



ANNUAL VISITOR  
RESEARCH REPORT

2002

**DBEDT**

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

**S T A T E   O F   H A W A I I**

P.O. Box 2359 • Honolulu, Hawaii 96804  
Walk in address: 250 South Street, 4th Floor

**2002 ANNUAL VISITOR  
RESEARCH REPORT**

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## ABOUT THIS REPORT

This report has been produced by the staff of the Research and Economic Analysis Division of the Hawaii State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Theodore E. Liu. This report is prepared by Dr. Eugene Tian under the direction of the Division Administrator, Glenn K. Ifuku, with the assistance of Cy Feng, Minh-Chau T. Chun, Lawrence Liu and Dwayne Chang.

Mr. Christopher Kam, Director of the Market Trends Department of the Hawaii Visitors and Convention Bureau reviewed this report and provided valuable comments.

The report is also available in Adobe Acrobat form on the DBEDT Web Site, <http://www.hawaii.gov/dbedt/stats.html>.

For further information on the content of this report, contact the DBEDT Library at 586-2424, or e-mail [library@dbedt.hawaii.gov](mailto:library@dbedt.hawaii.gov). If you would like copies of this report, contact the Research and Economic Analysis Division at (808) 586-2466.

# SUMMARY OF 2002 VISITORS TO HAWAII

## *OVERVIEW OF ALL VISITORS*

### *VISITORS BY AIR:*

*VISITOR DAYS*

*TOTAL EXPENDITURES*

*PER PERSON PER DAY SPENDING*

*PER PERSON PER TRIP SPENDING*

*ISLAND VISITOR PATTERNS*

*MONTHLY VISITATION PATTERN*

## *CRUISE PASSENGERS*

# OVERVIEW OF ALL VISITORS

## ALL VISITORS

Hawaii's visitor industry rebounded and showed overall growth in 2002 with total visitor days of those who came to the islands by air and by cruise ships up 4.1 percent compared to 2001. One year after the events of September 11<sup>th</sup>, the total number of air and cruise ship visitors rose 1.6 percent to 6,452,834 while their average length of stay increased to 9.38 days (+2.3%).

A total of 6,389,058 visitors arrived by air to the state. Although international air visitor days were down by 2.4 percent for the year due to lower visitor arrivals (-2.4%), this was an improvement from the double-digit losses experienced during the months after the terrorist attack. Offsetting the soft international market were increases from the domestic segment. Domestic visitor days rose 6.2 percent due to a 3.2 percent growth in arrivals by air and a longer average length of stay (+2.9% to 10.50 days). Domestic arrivals totaled 4,358,850 visitors during the year and was the second highest on record, only surpassed by the milestone 4,446,936 domestic visitors who came in 2000.

Another highlight in 2002 was the continued expansion of Hawaii's cruise ship industry. The number of visitors who came by cruise ships touring the islands climbed 36.9 percent compared to the previous year to 63,776 visitors.

Total expenditures by air and cruise ship visitors rose 8.7 percent to nearly \$10.0 billion. Of this amount, \$9.95 billion in expenditures were by visitors who came by air, up 8.6 percent from 2001. The average daily spending by air visitors also increased from \$159 per person to \$166 per person. Expenditures by visitors who arrived by cruise ships jumped 42.7 percent to \$44.1 million, while their daily spending rose from \$86 per person to \$99 per person.

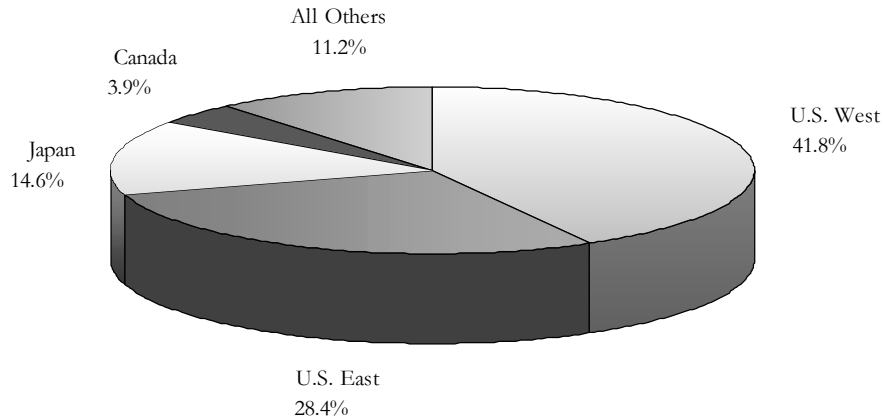
## ARRIVALS BY AIR

### VISITOR DAYS

Total visitor days (visitor arrivals multiplied by the average length of stay) of those who came to the islands by air grew 4.0 percent in 2002. The U.S. West, Hawaii's primary market (41.8% of the state total), experienced a 7.0 percent growth in visitor days due to increased arrivals (+4.8%) and a longer average length of stay (+2.1% to 10.10 days). Although arrivals from the U.S. East were off slightly (-0.4%) those who came to the islands during the year stayed longer (+3.7% to 10.79 days) resulting in a 3.4 percent rise in visitor days for this group of visitors to comprise 28.4% of the state total.

Japanese visitor days which accounted for 14.6 percent of the state total, declined (-4.8%) in 2002 due to lower arrivals (-3.0%) and a drop in the average length of stay (-1.9% to 5.91 days). Canada, the 4<sup>th</sup> largest market, reported a 10.7 percent decrease in visitor days to comprise 3.9 percent of the visitors days in the state.

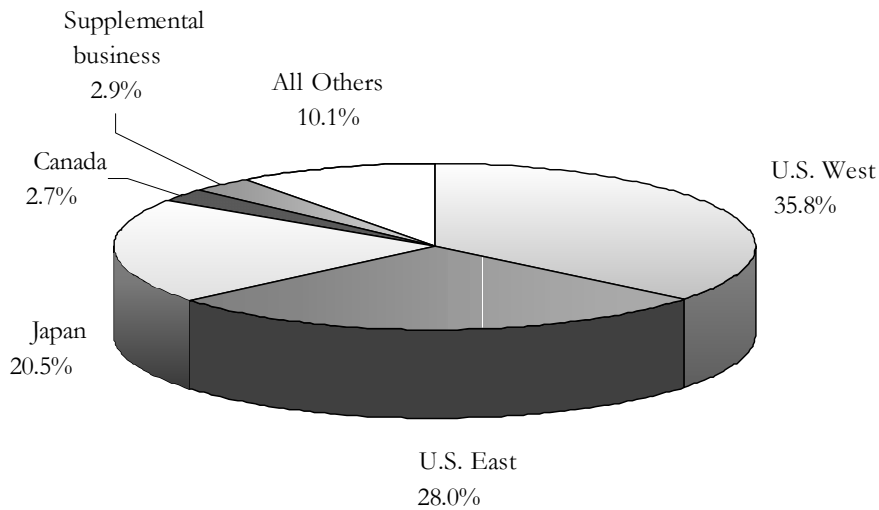
**FIGURE 1: Air Visitor Days by Major Market Areas  
Calendar Year 2002**



**VISITOR EXPENDITURES**

Spending by air visitors from the U.S. West rose 11.7 percent from the previous year to \$3.6 billion and comprised the largest portion of total air visitor expenditures at 35.8 percent. Spending by U.S. East visitors (+10.6%) ranked second at \$2.8 billion or 28.0 percent of the total. Japanese expenditures (-2.2%) followed in 3<sup>rd</sup> place at \$2.0 billion or a 20.5 percent share. Combined, these three MMAs accounted for 84.3 percent of total expenditures for the year.

**FIGURE 2: Air Visitor Expenditures by Major Market Areas Calendar  
Year 2002**



## **PER PERSON PER DAY SPENDING**

Average per person per day (PPPD) expenditures by air visitors in 2002 rose from \$159 to \$166 per person, due to increased spending by visitors from the U.S. West, U.S. East, Japan, Europe, Oceania and Other Asia. Average daily spending by visitors from Canada and Latin America declined compared to the previous year.

Japanese visitors' per person per person spending continued to be the highest compared to all other visitor groups at \$233 per day. Visitors from Other Asia (\$165 per day) ranked second followed by those from the U.S. East (\$163 per day), Oceania (\$148 per day), Europe (\$145 per day) and the U.S. West (\$142 per day). Visitors from Latin America and Canada spent the least at \$123 per day and \$115 per day, respectively. Airfare costs to and from Hawaii are not included in these spending estimates.

## **PER PERSON PER TRIP SPENDING**

Growth in arrivals and a longer length of stay contributed to a 7.1 percent increase in total per person per trip expenditures by air visitors to \$1,557. European air visitors spent the most on a per trip basis, averaging \$1,945 per person, followed by visitors from the U.S. East at \$1,759 per person, the U.S. West at \$1,433 per person, Canada at \$1,430 per person, Japan at \$1,377 per person, Other Asia at \$1,297 per person and Latin America at \$1,282 per person. Visitors from Oceania spent the lowest per trip at \$1,263 per person. Airfare costs to and from Hawaii are not included in these spending estimates.

## **ISLAND VISITOR PATTERNS**

**Island of Oahu:** Oahu visitor days rose 3.0 percent in 2002 (TABLES 4 & 41) largely due to increased domestic visitor days (+5.7%) from growth in arrivals (+1.8%) by air and a longer length of stay. International visitor days were off 1.6 percent from the previous year. Oahu comprised close to 74 percent of all international visitor days in the state and 42.4 percent of domestic visitor days. Both domestic and international visitors spent more days on Oahu than on any other island during their stay (8.01 and 5.70 days, respectively). On an average day, the number of visitors on Oahu (the average daily visitor census) was 82,121, up 3.0 percent from the previous year (TABLE 6).

**Islands of Maui, Molokai and Lanai:** Total visitor days for the island of Maui increased 5.2 percent (TABLES 4 & 43) as higher domestic visitor days (+8.3%) offset declines in the international market (-13.6%). This island accounted for 11.9 percent of all international visitor days spent in Hawaii and 28.8 percent of all domestic visitor days. Maui Island's average daily visitor census grew 5.2 percent to 40,744 air visitors.

Growth in domestic (+1.6%) and international (+22.7%) arrivals by air to Molokai and a longer length of stay by these visitors contributed to a 14.9 percent increase in visitor days for this island in 2002 (TABLE 44). The average daily census on Molokai jumped 14.9 percent to 955 visitors.

A surge in international arrivals (+35.6%) was not enough to offset decreased visitations from the larger domestic market (-11.5%), resulting in a 4.8 percent decline in visitor days for Lanai. The average daily census was also down 4.8 percent from the previous year to 1,044 air visitors. (TABLES 6 & 45).

**Island of Kauai:** Kauai visitor days rose 3.6 percent, largely due to increased arrivals by air and a longer average length of stay from the domestic market (TABLE 46). Kauai made up 12.7 percent of the State's total domestic visitor days, but only 3.7 percent of international visitor days. The average daily census was 17,432 visitors, 3.6 percent higher than in the previous year.

**Island of Hawaii:** Visitor days for the island of Hawaii were up 5.8 percent from the previous year due to growth in both domestic (+5.8%) and international (+3.7%) arrivals by air (TABLE 47). The average daily census increased 5.8 percent to 22,277 visitors in 2002. Hawaii accounted for 9.7 percent of all international visitor days for the State and 14.7 percent of all domestic visitor days.

### **MONTHLY VISITATION PATTERN**

July 2002 was the most popular month for air visitors to Hawaii with an average of 189,548 visitors present per day. August was second averaging 188,569 visitors per day. December and June ranked third and fourth with 184,627 and 183,639 visitors, respectively on a daily basis. Generally, the summer months (June through August) and the winter months (December, January and February) saw the most visitors to the islands.

## **CRUISE PASSENGERS**

A total of 242,144 passengers were aboard cruise ships touring the islands during 2002, of which 235,027 visitors were from out of state (up 52.6% from 2001) while 7,117 passengers were Hawaii residents (TABLE 66).

Of those from out of state, 171,251 visitors came by air to board cruise ships while 63,776 visitors came by cruise ships to Hawaii (TABLE 65).

It should be noted that characteristics and expenditures of cruise visitors who came by air are combined with other air visitors' statistics.

TABLE 1: Summary of Visitor Statistics: 2002 vs. 2001 (continued)

CATEGORY AND MMA	2002	2001	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>9,993.8</b>	<b>9,194.6</b>	<b>8.7</b>
<b>Visitor arrivals by air</b>	9,949.7	9,163.7	8.6
U.S. West	3,563.9	3,190.8	11.7
U.S. East	2,784.2	2,517.3	10.6
Japan	2,042.2	2,089.2	-2.2
Canada	271.5	309.2	-12.2
Europe	216.4	184.8	17.1
Oceania	137.5	90.3	52.3
Other Asia	144.4	116.7	23.7
Latin America	16.8	21.0	-20.3
Other	485.6	366.1	32.6
Supplemental business (all MMAs)	287.3	278.2	3.3
<b>Visitor arrivals by cruise ships</b>	44.1	30.9	42.7
<b>TOTAL VISITOR DAYS</b>	<b>60,515,052</b>	<b>58,117,908</b>	<b>4.1</b>
<b>Visitor arrivals by air</b>	60,068,620	57,760,242	4.0
U.S. West	25,112,982	23,462,699	7.0
U.S. East	17,081,693	16,524,415	3.4
Japan	8,760,045	9,201,668	-4.8
Canada	2,357,310	2,638,548	-10.7
Europe	1,497,808	1,521,623	-1.6
Oceania	931,182	681,446	36.6
Other Asia	874,186	771,288	13.3
Latin America	136,712	153,372	-10.9
Other	3,316,702	2,805,183	18.2
<b>Visitor arrivals by cruise ships</b>	446,432	357,665	24.8
<b>VISITOR ARRIVALS</b>	<b>6,452,834</b>	<b>6,350,362</b>	<b>1.6</b>
<b>Visitor arrivals by air</b>	6,389,058	6,303,791	1.4
U.S. West	2,486,914	2,372,070	4.8
U.S. East	1,582,563	1,588,164	-0.4
Japan	1,483,121	1,528,564	-3.0
Canada	189,890	216,948	-12.5
Europe	111,275	126,020	-11.7
Oceania	108,835	81,158	34.1
Other Asia	111,347	101,870	9.3
Latin America	13,092	14,737	-11.2
Other	302,019	274,259	10.1
<b>Visitor arrivals by cruise ships</b>	63,776	46,571	36.9
<b>AVERAGE LENGTH OF STAY (days)</b>	<b>9.38</b>	<b>9.16</b>	<b>2.3</b>
<b>Visitor arrivals by air</b>	9.40	9.16	2.6
U.S. West	10.10	9.89	2.1
U.S. East	10.79	10.40	3.7
Japan	5.91	6.02	-1.9
Canada	12.41	12.16	2.1
Europe	13.46	12.07	11.5
Oceania	8.56	8.40	1.9
Other Asia	7.85	7.57	3.7
Latin America	10.44	10.41	0.3
Other	10.98	10.23	7.4
<b>Visitor arrivals by cruise ships</b>	7.00	7.7	-8.9

Source: DBEDT

**TABLE 1: Summary of Visitor Statistics: 2002 vs. 2001 (continued)**

CATEGORY AND MMA	2002	2001	(%) Change
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>165.1</b>	<b>158.2</b>	<b>4.4</b>
<b>Visitor arrivals by air</b>	165.6	158.7	4.4
U.S. West	141.9	136.0	4.4
U.S. East	163.0	152.3	7.0
Japan	233.1	227.0	2.7
Canada	115.2	117.2	-1.7
Europe	144.5	121.4	19.0
Oceania	147.6	132.5	11.4
Other Asia	165.2	151.3	9.2
Latin America	122.7	137.2	-10.5
Other	146.4	130.5	12.2
<b>Visitor arrivals by cruise ships</b>	98.7	86.4	14.2
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,548.7</b>	<b>1,449.6</b>	<b>6.8</b>
<b>Visitor arrivals by air</b>	1,557.3	1,453.7	7.1
U.S. West	1,433.0	1,345.1	6.5
U.S. East	1,759.3	1,585.1	11.0
Japan	1,377.0	1,366.8	0.7
Canada	1,429.6	1,425.2	0.3
Europe	1,945.0	1,466.3	32.7
Oceania	1,263.1	1,112.4	13.5
Other Asia	1,296.8	1,145.6	13.2
Latin America	1,281.8	1,427.9	-10.2
Other	1,607.7	1,335.0	20.4
<b>Visitor arrivals by cruise ships</b>	690.9	663.6	4.1



**TABLE 2: Summary of Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	60,068,620	57,760,242	4.0%	45,773,227	43,108,798	6.2%	14,295,394	14,651,444	-2.4%
Total Visitors	6,389,058	6,303,791	1.4%	4,358,850	4,224,321	3.2%	2,030,208	2,079,470	-2.4%
<b>PARTY SIZE</b>									
One	1,133,919	1,213,846	-6.6%	897,046	899,746	-0.3%	236,873	314,100	-24.6%
Two	2,556,168	2,582,700	-1.0%	1,929,862	1,900,982	1.5%	626,306	681,718	-8.1%
Three or more	2,698,971	2,507,244	7.6%	1,531,942	1,423,593	7.6%	1,167,029	1,083,652	7.7%
Avg Party Size	2.10	2.04	2.7%	1.94	1.91	1.4%	2.54	2.37	7.1%
<b>VISIT STATUS</b>									
First-Time	2,411,780	2,451,968	-1.6%	1,472,866	1,452,726	1.4%	938,914	999,242	-6.0%
Repeat	3,977,278	3,851,823	3.3%	2,885,984	2,771,595	4.1%	1,091,294	1,080,228	1.0%
Average # of Trips	4.43	4.32	2.6%	4.69	4.89	-4.1%	3.87	3.16	22.7%
<b>TRAVEL METHOD</b>									
Group Tour	1,036,325	1,080,176	-4.1%	322,348	333,694	-3.4%	713,977	746,482	-4.4%
Package	2,933,164	2,882,756	1.7%	1,477,825	1,372,737	7.7%	1,455,339	1,510,019	-3.6%
Group Tour & Pkg	933,591	973,656	-4.1%	259,385	266,824	-2.8%	674,206	706,832	-4.6%
True Independent	3,353,160	3,314,515	1.2%	2,818,062	2,784,714	1.2%	535,098	529,801	1.0%
<b>ISLANDS VISITED</b>									
Oahu	4,276,077	4,257,535	0.4%	2,423,169	2,379,285	1.8%	1,852,908	1,878,250	-1.3%
Maui County	2,139,427	2,104,478	1.7%	1,770,103	1,685,960	5.0%	369,324	418,518	-11.8%
...Maui	2,073,051	2,048,768	1.2%	1,725,051	1,640,961	5.1%	348,000	407,806	-14.7%
...Molokai	75,135	70,233	7.0%	53,152	52,312	1.6%	21,983	17,921	22.7%
...Lanai	80,874	84,905	-4.7%	64,433	72,783	-11.5%	16,441	12,122	35.6%
Kauai	1,005,898	1,008,698	-0.3%	849,913	839,368	1.3%	155,985	169,329	-7.9%
Big Island	1,243,313	1,181,551	5.2%	918,680	868,615	5.8%	324,633	312,936	3.7%
...Hilo	448,449	387,345	15.8%	318,422	286,159	11.3%	130,028	101,186	28.5%
...Kona	1,033,614	1,027,781	0.6%	756,541	756,001	0.1%	277,073	271,780	1.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.01	6.83	2.6%	8.01	7.72	3.8%	5.70	5.71	-0.2%
Maui (days)	7.17	6.90	4.0%	7.63	7.41	3.0%	4.89	4.83	1.3%
Molokai (days)	4.64	4.32	7.4%	5.47	5.03	8.7%	2.63	2.23	17.7%
Lanai (days)	4.71	4.71	-0.1%	4.92	5.02	-2.1%	3.88	2.85	36.3%
Kauai (days)	6.33	6.09	3.9%	6.87	6.67	2.9%	3.38	3.20	5.8%
Big Island (days)	6.54	6.51	0.5%	7.34	7.31	0.4%	4.28	4.28	-0.1%
...Hilo (days)	3.82	4.00	-4.5%	4.31	4.44	-2.9%	2.63	2.76	-4.9%
...Kona (days)	6.21	5.97	4.0%	7.10	6.72	5.7%	3.78	3.90	-3.1%
Statewide (days)	9.40	9.16	2.6%	10.50	10.20	2.9%	7.04	7.05	-0.1%
<b>ACCOMMODATIONS</b>									
Hotel	4,352,235	4,233,728	2.8%	2,631,316	2,483,754	5.9%	1,720,919	1,749,973	-1.7%
...Hotel Only	3,905,218	3,888,880	0.4%	2,268,341	2,213,039	2.5%	1,636,877	1,675,841	-2.3%
Condo	1,048,160	1,042,016	0.6%	853,640	821,249	3.9%	194,520	220,767	-11.9%
...Condo Only	821,834	872,162	-5.8%	680,772	688,495	-1.1%	141,062	183,667	-23.2%
Timeshare	390,784	351,948	11.0%	363,851	322,776	12.7%	26,933	29,172	-7.7%
...Timeshare Only	288,798	276,143	4.6%	274,587	255,833	7.3%	14,210	20,310	-30.0%
Apartment	44,254	73,168	-39.5%	30,426	59,168	-48.6%	13,829	14,000	-1.2%
Bed & Breakfast	69,866	70,899	-1.5%	57,856	60,037	-3.6%	12,010	10,862	10.6%
Cruise Ship	192,281	135,744	41.6%	170,746	121,472	40.6%	21,535	14,272	50.9%
Friends or Relatives	587,694	557,739	5.4%	491,537	485,168	1.3%	96,156	72,571	32.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	5,202,723	5,023,619	3.6%	3,442,117	3,273,947	5.1%	1,760,606	1,749,672	0.6%
...Honeymoon/Get Married (Net)	696,298	499,778	39.3%	271,461	253,253	7.2%	424,837	246,525	72.3%
MC&I (Net)	416,236	423,642	-1.7%	323,776	331,360	-2.3%	92,460	92,283	0.2%
.....Convention/Conf.	254,907	252,284	1.0%	210,206	204,697	2.7%	44,701	47,587	-6.1%
.....Corp. Meetings	80,997	95,082	-14.8%	63,662	76,547	-16.8%	17,335	18,535	-6.5%
.....Incentive	89,707	81,815	9.6%	56,778	53,716	5.7%	32,929	28,100	17.2%
Other Business	239,073	210,366	13.6%	193,300	177,130	9.1%	45,773	33,236	37.7%
Visit Friends/Relatives	509,413	435,150	17.1%	415,487	361,100	15.1%	93,926	74,050	26.8%
Government/Military	97,440	81,161	20.1%	67,929	59,955	13.3%	29,511	21,206	39.2%
Attend School	24,476	23,925	2.3%	12,411	14,362	-13.6%	12,065	9,562	26.2%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	9,662.4	8,885.5	8.7%	6,864.0	6,103.6	12.5%	2,798.3	2,781.9	0.6%
Per Person Per Day (\$)	160.9	153.8	4.6%	150.0	141.6	5.9%	195.8	189.9	3.1%
Per Person Per Trip (\$)	1,512.3	1,409.5	7.3%	1,574.7	1,444.9	9.0%	1,378.4	1,337.8	3.0%

Source: DBEDT

**TABLE 3: Visitor Characteristics [% of Total] 2002 vs. 2001  
(Arrivals by air)**

2002 & 2001 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2002	2001	2002	2001	2002	2001
Total Visitors	6,389,058	6,303,791	4,358,850	4,224,321	2,030,208	2,079,470
<b>PARTY SIZE</b>						
One	17.7%	19.3%	20.6%	21.3%	11.7%	15.1%
Two	40.0%	41.0%	44.3%	45.0%	30.8%	32.8%
Three or more	42.2%	39.8%	35.1%	33.7%	57.5%	52.1%
Avg Party Size	2.10	2.04	1.94	1.91	2.54	2.37
<b>VISIT STATUS</b>						
First-Time	37.7%	38.9%	33.8%	34.4%	46.2%	48.1%
Repeat	62.3%	61.1%	66.2%	65.6%	53.8%	51.9%
Average # of Trips	4.43	4.32	4.69	4.89	3.87	3.16
<b>TRAVEL METHOD</b>						
Group Tour	16.2%	17.1%	7.4%	7.9%	35.2%	35.9%
Package	45.9%	45.7%	33.9%	32.5%	71.7%	72.6%
Group Tour & Pkg	14.6%	15.4%	6.0%	6.3%	33.2%	34.0%
True Independent	52.5%	52.6%	64.7%	65.9%	26.4%	25.5%
<b>ISLANDS VISITED</b>						
Oahu	66.9%	67.5%	55.6%	56.3%	91.3%	90.3%
Maui County	33.5%	33.4%	40.6%	39.9%	18.2%	20.1%
...Maui	32.4%	32.5%	39.6%	38.8%	17.1%	19.6%
...Molokai	1.2%	1.1%	1.2%	1.2%	1.1%	0.9%
...Lanai	1.3%	1.3%	1.5%	1.7%	0.8%	0.6%
Kauai	15.7%	16.0%	19.5%	19.9%	7.7%	8.1%
Big Island	19.5%	18.7%	21.1%	20.6%	16.0%	15.0%
...Hilo	7.0%	6.1%	7.3%	6.8%	6.4%	4.9%
...Kona	16.2%	16.3%	17.4%	17.9%	13.6%	13.1%
<b>ACCOMMODATIONS</b>						
Hotel	68.1%	67.2%	60.4%	58.8%	84.8%	84.2%
...Hotel Only	61.1%	61.7%	52.0%	52.4%	80.6%	80.6%
Condo	16.4%	16.5%	19.6%	19.4%	9.6%	10.6%
...Condo Only	12.9%	13.8%	15.6%	16.3%	6.9%	8.8%
Timeshare	6.1%	5.6%	8.3%	7.6%	1.3%	1.4%
...Timeshare Only	4.5%	4.4%	6.3%	6.1%	0.7%	1.0%
Apartment	0.7%	1.2%	0.7%	1.4%	0.7%	0.7%
Bed & Breakfast	1.1%	1.1%	1.3%	1.4%	0.6%	0.5%
Cruise Ship	3.0%	2.2%	3.9%	2.9%	1.1%	0.7%
Friends or Relatives	9.2%	8.8%	11.3%	11.5%	4.7%	3.5%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	81.4%	79.7%	79.0%	77.5%	86.7%	84.1%
...Honeymoon/Get Married (Net)	10.9%	7.9%	6.2%	6.0%	20.9%	11.9%
MC&I (Net)	6.5%	6.7%	7.4%	7.8%	4.6%	4.4%
.....Convention/Conf.	4.0%	4.0%	4.8%	4.8%	2.2%	2.3%
.....Corp. Meetings	1.3%	1.5%	1.5%	1.8%	0.9%	0.9%
.....Incentive	1.4%	1.3%	1.3%	1.3%	1.6%	1.4%
Other Business	3.7%	3.3%	4.4%	4.2%	2.3%	1.6%
Visit Friends/Relatives	8.0%	6.9%	9.5%	8.5%	4.6%	3.6%
Government/Military	1.5%	1.3%	1.6%	1.4%	1.5%	1.0%
Attend School	0.4%	0.4%	0.3%	0.3%	0.6%	0.5%

Source: DBEDT

**TABLE 4: Visitor Days by Island: 2002 vs. 2001  
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
TOTAL STATE	60,068,620	57,760,242	4.0%	45,773,227	43,108,798	6.2%	14,295,394	14,651,444	-2.4%
OAHU	29,974,193	29,091,282	3.0%	19,418,549	18,364,796	5.7%	10,555,644	10,726,487	-1.6%
MAUI COUNTY	15,600,756	14,837,601	5.1%	13,777,372	12,794,191	7.7%	1,823,384	2,043,410	-10.8%
MAUI	14,871,437	14,134,190	5.2%	13,169,648	12,165,307	8.3%	1,701,790	1,968,884	-13.6%
MOLOKAI	348,550	303,261	14.9%	290,731	263,230	10.4%	57,819	40,031	44.4%
LANAI	380,768	400,150	-4.8%	316,994	365,654	-13.3%	63,775	34,496	84.9%
KAUAI	6,362,682	6,142,903	3.6%	5,834,683	5,600,916	4.2%	527,999	541,987	-2.6%
BIG ISLAND	8,130,989	7,688,457	5.8%	6,742,622	6,348,896	6.2%	1,388,367	1,339,561	3.6%
HILO	1,714,632	1,550,833	10.6%	1,372,961	1,271,175	8.0%	341,671	279,658	22.2%
KONA	6,416,357	6,137,624	4.5%	5,369,661	5,077,721	5.7%	1,046,696	1,059,903	-1.2%

**TABLE 5: Visitor Days by Month: 2002 vs. 2001  
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JANUARY	4,955,561	5,628,265	-12.0%	3,778,312	4,123,699	-8.4%	1,177,249	1,504,566	-21.8%
FEBRUARY	4,710,326	4,941,711	-4.7%	3,557,882	3,515,073	1.2%	1,152,444	1,426,638	-19.2%
MARCH	4,980,555	5,355,904	-7.0%	3,699,124	3,755,791	-1.5%	1,281,431	1,600,113	-19.9%
APRIL	4,159,427	4,645,722	-10.5%	3,153,334	3,429,732	-8.1%	1,006,093	1,215,990	-17.3%
MAY	4,444,875	4,391,613	1.2%	3,450,837	3,345,256	3.2%	994,038	1,046,358	-5.0%
JUNE	5,509,157	5,485,939	0.4%	4,438,147	4,216,048	5.3%	1,071,009	1,269,891	-15.7%
JULY	5,875,980	5,990,893	-1.9%	4,633,509	4,493,134	3.1%	1,242,471	1,497,758	-17.0%
AUGUST	5,845,638	5,723,244	2.1%	4,409,082	4,100,236	7.5%	1,436,556	1,623,008	-11.5%
SEPTEMBER	4,505,520	3,251,896	38.6%	3,384,001	2,436,279	38.9%	1,121,519	815,617	37.5%
OCTOBER	4,683,184	3,570,250	31.2%	3,568,851	2,868,534	24.4%	1,114,333	701,716	58.8%
NOVEMBER	4,674,973	3,805,947	22.8%	3,469,772	3,002,204	15.6%	1,205,201	803,743	49.9%
DECEMBER	5,723,423	4,968,859	15.2%	4,230,374	3,822,812	10.7%	1,493,049	1,146,047	30.3%
<b>TOTAL</b>	<b>60,068,620</b>	<b>57,760,242</b>	<b>4.0%</b>	<b>45,773,227</b>	<b>43,108,798</b>	<b>6.2%</b>	<b>14,295,394</b>	<b>14,651,444</b>	<b>2.4%</b>

**TABLE 6: Average Daily Census by Island: 2002 vs. 2001  
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
TOTAL STATE	164,572	158,247	4.0%	125,406	118,106	6.2%	39,165	40,141	-2.4%
OAHU	82,121	79,702	3.0%	53,202	50,315	5.7%	28,920	29,388	-1.6%
MAUI COUNTY	42,742	40,651	5.1%	37,746	35,053	7.7%	4,996	5,598	-10.8%
MAUI	40,744	38,724	5.2%	36,081	33,330	8.3%	4,662	5,394	-13.6%
MOLOKAI	955	831	14.9%	797	721	10.4%	158	110	44.4%
LANAI	1,044	1,096	-4.8%	868	1,002	-13.3%	175	95	84.9%
KAUAI	17,432	16,830	3.6%	15,985	15,345	4.2%	1,447	1,485	-2.6%
BIG ISLAND	22,277	21,064	5.8%	18,473	17,394	6.2%	3,804	3,670	3.6%
HILO	4,698	4,249	10.6%	3,762	3,483	8.0%	936	766	22.2%
KONA	17,579	16,815	4.5%	14,711	13,912	5.7%	2,868	2,904	-1.2%

**TABLE 7: Average Daily Census by Month: 2002 vs. 2001  
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JANUARY	159,857	181,557	-12.0%	121,881	133,023	-8.4%	37,976	48,534	-21.8%
FEBRUARY	168,226	176,490	-4.7%	127,067	125,538	1.2%	41,159	50,951	-19.2%
MARCH	160,663	172,771	-7.0%	119,327	121,155	-1.5%	41,336	51,617	-19.9%
APRIL	138,648	154,857	-10.5%	105,111	114,324	-8.1%	33,536	40,533	-17.3%
MAY	143,383	141,665	1.2%	111,317	107,911	3.2%	32,066	33,753	-5.0%
JUNE	183,639	182,865	0.4%	147,938	140,535	5.3%	35,700	42,330	-15.7%
JULY	189,548	193,255	-1.9%	149,468	144,940	3.1%	40,080	48,315	-17.0%
AUGUST	188,569	184,621	2.1%	142,228	132,266	7.5%	46,341	52,355	-11.5%
SEPTEMBER	150,184	108,397	38.6%	112,800	81,209	38.9%	37,384	27,187	37.5%
OCTOBER	151,070	115,169	31.2%	115,124	92,533	24.4%	35,946	22,636	58.8%
NOVEMBER	155,832	126,865	22.8%	115,659	100,073	15.6%	40,173	26,791	49.9%
DECEMBER	184,627	160,286	15.2%	136,464	123,317	10.7%	48,163	36,969	30.3%
<b>TOTAL</b>	<b>164,572</b>	<b>158,247</b>	<b>4.0%</b>	<b>125,406</b>	<b>118,106</b>	<b>6.2%</b>	<b>39,165</b>	<b>40,141</b>	<b>2.4%</b>

**TABLE 8: Visitors Staying Overnight or Longer: 1952-2002**  
(Arrivals by air)

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1952	60,436	17.4%	51,383	13.6%	9,054	45.2%
1953	80,237	32.8%	67,726	31.8%	12,511	38.2%
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%

Source: DBEDT

# AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

*U.S. WEST*

*U.S. EAST*

*JAPAN*

*CANADA*

*EUROPE*

*OCEANIA*

*OTHER ASIA*

*LATIN AMERICA*

# AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA (MMA)

## U.S. West Visitors by Air:

The U.S. West continues to be Hawaii's core market and the largest of the MMAs in terms of total expenditures, visitor days and visitor arrivals. Visitor days rose 7.0 percent due to a 5.8 percent increase in domestic arrivals and a longer average length of stay (+2.1% to 10.10 days). Expenditures by U.S. West visitors climbed 11.7 percent from the previous year to \$3.6 billion. Daily spending by this group of visitors rose from \$136 to \$142 per person (TABLE 11).

Other facts about the U.S. West market:

- Repeat visitors comprised 76.5 percent of all visitors from the U.S. West, compared to 75.9 percent in the previous year.
- Nearly 49 percent of all U.S. West visitors went to Oahu, 38.1 percent went to Maui, 19.2 percent went to the Big Island and 18.0 percent went to Kauai.
- Except for a slight decrease on Lanai (-0.4%) all other islands experienced growth in visitations from the U.S. West.
- The majority (67.1%) of the U.S. West visitors were true independent travelers while the remainder purchases group or package tours.
- The average length of stay by U.S. West visitors increased on Oahu, Maui, Molokai and Kauai in 2002 compared to the previous year. U.S. West visitors stayed the longest on the Big Island (8.22 days), followed by Maui (8.20 days), Oahu (7.97 days), Kauai (7.69 days), Molokai (6.05 days) and Lanai (5.46 days).
- Close to 55 percent of the visitors stayed in hotels, 23.6 percent stayed in condominiums, 11.9 percent stayed with friends and relatives and 9.4 percent stayed in timeshare properties.
- The number of visitors attending conventions (+4.6%) and traveling for incentives (+16.5%) increased from the previous year. Those who came to get married/honeymooned in the islands also rose by 8.8 percent.
- Over half (51.7%) percent of visitors from this MMA were female and 48.3 were percent male. The largest age group was between 41 to 59 years (31.2%), followed by the 25 to 40 years age group (25.0%) and those 60 years and older (13.6%) (TABLE 26).

Nearly all (97.8%) of the 2,486,914 U.S. West visitors to the islands arrived from domestic points of origin while the remainder came on international flights. California was largest contributor (64.5%) to domestic arrivals from the U.S. West. Arrivals from California rose 6.9 percent from 2001 to 1.57 million visitors. Washington and Oregon followed with 268,483 and 121,245 visitors, respectively. California was also the biggest single state market accounting for 36.0 percent of domestic visitors and 24.6 percent of total visitors in 2002 (TABLE 10 & 12).

### U.S. East Visitors by Air:

A slight drop in visitor arrivals from the U.S. East (-0.4%) was entire offset by a longer average length of stay (+3.7% to 10.79 days) resulting in a 3.4 percent growth in visitor days in 2002. Total expenditures by this group of visitors also rose 10.6 percent to \$2.8 billion. Per person per day spending was \$163, up from \$152 per person in the previous year (TABLE 13).

In addition:

- Oahu hosted 64.8 percent of the U.S. East visitors who came in 2002. Close to 43 percent visited Maui, 23.9 percent visited the Big Island and 22.0 percent visited Kauai.
- U.S. East arrivals increased on Oahu (+0.1%) and the Big Island (+2.4%) but declined on Maui (-1.2%), Kauai (-2.6%), Lanai (-22.8%) and Molokai (-14.6%).
- Except for the Big Island, all other islands experienced a longer average length of stay by U.S. East visitors compared to the previous year. This group of visitors stayed the longest on Oahu (7.74 days), followed by Maui (6.75 days), the Big Island (6.09 days), Kauai (5.79 days), Molokai (4.35 days) and Lanai (4.21 days).
- U.S. East visitors who attended corporate meetings (-22.7%) in the islands declined while those who came to honeymoon/get married (+8.0%), attended conventions (+5.3%) or visited friends or relatives (+9.1%) increased compared to the previous year.
- Over half (52.9%) of the visitors have been to Hawaii at least once before.
- There were more true independent travelers (62.9%) from the U.S. East than those who purchased group and packaged tours.
- 67.7 percent of the visitors chose hotels for their lodging, 14.8 percent stayed in condominiums, 10.4 percent stayed with friends or relatives and 7.2 percent stayed in timeshare properties.
- More than half of U.S. East visitors were female (52.0%). Those between 41-59 years old were the largest age group (32.9%), followed by those between the ages 25-40 (26.6%) and those 60 years and older (15.1%) (TABLE 26).

Most (96.7%) of the 1,582,563 U.S. East visitors arrived in Hawaii from domestic flights while only 52,833 came from international points of origin. Four out of seven regions of the U.S East market reported increased arrivals compared to the previous year, led by the East South Central region (+14.6%), the West South Central region (+6.1%), the South Atlantic region (+2.6%) and the New England region (+0.2%). The largest of all the sub-market is the East-North-Central Region with 369,468 visitors (-2.3%). Ranked second in arrivals is the South Atlantic Region with 324,573 visitors (TABLES 10 & 14).



### **Japanese Visitors by Air:**

Japanese visitor days were off by 4.8 percent in 2002 due to lower arrivals (-3.0%) and a shorter length of stay (-1.9% to 5.91 days). Total Japanese visitor expenditures decreased 2.2 percent to \$2.0 billion. However, daily spending by Japanese visitors continued to be the highest among all visitors to the State at \$233 per person, up from \$227 per person in the previous year (TABLES 1 & 18).

In addition:

- Close to 96.0 percent of the Japanese visitors in 2002 went to Oahu, 15.4 percent visited the Big Island and 12.6 percent visited the island of Maui.
- Compared to the previous year, arrivals by Japanese visitors increased on Lanai (+26.8%) and Molokai (+8.2%) but fell on Kauai (-20.4%), Maui (-18.6%), Oahu (-2.5%) and the Big Island (-1.0%).
- Japanese visitors stayed the longest on Oahu (5.10 days), followed by Lanai (3.94 days), the Big Island (3.20 days), Maui (2.79 days), Molokai (2.08 days) and Kauai (1.66 days).
- Unlike their U.S. counterparts, most Japanese visitors came on packaged tours, while only 12.8 percent were true independent travelers.
- Over half (53.4%) of visitors have been to the islands before.
- Hotels continued to be the most popular lodging choice, accommodating 91.6 percent of all Japanese visitors.
- The number of Japanese visitors who came to honeymoon/get married rose sharply (+73.3%) compared to the previous year.
- Nearly 57 percent of visitors from Japan were female. The largest age group was between 25 to 40 years old (39.8%), followed by those between 41 to 59 years (24.3%) and those from 18 to 24 years of age (13.1%) (TABLE 26).

Nearly all (99.0%) of the 1,483,121 Japanese visitors came to the islands on international flights. Three central regions: Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya) together, contributed 52 percent of the Japanese arrivals in 2002 (TABLES 10 & 19).

### **Canadian Visitors by Air:**

Total expenditures by Canadian visitors declined 12.2 percent to \$271.5 million in 2002. The decrease was due to a 10.7 percent drop in visitor days from lower arrivals (-12.5%) that offset a longer average length of stay (+2.1% to 12.41 days). Next to European visitors, the length of stay by Canadian visitors was the second longest among Hawaii's visitor groups. Daily visitor spending fell from \$117 per person to \$115 per person and was the lowest among the MMAs (TABLES 10 & 19).

In addition:

- Close to 58 percent of the Canadian visitors in 2002 have been to Hawaii before.

- Oahu and Maui were the two most popular islands, visited by 56.3 percent and 44.8 percent of the Canadians, respectively.
- Nearly 69 percent of all Canadian visitors were true independent travelers.
- Canadian visitors spent the most time on Maui (9.17 days), followed by Oahu (8.83 days), the Big Island (7.88 days), Kauai (6.87 days), Lanai (5.77 days) and Molokai (5.74 days).
- Over half (56.2%) of Canadian visitors stayed in hotels, 26.1 percent stayed in condominiums, 9.2 percent stayed in timeshare properties and 8.8 percent stayed with friends and relatives.
- More Canadian visitors were in the islands to honeymoon/get married (+24.2%), to visit friends or relatives (+9.4%) and for incentive travels (+24.1%) than in the previous year.
- The largest age group for Canadian visitors was between 41 to 59 years (28.1%), followed by those 25 to 40 years (24.2%) and those 12 years old and younger (18.1%). Over half (52.9%) of the visitors were female (TABLE 26).

Only 18.6 percent of the 189,890 total Canadian visitors arrived in Hawaii from the U.S. mainland while the majority flew direct from Canada or from other international destinations.

### **European Visitors by Air:**

Lower visitor arrivals (-11.7%) resulted in a 1.6 percent decline in visitor days from the European market. Their average length of stay in the state was the longest among all visitor groups at 13.46 days (up from 12.07 days). Despite a decline in arrivals, total expenditures by European visitors rose 17.1 percent to \$216.4 million due to higher daily spending (from \$121 per person to \$145 per person) and the longer average length of stay (TABLE 21).

In addition:

- The United Kingdom (60.6%) and Germany (22.7%) accounted for majority of the total 111,275 European visitors in 2002 (TABLE 10).
- Nearly 80 percent of Europeans arrived in the islands from U.S. cities.
- Oahu was visited by 72 percent of the Europeans, followed by Maui at 32.8 percent.
- European visitors stayed the longest on Oahu (9.98 days), followed by Maui (9.00 days), the Big Island (8.46 days), Kauai (6.78 days), Molokai (6.00 days) and Lanai (4.50 days).
- About 53.3 percent of the European visitors made independent travel arrangements while 44.6 percent purchased packages for at least their air and hotel accommodations.
- Close to 83 percent of Europeans came to Hawaii for pleasure.
- Hotels were the lodging choice for nearly 71 percent of the European visitors, 9.9 percent stayed with friends and relatives, while 8.6 percent stayed in condominium properties.
- About 64 percent were first time visitors to Hawaii.
- Those between 25 to 40 years old comprised the largest age group (29.5%) of European visitors followed by those between 41 to 59 years (28.8%) and those 12 years old and younger (14.2%). Nearly 51 percent of the European visitors were female (TABLE 26).

### **Oceania — Australia and New Zealand Visitors by Air:**

Visitor days from the Oceania market climbed 36.6 percent from the previous year due to growth in arrivals (+34.1%) and a longer length of stay (+1.9% to 8.56 days). Total expenditures from this group of visitors jumped 52.3 percent to \$137.5 million while their daily spending averaged \$148 per person compared to \$133 per person in 2001 (TABLE 22).

In addition:

- The majority (84.5%) of the 108,835 visitors from this market were from Australia.
- Repeat visitors comprised 50.6 percent of all Oceania visitors.
- Nearly 89 percent of visitors from this region visited Oahu during their stay.
- Close to 84 percent of the visitors from Oceania stayed in hotels.
- The majority (87.6%) of the visitors came for pleasure.
- Nearly 49 percent of the visitors were true independent travelers while the remainder purchased air and hotel package accommodations.
- The largest age group for visitors from Oceania were those less than 12 years old (43.5%), followed by those 41 to 59 years (20.3%) and those between 25 to 40 years old (14.7%) (TABLE 26).

### **Other Asian Visitors by Air:**

Visitor days from the Other Asia MMA rose 13.3 percent in 2002 while visitor expenditures grew 23.7 percent to \$144.4 million. Contributing to these increases were growth in visitor arrivals (+9.3%) and a longer average length of stay (+3.7% to 7.85 days). Daily spending by these visitors increased from \$151 per person to \$165 per person and remained second highest among all visitor groups (TABLES 1 & 23).

In addition:

- Visitors from Korea (43.3%), China (35.0%) and Taiwan (11.8%) combined made up 90.0 percent of the total 111,347 visitors from Other Asia (TABLE 10).
- Oahu hosted 89.7 percent of the visitors from this market.
- The average length of stay by these visitors was the longest on Oahu (6.78 days), followed by the Big Island (5.92 days), Molokai (4.30 days), Kauai (4.19 days), Maui (3.27 days) and Lanai (2.37 days)
- First-timers accounted for 68.9 percent of all visitors from this region.
- Group tours and package trips remained the most popular form of travel for this group of visitors. Only 36.4 percent were true independent travelers.
- Nearly 82 percent of Other Asian visitors stayed in hotels.
- Those between the ages of 25 to 40 years old (32.0%) comprised the largest group of visitors from Other Asia, followed by those 41 to 59 years (30.3%) and those 12 years old and younger (23.7%). Close to 61 percent of the visitors were male (TABLE 26).
- The majority of the visitors from Other Asia came from international points of origin while 36.4 percent arrived in Hawaii through the U.S. mainland.

### **Latin American Visitors by Air:**

Total expenditures by visitors from Latin America decreased 20.3 percent to \$16.8 million, due to a 10.9 percent drop visitor days from lower arrivals (-11.2%) during the year. Daily spending by these visitors dropped from \$137 per person to \$123 per person (TABLE 24).

In addition:

- Of the 13,092 visitors from Latin America, 59.3 percent were from Mexico, 32.4 percent were from Brazil and 8.3 percent were from Argentina.
- First time visitors comprised 66 percent of all visitors from this market.
- Over half (55.1%) were true independent travelers while the remainder purchased group or tour packages.
- Close to 76 percent of the visitors came to Oahu during their stay.
- The majority of visitors (74.0%) stayed in hotels.
- Pleasure trips continued to be the primary purpose of travel for visitors from this market (75.1%).

**TABLE 9: 2002 Visitor Days by Month and MMA  
(Arrivals by air)**

2002	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	1,887,687	1,625,007	608,454	347,354	58,076	9,559	28,947	2,322	6,592	105,495	64,291	8,218	72,510
Feb	1,767,072	1,582,312	629,783	305,014	45,205	7,169	27,625	2,319	9,076	91,395	33,520	7,233	40,753
Mar	1,944,203	1,534,858	740,127	299,180	72,197	6,085	28,501	2,491	9,482	118,755	53,674	9,890	63,564
Apr	1,853,729	1,104,446	598,942	161,150	55,643	3,911	26,445	1,716	6,783	94,499	50,091	6,792	56,882
May	1,913,671	1,286,626	658,121	108,680	58,084	5,455	32,703	4,228	6,835	107,305	69,204	9,651	78,855
Jun	2,580,362	1,666,211	680,572	87,755	51,068	7,835	22,166	3,627	6,428	91,125	56,762	17,317	74,078
Jul	2,624,511	1,638,272	781,744	101,929	73,094	12,921	37,812	8,671	14,019	146,518	100,192	23,456	123,647
Aug	2,649,304	1,377,231	967,426	128,539	82,897	13,318	39,959	16,081	8,782	161,037	81,427	23,705	105,131
Sep	1,787,736	1,230,931	777,747	95,968	85,877	8,238	44,800	4,502	13,123	156,540	71,583	17,581	89,164
Oct	1,900,363	1,296,445	748,723	152,361	69,676	10,754	44,844	6,248	13,463	144,986	58,894	13,826	72,720
Nov	1,917,068	1,196,330	683,631	232,505	83,338	6,767	41,286	3,618	12,561	147,570	56,748	8,872	65,621
Dec	2,287,276	1,543,025	884,774	336,875	69,463	8,518	37,086	7,909	9,605	132,581	73,856	14,401	88,256
<b>TOTAL</b>	<b>25,112,982</b>	<b>17,081,693</b>	<b>8,760,045</b>	<b>2,357,310</b>	<b>804,620</b>	<b>100,531</b>	<b>412,176</b>	<b>63,732</b>	<b>116,748</b>	<b>1,497,808</b>	<b>770,241</b>	<b>160,941</b>	<b>931,182</b>
<b>DOMESTIC</b>													
Jan	1,865,097	1,592,031	6,161	63,344	37,004	9,387	24,382	2,254	5,741	78,768	8,460	1,004	9,464
Feb	1,724,436	1,538,722	8,767	57,327	33,468	7,049	21,913	2,239	8,439	73,109	3,817	856	4,674
Mar	1,888,472	1,509,320	9,961	39,523	34,588	5,541	22,838	2,359	8,201	73,526	4,118	683	4,801
Apr	1,798,325	1,075,782	6,471	39,063	46,760	3,191	21,035	1,656	5,603	78,245	4,683	1,529	6,213
May	1,882,579	1,261,499	9,420	30,218	46,844	4,623	27,611	3,819	6,245	89,141	5,610	863	6,473
Jun	2,502,233	1,612,413	10,497	18,779	41,316	6,965	18,803	3,413	5,830	76,327	6,992	2,907	9,899
Jul	2,565,499	1,599,614	11,490	29,482	60,068	8,525	32,774	7,959	12,754	122,080	10,049	3,347	13,396
Aug	2,608,726	1,338,447	13,558	28,336	66,855	12,470	33,752	14,872	7,693	135,642	9,040	3,386	12,425
Sep	1,759,166	1,210,524	12,396	23,808	78,329	6,881	40,428	4,257	11,203	141,099	10,317	4,015	14,332
Oct	1,878,511	1,265,219	14,964	37,377	58,634	9,722	40,159	5,764	13,039	127,318	12,698	3,337	16,035
Nov	1,893,995	1,167,476	8,079	49,855	70,159	5,967	37,690	3,327	10,546	127,689	8,115	1,525	9,639
Dec	2,262,751	1,507,726	12,945	64,785	61,566	7,903	32,556	7,692	9,008	118,725	6,871	1,831	8,702
<b>TOTAL</b>	<b>24,629,790</b>	<b>16,678,773</b>	<b>124,708</b>	<b>481,898</b>	<b>635,591</b>	<b>88,224</b>	<b>353,942</b>	<b>59,610</b>	<b>104,302</b>	<b>1,241,670</b>	<b>90,769</b>	<b>25,284</b>	<b>116,053</b>
<b>INTERNATIONAL</b>													
Jan	22,590	32,976	602,293	284,010	21,071	172	4,565	68	851	26,727	55,831	7,214	63,045
Feb	42,636	43,590	621,016	247,686	11,738	120	5,712	80	636	18,286	29,703	6,377	36,079
Mar	55,731	25,538	730,166	259,656	37,609	544	5,663	132	1,280	45,229	49,556	9,207	58,763
Apr	55,404	28,664	592,471	122,087	8,883	720	5,410	60	1,181	16,254	45,407	5,262	50,670
May	31,092	25,128	648,701	78,462	11,241	832	5,092	410	590	18,164	63,595	8,788	72,383
Jun	78,130	53,797	670,075	68,976	9,752	870	3,363	215	598	14,798	49,770	14,409	64,179
Jul	59,012	38,658	770,254	72,446	13,027	4,397	5,038	712	1,265	24,438	90,143	20,109	110,252
Aug	40,578	38,784	953,868	100,204	16,042	848	6,208	1,209	1,089	25,395	72,387	20,319	92,706
Sep	28,570	20,407	765,351	72,160	7,547	1,357	4,372	245	1,920	15,442	61,266	13,566	74,832
Oct	21,852	31,226	733,759	114,983	11,042	1,032	4,685	484	425	17,668	46,196	10,489	56,685
Nov	23,073	28,854	675,553	182,650	13,179	800	3,596	292	2,015	19,882	48,634	7,348	55,981
Dec	24,524	35,299	871,829	272,090	7,897	615	4,531	217	597	13,856	66,985	12,570	79,555
<b>TOTAL</b>	<b>483,193</b>	<b>402,920</b>	<b>8,635,336</b>	<b>1,875,411</b>	<b>169,029</b>	<b>12,307</b>	<b>58,234</b>	<b>4,122</b>	<b>12,446</b>	<b>256,138</b>	<b>679,472</b>	<b>135,657</b>	<b>815,130</b>

**TABLE 9: 2002 Visitor Days by Month and MMA (continued)**  
(Arrivals by air)

2002	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 VISITOR DAYS
Jan	11,838	7,677	32,188	1,327	8,285	61,315	2,130	3,530	2,403	8,062	239,677	4,955,561
Feb	12,542	4,533	34,602	1,341	7,430	60,448	931	3,699	2,917	7,547	226,003	4,710,326
Mar	36,977	2,156	14,878	1,082	9,540	64,633	767	2,662	4,581	8,010	207,226	4,980,555
Apr	22,914	3,092	24,774	1,673	3,743	56,197	529	2,232	4,594	7,355	226,227	4,159,427
May	22,235	4,968	29,367	3,657	9,393	69,621	596	4,214	3,581	8,392	213,603	4,444,875
Jun	28,409	3,679	22,300	2,790	9,837	67,015	1,144	3,010	3,835	7,988	254,050	5,509,157
Jul	20,135	7,996	47,005	2,254	9,557	86,946	1,111	3,788	8,999	13,898	358,515	5,875,980
Aug	23,183	6,369	41,985	2,954	21,287	95,777	905	5,464	8,199	14,568	346,624	5,845,638
Sep	26,523	2,944	18,835	6,751	7,620	62,675	1,172	5,314	12,695	19,181	285,578	4,505,520
Oct	23,928	3,562	17,652	1,665	9,887	56,694	1,957	2,948	7,567	12,473	298,420	4,683,184
Nov	26,258	9,164	47,054	3,122	20,137	105,734	899	4,736	5,058	10,693	315,821	4,674,973
Dec	22,085	3,374	49,644	3,807	8,222	87,131	1,949	6,396	10,201	18,546	344,959	5,723,423
<b>TOTAL</b>	<b>277,028</b>	<b>59,515</b>	<b>380,284</b>	<b>32,423</b>	<b>124,938</b>	<b>874,186</b>	<b>14,089</b>	<b>47,993</b>	<b>74,630</b>	<b>136,712</b>	<b>3,316,702</b>	<b>60,068,620</b>
<b>DOMESTIC</b>												
Jan	5,183	917	4,403	195	1,460	12,158	2,083	3,298	2,295	7,675	143,612	3,778,312
Feb	5,883	876	8,192	141	649	15,741	906	3,420	2,801	7,126	127,979	3,557,882
Mar	34,912	725	1,301	127	519	37,584	731	2,451	4,311	7,493	128,444	3,699,124
Apr	20,425	914	5,165	145	630	27,280	503	2,044	4,522	7,068	114,887	3,153,334
May	17,682	1,370	5,550	465	1,449	26,516	580	3,901	3,474	7,955	137,036	3,450,837
Jun	19,857	1,338	4,486	918	1,813	28,412	1,116	2,654	3,549	7,319	172,268	4,438,147
Jul	12,734	2,630	6,588	966	2,276	25,195	1,061	3,337	8,486	12,884	253,869	4,633,509
Aug	15,971	2,512	10,278	1,098	2,575	32,434	855	3,365	6,554	10,774	228,740	4,409,082
Sep	21,525	1,057	3,321	361	1,120	27,385	1,115	4,450	12,118	17,683	177,609	3,384,001
Oct	19,912	1,259	3,496	321	1,839	26,827	1,857	2,679	7,024	11,561	191,039	3,568,851
Nov	22,638	596	5,089	494	1,218	30,035	753	4,303	4,750	9,807	173,198	3,469,772
Dec	19,690	1,033	6,441	1,826	2,292	31,282	1,928	5,283	9,960	17,171	206,287	4,230,374
<b>TOTAL</b>	<b>216,414</b>	<b>15,228</b>	<b>64,309</b>	<b>7,057</b>	<b>17,841</b>	<b>320,849</b>	<b>13,488</b>	<b>41,184</b>	<b>69,845</b>	<b>124,517</b>	<b>2,054,969</b>	<b>45,773,227</b>
<b>INTERNATIONAL</b>												
Jan	6,655	6,760	27,785	1,132	6,826	49,157	47	232	108	387	96,065	1,177,249
Feb	6,658	3,658	26,410	1,200	6,781	44,707	25	279	116	420	98,023	1,152,444
Mar	2,065	1,432	13,577	955	9,021	27,049	36	211	270	517	78,782	1,281,431
Apr	2,489	2,178	19,609	1,528	3,113	28,918	26	188	72	286	111,339	1,006,093
May	4,554	3,598	23,817	3,192	7,944	43,105	16	314	108	437	76,567	994,038
Jun	8,552	2,342	17,814	1,872	8,024	38,603	28	356	285	669	81,782	1,071,009
Jul	7,401	5,366	40,417	1,288	7,281	61,752	50	451	513	1,014	104,646	1,242,471
Aug	7,212	3,856	31,707	1,856	18,712	63,343	50	2,099	1,645	3,794	117,884	1,436,556
Sep	4,998	1,887	15,514	6,390	6,500	35,289	57	864	577	1,498	107,969	1,121,519
Oct	4,016	2,303	14,156	1,344	8,048	29,867	100	269	543	912	107,380	1,114,333
Nov	3,620	8,567	41,965	2,627	18,919	75,699	145	433	307	886	142,623	1,205,201
Dec	2,394	2,340	43,203	1,981	5,930	55,849	21	1,113	241	1,375	138,672	1,493,049
<b>TOTAL</b>	<b>60,614</b>	<b>44,286</b>	<b>315,974</b>	<b>25,366</b>	<b>107,097</b>	<b>553,338</b>	<b>601</b>	<b>6,809</b>	<b>4,785</b>	<b>12,195</b>	<b>1,261,733</b>	<b>14,295,394</b>

**TABLE 10: 2002 Visitor Arrivals by Month and MMA  
(Arrivals by air)**

2002	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
Jan	159,590	127,894	102,214	26,219	4,056	518	1,568	179	394	6,715	9,108	1,057	10,165
Feb	178,512	148,464	109,169	24,358	4,708	583	1,632	227	552	7,703	5,682	879	6,561
Mar	209,467	162,860	125,830	26,085	6,176	378	2,416	334	552	9,856	6,314	1,247	7,561
Apr	200,198	117,534	103,460	14,325	5,451	414	1,854	162	445	8,326	5,318	1,038	6,356
May	200,426	132,689	114,612	9,491	5,503	519	2,402	327	518	9,269	7,491	1,343	8,834
Jun	257,074	158,284	119,562	7,838	4,407	460	1,525	245	398	7,035	7,574	1,874	9,448
Jul	263,184	151,261	119,040	8,418	5,943	667	2,226	584	921	10,342	11,342	1,988	13,329
Aug	269,767	124,923	146,645	10,731	6,874	938	2,177	1,202	491	11,682	8,973	1,910	10,883
Sep	167,852	102,180	131,429	8,000	6,318	546	2,414	358	667	10,304	8,644	1,683	10,327
Oct	191,755	119,816	131,921	12,427	6,470	775	2,845	436	859	11,385	7,544	1,290	8,834
Nov	187,497	111,361	120,062	17,959	6,193	474	2,310	281	519	9,777	5,650	1,110	6,761
Dec	201,593	125,298	159,179	24,041	5,332	675	1,897	413	566	8,882	8,271	1,505	9,776
<b>TOTAL</b>	<b>2,486,914</b>	<b>1,582,563</b>	<b>1,483,121</b>	<b>189,890</b>	<b>67,431</b>	<b>6,946</b>	<b>25,266</b>	<b>4,749</b>	<b>6,883</b>	<b>111,275</b>	<b>91,911</b>	<b>16,924</b>	<b>108,835</b>
<b>DOMESTIC</b>													
Jan	156,076	124,433	892	3,570	2,845	432	1,389	162	283	5,111	1,506	170	1,676
Feb	174,762	144,741	1,074	4,260	3,143	523	1,408	207	469	5,751	520	95	615
Mar	205,180	158,937	1,649	3,479	3,143	310	1,607	301	385	5,746	596	115	711
Apr	195,014	112,803	1,033	3,290	4,128	324	1,531	147	291	6,421	744	169	913
May	196,274	128,408	1,426	2,660	4,300	415	2,098	285	441	7,539	849	152	1,001
Jun	247,370	148,301	1,238	1,652	3,480	380	1,354	223	320	5,757	1,078	250	1,328
Jul	255,064	145,159	1,463	2,363	4,820	554	2,015	511	756	8,657	1,446	434	1,879
Aug	265,591	120,593	1,690	2,294	5,468	832	1,917	1,078	425	9,720	1,122	394	1,516
Sep	165,091	99,127	1,521	1,698	5,420	454	2,136	323	571	8,905	1,499	356	1,855
Oct	188,710	116,500	1,924	2,728	5,165	691	2,527	392	780	9,555	2,058	392	2,450
Nov	184,349	108,236	1,365	3,320	5,024	378	2,003	228	440	8,073	1,010	174	1,185
Dec	198,745	122,493	1,587	4,072	4,518	552	1,740	382	479	7,670	854	193	1,047
<b>TOTAL</b>	<b>2,432,225</b>	<b>1,529,730</b>	<b>16,860</b>	<b>35,384</b>	<b>51,454</b>	<b>5,844</b>	<b>21,725</b>	<b>4,240</b>	<b>5,641</b>	<b>88,904</b>	<b>13,282</b>	<b>2,894</b>	<b>16,176</b>
<b>INTERNATIONAL</b>													
Jan	3,514	3,461	101,322	22,649	1,211	86	179	17	111	1,604	7,602	887	8,489
Feb	3,750	3,723	108,095	20,098	1,565	60	224	20	83	1,952	5,162	784	5,946
Mar	4,287	3,923	124,181	22,606	3,033	68	809	33	167	4,110	5,718	1,132	6,850
Apr	5,184	4,731	102,427	11,035	1,323	90	323	15	154	1,905	4,574	869	5,443
May	4,152	4,281	113,186	6,831	1,203	104	304	42	77	1,730	6,642	1,191	7,833
Jun	9,704	9,983	118,324	6,186	927	80	171	22	78	1,278	6,496	1,624	8,120
Jul	8,120	6,102	117,577	6,055	1,123	113	211	73	165	1,685	9,896	1,554	11,450
Aug	4,176	4,330	144,955	8,437	1,406	106	260	124	66	1,962	7,851	1,516	9,367
Sep	2,761	3,053	129,908	6,302	898	92	278	35	96	1,399	7,145	1,327	8,472
Oct	3,045	3,316	129,997	9,699	1,305	84	318	44	79	1,830	5,486	898	6,384
Nov	3,148	3,125	118,697	14,639	1,169	96	307	53	79	1,704	4,640	936	5,576
Dec	2,848	2,805	157,592	19,969	814	123	157	31	87	1,212	7,417	1,312	8,729
<b>TOTAL</b>	<b>54,689</b>	<b>52,833</b>	<b>1,466,261</b>	<b>154,506</b>	<b>15,977</b>	<b>1,102</b>	<b>3,541</b>	<b>509</b>	<b>1,242</b>	<b>22,371</b>	<b>78,629</b>	<b>14,030</b>	<b>92,659</b>

**TABLE 10: 2002 Visitor Arrivals by Month and MMA (continued)**  
(Arrivals by air)

2002	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	1,621	1,012	4,264	319	982	8,198	162	362	283	807	20,765	462,566
Feb	2,139	556	4,127	261	1,004	8,087	84	345	427	856	19,669	503,379
Mar	2,658	506	2,174	202	794	6,334	67	284	573	924	22,775	571,691
Apr	3,571	355	2,910	214	646	7,696	54	256	473	783	21,027	479,706
May	2,992	718	3,681	471	952	8,813	43	481	389	913	23,791	508,837
Jun	3,419	564	3,027	602	1,259	8,870	58	300	428	786	25,590	594,486
Jul	3,496	794	4,951	258	1,204	10,703	106	399	961	1,466	33,624	611,366
Aug	3,510	791	4,663	269	1,746	10,979	78	339	675	1,092	31,195	617,899
Sep	3,950	469	2,325	211	1,348	8,302	104	390	1,388	1,881	24,699	464,974
Oct	3,489	424	3,046	248	918	8,125	136	288	772	1,195	27,157	512,613
Nov	4,299	415	7,744	369	1,169	13,996	94	306	478	878	25,231	493,521
Dec	3,780	533	5,261	528	1,143	11,245	103	496	911	1,510	26,496	568,021
<b>TOTAL</b>	<b>38,923</b>	<b>7,137</b>	<b>48,174</b>	<b>3,950</b>	<b>13,163</b>	<b>111,347</b>	<b>1,088</b>	<b>4,245</b>	<b>7,758</b>	<b>13,092</b>	<b>302,019</b>	<b>6,389,058</b>
<b>DOMESTIC</b>												
Jan	682	87	645	36	118	1,568	152	310	256	717	11,274	305,317
Feb	991	138	646	21	101	1,897	78	283	398	759	11,649	345,508
Mar	2,182	97	256	11	69	2,615	62	237	506	805	12,898	392,019
Apr	2,790	81	318	23	80	3,292	47	214	455	717	11,761	335,245
May	2,062	217	713	72	177	3,240	39	411	362	812	13,472	354,831
Jun	2,552	147	706	134	182	3,720	55	229	373	657	15,690	425,712
Jul	2,260	283	934	97	218	3,792	103	345	900	1,348	23,666	443,391
Aug	2,360	286	1,035	104	268	4,053	72	290	617	979	21,414	427,851
Sep	2,621	171	454	69	200	3,514	98	309	1,324	1,731	15,429	298,871
Oct	2,637	110	568	56	150	3,521	125	243	722	1,090	17,511	343,987
Nov	3,587	88	856	65	142	4,738	76	250	441	767	16,001	328,033
Dec	3,258	120	783	125	277	4,563	101	310	870	1,281	16,627	358,086
<b>TOTAL</b>	<b>27,981</b>	<b>1,825</b>	<b>7,915</b>	<b>811</b>	<b>1,980</b>	<b>40,512</b>	<b>1,008</b>	<b>3,433</b>	<b>7,225</b>	<b>11,665</b>	<b>187,392</b>	<b>4,358,850</b>
<b>INTERNATIONAL</b>												
Jan	939	925	3,619	283	864	6,630	11	52	27	89	9,491	157,249
Feb	1,148	418	3,481	240	903	6,190	6	62	29	97	8,020	157,871
Mar	476	409	1,918	191	725	3,719	5	47	67	119	9,877	179,672
Apr	781	274	2,592	191	566	4,404	6	42	18	66	9,266	144,461
May	930	501	2,968	399	775	5,573	4	70	27	101	10,319	154,006
Jun	867	417	2,321	468	1,077	5,150	3	71	55	129	9,900	168,774
Jul	1,236	511	4,017	161	986	6,911	3	53	61	117	9,958	167,975
Aug	1,150	505	3,628	165	1,478	6,926	6	49	59	114	9,781	190,048
Sep	1,329	298	1,871	142	1,148	4,788	5	80	64	150	9,270	166,103
Oct	852	314	2,478	192	768	4,604	11	45	49	105	9,646	168,626
Nov	712	327	6,888	304	1,027	9,258	18	56	37	111	9,230	165,488
Dec	522	413	4,478	403	866	6,682	3	185	41	229	9,869	209,935
<b>TOTAL</b>	<b>10,942</b>	<b>5,312</b>	<b>40,259</b>	<b>3,139</b>	<b>11,183</b>	<b>70,835</b>	<b>81</b>	<b>812</b>	<b>534</b>	<b>1,426</b>	<b>114,627</b>	<b>2,030,208</b>



**TABLE 11: U.S. West MMA Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	25,112,982	23,462,699	7.0%	24,629,790	22,722,967	8.4%	483,193	739,732	-34.7%
Total Visitors	2,486,914	2,372,070	4.8%	2,432,225	2,298,103	5.8%	54,689	73,967	-26.1%
<b>PARTY SIZE</b>									
One	472,763	469,278	0.7%	457,525	453,393	0.9%	15,239	15,885	-4.1%
Two	1,022,476	986,028	3.7%	1,003,980	959,756	4.6%	18,496	26,272	-29.6%
Three or more	991,675	916,764	8.2%	970,721	884,954	9.7%	20,955	31,811	-34.1%
Avg Party Size	2.02	1.99	1.3%	2.02	1.99	1.6%	1.85	2.05	-9.7%
<b>VISIT STATUS</b>									
First-Time	585,069	571,901	2.3%	569,333	552,071	3.1%	15,737	19,830	-20.6%
Repeat	1,901,844	1,800,169	5.6%	1,862,892	1,746,032	6.7%	38,952	54,137	-28.0%
Average # of Trips	5.62	5.93	-5.2%	5.65	5.94	-5.0%	4.30	5.48	-21.6%
<b>TRAVEL METHOD</b>									
Group Tour	125,224	130,194	-3.8%	122,002	124,105	-1.7%	3,222	6,090	-47.1%
Package	791,645	717,254	10.4%	781,104	703,348	11.1%	10,541	13,906	-24.2%
Group Tour & Pkg	97,903	101,830	-3.9%	95,003	95,966	-1.0%	2,900	5,864	-50.5%
True Independent	1,667,948	1,626,451	2.6%	1,624,122	1,566,616	3.7%	43,826	59,836	-26.8%
<b>ISLANDS VISITED</b>									
Oahu	1,211,804	1,178,104	2.9%	1,172,492	1,130,383	3.7%	39,313	47,721	-17.6%
Maui County	972,407	906,975	7.2%	953,634	876,451	8.8%	18,773	30,524	-38.5%
...Maui	946,397	881,929	7.3%	928,311	852,024	9.0%	18,087	29,904	-39.5%
...Molokai	27,591	24,507	12.6%	27,228	23,219	17.3%	363	1,288	-71.8%
...Lanai	30,564	30,681	-0.4%	29,921	29,074	2.9%	643	1,608	-60.0%
Kauai	447,923	432,211	3.6%	445,304	426,447	4.4%	2,619	5,764	-54.6%
Big Island	476,455	443,508	7.4%	470,091	435,627	7.9%	6,364	7,881	-19.3%
...Hilo	137,552	122,203	12.6%	134,855	119,118	13.2%	2,697	3,085	-12.6%
...Kona	407,893	391,003	4.3%	402,205	384,071	4.7%	5,689	6,932	-17.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.97	7.77	2.5%	8.03	7.80	2.9%	6.13	7.09	-13.5%
Maui (days)	8.20	7.97	2.8%	8.19	7.97	2.8%	8.54	8.08	5.7%
Molokai (days)	6.05	5.95	1.7%	6.10	6.14	-0.7%	2.36	2.47	-4.5%
Lanai (days)	5.46	5.80	-5.9%	5.49	6.01	-8.7%	4.01	1.89	111.9%
Kauai (days)	7.69	7.57	1.6%	7.69	7.54	2.0%	7.98	10.08	-20.9%
Big Island (days)	8.22	8.29	-0.8%	8.20	8.22	-0.2%	9.94	12.12	-18.0%
...Hilo (days)	5.05	5.34	-5.4%	5.01	5.37	-6.6%	7.87	3.90	101.6%
...Kona (days)	7.89	7.77	1.6%	7.90	7.66	3.2%	7.39	12.05	-38.6%
Statewide (days)	10.10	9.89	2.1%	10.13	9.89	2.4%	8.84	10.00	-11.7%
<b>ACCOMMODATIONS</b>									
Hotel	1,370,520	1,264,872	8.4%	1,339,880	1,226,908	9.2%	30,639	37,964	-19.3%
...Hotel Only	1,198,119	1,125,479	6.5%	1,172,818	1,096,828	6.9%	25,300	28,652	-11.7%
Condo	585,962	567,692	3.2%	572,813	547,465	4.6%	13,149	20,226	-35.0%
...Condo Only	481,894	491,625	-2.0%	476,661	474,610	0.4%	5,233	17,015	-69.2%
Timeshare	232,759	204,434	13.9%	229,624	199,925	14.9%	3,135	4,510	-30.5%
...Timeshare Only	182,346	167,227	9.0%	181,179	163,648	10.7%	1,167	3,579	-67.4%
Apartment	19,504	29,383	-33.6%	16,393	28,722	-42.9%	3,111	660	371.2%
Bed & Breakfast	28,097	30,739	-8.6%	27,117	29,087	-6.8%	980	1,652	-40.7%
Cruise Ship	54,453	40,215	35.4%	52,896	37,850	39.8%	1,557	2,366	-34.2%
Friends or Relatives	296,693	290,082	2.3%	288,569	280,204	3.0%	8,124	9,878	-17.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,991,087	1,878,505	6.0%	1,958,178	1,817,859	7.7%	32,909	60,647	-45.7%
...Honeymoon/Get Married (Net)	121,676	111,846	8.8%	118,509	109,427	8.3%	3,167	2,419	30.9%
MC&I (Net)	144,022	141,771	1.6%	142,022	140,322	1.2%	2,000	1,449	38.0%
.....Convention/Conf.	94,025	89,868	4.6%	92,675	88,824	4.3%	1,350	1,044	29.3%
.....Corp. Meetings	31,484	35,005	-10.1%	31,282	34,762	-10.0%	202	243	-16.6%
.....Incentive	21,436	18,397	16.5%	20,989	18,235	15.1%	448	163	175.4%
Other Business	117,626	104,769	12.3%	113,140	102,979	9.9%	4,486	1,791	150.5%
Visit Friends/Relatives	245,037	208,150	17.7%	235,942	199,742	18.1%	9,095	8,407	8.2%
Government/Military	29,889	25,564	16.9%	26,616	24,434	8.9%	3,273	1,130	189.7%
Attend School	7,117	7,631	-6.7%	6,265	6,812	-8.0%	852	820	4.0%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	3,563.9	3,190.8	11.7%	3,495.3	3,090.2	13.1%	68.6	100.6	-31.8%
Per Person Per Day (\$)	141.9	136.0	4.4%	141.9	136.0	4.4%	141.9	136.0	4.4%
Per Person Per Trip (\$)	1,433.0	1,345.1	6.5%	1,437.1	1,344.7	6.9%	1,253.8	1,360.0	-7.8%

Source: DBEDT

**TABLE 12: 2002 Domestic U.S. West MMA Visitor Arrivals by Month and State  
(Arrivals by air)**

<b>REGION/STATE</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>TOTAL</b>
<b>PACIFIC COAST</b>	<b>123,563</b>	<b>139,478</b>	<b>160,212</b>	<b>160,624</b>	<b>156,876</b>	<b>203,698</b>	<b>215,916</b>	<b>237,265</b>	<b>138,059</b>	<b>150,564</b>	<b>151,680</b>	<b>163,791</b>	<b>2,001,726</b>
Alaska	5,842	5,364	6,177	3,256	2,410	2,123	1,909	2,103	1,468	2,469	3,379	5,130	41,630
California	84,637	92,142	112,202	116,292	125,594	170,696	187,452	209,244	112,258	119,750	114,860	125,239	1,570,367
Oregon	10,664	11,890	15,164	10,293	9,002	10,161	8,732	8,345	7,241	8,791	10,344	10,618	121,245
Washington	22,420	30,082	26,669	30,782	19,869	20,719	17,823	17,572	17,092	19,554	23,096	22,804	268,483
<b>MOUNTAIN</b>	<b>32,513</b>	<b>35,284</b>	<b>44,968</b>	<b>34,390</b>	<b>39,398</b>	<b>43,671</b>	<b>39,148</b>	<b>28,326</b>	<b>27,032</b>	<b>38,145</b>	<b>32,669</b>	<b>34,954</b>	<b>430,499</b>
Arizona	6,419	6,355	9,773	7,853	10,770	12,544	13,257	8,043	7,457	11,449	8,360	8,646	110,926
Colorado	8,819	10,121	14,624	10,122	11,232	11,601	9,994	7,426	7,483	11,236	8,746	9,851	121,257
Idaho	3,027	2,646	3,224	1,981	1,591	2,080	1,414	1,172	1,075	1,585	2,076	2,141	24,013
Montana	1,916	2,190	2,835	1,288	1,061	926	755	569	600	897	970	1,385	15,393
Nevada	4,453	4,796	5,224	5,116	5,443	6,555	5,804	4,779	4,365	5,205	4,600	5,146	61,486
New Mexico	1,435	1,549	1,996	1,274	2,280	2,400	2,441	1,397	1,430	1,824	1,557	2,012	21,595
Utah	5,877	7,060	6,263	6,120	6,544	7,070	5,145	4,482	4,336	5,596	5,850	5,220	69,565
Wyoming	566	566	1,028	635	478	495	337	458	286	353	510	552	6,265
<b>TOTAL U.S. WEST</b>	<b>156,076</b>	<b>174,762</b>	<b>205,180</b>	<b>195,014</b>	<b>196,274</b>	<b>247,370</b>	<b>255,064</b>	<b>265,591</b>	<b>165,091</b>	<b>188,710</b>	<b>184,349</b>	<b>198,745</b>	<b>2,432,225</b>

**TABLE 13: U.S. East MMA Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	17,081,693	16,524,415	3.4%	16,678,773	16,061,031	3.8%	402,920	463,384	-13.0%
Total Visitors	1,582,563	1,588,164	-0.4%	1,529,730	1,524,743	0.3%	52,833	63,420	-16.7%
<b>PARTY SIZE</b>									
One	348,073	358,117	-2.8%	336,705	338,893	-0.6%	11,368	19,224	-40.9%
Two	778,000	793,410	-1.9%	760,247	764,816	-0.6%	17,753	28,594	-37.9%
Three or more	456,490	436,636	4.5%	432,778	421,034	2.8%	23,712	15,602	52.0%
Avg Party Size	1.86	1.84	1.2%	1.85	1.84	0.5%	2.07	1.70	21.5%
<b>VISIT STATUS</b>									
First-Time	745,391	750,959	-0.7%	717,708	719,165	-0.2%	27,684	31,793	-12.9%
Repeat	837,172	837,205	0.0%	812,023	805,578	0.8%	25,149	31,627	-20.5%
Average # of Trips	3.37	3.49	-3.3%	3.39	3.49	-2.9%	2.83	3.37	-16.2%
<b>TRAVEL METHOD</b>									
Group Tour	155,155	177,677	-12.7%	147,282	159,841	-7.9%	7,873	17,835	-55.9%
Package	562,232	556,998	0.9%	543,169	527,190	3.0%	19,063	29,808	-36.0%
Group Tour & Pkg	130,183	149,131	-12.7%	122,447	132,639	-7.7%	7,736	16,492	-53.1%
True Independent	995,360	1,002,620	-0.7%	961,727	970,351	-0.9%	33,634	32,269	4.2%
<b>ISLANDS VISITED</b>									
Oahu	1,025,097	1,024,148	0.1%	978,908	973,635	0.5%	46,188	50,513	-8.6%
Maui County	697,967	707,294	-1.3%	686,537	682,959	0.5%	11,430	24,335	-53.0%
...Maui	681,800	689,978	-1.2%	670,850	665,964	0.7%	10,950	24,014	-54.4%
...Molokai	21,427	25,085	-14.6%	20,240	24,408	-17.1%	1,187	677	75.3%
...Lanai	29,491	38,185	-22.8%	28,561	37,824	-24.5%	930	361	157.9%
Kauai	348,451	357,808	-2.6%	343,233	351,874	-2.5%	5,218	5,934	-12.1%
Big Island	378,543	369,498	2.4%	370,728	362,362	2.3%	7,814	7,137	9.5%
...Hilo	158,944	146,153	8.8%	153,733	143,588	7.1%	5,211	2,564	103.2%
...Kona	297,943	317,841	-6.3%	291,627	311,504	-6.4%	6,316	6,337	-0.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.74	7.28	6.4%	7.81	7.42	5.3%	6.31	4.63	36.1%
Maui (days)	6.75	6.55	3.0%	6.78	6.60	2.8%	4.72	5.28	-10.7%
Molokai (days)	4.35	4.19	4.0%	4.52	4.28	5.6%	1.46	0.81	79.4%
Lanai (days)	4.21	3.98	5.7%	4.29	4.01	7.1%	1.57	0.78	100.7%
Kauai (days)	5.79	5.60	3.4%	5.82	5.61	3.7%	4.22	5.39	-21.8%
Big Island (days)	6.09	6.19	-1.5%	6.13	6.12	0.2%	4.44	9.76	-54.5%
...Hilo (days)	3.57	3.58	0.0%	3.61	3.54	2.0%	2.45	5.57	-56.1%
...Kona (days)	5.83	5.55	5.1%	5.88	5.48	7.3%	3.47	8.73	-60.3%
Statewide (days)	10.79	10.40	3.7%	10.90	10.53	3.5%	7.63	7.31	4.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,070,699	1,044,400	2.5%	1,026,806	995,252	8.2%	43,893	49,148	-10.7%
...Hotel Only	897,531	920,987	-2.5%	861,228	876,063	9.2%	36,303	44,924	-19.2%
Condo	234,551	225,871	3.8%	227,650	220,709	2.8%	6,901	5,161	33.7%
...Condo Only	163,915	174,272	-5.9%	162,214	170,204	3.5%	1,701	4,068	-58.2%
Timeshare	113,494	105,870	7.2%	112,609	103,455	3.5%	885	2,415	-63.3%
...Timeshare Only	77,897	78,584	-0.9%	77,730	76,632	3.5%	167	1,952	-91.4%
Apartment	10,509	18,983	-44.6%	9,369	18,480	9.9%	1,139	502	126.9%
Bed & Breakfast	23,451	24,340	-3.7%	23,034	23,760	6.3%	417	580	-28.1%
Cruise Ship	101,243	75,954	33.3%	100,640	74,471	-11.2%	603	1,483	-59.3%
Friends or Relatives	165,057	165,240	-0.1%	159,439	160,672	6.8%	5,619	4,568	23.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,216,360	1,198,626	1.5%	1,177,007	1,150,293	8.0%	39,353	48,333	-18.6%
...Honeymoon/Get Married (Net)	129,684	120,086	8.0%	126,458	117,984	6.2%	3,225	2,102	53.5%
MC&I (Net)	152,010	155,596	-2.3%	149,781	153,837	12.0%	2,229	1,759	26.7%
.....Convention/Conf.	98,148	93,249	5.3%	96,434	92,152	17.7%	1,714	1,097	56.2%
.....Corp. Meetings	26,772	34,630	-22.7%	26,536	33,965	8.1%	237	666	-64.4%
.....Incentive	30,249	29,505	2.5%	29,971	29,401	-7.7%	278	104	168.6%
Other Business	63,220	58,924	7.3%	60,031	57,048	4.8%	3,189	1,876	70.0%
Visit Friends/Relatives	147,180	134,931	9.1%	142,603	128,215	2.9%	4,577	6,716	-31.8%
Government/Military	39,827	32,002	24.5%	34,338	29,603	7.6%	5,490	2,398	128.9%
Attend School	4,904	5,598	-12.4%	4,286	5,255	7.4%	619	342	80.6%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	2,784.2	2,517.3	10.6%	2,718.5	2,446.8	11.1%	65.7	70.6	-7.0%
Per Person Per Day (\$)	163.0	152.3	7.0%	163.0	152.3	7.0%	163.0	152.3	7.0%
Per Person Per Trip (\$)	1,759.3	1,585.1	11.0%	1,777.1	1,604.7	10.7%	1,243.0	1,113.1	11.7%

Source: DBEDT

**TABLE 14: 2002 Domestic U.S. East MMA Visitor Arrivals by Month and State  
(Arrivals by Air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>W.N. CENTRAL</b>	<b>23,672</b>	<b>24,639</b>	<b>27,090</b>	<b>11,994</b>	<b>12,548</b>	<b>13,451</b>	<b>12,480</b>	<b>9,423</b>	<b>9,265</b>	<b>11,535</b>	<b>11,354</b>	<b>15,767</b>	<b>183,216</b>
Iowa	3,400	3,348	3,145	1,205	1,097	1,559	1,715	987	1,030	1,353	1,293	1,807	21,938
Kansas	2,228	2,026	2,710	1,214	1,739	1,832	1,851	1,094	1,414	1,608	1,261	1,903	20,880
Minnesota	10,756	11,874	13,818	5,251	3,552	3,539	3,178	3,104	2,833	3,781	4,500	6,519	72,706
Missouri	4,235	3,937	4,468	2,820	4,256	4,717	4,039	2,999	2,829	3,046	2,711	3,080	43,136
Nebraska	1,670	1,800	1,574	853	1,158	1,268	979	702	724	1,066	808	1,335	13,936
N. Dakota	656	609	637	261	398	183	236	221	170	251	283	464	4,370
S. Dakota	727	1,044	739	391	350	354	481	315	264	430	497	658	6,249
<b>W.S. CENTRAL</b>	<b>13,938</b>	<b>14,290</b>	<b>22,454</b>	<b>15,105</b>	<b>24,499</b>	<b>29,322</b>	<b>28,954</b>	<b>19,130</b>	<b>15,781</b>	<b>17,319</b>	<b>15,281</b>	<b>17,301</b>	<b>233,376</b>
Arkansas	819	879	1,202	720	1,038	1,293	1,415	1,268	951	1,000	998	1,062	12,645
Louisiana	914	1,130	1,000	1,239	1,551	2,194	2,016	1,650	1,244	1,439	1,115	1,289	16,782
Oklahoma	1,643	1,783	2,345	1,421	2,802	3,291	2,887	1,853	1,685	1,992	1,705	2,140	25,548
Texas	10,562	10,499	17,907	11,725	19,107	22,544	22,635	14,359	11,901	12,888	11,463	12,809	178,400
<b>E.N. CENTRAL</b>	<b>33,819</b>	<b>42,699</b>	<b>46,296</b>	<b>26,145</b>	<b>24,778</b>	<b>32,113</b>	<b>30,184</b>	<b>23,617</b>	<b>22,536</b>	<b>27,375</b>	<b>26,093</b>	<b>33,813</b>	<b>369,468</b>
Illinois	12,606	13,340	15,983	9,276	9,051	11,733	11,268	9,947	7,900	9,135	9,017	13,428	132,686
Indiana	3,695	3,975	5,079	2,476	2,789	4,077	3,668	2,231	2,859	3,288	3,646	3,483	41,267
Michigan	6,395	10,956	10,025	5,667	5,037	5,387	5,804	4,275	3,972	5,736	5,103	7,302	75,659
Ohio	5,498	7,057	7,691	5,638	5,086	8,141	7,103	5,055	5,564	6,327	5,615	5,763	74,538
Wisconsin	5,625	7,370	7,519	3,089	2,815	2,774	2,341	2,109	2,241	2,887	2,712	3,836	45,317
<b>E.S. CENTRAL</b>	<b>5,114</b>	<b>5,846</b>	<b>7,081</b>	<b>5,935</b>	<b>7,558</b>	<b>9,304</b>	<b>7,217</b>	<b>5,695</b>	<b>5,259</b>	<b>6,053</b>	<b>10,778</b>	<b>5,278</b>	<b>81,117</b>
Alabama	1,065	1,309	1,606	1,838	1,766	2,050	1,587	1,607	1,258	1,440	5,969	1,093	22,588
Kentucky	1,474	1,809	1,866	1,415	1,958	2,435	2,352	1,744	1,592	1,977	2,253	1,747	22,623
Mississippi	506	584	685	574	817	1,023	664	499	444	581	496	430	7,302
Tennessee	2,069	2,144	2,924	2,108	3,016	3,797	2,614	1,846	1,966	2,055	2,060	2,007	28,604
<b>NEW ENGLAND</b>	<b>7,905</b>	<b>12,200</b>	<b>8,912</b>	<b>10,378</b>	<b>8,178</b>	<b>8,229</b>	<b>9,146</b>	<b>9,462</b>	<b>7,375</b>	<b>9,280</b>	<b>6,462</b>	<b>8,631</b>	<b>106,158</b>
Connecticut	1,777	2,595	2,147	2,413	2,108	2,210	2,610	2,609	1,469	2,219	1,487	1,952	25,598
Maine	638	1,056	792	889	564	447	416	462	357	639	498	558	7,314
Massachusetts	4,012	5,941	4,231	5,021	4,131	4,107	4,607	5,056	4,134	4,796	3,170	4,684	53,890
New Hampshire	707	1,197	765	985	684	647	777	601	574	787	627	610	8,962
Rhode Island	455	838	519	583	364	506	460	533	600	535	427	481	6,300
Vermont	316	575	458	486	327	313	276	200	240	304	254	347	4,095

**TABLE 14: 2002 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)**  
**(Arrivals by air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>MID ATLANTIC</b>	<b>17,026</b>	<b>20,449</b>	<b>20,090</b>	<b>16,562</b>	<b>18,235</b>	<b>19,850</b>	<b>24,418</b>	<b>26,590</b>	<b>15,690</b>	<b>18,677</b>	<b>15,705</b>	<b>18,533</b>	<b>231,823</b>
New Jersey	4,012	5,002	5,268	4,888	4,922	5,410	7,124	7,676	4,139	5,000	4,455	4,568	62,465
New York	8,196	9,609	9,162	7,513	7,786	8,267	11,463	13,619	7,269	8,581	7,276	9,652	108,392
Pennsylvania	4,817	5,837	5,659	4,161	5,527	6,173	5,831	5,295	4,281	5,096	3,974	4,314	60,965
<b>S. ATLANTIC</b>	<b>22,959</b>	<b>24,619</b>	<b>27,014</b>	<b>26,684</b>	<b>32,612</b>	<b>36,031</b>	<b>32,760</b>	<b>26,676</b>	<b>23,222</b>	<b>26,261</b>	<b>22,564</b>	<b>23,171</b>	<b>324,573</b>
Delaware	414	399	407	332	360	413	385	319	279	385	304	260	4,257
Washington, D.C.	642	541	565	375	573	474	532	1,072	381	549	506	708	6,918
Florida	5,777	6,338	6,477	7,535	9,627	9,552	8,608	6,444	7,003	7,671	6,437	5,917	87,385
Georgia	3,220	3,960	4,205	5,131	6,759	6,998	6,355	3,807	4,218	4,200	3,697	3,827	56,378
Maryland	3,694	3,485	4,031	3,078	3,926	4,616	4,564	4,952	2,718	3,446	3,009	3,134	44,653
N. Carolina	2,502	2,652	3,219	3,115	3,508	4,547	3,382	2,397	2,531	2,705	2,182	2,679	35,417
S. Carolina	1,019	1,286	1,717	1,499	1,810	2,044	1,620	762	1,076	1,189	826	1,243	16,091
Virginia	5,320	5,484	5,949	5,179	5,649	6,637	6,751	6,543	4,649	5,640	5,277	5,066	68,145
West Virginia	371	474	443	440	400	751	562	380	368	476	326	337	5,328
<b>TOTAL U.S. EAST</b>	<b>124,433</b>	<b>144,741</b>	<b>158,937</b>	<b>112,803</b>	<b>128,408</b>	<b>148,301</b>	<b>145,159</b>	<b>120,593</b>	<b>99,127</b>	<b>116,500</b>	<b>108,236</b>	<b>122,493</b>	<b>1,529,730</b>

**TABLE 15: Domestic U.S. Visitors by State: 1995 – 2002**  
(Arrivals by air)

	2002	2001	2000	1999	1998	1997	1996	1995
<b>PACIFIC COAST</b>	2,001,726	1,908,057	1,938,247	1,844,511	1,705,992	1,663,760	1,633,730	1,608,710
Alaska	41,630	41,545	43,224	41,737	37,579	30,970	31,730	31,200
California	1,570,367	1,468,881	1,456,666	1,355,754	1,269,623	1,262,570	1,257,670	1,219,340
Oregon	121,245	123,511	135,883	147,220	128,510	121,700	111,970	110,240
Washington	268,483	274,120	302,474	299,802	270,279	248,520	232,360	247,930
<b>MOUNTAIN</b>	430,499	390,046	391,037	363,898	341,950	339,620	313,490	291,400
Arizona	110,926	97,564	100,589	94,289	89,333	85,600	80,390	73,630
Colorado	121,257	107,933	110,480	98,218	90,828	95,370	80,890	75,450
Idaho	24,013	24,568	23,931	24,522	21,092	20,940	21,360	19,570
Montana	15,393	15,264	15,019	13,273	12,269	11,690	11,590	11,330
Nevada	61,486	54,879	55,621	46,772	45,397	43,140	41,810	40,780
New Mexico	21,595	18,549	20,509	19,803	19,643	18,630	19,580	19,140
Utah	69,565	65,648	58,460	61,635	58,332	58,940	52,480	46,110
Wyoming	6,265	5,640	6,428	5,386	5,057	5,310	5,390	5,400
<b>W.N. CENTRAL</b>	183,216	193,575	206,468	191,856	172,518	166,100	167,450	172,390
Iowa	21,938	22,236	24,544	23,772	20,830	18,660	20,370	21,730
Kansas	20,880	22,579	23,869	21,695	20,182	19,740	19,320	19,990
Minnesota	72,706	79,592	84,262	76,502	66,034	63,310	62,570	67,000
Missouri	43,136	45,285	48,170	45,279	42,131	42,320	42,070	40,180
Nebraska	13,936	13,170	14,280	14,199	13,710	12,540	12,850	12,870
N. Dakota	4,370	4,806	5,160	4,727	4,819	4,800	4,750	5,110
S. Dakota	6,249	5,907	6,182	5,682	4,813	4,730	5,520	4,870
<b>W.S. CENTRAL</b>	233,376	219,875	229,067	217,433	208,235	191,440	179,870	170,920
Arkansas	12,645	11,590	11,690	12,001	11,022	10,220	9,810	9,390
Louisiana	16,782	15,529	16,750	16,401	15,593	14,180	14,300	13,400
Oklahoma	25,548	21,587	22,838	21,902	19,916	19,830	19,920	20,070
Texas	178,400	171,169	177,789	167,129	161,704	147,200	135,840	128,070
<b>E.N. CENTRAL</b>	369,468	378,159	402,799	374,582	358,967	334,600	337,980	334,320
Illinois	132,686	132,909	138,588	132,675	128,745	122,880	121,300	123,670
Indiana	41,267	42,441	43,346	41,724	40,563	38,890	37,430	36,130
Michigan	75,659	84,999	88,413	78,946	76,217	69,100	69,470	68,550
Ohio	74,538	72,644	78,393	75,441	70,824	64,980	68,240	65,770
Wisconsin	45,317	45,166	54,059	45,795	42,619	38,750	41,540	40,200
<b>E.S. CENTRAL</b>	81,117	70,810	78,366	76,409	71,242	67,500	67,920	67,930
Alabama	22,588	15,640	18,573	17,746	16,445	15,250	15,170	15,420
Kentucky	22,623	19,199	20,993	19,150	18,194	18,490	17,800	17,290
Mississippi	7,302	7,661	8,581	8,092	7,961	6,810	6,980	7,520
Tennessee	28,604	28,310	30,220	31,421	28,642	26,950	27,970	27,700
<b>NEW ENGLAND</b>	106,158	105,925	110,355	97,204	92,070	90,190	93,520	90,460
Connecticut	25,598	26,050	27,672	26,653	24,710	24,000	24,780	24,350
Maine	7,314	6,637	7,159	6,663	6,426	5,980	6,590	6,670
Massachusetts	53,890	53,597	55,894	44,878	43,867	44,200	45,540	43,560
New Hampshire	8,962	9,290	8,996	8,783	7,981	7,550	7,570	7,280
Rhode Island	6,300	6,251	6,407	6,121	5,690	5,190	5,250	5,040
Vermont	4,095	4,100	4,225	4,106	3,397	3,280	3,790	3,560
<b>MID ATLANTIC</b>	231,823	240,063	256,975	241,256	220,845	203,840	208,620	213,090
New Jersey	62,465	65,654	70,559	66,806	58,958	54,310	53,680	55,660
New York	108,392	113,547	117,496	107,906	102,379	94,920	98,370	99,910
Pennsylvania	60,965	60,862	68,920	66,544	59,508	54,610	56,570	57,510
<b>S. ATLANTIC</b>	324,573	316,337	339,509	318,863	290,888	270,350	272,510	256,060
Delaware	4,257	4,576	4,948	4,518	3,913	3,790	3,820	4,010
Washington, D.C.	6,918	6,309	6,594	5,928	5,945	5,460	8,890	6,270
Florida	87,385	83,717	87,514	84,007	77,474	70,550	70,290	67,900
Georgia	56,378	53,781	62,041	54,025	50,635	50,930	50,240	43,580
Maryland	44,653	43,543	47,525	44,226	40,298	38,260	38,540	37,710
N. Carolina	35,417	36,595	40,666	38,848	33,435	31,430	30,290	28,950
S. Carolina	16,091	16,114	16,479	15,901	14,666	13,130	13,580	11,960
Virginia	68,145	66,277	68,202	65,683	59,587	52,710	51,850	50,480
West Virginia	5,328	5,425	5,541	5,727	4,935	4,090	5,010	5,210
<b>UNITED STATES</b>	3,961,956	3,822,845	3,952,823	3,726,012	3,462,708	3,327,400	3,275,090	3,205,280

Source: DBEDT

**TABLE 16: 2002 Domestic U.S. Visitor Characteristics by State  
(Arrivals by air)**

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	AVERAGE # OF TRIPS
<b>PACIFIC COAST</b>	2,001,726	10.06	20,143,227	81.3%	53.0%	21.8%	48.4%	20.1%	5.6%	4.7%	1.24	5.85
Alaska	41,630	13.48	561,223	79.3%	41.5%	17.9%	37.7%	24.3%	5.8%	4.1%	1.24	6.37
California	1,570,367	9.62	15,110,065	81.6%	53.4%	22.1%	51.1%	18.7%	5.6%	4.7%	1.24	5.79
Oregon	121,245	11.44	1,386,733	78.7%	54.2%	22.0%	38.1%	24.5%	6.1%	4.9%	1.27	5.65
Washington	268,483	11.49	3,085,217	80.9%	52.1%	20.1%	39.1%	25.8%	5.4%	4.6%	1.24	6.19
<b>MOUNTAIN</b>	430,499	10.42	4,486,561	73.7%	46.2%	31.0%	47.3%	17.2%	7.1%	5.6%	1.36	4.70
Arizona	110,926	10.10	1,120,617	75.4%	49.4%	31.8%	48.6%	15.2%	6.9%	5.9%	1.35	4.53
Colorado	121,257	10.69	1,295,835	71.1%	51.6%	30.5%	47.2%	18.5%	6.8%	5.6%	1.39	4.65
Idaho	24,013	11.05	265,324	75.5%	48.6%	30.8%	43.3%	21.6%	7.7%	5.1%	1.32	4.65
Montana	15,393	11.79	181,477	70.5%	45.9%	35.3%	41.6%	23.9%	8.4%	5.2%	1.37	4.30
Nevada	61,486	10.23	629,079	79.0%	43.0%	27.2%	50.4%	15.0%	6.7%	5.5%	1.30	5.61
New Mexico	21,595	10.91	235,501	72.7%	45.9%	35.4%	48.5%	15.0%	8.9%	5.4%	1.40	4.13
Utah	69,565	9.88	687,149	71.4%	34.3%	31.1%	45.1%	17.7%	7.3%	5.4%	1.39	4.63
Wyoming	6,265	11.43	71,579	70.5%	45.0%	38.9%	48.1%	18.0%	8.0%	7.2%	1.42	4.03
<b>WEST NORTH CENTRAL</b>	183,216	10.98	2,011,380	64.4%	38.0%	44.0%	54.0%	14.1%	10.2%	7.3%	1.51	3.57
Iowa	21,938	10.99	241,059	64.8%	37.7%	47.4%	53.7%	14.4%	10.5%	6.5%	1.52	3.40
Kansas	20,880	10.43	217,779	65.3%	41.2%	43.7%	55.3%	13.0%	11.9%	7.6%	1.51	3.54
Minnesota	72,706	11.55	839,637	63.6%	37.6%	40.9%	52.1%	15.1%	9.3%	6.9%	1.49	3.83
Missouri	43,136	10.36	446,856	64.7%	38.3%	45.6%	55.6%	13.1%	10.5%	8.1%	1.54	3.38
Nebraska	13,936	10.29	143,354	65.0%	38.7%	46.9%	55.7%	13.9%	10.3%	7.9%	1.50	3.30
North Dakota	4,370	11.60	50,695	67.5%	34.0%	47.7%	56.6%	12.5%	10.5%	7.4%	1.44	3.41
South Dakota	6,249	11.52	71,995	64.6%	32.9%	48.9%	56.3%	11.9%	11.6%	6.7%	1.48	3.31
<b>WEST SOUTH CENTRAL</b>	233,376	9.78	2,281,927	68.1%	38.3%	43.1%	58.4%	10.5%	9.4%	7.0%	1.48	3.65
Arkansas	12,645	10.09	127,596	68.3%	38.3%	46.2%	54.9%	11.7%	11.1%	6.3%	1.46	3.52
Louisiana	16,782	10.10	169,510	64.9%	33.4%	52.7%	57.1%	9.3%	12.4%	7.8%	1.55	3.00
Oklahoma	25,548	9.78	249,910	69.8%	37.6%	43.2%	57.1%	12.0%	9.2%	6.6%	1.44	3.64
Texas	178,400	9.72	1,734,912	68.1%	38.8%	41.9%	58.9%	10.4%	9.0%	7.0%	1.47	3.72
<b>EAST NORTH CENTRAL</b>	369,468	11.11	4,105,671	61.3%	39.6%	46.6%	54.9%	13.0%	8.7%	8.6%	1.60	3.35
Illinois	132,686	10.70	1,419,484	64.0%	44.8%	41.7%	56.8%	13.4%	8.1%	9.0%	1.53	3.70
Indiana	41,267	10.85	447,759	62.8%	38.3%	48.0%	55.1%	12.7%	8.9%	8.2%	1.57	3.21
Michigan	75,659	11.65	881,374	59.3%	37.3%	49.4%	53.0%	13.8%	8.3%	8.9%	1.63	3.13
Ohio	74,538	11.16	832,156	59.6%	35.5%	50.3%	54.6%	11.5%	9.3%	8.4%	1.65	3.05
Wisconsin	45,317	11.58	524,900	58.4%	36.6%	48.4%	53.1%	13.1%	10.1%	7.8%	1.65	3.29
<b>EAST SOUTH CENTRAL</b>	81,117	10.24	830,737	65.4%	30.1%	51.4%	60.2%	9.7%	11.6%	6.6%	1.54	2.96
Alabama	22,588	9.65	218,021	68.0%	22.5%	55.6%	66.1%	7.6%	11.0%	4.8%	1.51	2.72
Kentucky	22,623	10.62	240,368	64.7%	35.8%	48.1%	57.1%	12.1%	10.3%	7.4%	1.54	3.04
Mississippi	7,302	10.64	77,673	68.4%	28.4%	52.6%	60.1%	9.3%	15.6%	6.5%	1.50	2.96
Tennessee	28,604	10.30	294,675	63.2%	32.0%	50.4%	58.1%	9.6%	12.0%	7.2%	1.57	3.08
<b>NEW ENGLAND</b>	106,158	12.06	1,279,926	59.6%	38.4%	47.7%	53.0%	10.5%	9.8%	9.7%	1.62	3.44
Connecticut	25,598	11.97	306,355	58.6%	38.3%	46.2%	55.0%	10.2%	9.8%	9.8%	1.64	3.59
Maine	7,314	13.15	96,148	64.1%	32.7%	48.1%	48.4%	11.7%	9.2%	5.5%	1.54	3.53
Massachusetts	53,890	11.88	640,365	58.3%	39.7%	48.3%	53.1%	10.1%	10.0%	11.0%	1.65	3.37
New Hampshire	8,962	12.69	113,751	61.3%	38.2%	47.1%	51.9%	11.5%	10.2%	7.1%	1.59	3.39
Rhode Island	6,300	11.16	70,298	64.1%	32.6%	49.0%	56.1%	9.6%	9.4%	8.2%	1.58	3.48
Vermont	4,095	12.95	53,009	64.7%	41.9%	47.8%	45.0%	14.5%	8.4%	8.8%	1.53	3.49
<b>MIDDLE ATLANTIC</b>	231,823	11.49	2,662,929	57.2%	35.5%	52.0%	58.4%	8.3%	9.0%	11.4%	1.68	3.06
New Jersey	62,465	11.24	702,349	54.5%	34.6%	50.9%	60.2%	7.8%	10.2%	11.5%	1.72	3.10
New York	108,392	11.70	1,268,355	57.6%	36.2%	52.3%	58.4%	8.2%	7.7%	12.7%	1.67	3.11
Pennsylvania	60,965	11.35	692,223	59.2%	35.1%	52.4%	56.6%	9.1%	10.2%	9.0%	1.65	2.94
<b>SOUTH ATLANTIC</b>	324,573	10.80	3,506,200	63.0%	30.2%	46.8%	56.3%	7.9%	11.2%	7.1%	1.59	3.49
Delaware	4,257	11.47	48,831	59.5%	33.6%	50.0%	54.8%	7.5%	9.9%	8.0%	1.66	3.21
D.C.	6,918	10.27	71,080	67.5%	32.3%	40.0%	56.3%	8.1%	13.3%	7.3%	1.50	4.19
Florida	87,385	11.02	963,015	59.4%	29.8%	47.5%	53.5%	7.1%	10.4%	6.9%	1.69	3.48
Georgia	56,378	10.03	565,546	61.8%	31.5%	48.8%	57.6%	9.5%	10.9%	7.7%	1.58	3.15
Maryland	44,653	11.12	496,664	64.3%	31.0%	45.5%	58.1%	7.2%	13.2%	6.7%	1.56	3.60
North Carolina	35,417	10.85	384,407	62.2%	33.6%	50.2%	54.9%	8.5%	10.9%	8.0%	1.58	3.06
South Carolina	16,091	10.63	171,080	63.3%	27.9%	53.6%	55.2%	9.0%	10.1%	7.1%	1.61	2.90
Virginia	68,145	10.94	745,193	67.8%	27.2%	41.2%	58.8%	7.7%	11.6%	6.5%	1.49	4.08
West Virginia	5,328	11.33	60,384	62.1%	31.6%	57.8%	54.6%	8.4%	10.6%	6.8%	1.62	2.72

Source: DBEDT

**TABLE 17: 2002 Market Penetration for Top U.S. MSAs  
(Arrivals by air)**

RANK	METRO AREA	2002	2001	% CHNG	2000 Population (1000)	Est. 2000 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	646,800	587,656	10.06%	16,374	39.5
2	San Francisco/Oakland/San Jose, CA	533,730	528,373	1.01%	7,039	75.8
3	Seattle/Tacoma/Bremengton, WA	201,240	204,612	-1.65%	3,555	56.6
4	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	147,091	153,860	-4.40%	21,200	6.9
5	San Diego, CA	138,330	131,693	5.04%	2,814	49.2
6	Chicago/Gary/Kenosha, IL/IN/WI	111,368	114,121	-2.41%	9,158	12.2
7	Portland/Salem, OR/WA	94,183	97,335	-3.24%	2,265	41.6
8	Sacramento/Yolo, CA	92,909	81,422	14.11%	7,608	12.2
9	Washington/Baltimore, DC/MD/VA/WV	89,837	87,478	2.70%	1,797	50.0
10	Denver/Boulder/Greeley, CO	85,486	75,563	13.13%	2,582	33.1
11	Phoenix/Mesa, AZ	79,896	70,480	13.36%	5,222	15.3
12	Dallas/Fort Worth, TX	72,560	70,712	2.61%	3,252	22.3
13	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	57,367	50,478	13.65%	2,969	19.3
14	Minneapolis/Saint Paul, MN/WI	55,119	59,909	-8.00%	5,456	10.1
15	Detroit/Ann Arbor/Flint, MI	46,141	52,911	-12.80%	5,819	7.9
16	Salt Lake City/Ogden, UT	44,775	41,878	6.92%	1,334	33.6
17	Las Vegas, NV/AZ	44,201	39,103	13.04%	4,112	10.7
18	Houston/Galveston/Brazoria, TX	43,661	41,093	6.25%	4,670	9.3
19	Atlanta, GA	42,764	41,218	3.75%	1,563	27.4
20	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	38,019	38,698	-1.76%	6,188	6.1
21	Saint Louis, MO/IL	25,068	28,152	-10.95%	2,604	9.6
22	Anchorage, AK	24,012	23,971	0.17%	260	92.3
23	Cleveland/Akron, OH	20,152	19,625	2.68%	1,776	11.3
24	Kansas City, MO/KS	19,666	20,414	-3.67%	2,946	6.7
25	Cincinnati/Hamilton, OH/KY/IN	19,565	18,513	5.68%	1,979	9.9
26	Santa Barbara/Santa Maria/Lompoc, CA	19,270	17,315	11.29%	399	48.3
27	Stockton-Lodi, CA	17,051	15,125	12.73%	1,250	13.6
28	Tucson, AZ	17,043	15,122	12.71%	3,876	4.4
29	Fresno, CA	16,555	14,483	14.30%	564	29.4
30	Miami/Fort Lauderdale, FL	16,274	15,662	3.91%	844	19.3
31	Austin/San Marcos, TX	15,920	15,959	-0.24%	1,690	9.4
32	Milwaukee/Racine, WI	15,097	14,910	1.26%	1,608	9.4
33	Tampa/Saint Petersburg/Clearwater, FL	14,300	14,219	0.57%	923	15.5
34	Salinas, CA	14,199	12,906	10.02%	2,396	5.9
35	Indianapolis, IN	14,044	14,806	-5.15%	418	33.6
36	Reno, NV	13,786	12,169	13.29%	402	34.3
37	Norfolk/Virginia Beach/Newport News, VA/NC	12,889	12,390	4.03%	2,359	5.5
38	San Antonio, TX	12,842	11,773	9.08%	1,570	8.2
39	Pittsburgh, PA	12,775	12,506	2.15%	369	34.6
40	Spokane, WA	12,406	13,458	-7.82%	339	36.6
41	Colorado Springs, CO	12,273	10,863	12.99%	1,540	8.0
42	Orlando, FL	12,189	11,620	4.90%	1,592	7.7
43	Columbus, OH	12,152	11,904	2.08%	1,645	7.4
44	Modesto, CA	12,151	10,189	19.26%	517	23.5
45	Bakersfield, CA	11,713	9,639	21.51%	432	27.1
46	Albuquerque, NM	11,557	10,046	15.04%	247	46.8
47	San Luis/Obispo/Atascadero/Paso Robles, CA	11,469	10,339	10.92%	447	25.7
48	Provo/Orem, UT	11,272	12,177	-7.43%	713	15.8
49	Hartford, CT	10,749	7,821	37.42%	323	33.3
50	Eugene/Springfield, OR	10,119	9,993	1.26%	662	15.3
51	Boise City, ID	9,897	10,757	-8.00%	1,188	8.3
52	Oklahoma City, OK	9,309	7,839	18.74%	1,499	6.2
53	Charlotte/Gastonia/Rock Hill, NC/SC	9,058	9,075	-0.19%	1,231	7.4
54	Raleigh/Durham/Chapel Hill, NC	9,003	9,134	-1.44%	1,089	8.3
55	Nashville, TN	8,837	8,959	-1.36%	1,083	8.2
56	Tulsa, OK	8,710	7,333	18.78%	1,183	7.4
57	Grand Rapids/Muskegon/Holland, MI	8,171	8,816	-7.31%	803	10.2
58	Omaha, NE/IA	7,468	7,051	5.92%	717	10.4
59	Bellingham, WA	5,870	6,364	-7.77%	167	35.2

Source: DBEDT and U.S. Bureau of the Census



**TABLE 18: Japan MMA Visitor Characteristics 2002 vs. 2001  
(Arrivals by air)**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	8,760,045	9,201,668	-4.8%	124,708	166,779	-25.2%	8,635,336	9,034,889	-4.4%
Total Visitors	1,483,121	1,528,563	-3.0%	16,860	22,371	-24.6%	1,466,261	1,506,193	-2.7%
<b>PARTY SIZE</b>									
One	97,598	161,470	-39.6%	5,237	6,562	-20.2%	92,360	154,908	-40.4%
Two	406,622	451,588	-10.0%	6,527	8,042	-18.8%	400,095	443,546	-9.8%
Three or more	978,901	915,505	6.9%	5,096	7,767	-34.4%	973,806	907,739	7.3%
Avg Party Size	2.94	2.69	9.4%	1.72	1.79	-3.5%	2.95	2.70	9.3%
<b>VISIT STATUS</b>									
First-Time	690,664	741,248	-6.8%	5,598	7,277	-23.1%	685,066	733,970	-6.7%
Repeat	792,458	787,316	0.7%	11,263	15,094	-25.4%	781,195	772,222	1.2%
Average # of Trips	3.88	2.90	33.9%	4.83	5.09	-4.9%	3.87	2.87	35.1%
<b>TRAVEL METHOD</b>									
Group Tour	647,059	668,106	-3.2%	3,223	4,351	-25.9%	643,835	663,754	-3.0%
Package	1,264,276	1,317,207	-4.0%	5,360	6,574	-18.5%	1,258,916	1,310,633	-3.9%
Group Tour & Pkg	617,288	636,047	-2.9%	2,332	3,197	-27.1%	614,956	632,850	-2.8%
True Independent	189,074	179,298	5.5%	10,609	14,643	-27.5%	178,465	164,655	8.4%
<b>ISLANDS VISITED</b>									
Oahu	1,429,346	1,465,731	-2.5%	14,646	19,481	-24.8%	1,414,700	1,446,249	-2.2%
Maui County	201,389	236,018	-14.7%	2,445	3,165	-22.8%	198,945	232,853	-14.6%
...Maui	186,343	228,910	-18.6%	2,331	3,065	-24.0%	184,013	225,845	-18.5%
...Molokai	13,820	12,771	8.2%	110	97	12.9%	13,710	12,674	8.2%
...Lanai	6,515	5,140	26.8%	117	87	33.9%	6,399	5,053	26.6%
Kauai	97,386	122,396	-20.4%	1,050	1,322	-20.6%	96,336	121,074	-20.4%
Big Island	228,089	230,398	-1.0%	1,626	2,162	-24.8%	226,463	228,237	-0.8%
...Hilo	77,280	67,532	14.4%	544	642	-15.3%	76,736	66,890	14.7%
...Kona	196,874	203,433	-3.2%	1,328	1,774	-25.1%	195,546	201,658	-3.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.10	5.22	-2.3%	6.33	6.32	0.2%	5.09	5.21	-2.3%
Maui (days)	2.79	2.63	6.1%	5.90	5.82	1.3%	2.75	2.59	6.4%
Molokai (days)	2.08	1.83	13.4%	6.54	3.74	74.9%	2.04	1.82	12.3%
Lanai (days)	3.94	1.68	133.9%	4.78	6.85	-30.2%	3.92	1.59	146.0%
Kauai (days)	1.66	1.89	-12.1%	5.42	5.48	-1.1%	1.62	1.85	-12.5%
Big Island (days)	3.20	2.95	8.3%	6.90	8.12	-15.1%	3.17	2.90	9.2%
...Hilo (days)	1.98	2.05	-3.3%	5.42	7.28	-25.6%	1.96	2.00	-2.0%
...Kona (days)	2.93	2.66	9.9%	6.22	7.26	-14.3%	2.90	2.62	10.7%
Statewide (days)	5.91	6.02	-1.9%	7.40	7.46	-0.8%	5.89	6.00	-1.8%
<b>ACCOMMODATIONS</b>									
Hotel	1,358,911	1,388,703	-2.1%	12,777	16,565	-22.9%	1,346,133	1,372,139	-1.9%
...Hotel Only	1,331,914	1,358,158	-1.9%	12,141	15,739	-22.9%	1,319,773	1,342,419	-1.7%
Condo	113,014	132,518	-14.7%	2,063	2,905	-29.0%	110,951	129,613	-14.4%
...Condo Only	94,736	114,391	-17.2%	1,733	2,474	-30.0%	93,003	111,917	-16.9%
Timeshare	3,182	4,129	-22.9%	321	337	-4.7%	2,861	3,791	-24.5%
...Timeshare Only	1,415	1,411	0.3%	203	244	-16.9%	1,212	1,166	3.9%
Apartment	262	999	-73.8%	89	314	-71.6%	173	684	-74.7%
Bed & Breakfast	2,987	2,402	24.4%	124	183	-32.1%	2,863	2,219	29.0%
Cruise Ship	1,133	1,052	7.8%	199	179	11.3%	934	873	7.0%
Friends or Relatives	24,354	21,348	14.1%	1,442	1,952	-26.1%	22,911	19,396	18.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,377,239	1,350,028	2.0%	13,633	18,099	-24.7%	1,363,606	1,331,929	2.4%
...Honeymoon/Get Married (Net)	389,220	224,624	73.3%	2,130	2,532	-15.9%	387,090	222,092	74.3%
MC&I (Net)	41,281	46,057	-10.4%	1,133	1,256	-9.8%	40,147	44,801	-10.4%
.....Convention/Conf.	10,246	18,501	-44.6%	603	661	-8.7%	9,643	17,840	-45.9%
.....Corp. Meetings	9,046	7,660	18.1%	395	472	-16.3%	8,651	7,188	20.4%
.....Incentive	22,897	21,325	7.4%	157	127	23.8%	22,739	21,198	7.3%
Other Business	16,282	16,428	-0.9%	534	851	-37.3%	15,749	15,576	1.1%
Visit Friends/Relatives	30,584	19,569	56.3%	1,438	1,760	-18.3%	29,146	17,809	63.7%
Government/Military	2,240	5,272	-57.5%	310	374	-17.3%	1,931	4,898	-60.6%
Attend School	3,331	5,641	-41.0%	93	136	-31.7%	3,238	5,506	-41.2%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	2,042.2	2,089.2	-2.2%	29.1	37.9	-23.2%	2,013.2	2,051.4	-1.9%
Per Person Per Day (\$)	233.1	227.0	2.7%	233.1	227.0	2.7%	233.1	227.0	2.7%
Per Person Per Trip (\$)	1,377.0	1,366.8	0.7%	1,724.3	1,692.7	1.9%	1,373.0	1,362.0	0.8%

Source: DBEDT

**TABLE 19: 2002 International Japanese Visitor Characteristics by Region  
(Arrivals by air)**

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
	<b>Visitor Counts</b>	135,908	181,370	59,775	453,872	64,119	28,202	91,659	71,331	3,884
<b>PARTY SIZE</b>										
One	6,671	9,136	3,305	28,341	3,187	1,353	4,842	3,528	382	31,616
Two	38,167	48,065	15,408	121,645	18,022	6,510	24,746	16,217	524	110,792
Three or more	91,070	124,169	41,063	303,886	42,910	20,338	62,072	51,587	2,979	233,733
Avg Party Size	3.05	3.07	3.14	2.91	3.04	3.28	3.02	3.18	3.26	2.79
<b>VISIT STATUS</b>										
First-Time	69,153	82,502	32,631	167,731	36,660	14,903	53,928	36,438	2,452	188,669
Repeat	66,755	98,869	27,144	286,141	27,459	13,298	37,731	34,894	1,433	187,471
Average # of Trips	3.30	4.40	2.87	4.66	3.68	2.75	2.79	3.34	2.11	3.53
<b>TRAVEL METHOD</b>										
Group Tour	60,822	82,750	28,079	183,542	30,288	13,346	44,664	31,879	2,294	166,173
Package	120,295	159,248	53,214	369,688	57,629	24,701	83,607	65,276	3,173	322,086
Group Tour & Pkg	58,023	79,510	26,242	176,124	29,462	12,743	42,902	31,088	2,128	156,734
True Independent	12,814	18,882	4,724	76,766	5,665	2,898	6,291	5,264	545	44,617
<b>ISLANDS VISITED</b>										
Oahu	132,219	177,054	58,612	430,475	62,393	27,590	89,991	70,469	3,884	362,013
Maui County	20,361	28,875	6,899	60,710	10,421	3,539	11,618	8,185	296	48,041
...Maui	19,021	26,764	6,277	55,030	9,834	3,249	11,201	7,508	281	44,846
...Molokai	1,027	1,939	502	4,846	701	398	274	791	15	3,217
...Lanai	692	829	247	2,220	274	58	334	148	0	1,596
Kauai	8,805	15,356	3,779	28,799	4,241	1,698	4,700	5,181	246	23,530
Big Island	22,292	24,833	9,294	80,946	9,711	4,568	10,967	9,370	618	53,863
...Hilo	8,084	9,631	3,501	23,709	3,884	2,221	4,054	3,865	189	17,596
...Kona	19,749	21,481	7,184	70,795	8,398	3,617	9,215	7,920	522	46,665
<b>LENGTH OF STAY</b>										
Oahu (days)	5.19	5.27	5.14	5.55	5.36	5.15	5.15	5.50	6.13	4.25
Maui (days)	2.62	2.57	4.19	3.19	2.93	1.89	2.48	2.41	1.84	2.35
Molokai (days)	2.01	1.83	1.86	2.13	2.10	1.86	1.77	3.31	2.00	1.79
Lanai (days)	2.57	3.10	4.81	2.64	1.55	2.52	2.34	2.45	0.00	7.51
Kauai (days)	1.73	1.77	1.28	1.81	1.32	1.99	1.42	1.50	6.75	1.32
Big Island (days)	2.89	2.79	2.71	3.73	3.27	2.52	2.80	2.81	3.55	2.87
...Hilo (days)	1.63	1.55	2.00	2.04	3.16	1.33	1.94	1.61	3.17	2.08
...Kona (days)	2.59	2.53	2.54	3.59	2.31	2.37	2.48	2.54	3.05	2.52
Statewide (days)	5.63	5.70	5.67	6.12	5.87	5.44	5.48	5.87	7.02	5.97
<b>ACCOMMODATIONS</b>										
Hotel	128,499	169,409	56,827	400,169	59,610	26,492	86,262	68,056	3,579	347,232
...Hotel Only	126,878	166,626	55,904	388,919	58,771	26,157	85,313	67,057	3,228	340,921
Condo	6,721	11,552	3,156	51,506	3,730	1,528	4,861	3,572	121	24,203
...Condo Only	5,954	9,487	2,459	43,255	3,341	1,426	4,246	2,754	93	19,989
Timeshare	226	268	134	1,703	134	0	60	107	0	228
...Timeshare Only	70	88	50	803	134	0	0	0	0	65
Apartment	0	0	0	0	0	0	0	0	0	173
Bed & Breakfast	356	547	0	1,024	93	28	80	144	36	555
Cruise Ship	61	27	57	475	0	0	141	0	0	172
Friends or Relatives	1,127	1,784	480	9,018	1,167	383	1,082	497	430	6,944
<b>PURPOSE OF TRIP</b>										
Pleasure (Net)	128,102	171,057	54,752	423,451	60,112	25,990	85,088	65,796	3,391	345,866
...Honeymoon/Get Married (Net)	42,166	45,392	19,516	88,623	20,113	9,529	28,682	20,225	762	112,082
MC&I (Net)	4,183	4,101	1,831	9,872	1,448	1,553	2,694	1,937	236	12,292
.....Convention/Conf.	667	821	445	3,281	390	225	818	258	0	2,737
.....Corp. Meetings	680	866	584	2,004	311	169	252	675	114	2,996
.....Incentive	2,883	2,497	802	4,658	897	1,159	1,624	1,017	122	7,081
Other Business	1,032	1,104	356	4,512	312	582	677	1,673	84	5,416
Visit Friends/Relatives	1,435	2,984	1,102	10,876	1,429	487	1,833	981	329	7,688
Government/Military	92	97	36	784	0	0	0	213	0	709
Attend School	104	96	0	1,240	207	25	101	318	28	1,120

Source: DBEDT

**TABLE 20: Canada MMA Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	2,357,310	2,638,548	-10.7%	481,898	575,666	-16.3%	1,875,411	2,062,882	-9.1%
Total Visitors	189,890	216,948	-12.5%	35,384	43,905	-19.4%	154,506	173,043	-10.7%
<b>PARTY SIZE</b>									
One	40,582	43,655	-7.0%	8,224	10,576	-22.2%	32,357	33,079	-2.2%
Two	97,236	110,318	-11.9%	18,374	22,318	-17.7%	78,862	88,000	-10.4%
Three or more	52,072	62,975	-17.3%	8,786	11,011	-20.2%	43,287	51,964	-16.7%
Avg Party Size	1.85	1.89	-2.1%	1.80	1.79	0.6%	1.86	1.92	-2.8%
<b>VISIT STATUS</b>									
First-Time	79,484	88,569	-10.3%	15,569	18,886	-17.6%	63,916	69,683	-8.3%
Repeat	110,406	128,379	-14.0%	19,815	25,019	-20.8%	90,590	103,360	-12.4%
Average # of Trips	4.15	4.23	-2.0%	3.96	4.08	-2.9%	4.19	4.27	-1.9%
<b>TRAVEL METHOD</b>									
Group Tour	17,338	21,078	-17.7%	3,636	4,897	-25.7%	13,702	16,181	-15.3%
Package	55,403	63,641	-12.9%	11,239	12,708	-11.6%	44,163	50,933	-13.3%
Group Tour & Pkg	13,697	17,546	-21.9%	2,978	4,044	-26.4%	10,719	13,502	-20.6%
True Independent	130,846	149,775	-12.6%	23,486	30,344	-22.6%	107,359	119,431	-10.1%
<b>ISLANDS VISITED</b>									
Oahu	106,959	122,736	-12.9%	20,954	24,115	-13.1%	86,005	98,621	-12.8%
Maui County	87,933	105,476	-16.6%	15,440	19,565	-21.1%	72,493	85,910	-15.6%
...Maui	85,084	102,888	-17.3%	14,892	19,008	-21.7%	70,192	83,880	-16.3%
...Molokai	4,039	3,018	33.9%	697	614	13.6%	3,342	2,404	39.0%
...Lanai	4,294	5,325	-19.4%	715	1,100	-35.0%	3,579	4,225	-15.3%
Kauai	33,566	31,073	8.0%	6,641	7,379	-10.0%	26,926	23,694	13.6%
Big Island	44,952	38,547	16.6%	9,014	9,432	-4.4%	35,938	29,115	23.4%
...Hilo	17,173	12,052	42.5%	3,583	3,052	17.4%	13,589	9,000	51.0%
...Kona	37,914	33,946	11.7%	7,466	8,337	-10.4%	30,448	25,610	18.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	8.83	9.20	-4.0%	10.06	9.93	1.3%	8.53	9.02	-5.5%
Maui (days)	9.17	9.21	-0.4%	9.35	9.39	-0.4%	9.13	9.17	-0.4%
Molokai (days)	5.74	5.91	-3.0%	8.28	10.34	-19.9%	5.20	4.78	8.9%
Lanai (days)	5.77	5.90	-2.2%	8.21	10.41	-21.1%	5.28	4.72	11.8%
Kauai (days)	6.87	6.91	-0.6%	6.73	7.31	-8.0%	6.91	6.79	1.8%
Big Island (days)	7.88	7.73	2.0%	8.38	9.13	-8.2%	7.76	7.27	6.7%
...Hilo (days)	4.05	4.71	-14.0%	4.03	5.98	-32.7%	4.05	4.27	-5.2%
...Kona (days)	7.51	7.10	5.8%	8.18	8.14	0.5%	7.35	6.76	8.7%
Statewide (days)	12.41	12.16	2.1%	13.62	13.11	3.9%	12.14	11.92	1.8%
<b>ACCOMMODATIONS</b>									
Hotel	106,701	124,869	-14.5%	20,505	25,515	-19.6%	86,196	99,354	-13.2%
...Hotel Only	84,341	107,106	-21.3%	16,386	22,387	-26.8%	67,955	84,719	-19.8%
Condo	49,518	61,204	-19.1%	7,830	10,091	-22.4%	41,688	51,114	-18.4%
...Condo Only	37,975	49,792	-23.7%	6,286	8,536	-26.4%	31,689	41,256	-23.2%
Timeshare	17,495	15,432	13.4%	3,091	3,167	-2.4%	14,405	12,265	17.4%
...Timeshare Only	11,671	11,204	4.2%	2,086	2,529	-17.5%	9,585	8,675	10.5%
Apartment	3,062	4,233	-27.7%	339	790	-57.1%	2,723	3,443	-20.9%
Bed & Breakfast	3,976	3,551	12.0%	716	774	-7.5%	3,260	2,777	17.4%
Cruise Ship	11,925	4,769	150.1%	2,940	1,532	91.9%	8,985	3,237	177.6%
Friends or Relatives	16,720	15,770	6.0%	3,224	3,783	-14.8%	13,496	11,987	12.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	156,794	174,403	-10.1%	28,797	33,434	-13.9%	127,997	140,968	-9.2%
...Honeymoon/Get Married (Net)	12,443	10,016	24.2%	2,456	2,418	1.6%	9,987	7,598	31.4%
MC&I (Net)	18,314	25,225	-27.4%	3,354	6,398	-47.6%	14,960	18,826	-20.5%
.....Convention/Conf.	12,034	17,706	-32.0%	2,123	4,585	-53.7%	9,911	13,121	-24.5%
.....Corp. Meetings	3,209	5,114	-37.2%	591	1,121	-47.3%	2,618	3,993	-34.4%
.....Incentive	3,500	2,820	24.1%	708	771	-8.3%	2,792	2,049	36.3%
Other Business	5,066	4,950	2.4%	996	1,277	-22.0%	4,071	3,673	10.8%
Visit Friends/Relatives	12,243	11,194	9.4%	2,380	2,735	-13.0%	9,863	8,459	16.6%
Government/Military	1,092	1,245	-12.3%	212	329	-35.4%	880	917	-4.0%
Attend School	570	712	-20.0%	86	164	-47.4%	483	548	-11.8%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	271.5	309.2	-12.2%	55.5	67.5	-17.7%	216.0	241.7	-10.7%
Per Person Per Day (\$)	115.2	117.2	-1.7%	115.2	117.2	-1.7%	115.2	117.2	-1.7%
Per Person Per Trip (\$)	1,429.6	1,425.2	0.3%	1,568.4	1,536.5	2.1%	1,397.8	1,397.0	0.1%

Source: DBEDT

**TABLE 21: Europe MMA Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	1,497,808	1,521,623	-1.6%	1,241,670	1,316,104	-5.7%	256,138	205,519	24.6%
Total Visitors	111,275	126,020	-11.7%	88,904	104,229	-14.7%	22,371	21,791	2.7%
<b>PARTY SIZE</b>									
One	29,644	34,939	-15.2%	24,412	28,462	-14.2%	5,231	6,477	-19.2%
Two	58,072	66,288	-12.4%	45,674	53,788	-15.1%	12,398	12,500	-0.8%
Three or more	23,560	24,793	-5.0%	18,818	21,979	-14.4%	4,742	2,815	68.5%
Avg Party Size	1.71	1.69	1.5%	1.70	1.70	-0.1%	1.76	1.61	9.1%
<b>VISIT STATUS</b>									
First-Time	71,311	75,714	-5.8%	54,501	58,235	-6.4%	16,810	17,479	-3.8%
Repeat	39,965	50,307	-20.6%	34,403	45,994	-25.2%	5,561	4,312	29.0%
Average # of Trips	2.56	3.11	-17.9%	2.80	3.44	-18.5%	1.58	1.56	1.3%
<b>TRAVEL METHOD</b>									
Group Tour	11,407	14,092	-19.0%	10,077	12,568	-19.8%	1,331	1,524	-12.7%
Package	49,609	51,980	-4.6%	40,324	42,452	-5.0%	9,285	9,528	-2.6%
Group Tour & Pkg	9,039	10,944	-17.4%	7,767	9,494	-18.2%	1,272	1,450	-12.3%
True Independent	59,298	70,893	-16.4%	46,271	58,703	-21.2%	13,027	12,190	6.9%
<b>ISLANDS VISITED</b>									
Oahu	79,635	89,568	-11.1%	62,055	71,582	-13.3%	17,581	17,986	-2.3%
Maui County	37,388	38,110	-1.9%	30,952	33,632	-8.0%	6,436	4,478	43.7%
...Maui	36,509	36,976	-1.3%	30,185	32,766	-7.9%	6,324	4,210	50.2%
...Molokai	1,634	1,557	4.9%	1,452	1,299	11.8%	182	259	-29.5%
...Lanai	1,579	1,518	4.0%	1,362	1,361	0.1%	217	157	38.7%
Kauai	19,633	18,608	5.5%	15,778	17,311	-8.9%	3,854	1,297	197.2%
Big Island	26,574	25,196	5.5%	21,913	20,929	4.7%	4,661	4,267	9.2%
...Hilo	12,237	8,992	36.1%	8,384	6,691	25.3%	3,853	2,301	67.5%
...Kona	21,375	21,110	1.3%	17,559	17,870	-1.7%	3,815	3,241	17.7%
<b>LENGTH OF STAY</b>									
Oahu (days)	9.98	9.73	2.6%	10.53	10.22	3.0%	8.03	7.76	3.5%
Maui (days)	9.00	8.54	5.4%	9.05	8.50	6.4%	8.74	8.82	-0.9%
Molokai (days)	6.00	5.48	9.5%	5.25	6.09	-13.7%	11.92	2.42	391.7%
Lanai (days)	4.50	6.36	-29.3%	4.77	6.98	-31.6%	2.76	0.95	189.8%
Kauai (days)	6.78	6.79	-0.1%	7.07	6.93	2.0%	5.62	4.85	15.8%
Big Island (days)	8.46	7.54	12.1%	8.65	8.04	7.5%	7.57	5.10	48.3%
...Hilo (days)	5.24	5.14	1.8%	5.33	5.58	-4.5%	5.03	3.86	30.1%
...Kona (days)	7.52	6.82	10.3%	8.25	7.33	12.5%	4.17	3.98	4.8%
Statewide (days)	13.46	12.07	11.5%	13.97	12.63	10.6%	11.45	9.43	21.4%
<b>ACCOMMODATIONS</b>									
Hotel	78,719	87,093	-9.6%	62,992	71,115	-11.4%	15,727	15,979	-1.6%
...Hotel Only	69,111	80,166	-13.8%	55,504	65,508	-15.3%	13,607	14,658	-7.2%
Condo	9,574	11,436	-16.3%	8,301	9,761	-15.0%	1,274	1,675	-24.0%
...Condo Only	6,554	8,664	-24.4%	6,215	7,442	-16.5%	339	1,222	-72.3%
Timeshare	3,443	3,817	-9.8%	3,204	3,453	-7.2%	238	364	-34.5%
...Timeshare Only	2,437	2,909	-16.2%	2,273	2,773	-18.0%	164	136	20.3%
Apartment	2,636	5,752	-54.2%	1,770	5,211	-66.0%	866	541	60.1%
Bed & Breakfast	3,401	3,494	-2.7%	3,172	3,017	5.1%	230	477	-51.9%
Cruise Ship	4,189	2,192	91.1%	3,976	2,103	89.1%	213	90	137.6%
Friends or Relatives	11,021	12,059	-8.6%	8,796	11,026	-20.2%	2,225	1,033	115.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	92,306	102,022	-9.5%	72,936	82,261	-11.3%	19,370	19,761	-2.0%
...Honeymoon/Get Married (Net)	9,787	9,320	5.0%	7,514	8,387	-10.4%	2,273	934	143.5%
MC&I (Net)	9,000	9,931	-9.4%	6,674	9,056	-26.3%	2,326	875	166.0%
.....Convention/Conf.	6,448	6,258	3.0%	4,726	5,467	-13.6%	1,722	790	117.8%
.....Corp. Meetings	1,620	2,091	-22.5%	1,131	2,061	-45.1%	489	30	1552.8%
.....Incentive	1,357	1,712	-20.7%	979	1,657	-40.9%	378	55	590.2%
Other Business	2,680	3,787	-29.2%	2,421	3,536	-31.5%	259	251	3.1%
Visit Friends/Relatives	8,452	8,629	-2.0%	7,180	7,925	-9.4%	1,273	704	80.8%
Government/Military	724	1,058	-31.6%	724	1,058	-31.6%	0	0	na
Attend School	533	682	-21.9%	511	602	-15.2%	22	80	-72.1%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	216.4	184.8	17.1%	179.4	159.8	12.3%	37.0	25.0	48.3%
Per Person Per Day (\$)	144.5	121.4	19.0%	144.5	121.4	19.0%	144.5	121.4	19.0%
Per Person Per Trip (\$)	1,945.0	1,466.3	32.7%	2,018.1	1,533.4	31.6%	1,654.4	1,145.3	44.5%

Source: DBEDT

**TABLE 22: Oceania MMA Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	931,182	681,446	36.6%	116,053	136,424	-14.9%	815,130	545,022	49.6%
Total Visitors	108,835	81,158	34.1%	16,176	20,829	-22.3%	92,659	60,329	53.6%
<b>PARTY SIZE</b>									
One	18,572	20,279	-8.4%	4,794	5,461	-12.2%	13,777	14,818	-7.0%
Two	55,056	40,166	37.1%	6,960	8,962	-22.3%	48,096	31,204	54.1%
Three or more	35,208	20,714	70.0%	4,422	6,406	-31.0%	30,786	14,308	115.2%
Avg Party Size	1.98	1.80	9.9%	1.72	1.88	-8.4%	2.03	1.78	14.0%
<b>VISIT STATUS</b>									
First-Time	53,784	44,035	22.1%	7,550	9,999	-24.5%	46,234	34,036	35.8%
Repeat	55,051	37,124	48.3%	8,626	10,830	-20.4%	46,425	26,293	76.6%
Average # of Trips	2.80	2.75	1.8%	3.12	3.29	-5.1%	2.74	2.56	7.1%
<b>TRAVEL METHOD</b>									
Group Tour	3,659	5,165	-29.2%	639	964	-33.7%	3,020	4,202	-28.1%
Package	55,000	45,465	21.0%	6,933	9,729	-28.7%	48,067	35,736	34.5%
Group Tour & Pkg	3,045	4,420	-31.1%	517	745	-30.6%	2,529	3,675	-31.2%
True Independent	53,221	34,948	52.3%	9,121	10,881	-16.2%	44,100	24,067	83.2%
<b>ISLANDS VISITED</b>									
Oahu	96,551	71,530	35.0%	14,423	18,884	-23.6%	82,128	52,646	56.0%
Maui County	22,602	13,091	72.7%	2,062	2,449	-15.8%	20,540	10,642	93.0%
...Maui	21,591	12,953	66.7%	2,008	2,378	-15.6%	19,582	10,575	85.2%
...Molokai	1,532	210	631.2%	79	80	-0.7%	1,452	129	1022.0%
...Lanai	1,558	512	204.5%	87	98	-10.9%	1,471	414	255.3%
Kauai	10,453	5,778	80.9%	954	1,208	-21.0%	9,500	4,570	107.8%
Big Island	19,641	11,082	77.2%	1,449	1,510	-4.1%	18,193	9,572	90.1%
...Hilo	11,889	3,611	229.3%	490	466	5.2%	11,399	3,145	262.5%
...Kona	16,527	9,543	73.2%	1,191	1,266	-5.9%	15,336	8,277	85.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.71	6.72	-0.2%	6.08	5.69	6.7%	6.82	7.09	-3.8%
Maui (days)	5.58	7.23	-22.9%	6.17	5.17	19.4%	5.52	7.70	-28.3%
Molokai (days)	3.00	4.08	-26.6%	11.08	6.16	79.8%	2.55	2.80	-8.7%
Lanai (days)	4.81	4.48	7.5%	8.51	2.98	185.5%	4.59	4.83	-4.9%
Kauai (days)	4.82	5.26	-8.4%	5.48	5.97	-8.1%	4.76	5.08	-6.3%
Big Island (days)	5.10	6.60	-22.7%	6.31	5.70	10.7%	5.01	6.74	-25.8%
...Hilo (days)	2.88	5.94	-51.6%	4.59	3.66	25.2%	2.80	6.27	-55.4%
...Kona (days)	4.00	5.42	-26.3%	5.79	5.45	6.2%	3.86	5.42	-28.8%
Statewide (days)	8.56	8.40	1.9%	7.17	6.55	9.5%	8.80	9.03	-2.6%
<b>ACCOMMODATIONS</b>									
Hotel	91,065	65,342	39.4%	12,490	15,994	-21.9%	78,575	49,348	59.2%
...Hotel Only	78,301	59,758	31.0%	11,822	15,399	-23.2%	66,479	44,358	49.9%
Condo	8,477	4,409	92.3%	876	1,004	-12.7%	7,601	3,405	123.2%
...Condo Only	3,827	2,453	56.0%	667	824	-19.0%	3,160	1,629	93.9%
Timeshare	4,015	2,219	80.9%	455	569	-20.0%	3,560	1,650	115.7%
...Timeshare Only	1,569	1,573	-0.3%	306	488	-37.2%	1,263	1,086	16.3%
Apartment	2,852	3,661	-22.1%	314	809	-61.1%	2,537	2,852	-11.0%
Bed & Breakfast	1,782	843	111.3%	243	229	6.1%	1,539	614	150.4%
Cruise Ship	2,412	701	244.0%	273	260	5.0%	2,139	441	384.8%
Friends or Relatives	7,188	5,588	28.6%	1,337	1,617	-17.3%	5,851	3,972	47.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	95,382	68,774	38.7%	13,848	17,873	-22.5%	81,534	50,901	60.2%
...Honeymoon/Get Married (Net)	7,138	3,382	111.1%	683	906	-24.6%	6,455	2,476	160.7%
MC&I (Net)	5,399	3,657	47.6%	481	867	-44.5%	4,917	2,790	76.2%
.....Convention/Conf.	4,190	2,387	75.5%	322	579	-44.4%	3,868	1,808	113.9%
.....Corp. Meetings	552	430	28.2%	113	186	-39.1%	438	244	79.7%
.....Incentive	1,223	902	35.5%	53	105	-49.7%	1,170	797	46.8%
Other Business	1,941	1,697	14.4%	589	652	-9.6%	1,352	1,044	29.4%
Visit Friends/Relatives	6,816	4,557	49.6%	1,056	1,107	-4.6%	5,760	3,450	66.9%
Government/Military	1,235	613	101.3%	228	251	-9.2%	1,007	362	177.8%
Attend School	926	138	571.2%	40	55	-27.3%	886	83	967.4%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	137.5	90.3	52.3%	17.1	18.1	-5.2%	120.3	72.2	66.7%
Per Person Per Day (\$)	147.6	132.5	11.4%	147.6	132.5	11.4%	147.6	132.5	11.4%
Per Person Per Trip (\$)	1,263.1	1,112.4	13.5%	1,059.1	867.7	22.1%	1,298.7	1,196.9	8.5%

Source: DBEDT

**TABLE 23: Other Asia MMA Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	874,186	771,288	13.3%	320,849	218,919	46.6%	553,338	552,370	0.2%
Total Visitors	111,347	101,870	9.3%	40,512	30,776	31.6%	70,835	71,094	-0.4%
<b>PARTY SIZE</b>									
One	23,246	23,948	-2.9%	9,571	8,728	9.7%	13,675	15,220	-10.1%
Two	27,262	26,656	2.3%	7,202	5,240	37.5%	20,060	21,416	-6.3%
Three or more	60,839	51,266	18.7%	23,739	16,808	41.2%	37,100	34,458	7.7%
Avg Party Size	2.30	2.14	7.5%	2.30	2.10	9.8%	2.29	2.15	6.5%
<b>VISIT STATUS</b>									
First-Time	76,706	69,662	10.1%	27,176	18,398	47.7%	49,530	51,263	-3.4%
Repeat	34,641	32,208	7.6%	13,336	12,378	7.7%	21,305	19,831	7.4%
Average # of Trips	2.16	2.27	-5.0%	2.58	3.07	-16.1%	1.92	1.93	-0.4%
<b>TRAVEL METHOD</b>									
Group Tour	51,985	45,272	14.8%	19,123	10,705	78.6%	32,861	34,566	-4.9%
Package	63,721	57,959	9.9%	22,091	13,544	63.1%	41,630	44,416	-6.3%
Group Tour & Pkg	44,835	40,256	11.4%	15,540	8,173	90.1%	29,294	32,083	-8.7%
True Independent	40,476	38,895	4.1%	14,839	14,700	0.9%	25,638	24,195	6.0%
<b>ISLANDS VISITED</b>									
Oahu	99,819	92,207	8.3%	36,708	27,711	32.5%	63,111	64,496	-2.1%
Maui County	22,023	19,659	12.0%	5,990	4,473	33.9%	16,033	15,186	5.6%
...Maui	20,964	19,104	9.7%	5,668	4,316	31.3%	15,296	14,788	3.4%
...Molokai	1,434	740	93.8%	446	297	50.1%	988	443	123.1%
...Lanai	1,544	552	179.5%	459	294	56.0%	1,085	258	319.9%
Kauai	5,940	4,601	29.1%	3,097	2,447	26.5%	2,844	2,154	32.0%
Big Island	15,890	16,109	-1.4%	4,195	3,323	26.2%	11,696	12,786	-8.5%
...Hilo	9,346	5,713	63.6%	2,155	1,253	72.0%	7,190	4,460	61.2%
...Kona	11,940	12,316	-3.0%	3,207	2,678	19.8%	8,733	9,638	-9.4%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.78	6.34	6.9%	6.73	5.85	15.0%	6.81	6.56	3.9%
Maui (days)	3.27	3.89	-15.9%	4.36	5.29	-17.6%	2.86	3.48	-17.7%
Molokai (days)	4.30	1.82	136.8%	8.60	2.09	312.7%	2.36	1.64	44.2%
Lanai (days)	2.37	4.02	-41.1%	5.17	4.27	21.1%	1.19	3.74	-68.3%
Kauai (days)	4.19	5.49	-23.6%	4.60	6.08	-24.3%	3.74	4.81	-22.1%
Big Island (days)	5.92	5.16	14.7%	6.85	5.19	32.0%	5.59	5.16	8.4%
...Hilo (days)	2.76	3.36	-17.9%	4.00	3.16	26.7%	2.39	3.42	-30.2%
...Kona (days)	5.72	5.20	10.1%	6.27	4.96	26.4%	5.52	5.26	4.9%
Statewide (days)	7.85	7.57	3.7%	7.92	7.11	11.3%	7.81	7.77	0.5%
<b>ACCOMMODATIONS</b>									
Hotel	91,018	82,285	10.6%	33,813	23,984	41.0%	57,205	58,301	-1.9%
...Hotel Only	86,580	78,082	10.9%	31,961	22,925	39.4%	54,619	55,157	-1.0%
Condo	5,397	5,539	-2.6%	2,317	2,135	8.5%	3,080	3,404	-9.5%
...Condo Only	4,325	3,858	12.1%	1,846	1,718	7.5%	2,479	2,141	15.8%
Timeshare	1,049	4,254	-75.3%	665	591	12.4%	384	3,663	-89.5%
...Timeshare Only	553	3,642	-84.8%	385	441	-12.7%	168	3,201	-94.8%
Apartment	853	1,845	-53.8%	257	549	-53.1%	595	1,296	-54.1%
Bed & Breakfast	2,664	961	177.1%	437	243	79.4%	2,227	718	210.2%
Cruise Ship	5,100	4,927	3.5%	1,365	280	387.0%	3,735	4,647	-19.6%
Friends or Relatives	7,523	3,767	99.7%	2,589	2,645	-2.2%	4,934	1,121	340.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	71,163	69,446	2.5%	27,866	21,439	30.0%	43,297	48,007	-9.8%
...Honeymoon/Get Married (Net)	8,378	9,324	-10.2%	1,700	1,596	6.5%	6,677	7,728	-13.6%
MC&I (Net)	16,089	14,894	8.0%	3,733	3,187	17.2%	12,356	11,708	5.5%
.....Convention/Conf.	6,666	6,336	5.2%	1,703	1,630	4.5%	4,963	4,706	5.5%
.....Corp. Meetings	4,052	4,768	-15.0%	697	651	7.0%	3,355	4,117	-18.5%
.....Incentive	5,676	3,812	48.9%	1,459	914	59.6%	4,216	2,898	45.5%
Other Business	10,599	7,875	34.6%	5,827	3,120	86.8%	4,771	4,754	0.4%
Visit Friends/Relatives	9,833	7,304	34.6%	2,805	2,161	29.8%	7,028	5,144	36.6%
Government/Military	2,751	1,490	84.5%	1,243	659	88.7%	1,508	832	81.3%
Attend School	1,633	961	69.9%	228	217	4.9%	1,405	744	88.8%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	144.4	116.7	23.7%	53.0	33.1	60.0%	91.4	83.6	9.4%
Per Person Per Day (\$)	165.2	151.3	9.2%	165.2	151.3	9.2%	165.2	151.3	9.2%
Per Person Per Trip (\$)	1,296.8	1,145.6	13.2%	1,308.2	1,076.3	21.5%	1,290.3	1,175.6	9.8%

Source: DBEDT

**TABLE 24: Latin America MMA Visitor Characteristics: 2002 vs. 2001**  
(Arrivals by air)

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	136,712	153,372	-10.9%	124,517	140,311	-11.3%	12,195	13,062	-6.6%
Total Visitors	13,092	14,737	-11.2%	11,665	13,312	-12.4%	1,426	1,425	0.1%
<b>PARTY SIZE</b>									
One	3,289	3,730	-11.8%	2,932	3,534	-17.0%	356	196	81.6%
Two	5,562	6,746	-17.5%	4,756	5,814	-18.2%	806	932	-13.5%
Three or more	4,241	4,260	-0.5%	3,976	3,964	0.3%	264	296	-10.8%
Avg Party Size	1.85	1.81	2.1%	1.86	1.79	3.8%	1.75	1.97	-11.1%
<b>VISIT STATUS</b>									
First-Time	8,640	9,367	-7.8%	7,641	8,228	-7.1%	999	1,140	-12.3%
Repeat	4,452	5,369	-17.1%	4,024	5,084	-20.8%	427	285	50.0%
Average # of Trips	2.41	2.59	-6.8%	2.46	2.62	-6.3%	2.02	2.24	-9.6%
<b>TRAVEL METHOD</b>									
Group Tour	1,636	2,167	-24.5%	1,592	2,090	-23.8%	43	77	-43.7%
Package	5,455	6,210	-12.2%	4,925	5,252	-6.2%	530	958	-44.7%
Group Tour & Pkg	1,211	1,646	-26.4%	1,193	1,569	-24.0%	19	77	-75.9%
True Independent	7,213	8,005	-9.9%	6,341	7,538	-15.9%	872	467	86.8%
<b>ISLANDS VISITED</b>									
Oahu	9,946	11,706	-15.0%	8,525	10,373	-17.8%	1,420	1,333	6.5%
Maui County	5,201	5,759	-9.7%	4,750	4,907	-3.2%	451	852	-47.1%
...Maui	5,079	5,657	-10.2%	4,628	4,805	-3.7%	451	852	-47.1%
...Molokai	282	127	122.6%	282	127	122.6%	0	0	NA
...Lanai	321	271	18.2%	307	271	13.3%	13	0	NA
Kauai	1,658	2,021	-18.0%	1,596	1,859	-14.2%	62	162	-61.8%
Big Island	2,720	2,571	5.8%	2,612	2,294	13.9%	108	278	-61.1%
...Hilo	1,113	912	22.0%	1,020	794	28.4%	93	118	-21.1%
...Kona	2,142	2,138	0.2%	2,084	1,978	5.3%	58	160	-63.7%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.95	8.03	-0.9%	8.18	8.23	-0.6%	6.57	6.41	2.6%
Maui (days)	6.41	6.09	5.3%	6.51	6.46	0.8%	5.32	3.98	33.8%
Molokai (days)	4.32	2.86	50.8%	4.32	2.86	50.8%	0.00	0.00	NA
Lanai (days)	3.80	3.38	12.4%	3.96	3.38	17.2%	0.00	0.00	NA
Kauai (days)	4.99	5.09	-1.8%	5.06	5.51	-8.2%	3.30	0.20	1553.2%
Big Island (days)	5.27	4.82	9.4%	5.39	5.37	0.3%	2.29	0.20	1028.2%
...Hilo (days)	3.52	3.06	15.0%	3.68	3.48	5.6%	1.76	0.20	765.5%
...Kona (days)	4.86	4.49	8.3%	4.96	4.83	2.6%	1.44	0.20	609.5%
Statewide (days)	10.44	10.41	0.3%	10.67	10.54	1.3%	8.55	9.17	-6.8%
<b>ACCOMMODATIONS</b>									
Hotel	9,688	10,571	-8.3%	8,336	9,563	-12.8%	1,352	1,008	34.2%
...Hotel Only	8,691	9,959	-12.7%	7,504	8,951	-16.2%	1,187	1,008	17.8%
Condo	934	1,061	-12.0%	843	1,061	-20.6%	91	0	NA
...Condo Only	689	875	-21.2%	678	875	-22.5%	11	0	NA
Timeshare	557	636	-12.4%	539	636	-15.2%	18	0	NA
...Timeshare Only	391	522	-25.0%	382	522	-26.8%	9	0	NA
Apartment	208	558	-62.7%	182	427	-57.3%	26	131	-80.3%
Bed & Breakfast	193	169	14.1%	193	169	14.1%	0	0	NA
Cruise Ship	964	437	120.4%	946	437	116.4%	18	0	NA
Friends or Relatives	1,207	1,213	-0.5%	1,135	1,213	-6.5%	72	0	na
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	9,827	11,666	-15.8%	8,897	10,295	-13.6%	930	1,371	-32.2%
...Honeymoon/Get Married (Net)	1,780	1,678	6.1%	1,366	1,230	11.0%	415	448	-7.4%
MC&I (Net)	1,627	1,770	-8.1%	1,398	1,770	-21.0%	229	0	NA
.....Convention/Conf.	1,336	1,135	17.7%	1,107	1,135	-2.4%	229	0	NA
.....Corp. Meetings	170	327	-48.1%	170	327	-48.1%	0	0	NA
.....Incentive	200	325	-38.6%	200	325	-38.6%	0	0	NA
Other Business	350	246	42.3%	350	246	42.3%	0	0	NA
Visit Friends/Relatives	946	928	1.9%	917	874	4.9%	29	54	-46.5%
Government/Military	109	109	0.5%	109	109	0.5%	0	0	NA
Attend School	78	71	9.5%	78	71	9.5%	0	0	NA
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	16.8	21.0	-20.3%	15.3	19.2	-20.6%	1.5	1.8	-16.5%
Per Person Per Day (\$)	122.7	137.2	-10.5%	122.7	137.2	-10.5%	122.7	137.2	-10.5%
Per Person Per Trip (\$)	1,281.8	1,427.9	-10.2%	1,310.2	1,446.1	-9.4%	1,049.4	1,257.9	-16.6%

Source: DBEDT

**TABLE 25: Other MMA Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	3,316,702	2,805,183	18.2%	2,054,969	1,770,599	16.1%	1,261,733	1,034,584	22.0%
Total Visitors	302,019	274,259	10.1%	187,392	166,053	12.9%	114,627	108,206	5.9%
<b>PARTY SIZE</b>									
One	100,153	98,477	1.7%	47,645	44,136	8.0%	52,508	54,341	-3.4%
Two	105,880	101,540	4.3%	76,140	72,250	5.4%	29,740	29,290	1.5%
Three or more	95,986	74,242	29.3%	63,607	49,667	28.1%	32,379	24,575	31.8%
Avg Party Size	1.72	1.65	4.2%	1.84	1.79	3.0%	1.51	1.43	5.7%
<b>VISIT STATUS</b>									
First-Time	100,731	100,590	0.1%	67,793	60,467	12.1%	32,939	40,123	-17.9%
Repeat	201,288	173,669	15.9%	119,599	105,586	13.3%	81,688	68,083	20.0%
Average # of Trips	5.32	5.10	4.4%	4.70	5.07	-7.2%	6.32	5.14	23.0%
<b>TRAVEL METHOD</b>									
Group Tour	22,863	21,047	8.6%	14,774	14,172	4.2%	8,089	6,875	17.7%
Package	85,823	76,019	12.9%	62,680	51,940	20.7%	23,143	24,079	-3.9%
Group Tour & Pkg	16,390	16,342	0.3%	11,608	10,998	5.5%	4,782	5,345	-10.5%
True Independent	209,723	193,536	8.4%	121,546	110,938	9.6%	88,177	82,597	6.8%
<b>ISLANDS VISITED</b>									
Oahu	216,920	201,937	7.4%	114,458	103,121	11.0%	102,463	98,816	3.7%
Maui County	92,516	72,225	28.1%	68,293	58,358	17.0%	24,223	13,867	74.7%
...Maui	89,285	70,502	26.6%	66,179	56,635	16.9%	23,105	13,867	66.6%
...Molokai	3,376	2,219	52.2%	2,618	2,172	20.5%	758	47	1530.2%
...Lanai	5,009	2,720	84.2%	2,905	2,673	8.7%	2,104	47	4425.3%
Kauai	40,887	34,201	19.6%	32,260	29,521	9.3%	8,627	4,680	84.3%
Big Island	50,449	44,708	12.8%	37,052	30,977	19.6%	13,397	13,731	-2.4%
...Hilo	22,915	20,177	13.6%	13,657	10,554	29.4%	9,258	9,623	-3.8%
...Kona	41,006	36,518	12.3%	29,874	26,524	12.6%	11,132	9,994	11.4%
<b>LENGTH OF STAY</b>									
Oahu (days)	8.96	8.23	8.9%	8.71	8.50	2.6%	9.24	7.95	16.2%
Maui (days)	7.36	7.25	1.5%	7.84	7.73	1.4%	5.99	5.27	13.7%
Molokai (days)	4.36	1.00	336.5%	5.00	1.00	400.4%	2.13	0.94	127.4%
Lanai (days)	4.01	5.63	-28.9%	4.46	5.71	-21.9%	3.37	0.90	272.8%
Kauai (days)	7.10	6.64	7.0%	6.97	6.76	3.1%	7.61	5.90	29.1%
Big Island (days)	7.73	8.71	-11.3%	7.78	7.80	-0.3%	7.59	10.77	-29.5%
...Hilo (days)	4.31	4.56	-5.5%	4.76	5.18	-8.2%	3.66	3.88	-5.7%
...Kona (days)	7.10	8.14	-12.9%	7.47	7.05	6.0%	6.09	11.05	-44.9%
Statewide (days)	10.98	10.23	7.4%	10.97	10.66	2.8%	11.01	9.56	15.1%
<b>ACCOMMODATIONS</b>									
Hotel	174,914	165,656	5.6%	113,716	98,859	15.0%	61,198	66,797	-8.4%
...Hotel Only	150,629	149,248	0.9%	98,975	89,239	10.9%	51,654	60,009	-13.9%
Condo	40,732	32,354	25.9%	30,948	26,119	18.5%	9,784	6,235	56.9%
...Condo Only	27,919	26,298	6.2%	24,472	21,812	12.2%	3,447	4,486	-23.2%
Timeshare	14,790	11,157	32.6%	13,342	10,643	25.4%	1,447	515	181.1%
...Timeshare Only	10,518	9,072	15.9%	10,043	8,557	17.4%	475	515	-7.8%
Apartment	4,368	7,755	-43.7%	1,710	3,864	-55.7%	2,658	3,891	-31.7%
Bed & Breakfast	3,315	4,400	-24.6%	2,821	2,576	9.5%	495	1,824	-72.9%
Cruise Ship	10,863	5,497	97.6%	7,512	4,360	72.3%	3,351	1,137	194.8%
Friends or Relatives	57,931	42,693	35.7%	25,008	22,054	13.4%	32,923	20,639	59.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	192,564	170,241	13.1%	140,954	122,394	15.2%	51,610	47,847	7.9%
...Honeymoon/Get Married (Net)	16,191	9,506	70.3%	10,643	8,776	21.3%	5,548	730	660.0%
MC&I (Net)	28,495	24,740	15.2%	15,200	14,666	3.6%	13,295	10,074	32.0%
.....Convention/Conf.	21,815	16,845	29.5%	10,512	9,663	8.8%	11,302	7,181	57.4%
.....Corp. Meetings	4,091	5,057	-19.1%	2,747	3,001	-8.5%	1,344	2,056	-34.6%
.....Incentive	3,169	3,017	5.0%	2,262	2,180	3.8%	907	837	8.3%
Other Business	21,308	11,690	82.3%	9,412	7,421	26.8%	11,897	4,270	178.6%
Visit Friends/Relatives	48,321	39,910	21.1%	21,165	16,581	27.7%	27,155	23,330	16.4%
Government/Military	19,572	13,808	41.7%	4,149	3,139	32.2%	15,423	10,669	44.6%
Attend School	5,384	2,490	116.2%	826	1,051	-21.4%	4,558	1,439	216.8%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	485.6	366.1	32.6%	300.8	231.1	30.2%	184.7	135.0	36.8%
Per Person Per Day (\$)	146.4	130.5	12.2%	146.4	130.5	12.2%	146.4	130.5	12.2%
Per Person Per Trip (\$)	1,607.7	1,335.0	20.4%	1,605.4	1,391.7	15.4%	1,611.4	1,247.9	29.1%

Source: DBEDT

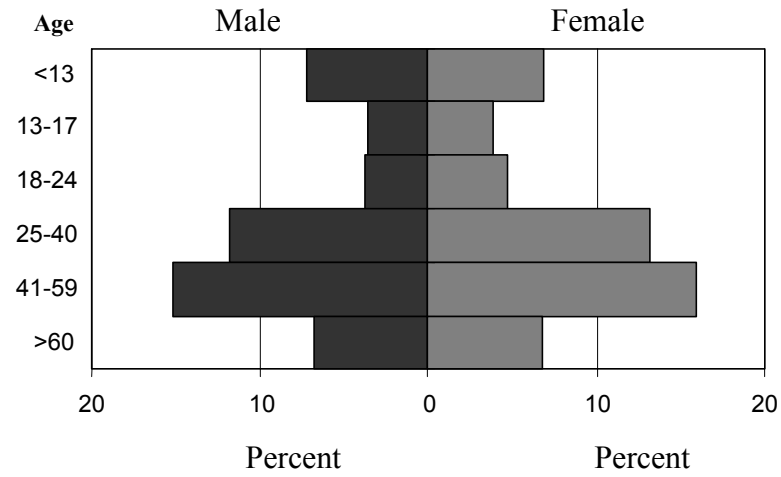


**TABLE 26: 2002 Visitor Age Distribution by MMA (% of MMA Total)  
(Arrivals by air)**

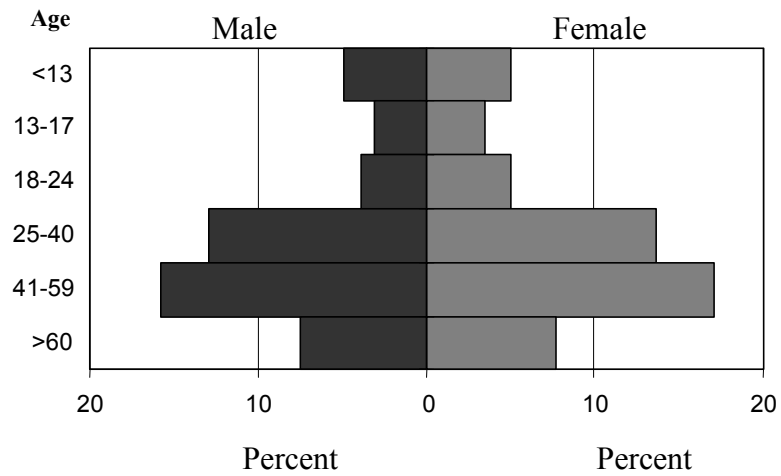
Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	7.2	6.9	14.1	4.9	5.1	9.9	3.5	4.0	7.5	8.5	9.6	18.1	6.7	7.4	14.2
13-17	3.6	3.8	7.5	3.1	3.5	6.6	1.2	1.4	2.6	2.6	3.4	6.0	2.4	2.7	5.1
18-24	3.8	4.8	8.6	3.8	5.1	8.9	4.1	8.9	13.1	3.6	5.2	8.8	3.8	5.4	9.2
25-40	11.8	13.2	25.0	12.9	13.6	26.6	17.3	22.5	39.8	12.3	11.9	24.2	15.4	14.1	29.5
41-59	15.1	16.0	31.2	15.8	17.1	32.9	10.8	13.5	24.3	13.0	15.1	28.1	14.2	14.6	28.8
>60	6.8	6.9	13.6	7.5	7.7	15.1	5.9	6.8	12.7	7.1	7.7	14.8	6.7	6.6	13.3
<b>Total</b>	<b>48.3</b>	<b>51.7</b>	<b>100.0</b>	<b>48.0</b>	<b>52.0</b>	<b>100.0</b>	<b>42.8</b>	<b>57.2</b>	<b>100.0</b>	<b>47.1</b>	<b>52.9</b>	<b>100.0</b>	<b>49.3</b>	<b>50.7</b>	<b>100.0</b>
<b>Visitors</b>	<b>1,202,145</b>	<b>1,284,769</b>	<b>2,486,914</b>	<b>759,400</b>	<b>823,164</b>	<b>1,582,563</b>	<b>634,813</b>	<b>848,308</b>	<b>1,483,121</b>	<b>89,442</b>	<b>100,448</b>	<b>189,890</b>	<b>54,820</b>	<b>56,455</b>	<b>111,275</b>

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	4.1	5.5	9.6	14.3	9.4	23.7	7.6	8.5	16.1	15.3	13.1	28.4	6.1	6.1	12.1
13-17	2.2	3.1	5.3	1.4	1.2	2.6	5.1	2.5	7.6	2.3	2.4	4.8	2.4	2.7	5.0
18-24	3.4	4.7	8.1	1.9	2.0	3.9	7.2	7.2	14.4	2.5	3.4	5.9	3.8	6.3	10.1
25-40	12.5	11.6	24.0	20.2	11.8	32.0	15.8	14.7	30.5	9.5	9.9	19.4	14.2	16.7	30.9
41-59	17.6	17.1	34.7	19.8	10.6	30.3	10.0	12.9	22.9	10.6	20.8	31.4	13.3	15.2	28.5
>60	10.0	8.3	18.4	3.8	3.7	7.5	4.5	4.0	8.4	5.1	4.9	10.0	6.4	6.8	13.2
<b>Total</b>	<b>49.8</b>	<b>50.2</b>	<b>100.0</b>	<b>61.4</b>	<b>38.6</b>	<b>100.0</b>	<b>50.2</b>	<b>49.8</b>	<b>100.0</b>	<b>45.4</b>	<b>54.6</b>	<b>100.0</b>	<b>46.2</b>	<b>53.8</b>	<b>100.0</b>
<b>Visitors</b>	<b>54,201</b>	<b>54,634</b>	<b>108,835</b>	<b>68,358</b>	<b>42,989</b>	<b>111,347</b>	<b>6,573</b>	<b>6,518</b>	<b>13,092</b>	<b>136,968</b>	<b>165,051</b>	<b>302,019</b>	<b>3,006,720</b>	<b>3,382,338</b>	<b>6,389,058</b>

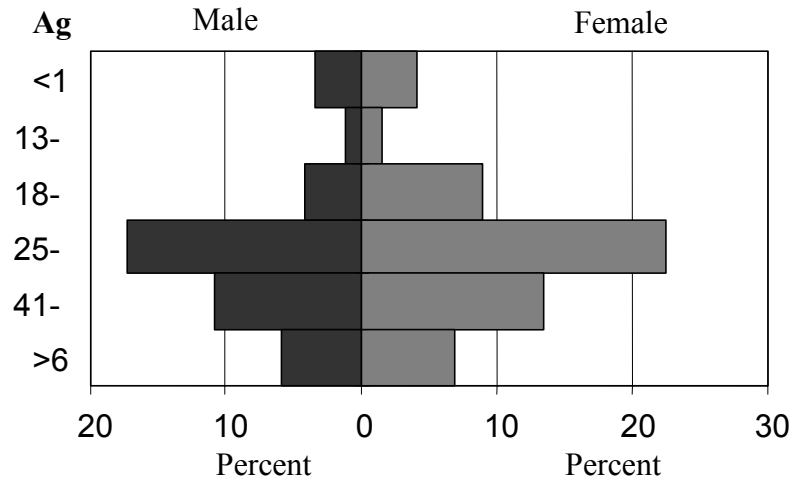
**Figure 3: 2002 Visitor Age Distribution: U.S. West**



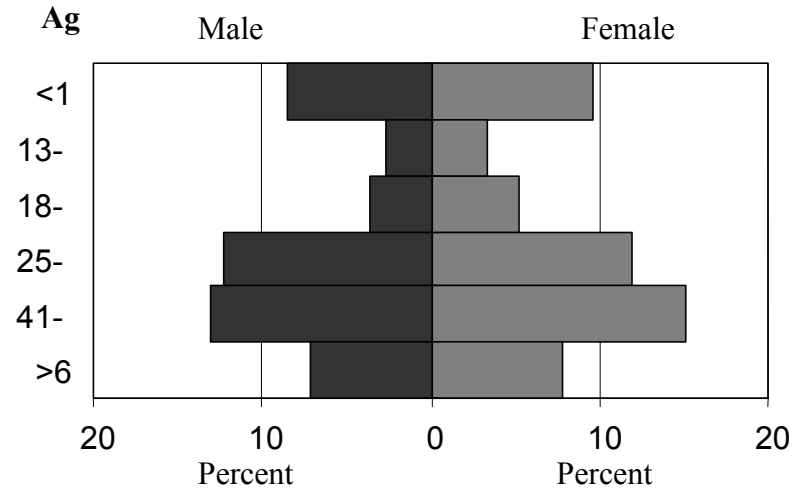
**Figure 4: 2002 Visitor Age Distribution: U.S. East**



**Figure 5: 2002 Visitor Age Distribution: Japan**



**Figure 6: 2002 Visitor Age Distribution: Canada**



# AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

*HONEYMOON AND GET MARRIED VISITOR*  
*MEETING, CONVENTION AND INCENTIVE*  
*VISITOR*  
*VISITING FRIENDS AND RELATIVES*

## AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

**HONEYMOON/GET MARRIED:** The number of those who arrived by air to get married and/or honeymoon in Hawaii during 2002 climbed 39.3 percent to 696,298 visitors. This group comprised 10.9 percent of total air visitors to the islands. The majority (61.0%) arrived from international points of origin while the remainder came on domestic flights. All islands experienced growth in the number of honeymooners and those who got married in the islands during the year. Close to 65 percent were first-time visitors to the state. The majority purchased group or packaged tours while only 23.5 percent traveled as true independents (TABLE 27).

Oahu hosted 78.3 percent of all honeymooners and those who came to get married in Hawaii. Close to 32 percent visited Maui, 16.1 percent visited Kauai, 14.4 percent visited the Big Island, 1.2 percent went to Lanai and 1.0 percent went to Molokai. The average length of stay by this group in the state was 7.64 days. They spent the most time on Maui (5.88 days), followed by Oahu (5.62 days), Kauai (5.16 days), the Big Island (4.63 days), Lanai (4.19 days) and Molokai (4.01 days). Nearly 88 percent stayed in hotels while 8.5 percent chose condominiums.

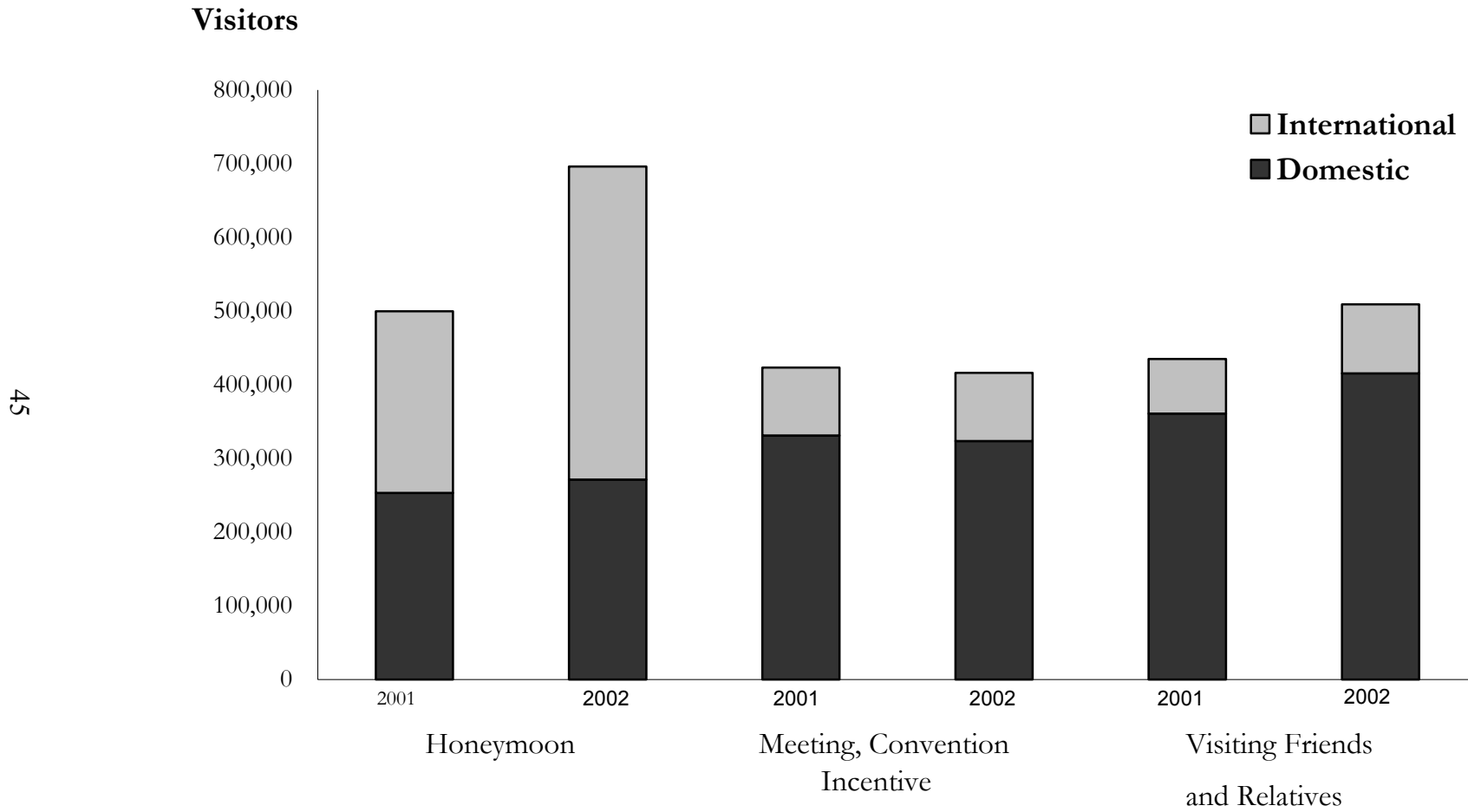
**MEETING, CONVENTION AND INCENTIVE (MCI):** A total of 416,236 visitors came to the islands by air for meetings, conventions and incentives, down 1.7 percent from the previous year. MCI travelers accounted for 6.5 percent of total air visitors in 2002. The majority arrived on domestic flights while 22.2 percent came from foreign destinations. About 63 percent were repeat visitors. More than half (55.0%) came as true independents, while the remainder purchased either group or package tour accommodations (TABLE 28).

MCI visitors stayed an average of 8.33 days in Hawaii. They spent the most time on Maui (6.78 days), followed by the Big Island (6.57 days), Oahu (6.43 days), Kauai (6.02 days), Molokai (4.80 days) and Lanai (4.41 days). Hotels remained the most popular choice for lodging, accommodating close to 90% of all MCI travelers during their stay.

**VISITING FRIENDS AND RELATIVES:** Those in Hawaii to see friends or relatives (+17.1%) increased to 509,413 visitors and comprised 8.0 percent of all visitors who came by air in 2002. Nearly 82 percent arrived from the U.S. mainland while 18.4 percent came from foreign countries. The majority (77.2%) has been to Hawaii before and 82.5 percent were independent travelers. About 74 percent of this group of visitors went to Oahu, 21.2 percent visited Maui and 18.7 percent visited the Big Island (TABLE 29).

The average length of stay for this group of visitors was 12.64 days, longer than the average 9.40 days for all air visitors to the state. Visitors here to see friends and family spent the most time on Oahu (10.67 days), followed by the Big Island (9.20 days) and Maui (8.77 days), Kauai (8.55 days), Lanai (5.74 days) and Molokai (5.65 days). Close to 61 percent of this group of visitors stayed with their friends and relatives, 30.8 percent stayed in hotels and 9.7 percent stayed in condominiums.

**FIGURE 7: 2002 Visitor Arrivals by Purpose of Trip**



Source: DBEDT

**TABLE 27: Honeymoon / Get Married Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

HONEYMOON / GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	5,320,917	3,932,128	35.3%	2,834,585	2,416,483	17.3%	2,486,332	1,515,645	64.0%
Total Visitors	696,298	499,778	39.3%	271,461	253,253	7.2%	424,837	246,525	72.3%
<b>PARTY SIZE</b>									
One	38,464	43,310	-11.2%	28,527	29,935	-4.7%	9,937	13,375	-25.7%
Two	369,702	332,518	11.2%	210,226	186,563	12.7%	159,476	145,954	9.3%
Three or more	288,132	123,950	132.5%	32,707	36,755	-11.0%	255,424	87,195	192.9%
Avg Party Size	2.39	2.16	10.6%	1.92	1.91	0.5%	2.69	2.42	11.4%
<b>VISIT STATUS</b>									
First-Time	454,162	335,731	35.3%	171,265	161,560	6.0%	282,897	174,171	62.4%
Repeat	242,136	164,047	47.6%	100,196	91,693	9.3%	141,940	72,354	96.2%
Average # of Trips	3.06	2.16	41.8%	2.39	2.48	-3.9%	3.50	1.83	91.2%
<b>TRAVEL METHOD</b>									
Group Tour	161,730	88,687	82.4%	10,886	11,861	-8.2%	150,844	76,826	96.3%
Package	524,402	209,292	150.6%	145,880	132,465	10.1%	378,522	76,826	392.7%
Group Tour & Pkg	153,849	84,935	81.1%	8,631	9,386	-8.1%	145,219	75,549	92.2%
True Independent	164,015	286,734	-42.8%	123,325	118,313	4.2%	40,690	168,421	-75.8%
<b>ISLANDS VISITED</b>									
Oahu	545,015	368,516	47.9%	135,230	131,391	2.9%	409,785	237,125	72.8%
Mauai County	219,464	184,687	18.8%	153,923	138,347	11.3%	65,541	46,340	41.4%
...Mauai	213,511	179,992	18.6%	151,266	135,758	11.4%	62,245	44,234	40.7%
...Molokai	7,148	5,871	21.8%	3,766	3,053	23.4%	3,381	2,817	20.0%
...Lanai	8,039	7,624	5.4%	6,067	6,007	1.0%	1,972	1,618	21.9%
Kauai	112,035	91,656	22.2%	82,889	75,701	9.5%	29,147	15,955	82.7%
Big Island	100,091	74,985	33.5%	48,485	42,818	13.2%	51,606	32,167	60.4%
...Hilo	33,544	20,762	61.6%	17,783	13,497	31.8%	15,761	7,264	117.0%
...Kona	85,129	66,116	28.8%	39,687	37,892	4.7%	45,442	28,224	61.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.62	5.57	0.8%	6.65	5.99	11.1%	5.27	5.34	-1.2%
Mauai (days)	5.88	5.90	-0.3%	6.85	6.58	4.2%	3.52	3.84	-8.2%
Molokai (days)	4.01	3.04	31.8%	5.30	3.79	39.7%	2.57	2.22	15.7%
Lanai (days)	4.19	4.63	-9.6%	4.57	5.30	-13.7%	3.00	2.14	40.4%
Kauai (days)	5.16	5.32	-2.9%	6.25	5.91	5.7%	2.07	2.50	-17.0%
Big Island (days)	4.63	4.62	0.2%	6.03	5.65	6.7%	3.32	3.25	2.0%
...Hilo (days)	2.68	3.39	-21.1%	3.69	3.42	7.9%	1.54	3.34	-54.0%
...Kona (days)	4.38	4.20	4.3%	5.72	5.17	10.5%	3.22	2.90	11.1%
Statewide (days)	7.64	7.87	-2.9%	10.44	9.54	9.4%	5.85	6.15	-4.8%
<b>ACCOMMODATIONS</b>									
Hotel	611,984	429,404	42.5%	206,592	191,128	8.1%	405,391	238,277	70.1%
...Hotel Only	576,706	410,659	40.4%	183,201	175,290	4.5%	393,505	235,370	67.2%
Condo	59,376	43,910	35.2%	40,549	36,999	9.6%	18,827	6,911	172.4%
...Condo Only	41,267	35,330	16.8%	29,415	29,654	-0.8%	11,851	5,675	108.8%
Timeshare	21,393	16,626	28.7%	19,216	14,787	30.0%	2,177	1,839	18.4%
...Timeshare Only	14,259	12,203	16.8%	13,282	11,273	17.8%	977	930	5.0%
Apartment	1,397	2,577	-45.8%	719	2,096	-65.7%	678	481	40.9%
Bed & Breakfast	8,268	7,085	16.7%	6,636	6,334	4.8%	1,633	750	117.5%
Cruise Ship	12,121	5,720	111.9%	9,256	5,282	75.3%	2,864	438	553.4%
Friends or Relatives	12,470	9,359	33.2%	9,457	8,325	13.6%	3,013	1,034	191.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	696,298	499,778	39.3%	271,461	253,253	7.2%	424,837	246,525	72.3%
...Honeymoon/Get Married (Net)	696,298	499,778	39.3%	271,461	253,253	7.2%	424,837	246,525	72.3%
MC&I (Net)	6,192	1,983	212.2%	2,535	824	207.7%	3,656	1,160	215.3%
.....Convention/Conf.	2,646	1,312	101.7%	1,586	568	179.5%	1,060	744	42.4%
.....Corp. Meetings	1,496	799	87.4%	877	176	397.1%	619	622	-0.5%
.....Incentive	3,799	1,164	226.3%	1,004	171	488.3%	2,795	993	181.3%
Other Business	2,026	1,509	34.3%	1,502	538	179.3%	524	971	-46.0%
Visit Friends/Relatives	6,662	3,263	104.2%	4,833	1,352	257.6%	1,830	1,911	-4.3%
Government/Military	1,697	1,170	45.0%	486	285	70.5%	1,211	885	36.8%
Attend School	1,205	1,064	13.3%	243	59	310.6%	962	1,004	-4.3%

Source: DBEDT

**TABLE 28: Meeting, Convention and Incentive Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	3,469,121	3,408,818	1.8%	2,802,688	2,757,530	1.6%	666,433	651,288	2.3%
Total Visitors	416,236	423,642	-1.7%	323,776	331,360	-2.3%	92,460	92,283	0.2%
<b>PARTY SIZE</b>									
One	115,325	117,637	-2.0%	87,661	91,354	-4.0%	27,664	26,283	5.3%
Two	180,906	193,204	-6.4%	155,024	165,266	-6.2%	25,882	27,938	-7.4%
Three or more	120,005	112,802	6.4%	81,091	74,740	8.5%	38,914	38,062	2.2%
Avg Party Size	1.79	1.77	1.0%	1.74	1.72	1.6%	1.93	1.96	-1.1%
<b>VISIT STATUS</b>									
First-Time	152,773	164,039	-6.9%	108,389	116,202	-6.7%	44,384	47,837	-7.2%
Repeat	263,463	259,604	1.5%	215,388	215,158	0.1%	48,075	44,446	8.2%
Average # of Trips	4.18	3.96	5.5%	4.28	4.27	0.2%	3.84	2.85	34.8%
<b>TRAVEL METHOD</b>									
Group Tour	114,008	120,507	-5.4%	68,045	73,136	-7.0%	45,963	47,371	-3.0%
Package	163,585	161,047	1.6%	110,846	113,676	-2.5%	52,739	47,371	11.3%
Group Tour & Pkg	90,470	96,125	-5.9%	51,120	55,000	-7.1%	39,350	41,126	-4.3%
True Independent	229,114	238,214	-3.8%	196,007	199,547	-1.8%	33,107	38,667	-14.4%
<b>ISLANDS VISITED</b>									
Oahu	243,528	229,249	6.2%	167,360	157,717	6.1%	76,169	71,531	6.5%
Maui County	141,072	160,155	-11.9%	120,526	134,395	-10.3%	20,546	25,760	-20.2%
...Maui	135,333	154,558	-12.4%	116,150	129,830	-10.5%	19,183	24,728	-22.4%
...Molokai	4,148	3,541	17.1%	3,213	2,151	49.4%	935	1,390	-32.7%
...Lanai	8,302	7,736	7.3%	6,538	6,539	0.0%	1,764	1,197	47.3%
Kauai	50,627	54,925	-7.8%	43,504	48,053	-9.5%	7,123	6,872	3.7%
Big Island	97,612	93,845	4.0%	80,045	76,372	4.8%	17,568	17,473	0.5%
...Hilo	24,212	17,420	39.0%	16,653	13,462	23.7%	7,559	3,958	91.0%
...Kona	86,910	84,817	2.5%	71,526	69,521	2.9%	15,384	15,296	0.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.43	6.08	5.7%	6.76	6.33	6.9%	5.68	5.54	2.6%
Maui (days)	6.78	6.62	2.4%	6.80	6.73	1.0%	6.64	6.02	10.3%
Molokai (days)	4.80	3.98	20.6%	5.38	5.51	-2.2%	2.81	1.63	72.5%
Lanai (days)	4.41	4.97	-11.3%	4.64	5.16	-10.0%	3.56	3.97	-10.3%
Kauai (days)	6.02	6.12	-1.7%	6.21	6.34	-2.1%	4.88	4.62	5.7%
Big Island (days)	6.57	6.68	-1.6%	6.8	7.02	-2.8%	5.44	5.21	4.5%
...Hilo (days)	3.82	4.68	-18.4%	4.43	4.88	-9.3%	2.47	3.97	-37.9%
...Kona (days)	6.32	6.46	-2.1%	6.60	6.77	-2.4%	5.00	5.05	-1.0%
Statewide (days)	8.33	8.05	3.6%	8.66	8.32	4.0%	7.21	7.06	2.1%
<b>ACCOMMODATIONS</b>									
Hotel	372,830	382,298	-2.5%	290,871	298,266	-2.5%	81,959	84,033	-2.5%
...Hotel Only	344,221	360,765	-4.6%	269,919	280,907	-3.9%	74,302	79,858	-7.0%
Condo	31,894	27,974	14.0%	22,742	23,277	-2.3%	9,153	4,696	94.9%
...Condo Only	14,748	18,252	-19.2%	12,408	14,979	-17.2%	2,341	3,274	-28.5%
Timeshare	8,454	6,205	36.2%	7,012	5,139	36.4%	1,441	1,065	35.3%
...Timeshare Only	3,758	3,396	10.7%	3,455	2,901	19.1%	303	495	-38.8%
Apartment	2,135	3,293	-35.2%	1,068	1,923	-44.5%	1,067	1,369	-22.1%
Bed & Breakfast	6,387	4,626	38.1%	4,890	4,152	17.8%	1,497	475	215.2%
Cruise Ship	4,611	2,422	90.4%	3,815	1,889	101.9%	797	532	49.6%
Friends or Relatives	12,299	10,076	22.1%	9,858	8,667	13.7%	2,442	1,410	73.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	84,943	41,251	105.9%	61,389	32,394	89.5%	23,555	8,857	165.9%
...Honeymoon/Get Married (Net)	6,192	1,984	212.1%	2,535	824	207.7%	3,656	1,160	215.2%
MC&I (Net)	416,236	423,642	-1.7%	323,777	331,360	-2.3%	92,460	92,283	0.2%
.....Convention/Conf.	254,907	252,284	1.0%	210,206	204,697	2.7%	44,701	47,587	-6.1%
.....Corp. Meetings	80,997	95,082	-14.8%	63,661	76,547	-16.8%	17,335	18,535	-6.5%
.....Incentive	89,707	81,815	9.6%	56,778	53,716	5.7%	32,929	28,100	17.2%
Other Business	8,078	3,982	102.9%	4,759	1,973	141.2%	3,319	2,009	65.2%
Visit Friends/Relatives	8,416	2,889	191.3%	4,742	1,947	143.5%	3,674	942	290.2%
Government/Military	5,369	1,628	229.8%	2,001	912	119.4%	3,368	716	370.2%
Attend School	1,756	1,081	62.5%	385	228	69.0%	1,371	853	60.7%

Source: DBEDT



**TABLE 29: Visiting Friends and Relatives Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	6,440,096	5,268,559	22.2%	5,368,133	4,580,699	17.2%	1,071,963	687,860	55.8%
Total Visitors	509,413	435,150	17.1%	415,487	361,100	15.1%	93,926	74,050	26.8%
<b>PARTY SIZE</b>									
One	157,965	144,066	9.6%	129,466	111,460	16.2%	28,500	32,607	-12.6%
Two	187,870	162,601	15.5%	154,804	140,740	10.0%	33,066	21,861	51.3%
Three or more	163,578	128,483	27.3%	131,217	108,901	20.5%	32,361	19,582	65.3%
Avg Party Size	1.73	1.69	2.6%	1.72	1.72	0.4%	1.78	1.55	14.5%
<b>VISIT STATUS</b>									
First-Time	116,150	97,915	18.6%	91,608	80,420	13.9%	24,542	17,495	40.3%
Repeat	393,263	337,236	16.6%	323,879	280,680	15.4%	69,384	56,555	22.7%
Average # of Trips	4.62	7.22	-36.0%	4.28	7.51	-43.0%	6.10	5.80	5.2%
<b>TRAVEL METHOD</b>									
Group Tour	18,243	13,286	37.3%	7,055	6,284	12.3%	11,187	7,002	59.8%
Package	82,639	49,464	67.1%	59,239	42,462	39.5%	23,400	7,002	234.2%
Group Tour & Pkg	11,682	9,721	20.2%	4,472	3,994	12.0%	7,211	5,727	25.9%
True Independent	420,214	382,121	10.0%	353,664	316,347	11.8%	66,550	65,773	1.2%
<b>ISLANDS VISITED</b>									
Oahu	378,918	325,742	16.3%	299,670	262,720	14.1%	79,247	63,021	25.7%
Maui County	114,550	91,933	24.6%	95,214	77,746	22.5%	19,336	14,187	36.3%
...Maui	108,146	86,798	24.6%	89,795	73,058	22.9%	18,351	13,740	33.6%
...Molokai	7,099	5,475	29.7%	5,958	4,623	28.9%	1,141	851	34.0%
...Lanai	5,813	4,527	28.4%	5,066	3,702	36.8%	747	825	-9.4%
Kauai	54,580	46,700	16.9%	48,511	41,958	15.6%	6,069	4,743	28.0%
Big Island	95,314	77,416	23.1%	80,359	65,502	22.7%	14,955	11,914	25.5%
...Hilo	45,554	33,577	35.7%	36,101	28,052	28.7%	9,453	5,524	71.1%
...Kona	69,665	57,561	21.0%	58,356	48,212	21.0%	11,309	9,349	21.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	10.67	10.13	5.3%	10.85	10.63	2.0%	9.98	8.01	24.5%
Maui (days)	8.77	8.94	-2.0%	9.14	8.93	2.4%	6.92	9.04	-23.5%
Molokai (days)	5.65	6.04	-6.5%	6.16	6.65	-7.3%	2.98	2.77	7.4%
Lanai (days)	5.74	8.14	-29.6%	6.21	8.46	-26.6%	2.51	6.71	-62.6%
Kauai (days)	8.55	8.66	-1.3%	8.54	8.34	2.5%	8.59	11.53	-25.5%
Big Island (days)	9.20	9.28	-0.8%	9.3	9.87	-5.7%	8.60	6.01	43.0%
...Hilo (days)	6.92	7.45	-7.2%	6.90	8.00	-13.8%	7.01	4.70	49.0%
...Kona (days)	8.06	8.07	0.0%	8.56	8.70	-1.7%	5.51	4.77	15.5%
Statewide (days)	12.64	12.11	4.4%	12.92	12.69	1.9%	11.41	9.29	22.9%
<b>ACCOMMODATIONS</b>									
Hotel	156,912	115,060	36.4%	119,890	86,347	38.8%	37,022	28,713	28.9%
...Hotel Only	107,725	82,551	30.5%	79,734	60,531	31.7%	27,991	22,020	27.1%
Condo	49,467	36,971	33.8%	41,183	32,363	27.3%	8,284	4,608	79.8%
...Condo Only	32,447	27,077	19.8%	27,097	24,251	11.7%	5,350	2,825	89.4%
Timeshare	13,624	9,712	40.3%	12,584	8,251	52.5%	1,040	1,462	-28.8%
...Timeshare Only	6,451	5,191	24.3%	6,220	4,840	28.5%	231	351	-34.1%
Apartment	7,769	12,852	-39.6%	5,879	10,171	-42.2%	1,890	2,681	-29.5%
Bed & Breakfast	6,526	4,920	32.6%	5,395	4,656	15.9%	1,130	264	328.6%
Cruise Ship	7,166	7,592	-5.6%	3,107	1,665	86.7%	4,058	5,928	-31.5%
Friends or Relatives	309,424	269,449	14.8%	263,420	232,588	13.3%	46,004	36,860	24.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	143,243	67,311	112.8%	116,331	55,504	109.6%	26,912	11,808	127.9%
...Honeymoon/Get Married (Net)	6,662	3,263	104.2%	4,833	1,352	257.6%	1,830	1,911	-4.3%
MC&I (Net)	8,416	2,889	191.3%	4,742	1,947	143.5%	3,674	942	290.2%
.....Convention/Conf.	5,845	2,379	145.7%	2,903	1,441	101.4%	2,943	938	213.7%
.....Corp. Meetings	1,672	806	107.6%	1,347	401	236.2%	325	405	-19.7%
.....Incentive	2,076	631	229.3%	1,025	229	347.1%	1,051	401	162.0%
Other Business	16,455	4,176	294.0%	8,565	3,012	184.3%	7,890	1,164	577.7%
Visit Friends/Relatives	509,413	435,150	17.1%	415,487	361,100	15.1%	93,926	74,050	26.8%
Government/Military	7,081	2,290	209.3%	1,856	1,017	82.6%	5,224	1,273	310.4%
Attend School	3,325	2,805	18.5%	868	463	87.4%	2,457	2,342	4.9%

Source: DBEDT

# AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

*HOTEL ONLY VISITOR*

*CONDOMINIUM ONLY VISITOR*

*CRUISE SHIP VISITOR*

## AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

**HOTELS ONLY:** the number of air visitors who chose hotels as their only means of accommodation rose (+0.4%) to 3,905,218 visitors or 61.1 percent of the total air visitors to Hawaii in 2002. More domestic visitors (58.1%) than international visitors (41.9%) stayed exclusively in hotels. Over 56 percent were repeat visitors to Hawaii. Nearly 38 percent were true independent travelers while the majority purchased group or package tours. Arrivals from this group of visitors increased on Oahu (+0.2%), Molokai (+44.4%), Lanai (+13.4%) and the Big Island (+1.2%) but declined on Maui (-3.8%) and Kauai (-6.8%) compared to the previous year.

The average length of stay by hotel only visitors was 7.67 days. This group spent the most time on Oahu (6.16 days) followed by Maui (5.93 days), the Big Island (5.15 days), Kauai (4.96 days), Lanai (4.40 days) and Molokai (3.39 days).

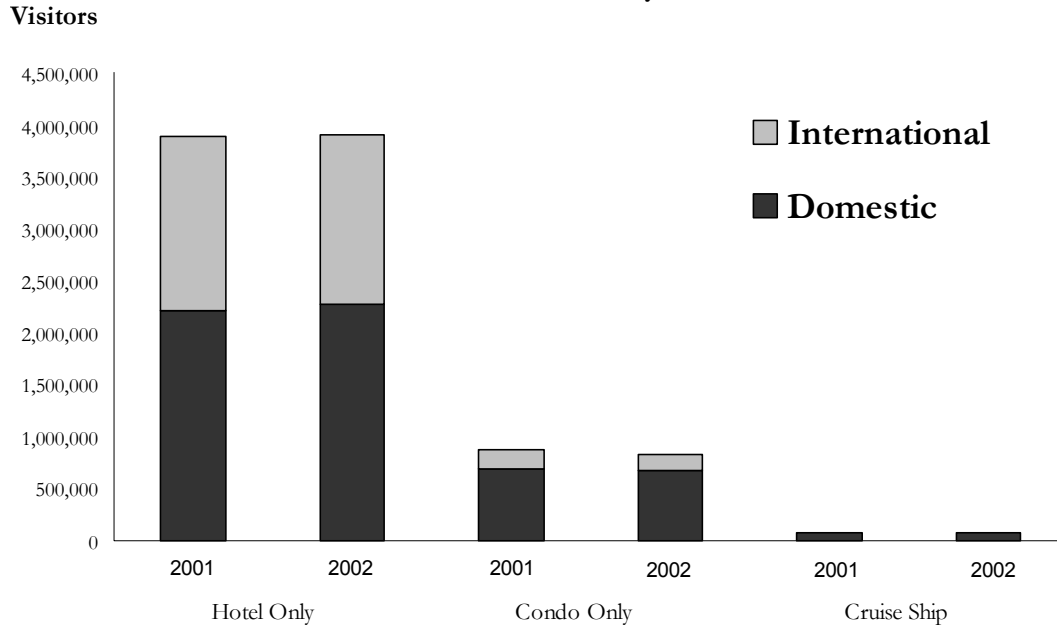
Pleasure was the primary reason given by 82.5 percent of all hotel only visitors for their trip to Hawaii. MCI travels comprised 8.8 percent of the total for this group while those who got married or honeymooned in the islands accounted for 14.8 percent (TABLE 30).

**CONDOMINIUMS ONLY:** Close to 13 percent of all visitors who arrived by air to the islands, or 821,834 visitors stayed exclusively in condominiums in 2002, down 5.8 percent from the previous year. Most (91.4%) traveled to Hawaii for pleasure. The majority (82.8%) came from the domestic market while 70.5 percent were true independent travelers. Over half (51.9%) visited Maui, 33.4 percent visited Oahu, 17.4 percent visited Kauai while 15.3 percent visited the Big Island.

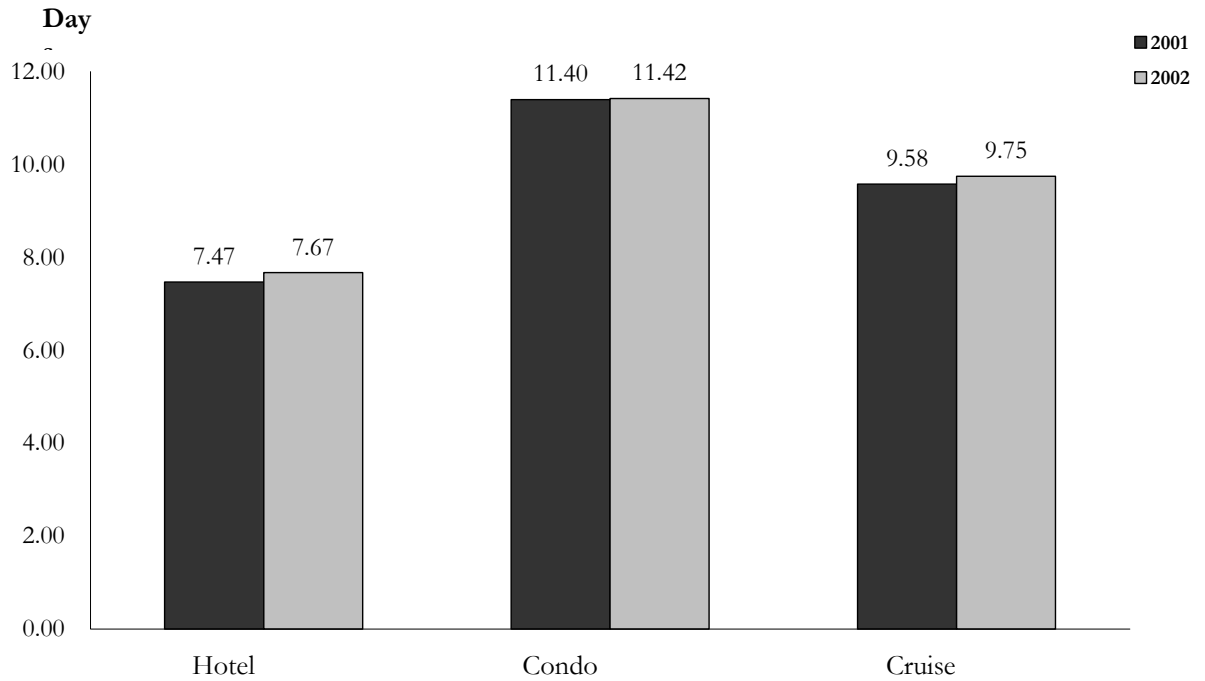
In general, this group of visitors stayed longer in Hawaii (11.42 days) than their hotel only counterpart. Condominium-only visitors spent the most time on Maui (10.0 days), followed by the Big Island (9.53 days), Oahu (9.02 days), Kauai (8.75 days), Molokai (6.17 days) and Lanai (4.16 days) (TABLE 31).

**CRUISE SHIPS:** The number of air visitors who came to board cruise ships touring the islands climbed (+41.6%) to 192,281 visitors and comprised 3.0 percent of all visitors who came by air in 2002. The surge in arrivals and a longer average length of stay (+1.8% to 9.75 days) contributed to a 44.2 percent jump in visitor days. Over 89 percent of the cruise passengers came from the domestic market while the remainder were from foreign countries. More than half (53.6%) were first-time visitors to Hawaii. In addition to cruise ships, 45.6 percent of the passengers also stayed in hotels (TABLE 32).

**FIGURE 8: 2002 Visitor Arrivals by Accommodation**



**FIGURE 9: Length of Stay by Accommodation: 2002 vs. 2001**



**TABLE 30: Hotel Only Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Hotel Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	29,958,319	29,055,649	3.1%	20,137,994	19,026,644	5.8%	9,820,325	10,029,005	-2.1%
Total Visitors	3,905,218	3,888,880	0.4%	2,268,341	2,213,039	2.5%	1,636,877	1,675,841	-2.3%
<b>PARTY SIZE</b>									
One	622,532	697,667	-10.8%	472,777	477,195	-0.9%	149,755	220,472	-32.1%
Two	1,525,818	1,590,273	-4.1%	1,029,800	1,029,097	0.1%	496,018	561,176	-11.6%
Three or more	1,756,867	1,600,940	9.7%	765,764	706,747	8.4%	991,104	894,193	10.8%
Avg Party Size	2.25	2.14	5.1%	1.92	1.89	1.6%	2.69	2.46	9.6%
<b>VISIT STATUS</b>									
First-Time	1,701,191	1,754,654	-3.0%	886,886	883,677	0.4%	814,305	870,977	-6.5%
Repeat	2,204,027	2,134,226	3.3%	1,381,455	1,329,362	3.9%	822,572	804,864	2.2%
Average # of Trips	3.84	3.57	7.5%	4.08	4.20	-2.8%	3.50	2.74	27.7%
<b>TRAVEL METHOD</b>									
Group Tour	906,157	950,108	-4.6%	233,258	257,162	-9.3%	672,899	692,946	-2.9%
Package	2,364,069	2,345,882	0.8%	1,010,087	959,143	5.3%	1,353,983	1,386,739	-2.4%
Group Tour & Pkg	832,140	871,538	-4.5%	189,163	209,292	-9.6%	642,977	662,247	-2.9%
True Independent	1,467,132	1,464,429	0.2%	1,214,159	1,206,026	0.7%	252,972	258,403	-2.1%
<b>ISLANDS VISITED</b>									
Oahu	2,954,037	2,948,215	0.2%	1,397,579	1,369,295	2.1%	1,556,458	1,578,920	-1.4%
Maui County	1,099,959	1,133,495	-3.0%	854,012	846,531	0.9%	245,947	286,964	-14.3%
...Maui	1,061,067	1,102,568	-3.8%	831,472	823,698	0.9%	229,595	278,870	-17.7%
...Molokai	36,996	25,625	44.4%	21,644	16,607	30.3%	15,352	9,018	70.2%
...Lanai	46,752	41,245	13.4%	36,688	34,406	6.6%	10,064	6,839	47.2%
Kauai	433,703	465,569	-6.8%	326,278	340,201	-4.1%	107,424	125,368	-14.3%
Big Island	651,148	643,724	1.2%	405,477	397,811	1.9%	245,671	245,912	-0.1%
...Hilo	203,945	175,164	16.4%	109,887	102,005	7.7%	94,058	73,159	28.6%
...Kona	555,644	567,850	-2.1%	345,736	349,841	-1.2%	209,908	218,009	-3.7%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.16	5.93	3.8%	6.98	6.65	5.0%	5.42	5.31	2.0%
Maui (days)	5.93	5.68	4.4%	6.56	6.34	3.4%	3.63	3.71	-2.3%
Molokai (days)	3.39	3.80	-10.7%	4.16	4.68	-11.2%	2.30	2.16	6.8%
Lanai (days)	4.40	4.78	-7.9%	4.44	5.12	-13.3%	4.29	3.08	39.0%
Kauai (days)	4.96	4.78	3.7%	5.87	5.69	3.2%	2.21	2.34	-5.5%
Big Island (days)	5.15	5.14	0.1%	6.23	6.18	0.9%	3.35	3.47	-3.4%
...Hilo (days)	2.88	3.22	-10.3%	3.72	3.87	-3.9%	1.91	2.30	-17.2%
...Kona (days)	4.97	4.80	3.6%	6.13	5.90	3.9%	3.06	3.04	0.9%
Statewide (days)	7.67	7.47	2.7%	8.88	8.60	3.3%	6.00	5.98	0.3%
<b>ACCOMMODATIONS</b>									
Hotel	3,905,218	3,888,880	0.4%	2,268,341	2,213,039	2.5%	1,636,877	1,675,841	-2.3%
...Hotel Only	3,905,218	3,888,880	0.4%	2,268,341	2,213,039	2.5%	1,636,877	1,675,841	-2.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,221,929	3,131,386	2.9%	1,752,558	1,688,652	3.8%	1,469,371	1,442,734	1.8%
...Honeymoon/Get Married (Net)	576,706	410,660	40.4%	183,201	175,290	4.5%	393,505	235,370	67.2%
MC&I (Net)	344,221	360,765	-4.6%	269,919	280,907	-3.9%	74,302	79,858	-7.0%
.....Convention/Conf.	203,646	208,796	-2.5%	172,577	169,559	1.8%	31,069	39,237	-20.8%
.....Corp. Meetings	68,785	82,358	-16.5%	52,979	66,104	-19.9%	15,806	16,254	-2.8%
.....Incentive	78,880	74,191	6.3%	49,402	48,325	2.2%	29,478	25,867	14.0%
Other Business	164,015	150,528	9.0%	133,472	125,871	6.0%	30,543	24,657	23.9%
Visit Friends/Relatives	107,725	82,551	30.5%	79,734	60,531	31.7%	27,991	22,020	27.1%
Government/Military	62,032	45,386	36.7%	45,521	33,912	34.2%	16,511	11,475	43.9%
Attend School	8,575	7,012	22.3%	3,428	3,420	0.2%	5,147	3,591	43.3%

Source: DBEDT

**TABLE 31: Condo Only Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Condo Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	9,385,671	9,941,476	-5.6%	7,983,324	7,840,827	1.8%	1,402,347	2,100,649	-33.2%
Total Visitors	821,834	872,162	-5.8%	680,772	688,495	-1.1%	141,062	183,667	-23.2%
<b>PARTY SIZE</b>									
One	105,799	120,914	-12.5%	93,908	101,431	-7.4%	11,891	19,483	-39.0%
Two	316,250	337,168	-6.2%	276,932	288,014	-3.8%	39,317	49,154	-20.0%
Three or more	399,785	414,080	-3.5%	309,931	299,050	3.6%	89,854	115,030	-21.9%
Avg Party Size	2.30	2.26	1.8%	2.20	2.15	2.3%	2.76	2.65	4.2%
<b>VISIT STATUS</b>									
First-Time	191,333	213,060	-10.2%	157,673	163,894	-3.8%	33,660	49,166	-31.5%
Repeat	630,501	659,102	-4.3%	523,099	524,601	-0.3%	107,402	134,501	-20.1%
Average # of Trips	5.78	5.63	2.6%	5.65	5.85	-3.4%	6.37	4.80	32.6%
<b>TRAVEL METHOD</b>									
Group Tour	32,996	43,986	-25.0%	11,757	15,773	-25.5%	21,239	28,213	-24.7%
Package	235,843	254,803	-7.4%	186,736	179,721	3.9%	49,107	75,082	-34.6%
Group Tour & Pkg	26,232	35,641	-26.4%	8,830	11,682	-24.4%	17,402	23,959	-27.4%
True Independent	579,227	609,015	-4.9%	491,109	504,683	-2.7%	88,118	104,331	-15.5%
<b>ISLANDS VISITED</b>									
Oahu	274,573	318,663	-13.8%	174,188	195,082	-10.7%	100,385	123,581	-18.8%
Maui County	434,100	454,748	-4.5%	394,188	385,277	2.3%	39,912	69,471	-42.5%
...Maui	426,634	447,965	-4.8%	388,373	379,682	2.3%	38,261	68,284	-44.0%
...Molokai	10,983	12,461	-11.9%	9,240	7,151	29.2%	1,744	5,310	-67.2%
...Lanai	8,378	8,202	2.1%	6,931	6,228	11.3%	1,447	1,975	-26.7%
Kauai	143,091	155,203	-7.8%	131,234	138,415	-5.2%	11,857	16,788	-29.4%
Big Island	125,977	125,804	0.1%	105,940	107,662	-1.6%	20,037	18,142	10.4%
...Hilo	25,534	24,388	4.7%	19,421	18,439	5.3%	6,114	5,950	2.8%
...Kona	114,060	112,287	1.6%	96,361	98,586	-2.3%	17,699	13,701	29.2%
<b>LENGTH OF STAY</b>									
Oahu (days)	9.02	9.32	-3.3%	9.36	9.01	3.8%	8.43	9.81	-14.1%
Maui (days)	10.01	9.73	2.9%	10.03	9.74	2.9%	9.82	9.67	1.6%
Molokai (days)	6.17	5.74	7.5%	6.47	7.96	-18.6%	4.57	2.76	65.6%
Lanai (days)	4.16	5.88	-29.3%	4.42	7.11	-37.9%	2.92	2.01	45.4%
Kauai (days)	8.75	8.44	3.7%	9.01	8.67	3.9%	5.93	6.51	-8.9%
Big Island (days)	9.53	9.23	3.3%	10.08	9.84	2.4%	6.61	5.56	19.0%
...Hilo (days)	4.65	5.39	-13.7%	5.41	6.03	-10.3%	2.23	3.39	-34.2%
...Kona (days)	9.48	9.14	3.8%	9.99	9.62	3.8%	6.72	5.64	19.0%
Statewide (days)	11.42	11.40	0.2%	11.73	11.39	3.0%	9.94	11.44	-13.1%
<b>ACCOMMODATIONS</b>									
Condo	821,834	872,162	-5.8%	680,772	688,495	-1.1%	141,062	183,667	-23.2%
...Condo Only	821,834	872,162	-5.8%	680,772	688,495	-1.1%	141,062	183,667	-23.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	751,338	792,599	-5.2%	623,864	626,249	-0.4%	127,474	166,350	-23.4%
...Honeymoon/Get Married (Net)	41,267	35,330	16.8%	29,415	29,654	-0.8%	11,851	5,675	108.8%
MC&I (Net)	14,748	18,252	-19.2%	12,408	14,979	-17.2%	2,341	3,274	-28.5%
.....Convention/Conf.	10,225	12,498	-18.2%	8,643	10,659	-18.9%	1,582	1,839	-14.0%
.....Corp. Meetings	3,059	4,087	-25.1%	2,833	3,261	-13.1%	226	826	-72.7%
.....Incentive	1,642	1,758	-6.6%	1,110	1,131	-1.8%	532	627	-15.1%
Other Business	19,070	17,634	8.1%	17,310	15,186	14.0%	1,760	2,448	-28.1%
Visit Friends/Relatives	32,447	27,077	19.8%	27,097	24,251	11.7%	5,350	2,825	89.4%
Government/Military	3,458	2,535	36.4%	2,615	2,060	26.9%	843	474	77.7%
Attend School	1,996	1,008	98.1%	840	588	42.9%	1,156	420	175.3%

Source: DBEDT

**TABLE 32: Cruise Ship Visitor Characteristics<sup>1/</sup>: 2002 vs. 2001  
(Arrivals by air)**

Cruise Ship	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	1,874,425	1,300,176	44.2%	1,662,149	1,111,867	49.5%	212,277	188,309	12.7%
Total Visitors	192,281	135,744	41.6%	170,746	121,472	40.6%	21,535	14,272	50.9%
<b>PARTY SIZE</b>									
One	33,753	23,105	46.1%	29,043	20,219	43.6%	4,710	2,885	63.2%
Two	115,287	79,696	44.7%	103,578	72,948	42.0%	11,709	6,748	73.5%
Three or more	43,241	32,943	31.3%	38,126	28,305	34.7%	5,115	4,639	10.3%
Avg Party Size	1.88	1.91	-1.5%	1.89	1.90	-0.8%	1.82	1.96	-7.4%
<b>VISIT STATUS</b>									
First-Time	102,995	71,936	43.2%	92,643	66,214	39.9%	10,352	5,722	80.9%
Repeat	89,286	63,808	39.9%	78,104	55,258	41.3%	11,182	8,550	30.8%
Average # of Trips	2.58	2.68	-3.7%	2.53	2.55	-0.9%	2.99	3.78	-20.9%
<b>TRAVEL METHOD</b>									
Group Tour	55,343	32,120	72.3%	51,840	30,793	68.3%	3,503	1,327	164.0%
Package	124,719	91,035	37.0%	114,880	86,626	32.6%	9,839	4,409	123.1%
Group Tour & Pkg	48,932	29,201	67.6%	45,789	28,020	63.4%	3,143	1,181	166.1%
True Independent	61,151	41,791	46.3%	49,816	32,074	55.3%	11,335	9,717	16.7%
<b>ISLANDS VISITED</b>									
Oahu	172,191	118,977	44.7%	153,264	106,000	44.6%	18,927	12,976	45.9%
Maui County	126,250	100,177	26.0%	115,393	92,533	24.7%	10,858	7,644	42.0%
...Maui	124,762	98,137	27.1%	114,020	90,665	25.8%	10,742	7,472	43.8%
...Molokai	2,852	14,207	-79.9%	2,428	12,530	-80.6%	423	1,677	-74.8%
...Lanai	5,284	18,677	-71.7%	4,496	17,557	-74.4%	788	1,120	-29.6%
Kauai	104,401	82,398	26.7%	96,648	78,535	23.1%	7,753	3,863	100.7%
Big Island	119,288	89,908	32.7%	109,970	84,542	30.1%	9,317	5,366	73.7%
...Hilo	91,043	76,246	19.4%	85,042	71,462	19.0%	6,000	4,784	25.4%
...Kona	79,306	80,868	-1.9%	71,922	76,869	-6.4%	7,385	3,999	84.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.24	5.25	18.9%	6.02	4.50	33.8%	8.00	11.36	-29.6%
Maui (days)	2.29	2.84	-19.3%	2.20	2.78	-20.6%	3.21	3.59	-10.6%
Molokai (days)	5.04	1.56	223.8%	5.53	1.61	243.5%	2.25	1.17	93.3%
Lanai (days)	4.45	1.78	150.6%	4.87	1.78	173.1%	2.08	1.68	23.7%
Kauai (days)	1.80	1.66	8.1%	1.76	1.67	5.5%	2.20	1.46	50.5%
Big Island (days)	2.60	2.59	0.5%	2.50	2.55	-2.2%	3.80	3.13	21.6%
...Hilo (days)	1.73	1.39	24.8%	1.66	1.35	22.8%	2.76	1.94	42.6%
...Kona (days)	1.92	1.57	22.8%	1.86	1.55	19.7%	2.56	1.84	39.5%
Statewide (days)	9.75	9.58	1.8%	9.73	9.15	6.4%	9.86	13.19	-25.3%
<b>ACCOMMODATIONS</b>									
Hotel	87,645	42,251	107.4%	78,705	37,005	112.7%	8,940	5,245	70.4%
Condo	4,032	2,715	48.5%	3,042	1,988	53.0%	990	727	36.1%
Timeshare	2,415	1,342	80.0%	1,610	907	77.6%	805	435	84.9%
Apartment	1,257	324	287.7%	87	220	-60.4%	1,170	104	1025.7%
Bed & Breakfast	1,487	652	128.0%	644	580	11.1%	843	72	1064.8%
Cruise Ship	192,281	135,744	41.6%	170,746	121,472	40.6%	21,535	14,272	50.9%
Friends or Relatives	4,509	998	351.9%	1,958	910	115.1%	2,551	88	2809.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	176,730	123,333	43.3%	161,169	114,406	40.9%	15,561	8,927	74.3%
...Honeymoon/Get Married (Net)	12,121	5,720	111.9%	9,256	5,282	75.3%	2,864	438	553.4%
MC&I (Net)	4,611	2,422	90.4%	3,815	1,889	101.9%	797	532	49.6%
.....Convention/Conf.	2,137	1,456	46.8%	1,750	971	80.2%	386	485	-20.3%
.....Corp. Meetings	854	413	106.9%	618	386	60.3%	236	27	760.9%
.....Incentive	1,834	597	207.2%	1,655	576	187.2%	178	20	771.5%
Other Business	4,249	1,677	153.4%	3,065	1,589	92.9%	1,184	88	1250.5%
Visit Friends/Relatives	7,166	7,592	-5.6%	3,107	1,665	86.7%	4,058	5,928	-31.5%
Government/Military	890	258	245.0%	671	217	209.4%	220	41	432.0%
Attend School	232	366	-36.6%	210	319	-34.2%	22	47	-53.5%

<sup>1/</sup> Visitors arrived in Hawaii by air and boarded ships to cruise around the islands.

Source: DBEDT

# AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

*FIRST-TIME VISITOR*

*REPEAT VISITOR*



## AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

**FIRST-TIME VISITORS:** Close to 38 percent of the visitors who arrived by air in 2002 were first-time visitors to the islands, down 1.6 percent from the previous year. About 61 percent of these visitors arrived on domestic flights while the remainder came from foreign destinations.

First-time visitors comprised 46.6 percent of the Japanese market and 41.9 percent of the Canadian market but accounted for the majority of the smaller European (64.1%), Other Asia (68.9%) and Latin America (66.0%) markets (TABLES 20-24).

Only 37.6 percent traveled as true independent while most purchased either group or package tour accommodations. Nearly 78 percent of all first time visitors stayed in hotels. Oahu was the most popular destination, visited by 76.2 percent of the first timers to the State. About 32 percent visited Maui, 18.5 percent visited the Big Island and 15.6 percent visited Kauai.

First time visitors stayed the longest on Oahu (6.41 days), followed by Maui (5.86 days), the Big Island (5.20 days), Kauai (5.10 days), Lanai (4.38 days) and Molokai (3.75 days). Most (85.3%) visited the islands for pleasure.

**REPEAT VISITORS:** The number of repeat visitors in 2002 rose 3.3 percent to comprise 62.3 percent of total arrivals by air in the state. (TABLE 2). Over half (61.5%) were independent travelers. The majority of the repeat visitors were from the U.S West where 76.5 percent reported that they have been to the islands before. (TABLE 11). Repeat visitors accounted for 52.9 percent of U.S. East arrivals (TABLE 13), 53.4 percent of Japanese arrivals and 58.1 percent of Canadian arrivals in 2002.

Nearly 62 percent of all repeat visitors went to Oahu, 32.7 percent visited Maui, 20.0 percent went to the Big Island and 15.9 percent went to Kauai. Repeat visitors stayed the longest on Maui (7.89 days), followed by Oahu (7.59 days), the Big Island (7.27 days), Kauai (6.98 days), Lanai (4.83 days) and Molokai (5.15 days).

62.3 percent of repeat visitors chose hotels for their accommodations, 19.8 percent stayed in condominiums, 11.3 percent stayed with friends and relatives and 7.1 percent stayed in timeshare properties. The majority (79.1%) returned to Hawaii for vacation and pleasure, 9.9 percent to visit friends or relatives and 6.6 percent for meetings, conventions and incentives. .

**TABLE 33: First-Time Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	20,610,609	20,544,584	0.3%	14,535,148	13,783,178	5.5%	6,075,461	6,761,406	-10.1%
Total Visitors	2,411,780	2,451,968	-1.6%	1,472,866	1,452,726	1.4%	938,914	999,242	-6.0%
<b>PARTY SIZE</b>									
One	417,636	467,939	-10.7%	313,557	321,586	-2.5%	104,080	146,353	-28.9%
Two	1,025,910	1,059,534	-3.2%	710,636	704,512	0.9%	315,274	355,022	-11.2%
Three or more	968,234	924,495	4.7%	448,674	426,628	5.2%	519,560	497,867	4.4%
Avg Party Size	2.13	2.06	3.4%	1.89	1.86	1.4%	2.52	2.36	6.9%
<b>VISIT STATUS</b>									
First-Time	2,411,780	2,451,969	-1.6%	1,472,866	1,452,726	1.4%	938,914	999,242	-6.0%
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
<b>TRAVEL METHOD</b>									
Group Tour	545,109	589,927	-7.6%	176,527	183,760	-3.9%	368,582	406,167	-9.3%
Package	1,457,607	1,472,712	-1.0%	701,811	666,202	5.3%	755,796	806,510	-6.3%
Group Tour & Pkg	497,744	537,572	-7.4%	147,091	152,608	-3.6%	350,653	384,964	-8.9%
True Independent	906,807	926,901	-2.2%	741,619	755,372	-1.8%	165,188	171,529	-3.7%
<b>ISLANDS VISITED</b>									
Oahu	1,838,428	1,873,639	-1.9%	959,459	946,277	1.4%	878,969	927,361	-5.2%
Maui County	791,711	806,683	-1.9%	632,079	618,403	2.2%	159,632	188,280	-15.2%
...Maui	772,017	791,861	-2.5%	621,265	608,076	2.2%	150,752	183,785	-18.0%
...Molokai	28,193	28,768	-2.0%	18,783	21,225	-11.5%	9,410	7,543	24.8%
...Lanai	29,692	33,529	-11.4%	22,551	28,824	-21.8%	7,141	4,705	51.8%
Kauai	375,416	389,920	-3.7%	306,723	309,588	-0.9%	68,693	80,332	-14.5%
Big Island	447,111	439,533	1.7%	307,077	295,296	4.0%	140,034	144,237	-2.9%
...Hilo	199,798	173,984	14.8%	136,106	122,523	11.1%	63,692	51,461	23.8%
...Kona	356,303	379,144	-6.0%	239,268	254,670	-6.0%	117,035	124,474	-6.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.41	6.28	2.1%	7.19	6.90	4.2%	5.56	5.64	-1.5%
Maui (days)	5.86	5.75	1.9%	6.21	6.09	1.9%	4.41	4.62	-4.7%
Molokai (days)	3.75	3.02	24.2%	4.35	3.34	30.4%	2.56	2.14	20.0%
Lanai (days)	4.38	3.53	23.9%	4.38	3.68	18.9%	4.38	2.62	66.8%
Kauai (days)	5.10	4.90	4.1%	5.45	5.34	2.2%	3.51	3.19	10.1%
Big Island (days)	5.20	5.61	-7.2%	5.70	5.71	-0.2%	4.10	5.38	-23.9%
...Hilo (days)	3.04	3.06	-0.7%	3.35	3.31	1.1%	2.38	2.47	-3.6%
...Kona (days)	4.82	5.04	-4.3%	5.42	5.03	7.6%	3.61	5.05	-28.6%
Statewide (days)	8.55	8.38	2.0%	9.87	9.49	4.0%	6.47	6.77	-4.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,872,979	1,880,441	-0.4%	1,023,446	980,134	4.4%	849,533	900,307	-5.6%
...Hotel Only	1,701,191	1,754,654	-3.0%	886,886	883,677	0.4%	814,305	870,977	-6.5%
Condo	261,465	263,483	-0.8%	208,729	203,555	2.5%	52,737	59,928	-12.0%
...Condo Only	191,333	213,060	-10.2%	157,673	163,894	-3.8%	33,660	49,166	-31.5%
Timeshare	107,981	100,624	7.3%	96,865	88,290	9.7%	11,115	12,334	-9.9%
...Timeshare Only	77,700	78,650	-1.2%	72,299	69,758	3.6%	5,401	8,891	-39.3%
Apartment	15,862	26,739	-40.7%	10,324	20,309	-49.2%	5,538	6,430	-13.9%
Bed & Breakfast	30,618	29,706	3.1%	24,122	24,855	-3.0%	6,496	4,850	33.9%
Cruise Ship	102,995	71,936	43.2%	92,643	66,213	39.9%	10,352	5,723	80.9%
Friends or Relatives	136,409	132,438	3.0%	111,605	114,445	-2.5%	24,805	17,992	37.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,055,953	2,040,971	0.7%	1,217,620	1,182,923	2.9%	838,333	858,048	-2.3%
...Honeymoon/Get Married (Net)	454,162	335,732	35.3%	171,265	161,560	6.0%	282,897	174,172	62.4%
MC&I (Net)	152,773	164,040	-6.9%	108,389	116,203	-6.7%	44,384	47,837	-7.2%
.....Convention/Conf.	90,041	96,186	-6.4%	70,629	71,608	-1.4%	19,413	24,577	-21.0%
.....Corp. Meetings	26,867	32,049	-16.2%	17,769	23,278	-23.7%	9,098	8,771	3.7%
.....Incentive	40,048	37,803	5.9%	22,295	22,477	-0.8%	17,753	15,326	15.8%
Other Business	58,413	50,328	16.1%	42,754	37,752	13.2%	15,659	12,576	24.5%
Visit Friends/Relatives	116,150	97,915	18.6%	91,608	80,420	13.9%	24,542	17,496	40.3%
Government/Military	28,906	24,324	18.8%	18,904	16,519	14.4%	10,002	7,805	28.1%
Attend School	10,675	10,700	-0.2%	5,161	6,127	-15.8%	5,514	4,572	20.6%

Source: DBEDT

**TABLE 34: Repeat Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	39,456,704	37,903,898	4.1%	31,238,676	29,324,028	6.5%	8,218,028	8,579,869	-4.2%
Total Visitors	3,977,278	3,851,823	3.3%	2,885,984	2,771,595	4.1%	1,091,294	1,080,228	1.0%
<b>PARTY SIZE</b>									
One	716,283	745,904	-4.0%	583,489	578,157	0.9%	132,794	167,747	-20.8%
Two	1,530,256	1,523,162	0.5%	1,219,226	1,196,466	1.9%	311,030	326,696	-4.8%
Three or more	1,730,739	1,582,757	9.3%	1,083,268	996,972	8.7%	647,471	585,785	10.5%
Avg Party Size	2.13	2.06	3.1%	1.97	1.94	1.4%	2.55	2.38	7.2%
<b>VISIT STATUS</b>									
Repeat	3,977,278	3,851,823	3.3%	2,885,984	2,771,595	4.1%	1,091,294	1,080,228	1.0%
Average # of Trips	6.45	6.43	0.2%	6.93	6.93	0.0%	5.15	5.15	0.0%
<b>TRAVEL METHOD</b>									
Group Tour	491,215	490,248	0.2%	145,821	149,934	-2.7%	345,394	340,315	1.5%
Package	1,475,557	1,410,043	4.6%	776,014	706,535	9.8%	699,543	703,509	-0.6%
Group Tour & Pkg	435,847	436,083	-0.1%	112,294	114,216	-1.7%	323,553	321,867	0.5%
True Independent	2,446,353	2,387,614	2.5%	2,076,443	2,029,343	2.3%	369,910	358,272	3.2%
<b>ISLANDS VISITED</b>									
Oahu	2,437,649	2,383,896	2.3%	1,463,710	1,433,007	2.1%	973,939	950,889	2.4%
Maui County	1,347,716	1,297,795	3.8%	1,138,024	1,067,557	6.6%	209,692	230,238	-8.9%
...Maui	1,301,035	1,256,906	3.5%	1,103,786	1,032,885	6.9%	197,249	224,021	-12.0%
...Molokai	46,941	41,465	13.2%	34,369	31,087	10.6%	12,572	10,377	21.2%
...Lanai	51,183	51,376	-0.4%	41,882	43,958	-4.7%	9,301	7,417	25.4%
Kauai	630,482	618,778	1.9%	543,190	529,780	2.5%	87,292	88,998	-1.9%
Big Island	796,202	742,019	7.3%	611,603	573,319	6.7%	184,599	168,700	9.4%
...Hilo	248,651	213,361	16.5%	182,316	163,636	11.4%	66,335	49,725	33.4%
...Kona	677,311	648,637	4.4%	517,273	501,331	3.2%	160,037	147,305	8.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.59	7.61	-0.2%	8.38	8.23	1.8%	6.40	6.67	-4.0%
Maui (days)	7.89	7.79	1.3%	8.28	8.16	1.4%	5.72	6.08	-5.9%
Molokai (days)	5.15	5.30	-2.9%	5.97	6.17	-3.2%	2.91	2.70	7.6%
Lanai (days)	4.83	5.53	-12.6%	5.11	5.88	-13.1%	3.58	3.44	4.1%
Kauai (days)	6.98	6.98	0.0%	7.52	7.43	1.2%	3.61	4.30	-16.1%
Big Island (days)	7.27	7.37	-1.3%	8.02	8.10	-1.1%	4.82	4.89	-1.4%
...Hilo (days)	4.46	4.92	-9.4%	4.93	5.27	-6.4%	3.15	3.76	-16.3%
...Kona (days)	6.92	6.80	1.8%	7.74	7.55	2.5%	4.25	4.23	0.5%
Statewide (days)	9.92	9.84	0.8%	10.82	10.58	2.3%	7.53	7.94	-5.2%
<b>ACCOMMODATIONS</b>									
Hotel	2,479,255	2,353,286	5.4%	1,607,869	1,503,620	6.9%	871,386	849,666	2.6%
...Hotel Only	2,204,027	2,134,226	3.3%	1,381,455	1,329,362	3.9%	822,572	804,864	2.2%
Condo	786,695	778,533	1.0%	644,911	617,695	4.4%	141,783	160,839	-11.8%
...Condo Only	630,501	659,102	-4.3%	523,099	524,601	-0.3%	107,402	134,501	-20.1%
Timeshare	282,803	251,325	12.5%	266,985	234,486	13.9%	15,818	16,838	-6.1%
...Timeshare Only	211,097	197,494	6.9%	202,288	186,074	8.7%	8,809	11,419	-22.9%
Apartment	28,392	46,429	-38.8%	20,101	38,860	-48.3%	8,291	7,570	9.5%
Bed & Breakfast	39,248	41,194	-4.7%	33,734	35,182	-4.1%	5,514	6,012	-8.3%
Cruise Ship	89,286	63,808	39.9%	78,104	55,258	41.3%	11,182	8,550	30.8%
Friends or Relatives	451,284	425,301	6.1%	379,933	370,722	2.5%	71,351	54,579	30.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,146,770	2,982,648	5.5%	2,224,497	2,091,024	6.4%	922,273	891,624	3.4%
...Honeymoon/Get Married (Net)	242,136	164,048	47.6%	100,196	91,694	9.3%	141,940	72,354	96.2%
MC&I (Net)	263,463	259,603	1.5%	215,388	215,157	0.1%	48,075	44,446	8.2%
....Convention/Conf.	164,865	156,098	5.6%	139,578	133,088	4.9%	25,288	23,010	9.9%
....Corp. Meetings	54,130	63,032	-14.1%	45,893	53,268	-13.8%	8,237	9,764	-15.6%
....Incentive	49,659	44,013	12.8%	34,484	31,239	10.4%	15,175	12,774	18.8%
Other Business	180,660	160,037	12.9%	150,547	139,378	8.0%	30,113	20,660	45.8%
Visit Friends/Relatives	393,263	337,235	16.6%	323,879	280,680	15.4%	69,384	56,555	22.7%
Government/Military	68,534	56,837	20.6%	49,025	43,436	12.9%	19,509	13,401	45.6%
Attend School	13,800	13,225	4.3%	7,250	8,235	-12.0%	6,551	4,990	31.3%

Source: DBEDT

# ISLAND SUPPLEMENT

*OAHU VISITORS BY AIR*

*MAUI COUNTY VISITORS BY AIR*

*Maui Island*

*Molokai*

*Lanai*

*KAUAI VISITORS BY AIR*

*HAWAII (BIG ISLAND) VISITORS BY AIR*

*Hilo*

*Kona*



## ISLAND SUPPLEMENT

**ISLAND OF OAHU:** The island of Oahu hosted a total of 4,276,077 visitors who came by air in 2002, up 0.4 percent from the previous year. Close to 67 percent of these visitors stayed exclusively on Oahu while the remainder also visited the neighbor islands (TABLE 41).

Over half (56.7%) of the total Oahu visitors arrived on domestic flights while 43.3 percent came from foreign countries. Independent travelers comprised 44.8 percent of all visitors to Oahu while the remainder purchased group tours or package accommodations. There were more repeat visitors (57.0%) than first-time visitors (43.0%) to Oahu.

Nearly 77 percent of all visitors to Oahu stayed in hotels, 9.8 percent stayed in condominium, 9.8 percent stayed with friends or relatives and 2.0 percent stayed in timeshare properties. The majority (80.2%) of those that visited Oahu traveled for pleasure.

**ISLAND OF MAUI:** Total arrivals by air to the island of Maui rose 1.2 percent to 2,073,051 visitors in 2002. About half of these visitors spent all their time on Maui while half also visited other islands in addition to Maui (TABLE 43).

Only 16.8 percent of the Maui visitors arrived on international flights while the majority (83.2%) came from the domestic markets. Repeat visitors accounted for 62.8 percent of the total visitors to Maui compared to 37.2 percent of first-time visitors. There were more true independent travelers (56.7%) to Maui than those who purchased group tours or package accommodations.

Nearly 62 percent of all visitors to Maui stayed in hotels, 26.5 percent stayed in condominiums, 7.3 percent stayed in timeshare properties and 6.5 percent stayed with friends or relatives. About 87 percent visited the island of Maui for pleasure.

**ISLAND OF MOLOKAI:** A total of 75,135 air visitors came to Molokai in 2002, up 7.0 percent from the previous year. Most of those who visited Molokai also visited other islands but only 9.9 percent stayed on Molokai exclusively (TABLE 44).

The majority (70.7%) of all Molokai visitors arrived on domestic flights. Close to 62.5 percent were repeat visitors while 37.5 percent were first-timers to the island. Nearly 56 percent of the visitors to Molokai were independent travelers. The remainder purchased group tour or package accommodations.

Close to 63 percent stayed in hotels, 23.0 percent stayed in condominiums, 12.7 percent stayed with friends or relatives and 5.5 percent stayed in timeshare properties. Pleasure was the primary purpose for visitations to this island given by 81.8 percent of all Molokai visitors.

**ISLAND OF LANAI:** Total arrivals by air to Lanai decreased 4.7 percent to 80,874 visitors in 2002. About 13 percent of these visitors spent their entire time on this island (TABLE 45).

Close to 80 percent of the Lanai visitors arrived on domestic flights while 20.3 percent came from foreign destinations. There were more repeat visitors (63.3%) than first timers (36.7%) on Lanai during the year. Similar to visitors on Maui and Molokai, there were more independent travelers to Lanai than those who purchased group tours or package accommodations.

Hotels were the primary choice for lodging by 70.3 percent of the visitors to Lanai, 16.0 percent stayed in condominiums and 9.7 percent stayed with friends or relatives and 4.6 percent stayed in timeshare properties. The majority (79.0%) of Lanai's visitors came for pleasure.

**ISLAND OF KAUAI:** A total of 1,005,897 air visitors went to Kauai in 2002, down slightly by 0.3 percent from the previous year. Nearly 36 percent of these visitors stayed on this island exclusively (TABLE 46).

There were more visitors to Kauai from the domestic market (84.5%) than those from foreign countries (15.5%). There were also a larger number of repeat visitors (62.7%) compared to first-time visitors (37.3%) during the year. Over half (57.5%) of the Kauai visitors were independent travelers.

Close to 59 percent of those who visited Kauai stayed in hotels, 20.7 percent stayed in condominium, 14.5 percent stayed in timeshare properties and 6.9 percent stayed with friends or relatives. The number of those who honeymooned/got married in the islands and visited Kauai jumped 22.2 percent from last year to 112,035 visitors.

**THE BIG ISLAND:** Arrivals by air to the Big Island increased 5.2 percent from 2001 to 1,243,313 visitors. Those who stayed exclusively on this island accounted for 35.3 percent of the total or 425,891 visitors (TABLE 47).

The majority of all Hawaii visitors were from the domestic U.S. mainland (73.9%) while 26.1 percent were from foreign countries. Repeat visitors (64.0%) comprised a larger proportion than first-time visitors (36.0%) among this group. There were also more visitors traveling independently (55.0%) than those who purchased group tours or package accommodations.

About 66.3 percent of all visitors to the Big Island stayed in hotels, 15.6 percent stayed in condominiums, 9.8 percent stayed with friends and relatives, 8.3 percent stayed in timeshare properties and 9.6 percent stayed on cruise ships. Approximately 83 percent of the visitors traveled to the Big Island for pleasure.

**TABLE 35: Visitor Arrivals by Island and Month: 2002 vs. 2001  
(Arrivals by air)**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2001	2001	% Change
JAN	462,566	552,225	-16.2%	305,317	334,509	-8.7%	157,249	217,716	-27.8%
FEB	503,379	550,987	-8.6%	345,508	345,429	0.0%	157,871	205,558	-23.2%
MAR	571,691	611,876	-6.6%	392,019	399,849	-2.0%	179,672	212,027	-15.3%
APR	479,706	553,222	-13.3%	335,245	371,123	-9.7%	144,461	182,099	-20.7%
MAY	508,837	523,965	-2.9%	354,831	351,875	0.8%	154,006	172,090	-10.5%
JUN	594,486	596,804	-0.4%	425,712	406,580	4.7%	168,774	190,224	-11.3%
JUL	611,366	641,232	-4.7%	443,391	432,106	2.6%	167,975	209,126	-19.7%
AUG	617,899	645,700	-4.3%	427,851	415,973	2.9%	190,048	229,727	-17.3%
SEPT	464,974	360,118	29.1%	298,871	243,245	22.9%	166,103	116,872	42.1%
OCT	512,613	389,640	31.6%	343,987	289,416	18.9%	168,626	100,224	68.2%
NOV	493,521	389,749	26.6%	328,033	294,798	11.3%	165,488	94,951	74.3%
DEC	568,021	488,273	16.3%	358,086	339,418	5.5%	209,935	148,855	41.0%
<b>TOTAL</b>	<b>6,389,058</b>	<b>6,303,790</b>	<b>1.4%</b>	<b>4,358,850</b>	<b>4,224,321</b>	<b>3.2%</b>	<b>2,030,208</b>	<b>2,079,469</b>	<b>-2.4%</b>
OAHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JAN	303,429	381,726	-20.5%	167,178	188,385	-11.3%	136,251	193,341	-29.5%
FEB	332,767	375,680	-11.4%	196,496	191,727	2.5%	136,271	183,954	-25.9%
MAR	378,614	407,230	-7.0%	219,910	219,344	0.3%	158,704	187,886	-15.5%
APR	316,368	360,598	-12.3%	184,897	197,334	-6.3%	131,471	163,264	-19.5%
MAY	352,080	360,930	-2.5%	208,535	202,311	3.1%	143,546	158,619	-9.5%
JUN	397,609	408,607	-2.7%	240,596	234,562	2.6%	157,014	174,045	-9.8%
JUL	403,060	438,972	-8.2%	249,500	247,832	0.7%	153,559	191,140	-19.7%
AUG	403,482	441,562	-8.6%	228,967	233,750	-2.0%	174,515	207,812	-16.0%
SEPT	318,220	246,723	29.0%	161,459	138,309	16.7%	156,761	108,414	44.6%
OCT	345,075	262,078	31.7%	186,763	169,031	10.5%	158,313	93,047	70.1%
NOV	331,957	245,644	35.1%	180,775	163,174	10.8%	151,182	82,470	83.3%
DEC	393,416	327,785	20.0%	198,094	193,527	2.4%	195,322	134,258	45.5%
<b>TOTAL</b>	<b>4,276,077</b>	<b>4,257,536</b>	<b>0.4%</b>	<b>2,423,169</b>	<b>2,379,285</b>	<b>1.8%</b>	<b>1,852,908</b>	<b>1,878,250</b>	<b>-1.3%</b>
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JAN	69,896	76,884	-9.1%	56,691	60,810	-6.8%	13,205	16,074	-17.8%
FEB	77,846	86,030	-9.5%	63,979	67,188	-4.8%	13,867	18,842	-26.4%
MAR	86,338	90,565	-4.7%	70,492	75,657	-6.8%	15,846	14,909	6.3%
APR	75,727	80,671	-6.1%	65,214	67,725	-3.7%	10,513	12,946	-18.8%
MAY	84,723	85,806	-1.3%	74,709	69,574	7.4%	10,014	16,232	-38.3%
JUN	93,100	103,850	-10.4%	81,885	84,150	-2.7%	11,215	19,700	-43.1%
JUL	97,974	107,648	-9.0%	87,204	89,514	-2.6%	10,770	18,134	-40.6%
AUG	96,464	99,627	-3.2%	81,739	80,651	1.3%	14,724	18,976	-22.4%
SEPT	76,461	63,444	20.5%	66,032	56,246	17.4%	10,429	7,198	44.9%
OCT	87,414	75,266	16.1%	73,653	68,490	7.5%	13,761	6,776	103.1%
NOV	78,657	66,893	17.6%	64,403	59,151	8.9%	14,254	7,742	84.1%
DEC	81,299	72,014	12.9%	63,912	60,213	6.1%	17,387	11,801	47.3%
<b>TOTAL</b>	<b>1,005,897</b>	<b>1,008,699</b>	<b>-0.3%</b>	<b>849,913</b>	<b>839,368</b>	<b>1.3%</b>	<b>155,985</b>	<b>169,329</b>	<b>-7.9%</b>

Source: DBEDT

**TABLE 35: Visitor Arrivals by Island and Month: 2002 vs. 2001 (continued)**  
(Arrivals by air)

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JAN	151,838	184,770	-17.8%	120,844	130,584	-7.5%	30,994	54,186	-42.8%
FEB	172,416	182,565	-5.6%	136,244	136,794	-0.4%	36,172	45,771	-21.0%
MAR	193,838	206,193	-6.0%	156,638	162,490	-3.6%	37,200	43,703	-14.9%
APR	156,399	194,186	-19.5%	131,194	153,290	-14.4%	25,205	40,896	-38.4%
MAY	166,756	170,480	-2.2%	144,160	138,701	3.9%	22,596	31,779	-28.9%
JUN	200,246	202,476	-1.1%	175,432	167,595	4.7%	24,814	34,881	-28.9%
JUL	219,543	215,972	1.7%	186,796	176,583	5.8%	32,747	39,389	-16.9%
AUG	212,205	208,326	1.9%	176,657	165,759	6.6%	35,548	42,567	-16.5%
SEPT	152,439	114,428	33.2%	126,513	99,085	27.7%	25,926	15,343	69.0%
OCT	170,727	132,339	29.0%	145,037	115,037	26.1%	25,690	17,302	48.5%
NOV	164,974	142,096	16.1%	130,152	115,602	12.6%	34,823	26,494	31.4%
DEC	178,046	150,646	18.2%	140,436	124,440	12.9%	37,610	26,206	43.5%
<b>TOTAL</b>	<b>2,139,427</b>	<b>2,104,478</b>	<b>1.7%</b>	<b>1,770,103</b>	<b>1,685,960</b>	<b>5.0%</b>	<b>369,323</b>	<b>418,518</b>	<b>-11.8%</b>
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JAN	147,588	177,132	-16.7%	117,392	125,803	-6.7%	30,196	51,329	-41.2%
FEB	166,907	177,161	-5.8%	132,069	132,710	-0.5%	34,838	44,451	-21.6%
MAR	186,446	199,674	-6.6%	153,002	157,765	-3.0%	33,445	41,909	-20.2%
APR	151,595	189,256	-19.9%	128,032	149,516	-14.4%	23,564	39,740	-40.7%
MAY	162,739	166,608	-2.3%	140,647	135,258	4.0%	22,092	31,350	-29.5%
JUN	196,023	198,455	-1.2%	171,740	163,838	4.8%	24,283	34,617	-29.9%
JUL	212,840	211,563	0.6%	182,539	172,918	5.6%	30,301	38,646	-21.6%
AUG	202,706	204,062	-0.7%	172,334	162,198	6.2%	30,373	41,864	-27.4%
SEPT	148,159	111,917	32.4%	123,409	96,882	27.4%	24,750	15,035	64.6%
OCT	165,149	128,861	28.2%	140,956	112,018	25.8%	24,193	16,843	43.6%
NOV	160,581	138,402	16.0%	126,661	112,268	12.8%	33,919	26,134	29.8%
DEC	172,317	145,675	18.3%	136,270	119,787	13.8%	36,047	25,888	39.2%
<b>TOTAL</b>	<b>2,073,051</b>	<b>2,048,768</b>	<b>1.2%</b>	<b>1,725,051</b>	<b>1,640,961</b>	<b>5.1%</b>	<b>348,001</b>	<b>407,806</b>	<b>-14.7%</b>
MOLO-KAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JAN	4,358	7,665	-43.1%	3,588	4,591	-21.9%	770	3,074	-75.0%
FEB	5,237	6,630	-21.0%	3,789	4,706	-19.5%	1,448	1,924	-24.7%
MAR	7,605	7,149	6.4%	3,238	5,283	-38.7%	4,367	1,866	134.0%
APR	3,871	5,096	-24.0%	3,026	3,874	-21.9%	845	1,222	-30.9%
MAY	4,391	5,080	-13.5%	3,670	4,312	-14.9%	721	768	-6.0%
JUN	6,017	4,881	23.3%	4,596	4,507	2.0%	1,422	374	280.4%
JUL	8,305	9,679	-14.2%	5,842	4,911	19.0%	2,463	4,768	-48.3%
AUG	8,942	5,740	55.8%	5,756	4,279	34.5%	3,186	1,461	118.1%
SEPT	5,610	3,337	68.1%	3,917	3,048	28.5%	1,693	289	486.2%
OCT	6,977	5,118	36.3%	5,204	4,524	15.0%	1,773	594	198.5%
NOV	6,205	4,543	36.6%	5,078	3,615	40.5%	1,127	928	21.4%
DEC	7,618	5,315	43.3%	5,450	4,662	16.9%	2,168	653	232.1%
<b>TOTAL</b>	<b>75,134</b>	<b>70,233</b>	<b>7.0%</b>	<b>53,152</b>	<b>52,312</b>	<b>1.6%</b>	<b>21,983</b>	<b>17,921</b>	<b>22.7%</b>
LANAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JAN	5,644	8,309	-32.1%	4,777	6,873	-30.5%	867	1,436	-39.6%
FEB	6,002	7,713	-22.2%	4,880	6,161	-20.8%	1,122	1,552	-27.7%
MAR	6,765	8,662	-21.9%	5,274	7,143	-26.2%	1,491	1,519	-1.9%
APR	6,605	6,805	-3.0%	4,851	5,896	-17.7%	1,754	909	92.8%
MAY	6,595	6,821	-3.3%	5,386	5,941	-9.3%	1,209	880	37.5%
JUN	6,934	6,900	0.5%	5,507	5,869	-6.2%	1,426	1,031	38.3%
JUL	7,240	7,412	-2.3%	5,756	6,273	-8.2%	1,484	1,139	30.3%
AUG	10,484	6,875	52.5%	6,672	5,953	12.1%	3,811	922	313.5%
SEPT	5,392	4,373	23.3%	4,659	3,911	19.1%	733	462	58.7%
OCT	6,884	7,086	-2.8%	6,015	6,748	-10.9%	869	338	157.3%
NOV	6,046	6,345	-4.7%	5,036	5,487	-8.2%	1,010	858	17.6%
DEC	6,285	7,604	-17.4%	5,620	6,529	-13.9%	665	1,075	-38.2%
<b>TOTAL</b>	<b>80,874</b>	<b>84,905</b>	<b>-4.7%</b>	<b>64,433</b>	<b>72,783</b>	<b>-11.5%</b>	<b>16,441</b>	<b>12,122</b>	<b>35.6%</b>

Source: DBEDT



**TABLE 35: Visitor Arrivals by Island and Month: 2002 vs. 2001 (continued)**  
(Arrivals by air)

BIG ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JAN	95,784	103,867	-7.8%	71,052	71,621	-0.8%	24,732	32,246	-23.3%
FEB	103,682	103,873	-0.2%	76,422	75,251	1.6%	27,261	28,622	-4.8%
MAR	112,417	113,224	-0.7%	78,918	85,294	-7.5%	33,499	27,930	19.9%
APR	94,404	97,206	-2.9%	73,791	68,848	7.2%	20,613	28,358	-27.3%
MAY	89,003	94,936	-6.2%	69,917	67,152	4.1%	19,087	27,784	-31.3%
JUN	111,913	112,278	-0.3%	84,779	85,236	-0.5%	27,134	27,043	0.3%
JUL	115,183	123,326	-6.6%	88,080	90,608	-2.8%	27,102	32,718	-17.2%
AUG	117,116	117,952	-0.7%	82,790	82,174	0.7%	34,326	35,778	-4.1%
SEPT	85,905	64,184	33.8%	61,033	48,484	25.9%	24,872	15,700	58.4%
OCT	110,672	80,581	37.3%	83,050	65,352	27.1%	27,622	15,229	81.4%
NOV	96,885	77,570	24.9%	69,513	58,446	18.9%	27,372	19,124	43.1%
DEC	110,349	92,551	19.2%	79,335	70,149	13.1%	31,014	22,402	38.4%
<b>TOTAL</b>	<b>1,243,313</b>	<b>1,181,552</b>	<b>5.2%</b>	<b>918,680</b>	<b>868,615</b>	<b>5.8%</b>	<b>324,633</b>	<b>312,936</b>	<b>3.7%</b>
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JAN	26,498	31,362	-15.5%	18,835	21,681	-13.1%	7,663	9,680	-20.8%
FEB	35,585	32,215	10.5%	24,760	22,854	8.3%	10,824	9,360	15.6%
MAR	35,900	36,027	-0.4%	23,228	27,467	-15.4%	12,672	8,560	48.0%
APR	33,425	30,667	9.0%	24,070	22,580	6.6%	9,355	8,087	15.7%
MAY	32,621	35,097	-7.1%	26,113	23,620	10.6%	6,509	11,477	-43.3%
JUN	39,116	37,397	4.6%	27,046	27,930	-3.2%	12,069	9,467	27.5%
JUL	41,839	42,160	-0.8%	31,207	30,691	1.7%	10,632	11,468	-7.3%
AUG	40,676	37,021	9.9%	28,886	26,404	9.4%	11,789	10,616	11.0%
SEPT	35,010	22,611	54.8%	25,024	17,695	41.4%	9,986	4,915	103.2%
OCT	45,821	30,228	51.6%	32,851	25,405	29.3%	12,969	4,823	168.9%
NOV	38,604	27,274	41.5%	26,367	19,582	34.6%	12,237	7,692	59.1%
DEC	43,355	25,288	71.4%	30,033	20,248	48.3%	13,322	5,040	164.3%
<b>TOTAL</b>	<b>448,449</b>	<b>387,345</b>	<b>15.8%</b>	<b>318,422</b>	<b>286,159</b>	<b>11.3%</b>	<b>130,027</b>	<b>101,186</b>	<b>28.5%</b>
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
JAN	83,353	90,764	-8.2%	62,156	62,743	-0.9%	21,197	28,021	-24.4%
FEB	85,055	90,132	-5.6%	63,643	66,064	-3.7%	21,413	24,068	-11.0%
MAR	96,042	99,198	-3.2%	66,431	74,917	-11.3%	29,611	24,281	21.9%
APR	79,142	85,181	-7.1%	62,892	60,369	4.2%	16,251	24,812	-34.5%
MAY	74,373	83,529	-11.0%	57,891	58,398	-0.9%	16,481	25,131	-34.4%
JUN	92,565	97,914	-5.5%	69,726	74,457	-6.4%	22,840	23,457	-2.6%
JUL	92,641	104,170	-11.1%	70,432	77,786	-9.5%	22,209	26,385	-15.8%
AUG	97,583	101,500	-3.9%	66,496	71,970	-7.6%	31,087	29,531	5.3%
SEPT	70,407	56,639	24.3%	48,175	42,598	13.1%	22,231	14,041	58.3%
OCT	92,540	71,178	30.0%	68,424	57,754	18.5%	24,116	13,424	79.6%
NOV	80,634	67,311	19.8%	57,147	49,715	15.0%	23,487	17,596	33.5%
DEC	89,279	80,264	11.2%	63,128	59,231	6.6%	26,151	21,033	24.3%
<b>TOTAL</b>	<b>1,033,615</b>	<b>1,027,782</b>	<b>0.6%</b>	<b>756,541</b>	<b>756,001</b>	<b>0.1%</b>	<b>277,073</b>	<b>271,780</b>	<b>1.9%</b>

Source: DBEDT

**TABLE 36: 2002 Average Daily Census by Island and Month  
(Arrivals by air)**

<b>TOTAL</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>TOTAL</b>
Oahu	78,024	81,464	78,960	69,933	75,684	90,411	91,740	93,218	78,054	74,099	78,878	94,561	82,121
Maui County	41,031	44,805	43,589	34,236	35,125	49,010	52,552	50,257	35,052	39,200	40,063	47,776	42,742
....Maui	39,324	42,417	41,680	32,502	33,706	46,594	50,001	47,671	33,548	37,298	38,256	45,700	40,744
....Molokai	791	1,278	871	689	508	1,053	1,198	1,243	702	1,012	941	1,191	955
....Lanai	916	1,110	1,038	1,045	911	1,363	1,353	1,343	802	890	866	885	1,043
Kauai	15,699	17,628	16,193	14,780	15,281	19,969	21,047	20,897	17,931	16,080	16,184	17,486	17,432
Big Island	25,103	24,329	21,921	19,699	17,293	24,249	24,209	24,196	19,147	21,691	20,707	24,803	22,277
....Hilo	5,279	5,062	4,219	3,929	3,715	4,864	5,363	5,213	3,848	4,391	4,330	6,135	4,698
..Kona	19,824	19,267	17,702	15,770	13,578	19,384	18,846	18,983	15,299	17,300	16,378	18,668	17,579
<b>TOTAL DOM and INT'L</b>	<b>159,857</b>	<b>168,226</b>	<b>160,663</b>	<b>138,648</b>	<b>143,383</b>	<b>183,639</b>	<b>189,548</b>	<b>188,569</b>	<b>150,184</b>	<b>151,070</b>	<b>155,832</b>	<b>184,627</b>	<b>164,572</b>
<b>DOMESTIC</b>													
Oahu	50,924	53,255	50,959	44,514	49,876	64,547	62,882	57,057	48,546	46,808	49,750	59,127	53,201
Maui County	35,700	38,194	37,034	30,383	32,197	44,476	46,633	46,107	31,720	35,463	34,232	40,533	37,746
....Maui	34,124	36,081	35,707	29,016	30,998	42,581	44,747	44,004	30,368	33,762	32,586	38,687	36,081
....Molokai	742	1,149	527	509	461	923	960	985	596	867	849	1,014	797
....Lanai	834	963	800	858	738	972	926	1,118	756	834	797	831	868
Kauai	14,044	15,613	14,451	13,623	14,506	18,802	19,871	19,401	16,711	14,692	14,391	15,671	15,986
Big Island	21,213	20,005	16,883	16,592	14,739	20,114	20,082	19,662	15,823	18,161	17,286	21,133	18,473
....Hilo	4,198	4,014	3,011	3,309	3,189	3,908	4,479	4,318	3,209	3,657	3,498	4,338	3,762
..Kona	17,015	15,991	13,872	13,283	11,550	16,206	15,603	15,344	12,614	14,504	13,788	16,795	14,711
<b>TOTAL DOMESTIC</b>	<b>121,881</b>	<b>127,067</b>	<b>119,327</b>	<b>105,111</b>	<b>111,317</b>	<b>147,938</b>	<b>149,468</b>	<b>142,228</b>	<b>112,800</b>	<b>115,124</b>	<b>115,659</b>	<b>136,464</b>	<b>125,406</b>
<b>INTERNATIONAL</b>													
Oahu	27,100	28,209	28,002	25,419	25,808	25,864	28,857	36,161	29,508	27,291	29,128	35,435	28,920
Maui County	5,331	6,611	6,555	3,853	2,928	4,534	5,919	4,150	3,332	3,737	5,831	7,243	4,996
....Maui	5,200	6,336	5,974	3,486	2,708	4,013	5,254	3,667	3,180	3,536	5,671	7,013	4,662
....Molokai	49	128	343	181	48	131	238	258	106	144	92	177	158
....Lanai	82	147	238	186	173	391	426	225	46	57	68	54	175
Kauai	1,655	2,015	1,742	1,157	776	1,167	1,176	1,496	1,220	1,388	1,793	1,814	1,447
Big Island	3,890	4,324	5,038	3,108	2,554	4,135	4,127	4,534	3,324	3,530	3,421	3,671	3,804
....Hilo	1,081	1,048	1,208	620	526	956	884	895	639	734	832	1,797	936
..Kona	2,809	3,276	3,830	2,487	2,028	3,179	3,243	3,639	2,685	2,796	2,589	1,873	2,868
<b>TOTAL INT'L</b>	<b>37,976</b>	<b>41,159</b>	<b>41,336</b>	<b>33,536</b>	<b>32,066</b>	<b>35,700</b>	<b>40,080</b>	<b>46,341</b>	<b>37,384</b>	<b>35,946</b>	<b>40,173</b>	<b>48,163</b>	<b>39,165</b>

Source: DBEDT

**TABLE 37: 2002 Domestic U.S. Visitor Arrivals by Island from Top U.S. MSAs  
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Albuquerque	11,557	6,271	4,464	4,368	146	155	2,706	2,599	1,033	2,103
Anchorage	24,012	14,527	6,664	6,325	336	159	3,283	4,801	1,249	4,186
Atlanta	42,764	28,660	19,389	18,910	525	873	8,711	9,671	3,894	7,561
Austin	15,920	9,053	6,862	6,671	185	353	3,497	3,918	1,585	3,069
Bakersfield	11,713	6,253	4,331	4,216	133	142	1,957	1,861	616	1,516
Bellingham	5,870	2,607	2,271	2,212	49	51	1,124	1,220	349	1,053
Boise	9,897	4,683	4,117	4,030	84	113	1,981	2,154	604	1,856
Boston	57,367	34,939	27,284	26,723	815	1,118	15,148	15,371	6,294	12,242
Charlotte	9,058	5,842	4,103	4,017	109	188	2,055	2,302	912	1,846
Chicago	111,368	58,907	56,843	55,736	1,249	2,178	25,585	26,037	9,109	21,498
Cincinnati	19,565	12,919	9,932	9,779	221	363	4,756	4,467	1,916	3,596
Cleveland	20,152	12,657	9,930	9,677	308	392	4,760	5,242	2,346	4,014
Colorado Springs	12,273	7,173	4,585	4,445	180	191	2,549	2,721	1,007	2,194
Columbus	12,152	7,549	5,731	5,630	180	189	2,745	3,146	1,258	2,552
Dallas	72,560	40,338	34,149	33,432	857	1,390	14,304	14,279	5,312	11,210
Denver	85,486	40,429	37,016	35,984	1,116	1,267	19,839	20,441	6,269	17,526
Detroit	46,141	28,590	22,848	22,413	596	738	11,369	11,745	4,775	9,420
Eugene	10,119	4,561	3,808	3,641	165	136	1,983	2,309	620	2,063
Fresno	16,555	8,105	6,698	6,529	182	248	2,699	2,906	931	2,419
Grand Rapids	8,171	5,024	4,166	4,077	92	135	2,213	2,069	862	1,592
Hartford	10,749	7,005	5,058	4,959	149	162	2,629	2,793	1,321	2,118
Houston	43,661	28,166	18,004	17,486	540	807	8,799	9,839	4,052	7,495
Indianapolis	14,044	8,351	7,253	7,121	200	242	3,024	3,181	1,320	2,619
Kansas City	19,666	11,752	9,161	8,987	184	374	4,247	4,408	1,781	3,398
Las Vegas	44,201	27,500	15,043	14,536	662	605	6,658	8,137	2,996	6,621
Los Angeles	646,800	317,174	258,552	251,932	6,632	8,709	110,337	114,372	31,610	97,452
Miami	16,274	11,263	7,745	7,564	283	455	3,773	4,608	2,304	3,382
Milwaukee	15,097	9,516	7,680	7,498	261	288	4,152	4,514	1,965	3,566
Minneapolis	55,119	33,827	24,177	23,519	563	937	11,875	11,582	4,007	9,659
Modesto	12,151	5,697	5,053	4,940	123	126	1,717	2,119	620	1,747
Nashville	8,837	5,698	3,949	3,880	83	147	1,830	2,006	850	1,551
New York	147,091	93,079	73,124	71,328	2,093	3,642	39,794	39,167	15,105	31,369
Norfolk	12,889	10,400	3,445	3,355	169	193	2,020	2,463	1,091	1,849
Oklahoma City	9,309	6,001	3,731	3,660	98	164	1,760	1,859	771	1,473
Omaha	7,468	4,434	3,217	3,118	98	129	1,439	1,771	617	1,436
Orlando	12,189	8,514	5,186	5,102	151	220	2,692	3,387	1,408	2,618
Philadelphia	38,019	24,004	18,136	17,709	463	787	10,022	10,027	4,498	7,676
Phoenix	79,896	40,097	33,841	33,091	979	1,206	16,575	15,621	5,077	13,090
Pittsburgh	12,775	8,004	5,950	5,804	215	204	2,902	3,281	1,342	2,547
Portland	94,183	44,187	36,580	35,500	1,091	1,071	17,680	19,959	5,308	17,090
Provo	11,272	7,828	3,485	3,402	98	168	2,172	1,724	627	1,336
Raleigh	9,003	5,426	3,872	3,782	100	150	2,048	2,527	1,026	1,976
Reno	13,786	6,013	5,639	5,504	118	173	2,474	3,223	802	2,861
Sacramento	92,909	40,892	37,900	37,104	966	885	18,097	16,869	4,711	14,587
Saint Louis	25,068	15,093	12,708	12,501	349	416	5,358	5,475	2,499	4,246
Salinas	14,199	6,307	5,551	5,421	182	231	2,502	2,989	902	2,517
Salt Lake City	44,775	29,056	16,558	16,190	485	451	9,014	7,482	2,958	6,041
San Antonio	12,842	8,987	4,444	4,295	190	240	2,442	2,610	1,218	1,979
San Diego	138,330	72,940	47,147	45,554	1,685	1,917	28,133	25,136	7,490	21,360
San Francisco	533,730	229,636	213,854	208,481	5,497	6,291	94,992	105,460	27,020	92,278
San Luis/Obispo	11,469	4,625	4,677	4,548	189	95	2,685	2,370	733	2,063
Santa Barbara	19,270	8,320	7,029	6,759	297	282	4,289	3,852	953	3,406
Seattle	201,240	95,962	79,979	78,063	1,987	1,954	33,759	36,950	10,366	32,012
Spokane	12,406	6,115	5,000	4,885	170	112	2,105	2,522	743	2,151
Stockton	17,051	8,548	6,617	6,443	216	179	2,557	2,987	871	2,506
Tampa	14,300	9,786	6,212	6,077	208	278	3,297	4,184	1,837	3,205
Tucson	17,043	8,573	6,702	6,495	183	279	3,533	3,995	1,441	3,269
Tulsa	8,710	5,285	3,821	3,752	119	119	1,589	1,712	745	1,289
Washington	89,837	63,194	31,146	30,240	1,173	1,463	18,309	21,370	8,856	16,636

Source: DBEDT

**TABLE 38: 2002 Domestic U.S. Visitor Arrivals by Island and State of Residence  
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	22,588	17,515	7,954	7,809	246	323	3,562	4,564	2,210	3,365
Alaska	41,630	24,341	11,828	11,196	712	280	5,805	9,232	2,659	7,938
Arizona	110,926	56,173	45,657	44,559	1,360	1,650	23,097	22,464	7,574	18,656
Arkansas	12,645	7,805	5,387	5,298	140	204	2,324	2,734	1,035	2,137
California	1,570,367	732,464	619,607	603,582	16,759	19,739	281,201	293,375	80,312	252,474
Colorado	121,257	58,708	51,029	49,595	1,560	1,766	28,301	29,069	9,282	24,653
Connecticut	25,598	15,791	12,416	12,017	394	616	6,257	6,876	2,801	5,490
Delaware	4,257	2,827	1,857	1,823	45	77	1,088	1,206	582	968
Florida	87,385	61,356	38,059	37,069	1,478	2,111	20,981	24,993	11,946	18,911
Georgia	56,378	38,627	24,887	24,299	717	1,095	11,359	12,759	5,356	9,861
Idaho	24,013	12,338	9,301	9,089	229	226	4,760	5,064	1,623	4,246
Illinois	132,686	73,280	66,385	65,067	1,527	2,406	30,213	30,913	11,224	25,365
Indiana	41,267	25,471	20,216	19,852	512	634	8,807	9,457	3,963	7,390
Iowa	21,938	13,677	9,802	9,567	330	327	4,461	4,914	1,951	3,980
Kansas	20,880	12,277	9,646	9,434	221	419	4,455	4,826	1,892	3,779
Kentucky	22,623	14,534	10,754	10,601	206	434	4,417	4,686	1,905	3,730
Louisiana	16,782	11,185	6,940	6,736	296	336	3,400	4,060	1,854	3,058
Maine	7,314	4,922	2,813	2,760	91	116	1,585	1,809	792	1,455
Maryland	44,653	30,808	16,881	16,432	619	787	9,886	11,176	4,766	8,658
Massachusetts	53,890	32,478	26,148	25,606	769	1,064	14,276	14,478	5,938	11,572
Michigan	75,659	47,437	36,720	35,951	1,042	1,217	18,723	19,248	7,783	15,435
Minnesota	72,706	45,369	31,111	30,280	756	1,184	15,431	15,650	5,513	13,028
Mississippi	7,302	5,231	2,804	2,754	89	108	1,254	1,511	641	1,175
Missouri	43,136	26,608	20,230	19,910	566	688	9,105	9,673	4,133	7,508
Montana	15,393	8,328	6,211	6,045	188	185	2,968	3,407	1,050	2,785
Nebraska	35,417	23,508	14,976	14,631	477	646	7,577	9,252	4,093	7,140
Nevada	4,370	2,883	1,784	1,739	26	41	730	866	299	730
New Hampshire	13,936	8,548	6,199	6,028	205	191	2,752	3,227	1,223	2,539
New Jersey	61,486	35,068	21,796	21,104	826	795	9,783	12,276	4,071	10,253
New Mexico	8,962	5,536	3,713	3,592	179	179	2,285	2,446	981	1,932
New York	62,465	40,875	30,932	30,262	836	1,390	17,591	16,727	6,661	13,117
North Carolina	21,595	11,681	8,042	7,780	355	330	4,853	5,131	2,006	4,178
North Dakota	108,392	69,117	52,412	51,151	1,505	2,537	27,866	28,322	11,307	22,628
Ohio	74,538	48,078	36,366	35,633	1,085	1,371	17,963	18,899	8,548	14,797
Oklahoma	25,548	15,942	10,521	10,289	331	423	4,671	5,129	2,173	3,957
Oregon	121,245	55,541	47,018	45,503	1,558	1,435	23,459	26,301	7,109	22,738
Pennsylvania	60,965	39,561	28,461	27,838	814	1,129	14,771	16,569	7,373	12,696
Rhode Island	6,300	4,245	2,673	2,612	80	127	1,338	1,543	649	1,262
South Carolina	16,091	11,602	6,455	6,330	229	280	3,503	3,893	1,860	2,958
South Dakota	6,249	4,193	2,489	2,429	67	68	1,163	1,355	557	1,071
Tennessee	28,604	19,444	12,283	12,004	379	509	5,783	6,795	3,004	5,112
Texas	178,400	109,098	76,140	74,233	2,293	3,386	35,668	38,337	15,556	29,652
Utah	69,565	45,687	24,634	24,030	704	835	13,919	11,613	4,428	9,312
Vermont	4,095	2,379	1,700	1,642	63	84	937	1,140	497	903
Virginia	68,145	49,620	22,163	21,565	819	1,038	13,052	15,253	6,349	11,832
Washington	268,483	128,716	106,062	103,468	2,860	2,585	45,790	50,648	14,226	43,739
Washington, D.C.	6,918	4,683	2,364	2,243	136	164	1,414	1,709	677	1,347
West Virginia	5,328	3,646	2,316	2,254	70	127	1,129	1,385	581	1,101
Wisconsin	45,317	28,753	21,579	21,114	602	723	11,455	12,346	5,060	9,988
Wyoming	6,265	3,447	2,448	2,360	116	94	1,368	1,512	516	1,231

Source: DBEDT

**TABLE 39: 2002 Domestic U.S. Visitor Arrivals (% of Total) by Island and State of Residence  
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	0.6%	0.8%	0.5%	0.5%	0.5%	0.6%	0.5%	0.5%	0.8%	0.5%
Alaska	1.1%	1.1%	0.7%	0.7%	1.5%	0.5%	0.7%	1.1%	0.9%	1.1%
Arizona	2.8%	2.6%	2.8%	2.8%	2.9%	2.8%	2.9%	2.7%	2.6%	2.7%
Arkansas	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%
California	39.6%	34.0%	37.8%	37.7%	35.3%	33.8%	35.7%	34.9%	27.8%	36.4%
Colorado	3.1%	2.7%	3.1%	3.1%	3.3%	3.0%	3.6%	3.5%	3.2%	3.6%
Connecticut	0.6%	0.7%	0.8%	0.8%	0.8%	1.1%	0.8%	0.8%	1.0%	0.8%
Delaware	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
Florida	2.2%	2.9%	2.3%	2.3%	3.1%	3.6%	2.7%	3.0%	4.1%	2.7%
Georgia	1.4%	1.8%	1.5%	1.5%	1.5%	1.9%	1.4%	1.5%	1.9%	1.4%
Idaho	0.6%	0.6%	0.6%	0.6%	0.5%	0.4%	0.6%	0.6%	0.6%	0.6%
Illinois	3.3%	3.4%	4.0%	4.1%	3.2%	4.1%	3.8%	3.7%	3.9%	3.7%
Indiana	1.0%	1.2%	1.2%	1.2%	1.1%	1.1%	1.1%	1.1%	1.4%	1.1%
Iowa	0.6%	0.6%	0.6%	0.6%	0.7%	0.6%	0.6%	0.6%	0.7%	0.6%
Kansas	0.5%	0.6%	0.6%	0.6%	0.5%	0.7%	0.6%	0.6%	0.7%	0.5%
Kentucky	0.6%	0.7%	0.7%	0.7%	0.4%	0.7%	0.6%	0.6%	0.7%	0.5%
Louisiana	0.4%	0.5%	0.4%	0.4%	0.6%	0.6%	0.4%	0.5%	0.6%	0.4%
Maine	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
Maryland	1.1%	1.4%	1.0%	1.0%	1.3%	1.3%	1.3%	1.3%	1.7%	1.2%
Massachusetts	1.4%	1.5%	1.6%	1.6%	1.6%	1.8%	1.8%	1.7%	2.1%	1.7%
Michigan	1.9%	2.2%	2.2%	2.2%	2.2%	2.1%	2.4%	2.3%	2.7%	2.2%
Minnesota	1.8%	2.1%	1.9%	1.9%	1.6%	2.0%	2.0%	1.9%	1.9%	1.9%
Mississippi	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Missouri	1.1%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.4%	1.1%
Montana	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%	0.4%
Nebraska	0.9%	1.1%	0.9%	0.9%	1.0%	1.1%	1.0%	1.1%	1.4%	1.0%
Nevada	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
New Hampshire	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.3%	0.4%	0.4%	0.4%
New Jersey	1.6%	1.6%	1.3%	1.3%	1.7%	1.4%	1.2%	1.5%	1.4%	1.5%
New Mexico	0.2%	0.3%	0.2%	0.2%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%
New York	1.6%	1.9%	1.9%	1.9%	1.8%	2.4%	2.2%	2.0%	2.3%	1.9%
North Carolina	0.5%	0.5%	0.5%	0.5%	0.7%	0.6%	0.6%	0.6%	0.7%	0.6%
North Dakota	2.7%	3.2%	3.2%	3.2%	3.2%	4.3%	3.5%	3.4%	3.9%	3.3%
Ohio	1.9%	2.2%	2.2%	2.2%	2.3%	2.3%	2.3%	2.2%	3.0%	2.1%
Oklahoma	0.6%	0.7%	0.6%	0.6%	0.7%	0.7%	0.6%	0.6%	0.8%	0.6%
Oregon	3.1%	2.6%	2.9%	2.8%	3.3%	2.5%	3.0%	3.1%	2.5%	3.3%
Pennsylvania	1.5%	1.8%	1.7%	1.7%	1.7%	1.9%	1.9%	2.0%	2.6%	1.8%
Rhode Island	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
South Carolina	0.4%	0.5%	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%	0.6%	0.4%
South Dakota	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.1%	0.2%	0.2%	0.2%
Tennessee	0.7%	0.9%	0.7%	0.8%	0.8%	0.9%	0.7%	0.8%	1.0%	0.7%
Texas	4.5%	5.1%	4.6%	4.6%	4.8%	5.8%	4.5%	4.6%	5.4%	4.3%
Utah	1.8%	2.1%	1.5%	1.5%	1.5%	1.4%	1.8%	1.4%	1.5%	1.3%
Vermont	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
Virginia	1.7%	2.3%	1.4%	1.3%	1.7%	1.8%	1.7%	1.8%	2.2%	1.7%
Washington	6.8%	6.0%	6.5%	6.5%	6.0%	4.4%	5.8%	6.0%	4.9%	6.3%
Washington, D.C.	0.2%	0.2%	0.1%	0.1%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%
West Virginia	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%
Wisconsin	1.1%	1.3%	1.3%	1.3%	1.3%	1.2%	1.5%	1.5%	1.8%	1.4%
Wyoming	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%

Source: DBEDT

**TABLE 40: 2002 Domestic U.S. Visitor Length of Stay by Island and State of Residence  
(Arrivals by air)**

<b>Domestic Flights</b>	<b>TOTAL</b>	<b>OAHU</b>	<b>MAUI</b>	<b>MOLOKAI</b>	<b>LANAI</b>	<b>KAUAI</b>	<b>BIG ISLAND</b>	<b>HILO</b>	<b>KONA</b>
Alabama	9.65	7.51	5.45	3.06	3.26	4.71	4.75	2.96	4.49
Alaska	13.48	9.64	11.12	14.40	9.87	9.53	13.67	10.44	12.40
Arizona	10.10	7.65	7.58	4.78	4.58	6.86	7.34	4.05	7.19
Arkansas	10.09	7.71	6.56	4.39	2.89	5.91	5.88	3.79	5.69
California	9.62	7.71	7.82	5.36	5.27	7.47	7.72	4.66	7.49
Colorado	10.69	7.41	7.97	5.38	4.22	7.40	7.79	4.24	7.59
Connecticut	11.97	8.25	7.35	4.80	4.41	5.88	6.49	3.81	6.18
Delaware	11.47	7.70	6.55	3.20	2.21	5.56	6.28	2.91	6.07
Florida	11.02	7.88	5.82	3.34	3.81	4.90	5.30	3.11	5.05
Georgia	10.03	7.12	6.11	3.68	4.21	5.14	5.47	2.94	5.48
Idaho	11.05	8.04	8.91	6.02	5.53	7.92	8.55	4.97	8.29
Illinois	10.70	7.29	7.31	4.53	4.02	6.03	6.32	3.26	6.26
Indiana	10.85	7.52	6.97	5.23	3.43	5.95	5.84	3.34	5.68
Iowa	10.99	7.80	7.09	5.80	3.80	6.19	6.72	3.52	6.57
Kansas	10.43	7.37	6.91	2.50	5.34	5.84	6.25	4.07	5.94
Kentucky	10.62	7.80	6.57	3.36	4.00	5.59	5.80	3.26	5.62
Louisiana	10.10	7.73	5.72	4.38	6.29	4.75	5.58	3.37	5.36
Maine	13.15	9.56	7.94	4.65	4.97	7.16	7.90	5.73	6.71
Maryland	11.12	8.32	6.25	4.33	3.68	5.71	6.13	3.73	5.85
Massachusetts	11.88	7.85	7.25	5.00	4.70	6.19	6.69	4.06	6.29
Michigan	11.65	7.71	7.12	5.02	3.50	6.07	6.35	3.57	6.12
Minnesota	11.55	7.84	7.83	4.61	4.70	7.06	7.17	4.41	6.75
Mississippi	10.64	8.48	5.85	5.02	5.67	4.95	6.03	4.10	5.52
Missouri	10.36	7.26	6.87	4.02	4.27	5.73	5.56	2.90	5.57
Montana	11.79	8.26	9.05	6.70	5.75	7.91	8.64	4.50	8.87
Nebraska	10.85	7.92	6.23	3.69	4.72	5.68	5.95	4.06	5.38
Nevada	11.60	8.53	7.60	10.13	5.68	7.69	7.24	4.59	6.71
New Hampshire	10.29	6.96	6.92	6.58	3.62	6.16	6.71	4.19	6.52
New Jersey	10.23	8.26	7.72	6.50	6.75	6.82	8.05	5.31	7.53
New Mexico	12.69	8.76	6.95	3.98	3.26	7.33	8.55	4.41	8.59
New York	11.24	7.36	6.31	3.62	4.47	5.48	5.36	3.06	5.28
North Carolina	10.91	7.96	7.83	4.81	4.35	7.21	7.97	4.54	7.61
North Dakota	11.70	8.10	6.67	4.33	4.55	5.71	6.17	3.71	5.86
Ohio	11.16	7.53	6.58	4.80	3.81	5.37	5.86	3.73	5.33
Oklahoma	9.78	7.43	6.66	3.92	3.65	5.55	6.26	4.00	5.92
Oregon	11.44	8.74	8.91	8.51	7.09	8.38	9.40	6.34	8.88
Pennsylvania	11.35	7.97	6.56	4.49	4.24	5.50	5.76	3.48	5.50
Rhode Island	11.16	8.30	6.41	6.28	4.53	5.41	5.75	3.23	5.37
South Carolina	10.63	8.18	5.74	2.95	3.34	4.98	5.17	2.92	4.96
South Dakota	11.52	8.39	7.55	9.86	4.21	6.58	6.82	4.47	6.30
Tennessee	10.30	7.46	6.30	5.20	3.48	5.09	5.57	3.40	5.41
Texas	9.72	7.21	6.41	4.36	4.62	5.68	5.78	3.50	5.64
Utah	9.88	7.32	7.15	5.43	7.10	6.34	6.53	3.67	6.39
Vermont	12.95	8.87	7.98	2.95	4.31	8.07	8.87	6.15	7.82
Virginia	10.94	8.56	6.45	4.55	3.92	5.74	6.02	3.68	5.79
Washington	11.49	8.95	9.43	7.56	5.65	8.73	9.42	6.13	8.91
Washington, D.C.	10.27	7.52	6.60	2.95	4.72	6.28	6.13	3.54	6.00
West Virginia	11.33	8.22	6.74	3.73	6.55	4.80	5.82	3.00	5.74
Wisconsin	11.58	7.54	6.73	7.73	4.94	5.75	6.69	4.12	6.18
Wyoming	11.43	8.27	7.81	4.04	4.42	7.68	8.01	6.03	7.31

Source: DBEDT

**TABLE 41: Oahu Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Oahu	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	29,974,193	29,091,282	3.0%	19,418,549	18,364,796	5.7%	10,555,644	10,726,487	-1.6%
Total Visitors	4,276,077	4,257,535	0.4%	2,423,169	2,379,285	1.8%	1,852,908	1,878,250	-1.3%
<b>PARTY SIZE</b>									
One	801,754	878,915	-8.8%	596,150	598,828	-0.4%	205,604	280,087	-26.6%
Two	1,586,668	1,633,802	-2.9%	1,027,580	1,031,582	-0.4%	559,088	602,220	-7.2%
Three or more	1,887,655	1,744,819	8.2%	799,440	748,875	6.8%	1,088,215	995,944	9.3%
Avg Party Size	2.17	2.08	4.3%	1.85	1.83	1.2%	2.58	2.39	7.9%
<b>VISIT STATUS</b>									
First-Time	1,838,428	1,873,639	-1.9%	959,459	946,278	1.4%	878,969	927,361	-5.2%
Repeat	2,437,649	2,383,896	2.3%	1,463,710	1,433,007	2.1%	973,939	950,889	2.4%
Average # of Trips	4.16	3.96	5.0%	4.43	4.69	-5.6%	3.80	3.03	25.4%
<b>TRAVEL METHOD</b>									
Group Tour	919,386	945,543	-2.8%	225,652	228,469	-1.2%	693,735	717,074	-3.3%
Package	2,281,922	2,262,532	0.9%	885,500	824,563	7.4%	1,396,422	1,437,969	-2.9%
Group Tour & Pkg	842,609	867,355	-2.9%	185,185	185,982	-0.4%	657,424	681,373	-3.5%
True Independent	1,917,379	1,916,816	0.0%	1,497,202	1,512,236	-1.0%	420,177	404,580	3.9%
<b>ISLANDS VISITED</b>									
Oahu	4,276,077	4,257,535	0.4%	2,423,169	2,379,285	1.8%	1,852,908	1,878,250	-1.3%
Maui County	867,499	870,266	-0.3%	604,845	586,439	3.1%	262,653	283,827	-7.5%
...Maui	829,523	842,683	-1.6%	585,262	567,231	3.2%	244,260	275,452	-11.3%
...Molokai	47,307	46,427	1.9%	28,542	32,915	-13.3%	18,765	13,512	38.9%
...Lanai	44,133	47,688	-7.5%	30,522	39,435	-22.6%	13,611	8,253	64.9%
Kauai	494,977	508,583	-2.7%	364,485	364,785	-0.1%	130,492	143,798	-9.3%
Big Island	666,007	627,133	6.2%	405,276	376,372	7.7%	260,731	250,762	4.0%
...Hilo	313,279	268,229	16.8%	201,348	182,611	10.3%	111,931	85,618	30.7%
...Kona	521,382	535,260	-2.6%	302,126	316,263	-4.5%	219,256	218,997	0.1%
Oahu Only	2,818,338	3,067,392	-8.1%	1,497,881	1,487,323	0.7%	1,320,457	1,580,069	-16.4%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.01	6.82	2.7%	8.01	7.72	3.8%	5.70	5.71	-0.2%
Maui (days)	4.40	4.34	1.4%	4.88	4.87	0.2%	3.25	3.25	0.1%
Molokai (days)	3.67	3.06	19.9%	4.51	3.49	29.2%	2.39	2.01	19.0%
Lanai (days)	3.98	3.92	1.7%	4.25	4.17	1.9%	3.39	2.71	25.3%
Kauai (days)	3.97	3.95	0.4%	4.49	4.52	-0.6%	2.52	2.53	-0.3%
Big Island (days)	4.20	4.44	-5.4%	4.72	4.82	-2.0%	3.38	3.86	-12.4%
...Hilo (days)	2.66	2.70	-1.3%	2.98	2.86	4.2%	2.10	2.36	-11.1%
...Kona (days)	3.76	3.80	-1.0%	4.35	4.08	6.5%	2.95	3.39	-13.0%
Statewide (days)	8.95	8.88	0.8%	10.64	10.39	2.5%	6.74	6.98	-3.4%
<b>ACCOMMODATIONS</b>									
Hotel	3,296,342	3,206,258	2.8%	1,667,814	1,564,310	6.6%	1,628,527	1,641,948	-0.8%
...Hotel Only	2,954,037	2,948,215	0.2%	1,397,579	1,369,295	2.1%	1,556,458	1,578,920	-1.4%
Condo	420,605	431,330	-2.5%	279,770	278,584	0.4%	140,835	152,746	-7.8%
...Condo Only	274,572	318,663	-13.8%	174,188	195,082	-10.7%	100,385	123,581	-18.8%
Timeshare	146,387	147,545	-0.8%	130,959	129,649	1.0%	15,428	17,897	-13.8%
...Timeshare Only	83,860	97,828	-14.3%	77,317	87,186	-11.3%	6,543	10,642	-38.5%
Apartment	26,553	48,253	-45.0%	19,466	36,900	-47.2%	7,086	11,354	-37.6%
Bed & Breakfast	37,752	37,690	0.2%	29,101	30,820	-5.6%	8,651	6,871	25.9%
Cruise Ship	172,191	118,977	44.7%	153,264	106,000	44.6%	18,927	12,976	45.9%
Friends or Relatives	418,612	396,261	5.6%	341,450	336,416	1.5%	77,162	59,845	28.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,427,578	3,348,458	2.4%	1,807,195	1,755,588	2.9%	1,620,383	1,592,870	1.7%
...Honeymoon/Get Married (Net)	545,015	368,517	47.9%	135,230	131,392	2.9%	409,785	237,125	72.8%
MC&I (Net)	243,528	229,249	6.2%	167,360	157,717	6.1%	76,168	71,531	6.5%
.....Convention/Conf.	154,033	137,407	12.1%	119,759	102,129	17.3%	34,274	35,279	-2.8%
.....Corp. Meetings	45,446	52,134	-12.8%	30,925	38,961	-20.6%	14,522	13,173	10.2%
.....Incentive	48,994	42,589	15.0%	19,490	17,951	8.6%	29,505	24,638	19.8%
Other Business	181,829	160,721	13.1%	141,911	132,164	7.4%	39,918	28,557	39.8%
Visit Friends/Relatives	378,918	325,742	16.3%	299,670	262,720	14.1%	79,247	63,021	25.7%
Government/Military	88,793	74,914	18.5%	62,064	54,987	12.9%	26,729	19,926	34.1%
Attend School	18,779	18,832	-0.3%	8,952	10,870	-17.6%	9,827	7,963	23.4%

Source: DBEDT

**TABLE 42: Maui County Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Maui County	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	15,600,756	14,837,601	5.1%	13,777,372	12,794,191	7.7%	1,823,384	2,043,410	-10.8%
Total Visitors	2,139,427	2,104,478	1.7%	1,770,103	1,685,960	5.0%	369,324	418,518	-11.8%
<b>PARTY SIZE</b>									
One	310,912	323,850	-4.0%	268,745	269,269	-0.2%	42,167	54,582	-22.7%
Two	983,978	985,168	-0.1%	853,448	827,638	3.1%	130,530	157,530	-17.1%
Three or more	844,537	795,459	6.2%	647,910	589,053	10.0%	196,627	206,406	-4.7%
Avg Party Size	2.13	2.10	1.4%	2.06	2.03	1.7%	2.43	2.37	2.5%
<b>VISIT STATUS</b>									
First-Time	791,711	806,683	-1.9%	632,079	618,403	2.2%	159,632	188,280	-15.2%
Repeat	1,347,716	1,297,795	3.8%	1,138,024	1,067,557	6.6%	209,692	230,238	-8.9%
Average # of Trips	4.27	4.27	0.0%	4.33	4.45	-2.8%	3.99	3.55	12.5%
<b>TRAVEL METHOD</b>									
Group Tour	238,589	267,113	-10.7%	134,527	141,127	-4.7%	104,062	125,986	-17.4%
Package	894,378	896,467	-0.2%	674,310	638,708	5.6%	220,068	257,759	-14.6%
Group Tour & Pkg	207,280	235,831	-12.1%	110,419	117,447	-6.0%	96,861	118,383	-18.2%
True Independent	1,213,741	1,176,729	3.1%	1,071,685	1,023,573	4.7%	142,056	153,156	-7.2%
<b>ISLANDS VISITED</b>									
Oahu	867,499	870,266	-0.3%	604,845	586,439	3.1%	262,653	283,827	-7.5%
Maui County	2,139,427	2,104,478	1.7%	1,770,103	1,685,960	5.0%	369,323	418,518	-11.8%
...Maui	2,073,051	2,049,223	1.2%	1,725,051	1,641,204	5.1%	348,001	408,018	-14.7%
...Molokai	75,134	70,233	7.0%	53,152	52,312	1.6%	21,983	17,921	22.7%
...Lanai	80,874	84,905	-4.7%	64,433	72,783	-11.5%	16,441	12,122	35.6%
Kauai	356,852	363,012	-1.7%	304,333	304,881	-0.2%	52,519	58,132	-9.7%
Big Island	380,311	365,397	4.1%	307,455	287,441	7.0%	72,856	77,956	-6.5%
...Hilo	201,873	188,874	6.9%	160,279	145,379	10.2%	41,593	43,496	-4.4%
...Kona	289,239	310,686	-6.9%	232,438	251,044	-7.4%	56,801	59,642	-4.8%
Maui Only	1,041,012	1,018,200	2.2%	953,544	898,547	6.1%	87,468	119,653	-26.9%
Molokai Only	7,427	7,986	-7.0%	6,834	7,248	-5.7%	593	738	-19.6%
Lanai Only	10,137	10,323	-1.8%	9,241	9,758	-5.3%	896	565	58.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.24	4.77	9.8%	5.12	4.51	13.7%	5.51	5.33	3.5%
Maui (days)	7.17	6.90	4.0%	7.63	7.41	3.0%	4.89	4.83	1.3%
Molokai (days)	4.64	4.32	7.4%	5.47	5.03	8.7%	2.63	2.23	17.7%
Lanai (days)	4.71	4.71	-0.1%	4.92	5.02	-2.1%	3.88	2.85	36.3%
Kauai (days)	3.83	3.82	0.1%	3.97	3.98	-0.2%	2.97	2.98	-0.4%
Big Island (days)	4.10	4.76	-13.8%	4.25	4.35	-2.3%	3.51	6.28	-44.1%
...Hilo (days)	2.51	2.44	3.0%	2.56	2.39	6.8%	2.32	2.58	-10.0%
...Kona (days)	3.65	4.05	-9.9%	3.85	3.59	7.3%	2.80	5.96	-53.0%
Statewide (days)	10.64	10.37	2.6%	10.96	10.57	3.7%	9.08	9.55	-4.9%
<b>ACCOMMODATIONS</b>									
Hotel	1,326,996	1,302,671	1.9%	1,048,076	987,459	6.1%	278,920	315,212	-11.5%
...Hotel Only	1,099,959	1,133,495	-3.0%	854,012	846,531	0.9%	245,947	286,964	-14.3%
Condo	559,733	549,991	1.8%	496,394	462,441	7.3%	63,339	87,550	-27.7%
...Condo Only	434,100	454,748	-4.5%	394,188	385,277	2.3%	39,912	69,471	-42.5%
Timeshare	153,990	121,234	27.0%	142,778	110,165	29.6%	11,212	11,069	1.3%
...Timeshare Only	108,050	88,938	21.5%	102,865	81,524	26.2%	5,185	7,414	-30.1%
Apartment	17,220	23,061	-25.3%	9,209	18,733	-50.8%	8,011	4,328	85.1%
Bed & Breakfast	28,737	28,780	-0.1%	24,422	24,862	-1.8%	4,315	3,918	10.1%
Cruise Ship	126,251	100,177	26.0%	115,393	92,533	24.7%	10,858	7,644	42.0%
Friends or Relatives	143,309	126,663	13.1%	116,924	112,257	4.2%	26,385	14,406	83.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,857,392	1,784,519	4.1%	1,538,494	1,429,377	7.6%	318,898	355,142	-10.2%
...Honeymoon/Get Married (Net)	219,464	184,687	18.8%	153,923	138,347	11.3%	65,541	46,340	41.4%
MC&I (Net)	141,072	160,155	-11.9%	120,526	134,395	-10.3%	20,546	25,760	-20.2%
.....Convention/Conf.	82,439	91,474	-9.9%	71,188	77,810	-8.5%	11,251	13,663	-17.7%
.....Corp. Meetings	27,882	36,794	-24.2%	24,496	30,166	-18.8%	3,387	6,628	-48.9%
.....Incentive	34,406	35,057	-1.9%	27,959	28,125	-0.6%	6,447	6,932	-7.0%
Other Business	56,024	48,757	14.9%	48,613	43,034	13.0%	7,411	5,723	29.5%
Visit Friends/Relatives	114,551	91,933	24.6%	95,214	77,746	22.5%	19,337	14,187	36.3%
Government/Military	11,082	8,464	30.9%	6,639	5,662	17.3%	4,443	2,802	58.6%
Attend School	4,248	4,501	-5.6%	2,390	2,533	-5.6%	1,858	1,968	-5.6%

Source: DBEDT



**TABLE 43: Maui Island Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Maui	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	14,871,437	14,134,191	5.2%	13,169,648	12,165,307	8.3%	1,701,790	1,968,884	-13.6%
Total Visitors	2,073,051	2,048,768	1.2%	1,725,051	1,640,961	5.1%	348,000	407,806	-14.7%
<b>PARTY SIZE</b>									
One	297,881	312,811	-4.8%	259,081	259,640	-0.2%	38,800	53,171	-27.0%
Two	955,812	957,420	-0.2%	831,032	804,124	3.3%	124,780	153,296	-18.6%
Three or more	819,358	778,537	5.2%	634,938	577,197	10.0%	184,420	201,340	-8.4%
Avg Party Size	2.13	2.10	1.4%	2.07	2.04	1.7%	2.43	2.37	2.6%
<b>VISIT STATUS</b>									
First-Time	772,017	791,861	-2.5%	621,265	608,076	2.2%	150,752	183,785	-18.0%
Repeat	1,301,035	1,256,907	3.5%	1,103,786	1,032,885	6.9%	197,249	224,021	-12.0%
Average # of Trips	4.23	4.23	0.1%	4.28	4.40	-2.6%	3.97	3.54	12.1%
<b>TRAVEL METHOD</b>									
Group Tour	228,169	259,140	-12.0%	131,103	137,350	-4.5%	97,065	121,789	-20.3%
Package	868,451	877,936	-1.1%	662,846	627,352	5.7%	205,605	250,584	-17.9%
Group Tour & Pkg	198,348	229,375	-13.5%	107,884	114,603	-5.9%	90,464	114,772	-21.2%
True Independent	1,174,780	1,141,067	3.0%	1,038,985	990,862	4.9%	135,795	150,205	-9.6%
<b>ISLANDS VISITED</b>									
Oahu	829,523	842,683	-1.6%	585,262	567,231	3.2%	244,260	275,452	-11.3%
Maui County	2,073,051	2,048,768	1.2%	1,725,051	1,640,961	5.1%	348,001	407,806	-14.7%
...Maui	2,073,051	2,048,768	1.2%	1,725,051	1,640,961	5.1%	348,001	407,806	-14.7%
...Molokai	39,549	42,574	-7.1%	31,173	31,410	-0.8%	8,377	11,165	-25.0%
...Lanai	46,847	54,531	-14.1%	39,180	46,991	-16.6%	7,668	7,540	1.7%
Kauai	347,425	353,105	-1.6%	295,892	296,679	-0.3%	51,533	56,426	-8.7%
Big Island	364,989	351,136	3.9%	296,320	276,347	7.2%	68,669	74,790	-8.2%
...Hilo	195,234	183,006	6.7%	155,742	140,831	10.6%	39,492	42,176	-6.4%
...Kona	277,386	299,130	-7.3%	223,569	242,136	-7.7%	53,817	56,994	-5.6%
Maui Only	1,041,012	1,018,200	2.2%	953,544	898,547	6.1%	87,468	119,653	-26.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.17	4.73	9.2%	5.08	4.45	14.1%	5.38	5.31	1.1%
Maui (days)	7.17	6.90	4.0%	7.63	7.41	3.0%	4.89	4.83	1.3%
Molokai (days)	3.24	2.72	19.2%	3.46	3.08	12.4%	2.46	1.73	42.2%
Lanai (days)	3.37	3.24	3.8%	3.55	3.34	6.5%	2.40	2.65	-9.6%
Kauai (days)	3.77	3.75	0.5%	3.91	3.90	0.1%	2.97	2.96	0.3%
Big Island (days)	3.99	4.68	-14.8%	4.11	4.23	-2.8%	3.49	6.37	-45.2%
...Hilo (days)	2.41	2.35	2.6%	2.43	2.29	6.2%	2.32	2.54	-8.7%
...Kona (days)	3.55	3.98	-10.8%	3.75	3.49	7.4%	2.75	6.08	-54.7%
Statewide (days)	10.57	10.30	2.6%	10.88	10.48	3.8%	9.01	9.56	-5.8%
<b>ACCOMMODATIONS</b>									
Hotel	1,281,463	1,266,850	1.2%	1,019,966	960,375	6.2%	261,497	306,475	-14.7%
...Hotel Only	1,061,067	1,102,568	-3.8%	831,472	823,698	0.9%	229,594	278,870	-17.7%
Condo	548,772	540,861	1.5%	487,889	454,932	7.2%	60,882	85,928	-29.1%
...Condo Only	426,634	447,965	-4.8%	388,373	379,682	2.3%	38,261	68,284	-44.0%
Timeshare	151,160	118,809	27.2%	140,231	107,862	30.0%	10,929	10,946	-0.2%
...Timeshare Only	106,494	87,474	21.7%	101,404	80,116	26.6%	5,090	7,358	-30.8%
Apartment	16,410	22,447	-26.9%	8,873	18,149	-51.1%	7,537	4,297	75.4%
Bed & Breakfast	27,688	27,746	-0.2%	23,422	23,880	-1.9%	4,265	3,866	10.3%
Cruise Ship	124,762	98,137	27.1%	114,020	90,665	25.8%	10,742	7,472	43.8%
Friends or Relatives	134,912	119,190	13.2%	109,735	105,495	4.0%	25,178	13,694	83.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,806,139	1,741,737	3.7%	1,504,052	1,396,050	7.7%	302,087	345,687	-12.6%
...Honeymoon/Get Married (Net)	213,511	179,992	18.6%	151,266	135,758	11.4%	62,245	44,234	40.7%
MC&I (Net)	135,333	154,558	-12.4%	116,150	129,830	-10.5%	19,183	24,728	-22.4%
.....Convention/Conf.	79,414	88,911	-10.7%	68,735	75,785	-9.3%	10,679	13,126	-18.6%
.....Corp. Meetings	26,694	34,961	-23.6%	23,603	28,732	-17.9%	3,091	6,228	-50.4%
.....Incentive	32,562	33,515	-2.8%	26,827	26,991	-0.6%	5,735	6,525	-12.1%
Other Business	52,796	46,518	13.5%	46,086	40,891	12.7%	6,710	5,627	19.2%
Visit Friends/Relatives	108,146	86,798	24.6%	89,795	73,058	22.9%	18,352	13,740	33.6%
Government/Military	10,269	8,105	26.7%	6,138	5,302	15.8%	4,131	2,802	47.4%
Attend School	3,705	4,396	-15.7%	2,244	2,428	-7.6%	1,461	1,968	-25.8%

Source: DBEDT

**TABLE 44: Molokai Visitor Characteristics: 2002 vs. 2001**  
(Arrivals by air)

Molokai	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	348,550	303,261	14.9%	290,731	263,230	10.4%	57,819	40,031	44.4%
Total Visitors	75,135	70,233	7.0%	53,152	52,312	1.6%	21,983	17,921	22.7%
<b>PARTY SIZE</b>									
One	14,301	12,626	13.3%	11,379	11,004	3.4%	2,923	1,622	80.2%
Two	31,942	34,358	-7.0%	25,108	27,506	-8.7%	6,834	6,852	-0.3%
Three or more	28,892	23,248	24.3%	16,665	13,802	20.7%	12,226	9,446	29.4%
Avg Party Size	2.06	2.06	0.0%	1.90	1.85	2.3%	2.45	2.65	-7.6%
<b>VISIT STATUS</b>									
First-Time	28,194	28,768	-2.0%	18,783	21,225	-11.5%	9,411	7,543	24.8%
Repeat	46,941	41,465	13.2%	34,369	31,087	10.6%	12,572	10,377	21.1%
Average # of Trips	4.79	4.22	13.5%	4.83	4.47	8.2%	4.68	3.50	33.7%
<b>TRAVEL METHOD</b>									
Group Tour	11,864	13,372	-11.3%	4,219	6,697	-37.0%	7,645	6,675	14.5%
Package	31,544	33,116	-4.7%	16,786	20,493	-18.1%	14,758	12,623	16.9%
Group Tour & Pkg	10,267	11,726	-12.4%	3,312	5,735	-42.3%	6,955	5,991	16.1%
True Independent	41,993	35,470	18.4%	35,459	30,857	14.9%	6,534	4,613	41.6%
<b>ISLANDS VISITED</b>									
Oahu	47,307	46,427	1.9%	28,542	32,915	-13.3%	18,765	13,512	38.9%
Maui County	75,134	70,233	7.0%	53,152	52,312	1.6%	21,983	17,921	22.7%
...Maui	39,549	42,574	-7.1%	31,173	31,410	-0.8%	8,377	11,165	-25.0%
...Molokai	75,134	70,233	7.0%	53,152	52,312	1.6%	21,983	17,921	22.7%
...Lanai	16,942	19,629	-13.7%	12,741	16,601	-23.3%	4,202	3,028	38.8%
Kauai	21,103	32,318	-34.7%	17,037	23,724	-28.2%	4,067	8,594	-52.7%
Big Island	26,736	34,225	-21.9%	19,593	25,825	-24.1%	7,143	8,400	-15.0%
...Hilo	17,926	25,811	-30.6%	13,202	19,626	-32.7%	4,723	6,185	-23.6%
...Kona	22,130	28,841	-23.3%	16,214	22,961	-29.4%	5,917	5,880	0.6%
Molokai Only	7,427	7,986	-7.0%	6,834	7,248	-5.7%	593	738	-19.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.35	5.43	16.8%	6.74	5.50	22.6%	5.75	5.29	8.7%
Maui (days)	5.80	4.12	40.7%	6.31	4.73	33.5%	3.87	2.41	60.5%
Molokai (days)	4.64	4.32	7.4%	5.47	5.03	8.7%	2.63	2.23	17.7%
Lanai (days)	4.09	3.56	14.8%	4.20	3.84	9.3%	3.77	2.06	83.4%
Kauai (days)	4.06	3.95	2.8%	4.56	3.50	30.4%	1.99	5.21	-61.8%
Big Island (days)	6.04	4.90	23.3%	6.90	5.54	24.6%	3.70	2.95	25.5%
...Hilo (days)	3.84	2.95	30.1%	4.43	3.15	40.9%	2.18	2.33	-6.5%
...Kona (days)	4.17	3.17	31.7%	4.72	3.54	33.5%	2.66	1.73	53.7%
Statewide (days)	14.43	13.35	8.1%	16.47	14.60	12.9%	9.49	9.69	-2.0%
<b>ACCOMMODATIONS</b>									
Hotel	47,610	35,925	32.5%	29,834	25,369	17.6%	17,775	10,556	68.4%
...Hotel Only	36,995	25,625	44.4%	21,644	16,607	30.3%	15,351	9,018	70.2%
Condo	17,317	16,215	6.8%	13,642	9,892	37.9%	3,674	6,323	-41.9%
...Condo Only	10,983	12,461	-11.9%	9,240	7,151	29.2%	1,744	5,310	-67.2%
Timeshare	4,119	3,019	36.4%	3,760	2,606	44.3%	360	413	-13.0%
...Timeshare Only	2,525	1,675	50.7%	2,382	1,628	46.3%	143	47	204.1%
Apartment	553	1,093	-49.4%	360	807	-55.4%	193	286	-32.7%
Bed & Breakfast	1,908	1,651	15.6%	1,761	1,478	19.1%	148	173	-14.5%
Cruise Ship	2,852	14,207	-79.9%	2,428	12,530	-80.6%	424	1,677	-74.7%
Friends or Relatives	9,527	7,478	27.4%	7,721	6,622	16.6%	1,806	856	111.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	61,449	59,054	4.1%	43,160	42,815	0.8%	18,290	16,239	12.6%
...Honeymoon/Get Married (Net)	7,148	5,871	21.7%	3,766	3,054	23.3%	3,381	2,817	20.0%
MC&I (Net)	4,148	3,541	17.1%	3,213	2,151	49.4%	935	1,390	-32.7%
.....Convention/Conf.	2,652	2,244	18.2%	2,136	1,263	69.1%	516	981	-47.4%
.....Corp. Meetings	742	1,200	-38.2%	596	482	23.8%	146	719	-79.7%
.....Incentive	995	994	0.1%	665	416	59.8%	330	578	-42.8%
Other Business	3,566	2,586	37.9%	2,764	2,072	33.4%	801	514	55.9%
Visit Friends/Relatives	7,099	5,475	29.7%	5,958	4,623	28.9%	1,141	851	34.0%
Government/Military	1,133	1,037	9.2%	699	507	37.8%	434	531	-18.2%
Attend School	307	554	-44.7%	290	153	89.3%	17	401	-95.9%

Source: DBEDT

**TABLE 45: Lanai Visitor Characteristics: 2002 vs. 2001**  
(Arrivals by air)

Lanai	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	380,768	400,150	-4.8%	316,994	365,654	-13.3%	63,775	34,496	84.9%
Total Visitors	80,874	84,905	-4.7%	64,433	72,783	-11.5%	16,441	12,122	35.6%
<b>PARTY SIZE</b>									
One	14,552	14,560	-0.1%	11,711	12,773	-8.3%	2,841	1,787	59.0%
Two	39,266	47,159	-16.7%	34,550	42,182	-18.1%	4,716	4,977	-5.2%
Three or more	27,056	23,186	16.7%	18,172	17,828	1.9%	8,884	5,359	65.8%
Avg Party Size	2.00	1.94	3.2%	1.92	1.90	1.4%	2.31	2.20	5.0%
<b>VISIT STATUS</b>									
First-Time	29,691	33,530	-11.4%	22,551	28,824	-21.8%	7,140	4,705	51.8%
Repeat	51,183	51,376	-0.4%	41,882	43,959	-4.7%	9,301	7,417	25.4%
Average # of Trips	4.78	4.65	3.0%	4.78	4.52	5.8%	4.79	5.39	-11.1%
<b>TRAVEL METHOD</b>									
Group Tour	11,516	13,015	-11.5%	7,250	9,999	-27.5%	4,266	3,016	41.5%
Package	31,680	35,816	-11.5%	21,771	29,083	-25.1%	9,909	6,733	47.2%
Group Tour & Pkg	9,705	11,294	-14.1%	5,868	8,572	-31.5%	3,836	2,721	41.0%
True Independent	47,382	47,367	0.0%	41,281	42,272	-2.3%	6,102	5,095	19.8%
<b>ISLANDS VISITED</b>									
Oahu	44,133	47,688	-7.5%	30,522	39,435	-22.6%	13,611	8,253	64.9%
Mauai County	80,874	84,905	-4.7%	64,433	72,783	-11.5%	16,441	12,122	35.6%
...Mauai	46,847	54,531	-14.1%	39,180	46,991	-16.6%	7,668	7,540	1.7%
...Molokai	16,942	19,629	-13.7%	12,741	16,601	-23.3%	4,202	3,028	38.8%
...Lanai	80,875	84,905	-4.7%	64,433	72,783	-11.5%	16,441	12,122	35.6%
Kauai	24,738	33,571	-26.3%	20,089	29,407	-31.7%	4,649	4,164	11.6%
Big Island	29,936	38,574	-22.4%	24,233	33,010	-26.6%	5,704	5,564	2.5%
...Hilo	19,015	26,116	-27.2%	14,677	22,542	-34.9%	4,338	3,573	21.4%
...Kona	24,856	33,839	-26.5%	20,140	28,960	-30.5%	4,716	4,880	-3.4%
Lanai Only	10,137	10,323	-1.8%	9,241	9,758	-5.3%	896	565	58.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.22	5.23	19.1%	6.03	5.07	18.8%	6.67	5.97	11.8%
Mauai (days)	5.54	5.11	8.3%	5.84	5.00	16.7%	4.00	5.79	-31.0%
Molokai (days)	3.93	3.27	20.4%	4.31	3.54	21.9%	2.78	1.78	56.1%
Lanai (days)	4.71	4.71	-0.1%	4.92	5.02	-2.1%	3.88	2.85	36.3%
Kauai (days)	3.67	3.46	6.1%	4.02	3.61	11.3%	2.17	2.39	-9.0%
Big Island (days)	5.30	5.04	5.2%	5.76	5.32	8.3%	3.32	3.35	-0.9%
...Hilo (days)	3.17	2.74	15.9%	3.55	2.91	21.7%	1.90	1.62	17.7%
...Kona (days)	3.95	3.65	8.1%	4.35	3.80	14.6%	2.23	2.80	-20.3%
Statewide (days)	13.92	13.45	3.5%	14.42	13.57	6.3%	11.93	12.72	-6.2%
<b>ACCOMMODATIONS</b>									
Hotel	56,874	53,221	6.9%	45,102	45,080	0.0%	11,772	8,141	44.6%
...Hotel Only	46,751	41,245	13.4%	36,688	34,406	6.6%	10,064	6,839	47.2%
Condo	12,914	11,369	13.6%	10,205	8,835	15.5%	2,709	2,534	6.9%
...Condo Only	8,378	8,202	2.1%	6,931	6,228	11.3%	1,447	1,975	-26.7%
Timeshare	3,749	3,228	16.2%	3,361	2,839	18.4%	389	389	0.0%
...Timeshare Only	2,203	2,014	9.4%	2,073	1,877	10.5%	130	137	-5.1%
Apartment	880	873	0.8%	464	620	-25.1%	416	253	64.3%
Bed & Breakfast	1,546	1,871	-17.4%	1,175	1,450	-19.0%	371	421	-11.9%
Cruise Ship	5,284	18,677	-71.7%	4,496	17,557	-74.4%	788	1,120	-29.6%
Friends or Relatives	7,858	6,737	16.6%	6,409	5,841	9.7%	1,449	896	61.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	63,905	70,172	-8.9%	52,422	60,044	-12.7%	11,483	10,128	13.4%
...Honeymoon/Get Married (Net)	8,039	7,624	5.4%	6,067	6,007	1.0%	1,972	1,618	21.9%
MC&I (Net)	8,302	7,736	7.3%	6,538	6,539	0.0%	1,764	1,197	47.3%
.....Convention/Conf.	4,593	3,679	24.8%	3,378	2,888	17.0%	1,215	791	53.6%
.....Corp. Meetings	1,720	2,487	-30.8%	1,426	1,815	-21.4%	294	672	-56.2%
.....Incentive	2,528	2,813	-10.2%	1,987	1,919	3.5%	541	895	-39.5%
Other Business	3,406	3,035	12.2%	2,580	2,460	4.9%	826	576	43.4%
Visit Friends/Relatives	5,813	4,527	28.4%	5,066	3,702	36.8%	747	825	-9.4%
Government/Military	824	1,198	-31.2%	577	447	29.1%	247	752	-67.1%
Attend School	706	662	6.5%	299	193	55.6%	406	470	-13.6%

Source: DBEDT

**TABLE 46: Kauai Visitor Characteristics: 2002 vs. 2001**  
(Arrivals by air)

Kauai	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	6,362,682	6,142,903	3.6%	5,834,683	5,600,916	4.2%	527,999	541,987	-2.6%
Total Visitors	1,005,897	1,008,698	-0.3%	849,913	839,368	1.3%	155,985	169,329	-7.9%
<b>PARTY SIZE</b>									
One	150,574	156,068	-3.5%	133,267	136,529	-2.4%	17,307	19,539	-11.4%
Two	509,872	512,569	-0.5%	453,508	446,024	1.7%	56,364	66,545	-15.3%
Three or more	345,451	340,061	1.6%	263,137	256,816	2.5%	82,314	83,245	-1.1%
Avg Party Size	2.06	2.05	0.5%	1.99	1.98	0.8%	2.46	2.44	0.6%
<b>VISIT STATUS</b>									
First-Time	375,416	389,920	-3.7%	306,723	309,588	-0.9%	68,694	80,332	-14.5%
Repeat	630,482	618,778	1.9%	543,190	529,780	2.5%	87,292	88,998	-1.9%
Average # of Trips	4.68	4.03	16.3%	4.78	4.21	13.6%	4.14	3.12	32.8%
<b>TRAVEL METHOD</b>									
Group Tour	125,866	142,934	-11.9%	72,538	74,833	-3.1%	53,328	68,101	-21.7%
Package	412,755	420,817	-1.9%	304,596	298,145	2.2%	108,159	122,673	-11.8%
Group Tour & Pkg	111,505	128,498	-13.2%	60,529	63,577	-4.8%	50,976	64,921	-21.5%
True Independent	578,781	573,445	0.9%	533,307	529,968	0.6%	45,475	43,477	4.6%
<b>ISLANDS VISITED</b>									
Oahu	494,977	508,583	-2.7%	364,485	364,785	-0.1%	130,492	143,798	-9.3%
Maui County	356,852	363,012	-1.7%	304,333	304,881	-0.2%	52,519	58,132	-9.7%
...Maui	347,425	353,105	-1.6%	295,892	296,679	-0.3%	51,533	56,426	-8.7%
...Molokai	21,103	32,318	-34.7%	17,037	23,724	-28.2%	4,067	8,594	-52.7%
...Lanai	24,738	33,571	-26.3%	20,089	29,407	-31.7%	4,649	4,164	11.6%
Kauai	1,005,897	1,008,698	-0.3%	849,913	839,368	1.3%	155,985	169,329	-7.9%
Big Island	266,991	262,821	1.6%	221,324	214,149	3.4%	45,667	48,672	-6.2%
...Hilo	151,976	148,664	2.2%	125,812	122,003	3.1%	26,164	26,660	-1.9%
...Kona	205,462	228,527	-10.1%	166,981	189,368	-11.8%	38,480	39,160	-1.7%
Kauai Only	361,969	353,915	2.3%	346,458	335,943	3.1%	15,511	17,972	-13.7%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.10	4.64	9.9%	4.93	4.26	15.7%	5.58	5.61	-0.6%
Maui (days)	4.14	4.13	0.2%	4.29	4.40	-2.6%	3.28	2.70	21.5%
Molokai (days)	3.77	2.77	36.0%	4.11	3.05	34.8%	2.32	1.99	16.6%
Lanai (days)	3.51	3.44	2.2%	3.89	3.63	7.1%	1.90	2.07	-8.6%
Kauai (days)	6.33	6.09	3.9%	6.87	6.67	2.9%	3.38	3.20	-7.0%
Big Island (days)	4.07	4.62	-12.0%	4.18	4.28	-2.4%	3.55	6.14	-42.2%
...Hilo (days)	2.36	2.21	7.1%	2.39	2.22	7.8%	2.23	2.16	3.2%
...Kona (days)	3.54	3.84	-7.9%	3.74	3.41	9.5%	2.70	5.93	-54.5%
Statewide (days)	11.38	11.01	3.3%	11.84	11.32	4.6%	8.87	9.51	-6.7%
<b>ACCOMMODATIONS</b>									
Hotel	588,251	581,837	1.1%	463,536	442,522	4.7%	124,715	139,315	-10.5%
...Hotel Only	433,703	465,569	-6.8%	326,278	340,201	-4.1%	107,424	125,368	-14.3%
Condo	208,601	205,409	1.6%	188,193	182,330	3.2%	20,407	23,079	-11.6%
...Condo Only	143,091	155,203	-7.8%	131,234	138,415	-5.2%	11,857	16,788	-29.4%
Timeshare	145,648	133,191	9.4%	138,334	126,873	9.0%	7,314	6,318	15.8%
...Timeshare Only	102,122	99,522	2.6%	98,423	96,173	2.3%	3,699	3,350	10.4%
Apartment	5,713	12,359	-53.8%	4,690	10,092	-53.5%	1,023	2,267	-54.9%
Bed & Breakfast	20,238	21,513	-5.9%	17,733	18,923	-6.3%	2,505	2,590	-3.3%
Cruise Ship	104,401	82,398	26.7%	96,648	78,535	23.1%	7,753	3,863	100.7%
Friends or Relatives	69,109	68,679	0.6%	62,288	63,243	-1.5%	6,821	5,436	25.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	892,010	879,842	1.4%	752,034	727,882	3.3%	139,975	151,960	-7.9%
...Honeymoon/Get Married (Net)	112,035	91,656	22.2%	82,889	75,701	-10.7%	29,146	15,955	82.7%
MC&I (Net)	50,626	54,925	-7.8%	43,504	48,053	-9.5%	7,122	6,872	3.6%
.....Convention/Conf.	31,984	34,758	-8.0%	27,597	30,758	-10.3%	4,387	4,000	9.7%
.....Corp. Meetings	9,284	10,713	-13.3%	8,514	9,353	-9.0%	770	1,360	-43.4%
.....Incentive	10,906	11,051	-1.3%	8,580	8,415	2.0%	2,326	2,636	-11.8%
Other Business	24,041	21,788	10.3%	21,864	19,757	10.7%	2,177	2,031	7.2%
Visit Friends/Relatives	54,580	46,700	16.9%	48,511	41,958	15.6%	6,068	4,743	27.9%
Government/Military	7,109	5,317	33.7%	5,514	4,437	24.3%	1,595	880	81.2%
Attend School	1,774	2,068	-14.2%	1,407	1,516	-7.2%	367	552	-33.5%

Source: DBEDT

**TABLE 47: Island of Hawaii (Big Island) Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Hawaii (Big Island)	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	8,130,989	7,688,457	5.8%	6,742,622	6,348,896	6.2%	1,388,367	1,339,561	3.6%
Total Visitors	1,243,313	1,181,551	5.2%	918,680	868,615	5.8%	324,633	312,936	3.7%
<b>PARTY SIZE</b>									
One	203,194	213,907	-5.0%	170,631	162,693	4.9%	32,563	51,214	-36.4%
Two	549,334	532,341	3.2%	445,634	425,888	4.6%	103,700	106,453	-2.6%
Three or more	490,785	435,303	12.7%	302,415	280,034	8.0%	188,370	155,270	21.3%
Avg Party Size	2.12	2.04	4.2%	1.95	1.94	0.5%	2.60	2.29	13.4%
<b>VISIT STATUS</b>									
First-Time	447,111	439,533	1.7%	307,077	295,296	4.0%	140,034	144,237	-2.9%
Repeat	796,202	742,019	7.3%	611,603	573,319	6.7%	184,599	168,700	9.4%
Average # of Trips	4.52	4.42	2.3%	4.70	4.84	-2.9%	4.02	3.26	23.3%
<b>TRAVEL METHOD</b>									
Group Tour	208,183	207,803	0.2%	95,645	90,353	5.9%	112,539	117,450	-4.2%
Package	537,518	509,730	5.5%	311,958	288,224	8.2%	225,560	221,506	1.8%
Group Tour & Pkg	185,585	186,815	-0.7%	79,203	75,590	4.8%	106,383	111,226	-4.4%
True Independent	683,198	650,834	5.0%	590,280	565,627	4.4%	92,918	85,207	9.1%
<b>ISLANDS VISITED</b>									
Oahu	666,007	627,133	6.2%	405,276	376,372	7.7%	260,731	250,762	4.0%
Maui County	380,311	365,397	4.1%	307,455	287,441	7.0%	72,856	77,956	-6.5%
...Maui	364,989	351,136	3.9%	296,320	276,347	7.2%	68,669	74,790	-8.2%
...Molokai	26,736	34,225	-21.9%	19,593	25,825	-24.1%	7,143	8,400	-15.0%
...Lanai	29,936	38,574	-22.4%	24,233	33,010	-26.6%	5,704	5,564	2.5%
Kauai	266,991	262,821	1.6%	221,324	214,149	3.4%	45,667	48,672	-6.2%
Big Island	1,243,313	1,181,551	5.2%	918,680	868,615	5.8%	324,633	312,936	3.7%
...Hilo	448,449	387,345	15.8%	318,422	286,159	11.3%	130,027	101,186	28.5%
...Kona	1,033,615	1,027,858	0.6%	756,541	756,079	0.1%	277,073	271,780	1.9%
Big Island Only	438,796	425,891	3.0%	386,543	372,242	3.8%	52,254	53,650	-2.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.38	4.98	8.2%	5.26	4.66	12.8%	5.58	5.44	2.4%
Maui (days)	3.93	3.87	1.5%	4.08	4.13	-1.2%	3.28	2.93	12.1%
Molokai (days)	3.89	2.97	30.9%	4.46	3.28	35.7%	2.32	2.00	16.1%
Lanai (days)	3.62	3.53	2.7%	4.03	3.73	8.1%	1.90	2.34	-18.9%
Kauai (days)	3.62	3.53	2.5%	3.63	3.68	-1.5%	3.57	2.86	24.8%
Big Island (days)	6.54	6.51	0.4%	7.34	7.31	0.4%	4.28	4.28	-14.3%
...Hilo (days)	3.67	4.08	-10.1%	4.25	4.43	-4.0%	2.23	3.09	-27.9%
...Kona (days)	5.85	6.15	-4.9%	7.00	6.70	4.5%	2.70	4.63	-41.8%
Statewide (days)	11.28	11.04	2.2%	12.14	11.73	3.5%	8.87	9.13	-2.8%
<b>ACCOMMODATIONS</b>									
Hotel	824,719	774,279	6.5%	551,052	502,817	9.6%	273,668	271,462	0.8%
...Hotel Only	651,148	643,724	1.2%	405,477	397,811	1.9%	245,671	245,912	-0.1%
Condo	194,106	177,237	9.5%	159,583	149,212	7.0%	34,523	28,025	23.2%
...Condo Only	125,977	125,804	0.1%	105,940	107,662	-1.6%	20,037	18,142	10.4%
Timeshare	102,686	91,209	12.6%	94,811	84,865	11.7%	7,875	6,343	24.1%
...Timeshare Only	69,115	66,297	4.3%	65,164	62,319	4.6%	3,951	3,977	-0.7%
Apartment	6,352	12,417	-48.8%	4,554	9,768	-53.4%	1,798	2,649	-32.2%
Bed & Breakfast	31,633	28,237	12.0%	26,670	23,972	11.3%	4,963	4,265	16.4%
Cruise Ship	119,288	89,908	32.7%	109,970	84,542	30.1%	9,318	5,366	73.7%
Friends or Relatives	121,565	110,256	10.3%	103,931	98,956	5.0%	17,634	11,300	56.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,031,590	955,474	8.0%	748,355	693,018	8.0%	283,236	262,456	7.9%
...Honeymoon/Get Married (Net)	100,091	74,985	33.5%	48,485	42,818	13.2%	51,605	32,167	60.4%
MC&I (Net)	97,612	93,845	4.0%	80,045	76,372	4.8%	17,567	17,473	0.5%
.....Convention/Conf.	60,018	58,509	2.6%	51,180	48,142	6.3%	8,838	10,367	-14.7%
.....Corp. Meetings	17,580	18,353	-4.2%	14,995	15,243	-1.6%	2,585	3,110	-16.9%
.....Incentive	22,429	18,867	18.9%	15,876	13,846	14.7%	6,554	5,022	30.5%
Other Business	44,642	35,772	24.8%	35,812	30,868	16.0%	8,830	4,904	80.1%
Visit Friends/Relatives	95,314	77,416	23.1%	80,359	65,502	22.7%	14,955	11,914	25.5%
Government/Military	8,229	6,559	25.5%	5,772	4,578	26.1%	2,457	1,981	24.0%
Attend School	6,239	6,435	-3.0%	3,554	3,215	10.5%	2,686	3,220	-16.6%

Source: DBEDT

**TABLE 48: Hilo Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Hilo	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	1,714,632	1,550,833	10.6%	1,372,961	1,271,175	8.0%	341,671	279,658	22.2%
Total Visitors	448,449	387,345	15.8%	318,422	286,159	11.3%	130,028	101,186	28.5%
<b>PARTY SIZE</b>									
One	82,746	84,260	-1.8%	66,068	59,714	10.6%	16,678	24,546	-32.1%
Two	205,900	179,971	14.4%	161,826	147,552	9.7%	44,074	32,419	36.0%
Three or more	159,803	123,113	29.8%	90,528	78,893	14.7%	69,276	44,220	56.7%
Avg Party Size	2.03	1.91	6.7%	1.87	1.86	0.6%	2.43	2.04	19.4%
<b>VISIT STATUS</b>									
First-Time	199,798	173,984	14.8%	136,106	122,523	11.1%	63,692	51,461	23.8%
Repeat	248,651	213,362	16.5%	182,316	163,636	11.4%	66,335	49,725	33.4%
Average # of Trips	3.83	3.84	-0.4%	3.87	4.02	-3.6%	3.72	3.35	11.3%
<b>TRAVEL METHOD</b>									
Group Tour	95,598	86,524	10.5%	49,037	43,426	12.9%	46,560	43,098	8.0%
Package	216,165	181,938	18.8%	129,076	116,333	11.0%	87,089	65,605	32.7%
Group Tour & Pkg	86,217	79,427	8.5%	42,369	38,580	9.8%	43,847	40,846	7.3%
True Independent	222,903	198,310	12.4%	182,678	164,980	10.7%	40,225	33,329	20.7%
<b>ISLANDS VISITED</b>									
Oahu	313,279	268,229	16.8%	201,348	182,611	10.3%	111,931	85,618	30.7%
Maui County	201,873	188,874	6.9%	160,279	145,379	10.2%	41,593	43,496	-4.4%
...Maui	195,234	183,006	6.7%	155,742	140,831	10.6%	39,492	42,176	-6.4%
...Molokai	17,926	25,811	-30.6%	13,202	19,626	-32.7%	4,723	6,185	-23.6%
...Lanai	19,015	26,116	-27.2%	14,677	22,542	-34.9%	4,338	3,573	21.4%
Kauai	151,976	148,664	2.2%	125,812	122,003	3.1%	26,164	26,660	-1.9%
Big Island	448,449	387,345	15.8%	318,422	286,159	11.3%	130,027	101,186	28.5%
...Hilo	448,449	387,345	15.8%	318,422	286,159	11.3%	130,027	101,186	28.5%
...Kona	238,750	233,574	2.2%	156,283	173,545	-9.9%	82,467	60,029	37.4%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.51	4.80	14.9%	5.43	4.65	16.7%	5.67	5.11	10.8%
Maui (days)	3.23	3.09	4.5%	3.28	3.31	-0.6%	3.00	2.35	27.4%
Molokai (days)	4.22	2.95	43.1%	4.70	3.21	46.5%	2.88	2.13	35.6%
Lanai (days)	3.68	3.09	19.0%	3.88	3.27	18.7%	3.00	1.98	51.3%
Kauai (days)	2.87	2.82	1.5%	2.84	2.82	0.7%	2.98	2.84	5.1%
Big Island (days)	5.82	5.98	-2.6%	6.29	6.49	-3.1%	4.68	4.53	3.1%
...Hilo (days)	3.82	4.00	-4.5%	4.31	4.44	-2.9%	2.63	2.76	-4.9%
...Kona (days)	3.75	3.11	20.4%	4.14	3.39	22.1%	3.01	2.31	30.3%
Statewide (days)	11.78	11.44	3.0%	12.85	12.44	3.3%	9.17	8.62	6.4%
<b>ACCOMMODATIONS</b>									
Hotel	294,205	238,395	23.4%	186,147	153,882	21.0%	108,058	84,513	27.9%
...Hotel Only	203,945	175,164	16.4%	109,887	102,005	7.7%	94,059	73,159	28.6%
Condo	48,235	38,779	24.4%	36,582	30,513	19.9%	11,653	8,266	41.0%
...Condo Only	25,534	24,388	4.7%	19,421	18,439	5.3%	6,113	5,950	2.7%
Timeshare	19,988	17,071	17.1%	18,310	15,117	21.1%	1,678	1,955	-14.2%
...Timeshare Only	11,711	11,733	-0.2%	10,877	10,385	4.7%	834	1,349	-38.2%
Apartment	2,509	4,545	-44.8%	1,728	3,649	-52.6%	781	896	-12.8%
Bed & Breakfast	18,955	17,179	10.3%	15,845	14,099	12.4%	3,110	3,080	1.0%
Cruise Ship	91,043	76,246	19.4%	85,042	71,462	19.0%	6,001	4,784	25.4%
Friends or Relatives	56,229	46,379	21.2%	45,473	41,065	10.7%	10,756	5,314	102.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	368,740	309,390	19.2%	259,987	229,029	13.5%	108,753	80,361	35.3%
...Honeymoon/Get Married (Net)	33,544	20,761	61.6%	17,783	13,497	31.8%	15,761	7,264	117.0%
MC&I (Net)	24,212	17,420	39.0%	16,653	13,462	23.7%	7,559	3,958	91.0%
.....Convention/Conf.	15,769	12,268	28.5%	11,334	9,683	17.0%	4,435	2,584	71.6%
.....Corp. Meetings	3,826	3,229	18.5%	2,910	2,370	22.8%	915	859	6.6%
.....Incentive	5,219	2,993	74.4%	2,853	1,546	84.5%	2,366	1,447	63.5%
Other Business	17,708	14,717	20.3%	14,085	12,360	14.0%	3,623	2,357	53.7%
Visit Friends/Relatives	45,554	33,577	35.7%	36,101	28,052	28.7%	9,453	5,524	71.1%
Government/Military	4,795	3,537	35.6%	3,331	2,468	35.0%	1,463	1,069	36.9%
Attend School	3,446	3,190	8.0%	1,762	1,534	14.9%	1,683	1,656	1.6%

Source: DBEDT

**TABLE 49: Kona Visitor Characteristics: 2002 vs. 2001  
(Arrivals by air)**

Kona	TOTAL			DOMESTIC			INTERNATIONAL		
	2002	2001	% Change	2002	2001	% Change	2002	2001	% Change
Total Visitor Days	6,416,357	6,137,624	4.5%	5,369,661	5,077,721	5.7%	1,046,696	1,059,903	-1.2%
Total Visitors	1,033,614	1,027,781	0.6%	756,541	756,001	0.1%	277,073	271,780	1.9%
<b>PARTY SIZE</b>									
One	160,457	177,719	-9.7%	134,010	134,413	-0.3%	26,447	43,306	-38.9%
Two	456,905	466,281	-2.0%	368,072	373,938	-1.6%	88,834	92,343	-3.8%
Three or more	416,252	383,781	8.5%	254,459	247,650	2.7%	161,793	136,130	18.9%
Avg Party Size	2.15	2.06	4.5%	1.98	1.97	0.5%	2.62	2.31	13.6%
<b>VISIT STATUS</b>									
First-Time	356,303	379,144	-6.0%	239,268	254,670	-6.0%	117,035	124,474	-6.0%
Repeat	677,311	648,637	4.4%	517,273	501,331	3.2%	160,038	147,305	8.6%
Average # of Trips	4.60	4.40	4.5%	4.83	4.81	0.3%	3.98	3.26	22.1%
<b>TRAVEL METHOD</b>									
Group Tour	168,683	180,928	-6.8%	74,635	80,336	-7.1%	94,049	100,592	-6.5%
Package	442,072	451,228	-2.0%	249,283	256,366	-2.8%	192,789	194,862	-1.1%
Group Tour & Pkg	150,535	162,840	-7.6%	61,397	67,239	-8.7%	89,138	95,601	-6.8%
True Independent	573,394	558,466	2.7%	494,021	486,539	1.5%	79,373	71,927	10.4%
<b>ISLANDS VISITED</b>									
Oahu	521,382	535,260	-2.6%	302,126	316,263	-4.5%	219,256	218,997	0.1%
Maui County	289,239	310,686	-6.9%	232,438	251,044	-7.4%	56,801	59,642	-4.8%
...Maui	277,386	299,130	-7.3%	223,569	242,136	-7.7%	53,817	56,994	-5.6%
...Molokai	22,130	28,841	-23.3%	16,214	22,961	-29.4%	5,917	5,880	0.6%
...Lanai	24,856	33,839	-26.5%	20,140	28,960	-30.5%	4,716	4,880	-3.4%
Kauai	205,462	228,527	-10.1%	166,981	189,368	-11.8%	38,480	39,160	-1.7%
Big Island	1,033,615	1,027,858	0.6%	756,541	756,079	0.1%	277,073	271,780	1.9%
...Hilo	238,750	233,574	2.2%	156,283	173,545	-9.9%	82,467	60,029	37.4%
...Kona	1,033,614	1,027,781	0.6%	756,541	756,001	0.1%	277,073	271,780	1.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.16	4.86	6.2%	5.12	4.52	13.2%	5.23	5.36	-2.4%
Maui (days)	4.03	3.90	3.2%	4.25	4.11	3.4%	3.10	3.01	3.1%
Molokai (days)	3.67	2.84	29.3%	4.06	3.16	28.6%	2.60	1.59	62.8%
Lanai (days)	3.86	3.47	11.3%	4.08	3.68	10.9%	2.95	2.24	31.8%
Kauai (days)	3.70	3.54	4.6%	3.84	3.65	5.3%	3.10	3.02	2.7%
Big Island (days)	6.81	6.76	0.8%	7.61	7.33	3.9%	4.63	5.18	-10.6%
...Hilo (days)	2.69	2.56	4.7%	2.95	2.74	7.8%	2.18	2.06	5.7%
...Kona (days)	6.21	5.97	4.0%	7.10	6.72	5.7%	3.78	3.90	-3.1%
Statewide (days)	11.11	10.93	1.7%	12.10	11.60	4.3%	8.43	9.05	-6.9%
<b>ACCOMMODATIONS</b>									
Hotel	692,022	681,476	1.5%	457,549	441,964	3.5%	234,473	239,512	-2.1%
...Hotel Only	555,644	567,850	-2.1%	345,736	349,841	-1.2%	209,908	218,009	-3.7%
Condo	173,961	159,371	9.2%	142,985	136,269	4.9%	30,976	23,102	34.1%
...Condo Only	114,061	112,287	1.6%	96,361	98,586	-2.3%	17,699	13,701	29.2%
Timeshare	94,107	83,744	12.4%	86,764	78,311	10.8%	7,344	5,433	35.2%
...Timeshare Only	63,947	60,937	4.9%	60,280	57,659	4.5%	3,667	3,279	11.8%
Apartment	5,288	10,295	-48.6%	3,740	7,795	-52.0%	1,548	2,500	-38.1%
Bed & Breakfast	25,050	23,551	6.4%	20,966	19,747	6.2%	4,084	3,804	7.4%
Cruise Ship	79,306	80,868	-1.9%	71,922	76,869	-6.4%	7,385	3,999	84.7%
Friends or Relatives	90,049	83,807	7.4%	76,167	74,527	2.2%	13,882	9,281	49.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	865,075	845,760	2.3%	622,139	614,571	1.2%	242,936	231,189	5.1%
...Honeymoon/Get Married (Net)	85,130	66,116	28.8%	39,687	37,892	4.7%	45,443	28,224	61.0%
MC&I (Net)	86,911	84,817	2.5%	71,526	69,521	2.9%	15,385	15,296	0.6%
.....Convention/Conf.	52,947	52,063	1.7%	45,418	43,116	5.3%	7,529	8,946	-15.8%
.....Corp. Meetings	15,944	16,666	-4.3%	13,475	13,900	-3.1%	2,469	2,766	-10.8%
.....Incentive	20,248	17,852	13.4%	14,467	13,287	8.9%	5,781	4,565	26.6%
Other Business	34,659	27,207	27.4%	27,575	23,529	17.2%	7,084	3,677	92.7%
Visit Friends/Relatives	69,665	57,561	21.0%	58,356	48,212	21.0%	11,309	9,349	21.0%
Government/Military	5,294	4,710	12.4%	3,649	3,125	16.8%	1,645	1,585	3.8%
Attend School	4,156	4,302	-3.4%	2,542	2,138	18.9%	1,614	2,163	-25.4%

Source: DBEDT

**TABLE 50: 2002 Visitor Days by Island and MMA  
(Arrivals by air)**

2002	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	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Oahu	9,654,973	7,937,505	7,294,664	944,119	490,510	52,313	174,946	26,276	50,491	794,537	530,392	117,605	647,998
Maui	7,760,881	4,602,661	520,603	780,164	142,776	19,288	112,311	21,053	32,996	328,425	106,516	13,932	120,447
Molokai	166,916	93,248	28,728	23,165	4,264	1,433	2,691	703	707	9,799	3,796	794	4,590
Lanai	166,764	124,043	25,648	24,767	3,652	759	1,824	551	313	7,099	7,032	462	7,494
Kauai	3,445,136	2,018,272	161,312	230,762	59,729	8,032	44,334	6,790	14,260	133,146	39,473	10,950	50,422
Big Island	3,918,311	2,305,964	729,089	354,332	103,687	18,706	76,070	8,359	17,980	224,802	83,033	17,199	100,232
...Hilo	697,234	568,077	153,059	69,469	31,949	4,793	20,896	1,881	4,544	64,062	26,586	7,597	34,184
...Kona	3,221,077	1,737,887	576,030	284,864	71,738	13,913	55,173	6,478	13,437	160,740	56,446	9,602	66,048
STATE	25,112,982	17,081,693	8,760,045	2,357,310	804,620	100,531	412,176	63,732	116,748	1,497,808	770,241	160,941	931,182
<b>DOMESTIC</b>													
Oahu	9,413,853	7,646,094	92,781	210,780	385,769	42,768	153,281	24,714	46,807	653,339	70,133	17,545	87,678
Maui	7,606,400	4,551,014	13,751	139,307	113,430	18,558	89,818	19,762	31,614	273,181	9,274	3,111	12,385
Molokai	166,061	91,520	717	5,773	2,234	1,433	2,547	703	707	7,624	515	366	881
Lanai	164,189	122,584	557	5,867	3,409	759	1,778	239	313	6,498	377	362	740
Kauai	3,424,243	1,996,254	5,690	44,675	50,597	7,237	39,658	6,246	7,765	111,503	4,055	1,175	5,230
Big Island	3,855,044	2,271,306	11,212	75,496	80,153	17,470	66,860	7,946	17,096	189,524	6,415	2,724	9,139
...Hilo	676,009	555,315	2,949	14,424	17,961	4,205	16,665	1,822	4,041	44,693	1,646	601	2,247
...Kona	3,179,035	1,715,991	8,263	61,073	62,191	13,265	50,196	6,124	13,055	144,831	4,769	2,122	6,892
STATE	24,629,790	16,678,773	124,708	481,898	635,591	88,224	353,942	59,610	104,302	1,241,670	90,769	25,284	116,053
<b>INTERNATIONAL</b>													
Oahu	241,121	291,410	7,201,883	733,339	104,741	9,545	21,666	1,562	3,684	141,198	460,260	100,060	560,320
Maui	154,481	51,647	506,852	640,858	29,346	730	22,493	1,292	1,383	55,244	97,242	10,821	108,063
Molokai	854	1,728	28,011	17,392	2,031	0	144	0	0	2,175	3,281	428	3,709
Lanai	2,576	1,459	25,091	18,900	243	0	46	312	0	601	6,655	99	6,754
Kauai	20,894	22,018	155,623	186,086	9,133	795	4,676	544	6,495	21,643	35,418	9,774	45,192
Big Island	63,267	34,658	717,877	278,836	23,535	1,236	9,210	413	885	35,278	76,617	14,475	91,093
...Hilo	21,225	12,762	150,111	55,045	13,988	588	4,232	59	503	19,369	24,940	6,996	31,936
...Kona	42,042	21,896	567,766	223,791	9,547	648	4,978	354	382	15,909	51,677	7,479	59,156
STATE	483,193	402,920	8,635,336	1,875,411	169,029	12,307	58,234	4,122	12,446	256,138	679,472	135,657	815,130



**TABLE 50: 2002 Visitor Days by Island and MMA (continued)**  
(Arrivals by air)

2002	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 VISITOR DAYS
Oahu	223,328	46,098	292,821	22,861	91,714	676,822	6,214	30,410	42,481	79,105	1,944,470	29,974,193
Maui	17,301	5,214	32,168	4,385	9,463	68,530	5,824	10,453	16,274	32,551	657,174	14,871,437
Molokai	2,187	141	2,508	680	653	6,169	192	614	412	1,219	14,717	348,550
Lanai	1,427	62	1,100	134	934	3,657	184	367	680	1,231	20,065	380,768
Kauai	9,738	3,389	7,130	1,848	2,794	24,900	872	2,503	4,903	8,279	290,454	6,362,682
Big Island	23,046	4,610	44,557	2,515	19,381	94,109	802	3,646	9,879	14,327	389,823	8,130,989
...Hilo	8,796	1,889	10,331	296	4,466	25,778	147	1,403	2,364	3,914	98,856	1,714,632
...Kona	14,250	2,721	34,226	2,219	14,915	68,331	655	2,244	7,515	10,413	290,967	6,416,357
STATE	277,028	59,515	380,284	32,423	124,938	874,186	14,089	47,993	74,630	136,712	3,316,702	60,068,620
<b>DOMESTIC</b>												
Oahu	174,668	10,508	46,759	3,781	11,215	246,930	5,613	24,513	39,650	69,775	997,319	19,418,549
Maui	14,012	1,820	6,054	951	1,886	24,723	5,824	9,624	14,702	30,150	518,736	13,169,648
Molokai	1,871	54	892	680	339	3,836	192	614	412	1,219	13,099	290,731
Lanai	1,102	62	293	134	778	2,369	184	353	680	1,218	12,971	316,994
Kauai	9,294	1,070	2,105	580	1,204	14,253	872	2,490	4,712	8,074	224,761	5,834,683
Big Island	15,466	1,713	8,207	932	2,419	28,737	802	3,589	9,689	14,080	288,082	6,742,622
...Hilo	5,273	219	1,160	296	1,675	8,622	147	1,390	2,213	3,750	64,953	1,372,961
...Kona	10,193	1,495	7,048	636	744	20,116	655	2,199	7,476	10,330	223,130	5,369,661
STATE	216,414	15,228	64,309	7,057	17,841	320,849	13,488	41,184	69,845	124,517	2,054,969	45,773,227
<b>INTERNATIONAL</b>												
Oahu	48,661	35,590	246,062	19,080	80,499	429,892	601	5,897	2,832	9,330	947,151	10,555,644
Maui	3,289	3,394	26,114	3,434	7,577	43,808	0	829	1,572	2,401	138,437	1,701,790
Molokai	316	87	1,616	0	314	2,333	0	0	0	0	1,617	57,819
Lanai	324	0	807	0	156	1,287	0	13	0	13	7,094	63,775
Kauai	445	2,319	5,025	1,269	1,589	10,647	0	13	191	204	65,692	527,999
Big Island	7,580	2,897	36,350	1,583	16,962	65,371	0	57	190	247	101,741	1,388,367
...Hilo	3,523	1,671	9,171	0	2,791	17,156	0	13	151	164	33,903	341,671
...Kona	4,057	1,226	27,179	1,583	14,171	48,215	0	44	39	83	67,837	1,046,696
STATE	60,614	44,286	315,974	25,366	107,097	553,338	601	6,809	4,785	12,195	1,261,733	14,295,394

**TABLE 51: 2002 Visitor Arrivals by Island and MMA  
(Arrivals by air)**

2002	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	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Oahu	1,211,804	1,025,097	1,429,346	106,959	51,282	4,746	16,847	2,958	3,803	79,635	81,256	15,295	96,551
Maui	946,397	681,800	186,343	85,084	18,852	1,982	10,773	2,022	2,879	36,509	19,164	2,427	21,591
Molokai	27,591	21,427	13,820	4,039	766	128	485	106	149	1,634	1,366	165	1,532
Lanai	30,564	29,491	6,515	4,294	901	83	395	121	79	1,579	1,437	121	1,558
Kauai	447,923	348,451	97,386	33,566	10,073	957	5,856	801	1,946	19,633	8,960	1,493	10,453
Big Island	476,455	378,543	228,089	44,952	13,594	1,956	8,407	899	1,717	26,574	17,369	2,272	19,641
...Hilo	137,552	158,944	77,280	17,173	6,854	852	3,610	372	549	12,237	10,521	1,368	11,889
...Kona	407,893	297,943	196,874	37,914	10,676	1,555	6,933	751	1,460	21,375	14,634	1,893	16,527
...STATE	2,486,914	1,582,563	1,483,121	189,890	67,431	6,946	25,266	4,749	6,883	111,275	91,911	16,924	108,835
<b>DOMESTIC</b>													
Oahu	1,172,492	978,908	14,646	20,954	38,145	3,720	14,202	2,559	3,429	62,055	11,972	2,451	14,423
Maui	928,311	670,850	2,331	14,892	14,717	1,885	9,174	1,760	2,648	30,185	1,592	416	2,008
Molokai	27,228	20,240	110	697	603	128	466	106	149	1,452	48	31	79
Lanai	29,921	28,561	117	715	776	83	347	78	79	1,362	56	31	87
Kauai	445,304	343,233	1,050	6,641	7,983	947	5,122	649	1,078	15,778	752	202	954
Big Island	470,091	370,728	1,626	9,014	10,298	1,822	7,339	833	1,620	21,913	1,099	349	1,449
...Hilo	134,855	153,733	544	3,583	4,094	718	2,780	306	485	8,384	384	106	490
...Kona	402,205	291,627	1,328	7,466	8,226	1,420	5,866	685	1,363	17,559	901	290	1,191
...STATE	2,432,225	1,529,730	16,860	35,384	51,454	5,844	21,725	4,240	5,641	88,904	13,282	2,894	16,176
<b>INTERNATIONAL</b>													
Oahu	39,313	46,188	1,414,700	86,005	13,137	1,026	2,645	399	374	17,581	69,284	12,844	82,128
Maui	18,087	10,950	184,013	70,192	4,135	96	1,599	263	231	6,324	17,572	2,011	19,582
Molokai	363	1,187	13,710	3,342	163	0	19	0	0	182	1,318	134	1,452
Lanai	643	930	6,399	3,579	125	0	49	44	0	217	1,381	90	1,471
Kauai	2,619	5,218	96,336	26,926	2,090	10	734	152	868	3,854	8,208	1,291	9,500
Big Island	6,364	7,814	226,463	35,938	3,296	134	1,068	66	97	4,661	16,270	1,923	18,193
...Hilo	2,697	5,211	76,736	13,589	2,760	134	829	66	64	3,853	10,137	1,262	11,399
...Kona	5,689	6,316	195,546	30,448	2,450	134	1,068	66	97	3,815	13,733	1,603	15,336
...STATE	54,689	52,833	1,466,261	154,506	15,977	1,102	3,541	509	1,242	22,371	78,629	14,030	92,659

**TABLE 51: 2002 Visitor Arrivals by Island and MMA (continued)**  
(Arrivals by air)

2002	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
Oahu	35,781	5,969	43,212	2,636	12,221	99,819	901	3,256	5,789	9,946	216,920	4,276,077
Maui	4,843	1,369	10,946	1,177	2,629	20,964	588	1,528	2,963	5,079	89,285	2,073,051
Molokai	508	78	693	18	137	1,434	37	102	143	282	3,376	75,134
Lanai	590	38	700	17	198	1,544	36	125	159	321	5,009	80,875
Kauai	2,430	873	1,571	274	791	5,940	166	467	1,026	1,658	40,887	1,005,898
Big Island	4,729	1,073	6,699	341	3,049	15,890	154	564	2,002	2,720	50,449	1,243,313
...Hilo	2,757	728	3,764	63	2,033	9,346	77	264	772	1,113	22,915	448,449
...Kona	3,501	769	4,734	308	2,629	11,940	145	415	1,582	2,142	41,006	1,033,614
STATE	38,923	7,137	48,174	3,950	13,163	111,347	1,088	4,245	7,758	13,092	302,019	6,389,058
<b>DOMESTIC</b>												
Oahu	25,882	1,440	7,028	605	1,752	36,708	610	2,601	5,314	8,525	114,458	2,423,169
Maui	3,499	370	1,218	186	395	5,668	575	1,351	2,702	4,628	66,179	1,725,051
Molokai	263	32	104	18	29	446	37	102	143	282	2,618	53,152
Lanai	276	38	89	17	38	459	36	112	159	307	2,905	64,433
Kauai	2,164	194	453	113	173	3,097	140	454	1,003	1,596	32,260	849,913
Big Island	2,764	241	763	144	283	4,195	129	541	1,943	2,612	37,052	918,680
...Hilo	1,539	98	315	63	140	2,155	52	251	717	1,020	13,657	318,422
...Kona	2,118	202	587	111	188	3,207	120	391	1,573	2,084	29,874	756,541
STATE	27,981	1,825	7,915	811	1,980	40,512	1,008	3,433	7,225	11,665	187,392	4,358,850
<b>INTERNATIONAL</b>												
Oahu	9,898	4,529	36,184	2,031	10,469	63,111	291	655	475	1,420	102,463	1,852,908
Maui	1,344	1,000	9,727	991	2,234	15,296	13	177	261	451	23,105	348,000
Molokai	245	46	589	0	108	988	0	0	0	0	758	21,983
Lanai	314	0	611	0	160	1,085	0	13	0	13	2,104	16,441
Kauai	267	679	1,118	161	618	2,844	26	13	23	62	8,627	155,985
Big Island	1,965	832	5,936	196	2,766	11,696	25	23	59	108	13,397	324,633
...Hilo	1,218	630	3,449	0	1,893	7,190	25	13	55	93	9,258	130,028
...Kona	1,382	566	4,148	196	2,441	8,733	25	23	9	58	11,132	277,073
STATE	10,942	5,312	40,259	3,139	11,183	70,835	81	812	534	1,426	114,627	2,030,207

# AIR VISITOR EXPENDITURES BY CATEGORY

*AIR VISITOR SPENDING PATTERNS BY SELECTED  
MMA:*

*U.S. WEST*

*U.S. EAST*

*JAPAN*

*CANADA*

*EUROPE*

*OCEANIA*

*OTHER ASIA*

*LATIN AMERICA*

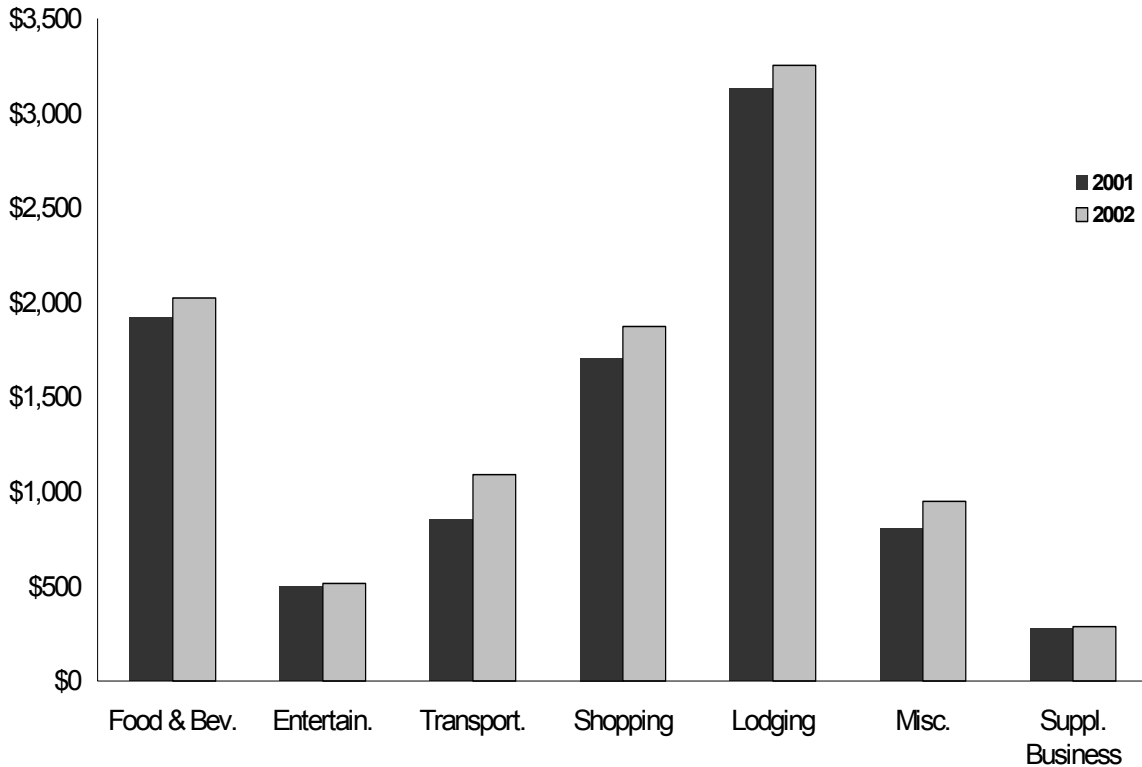
*OTHER*

# VISITOR EXPENDITURES BY CATEGORY

Total expenditures by visitors who arrived in the islands by air rose 8.7 percent to \$10.0 billion due to increased visitor days in 2002 (TABLE 52).

Lodging, the largest expenditure category rose 3.9 percent to \$3.3 billion and comprised 32.6 percent of total air visitor expenditures. Food and beverage, the second largest category, increased (+5.3%) to \$2.0 billion or 20.3 percent of the total. Shopping was the next biggest expense at \$1.9 billion (+9.8%), followed by transportation at \$1.1 billion (+28.2%) and entertaining and recreation at \$514.9 million (+2.7%).

**FIGURE 10: Total Visitor Expenditures by Category: 2002 vs. 2001**  
(in millions)



## **DAILY VISITOR SPENDING PATTERNS BY SELECTED MMAS <sup>1/</sup>**

**U.S. West.** Daily spending by U.S. West air visitors in 2002 was \$142 per person, up \$136 per person in the previous year (TABLE 53).

Lodging expenditures by these visitors averaged \$51 per person per day, 2.6 percent lower compared to 2001. This group also spent less on food and beverages (-6.2% to \$32 per person) and entertainment (-6.6% to \$9 per person) but more on shopping (+16.1% to \$20 per person) and transportation (+34.6% to \$18 per person) than those who came during the previous year.

**U.S. East.** Per person per day expenditures by U.S. East air visitors increased from \$152 per person to \$163 per person in 2002 (TABLE 54).

Lodging expenditures for this group rose 5.8 percent to average \$56 per person on a daily basis. Food and beverages was the next largest expense for these visitors at \$35 per person (-3.1%), followed by shopping at \$24 per person (+2.8%), transportation at \$21 per person (+26.3%) and entertainment at \$11 per person (-1.9%).

**Japan:** Spending by air visitors from Japan rose from \$227 per person to \$233 per person per day (TABLE 55). The largest expense by these visitors was shopping which increased 2.3 percent to \$82 per person per day. Japanese visitors spent over three times as much per day shopping than those from the U.S. mainland and Canada.

Japanese visitor spending on lodging, at \$63 per person, was 5.6 percent lower than in 2001. These visitors also spent \$40 per person on food and beverages (+16.2%), \$12 per person on transportation (-4.2%) and \$6 per person on entertainment (+21.4%).

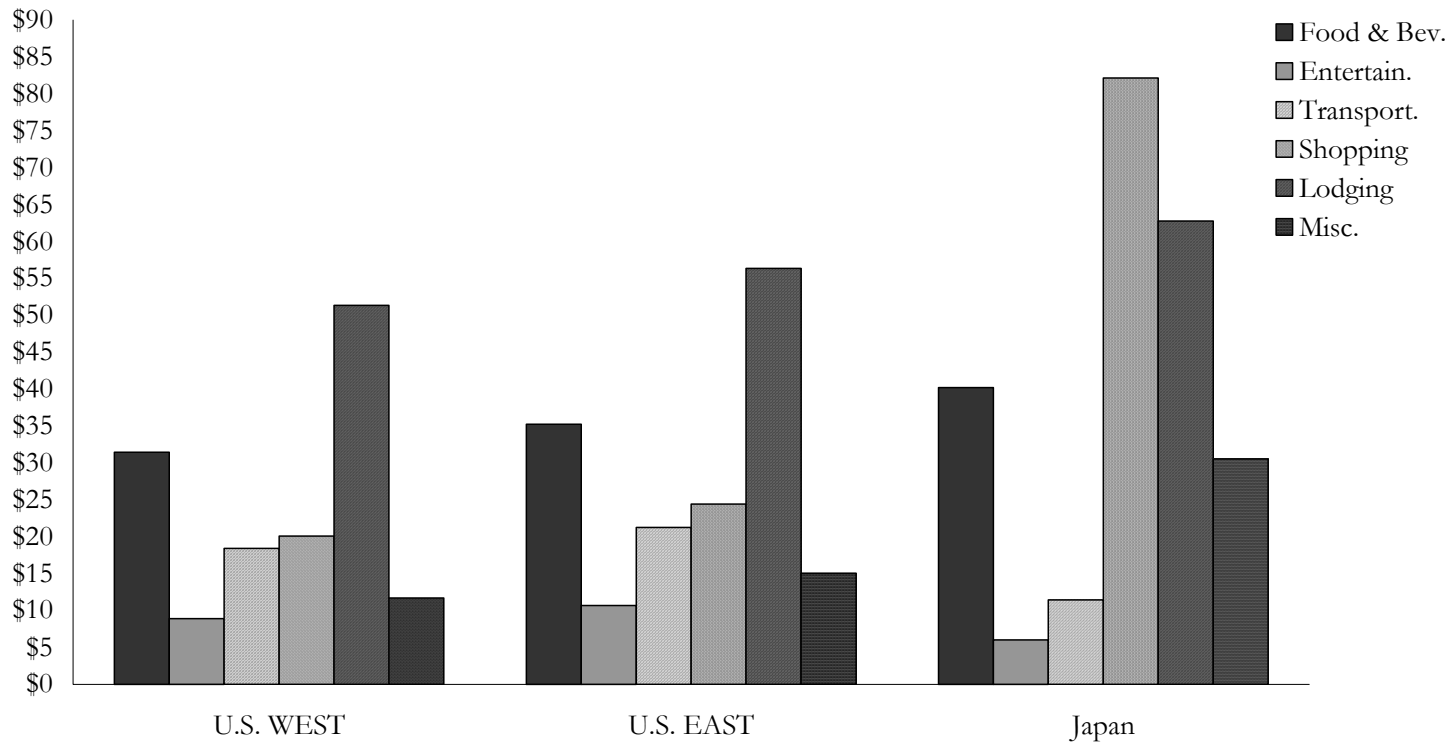
**Canada .** Daily spending by Canadian air visitors in 2002 was \$115 per person compared to \$117 per person in the previous year (TABLE 56).

Lodging expenditures by these visitors averaged \$47 per person per day, 2.2 percent lower compared to 2001. This group also spent less on transportation (-17.9% to \$14 per person), but more on food and beverages (+1.7% to \$26 per person) and entertainment (+12.3% to \$6 per person) than those who came in 2001.

## **TECHNICAL NOTES**

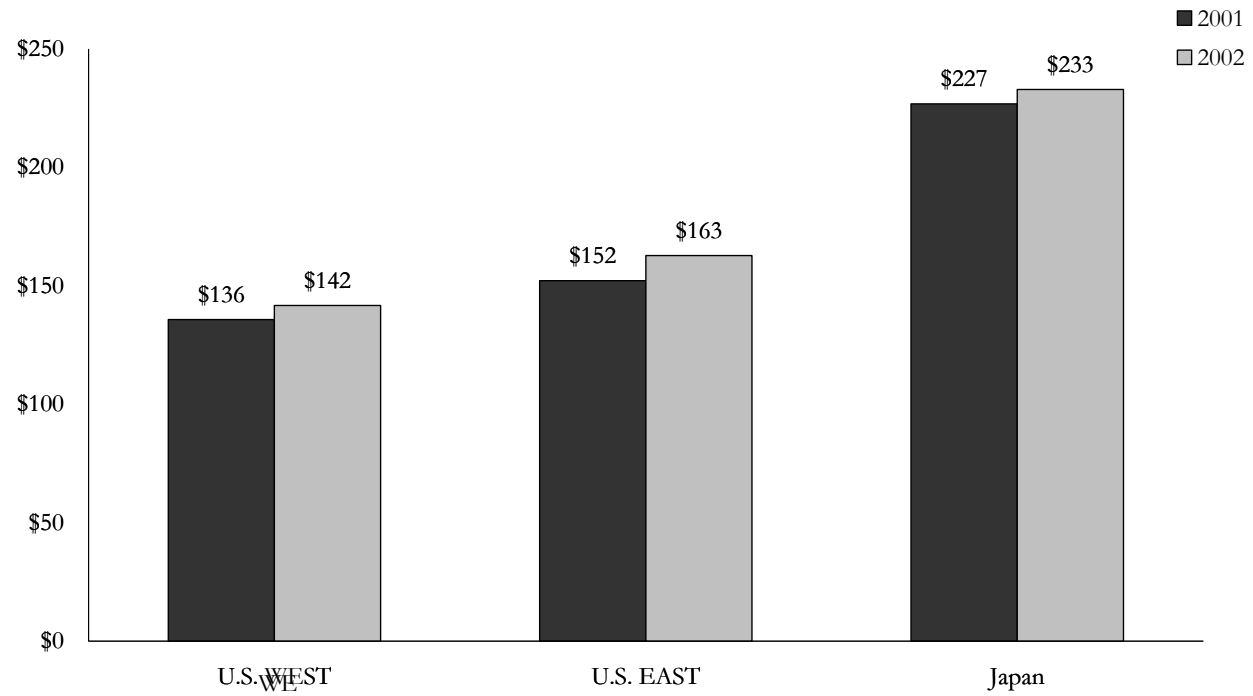
It must be noted that total lodging expenditures from the visitor surveys are higher than total revenues based on the transient accommodation tax (TAT). The lodging expenditures reported by visitors include taxes and tips, and may also include other purchases at the hotel. They also included payments for short-term rent of apartments and houses that may not be covered by the TAT. Total expenditures take into account the visitors who did not stay at hotels during their vacation in Hawaii.

**FIGURE 11: 2002 Per Person Per Day Spending by Category and Selected MMA**



Note: Miscellaneous includes unallocated tour packages and all other expenses.

**FIGURE 12: Per Person Per Day Spending by Selected MMA: 2002 vs. 2001**





**TABLE 52: Visitor Expenditures by Category: 2002 and 2001**  
(in millions of dollars)

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>9,993.8</b>	<b>9,194.6</b>	<b>8.7</b>
<b>Total Food and beverage</b>	<b>2,024.0</b>	<b>1,922.6</b>	<b>5.3</b>
Restaurant food	1,418.1	1,331.2	6.5
Dinner shows and cruises	257.6	207.1	24.4
Groceries and snacks	348.2	384.4	-9.4
<b>Entertainment &amp; Recreation</b>	<b>514.9</b>	<b>501.2</b>	<b>2.7</b>
<b>Total Transportation</b>	<b>1,090.8</b>	<b>850.6</b>	<b>28.2</b>
Interisland airfare	277.4	202.6	36.9
Ground transportation	128.8	111.8	15.2
Rental vehicles	588.5	443.9	32.6
Gasoline, parking, etc.	96.1	92.3	4.1
<b>Total Shopping</b>	<b>1,873.7</b>	<b>1,707.0</b>	<b>9.8</b>
Fashion and clothing	609.0	558.5	9.0
Jewelry and watches	343.1	328.1	4.5
Cosmetics, perfume	73.9	66.0	12.1
Leather goods	242.4	237.8	1.9
Hawaii food products	123.8	98.3	26.0
Souvenirs	481.5	418.3	15.1
<b>Lodging</b>	<b>3,253.6</b>	<b>3,131.8</b>	<b>3.9</b>
All other expenses	501.5	465.4	7.8
Tour packages	448.1	337.8	32.6
Supplemental business	287.3	278.2	3.3

**TABLE 53: U.S. West Visitor Personal Daily Spending by Category:  
2002 vs. 2001 (in dollars)  
(Arrivals by air)**

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>141.9</b>	<b>136.0</b>	<b>4.4</b>
<b>Total Food and beverage</b>	<b>31.5</b>	<b>33.5</b>	<b>-6.2</b>
Restaurant food	21.6	22.5	-3.8
Dinner shows and cruises	4.1	3.9	6.1
Groceries and snacks	5.7	7.2	-20.6
<b>Entertainment &amp; Recreation</b>	<b>8.9</b>	<b>9.5</b>	<b>-6.6</b>
<b>Total Transportation</b>	<b>18.4</b>	<b>13.7</b>	<b>34.6</b>
Interisland airfare	3.7	2.0	82.2
Ground transportation	1.0	1.0	-5.6
Rental vehicles	11.9	8.7	36.0
Gasoline, parking, etc.	1.9	1.9	-0.5
<b>Total Shopping</b>	<b>20.1</b>	<b>17.3</b>	<b>16.1</b>
Fashion and clothing	7.9	7.4	7.9
Jewelry and watches	4.5	4.1	11.1
Cosmetics, perfume	0.5	0.3	37.6
Leather goods	0.4	0.2	64.3
Hawaii food products	2.0	1.6	26.8
Souvenirs	4.8	3.8	28.0
<b>Lodging</b>	<b>51.3</b>	<b>52.7</b>	<b>-2.6</b>
All other expenses	7.8	7.0	11.2
Tour packages	3.9	2.3	74.6

**TABLE 54: U.S. East Visitor Personal Daily Spending by Category:  
2002 vs. 2001 (in dollars)  
(Arrivals by air)**

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>163.0</b>	<b>152.3</b>	<b>7.0</b>
<b>Total Food and beverage</b>	<b>35.2</b>	<b>36.4</b>	<b>-3.1</b>
Restaurant food	25.5	25.0	1.8
Dinner shows and cruises	5.0	5.4	-8.1
Groceries and snacks	4.8	5.9	-19.5
<b>Entertainment &amp; Recreation</b>	<b>10.7</b>	<b>10.9</b>	<b>-1.9</b>
<b>Total Transportation</b>	<b>21.3</b>	<b>16.8</b>	<b>26.3</b>
Interisland airfare	6.6	4.4	50.5
Ground transportation	1.3	1.4	-8.9
Rental vehicles	11.5	9.0	28.0
Gasoline, parking, etc.	1.9	2.1	-7.8
<b>Total Shopping</b>	<b>24.4</b>	<b>23.8</b>	<b>2.8</b>
Fashion and clothing	8.5	8.6	-1.1
Jewelry and watches	6.8	7.5	-9.7
Cosmetics, perfume	0.4	0.4	-10.9
Leather goods	0.4	0.4	13.7
Hawaii food products	2.1	1.8	21.1
Souvenirs	6.2	5.1	21.4
<b>Lodging</b>	<b>56.4</b>	<b>53.3</b>	<b>5.8</b>
All other expenses	9.4	6.9	36.4
Tour packages	5.7	4.4	30.1

**TABLE 55: Japanese Visitor Personal Daily Spending by Category:  
2002 vs. 2001 (in dollars)  
(Arrivals by air)**

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>233.1</b>	<b>227.0</b>	<b>2.7</b>
<b>Total Food and beverage</b>	<b>40.2</b>	<b>34.6</b>	<b>16.2</b>
Restaurant food	30.0	27.3	9.8
Dinner shows and cruises	3.0	0.0	na
Groceries and snacks	7.2	7.3	-1.2
<b>Entertainment &amp; Recreation</b>	<b>6.0</b>	<b>5.0</b>	<b>21.4</b>
<b>Total Transportation</b>	<b>11.5</b>	<b>12.0</b>	<b>-4.2</b>
Interisland airfare	3.4	4.0	-15.7
Ground transportation	5.0	4.9	3.7
Rental vehicles	2.7	2.7	0.5
Gasoline, parking, etc.	0.3	0.4	-17.1
<b>Total Shopping</b>	<b>82.2</b>	<b>80.3</b>	<b>2.3</b>
Fashion and clothing	17.9	18.1	-0.7
Jewelry and watches	10.1	9.2	9.6
Cosmetics, perfume	4.7	4.7	0.9
Leather goods	24.7	23.7	4.3
Hawaii food products	1.8	1.9	-8.2
Souvenirs	23.0	22.8	0.8
<b>Lodging</b>	<b>62.8</b>	<b>66.5</b>	<b>-5.6</b>
All other expenses	11.4	11.9	-4.1
Tour packages	19.2	16.9	13.6

**TABLE 56: Canadian Visitor Personal Daily Spending by Category:  
2002 vs. 2001 (in dollars)  
(Arrivals by air)**

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>115.2</b>	<b>117.2</b>	<b>-1.7</b>
<b>Total Food and beverage</b>	<b>25.5</b>	<b>25.1</b>	<b>1.7</b>
Restaurant food	15.0	16.0	-6.2
Dinner shows and cruises	3.7	2.5	48.0
Groceries and snacks	6.8	6.6	3.4
<b>Entertainment &amp; Recreation</b>	<b>5.5</b>	<b>4.9</b>	<b>12.3</b>
<b>Total Transportation</b>	<b>14.2</b>	<b>17.3</b>	<b>-17.9</b>
Interisland airfare	3.1	5.9	-48.4
Ground transportation	0.9	1.4	-34.9
Rental vehicles	9.1	8.8	3.5
Gasoline, parking, etc.	1.1	1.2	-4.7
<b>Total Shopping</b>	<b>14.9</b>	<b>12.5</b>	<b>20.0</b>
Fashion and clothing	6.7	5.6	18.6
Jewelry and watches	1.6	1.6	1.0
Cosmetics, perfume	0.3	0.2	25.6
Leather goods	0.4	0.2	91.5
Hawaii food products	1.3	1.2	0.5
Souvenirs	4.8	3.6	33.0
<b>Lodging</b>	<b>46.7</b>	<b>47.7</b>	<b>-2.2</b>
All other expenses	3.0	4.1	-28.4
Tour packages	5.3	5.5	-4.0

**TABLE 57: European Visitor Personal Daily Spending by Category:  
2002 vs. 2001 (in dollars)  
(Arrivals by air)**

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>144.5</b>	<b>121.4</b>	<b>19.0</b>
<b>Total Food and beverage</b>	<b>28.9</b>	<b>25.9</b>	<b>11.6</b>
Restaurant food	21.0	17.2	22.1
Dinner shows and cruises	2.0	3.2	-35.3
Groceries and snacks	5.9	5.5	5.8
<b>Entertainment &amp; Recreation</b>	<b>7.5</b>	<b>5.2</b>	<b>45.6</b>
<b>Total Transportation</b>	<b>25.6</b>	<b>16.5</b>	<b>55.0</b>
Interisland airfare	4.5	4.6	-3.9
Ground transportation	12.2	3.6	241.1
Rental vehicles	7.9	7.2	9.6
Gasoline, parking, etc.	1.0	1.0	-5.7
<b>Total Shopping</b>	<b>15.2</b>	<b>10.7</b>	<b>42.8</b>
Fashion and clothing	7.2	4.7	52.7
Jewelry and watches	1.4	0.9	63.4
Cosmetics, perfume	1.1	0.3	271.3
Leather goods	0.5	0.3	86.6
Hawaii food products	1.7	1.1	62.2
Souvenirs	3.2	3.4	-5.0
<b>Lodging</b>	<b>53.2</b>	<b>52.3</b>	<b>1.7</b>
All other expenses	3.9	4.2	-8.0
Tour packages	10.2	6.7	52.3

**TABLE 58: Oceanian Visitor Personal Daily Spending by Category:  
2002 vs. 2001 (in dollars)  
(Arrivals by air)**

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>147.6</b>	<b>132.5</b>	<b>11.4</b>
<b>Total Food and beverage</b>	<b>35.9</b>	<b>28.6</b>	<b>25.8</b>
Restaurant food	26.0	19.2	35.6
Dinner shows and cruises	3.3	2.6	26.8
Groceries and snacks	6.7	6.8	-2.3
<b>Entertainment &amp; Recreation</b>	<b>6.4</b>	<b>4.8</b>	<b>33.8</b>
<b>Total Transportation</b>	<b>15.1</b>	<b>12.4</b>	<b>21.6</b>
Interisland airfare	5.3	3.7	43.8
Ground transportation	2.6	2.4	7.2
Rental vehicles	5.9	5.2	12.8
Gasoline, parking, etc.	1.4	1.1	21.1
<b>Total Shopping</b>	<b>25.1</b>	<b>23.2</b>	<b>7.9</b>
Fashion and clothing	13.4	12.3	9.3
Jewelry and watches	3.3	3.4	-0.6
Cosmetics, perfume	1.5	1.3	16.0
Leather goods	0.7	0.6	23.0
Hawaii food products	1.3	0.9	54.3
Souvenirs	4.8	4.9	-1.6
<b>Lodging</b>	<b>52.6</b>	<b>49.1</b>	<b>7.0</b>
All other expenses	5.4	7.6	-28.5
Tour packages	7.1	6.8	5.2

**TABLE 59: Other Asian Visitor Personal Daily Spending by Category:  
2002 vs. 2001 (in dollars)  
(Arrivals by air)**

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>165.2</b>	<b>151.3</b>	<b>9.2</b>
<b>Total Food and beverage</b>	<b>36.5</b>	<b>29.4</b>	<b>24.0</b>
Restaurant food	24.9	18.7	32.9
Dinner shows and cruises	5.7	5.1	12.9
Groceries and snacks	5.8	5.6	4.3
<b>Entertainment &amp; Recreation</b>	<b>8.3</b>	<b>6.5</b>	<b>27.8</b>
<b>Total Transportation</b>	<b>15.2</b>	<b>16.2</b>	<b>-6.5</b>
Interisland airfare	7.6	6.0	26.0
Ground transportation	3.0	3.3	-7.3
Rental vehicles	4.0	5.9	-32.3
Gasoline, parking, etc.	0.6	1.0	-45.3
<b>Total Shopping</b>	<b>39.1</b>	<b>37.3</b>	<b>5.1</b>
Fashion and clothing	11.6	12.6	-7.5
Jewelry and watches	7.3	7.4	-1.3
Cosmetics, perfume	3.8	3.5	9.6
Leather goods	2.6	3.8	-32.6
Hawaii food products	4.8	4.8	0.6
Souvenirs	9.0	5.2	73.0
<b>Lodging</b>	<b>49.3</b>	<b>43.3</b>	<b>13.8</b>
All other expenses	3.7	7.6	-51.2
Tour packages	13.1	11.0	18.6



**TABLE 60: Latin American Visitor Personal Daily Spending by Category:  
2002 vs. 2001 (in dollars)  
(Arrivals by air)**

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>122.7</b>	<b>137.2</b>	<b>-10.5</b>
<b>Total Food and beverage</b>	<b>26.1</b>	<b>20.1</b>	<b>30.2</b>
Restaurant food	13.7	14.7	-6.5
Dinner shows and cruises	4.2	1.0	322.2
Groceries and snacks	8.2	4.4	86.5
<b>Entertainment &amp; Recreation</b>	<b>5.7</b>	<b>6.0</b>	<b>-4.2</b>
<b>Total Transportation</b>	<b>9.8</b>	<b>47.5</b>	<b>-79.3</b>
Interisland airfare	3.3	28.0	-88.1
Ground transportation	3.5	0.8	327.8
Rental vehicles	2.7	18.4	-85.3
Gasoline, parking, etc.	0.3	0.3	-8.5
<b>Total Shopping</b>	<b>28.5</b>	<b>11.9</b>	<b>140.3</b>
Fashion and clothing	15.4	0.3	5,019.9
Jewelry and watches	3.0	-	na
Cosmetics, perfume	1.3	2.0	-37.1
Leather goods	0.2	-	na
Hawaii food products	1.2	4.0	-70.1
Souvenirs	7.3	5.5	32.9
<b>Lodging</b>	<b>42.3</b>	<b>36.9</b>	<b>14.7</b>
All other expenses	0.1	4.1	-97.9
Tour packages	10.1	10.8	-6.1

**TABLE 61: Other Visitor Personal Daily Spending by Category:  
2002 vs. 2001 (in dollars)  
(Arrivals by air)**

<b>Expenditure Type</b>	<b>2002</b>	<b>2001</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>146.4</b>	<b>130.5</b>	<b>12.2</b>
<b>Total Food and beverage</b>	<b>30.7</b>	<b>21.9</b>	<b>40.3</b>
Restaurant food	18.0	13.9	29.0
Dinner shows and cruises	6.1	2.7	126.6
Groceries and snacks	6.6	5.3	25.8
<b>Entertainment &amp; Recreation</b>	<b>4.9</b>	<b>7.5</b>	<b>-34.6</b>
<b>Total Transportation</b>	<b>17.8</b>	<b>13.8</b>	<b>29.3</b>
Interisland airfare	4.5	3.8	20.3
Ground transportation	3.5	2.0	77.5
Rental vehicles	8.1	7.2	11.9
Gasoline, parking, etc.	1.7	0.8	108.8
<b>Total Shopping</b>	<b>31.8</b>	<b>24.4</b>	<b>30.4</b>
Fashion and clothing	16.0	12.6	27.1
Jewelry and watches	2.6	3.5	-27.8
Cosmetics, perfume	2.3	1.3	84.1
Leather goods	1.6	1.6	-2.2
Hawaii food products	3.2	1.7	90.8
Souvenirs	6.1	3.7	66.2
<b>Lodging</b>	<b>46.8</b>	<b>42.5</b>	<b>10.1</b>
All other expenses	5.9	16.2	-63.8
Tour packages	8.5	4.2	102.4

**TABLE 62: 2002 Visitor Expenditures by Island and MMA**  
(in \$millions)

2002	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
Oahu	1,228.2	1,106.8	1,771.0	83.2	123.8	98.4	109.1	6.8	265.9	4,793.2
Molokai	1,249.3	964.8	111.3	107.3	41.0	20.9	15.3	8.2	112.7	2,630.8
Maui	16.0	10.5	3.2	5.1	1.7	0.6	1.5	0.2	1.9	40.7
Lanai	47.0	40.6	3.0	7.3	1.3	1.0	1.1	0.2	2.7	104.3
Kauai	520.0	375.7	21.3	36.6	22.9	8.8	5.4	1.1	58.5	1,050.3
Big Island	622.7	417.5	149.0	48.0	33.7	11.8	21.1	1.7	69.0	1,374.6
STATE	3,683.2	2,915.9	2,058.8	287.6	224.4	141.5	153.6	18.1	510.7	9,993.8

**TABLE 63: 2002 Visitor Expenditures by Island and MMA**  
(% share of State Total)

2002	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
Oahu	33.3%	38.0%	86.0%	28.9%	55.2%	69.6%	71.0%	37.4%	52.1%	48.0%
Molokai	33.9%	33.1%	5.4%	37.3%	18.3%	14.7%	10.0%	45.4%	22.1%	26.3%
Maui	0.4%	0.4%	0.2%	1.8%	0.7%	0.4%	1.0%	0.9%	0.4%	0.4%
Lanai	1.3%	1.4%	0.1%	2.5%	0.6%	0.7%	0.7%	1.0%	0.5%	1.0%
Kauai	14.1%	12.9%	1.0%	12.7%	10.2%	6.2%	3.5%	6.1%	11.4%	10.5%
Big Island	16.9%	14.3%	7.2%	16.7%	15.0%	8.3%	13.8%	9.3%	13.5%	13.8%
STATE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

# CRUISE VISITORS

*ARRIVALS BY AIR AND BY CRUISE SHIPS*

*LENGTH OF STAY*

*CRUISE VISITOR DAYS*

*TOTAL CRUISE PASSENGERS BY MMA*

*DAILY SPENDING BY CATEGORY AND BY*

*MMA*



## **CRUISE SHIP PASSENGERS IN HAWAII**

Hawaii's cruise ship industry flourished in 2002. In addition to the 63,776 out-of-state visitors who arrived by cruise ships, another 171,251 out-of-state visitors also came by air to board cruise ships touring the islands. Combined, there were 235,027 cruise visitors to the state, up 52.3 percent from a year ago.

In addition to two cruise ships home-ported in Hawaii, 55 out-of-state cruise ships made 131 tours around the islands during the year. There were also two Hawaii home-ported ships in 2001 but only 40 out-of-state cruise ships made 136 tours carrying 154,357 out-of-state visitors.

### **Point of Origin and Island Visitation**

In total there were 242,144 passengers aboard cruise ships in the islands during 2002, 97 percent were out-of-state visitors while 7,117 passengers were Hawaii residents.

By the nature of the cruise routes, these passengers visited most of the neighbor islands. All of the cruise passengers visited Oahu, 95.6 percent visited Maui, 94.8 percent visited the Big Island and 93.4 percent visited Kauai. In addition to their cruise itinerary, 2,821 passengers visited Lanai while 2,073 visited Molokai.

Visitors from the U.S. East comprised the largest percentage of out-of-state passengers (54.6%), followed by visitors from U.S. West (30.3%), Canada (6.6%), Europe (2.4%), and others (6.1%).

Over half of the out-of-state passengers (59.7%) were repeat visitors to the islands, while 40.3 percent came to Hawaii for the first time.

Nearly 84 percent of the passengers cruised the islands for leisure, 8.5 percent visited friends and relatives, 4.1 percent were on their honeymoon while 2.8 percent played golf.

### **Length of Stay and Type of Accommodation**

The total average length of stay by out-of-state cruise passengers in 2002 was 7.00 days. In addition to the average of 4.55 days these passengers spent aboard ship touring the islands and the 1.24 days they spent on shore after their cruise was over, visitors who arrived in Hawaii by air stayed an average of 1.22 days in Hawaii before their cruise.

Passengers from Canada spent the most time in the islands at 7.95 days. Their average length of cruise was 4.73 days and they also spent 1.88 days on shore after their cruise was over. The average length of stay by European visitors was 7.57 total days, of which 4.64 days were spent on ship and 1.36 days were spent post cruise. U.S. West visitors spent an average of 6.97 total days in the islands, 4.52 days aboard ship and 1.34 days after cruise. The average length of stay by U.S. East visitors was 6.79 days, 4.54 days of which were spent on ship and 1.04 spent after the cruise was over.

Of those out-of-state who spent extra nights in Hawaii either before or after their shipboard cruises, 58.7 percent chose to stay in hotels. Other types of lodging used by cruise visitors during their extra nights included condominiums (3.5%), timeshare properties (2.1%) and staying with friends and relatives (2.0%).

### **Cruise Visitor Expenditures**

The average out-of-state cruise visitor in 2002 spent approximately \$99 per person per day (PPPD) while on shore in Hawaii. This amount is comprised of tour costs and other on-land expenditures such as lodging, food and beverages, shopping, transportation and entertainment.

U.S. East cruise visitors spent the most at \$105 PPPD, followed by visitors from Europe (\$93), Canada (\$91), and the U.S. West (\$90). In contrast, daily spending by Hawaii resident cruise passengers was only \$43 per person.

U.S. East and U.S. West cruise visitors spent more on shore tours than on shopping and food and beverages. In contrast, European and Canadian cruise visitors spent a higher proportion of their daily expenditure on food and beverages and shopping than on shore tours.

Of those cruise visitors who stayed extra nights in Hawaii before or after their cruise, European visitors spent the most for lodging, followed by those from Canada, U.S. East and U.S. West.

Expenditure data were not available for visitors from Japan, China, Latin America, or Australia due to their small sample size in the survey.

**TABLE 64: 2001 Cruise Ship Visitors**

2001	SHIP ARRIVALS FROM OUT OF STATE 1/	NUMBER OF TOURS	NUMBER OF VISITORS			AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
			ARRIVED BY SHIPS	ARRIVED BY AIR	TOTAL		
JANUARY	8	18	5,559	8,653	14,212	7.41	105,243
FEBRUARY	3	10	2,968	5,913	8,881	7.73	68,615
MARCH	6	15	6,510	9,312	15,822	7.75	122,559
APRIL	3	14	5,161	10,128	15,289	7.19	110,003
MAY	3	13	3,900	9,832	13,732	7.40	101,554
JUNE	0	8	-	7,121	7,121	9.33	66,431
JULY	0	9	-	9,476	9,476	9.28	87,933
AUGUST	0	10	-	11,300	11,300	9.84	111,193
SEPTEMBER	3	13	3,101	9,724	12,825	8.03	102,941
OCTOBER	8	12	9,150	10,744	19,894	8.06	160,280
NOVEMBER	4	8	5,635	8,398	14,033	6.80	95,482
DECEMBER	2	6	4,587	7,186	11,773	5.83	68,664
<b>TOTAL</b>	<b>40</b>	<b>136</b>	<b>46,571</b>	<b>107,786</b>	<b>154,357</b>	<b>7.78</b>	<b>1,200,897</b>

1/ Ship arrivals excludes Hawaii home-ported ships (Independence, Patroit, and Norwegian Star).

Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.

Source: DBEDT and Hawaii State Department of Transportation, Harbors Division.

**TABLE 65: 2002 Cruise Ship Visitors**

2002	SHIP ARRIVALS FROM OUT OF STATE 1/	NUMBER OF TOURS	NUMBER OF VISITORS			AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
			ARRIVED BY SHIPS	ARRIVED BY AIR	TOTAL		
JANUARY	8	10	5,122	9,198	14,320	7.38	105,656
FEBRUARY	3	10	6,261	12,468	18,729	8.19	153,461
MARCH	6	12	8,652	10,656	19,308	7.16	138,198
APRIL	8	16	8,317	16,770	25,087	6.66	167,045
MAY	5	13	8,894	16,261	25,155	6.79	170,877
JUNE	0	5	-	12,232	12,232	6.43	78,632
JULY	2	6	528	10,124	10,652	6.50	69,190
AUGUST	0	4	-	9,987	9,987	6.87	68,608
SEPTEMBER	5	14	6,078	19,959	26,037	6.78	176,618
OCTOBER	7	17	10,356	21,092	31,448	6.87	216,039
NOVEMBER	5	12	5,796	16,072	21,868	6.76	147,919
DECEMBER	6	12	3,772	16,432	20,204	7.57	152,947
<b>TOTAL</b>	<b>55</b>	<b>131</b>	<b>63,776</b>	<b>171,251</b>	<b>235,027</b>	<b>7.00</b>	<b>1,645,189</b>

1/ Ship arrivals excludes Hawaii home-ported ships (Norwegian Star and Norwegian Wind).

Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.

Source: DBEDT and Hawaii State Department of Transportation, Harbors Division.

Table 66: 2002 Total Cruise Passengers by MMA

	Passenger Type			Visitors by MMA				
	Out-of-		Hawaii Residents	US West	US East	Canada	Europe	Other
	Total	State Visitors						
<b>Total Passengers</b>	242,144	235,027	7,117	71,312	128,252	15,570	5,533	14,361
<b>Island Visitation (Number of Passengers)</b>								
Oahu	242,144	235,027	7,117	71,312	128,252	15,570	5,533	14,361
Kauai	226,152	219,505	6,647	66,602	119,782	14,542	5,167	13,412
Maui County	231,541	224,735	6,806	68,189	122,636	14,888	5,290	13,732
Maui	231,541	224,735	6,806	68,189	122,636	14,888	5,290	13,732
Molokai	2,073	2,002	71	517	1,153	153	64	114
Lanai	2,821	2,776	44	889	1,514	99	62	212
Big Island	229,511	222,765	6,746	67,591	121,561	14,758	5,244	13,611
Number of islands visited	3.50	3.50	3.47	3.51	3.52	3.45	3.42	3.40
<b>Purpose of Trip (Number of Passengers)</b>								
Honeymoon	9,883	9,752	131	2,485	5,587	770	194	715
Wedding	1,689	1,682	7	382	1,007	126	20	146
Convention / Conference	2,128	2,090	38	523	1,177	222	30	137
Business	3,825	3,610	215	1,328	1,872	217	12	181
Visit Friends or Relatives	20,453	19,426	1,027	8,862	8,597	897	331	739
Play Golf	6,662	6,532	130	2,023	3,523	570	117	298
Leisure	202,259	196,527	5,732	57,064	108,796	13,393	4,863	12,412
<b>Type of Accomodation Before or After Cruise (Number of Passengers)</b>								
Hotel	138,497	137,992	505	34,963	78,710	10,179	3,991	10,149
Hotel only	128,904	128,548	355	31,476	74,146	9,487	3,712	9,728
Condo	8,662	8,331	331	3,678	3,573	680	74	326
Condo only	3,967	3,695	272	1,643	1,515	323	31	183
Timeshare	4,934	4,882	51	1,746	2,368	267	282	219
Timeshare Only	1,687	1,687	0	721	798	58	38	73
Bed & Breakfast	1,413	1,352	61	295	841	75	44	97
Bed & Breakfast only	336	336	0	78	221	0	0	36
Friends & relatives	5,075	4,749	326	2,042	2,103	290	57	257
Friends only	2,569	2,392	177	1,211	954	115	13	99
Other accomodation	7,185	4,800	2,385	1,540	2,515	355	96	294
Other accomodation only	4,957	2,719	2,239	906	1,368	241	45	160
<b>Average Length of Stay (days)</b>								
Total Length of Stay in Hawaii	6.94	7.00	4.99	6.97	6.79	7.95	7.57	7.84
LOS in Hawaii Before Cruise	1.18	1.22	0.04	1.10	1.21	1.35	1.56	1.57
LOS in Hawaii During Cruise	4.53	4.55	4.16	4.52	4.54	4.73	4.64	4.50
LOS in Hawaii After Cruise	1.23	1.24	0.79	1.34	1.04	1.88	1.36	1.76
<b>Type of Visitors</b>								
First Timers	97,139	94,743	1,241	14,640	66,139	5,695	4,050	5,617
Repeat Visitors	145,005	140,284	5,876	56,672	62,113	9,875	1,483	8,744

Source: DBEDT



**Table 67. Per Person Per Day Spending by Category and by MMA**

	Passenger Type		Visitors by MMA Expenditure				
	Resident in		US West	US East	Canada	Europe	Other
	Visitor	Hawaii					
<b>Total Lodging</b>	<b>\$20.0</b>	<b>\$3.9</b>	<b>\$16.9</b>	<b>\$21.2</b>	<b>\$22.4</b>	<b>\$24.0</b>	<b>\$21.2</b>
<b>Total Food &amp; Beverage</b>	<b>\$13.7</b>	<b>\$7.9</b>	<b>\$13.0</b>	<b>\$13.8</b>	<b>\$15.1</b>	<b>\$14.1</b>	<b>\$15.0</b>
Food at Restaurants	\$7.1	\$2.8	\$6.4	\$7.2	\$8.1	\$8.9	\$7.5
Dinner Shows	\$3.4	\$2.3	\$3.3	\$3.6	\$2.9	\$1.3	\$3.9
Groceries	\$1.3	\$1.5	\$1.4	\$1.1	\$2.1	\$1.6	\$1.6
Other Food Expenditures	\$1.9	\$1.2	\$2.0	\$1.9	\$2.0	\$2.3	\$2.0
<b>Total Entertainment</b>	<b>\$4.1</b>	<b>\$2.9</b>	<b>\$3.6</b>	<b>\$4.4</b>	<b>\$4.3</b>	<b>\$3.6</b>	<b>\$3.5</b>
<b>Total Transportation</b>	<b>\$11.2</b>	<b>\$5.7</b>	<b>\$12.2</b>	<b>\$11.0</b>	<b>\$9.5</b>	<b>\$10.6</b>	<b>\$10.7</b>
Inter-island airfare	\$4.4	\$3.4	\$4.7	\$4.4	\$2.3	\$4.7	\$4.5
Ground transportation	\$1.3	\$0.6	\$1.2	\$1.3	\$2.0	\$2.1	\$1.9
Rental vehicles	\$2.9	\$1.3	\$3.4	\$2.8	\$3.0	\$2.2	\$2.2
Other transportation	\$2.5	\$0.4	\$2.9	\$2.5	\$2.2	\$1.7	\$2.1
<b>Total Shopping</b>	<b>\$16.4</b>	<b>\$8.6</b>	<b>\$15.7</b>	<b>\$16.9</b>	<b>\$15.1</b>	<b>\$18.1</b>	<b>\$17.1</b>
Fashion and Clothing	\$4.7	\$2.9	\$4.6	\$4.6	\$5.1	\$5.9	\$5.5
Jewelry / Watch	\$3.9	\$1.9	\$3.7	\$4.2	\$2.8	\$4.6	\$3.3
Cosmetics / Perfumes	\$0.4	\$0.2	\$0.4	\$0.4	\$0.4	\$0.8	\$0.8
Leather Goods	\$0.2	\$0.3	\$0.2	\$0.2	\$0.2	\$0.5	\$0.5
Hawaii food Products	\$1.4	\$1.0	\$1.5	\$1.4	\$1.6	\$0.8	\$1.3
Souvenirs	\$4.2	\$1.6	\$3.6	\$4.6	\$4.0	\$4.2	\$3.8
Other Shopping	\$1.5	\$0.7	\$1.7	\$1.5	\$1.0	\$1.3	\$1.9
<b>All Other Expenses</b>	<b>\$12.9</b>	<b>\$7.1</b>	<b>\$10.7</b>	<b>\$14.2</b>	<b>\$12.4</b>	<b>\$7.2</b>	<b>\$14.6</b>
<b>Shore Tour Spending</b>	<b>\$20.4</b>	<b>\$6.6</b>	<b>\$17.8</b>	<b>\$23.6</b>	<b>\$12.4</b>	<b>\$15.6</b>	<b>\$15.7</b>
Shore Tour: Honolulu (Oahu)	\$3.1	\$1.2	\$2.4	\$3.8	\$1.7	\$1.9	\$2.7
Lahaina (Maui)	\$4.0	\$0.8	\$3.2	\$4.8	\$2.8	\$3.4	\$3.3
Kahului (Maui)	\$2.4	\$0.7	\$2.2	\$2.8	\$1.0	\$1.8	\$1.7
Kona side (Big Island)	\$1.6	\$0.4	\$1.5	\$1.7	\$1.0	\$1.2	\$1.4
Hilo side (Big Island)	\$4.1	\$1.3	\$3.6	\$4.6	\$2.8	\$3.0	\$3.4
Nawiliwili (Kauai)	\$5.1	\$2.2	\$4.8	\$5.8	\$3.1	\$4.3	\$3.2
<b>Total Spending Per Person Per Day</b>	<b>\$98.7</b>	<b>\$42.6</b>	<b>\$90.0</b>	<b>\$105.1</b>	<b>\$91.2</b>	<b>\$93.3</b>	<b>\$97.9</b>

Source: DBEDT

**TOTAL AIR AND CRUISE VISITOR  
ARRIVALS BY ISLAND**



**Table 68: Total Visitor Arrivals 2002 vs. 2001**

	2002			2001			% CHANGE		
	By Air	By Ship	Total	By Air	By ship	Total	By Air	By ship	Total
STATE	6,389,058	63,776	6,452,834	6,303,791	46,571	6,350,362	1.4%	36.9%	1.6%
OAHU	4,276,077	63,776	4,339,853	4,257,535	45,976	4,303,511	0.4%	38.7%	0.8%
MAUI COUNTY	2,139,427	58,853	2,198,280	2,104,478	41,288	2,145,766	1.7%	42.5%	2.4%
...Maui	2,073,051	58,853	2,131,904	2,048,768	41,288	2,090,056	1.2%	42.5%	2.0%
...Molokai	75,135	0	75,135	70,233	0	70,233	7.0%	NA	7.0%
...Lanai	80,874	0	80,874	84,905	0	84,905	-4.7%	NA	-4.7%
KAUAI	1,005,898	53,898	1,059,796	1,008,698	36,309	1,045,007	-0.3%	48.4%	1.4%
BIG ISLAND	1,243,313	55,630	1,298,943	1,181,551	40,567	1,222,118	5.2%	37.1%	6.3%
...Hilo	448,449	55,114	503,563	387,345	40,016	427,361	15.8%	37.7%	17.8%
...Kona	1,033,614	52,204	1,085,818	1,027,781	35,878	1,063,659	0.6%	45.5%	2.1%

Source: DBEDT

# HOTEL OCCUPANCY AND ROOM RATE

*HOTEL OCCUPANCY RATE, AVERAGE ROOM  
RATE, AND REVENUE PER AVAILABLE ROOM*

*STATE*

*OAHU*

*MAUI*

*KAUAI*

*HAWAII (Big Island)*

**DBEDT**  
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
S T A T E   O F   H A W A I I

**TABLE 69: State Hotel Occupancy Rate: 2002 vs. 2001**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2002	2001	Absolute Change	2002	2001	% change	2002	2001	% change
JANUARY	64.8	76.3	-11.5	141.39	150.53	-6.1	91.68	114.79	-20.1
FEBRUARY	77.4	88.0	-10.6	143.76	153.23	-6.2	111.24	132.02	-15.7
MARCH	72.5	78.5	-6	147.61	150.62	-2.0	107.06	118.23	-9.4
APRIL	64.9	69.4	-4.5	144.18	151.25	-4.7	93.59	104.90	-10.8
MAY	65.9	67.2	-1.3	132.96	140.90	-5.6	87.56	94.66	-7.5
JUNE	72.3	71.8	0.5	137.42	142.57	-3.6	99.37	102.35	-2.9
JULY	75.0	76.0	-1	143.73	148.58	-3.3	107.79	112.87	-4.5
AUGUST	78.3	78.1	0.2	148.54	153.03	-2.9	116.37	119.44	-2.6
SEPTEMBER	65.0	56.7	8.3	129.36	129.06	0.2	84.09	73.16	14.9
OCTOBER	69.1	56.9	12.2	132.16	131.58	0.4	91.29	74.93	21.8
NOVEMBER	66.4	57.5	8.9	129.83	128.54	1.0	86.14	73.90	16.6
DECEMBER	66.7	57.2	9.5	152.51	149.30	2.2	101.72	85.36	19.2
<b>TOTAL</b>	<b>69.8</b>	<b>69.2</b>	<b>0.6</b>	<b>140.54</b>	<b>144.88</b>	<b>3.0</b>	<b>98.13</b>	<b>100.22</b>	<b>2.1</b>

**TABLE 70: Oahu Hotel Occupancy Rate: 2002 vs. 2001**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2002	2001	Absolute Change	2002	2001	% change	2002	2001	% change
JANUARY	64.7	79.1	-14.4	112.66	124.79	-9.7	72.89	98.71	-26.2
FEBRUARY	77.8	88.0	-10.2	114.42	121.64	-5.9	89.02	107.04	-16.8
MARCH	70.6	75.9	-5.3	112.02	118.75	-5.7	79.09	90.13	-12.3
APRIL	63.0	67.2	-4.2	108.50	117.46	-7.6	68.36	78.93	-13.4
MAY	67.2	67.0	0.2	111.71	118.77	-5.9	75.07	79.40	-5.5
JUNE	72.6	73.0	-0.4	109.47	116.38	-5.9	79.48	84.96	-6.5
JULY	73.4	74.2	-0.8	114.74	119.83	-4.2	84.22	88.91	-5.3
AUGUST	75.9	77.7	-1.8	121.02	124.54	-2.8	91.85	96.77	-5.1
SEPTEMBER	65.6	56.5	9.1	109.49	107.89	1.5	71.83	60.96	17.8
OCTOBER	69.1	54.0	15.1	110.96	109.68	1.2	76.67	59.23	29.5
NOVEMBER	69.2	54.1	15.1	107.43	99.53	7.9	74.34	53.85	38.1
DECEMBER	73.0	58.5	14.5	119.05	109.54	8.7	86.89	64.08	35.6
<b>TOTAL</b>	<b>70.3</b>	<b>68.6</b>	<b>1.7</b>	<b>111.46</b>	<b>116.22</b>	<b>4.8</b>	<b>78.36</b>	<b>79.73</b>	<b>1.7</b>

Source: Hospitality Advisors LLC.

**TABLE 71: Maui Hotel Occupancy Rate: 2002 vs. 2001**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2002	2001	Absolute Change	2002	2001	% change	2002	2001	% change
JANUARY	66.2	77.9	-11.7	189.67	186.02	2.0	125.56	144.91	-13.4
FEBRUARY	78.3	85.2	-6.9	193.51	197.36	-2.0	151.52	168.15	-9.9
MARCH	77.8	84.9	-7.1	200.26	193.51	3.5	155.80	164.29	-5.2
APRIL	72.7	77.7	-5	194.72	194.48	0.1	141.56	151.11	-6.3
MAY	68.3	72.4	-4.1	161.85	168.63	-4.0	110.54	122.09	-9.5
JUNE	75.2	75.7	-0.5	176.13	179.02	-1.6	132.45	135.52	-2.3
JULY	78.8	80.6	-1.8	185.38	187.24	-1.0	146.08	150.92	-3.2
AUGUST	81.4	80.3	1.1	186.48	191.61	-2.7	151.79	153.86	-1.3
SEPTEMBER	64.6	58.1	6.5	156.70	156.75	0.0	101.23	91.07	11.2
OCTOBER	68.1	60.9	7.2	157.13	156.36	0.5	107.01	95.22	12.4
NOVEMBER	62.2	64.9	-2.7	164.49	164.48	0.0	102.31	106.75	-4.2
DECEMBER	62.5	58.0	4.5	204.14	205.52	-0.7	127.59	119.20	7.0
<b>TOTAL</b>	<b>71.0</b>	<b>73.0</b>	<b>2.7</b>	<b>181.25</b>	<b>184.13</b>	<b>1.6</b>	<b>128.69</b>	<b>134.41</b>	<b>-4.3</b>

**TABLE 72: Kauai Hotel Occupancy Rate: 2002 vs. 2001**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2002	2001	Absolute Change	2002	2001	% Change	2002	2001	% Change
JANUARY	58.0	65.0	-7	148.98	153.66	-3.0	86.41	99.88	-13.5
FEBRUARY	67.6	81.2	-13.6	166.16	158.56	4.8	112.32	128.75	-12.8
MARCH	71.5	73.0	-1.5	162.93	151.87	7.3	116.49	110.87	5.1
APRIL	66.8	70.0	-3.2	162.77	157.00	3.7	108.73	109.90	-1.1
MAY	69.2	69.4	-0.2	149.95	146.60	2.3	103.77	101.74	2.0
JUNE	76.1	69.6	6.5	156.06	155.09	0.6	118.76	107.94	10.0
JULY	82.2	81.3	0.9	160.65	157.47	2.0	132.05	128.02	3.2
AUGUST	83.4	83.3	0.1	160.24	161.68	-0.9	133.64	134.68	-0.8
SEPTEMBER	73.8	63.0	10.8	150.01	137.34	9.2	110.71	86.52	28.0
OCTOBER	75.6	71.2	4.4	151.24	142.80	5.9	114.34	101.67	12.5
NOVEMBER	64.9	64.1	0.8	148.31	134.84	10.0	96.25	86.43	11.4
DECEMBER	53.4	54.9	-1.5	175.63	151.89	15.6	93.79	83.39	12.5
<b>TOTAL</b>	<b>70.0</b>	<b>70.6</b>	<b>0.6</b>	<b>156.78</b>	<b>151.37</b>	<b>3.6</b>	<b>109.75</b>	<b>106.87</b>	<b>2.7</b>

Source: Hospitality Advisors LLC.

**TABLE 73: Island of Hawaii (Big Island) Hotel Occupancy Rate: 2002 vs. 2001**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2002	2001	Absolute Change	2002	2001	% Change	2002	2001	% Change
JANUARY	64.2	70.8	-6.6	182.00	181.18	0.5	116.84	128.28	-8.9
FEBRUARY	70.7	84.6	-13.9	184.46	186.62	-1.2	130.41	157.88	-17.4
MARCH	67.6	79.9	-12.3	185.51	175.35	5.8	125.40	140.10	-10.5
APRIL	57.4	61.7	-4.3	181.85	179.88	1.1	104.38	110.99	-6.0
MAY	50.8	57.0	-6.2	163.91	167.95	-2.4	83.27	95.73	-13.0
JUNE	62.4	61.6	0.8	165.38	168.12	-1.6	103.20	103.56	-0.4
JULY	67.0	70.3	-3.3	167.17	175.12	-4.5	112.00	123.11	-9.0
AUGUST	75.9	71.4	4.5	176.26	183.15	-3.8	133.78	130.77	2.3
SEPTEMBER	52.6	50.1	2.5	148.99	152.93	-2.6	78.37	76.62	2.3
OCTOBER	62.4	50.7	11.7	157.96	154.30	2.4	98.57	78.23	26.0
NOVEMBER	58.3	51.9	6.4	155.78	155.31	0.3	90.82	80.61	12.7
DECEMBER	57.4	52.3	5.1	208.84	201.61	3.6	119.87	105.44	13.7
<b>TOTAL</b>	<b>62.1</b>	<b>63.6</b>	<b>1.5</b>	<b>172.80</b>	<b>173.78</b>	<b>0.6</b>	<b>107.31</b>	<b>110.52</b>	<b>-2.9</b>

Source: Hospitality Advisors LLC.

# VISITOR PLANT INVENTORY

*EXISTING INVENTORY*

*CLASS OF UNITS*

*AVAILABLE UNITS*





**TABLE 74: 2002 Visitor Plant Inventory – Existing Inventory by Island and Type**

<b>ISLAND</b>	<b>TYPE</b>	<b>PROPERTIES</b>	<b>AVAILABLE UNITS</b>	<b>% CHANGE FROM 2001</b>
<b>OAHU</b>	APARTMENT/ HOTEL	12	307	
	BED & BREAKFAST	11	28	
	CONDOMINIUM HOTEL	27	3,442	
	HOSTEL	6	213	
	HOTEL	80	31,442	
	INDIVIDUAL VACATION UNIT	45	269	
	OTHER	12	756	
	<b>TOTAL</b>		<b>193</b>	<b>36,457</b>
<b>HAWAII</b>	BED & BREAKFAST	60	259	
	CONDOMINIUM HOTEL	28	1,885	
	HOSTEL	3	56	
	HOTEL	29	6,486	
	INDIVIDUAL VACATION UNIT	42	439	
	OTHER	9	172	
	<b>TOTAL</b>		<b>171</b>	<b>9,297</b>
<b>KAUAI</b>	APARTMENT/ HOTEL	1	4	
	BED & BREAKFAST	28	81	
	CONDOMINIUM HOTEL	38	2,755	
	HOSTEL	1	40	
	HOTEL	14	2,694	
	INDIVIDUAL VACATION UNIT	135	402	
	OTHER	21	1061	
<b>TOTAL</b>		<b>238</b>	<b>7,037</b>	<b>-2.3%</b>
<b>MAUI</b>	APARTMENT/ HOTEL	7	103	
	BED & BREAKFAST	23	113	
	CONDOMINIUM HOTEL	102	7,548	
	HOSTEL	2	30	
	HOTEL	29	8,413	
	INDIVIDUAL VACATION UNIT	63	584	
	OTHER	16	613	
<b>TOTAL</b>		<b>242</b>	<b>17,404</b>	<b>-1.0%</b>
<b>MOLOKAI</b>	BED & BREAKFAST	1	1	
	CONDOMINIUM HOTEL	4	101	
	HOTEL	1	45	
	OTHER	2	7	
	INDIVIDUAL VACATION UNIT	2	66	
<b>TOTAL</b>		<b>10</b>	<b>220</b>	<b>-22.0%</b>
<b>LANAI</b>	BED & BREAKFAST	1	3	
	HOTEL	3	362	
	INDIVIDUAL VACATION UNIT	2	3	
<b>TOTAL</b>		<b>6</b>	<b>368</b>	<b>0.0%</b>
<b>STATE TOTAL</b>		<b>860</b>	<b>70,783</b>	<b>-2.0%</b>

Source: DBEDT

**TABLE 75: 2002 Visitor Plant Inventory – Class of Units by County**

ISLAND	CLASS	AVAILABLE UNITS	PERCENT	NUMBER RESPONDING
<b>OAHU</b>	BUDGET (UP TO \$100)	7,695	21.5%	
	STANDARD (\$101 TO \$250)	16,180	45.1%	
	DELUXE (\$251 TO \$500)	10,874	30.3%	
	LUXURY (OVER \$500/NIGHT)	1105	3.1%	
	<b>TOTAL</b>	<b>35,854</b>	<b>100.0%</b>	<b>177</b>
<b>HAWAII</b>	BUDGET (UP TO \$100)	1,895	20.8%	
	STANDARD (\$101 TO \$250)	3,449	37.8%	
	DELUXE (\$251 TO \$500)	2,596	28.5%	
	LUXURY (OVER \$500/NIGHT)	1184	13.0%	
	<b>TOTAL</b>	<b>9,124</b>	<b>100.0%</b>	<b>156</b>
<b>KAUAI</b>	BUDGET (UP TO \$100)	1,029	14.7%	
	STANDARD (\$101 TO \$250)	3,103	44.4%	
	DELUXE (\$251 TO \$500)	2,263	32.3%	
	LUXURY (OVER \$500/NIGHT)	600	8.6%	
	<b>TOTAL</b>	<b>6,995</b>	<b>100.0%</b>	<b>212</b>
<b>MAUI</b>	BUDGET (UP TO \$100)	2,494	14.7%	
	STANDARD (\$101 TO \$250)	5,816	34.4%	
	DELUXE (\$251 TO \$500)	6,977	41.2%	
	LUXURY (OVER \$500/NIGHT)	1,630	9.6%	
	<b>TOTAL</b>	<b>16,917</b>	<b>100.0%</b>	<b>221</b>
<b>MOLOKAI</b>	BUDGET (UP TO \$100)	56	25.6%	
	STANDARD (\$101 TO \$250)	98	44.4%	
	DELUXE (\$251 TO \$500)	66	30.0%	
	LUXURY (OVER \$500/NIGHT)	0	0.0%	
	<b>TOTAL</b>	<b>220</b>	<b>100.0%</b>	<b>10</b>
<b>LANAI</b>	BUDGET (UP TO \$100)	7	2.0%	
	STANDARD (\$101 TO \$250)	10	2.7%	
	DELUXE (\$251 TO \$500)	174	47.2%	
	LUXURY (OVER \$500/NIGHT)	177	48.2%	
	<b>TOTAL</b>	<b>368</b>	<b>100.0%</b>	<b>6</b>
<b>STATE TOTAL</b>		<b>69,479</b>		<b>782</b>

NOTE: Based on 804 properties for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total due to rounding error.

Source: DBEDT

TABLE 76: Visitor Plant Inventory – Available Units by County

YEAR	STATE TOTAL	OAHU		HAWAII COUNTY		KAUAI COUNTY		MAUI COUNTY	
		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 <sup>1/</sup>	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

<sup>1/</sup> No survey was conducted in 1995.

NA: Not available

Source: DBEDT and Hawaii Visitors & Convention Bureau

**TOTAL AIR SEATS OPERATED TO  
HAWAII**

*TOTAL AIR SETS*

*DOMESTIC AIR SEATS*

*INTERNATIONAL AIR SEATS*



**TABLE 77: Total Air Seats Operated To Hawaii**

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2002	%Chge	2002	%Chge	2002	%Chge	2002	%Chge	2002	%Chge
<b>TOTAL SEATS</b>	8,653,752	-0.8%	6,637,133	-1.7%	1,326,429	0.0%	478,240	1.3%	211,950	22.7%
<b>Scheduled Seats</b>	8,252,306	-1.8%	6,320,832	-3.6%	1,283,488	2.3%	459,598	1.9%	188,388	33.7%
<b>Charter seats</b>	401,446	25.9%	316,301	62.4%	42,941	-39.8%	18,642	-10.6%	23,562	-25.9%

**TABLE 78: Domestic Air Seats Operated To Hawaii**

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2002	%Chge	2002	%Chge	2002	%Chge	2002	%Chge	2002	%Chge
<b>DOMESTIC SEATS</b>	5,794,593	4.1%	3,943,706	4.4%	1,275,107	0.7%	363,830	4.0%	211,950	25.1%
<b>Scheduled Seats</b>	5,461,558	3.8%	3,695,816	2.7%	1,232,166	3.1%	345,188	4.9%	188,388	36.9%
<b>Charter seats</b>	333,035	9.3%	247,890	37.2%	42,941	-39.8%	18,642	-10.6%	23,562	-25.9%
<b>US West</b>	4,640,094	7.0%	3,017,116	6.5%	1,089,402	5.1%	345,188	4.9%	188,388	36.9%
...Burbank	26,536	na	26,536	na						
...Denver	29,402	na	28,856	na			546	na		
...Los Angeles	2,270,169	2.7%	1,425,164	3.0%	538,798	-3.8%	197,689	-0.6%	108,518	62.0%
...Oakland	118,172	7.9%	46,500	2.7%	45,880	2.2%	25,792	33.3%		
...Ontario	48,662	na	48,662	na						
...Orange County	90,644	66.6%	45,384	50.6%	45,260	86.5%				
...Phoenix	64,316	36.7%	41,588	85.1%	22,728	-7.5%				
...Portland	111,264	1.4%	111,264	1.4%						
...Sacramento	47,840	na	47,840	na						
...Salt Lake City	92,119	na	92,119	229.4%						
...San Diego	83,950	48.6%	83,950	48.6%						
...San Francisco	1,196,878	-4.2%	681,171	-9.1%	314,676	-1.3%	121,161	9.3%	79,870	13.1%
...San Jose	114,224	-10.6%	61,248	-4.1%	52,976	-17.1%				
...Seattle	345,918	0.2%	276,834	-19.8%	69,084	na				
<b>US East</b>	821,464	-11.0%	678,700	-11.2%	142,764	-9.9%				
...Atlanta	0	na	0	na						
...Chicago	72,427	-32.7%	72,427	-32.7%						
...Dallas	215,191	-14.6%	142,764	-19.4%	72,427	-3.3%				
...Detroit	21,600	33.3%	21,600	33.3%						
...Houston	163,203	37.0%	163,203	37.0%						
...Minneapolis	119,970	1.3%	119,970	1.3%						
...Newark	86,499	-8.3%	86,499	-8.3%						
...New York	0	na	0	na						
...St. Louis	142,574	-14.7%	72,237	-13.6%	70,337	-15.8%				

Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

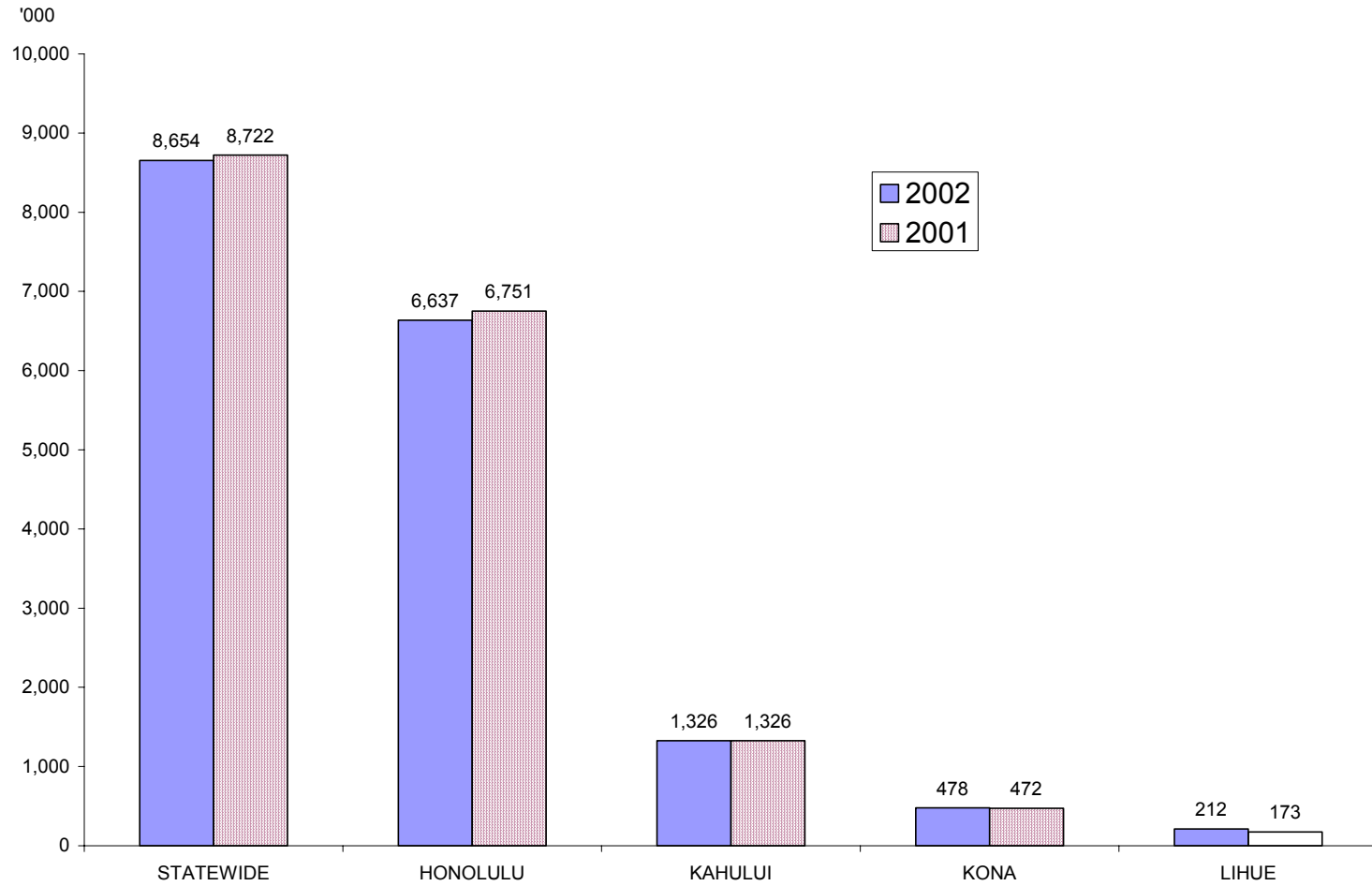
TABLE 79: Total Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2002	%Chge	2002	%Chge	2002	%Chge	2002	%Chge	2002	%Chge
<b>INTERNATIONAL SEATS</b>	2,859,159	-9.4%	2,693,427	-9.4%	51,322	-13.6%	114,410	-6.2%		
<b>Scheduled Seats</b>	2,790,748	-11.2%	2,625,016	-11.3%	51,322	-13.6%	114,410	-6.2%		
<b>Charter seats</b>	68,411	385.7%	68,411	385.7%						
Japan	1,961,733	-9.2%	1,847,323	-9.4%			114,410	-6.2%		
...Fukuoka	144,840	3.2%	144,840	3.2%						
...Hiroshima	24,708	-12.1%	24,708	-12.1%						
...Nagoya	144,400	-40.1%	144,400	-40.1%						
...Niigata	4,828	na	4,828	na						
...Osaka	428,552	-11.3%	428,552	-11.3%						
...Sapporo	93,524	-7.4%	93,524	-7.4%						
...Sendai	46,124	na	46,124	-35.8%						
...Tokyo-HND	30,569	-70.8%	30,569	-70.8%						
...Tokyo-NRT	1,044,188	6.8%	929,778	8.6%			114,410	-6.2%		
Canada	313,773	-9.0%	262,451	-6.9%	51,322	-13.6%				
...Calgary	4,554	na	2,772	na	1,782	na				
...Edmonton	2,178	na	1,584	na	594	na				
...Toronto	58,742	-2.4%	58,742	-2.4%						
...Vancouver	248,299	4.0%	199,353	7.4%	48,946	-1.9%				
Other Asia	78,176	-27.4%	78,176	-27.4%						
...Seoul	78,176	-15.1%	78,176	-15.1%						
Oceania	211,129	-5.4%	211,129	-5.4%						
...Auckland	32,526	-32.5%	32,526	-32.5%						
...Melbourne	17,384	na	17,384	na						
...Sydney	161,219	2.9%	161,219	2.9%						
Other	225,937	-26.2%	225,937	-26.2%						
...Apia	8,008	-23.5%	8,008	-23.5%						
...Guam	84,575	-19.4%	84,575	-19.4%						
...Johnston Island	12,075	59.1%	12,075	59.1%						
...Majuro	24,050	0.1%	24,050	0.1%						
...Midway	575	-90.4%	575	-90.4%						
...Manila	26,440	-31.5%	26,440	-31.5%						
...Nadi	16,592	-42.9%	16,592	-42.9%						
...Noumea, N.C.	704	2.5%	704	2.5%						
...Pago Pago	35,568	-1.7%	35,568	-1.7%						
...Papeete	16,112	-39.8%	16,112	-39.8%						
...Rarotonga	868	na	868	na						
...Tongatapu	370	na	370	na						

Source: OAG schedules and State of Hawaii DOT Airports Division

Figure 13: Air Seats Operated to Hawaii by Island: 2002 vs. 2001

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Source: OAG schedules and State of Hawaii DOT Airports Division

# APPENDIX

## *DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS*





# DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

## DEFINITIONS

**Average Daily Census:** Average number of visitors present daily in the State.

**Average Length of Stay:** Number of days visitors are in the State including the day of arrival and of departure.

**Major Market Areas (MMAs):** The following geographical areas are defined by the Hawaii Tourism Authority for marketing purposes to make the State more globally competitive:

1. U.S. West – Pacific and Mountain 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. Hawaii Convention Center

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

***Domestic Visitor:*** Visitor who stayed in Hawaii for at least one night but less than one year arriving on flights from the U.S. mainland. A foreign resident from the U.S. mainland is counted as a domestic visitor.

### ***International Visitor***

Visitor who stayed in Hawaii for at least one night but less than one year arriving on flights from U.S. territories and foreign countries. An U.S. resident arriving in Hawaii on a flight directly from a foreign country is counted as an international visitor.

### ***Group Tour***

Visitors who travel and participate in activities in a group with tour guide(s) much of the time during their visit. For Japanese visitor, company-paid incentive travels are included in this category.

### ***Package***

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

***True Independent***

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

***Pleasure (Net)***

Visitors whose reason for traveling are either for vacation or for honeymoon (includes wedding) or both. If a visitor selects two or more sub-categories within the pleasure category, they are counted only once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

***MC&I (Net)***

Visitors whose reason for traveling are for meetings, conventions, or incentives. If a visitor selects two or more sub-categories within the MC&I category, they are counted only once. Therefore, the sum of the sub-categories may be larger than the MC&I category.

**SOURCES OF DATA**

The data in this report come from eleven sources:

1. Monthly passenger counts for each airline,
2. International visitors by country of residence from the Bureau of Customs & Border Protection, U.S. Department of Homeland Security,
3. International visitor counts by visa type from the Bureau of Customs & Border Protection, Honolulu office,
4. U.S. Customs declaration forms,
5. An International Intercept Survey at the Honolulu International Airport,
6. A Domestic in-flight survey of passengers on flights originating in the Mainland U.S.,
7. Honolulu International Airport billing records,
8. A Visitor Expenditure Survey for domestic visitors,
9. Honolulu and Hilo Harbor cruise ship passenger counts, and
10. A Visitor Plant Inventory survey (refer to DBEDT's *2002 Visitor Plant Inventory Report*).
11. Hospitality Advisors hotel report.

**Airline Passenger Counts:** Every airline (both chartered and scheduled) reports passenger counts each month to DBEDT. Those passenger counts provide the total number of arriving passengers. Visitor counts are derived by subtracting the estimated in-transit passengers, returning Hawaii residents, and intended residents as measured by the U.S. Customs Declaration Forms and domestic in-flight surveys.

**Office of Immigration Statistics, Washington, D.C.:** Monthly reports from the Washington, D.C. Office of Immigration Statistics, U.S. Department of Homeland Security provide counts of international visitors to Hawaii by their country of residence. The reports also identify those simply passing through Hawaii. Canadian and U.S residents are not included in these counts.

**Bureau of Customs & Border Protection, Honolulu:** Monthly reports from the Bureau of Customs & Border Protection Honolulu office provide counts of Canadian visitors, U.S. permanent residents and U.S. citizens coming on flights from international cities.

**U.S. Customs Declaration Forms:** All Customs Declaration Forms are systematically pulled for 10 days in each month to determine the number of returning Hawaii residents on international flights. The forms are also used to determine the state of residence of those living on the U.S. mainland, stopping over in Hawaii after their international trip. This survey does not collect names, addresses or other personally identifying information.

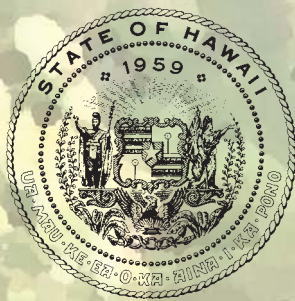
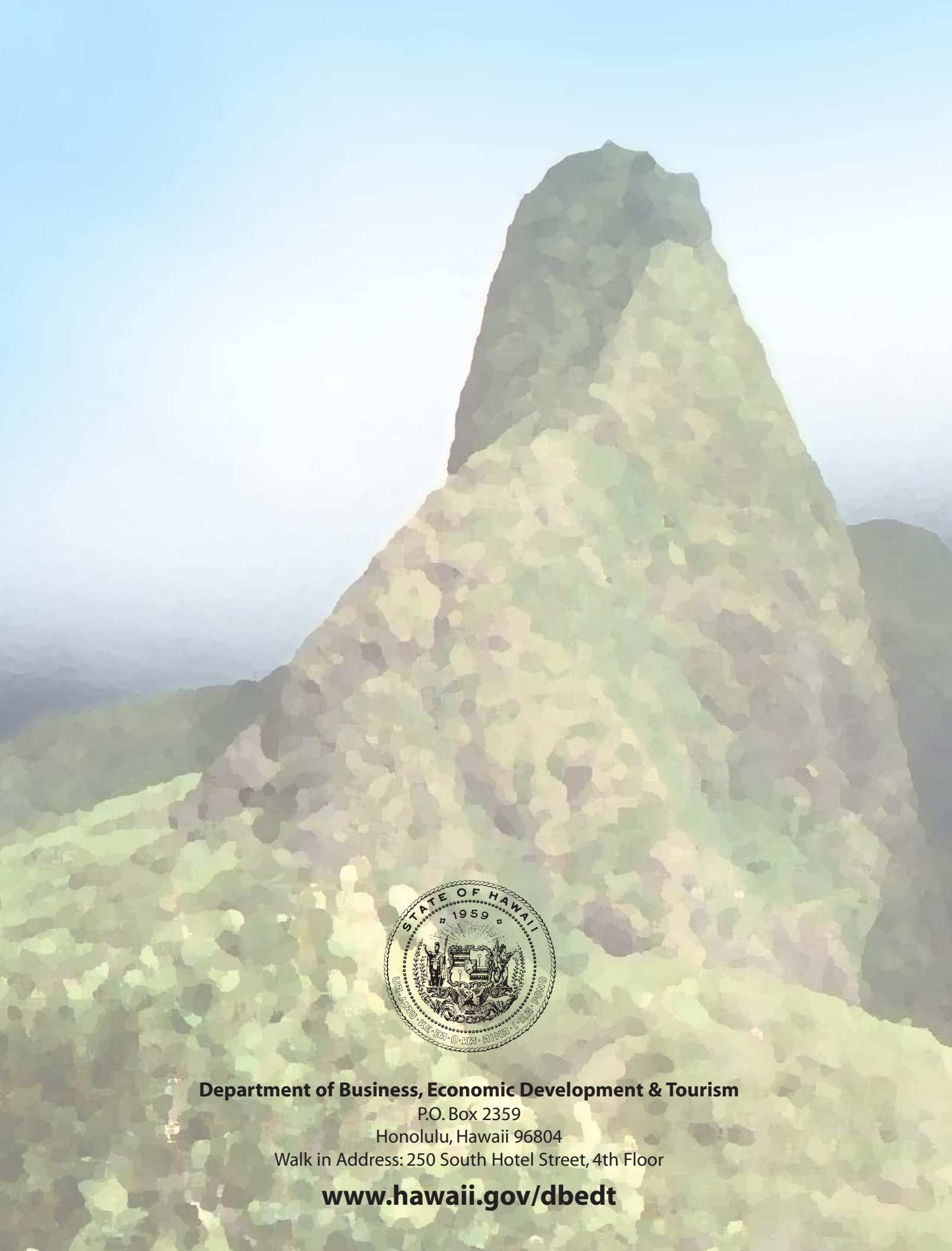
**International Intercept Survey:** The international intercept survey provides information on international visitor characteristics such as length of stay, island visitation patterns, accommodations, etc. The survey also collects information on visitor expenditures. It is distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport and the Kahului Airport on Maui. In 2002, a total of 46,471 such surveys were completed and processed.

**Domestic Survey:** The domestic survey form is on the reverse side of the Hawaii State Department of Agriculture's mandatory Plants and Animals declaration form. The dual-sided form is distributed to passengers on all flights from the U.S. mainland to Hawaii every day of the year. Hawaii-bound air carriers from the U.S. mainland reported carrying 5,253,652 passengers in 2002, excluding in-transit passengers who are only in Hawaii for a few hours. In 2002, there were 2,029,259 usable forms collected and processed. Each form represented an average party of 1.94 visitors, for a total of 3,937,732 surveyed passengers, which accounted for 75.0 percent of total passengers. The characteristics of respondents were attributed to non-respondents as well. All usable forms were optically scanned and tabulated to produce the results presented here.

**Honolulu International Airport Billing Records:** The billings records show the number of passengers on flights from Canada who were pre-cleared in Canada and not included in the INS, Honolulu reports.

**Domestic Visitor Expenditure Survey:** Approximately 2,300 surveys a month are sent to the place of accommodation of domestic visitors to obtain daily expenditure patterns. Only visitors who stay at least four days are selected. Beginning in 1999, the survey was sent to all types of accommodations on all islands. In 2002, there were 3,584 usable forms collected and processed.

**Honolulu, Hilo and Lahaina Harbor Cruise Passenger Counts:** All cruise ships entering Honolulu, Hilo and Lahaina Harbor report passenger counts to the Department of Transportation, Harbors Division, and the Department of Land and Natural Resources. DBEDT obtains passenger counts from these harbors and estimates counts for Kauai based on this information. The DBEDT numbers specifically look at the number of passengers arriving in the state on cruise ships. Visitors flying to Hawaii and then boarding the cruise vessel are captured in the surveys of air passengers.



**Department of Business, Economic Development & Tourism**

P.O. Box 2359

Honolulu, Hawaii 96804

Walk in Address: 250 South Hotel Street, 4th Floor

**[www.hawaii.gov/dbedt](http://www.hawaii.gov/dbedt)**