2.2%	26.1%	61.8%	15.3%	37.8%	-12.5%	1.6%
STATE	10.6%	15.0%	14.5%	-11.2%	105.1%	16.5%	20.7%	11.3%	-3.4%	8.0%	-39.9%	0.5%
DOMESTIC												
O 'ahu	-7.5%	56.2%	0.2%	2.5%	17.6%	-2.5%	9.6%	6.2%	-9.0%	2.4%	-28.8%	-4.7%
O Maui	5.8%	93.5%	12.8%	45.8%	76.0%	19.3%	28.4%	15.9%	16.7%	19.6%	-12.9%	3.7%
L Moloka'i	-35.7%	122.5%	194.3%	na	560.2%	-11.2%	732.1%	-8.7%	-23.4%	13.7%	-14.3%	2.1%
L āna'i	50.7%	121.4%	-3.8%	41.2%	135.0%	54.0%	240.1%	50.8%	-36.0%	57.4%	-19.7%	-0.6%
L Kaua'i	-16.8%	262.6%	-17.1%	63.5%	97.4%	9.9%	68.8%	8.8%	35.0%	25.8%	-8.1%	3.8%
L Hawai'i Island	20.3%	98.3%	-28.7%	32.5%	76.1%	13.4%	18.8%	49.6%	13.0%	30.1%	-15.6%	1.6%
L ...Hilo	19.3%	192.2%	-47.1%	4.8%	162.3%	16.6%	-6.2%	41.1%	10.2%	20.8%	-9.6%	5.0%
L ...Kona	20.8%	64.4%	-21.6%	43.0%	40.1%	12.1%	26.1%	51.6%	13.8%	32.5%	-17.4%	0.8%
STATE	-4.7%	79.2%	-3.1%	16.2%	37.2%	1.5%	21.6%	12.5%	2.5%	10.9%	-20.9%	-0.1%
INTERNATIONAL												
O 'ahu	24.1%	-20.8%	20.2%	-17.6%	105.2%	23.3%	6.0%	-55.3%	-58.6%	-52.5%	-63.9%	1.7%
O Maui	-8.6%	42.5%	3.2%	-46.8%	174.6%	6.7%	-68.9%	NA	-65.9%	-46.4%	-46.6%	1.3%
L Moloka'i	-57.4%	-100.0%	52.3%	NA	NA	-36.4%	NA	NA	NA	NA	-45.5%	2.7%
L āna'i	27.2%	-100.0%	-18.8%	NA	1197.3%	54.5%	NA	NA	NA	NA	-68.6%	-6.8%
L Kaua'i	-11.3%	706.0%	48.1%	136.9%	26.9%	24.4%	NA	NA	34.1%	34.1%	-57.2%	10.5%
L Hawai'i Island	12.9%	-45.3%	-25.2%	-34.7%	211.8%	0.3%	NA	NA	NA	NA	-21.4%	5.3%
L ...Hilo	10.0%	-62.5%	7.1%	-77.5%	395.4%	18.8%	NA	NA	NA	NA	-66.5%	3.1%
L ...Kona	13.9%	-34.6%	-33.9%	164.1%	141.4%	-6.1%	NA	NA	NA	NA	1.1%	6.0%
STATE	19.1%	-16.8%	15.9%	-20.0%	122.2%	20.0%	-8.4%	-24.8%	-53.9%	-41.5%	-59.1%	2.2%

NA: Not Applicable

Source: Hawaii Tourism Authority

Table 65: Visitor Arrivals by Island and MMA (Arrivals by Air)
2013

2013	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRA LIA	NEW ZEALAND
O 'ahu	1,429,387	1,015,177	1,458,205	218,828	33,028	16,052	30,911	7,392	11,708	99,092	295,180	47,538	342,717
Maui	1,112,225	626,991	79,396	267,156	15,977	6,778	21,012	5,701	8,369	57,837	63,965	9,780	73,744
Moloka'i	22,613	15,405	1,100	4,593	485	161	1,087	166	344	2,242	4,419	436	4,855
L āna'i	29,488	24,485	1,800	6,401	915	581	470	131	301	2,399	5,331	314	5,646
Kaua'i	568,836	340,688	29,430	69,476	7,200	4,118	12,416	2,284	4,944	30,963	27,759	4,017	31,777
Hawai'i Island	563,062	383,744	199,117	97,817	11,996	8,311	16,551	2,405	6,166	45,429	50,755	8,185	58,939
...Hilo	162,500	156,817	75,904	31,600	5,041	5,432	8,103	1,185	3,040	22,801	31,751	3,251	35,002
...Kona	496,800	325,010	139,202	89,287	9,457	6,524	13,534	1,899	4,957	36,371	41,645	7,132	48,777
STATE	3,211,429	1,701,852	1,518,517	517,011	46,616	19,827	43,531	11,014	15,818	136,805	305,063	50,505	355,568
DOMESTIC													
O 'ahu	1,371,861	948,678	7,105	101,753	27,294	8,784	26,884	6,964	10,374	80,300	61,021	8,561	69,582
Maui	1,098,391	609,767	609	93,661	12,777	4,168	19,436	4,978	7,359	48,719	7,585	1,114	8,699
Moloka'i	21,874	15,024	35	1,780	402	161	715	166	344	1,787	225	60	285
L āna'i	28,541	23,671	38	2,098	576	145	441	131	252	1,545	242	47	289
Kaua'i	561,040	332,125	305	36,280	6,256	2,468	11,477	2,284	4,293	26,778	2,617	553	3,170
Hawai'i Island	554,074	370,691	671	47,681	9,840	4,381	15,066	2,354	5,805	37,447	4,852	781	5,633
...Hilo	157,077	149,350	236	15,760	3,928	2,227	7,015	1,134	2,844	17,149	2,175	325	2,500
...Kona	488,716	314,615	531	43,310	8,243	3,463	12,122	1,848	4,597	30,273	3,840	631	4,471
STATE	3,143,177	1,628,677	7,727	218,097	39,450	11,833	39,356	10,117	14,179	114,934	64,297	9,468	73,765
INTERNATIONAL													
O 'ahu	57,526	66,499	1,451,100	117,076	5,734	7,268	4,027	429	1,334	18,792	234,159	38,977	273,136
Maui	13,835	17,224	78,787	173,495	3,199	2,610	1,575	723	1,010	9,118	56,380	8,666	65,046
Moloka'i	739	382	1,065	2,812	83	0	372	0	0	455	4,194	376	4,570
L āna'i	946	814	1,762	4,303	339	436	28	0	49	853	5,089	267	5,357
Kaua'i	7,797	8,563	29,125	33,196	944	1,650	939	0	651	4,185	25,142	3,465	28,607
Hawai'i Island	8,988	13,053	198,446	50,135	2,156	3,930	1,485	51	360	7,982	45,902	7,404	53,306
...Hilo	5,424	7,467	75,668	15,840	1,114	3,204	1,088	51	195	5,652	29,576	2,926	32,502
...Kona	8,084	10,394	138,671	45,976	1,214	3,060	1,412	51	360	6,098	37,805	6,501	44,306
STATE	68,252	73,175	1,510,790	298,914	7,166	7,994	4,175	897	1,639	21,871	240,766	41,037	281,803

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

Source: Hawai'i Tourism Authority

Table 65: Visitor Arrivals by Island and MMA (Arrivals by Air) continued
2013

2013	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA PORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
O 'ahu	118,637	4,298	173,088	4,204	20,774	321,001	3,979	12,744	6,943	23,666	136,203	5,044,276
O Maui	18,789	1,238	46,314	774	5,842	72,956	2,290	4,390	3,638	10,318	58,161	2,358,784
L Moloka'i	1,034	33	739	13	75	1,894	82	147	114	342	2,113	55,157
L āna'i	718	47	345	16	454	1,581	76	191	114	380	2,130	74,310
L Kaua'i	3,568	595	5,060	400	771	10,394	554	1,858	1,598	4,010	28,781	1,114,354
Hawai'i Island	19,944	1,015	15,430	957	5,848	43,194	665	3,193	2,931	6,789	37,154	1,435,245
...Hilo	8,967	497	9,244	318	3,025	22,051	256	1,287	1,291	2,835	15,194	524,705
...Kona	14,296	740	8,767	799	4,518	29,120	556	2,624	2,527	5,707	30,980	1,201,253
STATE	125,011	5,447	177,113	4,822	22,679	335,072	5,425	14,854	9,986	30,265	196,955	8,003,474
DOMESTIC												
O 'ahu	36,929	1,951	8,973	1,099	2,189	51,141	3,827	12,331	6,289	22,447	79,589	2,732,456
O Maui	5,489	685	1,399	340	556	8,469	2,268	4,338	3,471	10,077	42,971	1,921,362
L Moloka'i	370	33	41	13	13	470	82	147	114	342	1,066	42,663
L āna'i	254	47	35	16	17	370	76	191	114	380	1,401	58,334
L Kaua'i	1,373	397	516	123	283	2,691	554	1,858	1,431	3,842	21,587	987,818
Hawai'i Island	5,182	476	844	335	418	7,255	665	2,994	2,764	6,422	25,508	1,055,383
...Hilo	2,475	198	305	123	193	3,294	256	1,287	1,124	2,668	9,249	357,282
...Kona	3,644	365	693	270	294	5,266	556	2,425	2,359	5,340	21,331	913,854
STATE	39,768	2,786	10,049	1,423	2,760	56,786	5,273	14,293	9,332	28,898	133,239	5,405,300
INTERNATIONAL												
O 'ahu	81,708	2,347	164,115	3,104	18,585	269,860	152	413	654	1,219	56,614	2,311,820
O Maui	13,300	554	44,915	433	5,286	64,487	22	51	167	241	15,189	437,421
L Moloka'i	664	0	698	0	61	1,423	0	0	0	0	1,047	12,494
L āna'i	464	0	311	0	437	1,211	0	0	0	0	728	15,975
L Kaua'i	2,194	199	4,543	278	489	7,703	0	0	167	167	7,194	126,537
Hawai'i Island	14,762	538	14,587	623	5,429	35,939	0	199	167	367	11,646	379,862
...Hilo	6,492	299	8,939	195	2,832	18,757	0	0	167	167	5,945	167,423
...Kona	10,652	375	8,073	529	4,224	23,854	0	199	167	367	9,649	287,399
STATE	85,243	2,661	167,064	3,399	19,919	278,286	152	561	654	1,367	63,716	2,598,174

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

Source: Hawai'i Tourism Authority

Table 66: Visitor Arrival Growth by Island and MMA (Arrivals by Air)
% change 2013 vs. 2012

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O 'ahu	2.6%	0.0%	3.4%	4.5%	4.6%	41.3%	8.4%	-3.2%	14.1%	10.9%	25.0%	97.4%	31.7%
Maui	0.2%	0.7%	16.8%	4.5%	0.6%	31.4%	5.0%	6.7%	16.9%	8.0%	39.6%	104.0%	45.7%
Moloka'i	4.2%	3.3%	-14.5%	16.9%	30.1%	-0.8%	-5.4%	24.8%	8.7%	5.2%	27.7%	55.2%	29.7%
L āna'i	0.1%	-1.7%	-18.3%	35.2%	83.1%	344.9%	-2.0%	3.4%	29.6%	63.2%	29.5%	153.3%	33.1%
Kaua'i	2.8%	0.6%	5.5%	4.9%	-9.5%	36.6%	6.3%	-1.4%	30.0%	7.6%	33.0%	107.3%	39.3%
Hawai'i Island	-1.9%	1.0%	-1.9%	1.6%	7.9%	25.4%	9.7%	0.9%	12.6%	11.7%	18.8%	169.2%	28.8%
...Hilo	1.8%	0.8%	-11.8%	-2.6%	0.5%	140.0%	7.0%	11.7%	6.5%	21.5%	21.6%	100.2%	26.2%
...Kona	-2.4%	0.8%	2.1%	2.1%	1.1%	12.6%	12.1%	-0.5%	18.9%	9.2%	31.4%	171.9%	42.1%
STATE	1.0%	0.1%	3.6%	3.6%	2.1%	8.6%	8.7%	-0.6%	11.4%	5.8%	23.4%	95.1%	30.2%
DOMESTIC													
O 'ahu	1.1%	-2.1%	6.4%	5.3%	1.1%	24.6%	6.0%	-0.5%	14.2%	6.3%	18.2%	82.9%	23.5%
Maui	0.0%	-0.3%	4.8%	14.3%	-0.5%	10.9%	7.3%	-1.9%	8.4%	4.6%	26.1%	36.3%	27.3%
Moloka'i	3.1%	0.7%	13.3%	6.9%	7.8%	-0.8%	8.6%	24.8%	8.7%	8.8%	38.1%	51.8%	40.7%
L āna'i	-0.8%	-2.6%	43.4%	7.4%	30.0%	10.8%	-1.0%	3.4%	8.5%	12.1%	62.3%	59.0%	61.8%
Kaua'i	2.0%	-0.6%	16.3%	3.1%	1.6%	37.0%	7.4%	2.4%	14.5%	8.7%	19.3%	31.9%	21.3%
Hawai'i Island	-2.6%	-0.7%	-4.6%	-1.4%	4.8%	26.6%	12.4%	5.6%	14.8%	11.6%	19.2%	49.3%	22.6%
...Hilo	-0.8%	-2.0%	4.9%	0.0%	4.5%	22.7%	5.0%	14.4%	15.4%	9.2%	23.6%	45.9%	26.1%
...Kona	-3.0%	-0.8%	-9.6%	-1.4%	5.4%	31.8%	15.6%	5.5%	12.6%	13.1%	17.7%	56.6%	22.0%
STATE	0.3%	-1.1%	5.6%	7.2%	1.5%	15.9%	7.2%	-3.2%	11.1%	5.5%	18.1%	75.6%	23.3%
INTERNATIONAL													
O 'ahu	60.4%	43.7%	3.4%	3.8%	25.4%	68.6%	28.2%	-32.5%	13.6%	35.9%	26.9%	100.9%	33.9%
Maui	19.8%	59.3%	16.9%	-0.1%	5.4%	86.6%	-17.0%	170.0%	172.6%	30.8%	41.6%	117.9%	48.5%
Moloka'i	52.8%	NA	-15.1%	24.4%	NA	NA	-24.1%	NA	NA	-7.2%	27.2%	55.8%	29.1%
L āna'i	38.8%	36.2%	-19.1%	54.7%	495.6%	NA	-15.8%	NA	NA	841.0%	28.3%	182.8%	31.9%
Kaua'i	156.9%	86.4%	5.4%	7.0%	-47.5%	36.1%	-5.4%	-100.0%	1057.2%	0.9%	34.6%	128.1%	41.7%
Hawai'i Island	60.8%	98.4%	-1.9%	4.7%	25.2%	24.2%	-11.4%	-67.4%	-14.3%	11.8%	18.8%	194.1%	29.5%
...Hilo	312.8%	126.7%	-11.8%	-5.1%	-11.4%	614.3%	21.8%	-27.3%	-50.0%	84.7%	21.4%	108.8%	26.2%
...Kona	60.0%	99.0%	2.1%	5.7%	-20.9%	-3.3%	-11.5%	-67.4%	319.4%	-6.7%	33.0%	192.8%	44.6%
STATE	49.6%	38.3%	3.6%	1.1%	5.4%	-0.7%	25.0%	41.3%	13.6%	7.9%	24.9%	100.2%	32.2%

NA: Not Applicable
Source: Hawai'i Tourism Authority

Table 66: Visitor Arrival Growth by Island and MMA (Arrivals by Air) continued
% change 2013 vs. 2012

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGA PORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGEN-TINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
O 'ahu	8.1%	-0.3%	17.7%	-21.4%	164.6%	17.0%	38.4%	21.1%	13.4%	21.2%	-41.4%	2.9%
Maui	22.5%	15.5%	6.7%	-24.0%	260.4%	16.8%	24.2%	8.6%	7.1%	11.1%	-25.0%	2.1%
Moloka'i	-33.7%	68.7%	103.9%	na	572.3%	-3.0%	118.0%	10.2%	-6.6%	17.1%	-37.2%	3.4%
L āna'i	12.1%	-26.0%	18.7%	65.0%	408.5%	44.4%	-15.2%	36.3%	-5.6%	8.8%	-49.1%	2.3%
Kaua'i	-6.8%	214.6%	102.1%	71.5%	102.9%	45.7%	32.3%	13.0%	23.3%	19.4%	-21.2%	2.7%
Hawai'i Island	11.2%	6.1%	15.2%	-32.7%	244.2%	22.0%	22.2%	34.3%	12.7%	22.9%	-29.1%	0.1%
...Hilo	5.8%	-7.0%	13.2%	-73.7%	280.9%	15.0%	28.1%	34.7%	2.8%	17.5%	-38.1%	-0.3%
...Kona	8.4%	-1.2%	15.4%	32.1%	238.5%	24.1%	26.1%	36.1%	23.6%	29.3%	-24.4%	0.8%
STATE	7.0%	10.8%	15.5%	-20.8%	158.6%	15.6%	34.7%	16.6%	14.0%	18.6%	-35.7%	1.7%
DOMESTIC												
O 'ahu	-7.6%	40.7%	20.2%	-6.6%	44.8%	-0.7%	38.3%	22.8%	9.2%	20.8%	-22.4%	-0.1%
Maui	3.8%	82.3%	-6.3%	14.7%	50.9%	8.3%	30.5%	7.3%	7.2%	11.7%	-17.5%	0.3%
Moloka'i	5.7%	489.2%	82.9%	na	18.1%	20.7%	238.0%	10.2%	-6.6%	22.7%	-23.2%	2.2%
L āna'i	-5.7%	261.8%	31.8%	65.0%	-8.7%	9.5%	-0.2%	36.3%	-5.6%	13.1%	-11.1%	-0.9%
Kaua'i	-9.1%	151.5%	-2.9%	40.4%	98.8%	10.7%	32.3%	13.0%	25.8%	20.1%	-14.2%	1.0%
Hawai'i Island	15.9%	79.6%	-3.9%	25.5%	21.7%	16.5%	22.2%	25.9%	15.1%	20.7%	-19.8%	-1.6%
...Hilo	10.5%	112.2%	-0.4%	21.6%	18.9%	13.5%	28.1%	34.7%	6.5%	20.6%	-22.4%	-1.1%
...Kona	19.1%	67.4%	-0.4%	27.7%	12.4%	18.4%	26.1%	25.7%	15.4%	21.0%	-19.6%	-1.9%
STATE	-7.2%	56.0%	14.7%	-2.3%	44.7%	0.1%	34.5%	16.6%	11.1%	17.6%	-17.8%	0.0%
INTERNATIONAL												
O 'ahu	17.1%	-19.8%	17.6%	-25.6%	193.1%	21.1%	42.1%	-13.3%	81.7%	29.2%	-56.4%	6.6%
Maui	32.3%	-20.6%	7.1%	-40.0%	321.9%	18.0%	-79.3%	NA	5.3%	-9.5%	-40.2%	10.9%
Moloka'i	-45.1%	-100.0%	105.3%	NA	NA	-8.9%	-100.0%	NA	NA	-100.0%	-47.0%	7.9%
L āna'i	25.0%	-100.0%	17.4%	NA	520.9%	60.0%	-100.0%	NA	NA	-100.0%	-72.1%	16.0%
Kaua'i	-5.3%	530.5%	130.4%	90.1%	105.3%	63.8%	NA	NA	5.3%	5.3%	-36.6%	18.4%
Hawai'i Island	9.7%	-22.1%	16.6%	-46.1%	300.6%	23.2%	NA	NA	-16.7%	82.5%	-43.4%	5.3%
...Hilo	4.1%	-32.3%	13.8%	-82.4%	348.1%	15.2%	NA	NA	-16.7%	-16.7%	-52.9%	1.5%
...Kona	5.2%	-29.4%	17.0%	34.5%	293.5%	25.4%	NA	NA	NA	NA	-33.2%	10.4%
STATE	15.2%	-15.0%	15.6%	-26.6%	190.3%	19.3%	42.1%	17.9%	81.7%	45.0%	-55.7%	5.4%

NA: Not Applicable

Source: Hawai'i Tourism Authority

VISITOR EXPENDITURES

AIR & CRUISE VISITOR – TOTAL SPENDING BY CATEGORY

- Total expenditures by all visitors who came by air or by cruise ship to Hawai'i in 2013 increased 1.1 percent from 2012 to \$14.5 billion (Table 67).
- Lodging, the largest expenditure category, rose 5.9 percent to \$6 billion and comprised 41.6 percent of total visitor expenditures in 2013.
- Food and beverage was the second largest category at \$2.9 billion (+0.6%) or 20.1 percent of total visitor spending.
- Shopping expenditures decreased 8 percent to \$2.3 billion or 15.8 percent of total visitor spending.
- Spending on transportation (+0.6% to \$1.3 billion) and entertainment and recreation (+0.1% to \$1.2 billion) were similar to 2012.

AIR VISITOR PERSONAL DAILY SPENDING⁸ BY MMA

Total Air Visitors

- In 2013, the average daily spending by total air visitors was \$194 per person (+0.6%), similar to the previous year.
- Increased spending on lodging (\$82 per person, from \$74 in 2012) was offset by lower shopping expenses (\$31, from \$34 in 2012). Daily spending on food and beverage (\$39), transportation (\$18), and entertainment and recreation (\$16) were unchanged from 2012 (Table 68).
- Daily spending was higher from most visitor markets except for Japan.
- Lodging was the largest expense for many visitor markets except for Chinese and Taiwanese visitors who spent more on shopping (Figure 19).

U.S. West

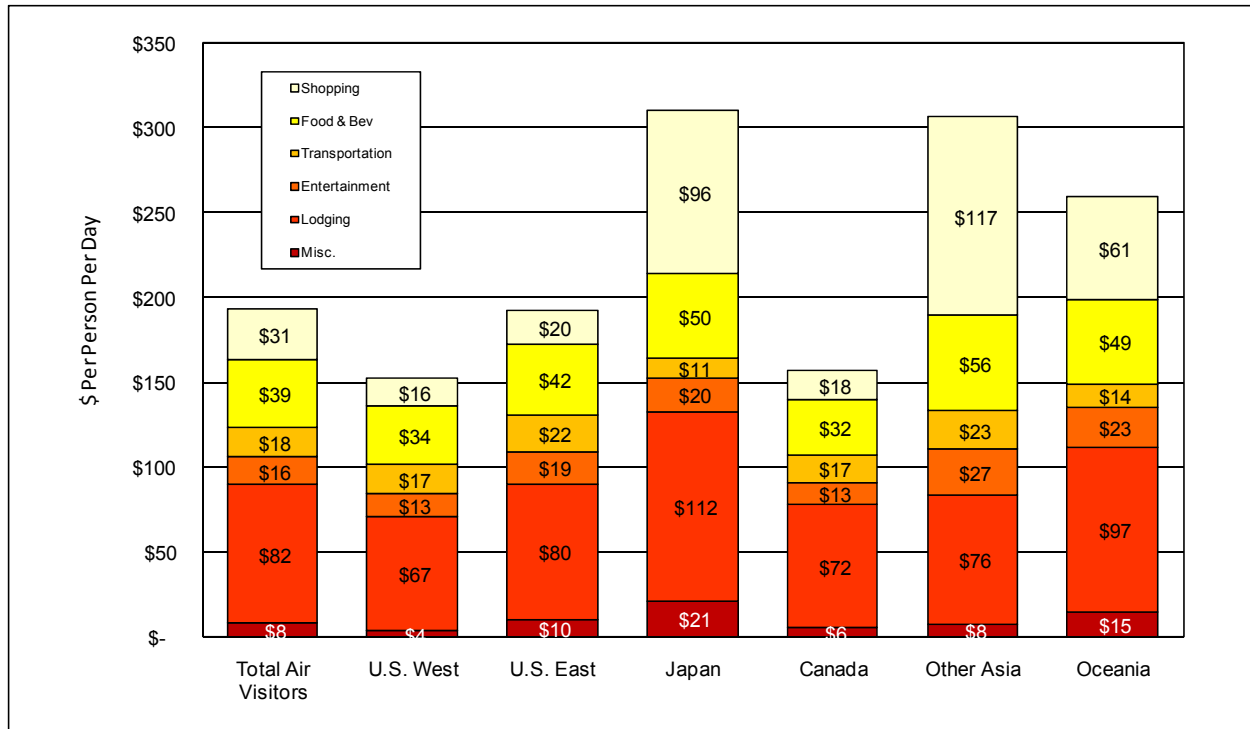
- Daily spending per person by U.S. West air visitors increased to \$157 in 2013 from \$152 in the prior year. This group continued to spend the least among the visitor markets (Table 69).
- Their lodging expenses (\$73) were higher compared to 2012 (\$67) while spending on food and beverage (\$34), transportation (\$17), shopping (\$16) and entertainment and recreation (\$13) were about the same.

U.S. East

- Daily spending by U.S. East air visitors rose to \$199 from \$192 in 2012 (Table 70), largely due to increased lodging expenses (\$87, from \$80 in 2012).
- These visitors spent slightly less on transportation (\$21, from \$22) and shopping (\$19, from \$20) than in 2012. Their spending on food and beverages (\$42) and entertainment and recreation were similar to the previous year.

⁸ Per person per day spending by categories was only calculated for visitors who arrived by air and did not include visitors who arrived by cruise ship.

Figure 19: Air Visitor Personal Daily Spending by Category and Selected MMA 2013



Japan

- Daily spending by air visitors from Japan dropped significantly from \$310 in 2012 to \$276 in 2013. A weaker yen was a major factor in this decline. Daily spending by this group was second only to spending by Chinese visitors.
- Lodging expenses of \$102 were down from \$112 in 2012.
- Although their shopping expenditures declined to \$79 (from \$96 in 2012), Japanese visitors still spent four times more per day compared to U.S., Canadian or European visitors.
- Transportation (\$13, from \$11) expenditures were slightly higher compared to 2012.
- Their spending on entertainment and recreation (\$19, from \$20) were down slightly while spending on food and beverage (\$50) was about the same.

Canada

- Daily spending by Canadian air visitors increased to \$164 per person in 2013 (\$157 in 2012).
- Lodging expenses by these visitors rose to \$77, from \$72.
- Food and beverage (\$33, from \$32) and transportation (\$18, from \$17) expenses were marginally higher than the previous year.
- Shopping expenses were down slightly (\$17, from \$18) while spending on entertainment and recreation (\$13) were similar to 2012.

Visitor Expenditures

Europe

- Daily spending by European air visitors rose from \$175 in 2012 to \$177 in 2013 (Table 73).
- These visitors spent more on lodging (\$83, from \$79) but less on entertainment and recreation (\$13, from \$15), food and beverages (\$33, from \$35), and transportation (\$23, from \$24) compared to 2012. Their shopping expenses (\$19) were similar to 2012.

Oceania

- Daily spending by air visitors from Oceania increased to \$260 in 2013 (\$246 in 2012) (Table 74).
- Lodging expenses by this group was \$97 in 2013, up from \$88 last year.
- These visitors also spent more on shopping (\$61, from \$59), food and beverages (\$49, from \$47) and entertainment and recreation (\$23, from \$21).
- Their transportation expenses (\$14 from \$15) were slightly lower than 2012.

Australian Visitors

- Daily spending by Australian visitors was \$267 per person in 2013 compared to \$248 last year (Australian visitors' daily spending does not include on-board cruise ship spending) (Table 81).
- Their lodging expenses increased to \$93 from \$87 in 2012.
- Spending on food and beverage (\$53, from \$50) and entertainment and recreation (\$24, from \$22) were also higher compared to 2012 while transportation expenses (\$14) were about the same.

New Zealand Visitors

- Daily spending by visitors from New Zealand grew to \$208 from \$192 in 2012 (New Zealand visitors' daily spending does not include on-board cruise ship spending) (Table 82).
- The largest increase was in lodging expenses (\$78, from \$68).
- These visitors also spent slightly more on shopping (\$51, from \$49), food and beverage (\$41, from \$40), and transportation (\$15, from \$14) compared to 2012. Spending on entertainment and recreation (\$17 from \$18) were slightly down.

Other Asia

- Daily spending by visitors from Other Asia rose to \$313 compared to \$307 in 2012 (Table 75).
- Higher spending on lodging (\$81, from \$76) and transportation (\$24, from \$23) offset a slight decline in shopping expenses (\$115, from \$117). Food and beverage expenses (\$57) were about the same as 2012.

Visitors from China

- Daily spending by Chinese visitors of \$394, was down slightly from 2012 (\$396), but continued to be the highest among all visitor groups (Chinese visitors' daily spending does not include on-board cruise ship spending).

Visitor Expenditures

- Shopping, their largest expenses, decreased from \$194 in 2012 to \$191. Chinese visitors spent twice as much shopping compared to their Japanese counterparts in 2013.
- This group also spent less on lodging (\$77, from \$81), food and beverage (\$53, from \$55), entertainment and recreation (\$30, from \$31) and transportation (\$25, from \$26) compared to 2012.

Visitors from Korea

- Korean visitors in 2013 spent \$268 per person on a daily basis, up from \$262 in the previous year (Korean visitors' daily spending does not include on-board cruise ship spending) (Table 79).
- Lodging, the largest expense for these visitors, increased to \$85 from \$74 in 2012.
- Their spending on food and beverage (\$60, from \$59), entertainment and recreation (\$26, from \$25), and transportation (\$23, from \$21) were also higher compared to the previous year.
- Their shopping expenses (\$71), however, declined compared to 2012 (\$77).

Visitors from Taiwan

- Visitors from Taiwan spent in 2013 spent \$238 per person on a daily basis in 2013 (spending statistics for 2012 were not available) (Table 80).
- Shopping was the largest expense for these visitors at \$74.
- Lodging was the second largest expense (\$65), followed by food and beverage (\$47), transportation (\$25), entertainment and recreation (\$20).

Latin America

- Daily spending by Latin America visitors in 2013 increased to \$222 from \$200 in the previous year.
- These visitors spent less on shopping (\$33, from \$39) and transportation (\$27, from \$29), but more on lodging (\$84, from \$71), food and beverage (\$42, from \$39) and entertainment and recreation (\$27, from \$20).

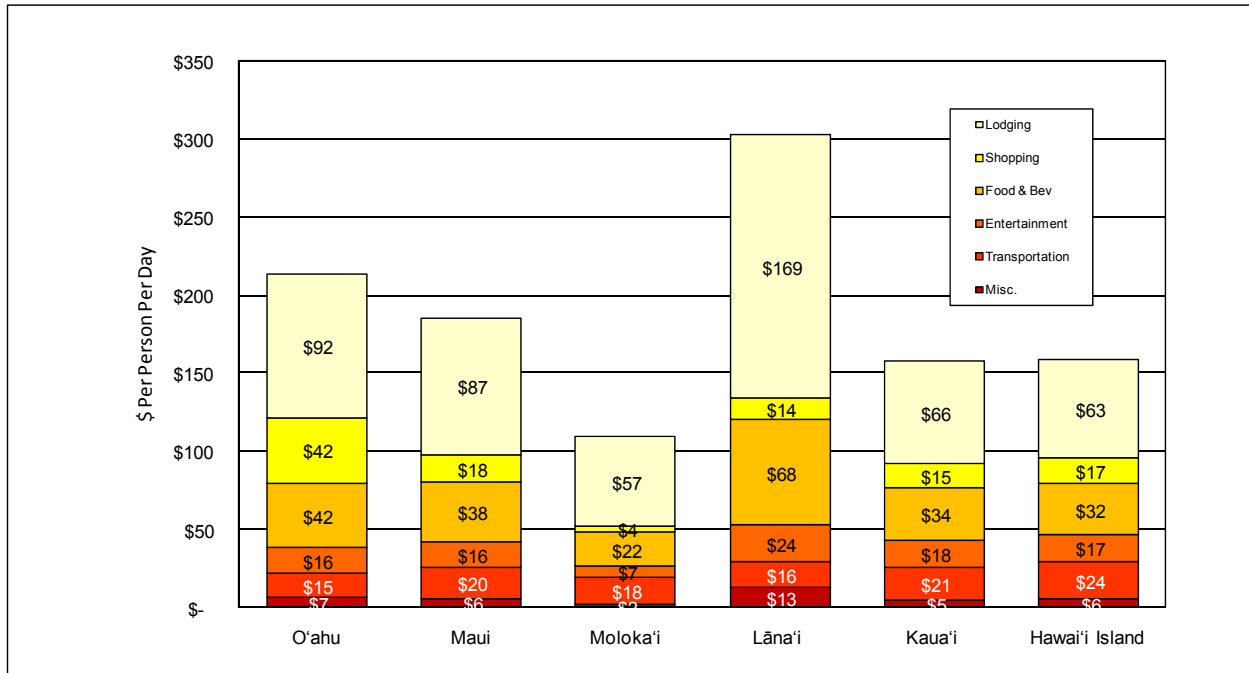
AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND

Daily spending by air visitors in 2013 declined on O'ahu but increased on the Neighbor Islands compared to the previous year (Table 83, Figure 20).

- Visitors to Lāna'i continued to spend the most at \$307 per person, up from \$303 in 2012.
- Daily spending on O'ahu was lower in 2013 (\$210) than in the prior year (\$214).
- Daily spending on Maui was the third highest at \$190, compared to \$186 in 2012.
- Daily spending on Hawai'i Island rose from \$159 to \$171 in 2013.
- Visitors to Kaua'i in 2013 spent \$163 compared to \$158 a year ago.
- Moloka'i visitors spent \$114 in 2013 (from \$110 in 2012).

Visitor Expenditures

**Figure 20: Visitor Personal Daily Spending by Category and Island
2013**



- Lodging remained the primary expense for visitors on all islands. Lāna'i visitors in 2013 continued to spend the most on lodging at \$181 per person (up from \$169 in 2012), followed by O'ahu visitors at \$95 (\$92 in 2012) and Maui visitors at \$94 (\$87 in 2012). Visitors on Hawai'i Island spent \$71 on lodging, (\$63 in 2012), visitors on Kaua'i spent \$70 (\$66 in 2012) while Moloka'i visitors spent \$52 (\$57 in 2012).
- Daily spending on food and beverage was the second largest category for visitors on most of the islands. Visitors on Lāna'i (\$70, from \$68) and Hawai'i Island (\$34, from \$32) spent more, visitors on O'ahu (\$40, from \$42) spent less, while those on Maui (\$38) and Kaua'i (\$34) spent about the same amount compared to 2012.
- Visitors to O'ahu continued to spend the most per day on shopping at \$37 per person, but this amount was lower than in 2012 (\$42). Shopping expenses also decreased slightly on Maui (\$17, from \$18), Hawai'i Island (\$16, from \$17) and Lāna'i (\$11, from \$14). Visitors on Kaua'i spent \$15, about the same; as last year.
- Visitors on Lāna'i spent \$20 per person on entertainment and recreation in 2013, followed by visitors on Hawai'i Island (\$19), Kaua'i (\$19), O'ahu (\$16) and Maui (\$15).
- Daily spending on transportation by visitors on Hawai'i Island was the highest at \$24, followed by visitors on Moloka'i (\$22), Maui (\$21), Kaua'i (\$20), Lāna'i (\$16) and O'ahu (\$15).

AIR VISITOR DAILY SPENDING BY TRIP CHARACTERISTICS (U.S. & JAPAN ONLY)

Trip Status

- First-time visitors from the top three MMAs (U.S. West, U.S. East and Japan) in 2013 spent more on a daily basis than visitors who have been to the islands before (Table 85).
- Japanese first-time visitors spent \$309 per person, compared to \$257 by repeat Japanese visitors.
- U.S. East first-time visitors spent \$210, while repeat visitors spent \$182. U.S. West first-time visitors spent \$170 versus \$154 for repeat visitors.

Purpose of Trip

- Honeymoon visitors from U.S. West and U.S. East in 2013 spent more than U.S. West or U.S. East visitors who came for MCI or for pleasure. Daily per person spending by U.S. East honeymoon visitors was \$276 in 2013 while U.S. West honeymooners spent \$242.
- U.S. East (\$246) and U.S. West (\$217) MCI visitors spent more than U.S. East (\$194) and U.S. West (\$158) pleasure visitors.
- Japanese honeymoon visitors (\$382) also spent more than those who came for MCI (\$277) and pleasure (\$254) in 2013.

By Accommodation

- As expected, U.S. West, U.S. East and Japanese visitors who stayed in hotels, spent more per person per day than those who stayed in condominiums, timeshare properties or with friends and relatives.
- In 2013, Japanese visitors who stayed in hotels spent \$301 per day, compared to U.S. East visitors at \$246 and U.S. West visitors at \$208.
- Japanese visitors who stayed in condominiums spent \$181 daily. U.S. East and U.S. West visitors who stayed in condominiums spent \$174 and \$153, respectively.
- Visitors from Japan who used timeshare properties spent \$139. U.S. East timeshare visitors spent \$151 per person, while U.S. West timeshare visitors spent \$155 per person.

Group Tour and True Independent

- Japanese visitors who came on group tours spent \$285 per person, higher than visitors from U.S. East (\$271) and U.S. West (\$205).
- Comparatively, Japanese (\$273), U.S. East (\$189) and U.S. West (\$155) visitors who made their own travel arrangements spent less.

Visitor Expenditures

**Table 67: Total Visitor Expenditures by Category
(Air, Cruise & Supplemental Business Visitor Spending in Millions of Dollars)
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	14,520.5	14,364.8	1.1
Total Food and beverage	2,914.8	2,897.7	0.6
Restaurant food	2,009.0	2,008.9	0.0
Dinner shows and cruises	271.0	282.7	-4.1
Groceries and snacks	634.7	606.1	4.7
Entertainment & Recreation	1,228.1	1,226.9	0.1
Total Transportation	1,330.0	1,321.7	0.6
Interisland airfare	207.3	212.7	-2.5
Ground transportation	136.9	121.9	12.3
Rental vehicles	880.6	869.6	1.3
Gasoline, parking, etc.	105.1	117.6	-10.6
Total Shopping	2,291.4	2,489.7	-8.0
Fashion and clothing	847.2	882.4	-4.0
Jewelry and watches	327.6	381.9	-14.2
Cosmetics, perfume	109.6	124.5	-11.9
Leather goods	384.2	445.9	-13.9
Hawai'i food products	286.3	278.0	3.0
Souvenirs	336.5	376.9	-10.7
Lodging	6,046.6	5,707.6	5.9
All other expenses 1/	601.7	606.6	-0.8
Supplemental business	108.0	114.6	-5.8

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

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

Source: Hawai'i Tourism Authority

Visitor Expenditures

**Table 68: Total Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	193.8	192.7	0.6
Total Food and beverage	39.3	39.2	0.1
Restaurant food	27.1	27.2	-0.5
Dinner shows and cruises	3.6	3.8	-4.6
Groceries and snacks	8.6	8.2	4.2
Entertainment & Recreation	16.3	16.4	-0.6
Total Transportation	17.9	17.9	0.1
Interisland airfare	2.8	2.9	-3.0
Ground transportation	1.8	1.6	11.8
Rental vehicles	11.9	11.8	0.7
Gasoline, parking, etc.	1.4	1.6	-11.1
Total Shopping	30.7	33.5	-8.6
Fashion and clothing	11.3	11.9	-4.6
Jewelry and watches	4.4	5.1	-14.9
Cosmetics, perfume	1.5	1.7	-12.5
Leather goods	5.2	6.0	-14.3
Hawai'i food products	3.8	3.7	2.4
Souvenirs	4.5	5.0	-11.4
Lodging	81.6	77.4	5.4
All other expenses 1/	8.1	8.2	-1.3

1/ Includes cruise package spending on U.S. Flagged Hawai'i home-ported
Does not include Supplemental business expenditures

**Table 69: U.S. West MMA Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	156.5	152.3	2.8
Total Food and beverage	34.0	34.4	-1.0
Restaurant food	22.4	22.8	-1.8
Dinner shows and cruises	2.9	3.1	-7.1
Groceries and snacks	8.8	8.5	3.3
Entertainment & Recreation	13.0	13.4	-2.9
Total Transportation	17.0	17.2	-1.1
Interisland airfare	1.6	1.6	-0.6
Ground transportation	0.7	0.8	-7.7
Rental vehicles	13.2	13.2	-0.4
Gasoline, parking, etc.	1.5	1.6	-4.8
Total Shopping	15.6	16.4	-4.7
Fashion and clothing	6.1	6.3	-3.9
Jewelry and watches	2.8	2.9	-5.3
Cosmetics, perfume	0.3	0.2	17.8
Leather goods	0.5	0.7	-23.3
Hawai'i food products	2.4	2.3	4.7
Souvenirs	3.6	3.9	-8.9
Lodging	72.6	67.4	7.7
All other expenses 1/	4.2	3.5	21.2

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

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

Source: Hawai'i Tourism Authority

Visitor Expenditures

**Table 70: U.S. East MMA Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	198.9	192.4	3.4
Total Food and beverage	41.5	41.7	-0.4
Restaurant food	29.7	30.3	-2.1
Dinner shows and cruises	4.3	4.4	-2.2
Groceries and snacks	7.5	7.0	8.2
Entertainment & Recreation	19.3	19.1	0.9
Total Transportation	20.8	21.5	-3.2
Interisland airfare	3.9	4.2	-8.3
Ground transportation	1.1	1.0	9.1
Rental vehicles	14.1	14.3	-1.4
Gasoline, parking, etc.	1.7	1.9	-11.7
Total Shopping	19.3	19.7	-1.9
Fashion and clothing	7.0	6.9	1.4
Jewelry and watches	4.0	4.3	-7.2
Cosmetics, perfume	0.3	0.3	4.0
Leather goods	0.6	0.5	12.9
Hawai'i food products	2.5	2.3	5.6
Souvenirs	5.0	5.4	-6.8
Lodging	87.0	80.3	8.3
All other expenses 1/	11.0	10.1	9.3

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

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

Source: Hawai'i Tourism Authority

**Table 71: Japan MMA Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	275.7	310.1	-11.1
Total Food and beverage	49.6	50.0	-0.9
Restaurant food	36.7	37.3	-1.6
Dinner shows and cruises	4.4	4.6	-5.7
Groceries and snacks	8.5	8.0	5.4
Entertainment & Recreation	19.0	19.9	-4.9
Total Transportation	12.5	11.1	12.7
Interisland airfare	2.4	2.5	-3.5
Ground transportation	6.1	4.7	31.2
Rental vehicles	3.6	3.5	0.6
Gasoline, parking, etc.	0.4	0.4	3.6
Total Shopping	79.0	96.1	-17.8
Fashion and clothing	21.5	26.0	-17.5
Jewelry and watches	7.8	11.7	-33.2
Cosmetics, perfume	4.4	5.4	-17.9
Leather goods	25.9	31.8	-18.7
Hawai'i food products	12.2	12.6	-2.6
Souvenirs	7.2	8.6	-16.3
Lodging	101.6	111.7	-9.1
All other expenses 1/	14.2	21.3	-33.4

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.

Source: Hawai'i Tourism Authority

Visitor Expenditures

**Table 72: Canada MMA Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	164.1	157.4	4.2
Total Food and beverage	32.7	31.9	2.5
Restaurant food	18.9	18.8	0.5
Dinner shows and cruises	3.0	2.9	3.7
Groceries and snacks	10.8	10.3	5.7
Entertainment & Recreation	13.3	12.9	3.2
Total Transportation	17.9	16.9	5.9
Interisland airfare	1.2	1.4	-16.2
Ground transportation	0.9	1.0	-4.3
Rental vehicles	14.3	12.6	13.0
Gasoline, parking, etc.	1.5	1.8	-19.7
Total Shopping	16.6	17.8	-6.6
Fashion and clothing	8.8	8.9	-0.5
Jewelry and watches	2.3	2.8	-15.7
Cosmetics, perfume	0.4	0.3	26.4
Leather goods	0.5	0.7	-35.2
Hawai'i food products	1.6	1.8	-9.8
Souvenirs	3.0	3.4	-10.5
Lodging	77.7	72.1	7.8
All other expenses 1/	5.8	5.8	0.4

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.

Source: Hawai'i Tourism Authority

**Table 73: Europe MMA Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	176.9	175.0	1.1
Total Food and beverage	33.4	34.8	-3.8
Restaurant food	23.7	24.7	-4.2
Dinner shows and cruises	2.1	2.4	-12.1
Groceries and snacks	7.6	7.6	-0.1
Entertainment & Recreation	13.0	14.8	-11.9
Total Transportation	23.3	23.5	-1.0
Interisland airfare	6.6	6.8	-3.2
Ground transportation	1.8	1.8	3.5
Rental vehicles	13.4	13.4	0.2
Gasoline, parking, etc.	1.5	1.6	-6.1
Total Shopping	18.6	18.4	1.5
Fashion and clothing	8.9	9.8	-9.7
Jewelry and watches	3.2	2.2	48.2
Cosmetics, perfume	0.5	0.3	65.8
Leather goods	1.3	0.7	91.1
Hawai'i food products	1.7	1.2	38.6
Souvenirs	3.0	4.1	-27.4
Lodging	82.9	79.1	4.8
All other expenses 1/	5.6	4.4	27.2

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

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

Source: Hawai'i Tourism Authority

Visitor Expenditures

**Table 74: Oceania MMA Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	259.5	245.5	5.7
Total Food and beverage	49.2	47.3	3.9
Restaurant food	36.7	34.8	5.5
Dinner shows and cruises	4.3	4.4	-1.2
Groceries and snacks	8.2	8.2	-0.3
Entertainment & Recreation	23.4	21.3	9.7
Total Transportation	14.4	14.8	-2.4
Interisland airfare	3.6	3.9	-9.4
Ground transportation	3.6	3.3	8.8
Rental vehicles	6.6	6.7	-1.7
Gasoline, parking, etc.	0.7	0.8	-19.4
Total Shopping	60.9	59.2	2.8
Fashion and clothing	37.9	35.7	6.0
Jewelry and watches	6.3	7.5	-16.3
Cosmetics, perfume	5.5	5.1	8.6
Leather goods	4.6	3.7	22.8
Hawai'i food products	1.6	1.4	9.6
Souvenirs	5.1	5.8	-12.0
Lodging	97.0	88.2	10.0
All other expenses 1/	14.6	14.6	0.2

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

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

Source: Hawai'i Tourism Authority

**Table 75: Other Asia MMA Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	312.5	306.7	1.9
Total Food and beverage	56.6	56.3	0.4
Restaurant food	43.8	43.8	-0.1
Dinner shows and cruises	6.2	5.9	4.7
Groceries and snacks	6.6	6.6	-0.1
Entertainment & Recreation	27.1	26.8	0.9
Total Transportation	24.2	22.7	6.6
Interisland airfare	8.9	8.4	6.7
Ground transportation	4.1	3.8	10.0
Rental vehicles	9.6	9.1	5.1
Gasoline, parking, etc.	1.5	1.4	6.1
Total Shopping	115.3	117.2	-1.6
Fashion and clothing	37.9	33.3	14.0
Jewelry and watches	19.4	19.8	-1.8
Cosmetics, perfume	12.5	14.3	-12.6
Leather goods	32.1	35.5	-9.5
Hawai'i food products	9.1	9.1	0.0
Souvenirs	4.2	5.2	-19.8
Lodging	80.5	76.0	6.0
All other expenses 1/	8.9	7.7	15.8

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

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

Source: Hawai'i Tourism Authority

Visitor Expenditures

**Table 76: Latin America MMA Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	222.2	200.2	11.0
Total Food and beverage	42.1	38.5	9.4
Restaurant food	26.6	27.3	-2.7
Dinner shows and cruises	6.4	4.4	44.5
Groceries and snacks	9.1	6.7	35.2
Entertainment & Recreation	26.9	19.7	36.7
Total Transportation	26.5	29.4	-10.0
Interisland airfare	5.8	9.2	-36.9
Ground transportation	2.5	2.1	19.0
Rental vehicles	16.7	17.0	-1.9
Gasoline, parking, etc.	1.5	1.1	34.9
Total Shopping	33.0	39.0	-15.3
Fashion and clothing	15.4	19.3	-20.3
Jewelry and watches	3.6	4.7	-23.5
Cosmetics, perfume	2.4	3.4	-31.1
Leather goods	2.7	2.4	13.5
Hawai'i food products	3.4	2.1	60.7
Souvenirs	5.5	7.0	-21.7
Lodging	84.4	70.8	19.2
All other expenses 1/	9.4	2.9	227.2

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

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

Source: Hawai'i Tourism Authority

**Table 77: Other MMA Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	214.2	220.3	-2.8
Total Food and beverage	42.9	42.2	1.6
Restaurant food	27.0	26.3	2.8
Dinner shows and cruises	5.2	5.8	-11.0
Groceries and snacks	10.7	10.1	5.5
Entertainment & Recreation	16.5	17.9	-7.8
Total Transportation	21.8	19.9	9.5
Interisland airfare	5.6	4.2	34.2
Ground transportation	2.9	3.2	-8.7
Rental vehicles	10.8	9.5	13.3
Gasoline, parking, etc.	2.5	3.0	-17.9
Total Shopping	53.8	66.2	-18.8
Fashion and clothing	19.4	26.2	-26.1
Jewelry and watches	4.0	7.8	-48.1
Cosmetics, perfume	2.4	5.9	-59.0
Leather goods	13.9	14.1	-1.2
Hawai'i food products	7.4	5.1	43.2
Souvenirs	6.7	7.2	-7.1
Lodging	69.1	65.8	4.9
All other expenses 1/	10.2	8.2	24.0

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

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

Source: Hawai'i Tourism Authority

Visitor Expenditures

**Table 78: China Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	394.0	396.0	-0.5
Total Food and beverage	53.1	55.3	-3.9
Restaurant food	39.2	40.7	-3.7
Dinner shows and cruises	7.0	7.1	-1.5
Groceries and snacks	6.9	7.5	-7.4
Entertainment & Recreation	29.7	31.1	-4.4
Total Transportation	25.4	26.0	-2.1
Interisland airfare	8.3	8.9	-5.8
Ground transportation	5.8	4.6	25.3
Rental vehicles	9.8	11.0	-10.9
Gasoline, parking, etc.	1.5	1.5	-0.1
Total Shopping	191.0	193.6	-1.4
Fashion and clothing	58.8	46.4	26.5
Jewelry and watches	42.4	47.8	-11.2
Cosmetics, perfume	26.0	27.2	-4.5
Leather goods	46.9	53.9	-13.1
Hawai'i food products	11.9	12.0	-1.3
Souvenirs	5.0	6.2	-18.7
Lodging	77.0	80.7	-4.6
All other expenses 1/	17.7	9.3	89.3

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

Source: Hawaii Tourism Authority

**Table 79: Korea Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	268.2	261.8	2.4
Total Food and beverage	60.0	58.6	2.4
Restaurant food	48.0	47.0	2.0
Dinner shows and cruises	5.7	5.4	5.7
Groceries and snacks	6.3	6.2	2.7
Entertainment & Recreation	26.2	25.0	4.8
Total Transportation	23.3	20.8	11.8
Interisland airfare	9.4	8.4	11.3
Ground transportation	3.0	3.2	-5.1
Rental vehicles	9.4	7.9	18.5
Gasoline, parking, etc.	1.5	1.3	16.4
Total Shopping	71.0	76.6	-7.3
Fashion and clothing	25.4	26.7	-4.9
Jewelry and watches	6.1	4.1	48.6
Cosmetics, perfume	4.7	7.5	-37.6
Leather goods	24.3	26.5	-8.1
Hawai'i food products	7.0	7.5	-6.3
Souvenirs	3.6	4.4	-19.1
Lodging	84.8	74.4	13.9
All other expenses 1/	2.9	6.4	-54.1

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

Source: Hawaii Tourism Authority

Visitor Expenditures

**Table 80: Taiwan Air Visitor Personal Daily Spending
by Category in Dollars
2013**

Expenditure Type	2013	2012	% change
GRAND TOTAL	237.9	NA	NA
Total Food and beverage	46.8	NA	NA
Restaurant food	34.8	NA	NA
Dinner shows and cruises	5.3	NA	NA
Groceries and snacks	6.7	NA	NA
Entertainment & Recreation	20.4	NA	NA
Total Transportation	25.3	NA	NA
Interisland airfare	10.7	NA	NA
Ground transportation	4.1	NA	NA
Rental vehicles	8.3	NA	NA
Gasoline, parking, etc.	2.2	NA	NA
Total Shopping	74.1	NA	NA
Fashion and clothing	28.3	NA	NA
Jewelry and watches	3.8	NA	NA
Cosmetics, perfume	3.6	NA	NA
Leather goods	21.1	NA	NA
Hawai'i food products	10.9	NA	NA
Souvenirs	6.4	NA	NA
Lodging	65.3	NA	NA
All other expenses 1/	6.0	NA	NA

NA = Not applicable

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Sums may not add up to total due to rounding.

Source: Hawaii Tourism Authority

Visitor Expenditures

**Table 81: Australia Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	267.0	248.0	7.7
Total Food and beverage	53.1	50.3	5.5
Restaurant food	39.8	37.2	7.1
Dinner shows and cruises	5.3	5.0	5.1
Groceries and snacks	8.0	8.1	-1.7
Entertainment & Recreation	23.9	21.9	9.1
Total Transportation	14.1	14.3	-0.9
Interisland airfare	3.8	4.2	-10.7
Ground transportation	3.6	3.2	12.9
Rental vehicles	6.1	6.0	1.6
Gasoline, parking, etc.	0.6	0.8	-22.4
Total Shopping	68.8	70.0	-1.7
Fashion and clothing	42.2	40.7	3.6
Jewelry and watches	7.8	9.7	-19.0
Cosmetics, perfume	6.8	6.7	0.7
Leather goods	5.3	5.3	-0.7
Hawai'i food products	1.3	1.4	-8.4
Souvenirs	5.4	6.1	-12.1
Lodging	92.7	87.1	6.4
All other expenses 1/	14.4	4.4	229.0

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Sums may not add up to total due to rounding.
Source: Hawaii Tourism Authority

**Table 82: New Zealand Air Visitor Personal Daily Spending
by Category in Dollars
2013 vs. 2012**

Expenditure Type	2013	2012	% change
GRAND TOTAL	208.4	192.3	8.4
Total Food and beverage	41.4	40.4	2.5
Restaurant food	29.2	27.2	7.2
Dinner shows and cruises	3.9	3.9	1.3
Groceries and snacks	8.3	9.3	-10.9
Entertainment & Recreation	16.6	17.6	-5.7
Total Transportation	14.7	13.6	8.5
Interisland airfare	4.4	3.1	43.2
Ground transportation	3.3	2.9	12.3
Rental vehicles	6.4	6.3	1.8
Gasoline, parking, etc.	0.7	1.3	-50.1
Total Shopping	50.8	48.8	4.2
Fashion and clothing	32.6	31.1	4.7
Jewelry and watches	6.0	6.0	0.1
Cosmetics, perfume	3.8	3.2	20.0
Leather goods	3.5	2.1	64.5
Hawai'i food products	1.6	1.5	7.9
Souvenirs	3.3	4.9	-31.4
Lodging	77.8	68.2	14.1
All other expenses 1/	7.0	3.8	83.8

1/ Does not include cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.
Sums may not add up to total due to rounding.
Source: Hawaii Tourism Authority

Visitor Expenditures

**Table 83: Air Visitor Personal Daily Spending
by Category and Island in Dollars
2013**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	209.9	190.3	113.8	307.0	163.3	170.9
Total Food and beverage	39.9	37.7	21.2	69.9	33.9	34.3
Restaurant food	28.9	24.2	9.8	65.2	20.7	22.9
Dinner shows and cruises	3.8	3.6	0.0	0.4	3.5	2.3
Groceries and snacks	7.2	10.0	11.4	4.2	9.7	9.2
Entertainment & Recreation	16.4	14.5	10.6	20.1	18.5	19.0
Total Transportation	14.7	20.7	21.5	16.1	20.3	24.3
Interisland airfare	2.6	2.3	14.2	9.6	2.7	5.4
Ground transportation	2.0	0.7	1.7	2.0	0.4	0.6
Rental vehicles	8.9	16.3	5.1	3.9	15.9	16.0
Gasoline, parking, etc.	1.2	1.4	0.5	0.7	1.3	2.3
Total Shopping	36.5	16.9	5.9	11.0	14.5	16.1
Fashion and clothing	14.6	7.5	0.9	6.4	5.1	5.6
Jewelry and watches	4.7	3.5	0.3	1.1	3.4	2.6
Cosmetics, perfume	1.7	0.2	0.0	0.2	0.2	0.3
Leather goods	5.2	0.4	0.0	0.4	0.1	0.5
Hawai'i food products	2.9	1.7	2.6	0.4	1.9	3.3
Souvenirs	7.4	3.6	2.2	2.4	3.7	3.9
Lodging	94.8	93.6	52.4	180.9	70.4	70.7
All other expenses 1/	7.6	6.9	2.2	9.0	5.7	6.4

1/ Includes cruise package spending on U.S. Flagged Hawaii home-ported ships.

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

Source: Hawai'i Tourism Authority

**Table 84: Air Visitor Personal Daily Spending Growth
by Category and Island
% change 2013 vs. 2012**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	-1.9%	2.6%	3.9%	1.3%	3.4%	7.6%
Total Food and beverage	-4.5%	-0.3%	-3.3%	3.4%	1.3%	5.9%
Restaurant food	-5.1%	-1.0%	12.6%	4.4%	-0.6%	8.0%
Dinner shows and cruises	-10.3%	-9.8%	-100.0%	-41.1%	4.7%	4.9%
Groceries and snacks	1.6%	5.4%	-10.9%	-3.4%	4.2%	1.3%
Entertainment & Recreation	1.3%	-11.6%	59.6%	-14.9%	3.3%	10.3%
Total Transportation	-4.3%	3.1%	19.5%	1.8%	-2.9%	1.0%
Interisland airfare	-7.5%	-4.7%	131.7%	-0.1%	-3.2%	25.1%
Ground transportation	1.0%	11.8%	942.6%	-3.2%	0.1%	-10.3%
Rental vehicles	-3.4%	5.1%	-53.7%	4.3%	-3.2%	-4.2%
Gasoline, parking, etc.	-10.8%	-8.9%	-23.8%	42.9%	-0.7%	-2.6%
Total Shopping	-12.3%	-6.4%	46.2%	-21.1%	-2.9%	-4.6%
Fashion and clothing	-10.8%	2.4%	-38.3%	-10.1%	-7.9%	2.2%
Jewelry and watches	-19.9%	-7.2%	74.0%	-30.0%	13.8%	-13.0%
Cosmetics, perfume	-11.3%	-6.3%	#DIV/0!	130.9%	17.9%	45.5%
Leather goods	-16.8%	-30.4%	-100.0%	#DIV/0!	-38.9%	-3.8%
Hawai'i food products	-6.3%	-3.6%	223.2%	-27.3%	1.2%	9.2%
Souvenirs	-9.2%	-18.6%	34.2%	-46.6%	-9.5%	-17.7%
Lodging	2.9%	7.5%	-8.1%	7.3%	7.0%	12.6%
All other expenses 1/	11.2%	14.5%	12.7%	-33.0%	15.1%	17.5%

1/ Includes cruise package spending on U.S. Flagged Hawaii home-ported ships.

Source: Hawai'i Tourism Authority

Visitor Expenditures

**Table 85: Air Visitor Personal Daily Spending by Visitor and Trip Characteristics
(in Dollars, 2013 vs. 2012)**

Expenditure Type	U.S. West		U.S. East		Japan	
	2013	2012	2013	2012	2013	2012
ALL VISITORS	156.5	152.3	198.9	192.4	275.7	310.1
Group tour status:						
Organized group tour	205.1	201.8	271.0	230.9	284.7	325.1
Individually arranged	155.0	150.6	188.8	184.4	273.4	306.1
Arrived on package tour:						
Yes	192.1	180.1	244.7	226.4	307.8	352.2
No	146.8	142.7	174.1	169.9	193.8	206.4
Accommodations:						
Hotel	207.7	192.2	246.0	229.0	301.0	339.0
Condo	153.2	149.8	174.0	174.9	181.4	208.1
Guests of friends and relatives	76.6	74.8	75.2	73.0	93.5	110.5
Timeshare	155.4	151.1	150.7	135.1	138.5	158.2
Previous visits:						
First trip	170.1	167.2	210.0	204.0	308.6	354.7
Repeat visitors	153.8	147.5	182.0	172.5	257.3	283.2
Purpose of trip:						
Pleasure	158.0	152.1	194.0	185.4	253.7	279.8
Business, meetings, Conventions, incentive	216.8	192.5	246.3	231.6	276.5	284.0
Honeymoon	241.5	213.0	276.4	270.0	381.8	439.0

Source: Hawaii Tourism Authority

Visitor Expenditures

**Table 86: Meeting, Convention and Incentive (MCI) Visitor Characteristics and Spending
2013**

MEETING, CONVENTION & INCENTIVE	VISITORS	LOS FOR EVENT	LOS BEFORE OR AFTER EVENTS	TOTAL LOS	PPPD PERSONAL SPENDING \$	TOTAL PERSONAL SPENDING \$	TOTAL SUPPLEMENTAL BUSINESS PENDING \$	TOTAL SPENDING \$
Convention/Conference	212,634							\$482,875,761
Party Size	1.81							
Delegates	117,319	4.0	4.6	8.6	\$209.0	\$211,209,531	\$101,824,703	\$313,034,234
Companions	95,315	4.0	4.6	8.6		\$169,841,526		\$169,841,526
Corporate Meeting	71,268							\$122,870,776
Party Size	1.67							
Delegates	42,575	3.0	4.7	7.7	\$214.3	\$69,859,104	\$6,134,040	\$75,993,144
Companions	28,693	3.0	4.7	7.7		\$46,877,631		\$46,877,631
Incentive	131,877							\$185,402,994
Party Size	2.34							
Delegates	56,357			6.4	\$235.6	\$84,674,679		\$84,674,679
Companions	75,520			6.4		\$100,728,316		\$100,728,316
MCI TOTAL							\$107,958,743	\$791,149,531

Source: Hawai'i Tourism Authority

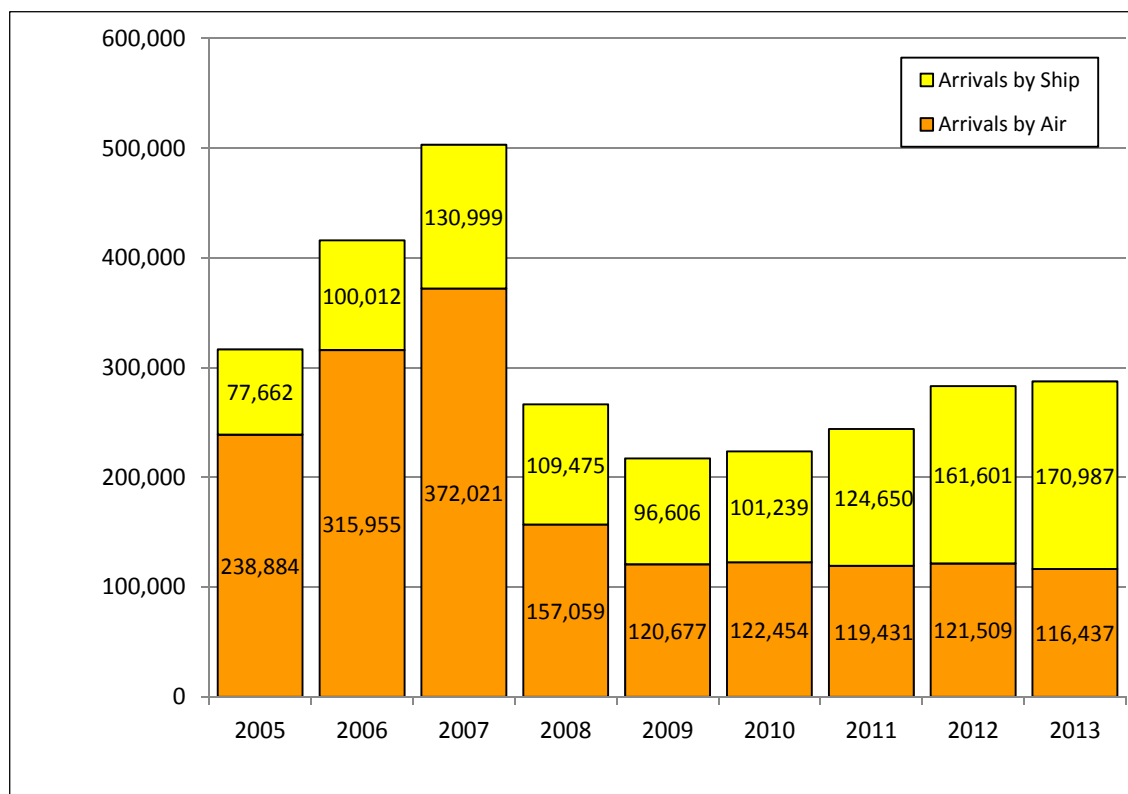
CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIP

There were 287,424 total cruise visitors in 2013, up 1.5 percent from last year (Table 87). Of this total, 170,987 visitors came aboard out-of-state cruise ships, an increase of 5.8 percent from 2012. Spending by these visitors rose 19.7 percent to \$68.8 million (Table 1 and Table 89).

Another 116,437 visitors flew to the islands and boarded cruise ships in 2013, a 4.2 percent decline from the prior year. The Hawai'i home-ported cruise ship was dry docked for two weeks in 2013 for routine maintenance and this contributed to the decrease.

**Figure 21: Cruise Visitors to Hawai'i
2005 – 2013**



In 2013, total spending by all cruise visitors (those that came by cruise ships and those who flew to the state to board cruise ships) was \$430.3 million (+0.7%). U.S. East cruise visitors spent \$215.6 million in 2013, similar to 2012 (\$215.4 million). Total spending by U.S. West cruise visitors of \$74.5 million was 5.8 percent less than the previous year. Spending by Canadian cruise visitors declined 6.9 percent to \$47.5 million.

ISLAND VISITATION

There were 291,078 total cruise passengers in 2013; 98.7 percent (287,423) of whom were visitors, while 1.3 percent (3,655) were Hawai'i residents.

- By the nature of the cruise routes, most passengers went to the four largest islands. Nearly all (98.1%) of the cruise passengers visited O'ahu, 95.7 percent visited Maui, 94.6 percent visited Hawai'i Island, and 83.3 percent visited Kaua'i. In addition to their cruise itinerary, 6,694 passengers visited Lāna'i and 4,774 visited Moloka'i.
- In terms of cruise visitors, the largest group was from U.S. East (38.2% of total cruise visitors), followed by visitors from U.S. West (30.7%), Canada (12.6%), Oceania (7%), Europe (3.9%) and other markets (7.6%).
- Over half (59.9%) of all cruise visitors have been to the islands before while 40.1 percent came for the first time. The majority of European visitors (73.5%) were first-timers while a larger percentage of U.S. West (82.6%), Canadians (51.4%), and U.S. East (49.9%) were repeat visitors.
- Most (85.1%) of the visitors cruised the islands for leisure in 2013, 8.8 percent visited friends or relatives, 2.4 percent were on their honeymoon and 2.3 percent played golf.

LENGTH OF STAY AND TYPE OF ACCOMMODATION

The average length of stay by all cruise visitors in 2013 was 7.54 days compared to 7.75 days in 2012. Cruise visitors in 2013 spent an average of 5.16 days aboard ship touring the islands and 1.37 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 1.01 days in Hawai'i before their cruise.

- Cruise visitors from Oceania in 2013 spent the most time in the islands at 10.5 days, compared to 9.86 days in 2012. Their average length of cruise in 2013 was 6.02 days and these visitors also spent 2.64 days on shore after their cruise was over.
- The average length of stay by U.S. East visitors was 8 days, compared to 8.15 days in 2012. In 2013, these visitors spent 5.69 days on ship and .99 days were spent post-cruise.
- The average length of stay by Canadian visitors was 7.45 days, compared to 8.19 days in 2012. In 2013, these visitors spent 4.99 days on ship and 1.22 days were spent after cruise.
- Cruise visitors from U.S. West in 2013 stayed an average 6.81 days (similar to 2012). Their average length of cruise was 4.61 days and these visitors also spent 1.69 days on shore after their cruise was over.
- European cruise visitors stayed 5.8 days in 2013 (6.15 days in 2012), the shortest among the visitor groups. European visitors in 2013 spent 4.35 days on ship and .92 of a day in Hawai'i post cruise.
- Close to half (45.4%) of the cruise visitors in 2013 stayed in hotels in addition to their cruise stay, down from 47.6 percent in 2012.
- Other lodging used by cruise visitors included condominiums (4.6%, compared to 4.7% in 2012), timeshare properties (4%, down from 4.2% in 2012) and staying with friends or relatives (2.4%, compared to 2.2% in 2012).

DAILY SPENDING

Cruise visitors in 2013 spent an average of \$199 per person per day statewide, compared to \$195 in 2012. 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 were considered as Hawai'i businesses (Table 90).

- The statewide figure of \$199 also included \$120 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 \$107, up from \$105 in 2012.
- Daily spending by cruise visitors on Hawai'i Island was \$68, slightly higher than last year (\$67).
- Daily cruise visitor spending on increased to \$66 (from \$64 in 2012)
- Daily cruise visitor spending on Kaua'i of \$58 was similar to the prior year.

Cruise Visitors

**Table 87: Cruise Ship Visitors
2013**

2013	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	18,253	9,393	14	27,646	7.51	207,691
FEBRUARY	14	25,396	8,804	18	34,200	6.24	213,503
MARCH	11	22,413	7,272	15	29,685	6.29	186,782
APRIL	13	29,693	8,799	17	38,492	6.77	260,649
MAY	2	4,088	12,956	8	17,044	8.85	150,799
JUNE	0	0	11,985	5	11,985	10.35	124,027
JULY	1	479	9,611	5	10,090	10.72	108,120
AUGUST	1	1,885	11,164	6	13,049	9.88	128,880
SEPTEMBER	6	11,834	8,888	10	20,722	8.56	177,436
OCTOBER	12	24,725	8,529	16	33,254	6.78	225,610
NOVEMBER	7	15,051	9,860	12	24,911	7.48	186,360
DECEMBER	8	17,170	9,175	12	26,345	7.48	197,046
TOTAL	84	170,987	116,436	138	287,423	7.54	2,166,904

Source: Hawai'i Tourism Authority

**Table 88: Cruise Ship Visitor Growth
% change 2013 vs. 2012**

2013 VS. 2012	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	0.0%	32.6%	-0.3%	0.0%	19.2%	-100.0%	17.5%
FEBRUARY	40.0%	44.7%	-5.1%	20.0%	27.5%	-8.4%	16.9%
MARCH	22.2%	17.1%	-35.4%	7.1%	-2.4%	-15.3%	-17.3%
APRIL	-13.3%	-3.9%	-31.0%	-19.0%	-11.8%	-5.6%	-16.7%
MAY	-60.0%	-45.3%	45.9%	-11.1%	4.2%	-100.0%	15.2%
JUNE	-100.0%	-100.0%	1.8%	-16.7%	0.0%	-1.1%	-1.1%
JULY	NA	NA	-1.8%	25.0%	3.0%	-1.4%	1.5%
AUGUST	0.0%	1.5%	19.7%	20.0%	16.7%	7.0%	24.9%
SEPTEMBER	0.0%	2.5%	-17.7%	-9.1%	-7.3%	-3.6%	-10.6%
OCTOBER	-7.7%	-11.5%	-1.2%	-5.9%	-9.0%	2.9%	-6.3%
NOVEMBER	-41.7%	-30.6%	15.8%	-25.0%	-17.5%	5.9%	-12.6%
DECEMBER	100.0%	79.7%	-17.0%	33.3%	27.8%	-13.7%	10.2%
TOTAL	1.2%	5.8%	4.2%	2.1%	1.5%	2.7%	1.3%

^{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

Source: Hawai'i Tourism Authority and Hawai'i State Department of Transportation, Harbors Division.

Cruise Visitors

**Table 89: Total Cruise Ship Passengers by MMA
2013**

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawai'i Residents	Total Passengers
Total Passengers	287,424	88,174	109,784	36,321	20,067	11,152	21,926	3,654	291,078
Island Visitation (Number of Passengers)									
O'ahu	281,848	86,936	108,177	35,230	19,822	10,320	21,363	3,607	285,455
Kaua'i	239,123	72,078	94,320	29,531	19,198	7,306	16,690	3,416	242,539
Maui County	275,066	84,739	106,692	34,878	18,764	10,032	19,962	3,569	278,635
Maui	275,066	84,739	106,692	34,878	18,764	10,032	19,962	3,569	278,635
Moloka'i	4,703	2,564	1,423	150	128	54	384	71	4,774
Lāna'i	6,673	3,752	1,657	455	199	133	477	21	6,694
Hawai'i Island	271,964	83,828	105,327	33,304	19,768	9,766	19,970	3,526	275,490
Purpose of Trip (Number of Passengers)									
Honeymoon	6,961	1,908	2,564	760	370	385	974	107	7,068
Get Married	1,449	360	549	229	82	57	173	34	1,483
Attend Wedding	2,029	474	1,066	196	145	36	113	13	2,042
Convention / Conference	2,364	380	1,167	396	179	9	233	23	2,387
Business	2,592	1,256	1,001	68	69	9	189	302	2,894
Visit Friends or Relatives	25,323	12,296	8,848	1,827	682	247	1,423	745	26,068
Play Golf	6,474	1,101	3,234	871	919	40	310	109	6,583
Leisure	244,560	71,992	92,860	32,542	18,014	10,424	18,727	2,550	247,110
Type of Accommodation Before or After Cruise (Number of Passengers)									
Hotel	130,584	27,958	61,417	15,984	14,571	3,040	7,614	752	131,336
Hotel only	112,087	20,406	54,836	13,930	13,643	2,780	6,493	660	112,747
Condo	13,203	5,872	3,584	1,870	737	61	1,079	206	13,409
Condo only	3,458	999	1,110	781	288	16	265	151	3,609
Timeshare	11,462	4,602	4,065	1,361	497	154	784	91	11,553
Timeshare Only	3,750	1,267	1,570	518	149	39	206	33	3,783
Cruise only	137,374	52,593	41,744	17,794	4,675	7,888	12,680	1,621	138,995
Bed & Breakfast	2,022	721	767	191	173	40	130	13	2,035
Bed & Breakfast only	192	61	71	38	0	0	21	0	192
Friends & relatives	6,865	3,562	2,124	443	238	81	417	124	6,989
Other accommodation	12,267	5,226	3,980	1,242	595	237	987	1,063	13,330
Average Length of Stay (days)									
Total Length of Stay in Hawai'i	7.54	6.81	8.00	7.45	10.48	5.81	NA	6.23	7.52
LOS in Hawai'i Before Cruise	1.01	0.51	1.32	1.24	1.83	0.55	NA	0.00	0.99
LOS in Hawai'i During Cruise	5.16	4.61	5.69	4.99	6.02	4.35	NA	6.23	5.18
LOS in Hawai'i After Cruise	1.37	1.69	0.99	1.22	2.64	0.92	NA	0.00	1.35
Type of Visitors									
First Timers	115,199	15,304	54,959	17,648	10,581	8,200	NA		
Repeat Visitors	172,224	72,869	54,825	18,673	9,486	2,952	NA		
Total Expenditures (\$mil)									
PPP (All visitors, \$)	430.3	74.5	215.6	47.2	NA	NA	NA	NA	NA
PPP (On domestic ships, \$)	198.6	124.2	245.5	174.6	NA	NA	NA	NA	NA
PPP (On foreign ships, \$)	299.3	264.6	309.0	267.6	NA	NA	NA	NA	NA
PPP (On foreign ships, \$)	68.8	56.2	78.4	79.5	NA	NA	NA	NA	NA

NA: Not Applicable

Source: Hawai'i Tourism Authority

Cruise Visitors

**Table 90: Cruise Visitor Per Person Per Day Spending – All Cruise Visitors in Dollars
2013**

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua i	% Change	Hawai'i Island	% Change
Total per person per day spending	198.6	2.0	106.6	1.8	66.3	3.9	57.5	-1.3	67.5	0.8
Lodging	11.7	2.3	25.4	6.2	5.7	7.8	5.2	0.5	4.8	-1.3
Food & beverages	10.9	1.4	18.7	0.3	8.7	6.3	5.2	-3.6	6.7	9.6
Restaurant	7.7	3.1	13.8	1.4	6.2	13.0	3.5	-0.4	4.3	9.8
Dinner shows	1.3	-5.0	2.3	-3.3	1.2	-0.1	0.8	-9.7	0.6	-2.2
Groceries/snacks	1.8	-0.4	2.6	-1.7	1.3	-12.4	1.0	-9.2	1.8	13.4
Entertainment and Recreation	3.8	-6.0	5.6	-8.8	2.9	1.9	2.7	-10.2	2.8	-3.6
Shore Tour	21.0	6.3	16.2	10.6	19.6	7.7	24.2	1.7	24.4	-3.8
Total Transportation	7.2	-1.2	9.9	-3.8	6.5	6.4	5.1	-2.0	5.6	-2.2
Inter-island airfare	1.5	3.3	1.7	4.2	1.4	7.9	1.2	0.4	1.3	1.0
Ground transportation	2.0	4.9	3.8	3.8	1.2	12.6	0.8	-7.0	1.4	16.9
Rental car/moped	3.1	-4.0	3.7	-9.5	3.3	6.1	2.7	-0.6	2.4	-9.8
Other transportation	0.6	-15.3	0.7	-23.7	0.5	-7.5	0.4	-7.0	0.5	-13.2
Total Shopping	19.5	1.9	24.5	0.6	18.6	-1.6	11.6	-3.8	18.7	6.2
Fashion& clothing	6.9	3.5	9.7	-1.0	6.6	6.1	4.0	3.8	5.3	10.0
Jewelry/watch	4.0	0.1	5.0	1.1	4.6	-10.9	2.3	-2.4	3.4	19.2
Cosmetics/perfumes	0.5	7.2	0.9	1.3	0.3	18.1	0.2	-12.5	0.3	40.3
leather goods	0.4	14.4	0.6	12.7	0.3	35.9	0.2	27.8	0.2	-8.9
Hawai'i food products	2.5	1.4	2.2	-6.3	1.7	0.8	1.4	-1.4	4.1	-1.4
Souvenirs	5.3	0.1	6.1	4.2	5.0	-5.3	3.6	-13.6	5.3	0.9
All other spending outside ship	4.9	-1.6	6.3	-5.6	4.4	-0.1	3.4	-3.3	4.5	3.0
Unallocated and on ship spending 1/	119.6	1.9								

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

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

Source: Hawai'i Tourism Authority

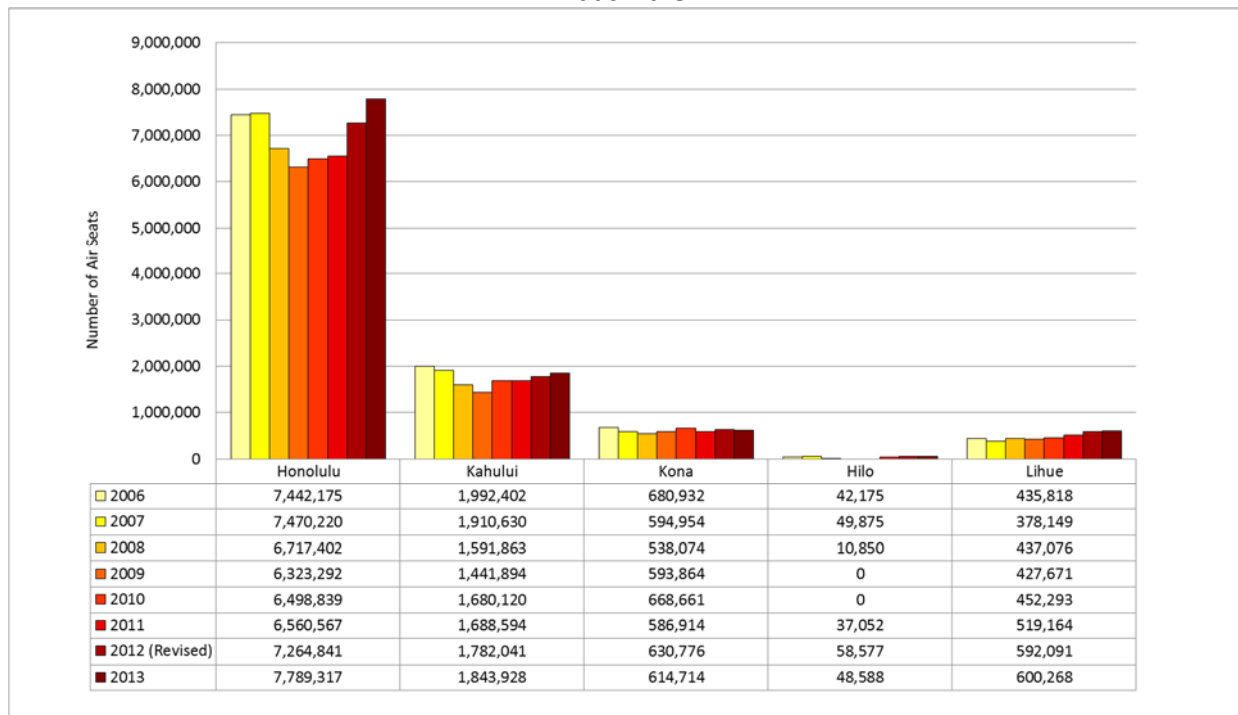
AIR SEATS OPERATED TO HAWAI'I

Air Seats Operated to Hawai'i

TOTAL AIR SEATS OPERATED TO HAWAI'I

Total air seats grew 5.5 percent to 10,896,815 in 2013⁹. Scheduled seats also increased by 5.5 percent to 10,768,719 while charter seats rose 5.3 percent to 128,096. In recent years, airline carriers have taken a more strategic approach with smaller planes, higher load factors, and providing more direct service from regional airports.

**Figure 22: Air Seats Operated to Hawai'i by Island
2006-2013**



Seat Capacity - by Airport

Air capacity to the Honolulu International Airport rose 7.2 percent from 2012 to 7,789,317 total seats. Significant growth in scheduled air seats from Oceania (+45.4%) and Other Asia (+19.2%) as well as increases from U.S. East (+11%), Japan (+8.4%) and U.S. West (+2.6%) offset fewer seats from Canada (-3.6%).

- Seat capacity to Kahului airport grew 3.5 percent to 1,843,928 total seats in 2013. Seats from U.S. West were up 4.6 percent, with increased service from Bellingham, San Jose, Oakland, and Portland, offsetting discontinued service from Las Vegas and reduced service from Phoenix, Sacramento, and San Diego. There were also more seats out of Canada (+2.1%), particularly from Edmonton and Vancouver. In contrast, seats from U.S. East to Kahului dropped 13.5 percent as a result of fewer seats out of Chicago and Dallas.

⁹ In 2013, the source for scheduled airseat statistics was changed from OAG to DIIO. 2012 Statistics were updated from data presented in the 2012 Annual Visitor Research Report.

Air Seats Operated to Hawai'i

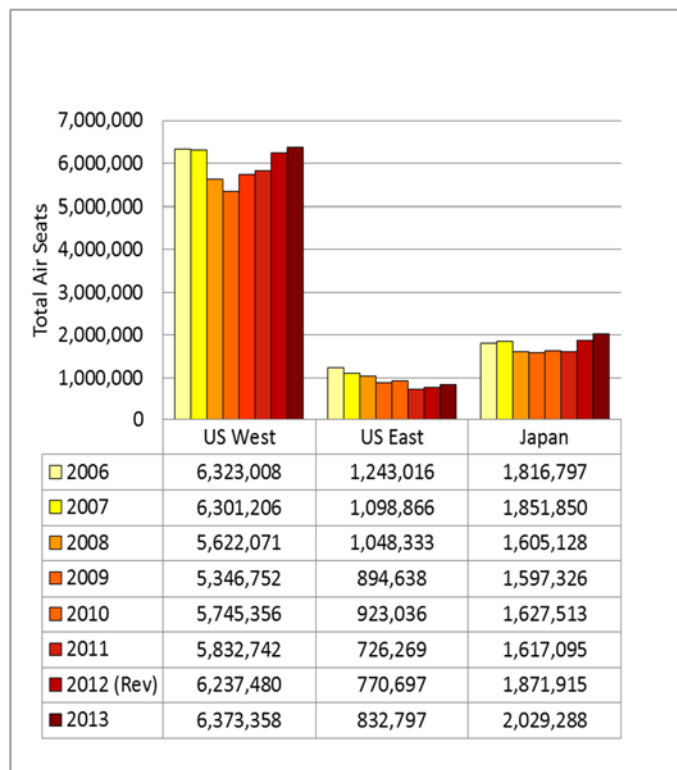
- Seat capacity to the Kona International airport declined 2.5 percent to 614,714. There were fewer seats from U.S. West (-3.4%) due to reduced service from San Jose, Oakland, Denver, and Phoenix which offset increased service from San Francisco and Portland. Seats from Vancouver, Canada to Kona jumped 22.7 percent from 2012.
- Seat capacity to the Līhu'e airport grew 1.4 percent to 600,268 seats in 2013. Seats from U.S. West rose 1.1 percent due to increased service out of Portland and Seattle, offsetting fewer seats out of Oakland and San Jose. Seats out of Vancouver, Canada rose 12.7 percent from the previous year.
- Seats to Hilo airport declined 17.1 percent from 2012, as a result of reduced service out of Los Angeles and San Francisco.

Seat Capacity - By Major Market Areas

Domestic seats rose 2.7 percent compared to 2012, boosted by more seats from U.S. West and U.S. East. International seats were up 11.6 percent with double-digit growth from Oceania and Other Asia. Seats from Japan and Canada also increased (Table 91 to Table 93).

- **U.S. West:** Air seats from U.S. West rose 2.2 percent from 2012 to 6,373,358 seats in 2013 (Figure 23) and comprised 58.5 percent of total air seats to Hawai'i, down from 60.4 percent in 2012.
- **U.S. East:** Air capacity from U.S. East grew 8.1 percent to 832,797 seats in 2013, and accounted for 7.6 percent of total air seats, compared to 7.5 percent in 2012.
- **Japan:** Capacity from Japan in 2013 increased 8.4 percent to 2,029,288 seats. Japanese seats comprised 18.6 percent of total air seats in 2013, up from 18.1 percent in the previous year.

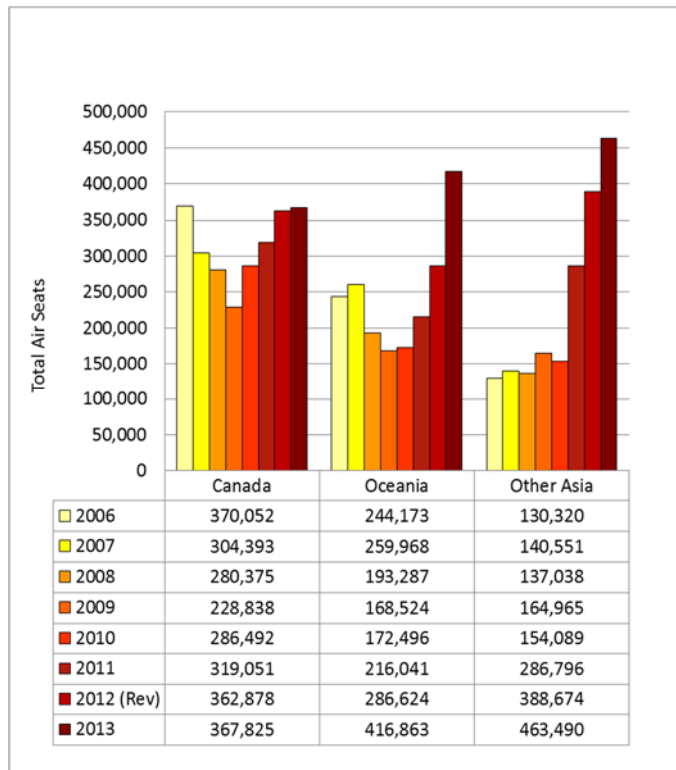
**Figure 23: Total Air Seats by MMA
2006-2013**



Air Seats Operated to Hawai'i

- Canada:** air capacity from Canada grew 1.4 percent to 367,825 seats in 2013 (Figure 25). Fewer seats to O'ahu (-3.6%), were offset by significantly more seats to Kona (+22.7%) and Līhu'e (+12.7%) and a 2.1 percent increase to Kahului. Canadian air seats accounted for 3.3 percent of total air seats in 2013, compared to 3.5 percent in the previous year.
- Oceania:** air capacity climbed 45.4 percent from 2012 to 416,863 seats. Significant expansion in seats from Brisbane and Melbourne, as well as increased service from Sydney Australia in late 2012 and 2013 contributed to this growth. There was also a doubling of seats from Auckland New Zealand compared to 2012. Oceania seats comprised 3.8 percent of total air seats in 2013, up from 2.8 percent in 2012.
- Other Asia:** air capacity from Other Asia in 2013 rose 19.2 percent to 463,490 seats, boosted by 40,777 new seats out of Taiwan and increased service to Honolulu from Shanghai China. Seats from Seoul Korea ended the year with a 5.3 percent, despite reduced service in the second half of 2013. Other Asia seats accounted for 4.3 percent of total air seats in 2013, up from 3.8 percent in the previous year.

**Figure 24: Total Air Seats by MMA
2006-2013**



Air Seats Operated to Hawai'i

**Table 91: Total Air Seats Operated To Hawai'i
2013 vs. 2012**

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge
TOTAL SEATS	10,896,815	10,328,326	5.5	7,789,317	7,264,841	7.2	1,843,928	1,782,041	3.5	614,714	630,776	-2.5	48,588	58,577	-17.1	600,268	592,091	1.4
Scheduled Seats	10,768,719	10,206,731	5.5	7,661,221	7,143,246	7.3	1,843,928	1,782,041	3.5	614,714	630,776	-2.5	48,588	58,577	-17.1	600,268	592,091	1.4
Charter seats	128,096	121,595	5.3	128,096	121,595	5.3												

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

**Table 92: Domestic Air Seats Operated To Hawai'i
2013 vs. 2012**

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU'E		
	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge
DOMESTIC SEATS	7,263,563	7,073,037	2.7	4,372,884	4,215,824	3.7	1,671,934	1,613,642	3.6	588,403	609,337	-3.4	48,588	58,577	-17.1	581,754	575,657	1.1
Scheduled Seats	7,206,155	7,008,177	2.8	4,315,476	4,150,964	4.0	1,671,934	1,613,642	3.6	588,403	609,337	-3.4	48,588	58,577	-17.1	581,754	575,657	1.1
Charter seats	57,408	64,860	-11.5	57,408	64,860	-11.5												
US West	6,373,358	6,237,480	2.2	3,562,135	3,472,176	2.6	1,592,478	1,521,733	4.6	588,403	609,337	-3.4	48,588	58,577	-17.1	581,754	575,657	1.1
...Anchorage	66,568	63,114	5.5	52,595	51,182	2.8	10,519	10,676	-1.5	3,454	1,256	175.0						
...Bellingham	109,570	63,240	73.3	73,526	55,874	31.6	36,044	7,366	389.3									
...Boise	6,482	-	NA	6,482	-	NA												
...Denver	134,424	127,456	5.5	86,600	81,601	6.1	29,040	25,292	14.8	9,392	11,215	-16.3			9,392	9,348	0.5	
...Eugene	7,359	2,007	266.7	7,359	2,007	266.7												
...Fresno	9,366	7,582	23.5	9,366	7,582	23.5												
...Las Vegas	279,851	304,120	-8.0	279,851	281,240	-0.5	-	22,880	-100.0									
...Los Angeles	2,242,547	2,233,061	0.4	1,171,737	1,160,275	1.0	528,679	521,084	1.5	230,497	232,062	-0.7	47,048	53,553	-12.1	264,586	266,087	-0.6
...Oakland	346,050	356,298	-2.9	119,662	126,522	-5.4	150,400	125,842	19.5	40,663	51,182	-20.6				35,325	52,752	-33.0
...Orange County	-	7,440	-100.0	-	7,192	-100.0	-	248	-100.0									
...Phoenix	471,590	476,528	-1.0	250,473	249,174	0.5	100,103	103,834	-3.6	59,667	61,567	-3.1				61,347	61,953	-1.0
...Phoenix Mesa	16,279	-	NA	16,279	-	NA												
...Portland	285,106	255,800	11.5	161,032	153,039	5.2	92,203	83,607	10.3	17,898	13,973	28.1				13,973	5,181	169.7
...Sacramento	151,452	162,984	-7.1	94,147	95,160	-1.1	57,305	67,824	-15.5									
...Salt Lake City	89,763	93,684	-4.2	89,763	93,684	-4.2												
...San Diego	253,346	229,272	10.5	161,187	157,994	2.0	69,394	71,278	-2.6							22,765	-	NA
...San Francisco	905,675	881,429	2.8	534,919	515,570	3.8	178,398	175,734	1.5	123,840	117,177	5.7	1,540	5,024	-69.3	66,978	67,924	-1.4
...San Jose	316,660	341,478	-7.3	91,886	123,662	-25.7	149,100	113,882	30.9	35,168	52,752	-33.3				40,506	51,182	-20.9
...Santa Maria	7,582	2,007	277.8	7,582	2,007	277.8												
...Seattle	659,847	627,973	5.1	333,848	306,404	9.0	191,293	192,186	-0.5	67,824	68,153	-0.5				66,882	61,230	9.2
...Spokane	6,482	-	NA	6,482	-	NA												
...Stockton	7,359	2,007	266.7	7,359	2,007	266.7												
US East	832,797	770,697	8.1	753,341	678,788	11.0	79,456	91,909	-13.5									
...Atlanta	108,996	109,391	-0.4	108,996	109,391	-0.4												
...Chicago	141,156	131,743	7.1	138,436	121,359	14.1	2,720	10,384	-73.8									
...Dallas	235,876	244,575	-3.6	159,140	163,050	-2.4	76,736	81,525	-5.9									
...Houston	98,394	90,304	9.0	98,394	90,304	9.0												
...New York JFK	100,548	61,740	62.9	100,548	61,740	62.9												
...Newark	87,784	87,354	0.5	87,784	87,354	0.5												
...Washington D.C.	60,043	45,590	31.7	60,043	45,590	31.7												

NA: Not Applicable

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

Air Seats Operated to Hawai'i

**Table 93: International Air Seats To Hawai'i
2013 vs. 2012**

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHU E		
	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge	2013	2012	%Chge
INTERNATIONAL SEAT	3,633,252	3,255,289	11.6	3,416,433	3,049,017	12.1	171,994	168,399	2.1	26,311	21,439	22.7	-	-	NA	18,514	16,434	12.7
Scheduled Seats	3,562,564	3,198,554	11.4	3,345,745	2,992,282	11.8	171,994	168,399	2.1	26,311	21,439	22.7	-	-	NA	18,514	16,434	12.7
Charter seats	70,688	56,735	24.6	70,688	56,735	24.6												
Japan	2,029,288	1,871,915	8.4	2,029,288	1,871,915	8.4												
...Fukuoka	175,775	122,494	43.5	175,775	122,494	43.5												
...Nagoya	192,787	164,399	17.3	192,787	164,399	17.3												
...Osaka	348,878	332,921	4.8	348,878	332,921	4.8												
...Sapporo	40,460	7,020	476.4	40,460	7,020	476.4												
...Tokyo-HND	328,008	328,956	-0.3	328,008	328,956	-0.3												
...Tokyo-NRT	943,380	916,125	3.0	943,380	916,125	3.0												
Canada	367,825	362,878	1.4	151,006	156,606	-3.6	171,994	168,399	2.1	26,311	21,439	22.7				18,514	16,434	12.7
...Calgary	41,963	48,624	-13.7	8,081	12,572	-35.7	33,882	36,052	-6.0									
...Edmonton	11,592	8,694	33.3				11,592	8,694	33.3									
...Vancouver	311,142	302,432	2.9	139,797	140,906	-0.8	126,520	123,653	2.3	26,311	21,439	22.7				18,514	16,434	12.7
...Victoria	3,128	3,128	0.0	3,128	3,128	0.0												
Other Asia	463,490	388,674	19.2	463,490	388,674	19.2												
...Seoul	379,810	360,704	5.3	379,810	360,704	5.3												
...Shanghai	42,903	27,970	53.4	42,903	27,970	53.4												
...Taipei	40,777	-	NA	40,777	-	NA												
Oceania	416,863	286,624	45.4	416,863	286,624	45.4												
...Auckland	77,620	32,800	136.6	77,620	32,800	136.6												
...Brisbane	47,727	7,722	518.1	47,727	7,722	518.1												
...Melbourne	35,451	5,337	564.2	35,451	5,337	564.2												
...Sydney	256,065	240,765	6.4	256,065	240,765	6.4												
Other	285,098	288,463	-1.2	285,098	288,463	-1.2												
...Apia	8,612	9,224	-6.6	8,612	9,224	-6.6												
...Christmas	6,180	5,960	3.7	6,180	5,960	3.7												
...Guam	117,140	99,912	17.2	117,140	99,912	17.2												
...Majuro	24,602	24,649	-0.2	24,602	24,649	-0.2												
...Manila	75,606	96,798	-21.9	75,606	96,798	-21.9												
...Nadi	8,816	9,540	-7.6	8,816	9,540	-7.6												
...Pago Pago	30,341	28,600	6.1	30,341	28,600	6.1												
...Papeete	13,801	13,780	0.2	13,801	13,780	0.2												

NA: Not Applicable

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

HOTEL OCCUPANCY AND ROOM RATE

Hotel Occupancy and Room Rate

**Table 94: State Hotel Occupancy and Room Rate
2013 vs. 2012**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2013	2012	Absolute Change	2013	2012	% Change	2013	2012	% Change
JANUARY	80.7	79.0	2.2	231.02	207.53	11.3	186.43	163.95	13.7
FEBRUARY	85.6	83.2	2.9	233.30	206.28	13.1	199.70	171.62	16.4
MARCH	79.1	78.9	0.3	235.79	205.08	15.0	186.51	161.81	15.3
APRIL	74.4	72.3	2.9	217.56	203.57	6.9	161.86	147.18	10.0
MAY	71.7	72.8	-1.5	207.41	189.39	9.5	148.71	137.88	7.9
JUNE	75.4	76.3	-1.2	225.34	202.15	11.5	169.91	154.24	10.2
JULY	78.9	81.8	-3.5	241.63	216.17	11.8	190.65	176.83	7.8
AUGUST	80.2	81.2	-1.2	240.05	215.96	11.2	192.52	175.36	9.8
SEPTEMBER	73.5	73.7	-0.3	206.49	187.18	10.3	151.77	137.95	10.0
OCTOBER	72.7	74.4	-2.3	208.85	190.31	9.7	151.83	141.59	7.2
NOVEMBER	71.1	74.0	-3.9	208.40	195.01	6.9	148.17	144.31	2.7
DECEMBER	72.3	75.0	-3.6	261.23	236.21	10.6	188.87	177.16	6.6
TOTAL	76.2	76.9	0.9	227.07	204.93	10.8	173.03	157.59	9.8

Source: STR, Inc., Hospitality Advisors, LLC

**Table 95: O'ahu Hotel Occupancy and Room Rate
2013 vs. 2012**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2013	2012	Absolute Change	2013	2012	% Change	2013	2012	% Change
JANUARY	86.1	86.9	-0.9	209.06	181.77	15.0	180.00	157.96	14.0
FEBRUARY	89.8	87.7	2.4	209.18	173.36	20.7	187.84	152.04	23.5
MARCH	83.3	83.9	-0.7	208.12	174.19	19.5	173.36	146.15	18.6
APRIL	80.9	77.5	4.4	197.31	173.81	13.5	159.62	134.70	18.5
MAY	80.4	82.5	-2.5	196.35	175.20	12.1	157.87	144.54	9.2
JUNE	84.6	85.2	-0.7	209.19	181.12	15.5	176.97	154.31	14.7
JULY	87.7	91.6	-4.3	221.42	195.32	13.4	194.19	178.91	8.5
AUGUST	89.5	90.0	-0.6	224.02	197.00	13.7	200.50	177.30	13.1
SEPTEMBER	84.3	84.5	-0.2	203.11	179.43	13.2	171.22	151.62	12.9
OCTOBER	80.8	82.0	-1.5	201.12	180.29	11.6	162.50	147.84	9.9
NOVEMBER	79.0	81.4	-2.9	197.65	182.11	8.5	156.14	148.24	5.3
DECEMBER	79.3	82.7	-4.1	229.34	205.95	11.4	181.87	170.32	6.8
TOTAL	83.7	84.7	1.2	209.01	183.57	13.9	174.94	155.48	12.5

Source: STR, Inc., Hospitality Advisors, LLC

Hotel Occupancy and Room Rate

**Table 96: Maui Hotel Occupancy and Room Rate
2013 vs. 2012**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2013	2012	Absolute Change	2013	2012	% Change	2013	2012	% Change
JANUARY	78.7	77.5	1.5	289.98	272.70	6.3	228.21	211.34	8.0
FEBRUARY	82.6	83.7	-1.3	294.30	280.48	4.9	243.09	234.76	3.5
MARCH	79.6	79.3	0.4	302.55	274.32	10.3	240.83	217.54	10.7
APRIL	74.5	72.4	2.9	263.06	268.70	-2.1	195.98	194.54	0.7
MAY	66.4	64.1	3.6	241.46	233.73	3.3	160.33	149.82	7.0
JUNE	69.7	67.4	3.4	275.79	262.49	5.1	192.23	176.92	8.7
JULY	73.7	74.3	-0.8	304.02	279.93	8.6	224.06	207.99	7.7
AUGUST	73.3	75.0	-2.3	288.46	268.95	7.3	211.44	201.71	4.8
SEPTEMBER	64.7	64.9	-0.3	227.81	215.69	5.6	147.39	139.98	5.3
OCTOBER	66.1	68.9	-4.1	235.39	219.19	7.4	155.59	151.02	3.0
NOVEMBER	66.9	70.3	-4.8	242.69	231.79	4.7	162.36	162.95	-0.4
DECEMBER	69.1	72.0	-4.0	338.91	310.94	9.0	234.19	223.88	4.6
TOTAL	72.0	72.4	0.6	277.61	261.49	6.2	199.88	189.32	5.6

Source: STR, Inc., Hospitality Advisors, LLC

**Table 97: Kaua'i Hotel Occupancy and Room Rates
2013 vs. 2012**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2013	2012	Absolute Change	2013	2012	% Change	2013	2012	% Change
JANUARY	68.9	62.3	10.6	221.06	209.99	5.3	152.31	130.82	16.4
FEBRUARY	82.4	75.2	9.6	227.97	202.96	12.3	187.85	152.63	23.1
MARCH	70.1	69.4	1.0	229.29	214.53	6.9	160.73	148.88	8.0
APRIL	66.2	67.1	-1.3	224.81	213.26	5.4	148.82	143.10	4.0
MAY	66.9	69.5	-3.7	215.36	197.52	9.0	144.08	137.28	5.0
JUNE	66.6	73.9	-9.9	228.08	215.60	5.8	151.90	159.33	-4.7
JULY	72.3	75.3	-4.0	244.23	224.66	8.7	176.58	169.17	4.4
AUGUST	74.0	73.7	0.4	239.28	225.37	6.2	177.07	166.10	6.6
SEPTEMBER	68.6	68.6	0.0	206.57	199.85	3.4	141.71	137.10	3.4
OCTOBER	69.0	67.8	1.8	209.56	197.83	5.9	144.60	134.13	7.8
NOVEMBER	63.3	62.8	0.8	203.25	194.80	4.3	128.66	122.33	5.2
DECEMBER	61.4	60.2	2.0	253.83	238.95	6.2	155.85	143.85	8.3
TOTAL	69.0	68.8	0.3	225.19	211.27	6.6	155.38	145.35	6.9

Source: STR, Inc., Hospitality Advisors, LLC

Hotel Occupancy and Room Rate

**Table 98: Hawai'i Island Hotel Occupancy and Room Rates
2013 vs. 2012**

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2013	2012	Absolute Change	2013	2012	% Change	2013	2012	% Change
JANUARY	71.6	63.6	12.6	219.75	197.05	11.5	157.34	125.32	25.6
FEBRUARY	78.0	71.6	8.9	225.05	205.11	9.7	175.54	146.86	19.5
MARCH	68.8	66.7	3.1	227.06	198.70	14.3	156.22	132.53	17.9
APRIL	55.8	57.1	-2.3	213.56	201.04	6.2	119.17	114.79	3.8
MAY	52.6	55.7	-5.6	188.37	172.68	9.1	99.08	96.18	3.0
JUNE	57.4	61.9	-7.3	203.73	184.22	10.6	116.94	114.03	2.6
JULY	60.1	64.1	-6.2	214.53	190.91	12.4	128.93	122.37	5.4
AUGUST	62.3	65.6	-5.0	225.49	199.44	13.1	140.48	130.83	7.4
SEPTEMBER	53.3	54.2	-1.7	180.30	163.29	10.4	96.10	88.50	8.6
OCTOBER	57.2	61.4	-6.8	193.98	178.15	8.9	110.96	109.38	1.4
NOVEMBER	54.7	61.0	-10.3	194.35	184.04	5.6	106.31	112.26	-5.3
DECEMBER	59.4	61.4	-3.3	260.64	230.01	13.3	154.82	141.23	9.6
TOTAL	60.8	62.0	1.9	214.11	192.59	11.2	130.18	119.41	9.0

Source: STR, Inc., Hospitality Advisors, LLC

VISITOR PLANT INVENTORY

Visitor Plant Inventory

**Table 99: Visitor Plant Inventory – Existing Inventory by Island and Property
2013**

ISLAND	TYPE	2013	2012	CHANGE FROM
		PROPERTIES	PROPERTIES	2012
O'ahu	Apartment/Hotel	8	17	-9
	Bed & Breakfast	32	31	1
	Condominium Hotel	21	33	-12
	Hostel	6	6	0
	Hotel	72	68	4
	Individual Vacation Unit*	122	195	-73
	Other	2	2	0
	Timeshare	13	14	-1
	Total	276	366	-90
Hawai'i	Apartment/Hotel	0	1	-1
	Bed & Breakfast	88	88	0
	Condominium Hotel	14	27	-13
	Hostel	1	2	-1
	Hotel	28	32	-4
	Individual Vacation Unit*	388	314	74
	Other	10	10	0
	Timeshare	14	14	0
	Total	544	488	56
Kaua'i	Apartment/Hotel	1	2	-1
	Bed & Breakfast	23	27	-4
	Condominium Hotel	17	21	-4
	Hostel	0	0	0
	Hotel	16	15	1
	Individual Vacation Unit*	560	472	88
	Other	3	2	1
	Timeshare	17	20	-3
	Total	637	559	78
Maui	Apartment/Hotel	2	2	0
	Bed & Breakfast	43	44	-1
	Condominium Hotel	45	51	-6
	Hostel	2	2	0
	Hotel	26	26	0
	Individual Vacation Unit*	304	191	113
	Other	2	3	-1
	Timeshare	18	17	1
	Total	442	336	106
Moloka'i	Apartment/Hotel	1	2	-1
	Bed & Breakfast	2	2	0
	Condominium Hotel	2	2	0
	Hostel	0	0	0
	Hotel	0	0	0
	Individual Vacation Unit*	24	32	-8
	Other	0	0	0
	Timeshare	0	0	0
	Total	29	38	-9
Lāna'i	Apartment/Hotel	0	1	-1
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	3	3	0
	Individual Vacation Unit*	1	1	0
	Other	0	0	0
	Timeshare	0	0	0
	Total	4	5	-1
Statewide	Apartment/Hotel	12	25	-13
	Bed & Breakfast	188	192	-4
	Condominium Hotel	99	134	-35
	Hostel	9	10	-1
	Hotel	146	144	2
	Individual Vacation Unit*	1,399	1,205	194
	Other	17	17	0
	Timeshare	62	65	-3
	STATE TOTAL	1,932	1,792	140

* Cabins, Individual Condo Units, Vacation House/Milla/Cottage were combined.
Source: Hawai'i Tourism Authority

Visitor Plant Inventory

**Table 100: Visitor Plant Inventory – Existing Inventory by Island and Unit
2013**

ISLAND	TYPE	2013 UNITS	2012 UNITS	CHANGE
				FROM 2012
O'ahu	Apartment/Hotel	235	169	66
	Bed & Breakfast	52	57	-5
	Condominium Hotel	3,692	4,887	-1,195
	Hostel	217	217	0
	Hotel	26,980	26,186	794
	Individual Vacation Unit*	555	1,051	-496
	Other	191	230	-39
	Timeshare	3,829	2,529	1,300
	Total	35,751	35,326	625
Hawai'i	Apartment/Hotel	33	80	-47
	Bed & Breakfast	365	383	-18
	Condominium Hotel	934	689	245
	Hostel	20	11	9
	Hotel	6,387	6,785	-398
	Individual Vacation Unit*	1,360	1,105	255
	Other	124	359	-235
	Timeshare	1,598	1,382	216
	Total	10,821	10,794	27
Kauai	Apartment/Hotel	3	4	-1
	Bed & Breakfast	86	98	-12
	Condominium Hotel	1,777	1,563	214
	Hostel	0	0	0
	Hotel	2,735	2,660	75
	Individual Vacation Unit*	1,646	1,172	474
	Other	51	61	-10
	Timeshare	2,377	2,731	-354
	Total	8,675	8,289	386
Maui	Apartment/Hotel	53	25	28
	Bed & Breakfast	147	145	2
	Condominium Hotel	4,575	4,975	-400
	Hostel	32	32	0
	Hotel	7,038	7,172	-134
	Individual Vacation Unit*	3,342	3,896	-554
	Other	23	7	16
	Timeshare	2,925	3,407	-482
	Total	18,135	19,659	-1,524
Molokai	Apartment/Hotel	20	14	6
	Bed & Breakfast	2	2	0
	Condominium Hotel	100	74	26
	Hostel	0	0	0
	Hotel	0	0	0
	Individual Vacation Unit*	36	339	-303
	Other	0	0	0
	Timeshare	0	0	0
	Total	158	429	-271
Lāna'i	Apartment/Hotel	0	1	-1
	Bed & Breakfast	0	0	0
	Condominium Hotel	0	0	0
	Hostel	0	0	0
	Hotel	349	348	1
	Individual Vacation Unit*	4	4	0
	Other	0	0	0
	Timeshare	0	0	0
	Total	353	353	0
Statewide	Apartment/Hotel	344	293	51
	Bed & Breakfast	652	685	-33
	Condominium Hotel	11,078	12,188	-1,110
	Hostel	269	260	9
	Hotel	43,489	43,151	338
	Individual Vacation Unit*	6,943	7,567	-624
	Other	389	457	-68
	Timeshare	10,729	10,049	680
	STATE TOTAL	73,893	74,650	757

* Cabins, Individual Condo Units, Vacation House/Villa/Cottage were combined.
Source: Hawai'i Tourism Authority

Visitor Plant Inventory

**Table 101: Visitor Plant Inventory - Class of Units by Island
2013**

ISLAND	CLASS	PERCENT OF TOTAL UNITS ^[1]		
		2013 ^[2]	2012 ^[3]	% CHANGE FROM 2012
O'ahu	Budget (Up to \$100)	6.6%	7.1%	-0.5%
	Standard (\$101 to \$250)	26.3%	33.7%	-7.4%
	Deluxe (\$251 to \$500)	43.2%	40.7%	2.5%
	Luxury (Over \$500/night)	23.9%	18.4%	5.5%
	Total	100.0%	100.0%	0.0%
Hawai'i	Budget (Up to \$100)	8.5%	9.9%	-1.4%
	Standard (\$101 to \$250)	29.8%	28.1%	1.7%
	Deluxe (\$251 to \$500)	42.6%	48.3%	-5.7%
	Luxury (Over \$500/night)	19.1%	13.7%	5.4%
	Total	100.0%	100.0%	0.0%
Kaua'i	Budget (Up to \$100)	6.3%	7.7%	-1.4%
	Standard (\$101 to \$250)	19.6%	26.4%	-6.8%
	Deluxe (\$251 to \$500)	47.8%	40.5%	7.3%
	Luxury (Over \$500/night)	26.3%	25.4%	0.9%
	Total	100.0%	100.0%	0.0%
Maui	Budget (Up to \$100)	3.1%	4.2%	-1.1%
	Standard (\$101 to \$250)	24.3%	25.1%	-0.8%
	Deluxe (\$251 to \$500)	26.4%	23.1%	3.3%
	Luxury (Over \$500/night)	46.2%	47.6%	-1.4%
	Total	100.0%	100.0%	0.0%
Moloka'i	Budget (Up to \$100)	6.3%	5.2%	1.1%
	Standard (\$101 to \$250)	89.4%	88.2%	1.2%
	Deluxe (\$251 to \$500)	3.5%	5.9%	-2.4%
	Luxury (Over \$500/night)	0.7%	0.7%	0.0%
	Total	100.0%	100.0%	0.0%
Lāna'i	Budget (Up to \$100)	0.0%	1.1%	-1.1%
	Standard (\$101 to \$250)	4.2%	3.1%	1.1%
	Deluxe (\$251 to \$500)	43.3%	43.4%	-0.1%
	Luxury (Over \$500/night)	52.4%	52.4%	0.0%
	Total	100.0%	100.0%	0.0%
Statewide	Budget (Up to \$100)	6.0%	6.9%	-0.9%
	Standard (\$101 to \$250)	25.7%	29.9%	-4.2%
	Deluxe (\$251 to \$500)	39.8%	37.9%	1.9%
	Luxury (Over \$500/night)	28.5%	25.2%	3.3%
	Total	100.0%	100.0%	0.0%

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

[2] Based on 61,765 units (83% of total 2013 units) for which information on class of units was available.

[3] Based on 62,826 units (84% of total 2012 units) for which information on class of units was available.

Source: Hawai'i Tourism Authority

Visitor Plant Inventory

**Table 102: Visitor Plant Inventory - Available Units by County
1965 – 2013**

YEAR	STATE	O AHU		HAWAII COUNTY		KAUAI COUNTY		MAUI COUNTY	
	TOTAL	UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE
1965	12,903	10,031	77.7	865	6.7	776	6.0	1,231	9.5
1966	14,827	11,083	74.7	1,387	9.4	860	5.8	1,497	10.1
1967	17,217	12,598	73.2	1,790	10.4	1,115	6.5	1,714	10.0
1968	18,657	13,166	70.6	2,188	11.7	1,260	6.8	2,043	11.0
1969	22,801	15,992	70.1	2,480	10.9	1,914	8.4	2,415	10.6
1970	26,923	18,449	68.5	3,166	11.8	2,565	9.5	2,743	10.2
1971	32,289	22,531	69.8	3,435	10.6	2,628	8.1	3,695	11.4
1972	35,797	24,742	69.1	4,241	11.8	2,719	7.6	4,095	11.4
1973	36,608	25,108	68.6	4,796	13.1	2,629	7.2	4,075	11.1
1974	38,675	25,365	65.6	5,234	13.5	2,868	7.4	5,208	13.5
1975	39,632	25,352	64.0	5,348	13.5	3,102	7.8	5,830	14.7
1976	42,648	25,851	60.6	6,045	14.2	3,520	8.3	7,232	17.0
1977	44,986	27,363	60.8	5,929	13.2	3,657	8.1	8,037	17.9
1978	47,070	28,546	60.6	6,002	12.8	3,786	8.0	8,736	18.6
1979	49,832	30,065	60.3	6,093	12.2	4,202	8.4	9,472	19.0
1980	54,246	34,334	63.3	5,889	10.9	4,322	8.0	9,701	17.9
1981	56,769	33,967	59.8	6,705	11.8	4,738	8.3	11,359	20.0
1982	57,968	33,492	57.8	7,167	12.4	5,147	8.9	12,162	21.0
1983	58,765	34,354	58.5	7,469	12.7	4,193	7.1	12,749	21.7
1984	62,448	36,848	59.0	7,149	11.4	5,313	8.5	13,138	21.0
1985	65,919	38,600	58.6	7,511	11.4	5,656	8.6	14,152	21.5
1986	66,308	39,010	58.8	7,280	11.0	5,922	8.9	14,096	21.3
1987	65,318	38,185	58.5	7,328	11.2	5,956	9.1	13,849	21.2
1988	69,012	37,841	54.8	8,823	12.8	7,180	10.4	15,168	22.0
1989	67,734	36,467	53.8	8,161	12.0	7,398	10.9	15,708	23.2
1990	71,266	36,899	51.8	8,952	12.6	7,546	10.6	17,869	25.1
1991	72,275	36,623	50.7	9,383	13.0	7,567	10.5	18,702	25.9
1992	73,089	36,851	50.4	9,170	12.5	7,778	10.6	19,290	26.4
1993	69,502	36,604	52.7	9,140	13.2	4,631	6.7	19,127	27.5
1994	70,463	36,194	51.4	9,595	13.6	5,870	8.3	18,804	26.7
1995*	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	36,146	51.4	9,558	13.6	6,760	9.6	17,824	25.4
1997	71,025	35,971	50.6	9,913	14.0	6,589	9.3	18,552	26.1
1998	71,480	36,206	50.7	9,655	13.5	6,969	9.7	18,650	26.1
1999	71,157	35,861	50.4	9,815	13.8	6,872	9.7	18,609	26.2
2000	71,506	36,303	50.8	9,774	13.7	7,159	10.1	18,270	25.6
2001	72,204	36,824	51.0	9,944	13.8	7,202	10.0	18,234	25.3
2002	70,783	36,457	51.5	9,297	13.1	7,037	9.9	17,992	25.4
2003	70,579	35,541	50.4	9,478	13.4	7,257	10.3	18,303	25.9
2004	72,176	35,769	49.6	9,857	13.7	8,105	11.2	18,445	25.6
2005	72,307	33,926	46.9	10,940	15.1	8,221	11.4	19,290	26.7
2006	72,274	33,606	46.5	10,831	15.0	8,266	11.4	19,571	27.1
2007	73,220	33,588	45.9	11,061	15.1	8,692	11.9	19,879	27.1
2008	74,177	34,081	45.9	11,240	15.2	9,203	12.4	19,653	26.5
2009	75,188	34,027	45.3	11,541	15.3	9,469	12.6	20,151	26.8
2010	74,988	33,782	45.0	11,479	15.3	9,344	12.5	20,383	27.2
2011	77,731	35,001	46.7	11,113	14.8	9,872	13.2	21,745	29.0
2012	74,650	35,126	47.1	10,793	14.5	8,288	11.1	20,440	27.4
2013	73,893	35,751	48.4	10,821	14.6	8,675	11.7	18,646	25.2

NA: Not Applicable.

* HVCB did not conduct an update survey in 1995

Source: Hawai'i Tourism Authority

APPENDIX A

TECHNICAL NOTES

DEFINITIONS

Arrivals by Air: Visitors who entered Hawai'i via arriving airline flights and does not include visitors who arrived into Hawai'i via foreign-flagged cruise ships. Visitor counts were calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. The data reported under this section were derived from Domestic In-flight survey and the International Departure survey.

Arrivals by Cruise Ships: Visitors who entered Hawai'i via foreign-flagged cruise ships. The data reported under this section were derived from the Cruise Visitor survey which covered U.S. flagged and foreign flagged cruise ships.

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

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

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

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

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

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

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

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

Expenditures, Cruise Visitor: Expenditures by visitors onboard foreign flagged and U.S. flagged cruise ships. Expenditures by visitors onboard the U.S. flagged cruise ship included spending on ship because the U.S. flagged cruise ship was considered Hawai'i businesses. Expenditures by visitors onboard foreign flagged cruise ships reported only on island expenditures.

Appendix A

Group Tour: Visitors who traveled and participated in activities in a group with tour guide(s) much of the time during their visit. For Japanese visitors, company-paid incentive travels were included in this category.

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

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

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

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

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

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

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

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

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

Appendix A

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

Seats, Charter: Number of seats, on all flights not reported by DIIO but reported on the state Airport ramp report.

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

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

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

SOURCES OF DATA FOR VISITOR STATISTICS

The data in this report came from the following sources:

Airline Passenger Counts: Every airline (both chartered and scheduled) reported passenger counts each month. These counts provided the total number of arriving passengers. Visitor counts were then derived by subtracting out the estimated in-transit passengers, returning Hawai'i residents and intended residents, as determined by the U.S. Customs Declaration Forms and domestic in-flight surveys.

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. U.S. Office of Travel and Tourism Industries (OTTI) manage the program. The monthly reports provided counts of international visitors to Hawai'i by their country of residence. The reports also identified those simply passing through Hawai'i (in-transit). Canadian and U.S residents were not included in these counts.

International Intercept Survey: Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport, the Kahului Airport on Maui, the Kona International Airport, and the Lihue Airport on Kaua'i. In 2013, a total of 55,795 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.

Appendix A

Domestic Survey: The domestic survey form is on the reverse side of the Hawai'i State Department of Agriculture's mandatory Plants and Animals declaration form. The dual-sided forms were distributed to passengers on all flights from the U.S. mainland to Hawai'i every day of the year. In 2013, there were 3,148,039 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.

Island Visitor Survey: Surveys were conducted at departure area of the airports on all the islands. In 2013, 30,479 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 6,962 completed forms received from Maui, 1,186 forms from Moloka'i, 1,192 forms from Lāna'i, 11,043 forms from Kaua'i, 5,349 forms from Hilo and 11,407 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures.

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 2013, a total of 24,257 completed forms were processed for cruise visitor information.

Cruise Passenger Counts: All cruise ships which entered Honolulu, Hilo and Lahaina Harbor reported passenger counts to the Department of Transportation, Harbors Division and the Department of Land and Natural Resources. HTA obtained 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: (refer to HTA's *2013 Visitor Plant Inventory Report*)

To access the report online in August 2013, visit:


<http://www.hawaiitourismauthority.org/research/reports/visitor-plant-inventory/>

Hospitality Advisors LLC Hawai'i Hotel Flash Report: A survey compiled in conjunction with STR, Inc. and Hospitality Advisors. Source of hotel occupancy rate, average room rate and revenue per available room.

Airseats Statistics: In 2013, the source for scheduled airseat statistics was changed from OAG to DIIO. 2012 Statistics were updated from data presented in the 2012 Annual Visitor Research Report.

APPENDIX B

DOMESTIC IN-FLIGHT SURVEY (BACK)



STATE OF HAWAII

HAWAII TOURISM AUTHORITY

Aloha! On behalf of the State of Hawaii, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawaii 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 Hawaii residents, those moving to Hawaii, frequent or repeat visitors to Hawaii 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 Hawaii.

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

Returning Hawaii resident.

Number of nights away from Hawaii.

NIGHTS
(ANSWER QUESTIONS 10 TO 14 ONLY.)

3. This trip to Hawaii 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
<input type="checkbox"/> O'ahu (includes Waikiki and Honolulu)	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="checkbox"/> Maui	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="checkbox"/> Molokai	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="checkbox"/> Lanai	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="checkbox"/> Kona (Big Island of Hawaii)	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="checkbox"/> Hilo (Big Island of Hawaii)	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="checkbox"/> Kauai	<input type="text"/> <input type="text"/> <input type="text"/>

8. [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 Hawaii 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 Hawaii? (mark all that apply)

Hotel Cruise Ship

Condominium Friends or Relatives

Rental House Hostel

Timeshare Unit Camp Site, Beach

Bed & Breakfast Other (please specify): _____

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

Honeymoon Other Business

To Get Married Visiting Friends or Relatives

Pleasure/Vacation Government or Military Business

Convention/Conference To Attend School

Corporate Meeting Sports Event

Incentive Trip Other (please specify): _____

11. What is your age:

12. What is your gender:

Male Female

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

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

14. I am a resident of:

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

1

2

3

4

5

6

7

8

9

0

Canada (provide postal code below)

-

All other countries (provide postal code below)

Argentina

Australia

Brazil

China

France

Germany

Hong Kong

Italy

Korea

Mexico

New Zealand

Philippines

Singapore

Switzerland

Taiwan

United Kingdom


Other (please specify): _____

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


HTA Form Rev. 05-15-2012 Printed in U.S.A. 39997

Mahalo (thank you) and Aloha!

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



INTERNATIONAL INTERCEPT SURVEY



HAWAII TOURISM AUTHORITY

INT'L

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

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

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

2. I am a:

Visitor to Hawai'i [CONTINUE TO QUESTION 3]

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

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

A few hours only [STOP HERE]

_____ night(s) [CONTINUE TO QUESTION 4]

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

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

Yes No

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

Yes No

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

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

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

Hotel

Condominium

Rental House

Timeshare Unit

Bed & Breakfast

Cruise Ship

Friends or Relatives

Hostel

Camp site, Beach

Other (please specify) _____

8a. What is the name of the hotel/condominium you stayed at while in Hawai'i?
Do not write in this box. For Internal Use Only

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

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 events

To attend a wedding

Other (please specify) _____

10. What is your age?
_____ years old

11. What is your gender? Male Female

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

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

13. I am a resident of:

U.S.A. Argentina

Australia Japan

Korea Brazil

Mexico New Zealand

China Philippines

France Singapore

Germany Switzerland

Hong Kong Taiwan

Italy United Kingdom

Canada Other _____

13a. Please specify zipcode/postal code:

USA Zipcode ----- _____

Canada Postal Code ----- _____

Other Country Postal Code ----- _____

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

YOUR NAME: _____

HOME ADDRESS: _____

ZIPCODE/ POSTAL CODE: _____

EMAIL ADDRESS: _____

DEPARTING HAWAII

Day / Month / Year

____ / ____ / ____

Flight No. _____ Name of Airline: _____

____ FOR INTERNAL USE ONLY
Airline Code

ARRIVAL IN HAWAII

Day / Month / Year

____ / ____ / ____

Flight No. _____ Name of Airline: _____

____ FOR INTERNAL USE ONLY
Airline Code

CONTINUE ON THE OTHER SIDE 1965494031

INTERNATIONAL INTERCEPT SURVEY (BACK)

14. On this trip, I first arrived at:

Honolulu International Airport
 Kona International Airport
 Maui Airport
 Kaula Airport
 Other (please specify) _____

15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?

Yes
 No

16. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 16a-16e.

IF NOT, please skip to Question 17.

a. How much did the package trip cost?
 (please specify currency)

, , US \$
 name of _____
 currency: _____

b. 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) _____

c. Name of the package: _____

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

e. Number of people covered by amount in Q16a above: persons

17. 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: _____


18. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.) Absolutely no personal information will be shared.

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

18a. Lodging (hotel, condo, B&B, hostel, etc., including tips) ... US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18b. Total food and beverage --- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
In restaurants, bars and other eating places----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Dinner shows/dinner cruises-----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Groceries/snacks----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18c. Total Entertainment ----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Attractions/entertainment -----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Recreation/Sports (e.g. golf, tennis, snorkeling, hiking)----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other activities & tours ----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18d. Total Transportation----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Inter island airfare ----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Bus, taxi, trolley, etc. -----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Rental car/mopeds -----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other expenses (gasoline, parking, etc.) -----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18e. Total Shopping ----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Fashion and clothing -----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Jewelry/watches----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Cosmetics/perfumes-----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Leather goods (belts, wallets, handbags, etc.)----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Hawai'i food products to take home (fruits, nuts, coffee etc.)-----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Souvenirs----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18f. Other Spending	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Electronics-----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Health/Wellness-----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Household Items----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Art and Collectibles----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Other, please specify below ----- US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
18. TOTAL for Question 18 (18a-18f)-----US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

4751494037 Int'l 2013Q1

ISLAND SURVEY



HAWAII TOURISM

AUTHORITY

Island Survey

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

Please indicate your departure information:

Date: - -

Flight Number:

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]
 Hawaii 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	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
MauI	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Kaua'i	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Molokai	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Lana'i	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Kona (Big Island of Hawaii)	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Hilo (Big Island of Hawaii)	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
TOTAL NIGHTS ALL ISLANDS		<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>

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

5b. Including this trip, how many times have you visited Hawaii?

5c. [IF TWO OR MORE TRIPS TO HAWAII] What year did you last visit Hawaii?
 Specify Year:

6. On this trip, you first arrived at:
 Honolulu International Airport
 Kona International Airport
 Maui Airport
 Kaua'i 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
 Other (please specify) _____

9a. What is the name of the hotel/condominium you stayed at while on this island? _____

9b. On this trip, did you or any member of your family/party attend any events at the Hawaii 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 trip
 Other business
 Visiting friends or relatives
 Government or military business
 To attend school
 Sporting events
 Other (please specify) _____

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	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
13 to 17 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18 to 24 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
25 to 40 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
41 to 59 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
60 or more years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
TOTAL	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

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) _____

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CONTINUE TO OTHER SIDE →

ISLAND SURVEY (BACK)

15. Was this trip to this island a day-only trip or did you stay at least one night?
 Day-only trip
 Stayed at least one night

16. Did you come to this island on a pre-paid package trip (including at least airfare and any of the following)?
 Yes [IF YES, CONTINUE]
 No [IF NO, SKIP TO QUESTION 17a]

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

b. How much did your package cost? US\$ _____, _____

c. Number of nights covered by it: _____

d. Number of people covered by amount: _____

e. Name of the package: _____
DO NOT WRITE IN THESE BOXES

f. Name of travel company: _____
DO NOT WRITE IN THESE BOXES

g. Did your package include a stay on:
 This island only
 Multiple Hawaiian Islands

17a. Did you arrive on this island on a transpacific flight or an inter-island flight?
 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. How much did you spend in total on non-packaged items while on this island? (NOT including packaged expenses and transpacific airfare in Questions 16 and 17). Of this amount, how much did you spend for:
 How many people are you reporting for? _____ persons
 [SPECIFY NUMBER OF PEOPLE]

"Amount spent on THIS ISLAND ONLY"	
18a. Lodging (hotel, condo, B&B, incl. tips)	US\$ _____, _____
18b. Total Food and Beverage	US\$ _____, _____
• In restaurants, bars and other eating places	US\$ _____, _____
• Dinner shows/ Dinner cruises	US\$ _____, _____
• Groceries/snacks	US\$ _____, _____
18c. Total Entertainment	US\$ _____, _____
• Attractions	US\$ _____, _____
• Recreation (golf, tennis, snorkeling, etc.)	US\$ _____, _____
• Other entertainment & tours	US\$ _____, _____
18d. Total Ground Transportation	US\$ _____, _____
• Ground transportation (buses, taxis, trolleys)	US\$ _____, _____
• Rental car/moped	US\$ _____, _____
• Other transportation costs (gas, parking)	US\$ _____, _____
18e. 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, & other products)	US\$ _____, _____
• Souvenirs	US\$ _____, _____
18f. Other Spending (Describe)	US\$ _____, _____
_____	US\$ _____, _____
_____	US\$ _____, _____
_____	US\$ _____, _____
SUM OF Q18a-Q18f	US\$ _____, _____

1767310049 Mahalo (Thank You)! Please return your completed survey to the interviewer. Island Survey (Oahu) 2012Q4

CRUISE SURVEY



HAWAII

TOURISM AUTHORITY

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

Cruise Start Date: - -
 Month Day Year

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

2. I am a:
 Visitor to Hawaii
 Resident of Hawaii

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

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

Before starting this cruise	<input type="text"/>
During this cruise	<input type="text"/>
Expect to spend after this cruise	<input type="text"/>
TOTAL NIGHTS IN HAWAII <small>(Before, during and after cruise)</small>	<input type="text"/>

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

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maui	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Big Island	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Kaua'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lana'i	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Molokai	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

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

7. While you were on your cruise, did you purchase any shore tours in Hawaii?
 Yes No

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

- Airfare (Inter island) (Number of one-way flights)
- Non-cruise lodging (Number of nights)
- Meals on shore (Number of meals)
- Rental car (Number of days)
- None of the above

9. I am a resident of:

U.S.A. (specify zip code)

Canada United Kingdom
 Japan Germany
 Korea France
 Taiwan Switzerland
 Hong Kong Australia
 Other (specify) _____ DO NOT WRITE IN THESE BOXES

10. Did you do any of the following on this trip to Hawaii?
 Go on honeymoon
 Get married
 Attend a wedding
 Attend a Convention/Conference
 Conduct some business
 Visit friends or relatives
 Play golf

11. What is your age? years old

12. What is your gender?
 Male Female

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

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

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CONTINUE TO OTHER SIDE →

CRUISE SURVEY (BACK)

FOR ALL PARTS OF QUESTION 14:
 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.

14. 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\$,

14.1 Including yourself, how many people does this expenditure cover?

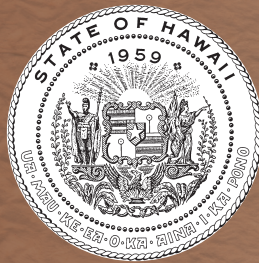
Of this total amount (Q14), how much was spent for:

	O'AHU (IN US\$)	MAUI (Maui/Mo'ohihi/Lanai) (IN US\$)	KAUAI (IN US\$)	BIG ISLAND OF HAWAII KONA (IN US\$) HILO (IN US\$)	
14a. Lodging (total bill of hotel, condo, B&B, etc.)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
14b. Total Food and Beverage	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• In restaurants and other eating places	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Dinner shows/cruises	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Groceries/snacks	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
14c. Total Entertainment and Recreation	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
14d. Total Shore Tours	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
14e. Total Transportation	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Inter-island airfare	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Ground transportation (buses, taxis, trolleys)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Rental car/moped	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Other transportation costs (gas, parking)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
14f. Total Shopping	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Fashion and clothing	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Jewelry/watch	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Cosmetics/perfumes	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Leather goods (belts, wallets, handbags, etc.)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Hawai'i food products (fruits, nuts, coffee)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
• Souvenirs	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
14g. All other spending outside of the ship: (please specify for each island visited)	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> _____ _____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> _____ _____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> _____ _____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> _____ _____	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> _____ _____
	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> DO NOT WRITE IN THESE BOXES	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> DO NOT WRITE IN THESE BOXES	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> DO NOT WRITE IN THESE BOXES	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> DO NOT WRITE IN THESE BOXES	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> DO NOT WRITE IN THESE BOXES

NAME OF CRUISE SHIP: _____

CABIN NUMBER (OPTIONAL): PLEASE FILL-IN CABIN NUMBER TO APPLY FOR PRIZE DRAWING.

CRUISE INTL 2012 3273098901



HAWAII TOURISM

AUTHORITY

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Honolulu, Hawai'i 96815
hawaii tourism authority.org