

# ANNUAL VISITOR RESEARCH REPORT



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**DBEDT**

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

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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 Dr. Seiji F. Naya. This report was prepared by Dr. Eugene Tian under the direction of the division administrator, Dr. Pearl Imada Iboshi, with the assistance of Cy Feng, Aaron Peterson, Minh-Chau Trinh, and Matthew Pennaz.

Mr. Christopher Kam, Manager of the Market Trends Department of 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 this report, contact the DBEDT Library at 586-2424, or e-mail [library@dbedt.hawaii.gov](mailto:library@dbedt.hawaii.gov).

# SUMMARY OF 2001 VISITORS TO HAWAII

## *OVERVIEW*

*Total Expenditures*

*Visitor Days*

*Per Person Per Day Spending*

*Per Person Per Trip Spending*

*Island Visitor Patterns*

*Monthly Visitation Pattern*

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# OVERVIEW

Similar to many other tourist destinations worldwide, Hawaii's visitor industry experienced a downturn in 2001, largely due to the events of September 11<sup>th</sup>. Total arrivals dropped by 9.3 percent for the year as compared to the milestone achieved in 2000 of nearly 7.0 million visitors. However, those who came to the islands in 2001 stayed longer (+3.2%) at an average of 9.16 days. This increased length of stay partially offset lower visitor arrivals, resulting in total visitor days falling 6.4 percent.

Total visitor expenditures fell 7.3 percent to \$10.1 billion. Per person per day spending was \$169, up slightly from last year's amount of \$168 per day.

The visitor numbers showed rapid improvement in the months following September, with total visitor days improving from September's low of -25.6 percent, to October's -24.5 percent, to November's -17.5 percent to December's -11.4 percent. By the end of the year, arrivals from the U.S. West, the State's largest Major Market Area (MMA) was just slightly off (-0.9%) from the previous December's record high.

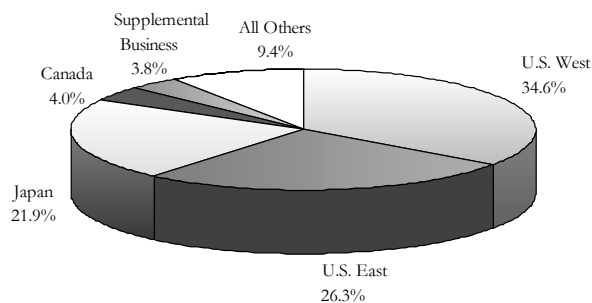
Another highlight for 2001 was Hawaii's cruise ship industry which continued to grow during the months following the attacks. The number of visitors who came by cruise ships and those who arrived by air to board cruise ships touring the islands in the last four months of 2001 jumped 66 percent to 49,883 passengers, compared to the same period in 2000.

All visitor statistics presented in this report, except for TABLES 58 through 68, are for visitors arriving by air only.

## TOTAL EXPENDITURES

Spending by visitors from the U.S. West increased 1.6 percent in 2001 and comprised the largest portion of total expenditures at 34.6 percent or \$3.5 billion. Expenditures from U.S. East visitors (-11.1%) ranked second at \$2.7 billion or 26.3 percent of the total. Japanese expenditures followed in 3<sup>rd</sup> place at \$2.2 billion or a 21.9 percent share. Combined, these three MMAs accounted for 82.9 percent of total expenditures for the year.

**FIGURE 1: Visitor Expenditures by Major Market Areas  
Calendar Year 2001**

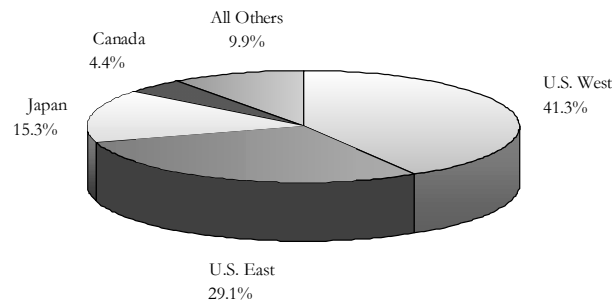


Source: DBEDT

## **VISITOR DAYS**

Total visitor days (visitor arrivals multiplied by the average length of stay) fell 6.4 percent from 2000 as a result of lower arrivals, which entirely offset a longer average length of stay. The U.S. West, Hawaii's primary market, was the least affected by recent events. U.S. West visitor days was off by only 2.2 percent for 2001 as double-digit losses in arrivals in September diminished by year-end with stable length of stay at 9.89 days. U.S. East visitors' average length of stay was virtually unchanged at 10.4 days, however, lower arrivals (-7.3) resulted in a 6.5 percent drop in visitor days. A 15.9 percent decline in the number of Japanese visitors to the islands entirely offset a longer length of stay (+8.4% to 6.02 days), resulting in an 8.9 percent decrease in visitor days. Canada, the 4<sup>th</sup> largest MMA, reported a 14.4 percent decrease in visitor days.

**FIGURE 2: Visitor Days by Major Market Areas  
Calendar Year 2001**



Source: DBEDT

## **PER PERSON PER DAY SPENDING**

Average total expenditure per person per day (PPPD) for 2001 increased slightly (0.2%) from the previous year to \$169, due to the increases in daily spending by visitors from U.S. West, Japan, Canada, and Europe.

Japanese visitors' per person spending continued to be the highest compared to all other visitor groups at \$241 per day. Visitors from Other Asia (\$175 per day) ranked second followed by Oceania (\$169), Latin America (\$163 per day), U.S. East (\$161 per day) and Europe (\$160 per day). Visitors from Canada and the U.S. West spent the least at \$152 and \$150 per day, respectively. Airfare costs to and from Hawaii are not included in these spending estimates.

## **PER PERSON PER TRIP SPENDING**

Longer length of stay resulted in a 2.2 percent growth in total per person per trip expenditures to \$1,606. European visitors spent the most on a per trip basis, averaging \$1,935 per person. Although daily spending from Canadian visitors was fairly low, their length of stay (12.16 days) was the longest among all visitors to the islands and translated into the second highest per trip spending at \$1,847. Ranked third in per trip spending were visitors from Latin America (\$1,691), followed by visitors from the U.S. East (\$1,677). Visitors from the Other Asia MMA spent the least at \$1,322 per trip.

## **ISLAND VISITOR PATTERNS**

**Island of Oahu:** Visitor days for Oahu were off by 6.4 percent in 2001 (TABLES 4 & 41), primarily due to lower arrivals in both the international segment (-13.1%) and to a lesser extent, the domestic market. Oahu accounted for nearly 73 percent of all international visitor days in the State and 43 percent of domestic visitor days. Both domestic and international visitors spent more days on Oahu than on any other island during their stay (7.72 and 5.71 days, respectively). On an average day, the number of visitors on Oahu (the average daily visitor census) was 79,702, down 6.1 percent from the previous year (TABLE 6).

**Islands of Maui, Molokai and Lanai:** Total visitor days for the island of Maui fell 7.7 percent (TABLES 4 & 43) due to decreases in both domestic and international visitor days. The island comprised 13.4 percent of all international visitor days spent in Hawaii and 28.2 percent of all domestic visitor days. Maui Island's average daily visitor census dropped 7.4 percent to 38,724.

Molokai visitor days fell 8.4 percent (TABLE 44), while the average daily census dropped 8.2 percent to 831 visitors. Visitor days for Lanai decreased 3.3 percent, while the average daily census was 1,097, also down 2.9 percent from the previous year.

**Island of Kauai:** Kauai visitor days were also off by 7.0 percent due to lower arrivals from both the domestic and international markets (TABLE 46). Kauai made up 12.9 percent of the State's total domestic visitor days, but only 3.6 percent of international visitor days. The average daily visitor census was 16,830, down 6.7 percent from the previous year.

**Island of Hawaii:** Visitor days for the island of Hawaii dropped 3.8 percent in 2001 due to decreases in both domestic and international arrivals (TABLE 47). The average daily visitor census was 21,064; this was 3.5 percent lower than in the previous year. Hawaii accounted for 9.1 percent of all international visitor days for the State and 14.7 percent of all domestic visitor days.

## **MONTHLY VISITATION PATTERN**

July was the busiest month in 2001 with an average of 193,255 visitors present per day. August and June ranked second and third, averaging 184,621 and 182,865 visitors, respectively on a daily basis. Generally, the early summer months (June and July) and the winter months (December, January and February) saw the most visitors to the islands.

**TABLE 1: Summary of Visitor Statistics: 2001 vs. 2000**

CATEGORY AND MMA	2001	2000	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>10,121.2</b>	<b>10,918.1</b>	<b>-7.3</b>
U.S. West	3,510.4	3,455.8	1.6
U.S. East	2,664.0	2,996.8	-11.1
Japan	2,219.2	2,370.4	-6.4
Canada	400.7	451.5	-11.2
Europe	243.9	263.8	-7.6
Oceania	115.2	132.3	-12.9
Other Asia	134.7	192.8	-30.1
Latin America	24.9	32.1	-22.4
Other	432.2	500.3	-13.6
Supplemental business	376.0	522.3	-28.0
<b>TOTAL VISITOR DAYS</b>	<b>57,760,242</b>	<b>61,721,150</b>	<b>-6.4</b>
U.S. West	23,462,699	23,978,995	-2.2
U.S. East	16,524,415	17,673,292	-6.5
Japan	9,201,668	10,097,846	-8.9
Canada	2,638,548	3,081,557	-14.4
Europe	1,521,623	1,996,697	-23.8
Oceania	681,446	773,573	-11.9
Other Asia	771,288	988,880	-22.0
Latin America	153,372	178,884	-14.3
Other	2,805,183	2,951,426	-5.0
<b>VISITOR ARRIVALS</b>	<b>6,303,791</b>	<b>6,948,595</b>	<b>-9.3</b>
U.S. West	2,372,070	2,432,444	-2.5
U.S. East	1,588,164	1,712,712	-7.3
Japan	1,528,564	1,817,643	-15.9
Canada	216,948	251,843	-13.9
Europe	126,020	166,973	-24.5
Oceania	81,158	95,974	-15.4
Other Asia	101,870	152,543	-33.2
Latin America	14,737	18,150	-18.8
Other	274,259	300,313	-8.7
<b>AVERAGE LENGTH OF STAY</b>	<b>9.16</b>	<b>8.88</b>	<b>3.2</b>
U.S. West	9.89	9.86	0.3
U.S. East	10.40	10.32	0.8
Japan	6.02	5.56	8.4
Canada	12.16	12.24	-0.6
Europe	12.07	11.96	1.0
Oceania	8.40	8.06	4.2
Other Asia	7.57	6.48	16.8
Latin America	10.41	9.86	5.6
Other	10.23	9.83	4.1
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>168.7</b>	<b>168.4</b>	<b>0.2</b>
U.S. West	149.6	144.1	3.8
U.S. East	161.2	169.6	-4.9
Japan	241.2	234.7	2.7
Canada	151.9	146.5	3.7
Europe	160.3	132.1	21.3
Oceania	169.1	171.0	-1.1
Other Asia	174.6	194.9	-10.4
Latin America	162.5	179.6	-9.5
Other	154.1	169.5	-9.1
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,605.6</b>	<b>1,571.3</b>	<b>2.2</b>
U.S. West	1,479.9	1,420.7	4.2
U.S. East	1,677.4	1,749.8	-4.1
Japan	1,451.8	1,304.1	11.3
Canada	1,847.1	1,792.6	3.0
Europe	1,935.2	1,580.1	22.5
Oceania	1,419.9	1,378.3	3.0
Other Asia	1,322.2	1,263.8	4.6
Latin America	1,691.2	1,770.0	-4.4
Other	1,575.9	1,666.0	-5.4

Source: DBEDT

**TABLE 2: Summary of Visitor Characteristics: 2001 vs. 2000**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	57,760,242	61,721,150	-6.4%	43,108,798	45,179,587	-4.6%	14,651,444	16,541,563	-11.4%
Total Visitors	6,303,791	6,948,595	-9.3%	4,224,321	4,446,936	-5.0%	2,079,470	2,501,659	-16.9%
<b>PARTY SIZE</b>									
One	1,213,846	1,268,219	-4.3%	899,746	948,280	-5.1%	314,100	319,939	-1.8%
Two	2,582,700	2,937,986	-12.1%	1,900,982	2,057,514	-7.6%	681,718	880,472	-22.6%
Three or more	2,507,244	2,742,390	-8.6%	1,423,593	1,441,142	-1.2%	1,083,652	1,301,248	-16.7%
Avg Party Size	2.04	2.06	-0.9%	1.91	1.90	0.6%	2.37	2.43	-2.7%
<b>VISIT STATUS</b>									
First-Time	2,451,968	2,850,357	-14.0%	1,452,726	1,565,974	-7.2%	999,242	1,284,383	-22.2%
Repeat	3,851,823	4,098,238	-6.0%	2,771,595	2,880,962	-3.8%	1,080,228	1,217,276	-11.3%
Average # of Trips	4.32	4.11	5.1%	4.89	4.77	2.7%	3.16	2.95	7.0%
<b>TRAVEL METHOD</b>									
Group Tour	1,080,176	1,782,779	-39.4%	333,694	394,519	-15.4%	746,482	1,388,260	-46.2%
Package	2,882,756	3,408,897	-15.4%	1,372,737	1,535,324	-10.6%	1,510,019	1,873,573	-19.4%
Group Tour & Pkg	973,656	1,653,182	-41.1%	266,824	312,525	-14.6%	706,832	1,340,657	-47.3%
True Independent	3,314,515	3,410,101	-2.8%	2,784,714	2,829,618	-1.6%	529,801	580,483	-8.7%
<b>ISLANDS VISITED</b>									
Oahu	4,257,535	4,719,244	-9.8%	2,379,285	2,485,058	-4.3%	1,878,250	2,234,186	-15.9%
Maui County	2,104,478	2,304,666	-8.7%	1,685,960	1,834,631	-8.1%	418,518	470,035	-11.0%
...Maui	2,048,768	2,246,253	-8.8%	1,640,961	1,783,820	-8.0%	407,806	462,433	-11.8%
...Molokai	70,233	64,559	8.8%	52,312	55,572	-5.9%	17,921	8,987	99.4%
...Lanai	84,905	87,662	-3.1%	72,783	76,391	-4.7%	12,122	11,271	7.6%
Kauai	1,008,698	1,074,821	-6.2%	839,368	884,407	-5.1%	169,329	190,414	-11.1%
Big Island	1,181,551	1,267,965	-6.8%	868,615	925,356	-6.1%	312,936	342,609	-8.7%
...Hilo	387,345	370,193	4.6%	286,159	272,964	4.8%	101,186	97,229	4.1%
...Kona	1,027,781	1,101,401	-6.7%	756,001	809,863	-6.7%	271,780	291,538	-6.8%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.83	6.58	3.8%	7.72	7.54	2.4%	5.71	5.52	3.4%
Maui (days)	6.90	6.81	1.2%	7.41	7.35	0.9%	4.83	4.75	1.6%
Molokai (days)	4.32	5.13	-15.8%	5.03	5.51	-8.8%	2.23	2.74	-18.5%
Lanai (days)	4.71	4.72	-0.1%	5.02	4.90	2.6%	2.85	3.53	-19.4%
Kauai (days)	6.09	6.14	-0.9%	6.67	6.73	-0.8%	3.20	3.44	-7.0%
Big Island (days)	6.51	6.30	3.2%	7.31	7.25	0.8%	4.28	3.75	14.1%
...Hilo (days)	4.00	4.05	-1.2%	4.44	4.62	-3.8%	2.76	2.46	12.3%
...Kona (days)	5.97	5.89	1.3%	6.72	6.73	-0.1%	3.90	3.58	8.9%
Statewide (days)	9.16	8.88	3.2%	10.20	10.16	0.4%	7.05	6.61	6.6%
<b>ACCOMMODATIONS</b>									
Hotel	4,233,728	4,831,039	-12.4%	2,483,754	2,699,350	-8.0%	1,749,973	2,131,689	-17.9%
...Hotel Only	3,888,880	4,476,867	-13.1%	2,213,039	2,423,672	-8.7%	1,675,841	2,053,195	-18.4%
Condo	1,042,016	1,169,698	-10.9%	821,249	929,041	-11.6%	220,767	240,657	-8.3%
...Condo Only	872,162	969,034	-10.0%	688,495	776,976	-11.4%	183,667	192,058	-4.4%
Timeshare	351,948	293,316	20.0%	322,776	260,765	23.8%	29,172	32,551	-10.4%
...Timeshare Only	276,143	227,760	21.2%	255,833	203,319	25.8%	20,310	24,441	-16.9%
Apartment	73,168	83,661	-12.5%	59,168	61,642	-4.0%	14,000	22,019	-36.4%
Bed & Breakfast	70,899	79,761	-11.1%	60,037	65,582	-8.5%	10,862	14,179	-23.4%
Cruise Ship	135,744	91,001	49.2%	121,472	76,651	58.5%	14,272	14,350	-0.5%
Friends or Relatives	557,739	551,998	1.0%	485,168	486,112	-0.2%	72,571	65,886	10.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	5,023,619	5,554,420	-9.6%	3,273,947	3,374,309	-3.0%	1,749,672	2,180,111	-19.7%
...Honeymoon	499,778	648,092	-22.9%	253,253	279,843	-9.5%	246,525	368,249	-33.1%
MC&I (Net)	423,642	574,916	-26.3%	331,360	454,063	-27.0%	92,283	120,853	-23.6%
.....Convention/Conf.	252,284	362,760	-30.5%	204,697	298,435	-31.4%	47,587	64,325	-26.0%
.....Corp. Meetings	95,082	116,074	-18.1%	76,547	95,793	-20.1%	18,535	20,281	-8.6%
.....Incentive	81,815	102,954	-20.5%	53,716	64,876	-17.2%	28,100	38,078	-26.2%
Other Business	210,366	226,215	-7.0%	177,130	189,193	-6.4%	33,236	37,022	-10.2%
Visit Friends/Relatives	435,150	446,365	-2.5%	361,100	368,869	-2.1%	74,050	77,496	-4.4%
Government/Military	81,161	83,764	-3.1%	59,955	61,330	-2.2%	21,206	22,434	-5.5%
Attend School	23,925	18,708	27.9%	14,362	12,802	12.2%	9,562	5,906	61.9%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	10,121.2	10,918.1	-7.3%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	175.2	176.9	-0.9%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,605.6	1,571.3	2.2%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

**TABLE 3: Visitor Characteristics 2001 vs. 2000**  
[% of Total]

2001 & 2000 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2001	2000	2001	2000	2001	2000
Total Visitors	6,303,791	6,948,595	4,224,321	4,446,936	2,079,470	2,501,659
<b>PARTY SIZE</b>						
One	19.3%	18.3%	21.3%	21.3%	15.1%	12.8%
Two	41.0%	42.3%	45.0%	46.3%	32.8%	35.2%
Three or more	39.8%	39.5%	33.7%	32.4%	52.1%	52.0%
Avg Party Size	2.04	2.06	1.91	1.90	2.37	2.43
<b>VISIT STATUS</b>						
First-Time	38.9%	41.0%	34.4%	35.2%	48.1%	51.3%
Repeat	61.1%	59.0%	65.6%	64.8%	51.9%	48.7%
Average # of Trips	4.32	4.11	4.89	4.77	3.16	2.95
<b>TRAVEL METHOD</b>						
Group Tour	17.1%	25.7%	7.9%	8.9%	35.9%	55.5%
Package	45.7%	49.1%	32.5%	34.5%	72.6%	74.9%
Group Tour & Pkg	15.4%	23.8%	6.3%	7.0%	34.0%	53.6%
True Independent	52.6%	49.1%	65.9%	63.6%	25.5%	23.2%
<b>ISLANDS VISITED</b>						
Oahu	67.5%	67.9%	56.3%	55.9%	90.3%	89.3%
Maui County	33.4%	33.2%	39.9%	41.3%	20.1%	18.8%
...Maui	32.5%	32.3%	38.8%	40.1%	19.6%	18.5%
...Molokai	1.1%	0.9%	1.2%	1.2%	0.9%	0.4%
...Lanai	1.3%	1.3%	1.7%	1.7%	0.6%	0.5%
Kauai	16.0%	15.5%	19.9%	19.9%	8.1%	7.6%
Big Island	18.7%	18.2%	20.6%	20.8%	15.0%	13.7%
...Hilo	6.1%	5.3%	6.8%	6.1%	4.9%	3.9%
...Kona	16.3%	15.9%	17.9%	18.2%	13.1%	11.7%
<b>ACCOMMODATIONS</b>						
Hotel	67.2%	69.5%	58.8%	60.7%	84.2%	85.2%
...Hotel Only	61.7%	64.4%	52.4%	54.5%	80.6%	82.1%
Condo	16.5%	16.8%	19.4%	20.9%	10.6%	9.6%
...Condo Only	13.8%	13.9%	16.3%	17.5%	8.8%	7.7%
Timeshare	5.6%	NA	7.6%	NA	1.4%	NA
...Timeshare Only	4.4%	NA	6.1%	NA	1.0%	NA
Apartment	1.2%	1.2%	1.4%	1.4%	0.7%	0.9%
Bed & Breakfast	1.1%	1.1%	1.4%	1.5%	0.5%	0.6%
Cruise Ship	2.2%	1.3%	2.9%	1.7%	0.7%	0.6%
Friends or Relatives	8.8%	7.9%	11.5%	10.9%	3.5%	2.6%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	79.7%	79.9%	77.5%	75.9%	84.1%	87.1%
...Honeymoon	7.9%	9.3%	6.0%	6.3%	11.9%	14.7%
MC&I (Net)	6.7%	8.3%	7.8%	10.2%	4.4%	4.8%
....Convention/Conf.	4.0%	5.2%	4.8%	6.7%	2.3%	2.6%
....Corp. Meetings	1.5%	1.7%	1.8%	2.2%	0.9%	0.8%
....Incentive	1.3%	1.5%	1.3%	1.5%	1.4%	1.5%
Other Business	3.3%	3.3%	4.2%	4.3%	1.6%	1.5%
Visit Friends/Relatives	6.9%	6.4%	8.5%	8.3%	3.6%	3.1%
Government/Military	1.3%	1.2%	1.4%	1.4%	1.0%	0.9%
Attend School	0.4%	0.3%	0.3%	0.3%	0.5%	0.2%

NA: Not available  
Source: DBEDT



**TABLE 4: Visitor Days by Island: 2001 vs. 2000**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
TOTAL STATE	57,760,242	61,721,150	-6.4%	43,108,798	45,179,587	-4.6%	14,651,444	16,541,563	-11.4%
OAHU	29,091,282	31,077,256	-6.4%	18,364,796	18,734,118	-2.0%	10,726,487	12,343,138	-13.1%
MAUI COUNTY	14,837,601	16,050,621	-7.6%	12,794,191	13,789,530	-7.2%	2,043,410	2,261,091	-9.6%
MAUI	14,134,190	15,305,826	-7.7%	12,165,307	13,109,115	-7.2%	1,968,884	2,196,711	-10.4%
MOLOKAI	303,261	331,089	-8.4%	263,230	306,466	-14.1%	40,031	24,623	62.6%
LANAI	400,150	413,706	-3.3%	365,654	373,949	-2.2%	34,496	39,757	-13.2%
KAUAI	6,142,903	6,603,048	-7.0%	5,600,916	5,948,925	-5.8%	541,987	654,123	-17.1%
BIG ISLAND	7,688,457	7,990,225	-3.8%	6,348,896	6,707,014	-5.3%	1,339,561	1,283,211	4.4%
HILO	1,550,833	1,499,065	3.5%	1,271,175	1,260,327	0.9%	279,658	238,738	17.1%
KONA	6,137,624	6,491,159	-5.4%	5,077,721	5,446,687	-6.8%	1,059,903	1,044,472	1.5%

**TABLE 5: Visitor Days by Month: 2001 vs. 2000**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JANUARY	5,628,265	5,319,915	5.8%	4,123,699	3,843,819	7.3%	1,504,566	1,476,096	1.9%
FEBRUARY	4,941,711	5,204,348	-5.0%	3,515,073	3,660,137	-4.0%	1,426,638	1,544,211	-7.6%
MARCH	5,355,904	5,473,230	-2.1%	3,755,791	3,838,142	-2.1%	1,600,113	1,635,088	-2.1%
APRIL	4,645,722	4,789,043	-3.0%	3,429,732	3,513,515	-2.4%	1,215,990	1,275,528	-4.7%
MAY	4,391,613	4,622,620	-5.0%	3,345,256	3,461,115	-3.3%	1,046,358	1,161,505	-9.9%
JUNE	5,485,939	5,586,567	-1.8%	4,216,048	4,416,133	-4.5%	1,269,891	1,170,434	8.5%
JULY	5,990,893	5,936,270	0.9%	4,493,134	4,540,674	-1.0%	1,497,758	1,395,596	7.3%
AUGUST	5,723,244	5,466,582	4.7%	4,100,236	3,970,553	3.3%	1,623,008	1,496,029	8.5%
SEPTEMBER	3,251,896	4,369,177	-25.6%	2,436,279	3,087,697	-21.1%	815,617	1,281,480	-36.4%
OCTOBER	3,570,250	4,730,770	-24.5%	2,868,534	3,530,228	-18.7%	701,716	1,200,542	-41.6%
NOVEMBER	3,805,947	4,614,238	-17.5%	3,002,204	3,358,125	-10.6%	803,743	1,256,113	-36.0%
DECEMBER	4,968,859	5,608,390	-11.4%	3,822,812	3,959,450	-3.5%	1,146,047	1,648,940	-30.5%
<b>TOTAL</b>	<b>57,760,242</b>	<b>61,721,150</b>	<b>-6.4%</b>	<b>43,108,798</b>	<b>45,179,588</b>	<b>-4.6%</b>	<b>14,651,444</b>	<b>16,541,562</b>	<b>-11.4%</b>

**TABLE 6: Average Daily Census by Island: 2001 vs. 2000**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
TOTAL STATE	158,247	168,637	-6.2%	118,106	123,441	-4.3%	40,141	45,196	-11.2%
OAHU	79,702	84,911	-6.1%	50,315	51,186	-1.7%	29,388	33,724	-12.9%
MAUI COUNTY	40,651	43,854	-7.3%	35,053	37,676	-7.0%	5,598	6,178	-9.4%
MAUI	38,724	41,819	-7.4%	33,330	35,817	-6.9%	5,394	6,002	-10.1%
MOLOKAI	831	905	-8.2%	721	837	-13.9%	110	67	63.0%
LANAI	1,097	1,130	-2.9%	1,002	1,022	-2.0%	95	109	-13.0%
KAUAI	16,830	18,041	-6.7%	15,345	16,254	-5.6%	1,485	1,787	-16.9%
BIG ISLAND	21,064	21,831	-3.5%	17,394	18,325	-5.1%	3,670	3,506	4.7%
HILO	4,249	4,096	3.7%	3,483	3,444	1.1%	766	652	17.5%
KONA	16,815	17,735	-5.2%	13,912	14,882	-6.5%	2,904	2,854	1.8%

**TABLE 7: Average Daily Census by Month: 2001 vs. 2000**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JANUARY	181,557	171,610	5.8%	133,023	123,994	7.3%	48,534	47,616	1.9%
FEBRUARY	176,490	179,460	-1.7%	125,538	126,212	-0.5%	50,951	53,249	-4.3%
MARCH	172,771	176,556	-2.1%	121,155	123,811	-2.1%	51,617	52,745	-2.1%
APRIL	154,857	159,635	-3.0%	114,324	117,117	-2.4%	40,533	42,518	-4.7%
MAY	141,665	149,117	-5.0%	107,911	111,649	-3.3%	33,753	37,468	-9.9%
JUNE	182,865	186,219	-1.8%	140,535	147,204	-4.5%	42,330	39,014	8.5%
JULY	193,255	191,493	0.9%	144,940	146,473	-1.0%	48,315	45,019	7.3%
AUGUST	184,621	176,341	4.7%	132,266	128,082	3.3%	52,355	48,259	8.5%
SEPTEMBER	108,397	145,639	-25.6%	81,209	102,923	-21.1%	27,187	42,716	-36.4%
OCTOBER	115,169	152,605	-24.5%	92,533	113,878	-18.7%	22,636	38,727	-41.6%
NOVEMBER	126,865	153,808	-17.5%	100,073	111,937	-10.6%	26,791	41,870	-36.0%
DECEMBER	160,286	180,916	-11.4%	123,317	127,724	-3.5%	36,969	53,192	-30.5%
<b>TOTAL</b>	<b>158,247</b>	<b>168,637</b>	<b>6.2%</b>	<b>118,106</b>	<b>123,441</b>	<b>-4.3%</b>	<b>40,141</b>	<b>45,196</b>	<b>-11.2%</b>

**TABLE 8: Visitors Staying Overnight or Longer: 1952-2001**

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%

Source: DBEDT

# VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

*U.S. WEST*

*U.S. EAST*

*JAPAN*

*CANADA*

*EUROPE*

*OCEANIA*

*OTHER ASIA*

*LATIN AMERICA*



# VISITOR CHARACTERISTICS BY MAJOR MARKET AREA

## U.S. West

As the largest of the MMAs in terms of total expenditures, visitor days and visitor arrivals, the U.S. West continues to be Hawaii's core market. This market recovered quickly after September 11<sup>th</sup> and by December 2001 arrivals were slightly down by 0.9 percent as compared to December 2000. For the year, arrivals were off by only 2.5 percent while the average length of stay was stable at 9.89 days. The number of visitors from California, the largest contributor from the U.S. West segment, actually grew slightly (0.8%) for the year as strong growth in the first eight months of the year entirely offset decreases during the months after the attacks. Daily expenditures per person increased 3.8 percent to \$150 per day but continued to rank lowest among all the MMAs.

Other facts about the U.S. West market:

- The number of repeat visitors comprised nearly 76 percent of all visitors from the U.S. West, virtually the same ratio as the previous year.
- Close to half of all visitors (49.6%) from the U.S. West visited Oahu. Arrivals from the U.S. West to Molokai (+2.1%) and Lanai (+0.9%) increased, but decline for the Big Island (-4.7%), Kauai (-3.3%), Maui (-3.2%) and Oahu (-0.9%).
- Fewer came on group tours (-14.4%) and packaged tours (-9.5%) while more came as independent travelers (+1.1%) in 2001.
- This group of visitors spent more time on Lanai, Oahu and the Big Island than in the previous year. U.S. West visitors stayed the longest on the Big Island (8.29 days), followed by Maui (7.97 days), Oahu (7.77 days), Kauai (7.57 days), Molokai (5.95 days) and Lanai (5.80 days).
- About 53 percent of the visitors stayed in hotels, 23.9 percent stayed in condominiums, 12.2 percent stayed with friends and relatives and 8.6 percent stayed in timeshare properties.
- The number of visitors attending conventions and meetings and traveling for incentives (MCI) dropped 22.0 percent while those honeymooning in the islands fell 8.6 percent from the previous year.
- 56 percent of visitors from this MMA were male and 44 percent female. The largest age group was between 40 to 49 years (20.9%), with the 30 to 39 years age group a close second (18.5%).

Nearly 97 percent of the 2,372,070 U.S. West visitors to the islands arrived from domestic points of origin. California's 1.47 million visitors comprised the largest share of the U.S. West segment at 61.9 percent. Washington and Oregon followed with 274,120 and 123,511 visitors, respectively. California is also the biggest single state market accounting for 34.7 percent of domestic visitors and 23.3 percent of total visitors to Hawaii.

## U.S. East

Total expenditures by U.S. East visitors decreased 11.1 percent to \$2.7 billion. Per person per day spending was \$161, down 4.9 percent from the previous year.

In addition:

- Oahu hosted 64.4 percent of U.S. East visitors to the islands in 2001, down 6.4 percent from the previous year. Visitation to the neighbor islands was also lower compared to 2000.
- Despite lower arrivals, the length of stay by U.S. East visitors increased on Molokai, the Big Island and Oahu. This group of visitors stayed the longest on Oahu (7.28), followed by Maui (6.55 days), the Big Island (6.19 days), Kauai (5.60 days), Molokai (4.19 days) and Lanai (3.98 days).
- U.S. East visitors attending MCI events (-31.6%) or honeymooning (-9.7%) in the islands declined while those who came to visit friends and relatives increased (+1.3%) compared to the previous year.
- Nearly 53 percent of the visitors have been to Hawaii at least once before.
- There were more independent travelers (63.1%) from the U.S. East than those who purchased packaged tours.
- 65.8 percent of the visitors chose hotels for their lodging, 14.2 percent stayed in condos, 10.4 percent stayed with friends or relatives and 6.7 percent stayed in timeshare properties.
- More than half of U.S. East visitors were male (55.3%). Those between 40-49 years of age were the largest group (21.1%), closely followed by those between the ages 50-59 (18.2%) and 30-39 (17.9%).

Close to 96 percent of the 1,588,164 visitors from the U.S. East flew in from domestic points of origin, while only 63,420 arrived on international flights. All seven regions of the U.S. East market reported lower arrivals compared to the previous year. The largest of all the sub-market is the East-North-Central Region with 378,159 visitors (-6.1%). Ranked second in arrivals is the South Atlantic Region with 316,337 (-6.8%).

## Japan

Total Japanese visitor days decreased 8.9 percent in 2001 due to lower arrivals, which negated a longer length of stay. Total Japanese visitor expenditures fell 6.4 percent to \$2.2 billion.

However, the Japanese continued to spend the most per day among all visitors to the State with daily expenditures of \$241 per person, up 2.7 percent from the previous year.

In addition:

- Arrivals to Oahu fell 14.8 percent from a year ago. Of those who came to the islands, 95.9 percent visited Oahu during their stay. Visitations by Japanese visitors increased for Kauai, Molokai and Lanai but fell for Oahu, Maui and the Big Island.

- Japanese visitors stayed the longest on Oahu (5.22 days), followed by the Big Island (2.95 days), Maui (2.63 days), Kauai (1.89 days), Molokai (1.83 days) and Lanai (1.68 days).
- Most Japanese visitors came on packaged tours, only 11.7 percent were true independent travelers.
- Repeat visitors accounted for 51.5 percent of the Japanese market. This is the first year that repeat visitors exceeded first time visitors for Japan.
- Hotels continued to be the primary lodging choice accommodating nearly 91 percent of all Japanese visitors.
- MCI (-23.0%) and honeymooning visitors (-31.5%) decreased sharply compared to the previous year.
- More than 58 percent of visitors from Japan were female. The largest age group was between 25 to 39 years (36.2%), followed by those between 40 to 59 years (28.6%) and those from 18 to 24 years of age (12.1%).

Mostly all (98.5%) of the 1,528,564 Japanese visitors to Hawaii came on international flights. The majority of these visitors were from three central Japan regions: Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya). These three regions combined accounted for nearly 61 percent of all Japanese visitors. The number of Japanese visitors coming to Hawaii via the mainland United States dropped sharply in 2001.

## **Canada**

Total expenditures from Canadian visitors fell 11.2 percent to \$400.7 million. The decrease resulted from a 14.4 percent drop in visitor days due to lower arrivals (-13.9%) and a slightly shorter length of stay. Despite the decline, the length of stay of 12.16 days was the longest among Hawaii's visitor groups. Average daily visitor spending rose by 3.7 percent to \$152 per person and remain second lowest among the MMAs.

In addition:

- Repeat visitors accounted for 59.1 percent of all Canadian visitors to the State in 2001.
- Oahu and Maui were the two most popular islands, hosting 56.6 percent and 47.4 percent of the Canadian visitors, respectively.
- Canadian visitors spent the most time on Maui (9.21 days), followed by Oahu (9.20 days), the Big Island (7.73 days), Kauai (6.91 days), Molokai (5.91 days) and Lanai (5.90 days).
- Close to 58 percent of Canadian visitors stayed in hotels, 28.2 percent stayed in condominiums, 7.3 percent stayed with friends and relatives and 7.1 percent stayed in timeshares.
- Nearly 69 percent of all Canadian visitors were true independent travelers.
- Canadian visitors tended to be a little older than visitors from other MMAs. The largest age group is between 40 to 49 years (20%), followed by those 60 and over (19.3%) and those 50-59 years of age (18.7%).

While most Canadians arrived in Hawaii direct from Canada or from other international destinations, 20 percent arrived from the U.S. mainland.

## **Europe**

Visitor days for the European segment fell 23.8 percent due to a drop in visitor arrivals. The Average length of stay was 12.07 days, second longest among all visitors to the islands. Daily spending by European visitors jumped 21.3 percent to \$160 per person.

In addition:

- Germany and the United Kingdom comprised 83.2 percent of all European visitors in 2001.
- Most (82.7 percent) of Europeans arrived in the islands from U.S. cities.
- Close to 71 percent of Europeans visited Oahu in 2001. Maui was the next most popular destination, hosting over 29 percent of all European visitors.
- More than half (56.3%) of European visitors made their travel arrangements independently, while 41.2 percent purchased packages for at least their air and hotel accommodations.
- The majority (81.0%) of Europeans came to Hawaii for pleasure.
- Over 69 percent of the European visitors chose hotels for their lodging, 9.5 percent stayed with friends and relatives, while 9.1 percent of them stayed in condominium properties.
- About 60 percent of them were first time visitors to Hawaii.

## **Oceania — Australia and New Zealand**

Lower arrivals resulted in a 12.9 percent decline in total expenditures from the Oceania market compared to the previous year. Nevertheless, daily spending from this MMA remained relatively high averaging at \$169 per person.

In addition:

- 82.3 percent of visitors from this market were from Australia.
- First-time visitors accounted for 54.3 percent of all Oceania visitors.
- About 56 percent purchased air and hotel package accommodations, while 43 percent were true independent travelers.
- Close to 88 percent of visitors from this region visited Oahu during their stay.
- The majority (80.6%) of visitors from this segment stayed in hotels.
- Nearly 85 percent of the visitors came for pleasure.

## **Other Asia**

The Other Asia MMA experienced the greatest decrease in visitor expenditures in 2001, down 30.1 percent to \$134.7 million, due to a 33.2 percent decline in visitor arrivals. Despite the decline, daily spending from visitors in this market continues to rank second highest among all visitor groups at \$175 per person.



In addition:

- Visitors from Korea (43.4%), China (28.1%) and Taiwan (14.2%) combined accounted for 85.7 percent of all visitors from this market.
- First-timers comprised 68.4 percent of all visitors from Other Asia in 2001.
- Group tours and package trips remained the most common form of travel for this group. About 38.2 percent were true independent travelers.
- Nearly all the visitors from this region (90.5%) spent their time on Oahu.
- Close to 81 percent of Other Asian visitors chose hotels for their lodging.

The majority of the visitors from Other Asia came from international points to Hawaii. It is surprising to note that a significant share of Other Asia visitors (30.2%) came to Hawaii through the U.S. mainland.

### **Latin America**

Visitor expenditures from Latin America dropped 22.4 percent to \$24.9 million due to an 18.8 percent decline in arrivals which entire offset a longer length of stay.

In addition:

- Close to 45 percent of all visitors from this market were from Mexico, 36.6 percent were from Brazil while 18.4 percent were from Argentina.
- Nearly 64 percent of arrivals from Latin America were first-time visitors to the islands.
- Over half (54.3%) were true independent travelers while the remainder purchased group or tour packages.
- 79.2 percent of the visitors went to Oahu, 38.9 percent went to Maui and 17.4 percent went to the Big Island.
- Latin American visitors spent the most days on Oahu (7.98 days), followed by Maui (6.9 days), Kauai (5.09 days), the Big Island (4.8 days), Lanai (3.38 days) and Molokai (2.86 days).
- The majority of visitors (71.7%) stayed in hotels.

Pleasure trips continued to be the primary purpose of travel for visitors from this market (79.2%), and 11.4 percent of Latin American visitors were on their honeymoon.

TABLE 9: 2001 Visitor Days by Month and MMA

2001	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA					OCEANIA MMA			
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE MMA	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	1,916,987	1,835,811	852,855	434,670	64,363	8,979	37,791	2,507	12,024	125,664	57,128	13,294	70,422
Feb	1,679,710	1,600,169	838,414	407,269	52,830	7,235	29,289	2,800	9,213	101,366	22,270	7,470	29,740
Mar	1,889,969	1,687,738	941,475	414,582	61,380	5,839	36,914	2,880	8,628	115,642	45,962	7,161	53,123
Apr	1,988,459	1,230,451	796,671	224,297	66,527	6,413	25,579	1,687	8,447	108,651	32,299	7,730	40,029
May	1,788,022	1,299,432	748,680	130,680	51,691	7,168	27,828	2,286	10,107	99,080	33,167	8,649	41,816
Jun	2,328,875	1,643,623	855,606	99,119	59,560	7,080	26,763	2,043	11,058	106,505	35,298	19,411	54,709
Jul	2,510,525	1,638,250	982,102	140,938	93,415	17,462	50,111	5,477	21,129	187,595	41,670	22,401	64,071
Aug	2,499,897	1,305,256	1,207,152	130,072	77,058	13,030	35,277	16,025	12,803	154,193	39,292	17,229	56,521
Sep	1,356,374	802,405	567,970	75,978	75,872	5,342	48,496	2,804	14,261	146,774	64,667	13,031	77,698
Oct	1,590,909	1,067,089	418,986	108,397	66,923	4,775	31,766	2,322	9,021	114,807	40,645	11,955	52,601
Nov	1,746,521	1,058,142	353,028	201,679	81,087	5,006	28,441	3,088	9,564	127,186	34,833	11,478	46,311
Dec	2,166,449	1,356,050	638,730	270,868	74,200	7,082	37,158	2,707	13,013	134,160	78,050	16,355	94,405
<b>TOTAL</b>	<b>23,462,699</b>	<b>16,524,415</b>	<b>9,201,668</b>	<b>2,638,548</b>	<b>824,905</b>	<b>95,412</b>	<b>415,414</b>	<b>46,624</b>	<b>139,268</b>	<b>1,521,623</b>	<b>525,281</b>	<b>156,165</b>	<b>681,446</b>
<b>DOMESTIC</b>													
Jan	1,863,409	1,789,053	16,056	84,231	51,435	8,177	35,050	1,993	10,716	107,371	18,850	4,610	23,460
Feb	1,617,539	1,557,390	13,844	48,858	39,660	6,588	26,844	2,649	7,926	83,666	4,192	1,746	5,938
Mar	1,816,725	1,620,119	16,411	61,074	40,273	5,176	32,974	2,485	7,081	87,990	5,556	1,363	6,920
Apr	1,937,336	1,200,473	11,493	32,183	56,295	5,845	24,853	1,637	7,720	96,351	8,283	1,217	9,500
May	1,750,371	1,273,727	17,520	36,719	44,816	6,594	25,098	2,194	9,981	88,683	8,250	1,540	9,789
Jun	2,241,506	1,615,378	19,921	20,269	49,941	6,705	24,349	1,968	10,015	92,979	10,307	3,310	13,616
Jul	2,377,475	1,598,571	20,799	48,182	81,131	16,664	46,885	5,263	20,135	170,079	14,160	3,980	18,141
Aug	2,423,357	1,261,610	20,695	37,824	66,305	12,259	33,662	14,895	9,330	136,451	8,211	2,416	10,627
Sep	1,342,961	789,013	8,848	19,550	69,368	5,022	43,075	2,652	11,388	131,504	9,734	2,207	11,941
Oct	1,552,148	1,030,805	4,590	42,002	53,435	4,426	28,116	2,104	8,458	96,537	11,539	2,128	13,667
Nov	1,682,741	1,002,508	5,104	60,498	71,218	4,230	27,366	2,927	8,514	114,254	3,875	2,032	5,907
Dec	2,117,399	1,322,385	11,498	84,276	60,032	6,219	31,890	2,488	9,610	110,239	5,235	1,684	6,918
<b>TOTAL</b>	<b>22,722,967</b>	<b>16,061,031</b>	<b>166,779</b>	<b>575,666</b>	<b>683,910</b>	<b>87,903</b>	<b>380,161</b>	<b>43,255</b>	<b>120,875</b>	<b>1,316,104</b>	<b>108,192</b>	<b>28,232</b>	<b>136,424</b>
<b>INTERNATIONAL</b>													
Jan	53,578	46,757	836,799	350,439	12,928	803	2,741	514	1,308	18,294	38,278	8,684	46,962
Feb	62,171	42,780	824,569	358,411	13,171	646	2,445	151	1,287	17,699	18,078	5,724	23,802
Mar	73,243	67,619	925,064	353,508	21,107	663	3,940	395	1,547	27,653	40,406	5,797	46,203
Apr	51,123	29,978	785,178	192,114	10,231	568	726	49	726	12,301	24,017	6,513	30,530
May	37,652	25,705	731,160	93,962	6,875	575	2,730	92	126	10,397	24,917	7,109	32,027
Jun	87,370	28,245	835,685	78,850	9,619	375	2,414	75	1,043	13,526	24,991	16,101	41,093
Jul	133,050	39,679	961,303	92,755	12,284	798	3,226	214	994	17,516	27,510	18,421	45,930
Aug	76,540	43,646	1,186,457	92,248	10,752	771	1,615	1,130	3,473	17,742	31,082	14,813	45,894
Sep	13,414	13,392	559,123	56,428	6,504	320	5,421	152	2,873	15,270	54,933	10,825	65,757
Oct	38,761	36,284	414,396	66,395	13,488	350	3,651	218	563	18,269	29,106	9,828	38,934
Nov	63,780	55,635	347,924	141,180	9,868	777	1,075	162	1,050	12,932	30,958	9,446	40,403
Dec	49,050	33,665	627,232	186,593	14,168	864	5,268	219	3,403	23,922	72,815	14,672	87,487
<b>TOTAL</b>	<b>739,732</b>	<b>463,384</b>	<b>9,034,889</b>	<b>2,062,882</b>	<b>140,995</b>	<b>7,509</b>	<b>35,252</b>	<b>3,369</b>	<b>18,393</b>	<b>205,519</b>	<b>417,090</b>	<b>127,933</b>	<b>545,022</b>

TABLE 9: 2001 Visitor Days by Month and MMA (continued)

2001	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	14,975	8,663	42,734	4,856	28,244	99,472	5,342	7,989	3,657	16,988	275,396	5,628,265
Feb	8,069	3,916	22,970	2,136	5,769	42,861	3,581	7,401	4,709	15,691	226,492	4,941,711
Mar	10,164	4,301	27,369	1,912	9,987	53,733	3,234	4,573	3,224	11,030	188,613	5,355,904
Apr	12,273	5,391	34,757	2,832	12,774	68,027	3,852	3,489	5,637	12,978	176,158	4,645,722
May	16,370	6,428	24,973	3,573	6,283	57,628	2,859	5,165	7,970	15,995	210,279	4,391,613
Jun	17,655	6,242	26,968	9,668	12,637	73,169	1,202	2,077	3,639	6,918	317,416	5,485,939
Jul	20,703	14,205	46,430	3,625	8,645	93,608	2,496	5,432	11,625	19,553	354,252	5,990,893
Aug	14,834	8,059	58,042	1,391	12,178	94,504	3,103	5,015	4,805	12,923	262,726	5,723,244
Sep	13,324	7,064	20,797	9,176	5,609	55,970	1,866	3,344	3,327	8,537	160,190	3,251,896
Oct	5,686	1,899	14,981	2,730	4,527	29,823	1,470	3,098	5,636	10,203	177,436	3,570,250
Nov	8,142	3,123	18,880	3,357	3,304	36,806	1,481	4,915	2,786	9,182	227,093	3,805,947
Dec	15,047	9,269	30,669	5,833	4,871	65,688	1,582	5,578	6,214	13,375	229,134	4,968,859
<b>TOTAL</b>	<b>157,241</b>	<b>78,561</b>	<b>369,569</b>	<b>51,090</b>	<b>114,827</b>	<b>771,288</b>	<b>32,068</b>	<b>58,075</b>	<b>63,229</b>	<b>153,372</b>	<b>2,805,183</b>	<b>57,760,242</b>
<b>DOMESTIC</b>												
Jan	10,022	2,072	9,044	526	984	22,649	5,179	7,010	3,567	15,756	201,714	4,123,699
Feb	6,405	2,901	3,278	101	468	13,153	3,553	6,551	4,565	14,669	160,016	3,515,073
Mar	7,465	858	1,888	328	1,209	11,748	3,154	4,005	2,880	10,039	124,766	3,755,791
Apr	8,317	1,974	3,116	293	674	14,375	3,651	3,113	5,438	12,202	115,820	3,429,732
May	12,726	2,141	4,356	1,448	2,024	22,694	2,615	4,450	7,577	14,643	131,110	3,345,256
Jun	14,171	1,014	6,017	1,048	1,618	23,866	1,172	1,776	3,520	6,469	182,045	4,216,048
Jul	16,688	4,257	8,553	1,634	1,461	32,592	2,376	4,695	11,030	18,101	209,194	4,493,134
Aug	11,123	3,032	8,440	810	1,460	24,865	2,921	4,222	4,260	11,403	173,405	4,100,236
Sep	9,279	735	2,188	727	2,408	15,336	1,600	2,239	2,722	6,561	110,565	2,436,279
Oct	4,385	723	2,139	705	371	8,323	1,353	2,998	5,420	9,771	110,691	2,868,534
Nov	5,934	1,069	3,807	221	786	11,816	1,283	4,654	2,630	8,567	110,809	3,002,204
Dec	12,188	1,586	2,495	211	1,021	17,501	1,541	4,578	6,015	12,133	140,464	3,822,812
<b>TOTAL</b>	<b>118,702</b>	<b>22,361</b>	<b>55,321</b>	<b>8,052</b>	<b>14,482</b>	<b>218,919</b>	<b>30,398</b>	<b>50,290</b>	<b>59,623</b>	<b>140,311</b>	<b>1,770,599</b>	<b>43,108,798</b>
<b>INTERNATIONAL</b>												
Jan	4,953	6,591	33,690	4,330	27,260	76,823	163	979	90	1,232	73,681	1,504,566
Feb	1,664	1,015	19,692	2,035	5,301	29,708	28	850	144	1,022	66,476	1,426,638
Mar	2,699	3,443	25,480	1,584	8,778	41,985	80	568	344	992	63,847	1,600,113
Apr	3,956	3,417	31,641	2,539	12,100	53,652	201	376	199	776	60,338	1,215,990
May	3,644	4,287	20,617	2,126	4,260	34,934	244	715	393	1,352	79,169	1,046,358
Jun	3,484	5,228	20,951	8,620	11,019	49,303	30	301	119	450	135,371	1,269,891
Jul	4,015	9,949	37,877	1,991	7,184	61,015	120	737	595	1,452	145,058	1,497,758
Aug	3,711	5,027	49,603	581	10,718	69,639	183	793	545	1,521	89,321	1,623,008
Sep	4,046	6,329	18,610	8,448	3,201	40,634	266	1,105	605	1,976	49,624	815,617
Oct	1,301	1,177	12,841	2,025	4,155	21,500	116	100	216	432	66,746	701,716
Nov	2,209	2,054	15,073	3,136	2,518	24,989	198	261	156	615	116,284	803,743
Dec	2,859	7,683	28,174	5,622	3,850	48,187	41	1,001	200	1,241	88,670	1,146,047
<b>TOTAL</b>	<b>38,539</b>	<b>56,200</b>	<b>314,248</b>	<b>43,037</b>	<b>100,344</b>	<b>552,370</b>	<b>1,671</b>	<b>7,785</b>	<b>3,606</b>	<b>13,062</b>	<b>1,034,584</b>	<b>14,651,444</b>

TABLE 10: 2001 Visitor Arrivals by Month and MMA

2001	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZER LAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	163,881	146,369	148,707	35,357	5,675	703	2,288	286	763	9,715	6,765	1,321	8,086
Feb	170,142	152,199	151,038	32,445	5,733	686	2,333	322	514	9,588	3,482	666	4,148
Mar	202,348	177,000	152,971	33,664	5,771	488	2,520	360	597	9,735	4,424	737	5,161
Apr	221,063	129,503	132,842	19,188	6,514	563	2,264	193	613	10,148	4,440	874	5,314
May	194,950	133,105	133,910	11,949	5,329	577	2,342	238	589	9,075	4,777	1,134	5,912
Jun	229,125	158,352	146,703	9,335	5,596	569	2,110	211	775	9,262	4,868	1,602	6,469
Jul	245,592	158,157	159,906	11,239	7,933	1,154	3,536	458	1,513	14,594	5,266	1,755	7,021
Aug	263,416	127,062	184,336	11,668	7,607	1,087	2,561	1,543	650	13,448	4,988	1,577	6,565
Sep	140,194	78,548	89,817	6,660	7,122	462	2,931	309	918	11,743	8,016	1,398	9,414
Oct	164,531	107,508	69,277	9,190	6,483	331	2,239	196	686	9,935	7,475	1,283	8,758
Nov	177,628	100,353	56,985	16,821	6,418	469	1,898	225	608	9,618	4,590	818	5,408
Dec	199,200	120,007	102,072	19,432	5,539	586	2,089	249	698	9,161	7,738	1,165	8,903
<b>TOTAL</b>	<b>2,372,070</b>	<b>1,588,164</b>	<b>1,528,564</b>	<b>216,948</b>	<b>75,721</b>	<b>7,675</b>	<b>29,112</b>	<b>4,590</b>	<b>8,923</b>	<b>126,020</b>	<b>66,829</b>	<b>14,330</b>	<b>81,158</b>
<b>DOMESTIC</b>													
Jan	156,589	139,879	2,058	5,324	3,981	603	1,968	239	599	7,390	2,537	623	3,160
Feb	165,055	147,480	2,117	3,865	3,873	605	1,984	308	431	7,201	742	290	1,032
Mar	195,979	171,441	2,758	5,438	3,705	405	2,126	324	461	7,021	923	197	1,120
Apr	215,739	124,789	1,663	2,944	5,090	492	1,974	177	522	8,255	1,443	169	1,612
May	189,845	128,659	2,226	3,296	4,256	498	2,118	207	582	7,661	1,542	219	1,761
Jun	220,838	151,821	2,300	1,932	4,565	517	1,934	186	696	7,898	1,618	388	2,006
Jul	234,465	150,525	2,340	3,540	6,694	1,054	3,265	387	1,423	12,823	2,216	486	2,702
Aug	255,359	120,039	2,894	3,238	6,345	991	2,354	1,424	571	11,685	1,273	323	1,596
Sep	137,881	76,307	1,418	1,725	6,272	422	2,763	293	853	10,603	1,625	279	1,904
Oct	159,686	102,670	740	3,037	5,249	287	1,939	173	599	8,247	1,920	319	2,239
Nov	172,766	95,842	650	4,501	5,131	372	1,683	208	491	7,885	727	139	866
Dec	193,901	115,291	1,205	5,062	4,470	478	1,815	226	571	7,560	656	175	831
<b>TOTAL</b>	<b>2,298,103</b>	<b>1,524,743</b>	<b>22,371</b>	<b>43,905</b>	<b>59,631</b>	<b>6,724</b>	<b>25,923</b>	<b>4,152</b>	<b>7,799</b>	<b>104,229</b>	<b>17,222</b>	<b>3,607</b>	<b>20,829</b>
<b>INTERNATIONAL</b>													
Jan	7,292	6,490	146,648	30,033	1,694	100	320	47	164	2,325	4,228	698	4,926
Feb	5,087	4,719	148,921	28,580	1,860	81	349	14	83	2,387	2,740	376	3,116
Mar	6,369	5,559	150,213	28,226	2,066	83	394	36	136	2,714	3,501	540	4,041
Apr	5,324	4,714	131,179	16,243	1,424	71	290	16	91	1,893	2,997	705	3,702
May	5,105	4,445	131,684	8,653	1,073	79	224	31	7	1,414	3,235	915	4,151
Jun	8,287	6,531	144,403	7,402	1,031	52	176	25	79	1,364	3,250	1,214	4,463
Jul	11,127	7,633	157,567	7,699	1,239	100	271	71	90	1,771	3,050	1,269	4,319
Aug	8,057	7,023	181,441	8,429	1,262	96	207	119	79	1,763	3,715	1,254	4,969
Sep	2,313	2,241	88,399	4,934	850	40	168	16	65	1,140	6,391	1,119	7,510
Oct	4,845	4,838	68,537	6,153	1,234	44	300	23	87	1,688	5,555	964	6,519
Nov	4,862	4,511	56,335	12,320	1,287	97	215	17	117	1,733	3,863	679	4,542
Dec	5,299	4,716	100,866	14,370	1,069	108	274	23	127	1,601	7,082	990	8,072
<b>TOTAL</b>	<b>73,967</b>	<b>63,420</b>	<b>1,506,193</b>	<b>173,043</b>	<b>16,090</b>	<b>951</b>	<b>3,189</b>	<b>438</b>	<b>1,124</b>	<b>21,791</b>	<b>49,607</b>	<b>10,723</b>	<b>60,329</b>

TABLE 10: 2001 Visitor Arrivals by Month and MMA (continued)

2001	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	2,403	1,206	5,510	674	2,926	12,719	461	785	312	1,558	25,834	552,225
Feb	1,504	588	3,441	276	863	6,672	242	646	576	1,464	23,291	550,987
Mar	2,343	581	3,077	285	1,679	7,965	361	380	358	1,099	21,933	611,876
Apr	2,992	1,033	4,831	442	1,942	11,240	267	429	664	1,360	22,564	553,222
May	2,760	937	3,480	655	868	8,700	319	457	946	1,722	24,642	523,965
Jun	2,511	869	4,091	1,236	1,364	10,071	106	275	279	660	26,827	596,804
Jul	3,525	1,209	5,486	427	1,097	11,745	247	551	1,171	1,969	31,008	641,232
Aug	3,009	970	5,598	291	1,244	11,112	260	433	611	1,304	26,790	645,700
Sep	2,965	404	2,144	388	865	6,766	152	297	316	765	16,211	360,118
Oct	769	248	1,522	185	439	3,163	132	385	534	1,051	16,227	389,640
Nov	1,440	328	1,813	279	503	4,362	82	343	318	743	17,832	389,749
Dec	2,442	512	3,169	517	714	7,356	87	412	542	1,042	21,101	488,273
<b>TOTAL</b>	<b>28,664</b>	<b>8,886</b>	<b>44,161</b>	<b>5,654</b>	<b>14,505</b>	<b>101,870</b>	<b>2,716</b>	<b>5,393</b>	<b>6,627</b>	<b>14,737</b>	<b>274,259</b>	<b>6,303,791</b>
<b>DOMESTIC</b>												
Jan	1,317	247	700	73	109	2,446	428	657	297	1,382	16,280	334,509
Feb	1,071	315	454	15	60	1,915	233	533	552	1,318	15,446	345,429
Mar	1,716	103	319	41	154	2,333	354	309	312	975	12,783	399,849
Apr	1,828	256	424	61	109	2,678	245	382	636	1,263	12,179	371,123
May	1,770	277	658	75	213	2,993	302	402	914	1,618	13,816	351,875
Jun	1,677	143	698	158	240	2,916	103	226	256	585	16,283	406,580
Jul	2,321	449	961	178	193	4,102	240	484	1,113	1,837	19,773	432,106
Aug	1,997	361	1,051	97	247	3,753	244	372	571	1,187	16,221	415,973
Sep	1,925	93	313	57	225	2,613	141	212	260	613	10,181	243,245
Oct	442	91	283	23	55	894	119	371	507	997	10,905	289,416
Nov	1,004	97	286	28	83	1,498	62	309	290	661	10,129	294,798
Dec	1,878	176	391	49	141	2,635	82	289	505	876	12,057	339,418
<b>TOTAL</b>	<b>18,946</b>	<b>2,608</b>	<b>6,538</b>	<b>855</b>	<b>1,829</b>	<b>30,776</b>	<b>2,553</b>	<b>4,546</b>	<b>6,213</b>	<b>13,312</b>	<b>166,053</b>	<b>4,224,321</b>
<b>INTERNATIONAL</b>												
Jan	1,086	959	4,810	601	2,817	10,273	33	128	15	176	9,554	217,716
Feb	433	273	2,987	261	803	4,757	9	113	24	146	7,845	205,558
Mar	627	478	2,758	244	1,525	5,632	7	71	46	124	9,149	212,027
Apr	1,164	777	4,407	381	1,833	8,562	22	47	28	97	10,385	182,099
May	990	660	2,822	580	655	5,707	17	55	32	104	10,826	172,090
Jun	834	726	3,393	1,078	1,124	7,155	3	49	23	75	10,544	190,224
Jul	1,204	760	4,525	249	904	7,643	7	67	58	132	11,236	209,126
Aug	1,012	609	4,547	194	997	7,359	16	61	40	117	10,569	229,727
Sep	1,040	311	1,831	331	640	4,153	11	85	56	152	6,030	116,872
Oct	327	157	1,239	162	384	2,269	13	14	27	54	5,322	100,224
Nov	436	231	1,527	251	420	2,864	20	34	28	82	7,703	94,951
Dec	564	336	2,778	468	573	4,721	5	123	37	166	9,044	148,855
<b>TOTAL</b>	<b>9,718</b>	<b>6,278</b>	<b>37,623</b>	<b>4,799</b>	<b>12,676</b>	<b>71,094</b>	<b>163</b>	<b>847</b>	<b>414</b>	<b>1,425</b>	<b>108,206</b>	<b>2,079,469</b>

TABLE 11: U.S. West MMA Visitor Characteristics: 2001 vs. 2000

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	23,462,699	23,978,995	-2.2%	22,722,967	23,040,598	-1.4%	739,732	938,397	-21.2%
Total Visitors	2,372,070	2,432,444	-2.5%	2,298,103	2,329,284	-1.3%	73,967	103,160	-28.3%
<b>PARTY SIZE</b>									
One	469,278	493,088	-4.8%	453,393	460,546	-1.6%	15,885	32,542	-51.2%
Two	986,028	1,035,106	-4.7%	959,756	993,752	-3.4%	26,272	41,354	-36.5%
Three or more	916,764	904,250	1.4%	884,954	874,986	1.1%	31,811	29,264	8.7%
Avg Party Size	1.99	1.97	1.2%	1.99	1.98	0.5%	2.05	1.70	20.1%
<b>VISIT STATUS</b>									
First-Time	571,901	594,216	-3.8%	552,071	561,776	-1.7%	19,830	32,440	-38.9%
Repeat	1,800,169	1,838,228	-2.1%	1,746,032	1,767,508	-1.2%	54,137	70,720	-23.4%
Average # of Trips	5.93	5.87	0.9%	5.94	5.86	1.3%	5.48	6.07	-9.6%
<b>TRAVEL METHOD</b>									
Group Tour	130,194	152,109	-14.4%	124,105	139,015	-10.7%	6,090	13,093	-53.5%
Package	717,254	792,115	-9.5%	703,348	764,864	-8.0%	13,906	27,252	-49.0%
Group Tour & Pkg	101,830	120,099	-15.2%	95,966	107,281	-10.5%	5,864	12,818	-54.3%
True Independent	1,626,451	1,608,320	1.1%	1,566,616	1,532,686	2.2%	59,836	75,634	-20.9%
<b>ISLANDS VISITED</b>									
Oahu	1,178,104	1,188,392	-0.9%	1,130,383	1,110,826	1.8%	47,721	77,566	-38.5%
Maui County	906,975	938,562	-3.4%	876,451	916,966	-4.4%	30,524	21,596	41.3%
...Maui	881,929	911,117	-3.2%	852,024	889,852	-4.3%	29,904	21,265	40.6%
...Molokai	24,507	23,998	2.1%	23,219	23,833	-2.6%	1,288	166	678.4%
...Lanai	30,681	30,403	0.9%	29,074	29,535	-1.6%	1,608	868	85.3%
Kauai	432,211	447,010	-3.3%	426,447	434,402	-1.8%	5,764	12,608	-54.3%
Big Island	443,508	465,474	-4.7%	435,627	456,160	-4.5%	7,881	9,315	-15.4%
...Hilo	122,203	110,985	10.1%	119,118	108,369	9.9%	3,085	2,616	17.9%
...Kona	391,003	413,828	-5.5%	384,071	405,966	-5.4%	6,932	7,862	-11.8%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.77	7.66	1.5%	7.80	7.68	1.6%	7.09	7.36	-3.6%
Maui (days)	7.97	7.99	-0.1%	7.97	7.97	0.0%	8.08	8.51	-5.0%
Molokai (days)	5.95	6.99	-14.9%	6.14	7.03	-12.6%	2.47	0.94	162.6%
Lanai (days)	5.80	5.71	1.5%	6.01	5.81	3.5%	1.89	2.30	-17.7%
Kauai (days)	7.57	7.71	-1.8%	7.54	7.67	-1.7%	10.08	9.21	9.4%
Big Island (days)	8.29	8.20	1.1%	8.22	8.22	0.0%	12.12	7.36	64.6%
...Hilo (days)	5.34	5.76	-7.3%	5.37	5.76	-6.8%	3.90	5.79	-32.6%
...Kona (days)	7.77	7.67	1.2%	7.66	7.70	-0.5%	12.05	6.80	77.2%
Statewide (days)	9.89	9.86	0.3%	9.89	9.89	0.0%	10.00	9.10	9.9%
<b>ACCOMMODATIONS</b>									
Hotel	1,264,872	1,320,541	-4.2%	1,226,908	1,261,030	-2.7%	37,964	59,511	-36.2%
...Hotel Only	1,125,479	1,180,461	-4.7%	1,096,828	1,130,955	-3.0%	28,652	49,506	-42.1%
Condo	567,692	628,174	-9.6%	547,465	610,105	-10.3%	20,226	18,069	11.9%
...Condo Only	491,625	540,583	-9.1%	474,610	527,756	-10.1%	17,015	12,827	32.7%
Timeshare	204,434	167,173	22.3%	199,925	161,198	24.0%	4,510	5,975	-24.5%
...Timeshare Only	167,227	135,316	23.6%	163,648	130,947	25.0%	3,579	4,369	-18.1%
Apartment	29,383	31,984	-8.1%	28,722	28,067	2.3%	660	3,917	-83.1%
Bed & Breakfast	30,739	30,218	1.7%	29,087	29,507	-1.4%	1,652	711	132.5%
Cruise Ship	40,215	19,560	105.6%	37,850	18,381	105.9%	2,366	1,179	100.7%
Friends or Relatives	290,082	293,295	-1.1%	280,204	275,936	1.5%	9,878	17,359	-43.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,878,505	1,887,448	-0.5%	1,817,859	1,820,401	-0.1%	60,647	67,047	-9.5%
...Honeymoon	111,846	122,366	-8.6%	109,427	118,028	-7.3%	2,419	4,338	-44.2%
MC&I (Net)	141,771	181,855	-22.0%	140,322	177,689	-21.0%	1,449	4,166	-65.2%
.....Convention/Conf.	89,868	120,051	-25.1%	88,824	116,500	-23.8%	1,044	3,551	-70.6%
.....Corp. Meetings	35,005	42,339	-17.3%	34,762	42,115	-17.5%	243	224	8.5%
.....Incentive	18,397	21,288	-13.6%	18,235	20,897	-12.7%	163	391	-58.4%
Other Business	104,769	113,904	-8.0%	102,979	106,780	-3.6%	1,791	7,124	-74.9%
Visit Friends/Relatives	208,150	217,535	-4.3%	199,742	201,874	-1.1%	8,407	15,661	-46.3%
Government/Military	25,564	27,259	-6.2%	24,434	23,524	3.9%	1,130	3,735	-69.8%
Attend School	7,631	6,772	12.7%	6,812	6,084	12.0%	820	688	19.2%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	3,510.4	3,455.8	1.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	149.6	144.1	3.8%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,479.9	1,420.7	4.2%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT

**TABLE 12: 2001 Domestic U.S. West MMA Visitor Arrivals by Month and State**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>PACIFIC COAST</b>	<b>125,988</b>	<b>134,571</b>	<b>151,944</b>	<b>185,718</b>	<b>153,901</b>	<b>182,284</b>	<b>200,567</b>	<b>228,465</b>	<b>114,688</b>	<b>128,816</b>	<b>142,274</b>	<b>158,841</b>	<b>1,908,057</b>
Alaska	6,257	5,299	5,812	3,320	2,360	2,044	1,785	1,925	1,860	2,726	3,357	4,800	41,545
California	84,284	87,893	99,826	141,326	122,169	149,726	172,251	197,685	91,644	97,797	105,373	118,906	1,468,881
Oregon	11,419	11,624	17,176	9,692	9,511	9,820	8,179	9,085	6,618	8,936	10,173	11,278	123,511
Washington	24,028	29,755	29,130	31,380	19,861	20,694	18,352	19,770	14,566	19,356	23,370	23,857	274,120
<b>MOUNTAIN</b>	<b>30,601</b>	<b>30,484</b>	<b>44,035</b>	<b>30,021</b>	<b>35,944</b>	<b>38,554</b>	<b>33,898</b>	<b>26,894</b>	<b>23,192</b>	<b>30,871</b>	<b>30,492</b>	<b>35,060</b>	<b>390,046</b>
Arizona	6,547	6,095	10,053	6,486	10,630	11,366	10,715	7,685	6,305	7,293	6,621	7,766	97,564
Colorado	8,378	7,944	15,303	8,010	9,818	10,465	9,332	6,407	5,718	9,209	7,711	9,636	107,933
Idaho	2,637	2,448	3,649	1,923	1,689	1,637	1,551	1,215	1,140	1,642	2,846	2,191	24,568
Montana	2,000	1,986	2,389	970	860	871	646	712	1,307	905	1,219	1,399	15,264
Nevada	3,469	4,034	4,251	5,706	5,035	5,635	5,091	4,670	3,410	4,422	3,948	5,208	54,879
New Mexico	1,528	1,454	1,732	1,373	1,735	2,111	1,836	1,351	1,011	1,472	1,210	1,736	18,549
Utah	5,559	5,972	5,946	5,023	5,749	6,043	4,328	4,431	4,088	5,492	6,411	6,606	65,648
Wyoming	482	550	711	530	428	425	399	423	213	435	526	518	5,640
<b>TOTAL U.S.</b>	<b>156,589</b>	<b>165,055</b>	<b>195,979</b>	<b>215,739</b>	<b>189,845</b>	<b>220,838</b>	<b>234,465</b>	<b>255,359</b>	<b>137,881</b>	<b>159,686</b>	<b>172,766</b>	<b>193,901</b>	<b>2,298,103</b>

**TABLE 13: U.S. East MMA Visitor Characteristics: 2001 vs. 2000**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	16,524,415	17,506,797	-5.6%	16,061,031	17,006,595	-5.6%	463,384	500,202	-7.4%
Total Visitors	1,588,164	1,712,712	-7.3%	1,524,743	1,623,539	-6.1%	63,420	89,173	-28.9%
<b>PARTY SIZE</b>									
One	358,117	383,368	-6.6%	338,893	355,301	-4.6%	19,224	28,067	-31.5%
Two	793,410	883,868	-10.2%	764,816	846,022	-9.6%	28,594	37,846	-24.4%
Three or more	436,636	445,476	-2.0%	421,034	422,216	-0.3%	15,602	23,260	-32.9%
Avg Party Size	1.84	1.83	0.5%	1.84	1.83	0.4%	1.70	1.69	1.0%
<b>VISIT STATUS</b>									
First-Time	750,959	808,789	-7.2%	719,165	769,673	-6.6%	31,793	39,116	-18.7%
Repeat	837,205	903,923	-7.4%	805,578	853,866	-5.7%	31,627	50,057	-36.8%
Average # of Trips	3.49	3.43	1.6%	3.49	3.44	1.6%	3.37	3.37	0.0%
<b>TRAVEL METHOD</b>									
Group Tour	177,677	202,192	-12.1%	159,841	184,357	-13.3%	17,835	17,835	0.0%
Package	556,998	611,652	-8.9%	527,190	581,844	-9.4%	29,808	29,808	0.0%
Group Tour & Pkg	149,131	167,995	-11.2%	132,639	151,503	-12.5%	16,492	16,492	0.0%
True Independent	1,002,620	1,066,862	-6.0%	970,351	1,008,841	-3.8%	32,269	58,021	-44.4%
<b>ISLANDS VISITED</b>									
Oahu	1,024,148	1,093,606	-6.4%	973,635	1,020,548	-4.6%	50,513	73,059	-30.9%
Maui County	707,294	774,580	-8.7%	682,959	759,693	-10.1%	24,335	14,887	63.5%
...Maui	689,978	755,616	-8.7%	665,964	740,807	-10.1%	24,014	14,809	62.2%
...Molokai	25,085	25,388	-1.2%	24,408	25,311	-3.6%	677	78	772.2%
...Lanai	38,185	40,476	-5.7%	37,824	39,881	-5.2%	361	594	-39.3%
Kauai	357,808	386,949	-7.5%	351,874	379,219	-7.2%	5,934	7,729	-23.2%
Big Island	369,498	393,632	-6.1%	362,362	382,997	-5.4%	7,137	10,635	-32.9%
...Hilo	146,153	141,102	3.6%	143,588	137,134	4.7%	2,564	3,968	-35.4%
...Kona	317,841	339,396	-6.4%	311,504	330,512	-5.8%	6,337	8,884	-28.7%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.28	7.18	1.4%	7.42	7.27	2.0%	4.63	5.84	-20.6%
Maui (days)	6.55	6.59	-0.5%	6.60	6.55	0.7%	5.28	8.34	-36.7%
Molokai (days)	4.19	3.90	7.2%	4.28	3.91	9.5%	0.81	2.75	-70.5%
Lanai (days)	3.98	3.98	-0.1%	4.01	4.01	-0.1%	0.78	1.89	-58.6%
Kauai (days)	5.60	5.71	-1.9%	5.61	5.68	-1.3%	5.39	7.18	-24.8%
Big Island (days)	6.19	6.04	2.5%	6.12	6.05	1.1%	9.76	5.64	73.0%
...Hilo (days)	3.58	3.62	-1.2%	3.54	3.62	-2.3%	5.57	3.47	60.6%
...Kona (days)	5.55	5.50	0.9%	5.48	5.51	-0.4%	8.73	5.20	67.8%
Statewide (days)	10.40	10.32	0.8%	10.53	10.48	0.6%	7.31	7.48	-2.3%
<b>ACCOMMODATIONS</b>									
Hotel	1,044,400	1,165,838	-10.4%	995,252	1,099,263	8.2%	49,148	66,575	-26.2%
...Hotel Only	920,987	1,038,822	-11.3%	876,063	977,520	9.2%	44,924	61,302	-26.7%
Condo	225,871	266,163	-15.1%	220,709	256,478	2.8%	5,161	9,685	-46.7%
...Condo Only	174,272	202,366	-13.9%	170,204	196,903	3.5%	4,068	5,463	-25.5%
Timeshare	105,870	83,656	26.6%	103,455	81,643	3.5%	2,415	2,013	20.0%
...Timeshare Only	78,584	59,311	32.5%	76,632	58,631	3.5%	1,952	680	187.2%
Apartment	18,983	20,159	-5.8%	18,480	19,050	9.9%	502	1,109	-54.7%
Bed & Breakfast	24,340	26,945	-9.7%	23,760	26,860	6.3%	580	85	583.2%
Cruise Ship	75,954	52,380	45.0%	74,471	51,927	-11.2%	1,483	453	227.3%
Friends or Relatives	165,240	165,764	-0.3%	160,672	160,377	6.8%	4,568	5,387	-15.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,198,626	1,241,357	-3.4%	1,150,293	1,178,762	8.0%	48,333	62,595	-22.8%
...Honeymoon	120,086	132,912	-9.7%	117,984	129,096	6.2%	2,102	3,816	-44.9%
MC&I (Net)	155,596	227,524	-31.6%	153,837	222,367	12.0%	1,759	5,157	-65.9%
.....Convention/Conf.	93,249	151,016	-38.3%	92,152	147,277	17.7%	1,097	3,739	-70.7%
.....Corp. Meetings	34,630	44,277	-21.8%	33,965	43,105	8.1%	666	1,172	-43.2%
.....Incentive	29,505	34,958	-15.6%	29,401	34,711	-7.7%	104	247	-58.1%
Other Business	58,924	66,102	-10.9%	57,048	62,271	4.8%	1,876	3,831	-51.0%
Visit Friends/Relatives	134,931	133,205	1.3%	128,215	128,832	2.9%	6,716	4,373	53.6%
Government/Military	32,002	38,181	-16.2%	29,603	31,831	7.6%	2,398	6,350	-62.2%
Attend School	5,598	4,871	14.9%	5,255	4,536	7.4%	342	335	2.4%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	2,664.0	2,996.8	-11.1%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	161.2	169.6	-4.9%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,677.4	1,749.8	-4.1%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT



TABLE 14: 2001 Domestic U.S. East MMA Visitor Arrivals by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>W.N. CENTRAL</b>	<b>26,546</b>	<b>26,062</b>	<b>30,635</b>	<b>14,094</b>	<b>12,191</b>	<b>14,794</b>	<b>12,881</b>	<b>9,469</b>	<b>7,440</b>	<b>11,022</b>	<b>12,758</b>	<b>15,684</b>	<b>193,575</b>
Iowa	3,472	3,111	3,754	1,199	1,241	1,737	1,532	1,139	731	1,102	1,451	1,767	22,236
Kansas	2,223	1,977	3,659	1,206	1,804	2,181	1,864	1,084	1,139	1,582	2,130	1,730	22,579
Minnesota	13,058	13,485	14,483	7,458	3,446	3,875	3,478	3,244	2,273	3,730	4,698	6,364	79,592
Missouri	4,470	4,088	5,398	2,744	4,044	4,910	4,436	3,013	2,452	3,131	3,045	3,554	45,285
Nebraska	1,595	1,631	1,640	909	1,014	1,389	1,013	621	493	912	696	1,257	13,170
N. Dakota	815	824	832	228	293	298	276	142	169	279	249	401	4,806
S. Dakota	913	946	869	350	349	404	282	226	183	286	489	610	5,907
<b>W.S. CENTRAL</b>	<b>14,421</b>	<b>15,059</b>	<b>24,728</b>	<b>13,874</b>	<b>24,884</b>	<b>28,484</b>	<b>28,108</b>	<b>15,227</b>	<b>11,908</b>	<b>14,363</b>	<b>13,158</b>	<b>15,662</b>	<b>219,875</b>
Arkansas	902	857	1,429	773	1,123	1,569	1,323	746	593	759	782	734	11,590
Louisiana	1,032	1,177	1,549	1,298	1,749	2,086	1,836	1,159	745	1,053	923	922	15,529
Oklahoma	1,574	1,588	2,559	1,395	2,454	2,576	2,645	1,274	1,133	1,469	1,275	1,645	21,587
Texas	10,913	11,437	19,191	10,408	19,558	22,253	22,304	12,048	9,437	11,082	10,178	12,361	171,169
<b>E.N. CENTRAL</b>	<b>37,181</b>	<b>43,771</b>	<b>49,127</b>	<b>32,261</b>	<b>26,631</b>	<b>34,082</b>	<b>31,054</b>	<b>24,740</b>	<b>18,080</b>	<b>24,430</b>	<b>25,181</b>	<b>31,623</b>	<b>378,159</b>
Illinois	13,235	12,694	17,102	9,796	9,488	12,400	11,715	10,100	6,789	8,602	8,691	12,299	132,909
Indiana	4,268	4,165	5,586	2,688	3,310	4,768	3,938	2,158	2,107	2,744	3,284	3,425	42,441
Michigan	7,301	12,615	11,797	8,423	5,974	6,201	5,953	4,809	3,457	5,195	6,062	7,213	84,999
Ohio	6,424	7,237	7,560	6,242	5,420	7,659	7,272	5,572	4,203	5,034	4,788	5,233	72,644
Wisconsin	5,953	7,060	7,083	5,112	2,440	3,054	2,176	2,101	1,524	2,855	2,356	3,452	45,166
<b>E.S. CENTRAL</b>	<b>5,526</b>	<b>5,822</b>	<b>7,546</b>	<b>5,050</b>	<b>7,510</b>	<b>9,043</b>	<b>7,800</b>	<b>4,604</b>	<b>4,016</b>	<b>4,836</b>	<b>4,242</b>	<b>4,815</b>	<b>70,810</b>
Alabama	1,255	1,274	1,530	1,018	1,807	1,904	1,633	1,132	743	1,102	1,096	1,146	15,640
Kentucky	1,595	1,409	1,988	1,714	1,772	2,509	2,093	1,175	1,232	1,512	997	1,203	19,199
Mississippi	534	582	1,043	572	896	911	917	453	447	466	393	447	7,661
Tennessee	2,142	2,557	2,985	1,746	3,035	3,719	3,157	1,844	1,594	1,756	1,756	2,019	28,310
<b>NEW ENGLAND</b>	<b>8,838</b>	<b>12,033</b>	<b>10,926</b>	<b>10,736</b>	<b>7,902</b>	<b>8,884</b>	<b>9,927</b>	<b>9,705</b>	<b>5,343</b>	<b>8,125</b>	<b>5,842</b>	<b>7,664</b>	<b>105,925</b>
Connecticut	2,250	2,548	2,552	2,390	1,958	2,329	3,064	2,600	1,175	2,123	1,271	1,790	26,050
Maine	716	1,076	787	834	396	436	430	332	315	458	403	454	6,637
Massachusetts	4,034	5,668	5,385	5,443	4,194	4,663	4,813	5,434	2,829	3,973	3,074	4,087	53,597
New Hampshire	828	1,452	983	979	610	712	739	642	431	681	589	644	9,290
Rhode Island	647	696	776	502	465	434	555	490	398	589	305	394	6,251
Vermont	363	593	443	588	279	310	326	207	195	301	200	295	4,100

**TABLE 14: 2001 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>MID ATLANTIC</b>	<b>20,907</b>	<b>20,944</b>	<b>20,050</b>	<b>21,521</b>	<b>19,146</b>	<b>20,759</b>	<b>26,713</b>	<b>29,648</b>	<b>12,233</b>	<b>17,364</b>	<b>13,570</b>	<b>17,208</b>	<b>240,063</b>
New Jersey	5,571	4,976	5,147	6,137	5,158	5,968	7,854	9,667	3,185	4,659	3,538	3,795	65,654
New York	9,778	10,635	9,331	10,534	9,024	8,541	12,348	14,497	5,663	7,888	5,973	9,336	113,547
Pennsylvania	5,558	5,333	5,572	4,850	4,965	6,250	6,511	5,485	3,385	4,817	4,059	4,077	60,862
<b>S. ATLANTIC</b>	<b>26,460</b>	<b>23,789</b>	<b>28,429</b>	<b>27,254</b>	<b>30,397</b>	<b>35,775</b>	<b>34,043</b>	<b>26,647</b>	<b>17,287</b>	<b>22,530</b>	<b>21,091</b>	<b>22,635</b>	<b>316,337</b>
Delaware	468	399	432	492	364	344	480	407	272	328	267	323	4,576
Washington, D.C.	624	515	508	444	519	636	550	722	280	439	395	677	6,309
Florida	6,955	5,789	7,754	6,759	8,941	9,355	8,878	6,386	4,988	6,413	5,568	5,931	83,717
Georgia	3,807	4,383	5,705	4,284	5,639	6,287	6,132	3,731	3,048	3,560	3,604	3,601	53,781
Maryland	3,876	3,738	3,302	3,592	3,347	4,459	5,027	4,970	2,070	3,442	2,854	2,866	43,543
N. Carolina	2,920	2,537	3,612	3,439	3,816	5,133	3,586	2,202	2,001	2,414	2,367	2,568	36,595
S. Carolina	1,319	1,067	1,255	1,836	1,648	2,154	1,565	901	925	1,072	1,041	1,331	16,114
Virginia	6,087	4,970	5,330	5,903	5,659	6,697	7,221	6,960	3,390	4,472	4,539	5,049	66,277
West Virginia	404	391	531	505	465	711	604	368	313	390	455	287	5,425
<b>TOTAL U.S. EAST</b>	<b>139,879</b>	<b>147,480</b>	<b>171,441</b>	<b>124,789</b>	<b>128,659</b>	<b>151,821</b>	<b>150,525</b>	<b>120,039</b>	<b>76,307</b>	<b>102,670</b>	<b>95,842</b>	<b>115,291</b>	<b>1,524,743</b>

TABLE 15: Domestic U.S. Visitors by State: 1992 - 2001

	2001	2000	1999	1998	1997	1996	1995	1994	1993	1992
<b>PACIFIC COAST</b>	1,908,057	1,938,247	1,844,511	1,705,992	1,663,760	1,633,730	1,608,710	1,656,930	1,528,300	1,584,230
Alaska	41,545	43,224	41,737	37,579	30,970	31,730	31,200	34,960	28,510	33,700
California	1,468,881	1,456,666	1,355,754	1,269,623	1,262,570	1,257,670	1,219,340	1,282,600	1,164,070	1,236,150
Oregon	123,511	135,883	147,220	128,510	121,700	111,970	110,240	98,950	94,270	85,290
Washington	274,120	302,474	299,802	270,279	248,520	232,360	247,930	240,420	241,450	229,090
<b>MOUNTAIN</b>	390,046	391,037	363,898	341,950	339,620	313,490	291,400	277,700	245,960	262,290
Arizona	97,564	100,589	94,289	89,333	85,600	80,390	73,630	68,740	56,910	71,080
Colorado	107,933	110,480	98,218	90,828	95,370	80,890	75,450	74,390	66,190	72,260
Idaho	24,568	23,931	24,522	21,092	20,940	21,360	19,570	19,140	18,000	15,350
Montana	15,264	15,019	13,273	12,269	11,690	11,590	11,330	11,680	10,100	9,000
Nevada	54,879	55,621	46,772	45,397	43,140	41,810	40,780	38,270	33,560	32,860
New Mexico	18,549	20,509	19,803	19,643	18,630	19,580	19,140	18,700	16,870	19,620
Utah	65,648	58,460	61,635	58,332	58,940	52,480	46,110	41,310	39,190	37,180
Wyoming	5,640	6,428	5,386	5,057	5,310	5,390	5,400	5,470	5,140	4,940
<b>W.N. CENTRAL</b>	193,575	206,468	191,856	172,518	166,100	167,450	172,390	167,440	147,090	163,250
Iowa	22,236	24,544	23,772	20,830	18,660	20,370	21,730	21,380	17,470	21,810
Kansas	22,579	23,869	21,695	20,182	19,740	19,320	19,990	20,690	17,780	22,840
Minnesota	79,592	84,262	76,502	66,034	63,310	62,570	67,000	57,170	55,440	50,280
Missouri	45,285	48,170	45,279	42,131	42,320	42,070	40,180	45,780	35,800	46,430
Nebraska	13,170	14,280	14,199	13,710	12,540	12,850	12,870	12,900	11,440	12,810
N. Dakota	4,806	5,160	4,727	4,819	4,800	4,750	5,110	4,560	4,230	4,250
S. Dakota	5,907	6,182	5,682	4,813	4,730	5,520	4,870	4,960	4,930	4,830
<b>W.S. CENTRAL</b>	219,875	229,067	217,433	208,235	191,440	179,870	170,920	175,400	163,750	179,980
Arkansas	11,590	11,690	12,001	11,022	10,220	9,810	9,390	10,900	9,140	9,800
Louisiana	15,529	16,750	16,401	15,593	14,180	14,300	13,400	13,950	13,360	13,950
Oklahoma	21,587	22,838	21,902	19,916	19,830	19,920	20,070	19,560	18,570	21,080
Texas	171,169	177,789	167,129	161,704	147,200	135,840	128,070	130,990	122,680	135,150
<b>E.N. CENTRAL</b>	378,159	402,799	374,582	358,967	334,600	337,980	334,320	339,040	296,920	327,830
Illinois	132,909	138,588	132,675	128,745	122,880	121,300	123,670	126,460	111,150	121,970
Indiana	42,441	43,346	41,724	40,563	38,890	37,430	36,130	38,040	30,580	36,450
Michigan	84,999	88,413	78,946	76,217	69,100	69,470	68,550	66,630	59,200	64,470
Ohio	72,644	78,393	75,441	70,824	64,980	68,240	65,770	69,630	60,990	68,030
Wisconsin	45,166	54,059	45,795	42,619	38,750	41,540	40,200	38,280	35,000	36,910
<b>E.S. CENTRAL</b>	70,810	78,366	76,409	71,242	67,500	67,920	67,930	68,470	62,220	64,920
Alabama	15,640	18,573	17,746	16,445	15,250	15,170	15,420	15,380	14,310	15,010
Kentucky	19,199	20,993	19,150	18,194	18,490	17,800	17,290	17,950	16,290	16,660
Mississippi	7,661	8,581	8,092	7,961	6,810	6,980	7,520	7,510	6,380	6,780
Tennessee	28,310	30,220	31,421	28,642	26,950	27,970	27,700	27,630	25,240	26,470
<b>NEW ENGLAND</b>	105,925	110,355	97,204	92,070	90,190	93,520	90,460	91,540	86,810	95,530
Connecticut	26,050	27,672	26,653	24,710	24,000	24,780	24,350	25,130	24,590	27,690
Maine	6,637	7,159	6,663	6,426	5,980	6,590	6,670	6,240	6,030	5,850
Massachusetts	53,597	55,894	44,878	43,867	44,200	45,540	43,560	43,720	41,130	45,540
New Hampshire	9,290	8,996	8,783	7,981	7,550	7,570	7,280	7,280	6,460	7,220
Rhode Island	6,251	6,407	6,121	5,690	5,190	5,250	5,040	5,710	5,530	5,740
Vermont	4,100	4,225	4,106	3,397	3,280	3,790	3,560	3,460	3,070	3,490
<b>MID ATLANTIC</b>	240,063	256,975	241,256	220,845	203,840	208,620	213,090	220,960	210,390	237,070
New Jersey	65,654	70,559	66,806	58,958	54,310	53,680	55,660	58,260	55,640	61,680
New York	113,547	117,496	107,906	102,379	94,920	98,370	99,910	102,780	98,190	111,730
Pennsylvania	60,862	68,920	66,544	59,508	54,610	56,570	57,510	59,920	56,560	63,660
<b>S. ATLANTIC</b>	316,337	339,509	318,863	290,888	270,350	272,510	256,060	264,150	237,300	260,010
Delaware	4,576	4,948	4,518	3,913	3,790	3,820	4,010	4,120	3,720	4,560
Washington, D.C.	6,309	6,594	5,928	5,945	5,460	8,890	6,270	6,590	5,990	6,220
Florida	83,717	87,514	84,007	77,474	70,550	70,290	67,900	69,600	63,160	69,520
Georgia	53,781	62,041	54,025	50,635	50,930	50,240	43,580	43,580	40,120	43,120
Maryland	43,543	47,525	44,226	40,298	38,260	38,540	37,710	39,000	34,900	39,300
N. Carolina	36,595	40,666	38,848	33,435	31,430	30,290	28,950	30,140	26,310	28,580
S. Carolina	16,114	16,479	15,901	14,666	13,130	13,580	11,960	12,790	10,890	11,950
Virginia	66,277	68,202	65,683	59,587	52,710	51,850	50,480	52,970	47,410	51,510
West Virginia	5,425	5,541	5,727	4,935	4,090	5,010	5,210	5,360	4,800	5,250
<b>UNITED STATES</b>	3,822,845	3,952,823	3,726,012	3,462,708	3,327,400	3,275,090	3,205,280	3,261,630	2,978,740	3,175,110

Source: DBEDT

TABLE 16: 2001 Domestic U.S. Visitor Characteristics by State

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST- TIME	% HOTEL ONLY	% CONDO ONLY	% MCI MOON	% HONEY MOON	AVERAGE ISLES VISITED	# OF TRIPS
<b>PACIFIC COAST</b>	1,908,057	9.83	18,752,199	81.4%	51.9%	22.5%	47.7%	21.2%	5.9%	4.7%	0.48	6.14
Alaska	41,545	13.18	547,645	80.3%	42.8%	21.1%	40.2%	25.7%	6.2%	3.8%	0.57	6.17
California	1,468,881	9.31	13,674,501	81.6%	52.5%	22.9%	50.6%	19.7%	5.8%	4.8%	0.47	6.09
Oregon	123,511	11.16	1,378,588	79.8%	52.9%	22.4%	37.3%	26.2%	6.4%	4.6%	0.47	6.02
Washington	274,120	11.50	3,151,456	81.2%	49.5%	20.7%	38.1%	26.6%	5.8%	4.4%	0.50	6.50
<b>MOUNTAIN</b>	390,046	10.18	3,971,918	73.9%	45.5%	31.5%	47.6%	17.9%	7.3%	5.2%	0.55	4.96
Arizona	97,564	9.80	956,051	75.2%	48.0%	33.4%	48.7%	15.6%	7.3%	5.9%	0.52	4.74
Colorado	107,933	10.57	1,141,248	71.0%	51.1%	31.2%	48.2%	18.9%	7.4%	5.4%	0.49	4.87
Idaho	24,568	10.87	267,181	76.4%	46.9%	31.0%	42.8%	23.0%	7.3%	4.8%	0.53	4.84
Montana	15,264	11.33	172,905	70.7%	47.9%	35.6%	40.9%	25.1%	8.2%	4.7%	0.52	4.38
Nevada	54,879	9.95	545,906	79.2%	42.0%	27.1%	48.6%	16.1%	5.5%	5.0%	0.58	6.00
New Mexico	18,549	10.85	201,295	73.9%	45.6%	36.0%	47.7%	16.4%	9.1%	4.7%	0.54	4.37
Utah	65,648	9.54	626,103	72.7%	34.0%	30.2%	47.8%	17.6%	8.0%	4.7%	0.66	4.95
Wyoming	5,640	10.86	61,232	70.5%	46.7%	36.7%	43.9%	20.1%	9.0%	5.4%	0.53	4.33
<b>WEST NORTH CENTRAL</b>	193,575	10.55	2,042,374	64.9%	38.4%	44.3%	54.8%	14.4%	10.4%	6.3%	0.62	3.65
Iowa	22,236	10.79	239,880	64.2%	37.0%	48.7%	56.0%	13.0%	11.4%	6.2%	0.63	3.45
Kansas	22,579	10.09	227,710	65.4%	40.9%	43.2%	55.5%	13.7%	11.9%	6.7%	0.59	3.50
Minnesota	79,592	10.80	859,266	65.7%	37.6%	42.0%	55.0%	15.7%	9.6%	6.1%	0.62	3.85
Missouri	45,285	10.27	465,081	63.5%	39.4%	45.6%	53.0%	13.6%	9.8%	6.8%	0.61	3.56
Nebraska	13,170	10.10	133,026	65.0%	41.1%	44.8%	55.1%	13.7%	10.9%	7.0%	0.59	3.64
North Dakota	4,806	11.32	54,405	63.6%	33.3%	49.0%	59.8%	13.6%	14.1%	5.2%	0.67	3.25
South Dakota	5,907	10.67	63,005	65.7%	35.3%	49.4%	55.2%	13.6%	11.4%	4.8%	0.65	3.21
<b>WEST SOUTH CENTRAL</b>	219,875	9.56	2,102,433	67.8%	37.3%	43.8%	58.5%	11.2%	9.4%	6.9%	0.63	3.71
Arkansas	11,590	9.91	114,889	66.4%	34.0%	51.0%	54.6%	11.5%	9.9%	6.1%	0.66	3.08
Louisiana	15,529	10.02	155,672	62.7%	32.2%	54.1%	57.4%	8.9%	10.1%	7.8%	0.68	3.01
Oklahoma	21,587	10.01	216,117	68.6%	34.9%	45.1%	57.9%	12.0%	9.9%	6.6%	0.65	3.68
Texas	171,169	9.44	1,615,756	68.2%	38.3%	42.3%	59.0%	11.2%	9.3%	6.9%	0.62	3.81
<b>EAST NORTH CENTRAL</b>	378,159	10.65	4,026,094	61.6%	38.4%	47.6%	56.6%	13.0%	9.4%	7.8%	0.62	3.39
Illinois	132,909	10.19	1,354,400	64.8%	43.5%	42.6%	58.0%	14.0%	8.8%	7.8%	0.57	3.77
Indiana	42,441	10.39	441,093	62.6%	36.5%	50.0%	56.2%	13.4%	10.3%	6.9%	0.63	3.19
Michigan	84,999	11.11	944,207	59.4%	35.9%	50.8%	56.1%	12.8%	9.1%	8.1%	0.64	3.17
Ohio	72,644	10.66	774,702	59.0%	34.6%	51.3%	56.2%	10.9%	10.4%	8.4%	0.65	3.11
Wisconsin	45,166	11.33	511,694	60.0%	35.8%	48.1%	54.9%	13.5%	9.6%	7.1%	0.64	3.31
<b>EAST SOUTH CENTRAL</b>	70,810	10.14	718,029	63.7%	32.1%	50.5%	58.0%	10.6%	11.4%	6.5%	0.68	3.12
Alabama	15,640	9.73	152,220	64.8%	28.1%	51.0%	58.7%	9.3%	12.3%	5.9%	0.72	3.22
Kentucky	19,199	10.32	198,188	61.1%	33.8%	51.5%	55.6%	11.9%	10.1%	6.8%	0.66	3.00
Mississippi	7,661	10.24	78,466	69.9%	30.6%	53.2%	63.4%	8.3%	13.9%	7.6%	0.69	3.07
Tennessee	28,310	10.21	289,153	63.1%	33.6%	48.9%	57.7%	11.0%	11.2%	6.4%	0.66	3.17
<b>NEW ENGLAND</b>	105,925	11.65	1,234,507	60.3%	37.8%	47.8%	56.7%	10.8%	10.1%	9.2%	0.62	3.56
Connecticut	26,050	11.31	294,641	58.3%	38.4%	47.0%	59.1%	9.8%	10.8%	9.0%	0.62	3.72
Maine	6,637	13.74	91,187	65.6%	33.0%	48.7%	50.7%	11.1%	8.4%	6.1%	0.67	3.46
Massachusetts	53,597	11.50	616,399	59.9%	39.3%	48.3%	56.8%	11.0%	10.0%	10.2%	0.61	3.48
New Hampshire	9,290	11.83	109,928	61.6%	34.2%	48.2%	54.9%	11.3%	10.6%	7.4%	0.66	3.39
Rhode Island	6,251	11.16	69,779	62.8%	30.3%	46.9%	60.0%	10.5%	10.3%	9.3%	0.70	3.81
Vermont	4,100	12.82	52,573	63.6%	41.2%	45.9%	47.8%	13.6%	8.6%	7.1%	0.59	3.67
<b>MIDDLE ATLANTIC</b>	240,063	10.93	2,624,044	58.6%	35.9%	51.6%	60.8%	8.9%	9.5%	10.6%	0.64	3.20
New Jersey	65,654	10.78	707,943	57.7%	36.0%	50.2%	62.0%	8.7%	10.1%	10.8%	0.64	3.22
New York	113,547	11.04	1,253,735	59.0%	35.7%	52.2%	61.2%	8.6%	8.4%	11.4%	0.64	3.23
Pennsylvania	60,862	10.88	662,367	59.0%	36.1%	51.9%	58.6%	9.4%	11.1%	9.1%	0.64	3.11
<b>SOUTH ATLANTIC</b>	316,337	10.47	3,310,746	63.6%	31.8%	46.3%	56.9%	8.9%	11.3%	6.7%	0.68	3.66
Delaware	4,576	10.68	48,890	60.7%	34.8%	52.8%	57.1%	10.4%	10.7%	9.0%	0.65	3.03
D.C.	6,309	10.19	64,310	66.9%	33.6%	42.7%	56.7%	9.9%	12.6%	5.6%	0.66	4.23
Florida	83,717	10.67	893,022	61.6%	32.0%	46.5%	54.0%	8.3%	10.6%	6.4%	0.68	3.65
Georgia	53,781	9.63	518,162	63.2%	33.9%	46.6%	58.6%	10.5%	11.9%	7.4%	0.66	3.45
Maryland	43,543	10.76	468,443	64.1%	31.2%	46.1%	57.2%	8.8%	12.1%	6.8%	0.69	3.68
North Carolina	36,595	10.52	384,949	62.4%	35.5%	51.2%	57.0%	9.5%	11.6%	7.3%	0.65	3.09
South Carolina	16,114	10.39	167,375	62.9%	30.9%	51.3%	55.3%	9.8%	11.6%	5.6%	0.69	3.14
Virginia	66,277	10.68	708,076	67.0%	28.5%	41.1%	59.0%	7.9%	10.8%	6.1%	0.71	4.36
West Virginia	5,425	10.60	57,518	63.2%	26.4%	60.1%	60.3%	7.6%	11.2%	7.8%	0.74	2.76

Source: DBEDT

**TABLE 17: 2001 Market Penetration for Top U.S. MSAs**

RANK	METRO AREA	2001	2000	% CHNG	2000 Population (1000)	Est. 2000 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	587,656	579,979	1.32%	16,374	35.9
2	San Francisco/Oakland/San Jose, CA	528,373	538,435	-1.87%	7,039	75.1
3	Seattle/Tacoma/Bremington, WA	204,612	229,022	-10.66%	3,555	57.6
4	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	153,860	158,498	-2.93%	21,200	7.3
5	San Diego, CA	131,693	119,285	10.40%	2,814	46.8
6	Chicago/Gary/Kenosha, IL/IN/WI	114,121	117,392	-2.79%	9,158	12.5
7	Portland/Salem, OR/WA	97,335	107,138	-9.15%	2,265	43.0
8	Washington/Baltimore, DC/MD/VA/WV	87,478	91,233	-4.12%	7,608	11.5
9	Sacramento/Yolo, CA	81,422	77,705	4.78%	1,797	45.3
10	Denver/Boulder/Greeley, CO	75,563	77,892	-2.99%	2,582	29.3
11	Dallas/Fort Worth, TX	70,712	74,597	-5.21%	5,222	13.5
12	Phoenix/Mesa, AZ	70,480	73,556	-4.18%	3,252	21.7
13	Minneapolis/Saint Paul, MN/WI	59,909	63,927	-6.29%	2,969	20.2
14	Detroit/Ann Arbor/Flint, MI	52,911	56,244	-5.93%	5,456	9.7
15	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	50,478	52,772	-4.35%	5,819	8.7
16	Salt Lake City/Ogden, UT	41,878	39,230	6.75%	1,334	31.4
17	Atlanta, GA	41,218	47,835	-13.83%	4,112	10.0
18	Houston/Galveston/Brazoria, TX	41,093	41,073	0.05%	4,670	8.8
19	Las Vegas, NV/AZ	39,103	39,130	-0.07%	1,563	25.0
20	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	38,698	42,389	-8.71%	6,188	6.3
21	Saint Louis, MO/IL	28,152	28,833	-2.36%	2,604	10.8
22	Anchorage, AK	23,971	24,710	-2.99%	260	92.1
23	Kansas City, MO/KS	20,414	22,261	-8.29%	1,776	11.5
24	Cleveland/Akron, OH	19,625	21,776	-9.87%	2,946	6.7
25	Cincinnati/Hamilton, OH/KY/IN	18,513	19,605	-5.57%	1,979	9.4
26	Santa Barbara/Santa Maria/Lompoc, CA	17,315	16,906	2.42%	399	43.4
27	Austin/San Marcos, TX	15,959	16,179	-1.36%	1,250	12.8
28	Miami/Fort Lauderdale, FL	15,662	16,334	-4.12%	3,876	4.0
29	Stockton-Lodi, CA	15,125	14,646	3.27%	564	26.8
30	Tucson, AZ	15,122	15,206	-0.55%	844	17.9
31	Milwaukee/Racine, WI	14,910	17,594	-15.25%	1,690	8.8
32	Indianapolis, IN	14,806	15,005	-1.33%	1,608	9.2
33	Fresno, CA	14,483	15,763	-8.12%	923	15.7
34	Tampa/Saint Petersburg/Clearwater, FL	14,219	15,174	-6.30%	2,396	5.9
35	Spokane, WA	13,458	13,030	3.28%	418	32.2
36	Salinas, CA	12,906	13,183	-2.10%	402	32.1
37	Pittsburgh, PA	12,506	15,445	-19.03%	2,359	5.3
38	Norfolk/Virginia Beach/Newport News, VA/NC	12,390	12,770	-2.98%	1,570	7.9
39	Provo/Orem, UT	12,177	9,344	30.31%	369	33.0
40	Reno, NV	12,169	12,830	-5.15%	339	35.9
41	Columbus, OH	11,904	12,691	-6.20%	1,540	7.7
42	San Antonio, TX	11,773	12,823	-8.19%	1,592	7.4
43	Orlando, FL	11,620	11,746	-1.07%	1,645	7.1
44	Colorado Springs, CO	10,863	11,256	-3.50%	517	21.0
45	Boise City, ID	10,757	10,333	4.10%	432	24.9
46	San Luis/Obispo/Atascadero/Paso Robles, CA	10,339	9,720	6.37%	247	41.9
47	Modesto, CA	10,189	10,295	-1.03%	447	22.8
48	Albuquerque, NM	10,046	11,673	-13.94%	713	14.1
49	Eugene/Springfield, OR	9,993	11,179	-10.61%	323	30.9
50	Bakersfield, CA	9,639	9,549	0.94%	662	14.6
51	Raleigh/Durham/Chapel Hill, NC	9,134	10,696	-14.60%	1,188	7.7
52	Charlotte/Gastonia/Rock Hill, NC/SC	9,075	9,790	-7.30%	1,499	6.1
53	Nashville, TN	8,959	9,655	-7.22%	1,231	7.3
54	Grand Rapids/Muskegon/Holland, MI	8,816	8,618	2.30%	1,089	8.1
55	Oklahoma City, OK	7,839	8,305	-5.61%	1,083	7.2
56	Hartford, CT	7,821	7,744	1.00%	1,183	6.6
57	Tulsa, OK	7,333	8,065	-9.09%	803	9.1
58	Omaha, NE/IA	7,051	7,709	-8.54%	717	9.8
59	Bellingham, WA	6,364	6,298	1.05%	167	38.2

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

**TABLE 18: 2001 Japan MMA Visitor Characteristics**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	9,201,668	10,097,846	-8.9%	166,779	256,655	-35.0%	9,034,889	9,841,191	-8.2%
Total Visitors	1,528,564	1,817,643	-15.9%	22,371	34,141	-34.5%	1,506,193	1,783,502	-15.5%
<b>PARTY SIZE</b>									
One	161,470	155,403	3.9%	6,562	9,783	-32.9%	154,908	145,620	6.4%
Two	451,588	589,006	-23.3%	8,042	13,144	-38.8%	443,546	575,862	-23.0%
Three or more	915,506	1,073,234	-14.7%	7,767	11,214	-30.7%	907,739	1,062,020	-14.5%
Avg Party Size	2.69	2.74	-2.0%	1.79	1.78	0.6%	2.70	2.76	-2.2%
<b>VISIT STATUS</b>									
First-Time	741,248	952,005	-22.1%	7,277	12,173	-40.2%	733,970	939,832	-21.9%
Repeat	787,316	865,638	-9.0%	15,094	21,968	-31.3%	772,222	843,670	-8.5%
Average # of Trips	2.90	2.59	11.8%	5.09	4.55	11.7%	2.87	2.56	12.2%
<b>TRAVEL METHOD</b>									
Group Tour	668,106	1,255,509	-46.8%	4,351	7,127	-38.9%	663,754	1,248,382	-46.8%
Package	1,317,207	1,597,908	-17.6%	6,574	11,140	-41.0%	1,310,633	1,586,768	-17.4%
Group Tour & Pkg	636,047	1,218,726	-47.8%	3,197	5,238	-39.0%	632,850	1,213,488	-47.8%
True Independent	179,298	182,952	-2.0%	14,643	21,112	-30.6%	164,655	161,840	1.7%
<b>ISLANDS VISITED</b>									
Oahu	1,465,731	1,720,362	-14.8%	19,481	29,242	-33.4%	1,446,249	1,691,121	-14.5%
Maui County	236,018	274,476	-14.0%	3,165	5,201	-39.2%	232,853	269,275	-13.5%
...Maui	228,910	270,831	-15.5%	3,065	4,961	-38.2%	225,845	265,871	-15.1%
...Molokai	12,771	3,980	220.9%	97	231	-57.9%	12,674	3,750	238.0%
...Lanai	5,140	3,352	53.4%	87	269	-67.7%	5,053	3,082	63.9%
Kauai	122,396	122,045	0.3%	1,322	2,310	-42.8%	121,074	119,735	1.1%
Big Island	230,398	246,637	-6.6%	2,162	3,348	-35.4%	228,237	243,289	-6.2%
...Hilo	67,532	61,320	10.1%	642	1,005	-36.0%	66,890	60,315	10.9%
...Kona	203,433	212,865	-4.4%	1,774	2,783	-36.2%	201,658	210,082	-4.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.22	4.92	6.1%	6.32	6.13	3.1%	5.21	4.90	6.3%
Maui (days)	2.63	2.52	4.6%	5.82	6.84	-14.9%	2.59	2.44	6.3%
Molokai (days)	1.83	1.84	-0.5%	3.74	9.59	-61.0%	1.82	1.37	33.1%
Lanai (days)	1.68	2.47	-31.9%	6.85	6.85	0.0%	1.59	2.09	-23.6%
Kauai (days)	1.89	1.67	12.7%	5.48	7.19	-23.8%	1.85	1.57	17.8%
Big Island (days)	2.95	2.96	-0.3%	8.12	6.79	19.7%	2.90	2.91	-0.1%
...Hilo (days)	2.05	1.93	5.8%	7.28	6.41	13.5%	2.00	1.86	7.4%
...Kona (days)	2.66	2.87	-7.2%	7.26	5.85	24.1%	2.62	2.83	-7.4%
Statewide (days)	6.02	5.56	8.4%	7.46	7.52	-0.8%	6.00	5.52	8.7%
<b>ACCOMMODATIONS</b>									
Hotel	1,388,703	1,673,260	-17.0%	16,565	25,366	-34.7%	1,372,139	1,647,894	-16.7%
...Hotel Only	1,358,158	1,639,551	-17.2%	15,739	24,336	-35.3%	1,342,419	1,615,215	-16.9%
Condo	132,518	140,957	-6.0%	2,905	4,465	-34.9%	129,613	136,492	-5.0%
...Condo Only	114,391	116,944	-2.2%	2,474	3,764	-34.3%	111,917	113,180	-1.1%
Timeshare	4,129	931	343.5%	337	626	-46.1%	3,791	305	1141.4%
...Timeshare Only	1,411	703	100.6%	244	529	-53.9%	1,166	174	571.1%
Apartment	999	3,466	-71.2%	314	424	-25.8%	684	3,042	-77.5%
Bed & Breakfast	2,402	3,951	-39.2%	183	277	-34.1%	2,219	3,674	-39.6%
Cruise Ship	1,052	5,469	-80.8%	179	136	31.7%	873	5,333	-83.6%
Friends or Relatives	21,348	8,599	148.3%	1,952	2,690	-27.4%	19,396	5,909	228.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,350,028	1,685,394	-19.9%	18,099	27,387	-33.9%	1,331,929	1,658,007	-19.7%
...Honeymoon	224,624	328,050	-31.5%	2,532	4,006	-36.8%	222,092	324,044	-31.5%
MC&I (Net)	46,057	59,825	-23.0%	1,256	2,135	-41.2%	44,801	57,690	-22.3%
.....Convention/Conf.	18,501	23,869	-22.5%	661	1,090	-39.4%	17,840	22,779	-21.7%
.....Corp. Meetings	7,660	9,114	-15.9%	472	735	-35.8%	7,188	8,379	-14.2%
.....Incentive	21,325	27,816	-23.3%	127	324	-60.8%	21,198	27,492	-22.9%
Other Business	16,428	7,367	123.0%	851	1,356	-37.2%	15,576	6,011	159.1%
Visit Friends/Relatives	19,569	23,990	-18.4%	1,760	2,590	-32.1%	17,809	21,400	-16.8%
Government/Military	5,272	1,242	324.4%	374	433	-13.6%	4,898	809	505.2%
Attend School	5,641	1,554	263.1%	136	158	-14.2%	5,506	1,396	294.4%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	2,219.2	2,370.4	-6.4%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	241.2	234.7	2.7%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,451.8	1,304.1	11.3%	NA	NA	NA	NA	NA	NA

NA: Not available

Source: DBEDT

**TABLE 19: 2001 International Japanese Visitor Characteristics by Region**

<b>JAPAN BY REGION</b>	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
<b>Visitor Counts</b>	226,798	279,076	34,647	426,390	49,611	31,992	66,524	61,716	4,399	325,040
<b>PARTY SIZE</b>										
One	27,766	24,731	3,390	44,079	5,034	2,682	7,086	6,293	470	33,376
Two	66,442	80,972	12,934	121,040	15,498	10,482	22,646	19,410	906	93,216
Three or more	132,590	173,373	18,323	261,271	29,079	18,828	36,792	36,013	3,023	198,448
Avg Party Size	2.60	2.77	2.62	2.70	2.75	2.73	2.59	2.63	2.94	2.74
<b>VISIT STATUS</b>										
First-Time	121,888	134,308	21,444	166,262	28,318	19,016	39,606	30,823	2,929	169,376
Repeat	104,910	144,768	13,203	260,128	21,293	12,976	26,918	30,893	1,470	155,664
Average # of Trips	2.65	2.84	2.11	3.46	2.27	2.25	2.41	2.62	1.94	2.65
<b>TRAVEL METHOD</b>										
Group Tour	97,027	120,014	17,222	175,390	28,194	13,847	31,289	28,143	1,912	150,717
Package	206,174	245,978	30,518	354,500	45,963	29,359	60,713	54,070	3,651	279,707
Group Tour & Pkg	93,000	114,877	15,677	168,037	27,421	13,443	29,831	26,190	1,804	142,569
True Independent	16,598	27,962	2,585	64,536	2,875	2,229	4,353	5,694	640	37,184
<b>ISLANDS VISITED</b>										
Oahu	221,332	272,683	33,661	402,639	48,691	31,358	64,941	58,939	4,292	307,714
Maui County	33,306	45,701	5,232	60,602	8,829	7,523	10,909	8,577	949	51,226
...Maui	32,231	43,986	5,181	59,496	8,683	7,082	10,729	8,463	949	49,045
...Molokai	1,433	1,776	223	1,477	142	532	171	535	83	6,301
...Lanai	473	927	113	1,177	277	21	58	102	41	1,864
Kauai	17,063	24,046	2,290	35,417	3,325	3,026	3,751	4,444	204	27,507
Big Island	33,458	37,900	5,506	74,599	6,893	3,903	8,277	7,447	660	49,593
...Hilo	13,845	10,146	1,561	16,763	2,738	1,618	2,146	3,369	46	14,658
...Kona	29,663	33,660	4,771	67,020	6,181	2,713	7,787	6,221	645	42,998
<b>LENGTH OF STAY</b>										
Oahu (days)	5.18	5.39	5.20	5.64	5.14	5.40	5.45	5.37	5.76	4.42
Maui (days)	2.48	2.83	2.05	3.03	2.28	3.78	2.20	4.03	1.89	5.47
Molokai (days)	1.60	2.42	1.00	2.08	2.00	5.37	1.87	1.17	1.50	3.17
Lanai (days)	1.62	2.27	1.98	1.62	1.99	2.00	2.71	2.32	2.00	1.07
Kauai (days)	1.50	1.54	1.54	1.92	1.77	1.31	1.38	1.82	1.35	2.40
Big Island (days)	2.64	2.85	2.65	3.59	2.54	2.09	2.70	2.78	2.51	2.29
...Hilo (days)	1.76	2.10	1.71	2.39	1.56	1.51	1.70	1.24	1.67	2.08
...Kona (days)	2.16	2.57	2.50	3.40	2.14	2.10	2.40	2.65	2.45	1.93
Statewide (days)	5.52	5.85	5.50	6.17	5.52	6.14	5.74	5.83	6.07	6.42
<b>ACCOMMODATIONS</b>										
Hotel	214,510	258,803	32,284	374,064	47,791	30,713	61,413	55,912	3,705	292,944
...Hotel Only	212,402	254,273	31,917	363,128	46,497	30,132	60,345	54,113	3,619	285,994
Condo	11,163	20,181	1,997	49,185	2,553	1,413	4,951	6,243	298	31,629
...Condo Only	9,942	17,192	1,734	42,823	1,564	971	4,675	5,102	276	27,639
Timeshare	446	525	0	913	0	0	0	932	0	976
...Timeshare Only	180	438	0	253	0	0	0	52	0	243
Apartment	48	0	0	42	0	0	207	0	0	387
Bed & Breakfast	132	179	0	1,230	60	45	40	17	21	495
Cruise Ship	63	0	0	21	0	0	50	446	0	293
Friends or Relatives	1,729	2,526	352	8,554	320	257	578	242	420	4,419
<b>PURPOSE OF TRIP</b>										
Pleasure (Net)	206,412	250,461	29,771	376,752	43,827	27,874	59,093	54,921	3,872	278,945
...Honeymoon	32,128	39,172	7,690	49,218	10,662	6,872	13,948	7,838	526	54,039
MC&I (Net)	5,126	5,689	2,232	12,352	1,876	1,299	1,336	1,844	101	12,946
.....Convention/Conf.	1,673	2,542	342	5,123	1,272	113	243	731	31	5,769
.....Corp. Meetings	460	456	1,118	2,141	202	249	597	9	0	1,956
.....Incentive	3,015	2,911	798	5,268	401	937	496	1,103	71	6,197
Other Business	1,435	2,706	260	4,285	330	188	737	550	0	5,086
Visit Friends/Relatives	1,643	2,876	132	6,186	349	266	661	758	119	4,820
Government/Military	617	661	28	1,686	309	0	67	42	0	1,488
Attend School	607	905	191	1,863	50	31	56	463	22	1,318

Source: DBEDT

**TABLE 20: Canada MMA Visitor Characteristics: 2001 vs. 2000**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	2,638,548	3,081,556	-14.4%	575,666	533,113	8.0%	2,062,882	2,548,443	-19.1%
Total Visitors	216,948	251,843	-13.9%	43,905	41,039	7.0%	173,043	210,804	-17.9%
<b>PARTY SIZE</b>									
One	43,655	47,820	-8.7%	10,576	9,785	8.1%	33,079	38,035	-13.0%
Two	110,318	131,192	-15.9%	22,318	21,292	4.8%	88,000	109,900	-19.9%
Three or more	62,975	72,831	-13.5%	11,011	9,962	10.5%	51,964	62,869	-17.3%
Avg Party Size	1.89	1.91	-0.8%	1.79	1.78	0.1%	1.92	1.93	-0.7%
<b>VISIT STATUS</b>									
First-Time	88,569	107,045	-17.3%	18,886	18,310	3.1%	69,683	88,735	-21.5%
Repeat	128,379	144,798	-11.3%	25,019	22,729	10.1%	103,360	122,069	-15.3%
Average # of Trips	4.23	4.23	0.1%	4.08	4.06	0.6%	4.27	4.26	0.2%
<b>TRAVEL METHOD</b>									
Group Tour	21,078	27,249	-22.6%	4,897	5,247	-6.7%	16,181	22,002	-26.5%
Package	63,641	78,283	-18.7%	12,708	12,850	-1.1%	50,933	65,433	-22.2%
Group Tour & Pkg	17,546	21,691	-19.1%	4,044	4,211	-4.0%	13,502	17,480	-22.8%
True Independent	149,775	168,001	-10.8%	30,344	27,153	11.8%	119,431	140,848	-15.2%
<b>ISLANDS VISITED</b>									
Oahu	122,736	137,911	-11.0%	24,115	24,527	-1.7%	98,621	113,384	-13.0%
Maui County	105,476	125,978	-16.3%	19,565	17,296	13.1%	85,910	108,682	-21.0%
...Maui	102,888	122,375	-15.9%	19,008	16,637	14.3%	83,880	105,738	-20.7%
...Molokai	3,018	4,143	-27.2%	614	751	-18.3%	2,404	3,392	-29.1%
...Lanai	5,325	6,886	-22.7%	1,100	1,218	-9.7%	4,225	5,668	-25.5%
Kauai	31,073	35,577	-12.7%	7,379	6,929	6.5%	23,694	28,649	-17.3%
Big Island	38,547	39,653	-2.8%	9,432	8,484	11.2%	29,115	31,168	-6.6%
...Hilo	12,052	11,703	3.0%	3,052	2,495	22.3%	9,000	9,208	-2.3%
...Kona	33,946	34,768	-2.4%	8,337	7,408	12.5%	25,610	27,359	-6.4%
<b>LENGTH OF STAY</b>									
Oahu (days)	9.20	9.70	-5.2%	9.93	9.59	3.5%	9.02	9.73	-7.3%
Maui (days)	9.21	9.19	0.2%	9.39	9.00	4.3%	9.17	9.22	-0.6%
Molokai (days)	5.91	5.80	1.8%	10.34	11.52	-10.3%	4.78	4.54	5.4%
Lanai (days)	5.90	5.49	7.4%	10.41	9.11	14.3%	4.72	4.71	0.3%
Kauai (days)	6.91	7.05	-2.0%	7.31	7.50	-2.5%	6.79	6.94	-2.2%
Big Island (days)	7.73	7.71	0.2%	9.13	9.02	1.2%	7.27	7.35	-1.1%
...Hilo (days)	4.71	4.69	0.3%	5.98	6.10	-2.0%	4.27	4.31	-0.8%
...Kona (days)	7.10	7.21	-1.5%	8.14	8.28	-1.7%	6.76	6.92	-2.3%
Statewide (days)	12.16	12.24	-0.6%	13.11	12.99	0.9%	11.92	12.09	-1.4%
<b>ACCOMMODATIONS</b>									
Hotel	124,869	150,608	-17.1%	25,515	25,048	1.9%	99,354	125,560	-20.9%
...Hotel Only	107,106	130,985	-18.2%	22,387	22,435	-0.2%	84,719	108,550	-22.0%
Condo	61,204	70,710	-13.4%	10,091	8,948	12.8%	51,114	61,762	-17.2%
...Condo Only	49,792	57,605	-13.6%	8,536	7,450	14.6%	41,256	50,155	-17.7%
Timeshare	15,432	12,450	23.9%	3,167	2,507	26.3%	12,265	9,943	23.3%
...Timeshare Only	11,204	8,329	34.5%	2,529	1,875	34.9%	8,675	6,454	34.4%
Apartment	4,233	4,451	-4.9%	790	718	10.1%	3,443	3,733	-7.8%
Bed & Breakfast	3,551	2,890	22.9%	774	915	-15.4%	2,777	1,975	40.6%
Cruise Ship	4,769	14,588	-67.3%	1,532	855	79.2%	3,237	13,733	-76.4%
Friends or Relatives	15,770	17,657	-10.7%	3,783	3,514	7.7%	11,987	14,143	-15.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	174,403	202,990	-14.1%	33,434	31,271	6.9%	140,968	171,719	-17.9%
...Honeymoon	10,016	14,360	-30.2%	2,418	2,619	-7.7%	7,598	11,741	-35.3%
MC&I (Net)	25,225	32,330	-22.0%	6,398	6,164	3.8%	18,826	26,166	-28.0%
.....Convention/Conf.	17,706	20,604	-14.1%	4,585	3,883	18.1%	13,121	16,721	-21.5%
.....Corp. Meetings	5,114	6,185	-17.3%	1,121	1,238	-9.4%	3,993	4,947	-19.3%
.....Incentive	2,820	6,167	-54.3%	771	1,150	-32.9%	2,049	5,017	-59.2%
Other Business	4,950	5,976	-17.2%	1,277	1,372	-6.9%	3,673	4,604	-20.2%
Visit Friends/Relatives	11,194	13,091	-14.5%	2,735	2,653	3.1%	8,459	10,438	-19.0%
Government/Military	1,245	1,262	-1.3%	329	355	-7.4%	917	907	1.1%
Attend School	712	656	8.5%	164	153	7.1%	548	503	9.0%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	400.7	451.5	-11.2%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	151.9	146.5	3.7%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,847.1	1,792.6	3.0%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT



**TABLE 21: Europe MMA Visitor Characteristics: 2001 vs. 2000**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	1,521,623	1,996,697	-23.8%	1,316,104	1,732,655	-24.0%	205,519	264,042	-22.2%
Total Visitors	126,020	166,974	-24.5%	104,229	139,337	-25.2%	21,791	27,637	-21.2%
<b>PARTY SIZE</b>									
One	34,939	45,444	-23.1%	28,462	38,489	-26.1%	6,477	6,955	-6.9%
Two	66,288	88,134	-24.8%	53,788	72,448	-25.8%	12,500	15,686	-20.3%
Three or more	24,793	33,396	-25.8%	21,979	28,400	-22.6%	2,815	4,996	-43.7%
Avg Party Size	1.69	1.70	-0.5%	1.70	1.70	0.6%	1.61	1.71	-5.6%
<b>VISIT STATUS</b>									
First-Time	75,714	97,166	-22.1%	58,235	76,829	-24.2%	17,479	20,337	-14.1%
Repeat	50,307	69,808	-27.9%	45,994	62,508	-26.4%	4,312	7,300	-40.9%
Average # of Trips	3.11	3.00	3.7%	3.44	3.30	4.2%	1.56	1.51	3.3%
<b>TRAVEL METHOD</b>									
Group Tour	14,092	20,399	-30.9%	12,568	18,718	-32.9%	1,524	1,681	-9.3%
Package	51,980	68,310	-23.9%	42,452	57,918	-26.7%	9,528	10,392	-8.3%
Group Tour & Pkg	10,944	15,061	-27.3%	9,494	13,854	-31.5%	1,450	1,207	20.2%
True Independent	70,893	93,325	-24.0%	58,703	76,555	-23.3%	12,190	16,771	-27.3%
<b>ISLANDS VISITED</b>									
Oahu	89,568	121,475	-26.3%	71,582	97,736	-26.8%	17,986	23,739	-24.2%
Maui County	38,110	56,925	-33.1%	33,632	50,831	-33.8%	4,478	6,095	-26.5%
...Maui	36,976	55,560	-33.4%	32,766	49,479	-33.8%	4,210	6,081	-30.8%
...Molokai	1,557	2,365	-34.1%	1,299	2,135	-39.2%	259	230	12.3%
...Lanai	1,518	2,336	-35.0%	1,361	2,055	-33.8%	157	281	-44.2%
Kauai	18,608	28,715	-35.2%	17,311	25,187	-31.3%	1,297	3,527	-63.2%
Big Island	25,196	35,846	-29.7%	20,929	30,632	-31.7%	4,267	5,214	-18.2%
...Hilo	8,992	13,029	-31.0%	6,691	10,184	-34.3%	2,301	2,845	-19.1%
...Kona	21,110	29,839	-29.3%	17,870	25,870	-30.9%	3,241	3,968	-18.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	9.73	8.82	10.3%	10.22	9.25	10.5%	7.76	7.05	10.0%
Maui (days)	8.54	7.98	7.0%	8.50	8.18	3.9%	8.82	6.30	39.9%
Molokai (days)	5.48	5.57	-1.6%	6.09	5.76	5.7%	2.42	3.79	-36.1%
Lanai (days)	6.36	6.35	0.1%	6.98	6.26	11.5%	0.95	6.98	-86.4%
Kauai (days)	6.79	6.31	7.6%	6.93	6.42	8.0%	4.85	5.52	-12.2%
Big Island (days)	7.54	7.62	-1.0%	8.04	7.74	3.9%	5.10	6.90	-26.0%
...Hilo (days)	5.14	5.05	1.9%	5.58	5.34	4.5%	3.86	4.00	-3.4%
...Kona (days)	6.82	6.95	-1.9%	7.33	7.06	3.8%	3.98	6.20	-35.8%
Statewide (days)	12.07	11.96	1.0%	12.63	12.44	1.5%	9.43	9.55	-1.3%
<b>ACCOMMODATIONS</b>									
Hotel	87,093	116,680	-25.4%	71,115	97,936	-27.4%	15,979	18,745	-14.8%
...Hotel Only	80,166	107,638	-25.5%	65,508	90,450	-27.6%	14,658	17,188	-14.7%
Condo	11,436	14,446	-20.8%	9,761	13,589	-28.2%	1,675	857	95.5%
...Condo Only	8,664	11,729	-26.1%	7,442	11,290	-34.1%	1,222	439	178.4%
Timeshare	3,817	4,455	-14.3%	3,453	3,709	-6.9%	364	746	-51.3%
...Timeshare Only	2,909	3,440	-15.5%	2,773	2,736	1.3%	136	704	-80.7%
Apartment	5,752	7,859	-26.8%	5,211	6,632	-21.4%	541	1,227	-55.9%
Bed & Breakfast	3,494	5,131	-31.9%	3,017	4,201	-28.2%	477	930	-48.7%
Cruise Ship	2,192	1,678	30.7%	2,103	1,525	37.8%	90	152	-41.2%
Friends or Relatives	12,059	14,144	-14.7%	11,026	13,000	-15.2%	1,033	1,143	-9.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	102,022	135,465	-24.7%	82,261	110,210	-25.4%	19,761	25,255	-21.8%
...Honeymoon	9,320	12,218	-23.7%	8,387	10,808	-22.4%	934	1,410	-33.8%
MC&I (Net)	9,931	15,084	-34.2%	9,056	14,246	-36.4%	875	838	4.4%
....Convention/Conf.	6,258	9,766	-35.9%	5,467	9,421	-42.0%	790	345	129.1%
....Corp. Meetings	2,091	3,050	-31.5%	2,061	2,700	-23.7%	30	350	-91.6%
....Incentive	1,712	2,404	-28.8%	1,657	2,261	-26.7%	55	143	-61.7%
Other Business	3,787	4,267	-11.2%	3,536	4,185	-15.5%	251	82	208.1%
Visit Friends/Relatives	8,629	10,401	-17.0%	7,925	9,514	-16.7%	704	888	-20.7%
Government/Military	1,058	1,130	-6.4%	1,058	1,006	5.2%	0	124	-100.0%
Attend School	682	740	-7.8%	602	636	-5.4%	80	104	-22.4%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	243.9	263.8	-7.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	160.3	132.1	21.3%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,935.2	1,580.1	22.5%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT

TABLE 22: Oceania MMA Visitor Characteristics: 2001 vs. 2000

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	681,446	773,573	-11.9%	136,424	218,451	-37.5%	545,022	555,122	-1.8%
Total Visitors	81,158	95,974	-15.4%	20,829	32,615	-36.1%	60,329	63,359	-4.8%
<b>PARTY SIZE</b>									
One	20,279	20,180	0.5%	5,461	7,867	-30.6%	14,818	12,313	20.3%
Two	40,166	46,938	-14.4%	8,962	13,416	-33.2%	31,204	33,522	-6.9%
Three or more	20,714	28,856	-28.2%	6,406	11,332	-43.5%	14,308	17,524	-18.4%
Avg Party Size	1.80	1.88	-4.1%	1.88	1.88	0.0%	1.78	1.88	-5.6%
<b>VISIT STATUS</b>									
First-Time	44,035	49,993	-11.9%	9,999	15,836	-36.9%	34,036	34,157	-0.4%
Repeat	37,124	45,981	-19.3%	10,830	16,779	-35.5%	26,293	29,202	-10.0%
Average # of Trips	2.75	2.74	0.3%	3.29	3.29	0.1%	2.56	2.45	4.3%
<b>TRAVEL METHOD</b>									
Group Tour	5,165	6,156	-16.1%	964	1,716	-43.8%	4,202	4,440	-5.4%
Package	45,465	57,668	-21.2%	9,729	16,208	-40.0%	35,736	41,460	-13.8%
Group Tour & Pkg	4,420	5,228	-15.5%	745	1,206	-38.3%	3,675	4,022	-8.6%
True Independent	34,948	37,378	-6.5%	10,881	15,897	-31.6%	24,067	21,481	12.0%
<b>ISLANDS VISITED</b>									
Oahu	71,530	86,920	-17.7%	18,884	29,614	-36.2%	52,646	57,306	-8.1%
Maui County	13,091	14,643	-10.6%	2,449	4,302	-43.1%	10,642	10,342	2.9%
...Maui	12,953	14,421	-10.2%	2,378	4,183	-43.2%	10,575	10,238	3.3%
...Molokai	210	450	-53.4%	80	182	-56.0%	129	268	-51.6%
...Lanai	512	378	35.5%	98	218	-55.3%	414	159	160.1%
Kauai	5,778	6,793	-14.9%	1,208	1,723	-29.9%	4,570	5,070	-9.9%
Big Island	11,082	10,510	5.4%	1,510	2,331	-35.2%	9,572	8,179	17.0%
...Hilo	3,611	3,418	5.6%	466	597	-21.9%	3,145	2,821	11.5%
...Kona	9,543	8,851	7.8%	1,266	2,083	-39.2%	8,277	6,769	22.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.72	6.81	-1.2%	5.69	5.71	-0.3%	7.09	7.38	-3.8%
Maui (days)	7.23	5.78	25.1%	5.17	5.78	-10.6%	7.70	5.79	33.0%
Molokai (days)	4.08	5.43	-24.9%	6.16	9.43	-34.6%	2.80	2.72	2.9%
Lanai (days)	4.48	3.70	20.9%	2.98	5.24	-43.2%	4.83	1.59	203.8%
Kauai (days)	5.26	5.35	-1.5%	5.97	5.61	6.4%	5.08	5.26	-3.4%
Big Island (days)	6.60	5.53	19.5%	5.70	5.39	5.7%	6.74	5.57	21.2%
...Hilo (days)	5.94	3.30	80.0%	3.66	3.32	10.4%	6.27	3.30	90.4%
...Kona (days)	5.42	5.29	2.5%	5.45	5.08	7.3%	5.42	5.35	1.2%
Statewide (days)	8.40	8.06	4.2%	6.55	6.70	-2.2%	9.03	8.76	3.1%
<b>ACCOMMODATIONS</b>									
Hotel	65,342	79,748	-18.1%	15,994	25,687	-37.7%	49,348	54,061	-8.7%
...Hotel Only	59,758	75,058	-20.4%	15,399	24,671	-37.6%	44,358	50,387	-12.0%
Condo	4,409	4,336	1.7%	1,004	1,512	-33.6%	3,405	2,824	20.6%
...Condo Only	2,453	2,767	-11.4%	824	1,255	-34.4%	1,629	1,512	7.8%
Timeshare	2,219	2,644	-16.1%	569	681	-16.4%	1,650	1,963	-16.0%
...Timeshare Only	1,573	1,776	-11.4%	488	540	-9.6%	1,086	1,237	-12.2%
Apartment	3,661	4,052	-9.7%	809	1,277	-36.7%	2,852	2,775	2.8%
Bed & Breakfast	843	764	10.4%	229	312	-26.6%	614	452	35.9%
Cruise Ship	701	286	144.8%	260	249	4.2%	441	37	1096.8%
Friends or Relatives	5,588	4,960	12.7%	1,617	2,485	-34.9%	3,972	2,475	60.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	68,774	84,122	-18.2%	17,873	28,237	-36.7%	50,901	55,885	-8.9%
...Honeymoon	3,382	5,182	-34.7%	906	1,500	-39.6%	2,476	3,682	-32.8%
MC&I (Net)	3,657	4,691	-22.0%	867	1,360	-36.2%	2,790	3,331	-16.2%
.....Convention/Conf.	2,387	3,691	-35.3%	579	930	-37.8%	1,808	2,761	-34.5%
.....Corp. Meetings	430	439	-1.9%	186	287	-35.0%	244	152	60.6%
.....Incentive	902	569	58.6%	105	144	-26.8%	797	425	87.5%
Other Business	1,697	1,614	5.1%	652	823	-20.8%	1,044	790	32.1%
Visit Friends/Relatives	4,557	4,315	5.6%	1,107	1,767	-37.3%	3,450	2,548	35.4%
Government/Military	613	463	32.6%	251	378	-33.7%	362	84	330.0%
Attend School	138	113	22.2%	55	45	23.0%	83	68	21.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	115.2	132.3	-12.9%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	169.1	171.0	-1.1%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,419.9	1,378.3	3.0%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT

**TABLE 23: Other Asia MMA Visitor Characteristics: 2001 vs. 2000**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	771,288	988,880	-22.0%	218,919	285,432	-23.3%	552,370	703,448	-21.5%
Total Visitors	101,870	152,543	-33.2%	30,776	44,787	-31.3%	71,094	107,756	-34.0%
<b>PARTY SIZE</b>									
One	23,948	24,171	-0.9%	8,728	10,882	-19.8%	15,220	13,289	14.5%
Two	26,656	40,216	-33.7%	5,240	9,542	-45.1%	21,416	30,674	-30.2%
Three or more	51,266	88,156	-41.8%	16,808	24,363	-31.0%	34,458	63,793	-46.0%
Avg Party Size	2.14	2.57	-16.8%	2.10	2.20	-4.6%	2.15	2.72	-20.9%
<b>VISIT STATUS</b>									
First-Time	69,662	110,030	-36.7%	18,398	26,845	-31.5%	51,263	83,185	-38.4%
Repeat	32,208	42,513	-24.2%	12,378	17,942	-31.0%	19,831	24,571	-19.3%
Average # of Trips	2.27	2.28	-0.5%	3.07	3.15	-2.4%	1.93	1.92	0.1%
<b>TRAVEL METHOD</b>									
Group Tour	45,272	82,352	-45.0%	10,705	16,432	-34.9%	34,566	65,920	-47.6%
Package	57,959	100,382	-42.3%	13,544	21,092	-35.8%	44,416	79,290	-44.0%
Group Tour & Pkg	40,256	76,197	-47.2%	8,173	12,804	-36.2%	32,083	63,394	-49.4%
True Independent	38,895	46,007	-15.5%	14,700	20,067	-26.7%	24,195	25,940	-6.7%
<b>ISLANDS VISITED</b>									
Oahu	92,207	138,816	-33.6%	27,711	39,720	-30.2%	64,496	99,096	-34.9%
Maui County	19,659	30,518	-35.6%	4,473	7,254	-38.3%	15,186	23,264	-34.7%
...Maui	19,104	29,701	-35.7%	4,316	6,846	-37.0%	14,788	22,855	-35.3%
...Molokai	740	1,312	-43.6%	297	477	-37.7%	443	835	-47.0%
...Lanai	552	921	-40.0%	294	424	-30.7%	258	497	-48.0%
Kauai	4,601	9,083	-49.3%	2,447	3,433	-28.7%	2,154	5,650	-61.9%
Big Island	16,109	25,941	-37.9%	3,323	4,681	-29.0%	12,786	21,260	-39.9%
...Hilo	5,713	11,132	-48.7%	1,253	1,707	-26.6%	4,460	9,425	-52.7%
...Kona	12,316	20,222	-39.1%	2,678	3,616	-25.9%	9,638	16,607	-42.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.34	5.52	14.8%	5.85	5.15	13.5%	6.56	5.67	15.6%
Maui (days)	3.89	3.10	25.3%	5.29	4.58	15.6%	3.48	2.66	30.7%
Molokai (days)	1.82	2.75	-34.0%	2.09	4.38	-52.4%	1.64	1.82	-10.3%
Lanai (days)	4.02	3.03	32.4%	4.27	4.05	5.2%	3.74	2.17	72.5%
Kauai (days)	5.49	3.70	48.4%	6.08	5.74	6.0%	4.81	2.45	95.9%
Big Island (days)	5.16	3.46	49.2%	5.19	5.55	-6.5%	5.16	3.00	71.8%
...Hilo (days)	3.36	2.30	46.3%	3.16	3.88	-18.7%	3.42	2.01	70.0%
...Kona (days)	5.20	3.18	63.6%	4.96	5.35	-7.3%	5.26	2.70	94.7%
Statewide (days)	7.57	6.48	16.8%	7.11	6.37	11.6%	7.77	6.53	19.0%
<b>ACCOMMODATIONS</b>									
Hotel	82,285	124,583	-34.0%	23,984	35,620	-32.7%	58,301	88,963	-34.5%
...Hotel Only	78,082	119,093	-34.4%	22,925	34,181	-32.9%	55,157	84,911	-35.0%
Condo	5,539	6,577	-15.8%	2,135	2,927	-27.1%	3,404	3,650	-6.7%
...Condo Only	3,858	4,752	-18.8%	1,718	2,487	-30.9%	2,141	2,264	-5.5%
Timeshare	4,254	11,167	-61.9%	591	1,208	-51.1%	3,663	9,958	-63.2%
...Timeshare Only	3,642	10,124	-64.0%	441	888	-50.3%	3,201	9,236	-65.3%
Apartment	1,845	1,895	-2.6%	549	745	-26.3%	1,296	1,150	12.7%
Bed & Breakfast	961	1,536	-37.4%	243	540	-55.0%	718	996	-27.9%
Cruise Ship	4,927	4,508	9.3%	280	337	-16.8%	4,647	4,171	11.4%
Friends or Relatives	3,767	5,062	-25.6%	2,645	3,834	-31.0%	1,121	1,228	-8.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	69,446	109,277	-36.4%	21,439	31,517	-32.0%	48,007	77,759	-38.3%
...Honeymoon	9,324	18,176	-48.7%	1,596	1,936	-17.6%	7,728	16,240	-52.4%
MC&I (Net)	14,894	20,662	-27.9%	3,187	5,634	-43.4%	11,708	15,028	-22.1%
.....Convention/Conf.	6,336	9,763	-35.1%	1,630	2,315	-29.6%	4,706	7,447	-36.8%
.....Corp. Meetings	4,768	4,890	-2.5%	651	1,042	-37.5%	4,117	3,848	7.0%
.....Incentive	3,812	6,055	-37.0%	914	2,323	-60.6%	2,898	3,733	-22.4%
Other Business	7,875	9,719	-19.0%	3,120	3,852	-19.0%	4,754	5,868	-19.0%
Visit Friends/Relatives	7,304	8,572	-14.8%	2,161	3,127	-30.9%	5,144	5,446	-5.5%
Government/Military	1,490	1,138	31.0%	659	518	27.3%	832	620	34.1%
Attend School	961	988	-2.7%	217	201	8.0%	744	787	-5.4%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	134.7	192.8	-30.1%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	174.6	194.9	-10.4%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,322.2	1,263.8	4.6%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT

**TABLE 24: Latin America MMA Visitor Characteristics: 2001 vs. 2000**

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	153,372	178,884	-14.3%	140,311	162,616	-13.7%	13,062	16,267	-19.7%
Total Visitors	14,737	18,150	-18.8%	13,312	16,121	-17.4%	1,425	2,029	-29.8%
<b>PARTY SIZE</b>									
One	3,730	4,693	-20.5%	3,534	4,048	-12.7%	196	645	-69.6%
Two	6,746	8,434	-20.0%	5,814	7,142	-18.6%	932	1,292	-27.9%
Three or more	4,260	5,023	-15.2%	3,964	4,931	-19.6%	296	92	222.8%
Avg Party Size	1.81	1.79	1.1%	1.79	1.82	-1.6%	1.97	1.54	28.0%
<b>VISIT STATUS</b>									
First-Time	9,367	11,710	-20.0%	8,228	10,104	-18.6%	1,140	1,606	-29.0%
Repeat	5,369	6,440	-16.6%	5,084	6,017	-15.5%	285	423	-32.7%
Average # of Trips	2.59	2.51	3.1%	2.62	2.67	-1.6%	2.24	1.25	79.3%
<b>TRAVEL METHOD</b>									
Group Tour	2,167	2,104	3.0%	2,090	1,948	7.3%	77	156	-50.8%
Package	6,210	7,669	-19.0%	5,252	6,564	-20.0%	958	1,105	-13.4%
Group Tour & Pkg	1,646	1,550	6.2%	1,569	1,394	12.5%	77	156	-50.8%
True Independent	8,005	9,927	-19.4%	7,538	9,003	-16.3%	467	924	-49.5%
<b>ISLANDS VISITED</b>									
Oahu	11,706	13,719	-14.7%	10,373	12,188	-14.9%	1,333	1,531	-12.9%
Maui County	5,759	8,487	-32.1%	4,907	7,188	-31.7%	852	1,299	-34.4%
...Maui	5,657	8,397	-32.6%	4,805	7,099	-32.3%	852	1,299	-34.4%
...Molokai	127	232	-45.3%	127	232	-45.3%	0	0	NA
...Lanai	271	218	24.4%	271	218	24.4%	0	0	NA
Kauai	2,021	2,389	-15.4%	1,859	2,078	-10.5%	162	311	-48.0%
Big Island	2,571	3,418	-24.8%	2,294	3,040	-24.5%	278	378	-26.6%
...Hilo	912	1,002	-9.0%	794	920	-13.6%	118	82	43.3%
...Kona	2,138	3,000	-28.7%	1,978	2,622	-24.5%	160	378	-57.8%
<b>LENGTH OF STAY</b>									
Oahu (days)	8.03	7.25	10.8%	8.23	7.52	9.6%	6.41	5.10	25.7%
Maui (days)	6.09	5.81	4.7%	6.46	5.97	8.3%	3.98	4.96	-19.7%
Molokai (days)	2.86	1.64	74.4%	2.86	1.64	74.4%	0.00	0.00	NA
Lanai (days)	3.38	3.59	-6.0%	3.38	3.59	-6.0%	0.00	0.00	NA
Kauai (days)	5.09	4.40	15.6%	5.51	4.63	18.9%	0.20	2.83	-92.9%
Big Island (days)	4.82	5.56	-13.4%	5.37	5.87	-8.5%	0.20	3.04	-93.3%
...Hilo (days)	3.06	3.65	-16.3%	3.48	3.73	-6.7%	0.20	2.80	-92.7%
...Kona (days)	4.49	5.11	-12.2%	4.83	5.50	-12.1%	0.20	2.43	-91.7%
Statewide (days)	10.41	9.86	5.6%	10.54	10.09	4.5%	9.17	8.02	14.4%
<b>ACCOMMODATIONS</b>									
Hotel	10,571	13,557	-22.0%	9,563	12,066	-20.7%	1,008	1,491	-32.4%
...Hotel Only	9,959	12,918	-22.9%	8,951	11,653	-23.2%	1,008	1,265	-20.3%
Condo	1,061	1,305	-18.6%	1,061	1,305	-18.6%	0	0	NA
...Condo Only	875	1,143	-23.4%	875	1,143	-23.4%	0	0	NA
Timeshare	636	567	12.2%	636	509	24.9%	0	58	NA
...Timeshare Only	522	447	16.6%	522	447	16.6%	0	0	NA
Apartment	558	706	-21.0%	427	394	8.5%	131	313	-58.1%
Bed & Breakfast	169	154	9.4%	169	154	9.4%	0	0	NA
Cruise Ship	437	211	106.9%	437	211	106.9%	0	0	NA
Friends or Relatives	1,213	1,648	-26.4%	1,213	1,337	-9.2%	0	311	-100.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	11,666	14,153	-17.6%	10,295	12,461	-17.4%	1,371	1,691	-18.9%
...Honeymoon	1,678	1,928	-13.0%	1,230	1,514	-18.8%	448	413	8.4%
MC&I (Net)	1,770	2,219	-20.2%	1,770	2,116	-16.3%	0	103	-100.0%
.....Convention/Conf.	1,135	1,550	-26.8%	1,135	1,447	-21.6%	0	103	-100.0%
.....Corp. Meetings	327	371	-11.9%	327	371	-11.9%	0	0	NA
.....Incentive	325	315	3.0%	325	315	3.0%	0	0	NA
Other Business	246	560	-56.0%	246	560	-56.0%	0	0	NA
Visit Friends/Relatives	928	881	5.3%	874	827	5.6%	54	54	0.0%
Government/Military	109	75	44.1%	109	75	44.1%	0	0	NA
Attend School	71	32	119.7%	71	32	119.7%	0	0	NA
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	24.9	32.1	-22.4%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	162.5	179.6	-9.5%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,691.2	1,770.0	-4.4%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT

**TABLE 25: Other MMA Visitor Characteristics: 2001 vs. 2000**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	2,805,183	2,951,427	-5.0%	1,770,599	1,943,471	-8.9%	1,034,584	1,007,956	2.6%
Total Visitors	274,259	300,313	-8.7%	166,053	186,073	-10.8%	108,206	114,240	-5.3%
<b>PARTY SIZE</b>									
One	98,477	94,051	4.7%	44,136	51,578	-14.4%	54,341	42,473	27.9%
Two	101,540	115,094	-11.8%	72,250	80,758	-10.5%	29,290	34,336	-14.7%
Three or more	74,242	91,168	-18.6%	49,667	53,737	-7.6%	24,575	37,431	-34.3%
Avg Party Size	1.65	1.72	-4.3%	1.79	1.76	1.5%	1.43	1.66	-13.6%
<b>VISIT STATUS</b>									
First-Time	100,590	114,947	-12.5%	60,467	74,428	-18.8%	40,123	40,519	-1.0%
Repeat	173,669	185,366	-6.3%	105,586	111,645	-5.4%	68,083	73,721	-7.6%
Average # of Trips	5.10	4.92	3.5%	5.07	4.79	5.9%	5.14	5.15	-0.1%
<b>TRAVEL METHOD</b>									
Group Tour	21,047	34,708	-39.4%	14,172	19,956	-29.0%	6,875	14,751	-53.4%
Package	76,019	94,906	-19.9%	51,940	62,842	-17.3%	24,079	32,064	-24.9%
Group Tour & Pkg	16,342	26,636	-38.6%	10,998	15,035	-26.9%	5,345	11,601	-53.9%
True Independent	193,536	197,335	-1.9%	110,938	118,310	-6.2%	82,597	79,025	4.5%
<b>ISLANDS VISITED</b>									
Oahu	201,937	218,041	-7.4%	103,121	120,657	-14.5%	98,816	97,384	1.5%
Mauai County	72,225	80,495	-10.3%	58,358	65,900	-11.4%	13,867	14,595	-5.0%
...Mauai	70,502	78,235	-9.9%	56,635	63,957	-11.4%	13,867	14,278	-2.9%
...Molokai	2,219	2,689	-17.5%	2,172	2,420	-10.2%	47	269	-82.7%
...Lanai	2,720	2,692	1.0%	2,673	2,571	4.0%	47	121	-61.6%
Kauai	34,201	36,260	-5.7%	29,521	29,127	1.4%	4,680	7,133	-34.4%
Big Island	44,708	46,854	-4.6%	30,977	33,684	-8.0%	13,731	13,170	4.3%
...Hilo	20,177	16,502	22.3%	10,554	10,552	0.0%	9,623	5,950	61.7%
...Kona	36,518	38,635	-5.5%	26,524	29,007	-8.6%	9,994	9,628	3.8%
<b>LENGTH OF STAY</b>									
Oahu (days)	8.23	8.24	-0.1%	8.50	8.30	2.4%	7.95	8.17	-2.6%
Mauai (days)	7.25	7.39	-2.0%	7.73	7.41	4.4%	5.27	7.33	-28.1%
Molokai (days)	0.02	4.90	-99.6%	0.00	5.19	-100.0%	0.94	2.28	-58.8%
Lanai (days)	5.63	4.89	15.3%	5.71	5.04	13.4%	0.90	1.69	-46.6%
Kauai (days)	6.64	6.32	5.1%	6.76	6.66	1.5%	5.90	4.91	20.0%
Big Island (days)	8.71	6.85	27.1%	7.80	7.40	5.5%	10.77	5.46	97.0%
...Hilo (days)	4.56	4.20	8.7%	5.18	4.85	6.8%	3.88	3.04	27.6%
...Kona (days)	8.14	6.52	25.0%	7.05	6.82	3.3%	11.05	5.59	97.6%
Statewide (days)	10.23	9.83	4.1%	10.66	10.44	2.1%	9.56	8.82	8.4%
<b>ACCOMMODATIONS</b>									
Hotel	165,656	186,223	-11.0%	98,859	117,335	-15.7%	66,797	68,889	-3.0%
...Hotel Only	149,248	172,338	-13.4%	89,239	107,468	-17.0%	60,009	64,870	-7.5%
Condo	32,354	37,027	-12.6%	26,119	29,709	-12.1%	6,235	7,318	-14.8%
...Condo Only	26,298	31,144	-15.6%	21,812	24,925	-12.5%	4,486	6,219	-27.9%
Timeshare	11,157	10,270	8.6%	10,643	8,681	22.6%	515	1,589	-67.6%
...Timeshare Only	9,072	8,317	9.1%	8,557	6,728	27.2%	515	1,589	-67.6%
Apartment	7,755	9,088	-14.7%	3,864	4,336	-10.9%	3,891	4,752	-18.1%
Bed & Breakfast	4,400	3,223	36.5%	2,576	2,816	-8.5%	1,824	407	348.7%
Cruise Ship	5,497	4,081	34.7%	4,360	3,030	43.9%	1,137	1,050	8.2%
Friends or Relatives	42,693	41,280	3.4%	22,054	22,940	-3.9%	20,639	18,340	12.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	170,241	194,212	-12.3%	122,394	134,060	-8.7%	47,847	60,152	-20.5%
...Honeymoon	9,506	12,902	-26.3%	8,776	10,336	-15.1%	730	2,565	-71.5%
MC&I (Net)	24,740	30,725	-19.5%	14,666	22,352	-34.4%	10,074	8,373	20.3%
.....Convention/Conf.	16,845	22,453	-25.0%	9,663	15,574	-38.0%	7,181	6,879	4.4%
.....Corp. Meetings	5,057	5,412	-6.6%	3,001	4,203	-28.6%	2,056	1,210	70.0%
.....Incentive	3,017	3,380	-10.7%	2,180	2,751	-20.8%	837	629	33.0%
Other Business	11,690	16,705	-30.0%	7,421	7,993	-7.2%	4,270	8,712	-51.0%
Visit Friends/Relatives	39,910	34,373	16.1%	16,581	17,684	-6.2%	23,330	16,689	39.8%
Government/Military	13,808	13,016	6.1%	3,139	3,211	-2.3%	10,669	9,804	8.8%
Attend School	2,490	2,982	-16.5%	1,051	955	10.0%	1,439	2,027	-29.0%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	432.2	500.3	-13.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	154.1	169.5	-9.1%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,575.9	1,666.0	-5.4%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT

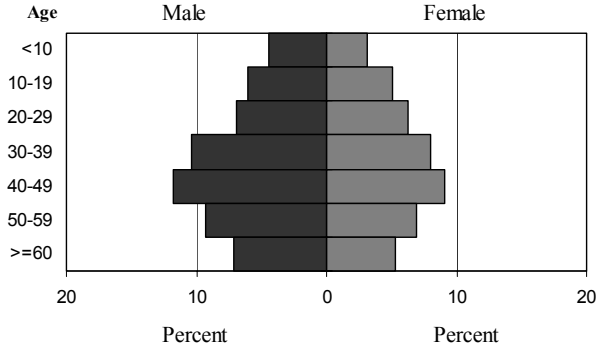
**TABLE 26: 2001 Visitor Age Distribution by MMA  
(% of MMA Total)**

Age	U.S. West			U.S. East			Canada			Europe			Oceania		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<10	4.4	3.2	7.6	2.4	1.8	4.2	2.0	1.8	3.8	1.6	1.2	2.7	2.3	2.1	4.4
10-19	6.1	5.1	11.2	4.7	4.5	9.2	4.8	5.7	10.4	3.0	2.7	5.7	4.4	4.3	8.7
20-29	6.9	6.3	13.2	7.6	7.1	14.7	5.9	7.0	12.9	10.6	9.9	20.5	8.3	10.8	19.1
30-39	10.4	8.1	18.5	10.1	7.8	17.9	7.7	7.1	14.8	13.3	8.2	21.5	7.2	6.7	13.9
40-49	11.8	9.1	20.9	11.8	9.3	21.1	9.7	10.3	20.0	9.5	6.8	16.3	7.9	8.6	16.6
50-59	9.3	6.9	16.3	10.4	7.8	18.2	9.6	9.2	18.7	9.4	7.5	16.9	9.7	9.6	19.4
>=60	7.2	5.3	12.5	8.2	6.4	14.6	10.1	9.3	19.3	9.3	7.0	16.4	9.2	8.8	18.0
<b>Total</b>	<b>56.0</b>	<b>44.0</b>	<b>100.0</b>	<b>55.3</b>	<b>44.7</b>	<b>100.0</b>	<b>49.7</b>	<b>50.3</b>	<b>100.0</b>	<b>56.7</b>	<b>0.4</b>	<b>100.0</b>	<b>49.1</b>	<b>50.9</b>	<b>100.0</b>
<b>Visitors</b>	<b>1,329,257</b>	<b>1,042,813</b>	<b>2,372,070</b>	<b>878,293</b>	<b>709,871</b>	<b>1,588,164</b>	<b>107,785</b>	<b>109,163</b>	<b>216,948</b>	<b>71,443</b>	<b>54,578</b>	<b>126,020</b>	<b>39,871</b>	<b>41,287</b>	<b>81,158</b>

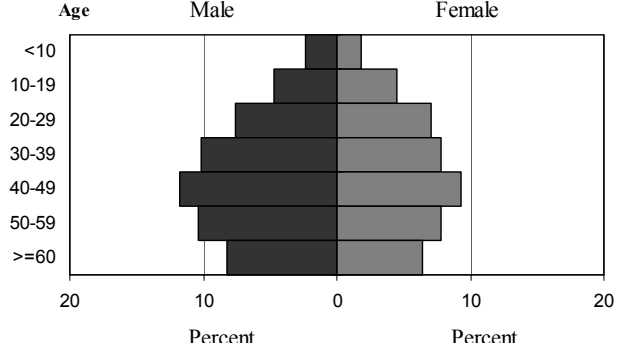
Age	Other Asia			Latin America			Other			Age <sup>1/</sup>	Japan		
	Male	Female	Total	Male	Female	Total	Male	Female	Total		Male	Female	Total
<10	3.5	2.7	6.2	2.0	1.7	3.7	3.0	1.8	4.8	<=12	3.6	4.3	7.9
10-19	2.6	2.2	4.9	4.5	3.2	7.7	3.7	4.8	8.5	13-17	1.6	1.7	3.3
20-29	6.7	9.0	15.6	17.8	15.3	33.1	8.4	5.3	13.7	18-24	4.0	8.1	12.1
30-39	20.3	13.2	33.5	13.7	9.1	22.8	11.5	10.8	22.3	25-39	16.0	20.2	36.2
40-49	13.2	6.8	20.0	9.3	6.2	15.5	11.4	9.1	20.5	40-59	11.0	17.6	28.6
50-59	7.4	5.0	12.4	6.6	5.2	11.8	10.7	6.2	16.9	>=60	5.3	6.6	11.9
>=60	3.7	3.7	7.3	3.0	2.4	5.4	8.5	4.8	13.3				
<b>Total</b>	<b>57.4</b>	<b>42.6</b>	<b>100.0</b>	<b>56.8</b>	<b>43.2</b>	<b>100.0</b>	<b>57.1</b>	<b>42.9</b>	<b>100.0</b>	<b>Total</b>	<b>41.5</b>	<b>58.5</b>	<b>100.0</b>
<b>Visitors</b>	<b>58,457</b>	<b>43,413</b>	<b>101,870</b>	<b>8,376</b>	<b>6,360</b>	<b>14,737</b>	<b>156,639</b>	<b>117,621</b>	<b>274,259</b>	<b>Visitors</b>	<b>637,572</b>	<b>890,991</b>	<b>1,528,563</b>

<sup>1/</sup>Starting in 2001 Japanese visitor age grouping is different from other MMAs.

**FIGURE 3: 2001 U.S. West Visitor Age Distribution**

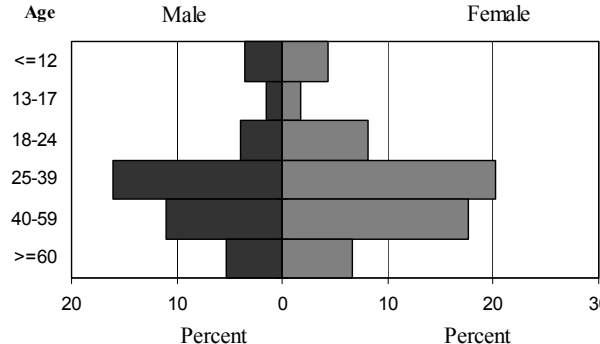


**FIGURE 4: 2001 U.S. East Visitor Age Distribution**

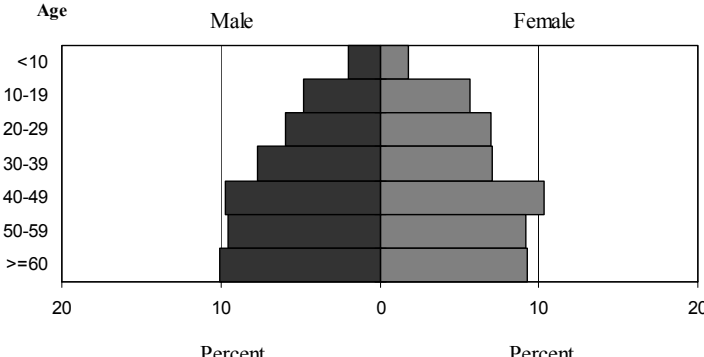


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**FIGURE 5: 2001 Japan Visitor Age Distribution**



**FIGURE 6: 2001 Visitor Age Distribution: Canada**



Source: DBEDT

# VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

*HONEYMOON VISITOR*

*MEETING, CONVENTION AND INCENTIVE  
VISITOR*

*VISITING FRIENDS AND RELATIVES*



## VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

**HONEYMOON:** A total of 499,778 visitors honeymooned in Hawaii in 2001, down 22.9 percent from the previous year. Except for a 44.0 percent growth on Molokai, all other islands experienced double digit decreases in the number of honeymooners during the year. Close to 67 percent were first-time visitors to the islands. The majority of the honeymooners traveled as true independents (57.4%).

Oahu hosted 73.7 percent of all honeymooners to the islands. Close to 36 percent visited Maui, 18.3 percent went to Kauai and 15.0 percent visited the Big Island. Honeymooners spent the most time on Maui (5.90 days), followed by Oahu (5.57 days), Kauai (5.32 days), Lanai (4.63 days), the Big Island (4.62 days) and Molokai (3.04 days). Nearly 86 percent stayed in hotels while 8.8 percent chose condominiums.

**MEETING, CONVENTION AND INCENTIVE:** the number of MCI travelers fell 26.3 percent to 423,642 for the year. The majority (78.2%) were domestic visitors while 21.8 percent came from foreign countries.

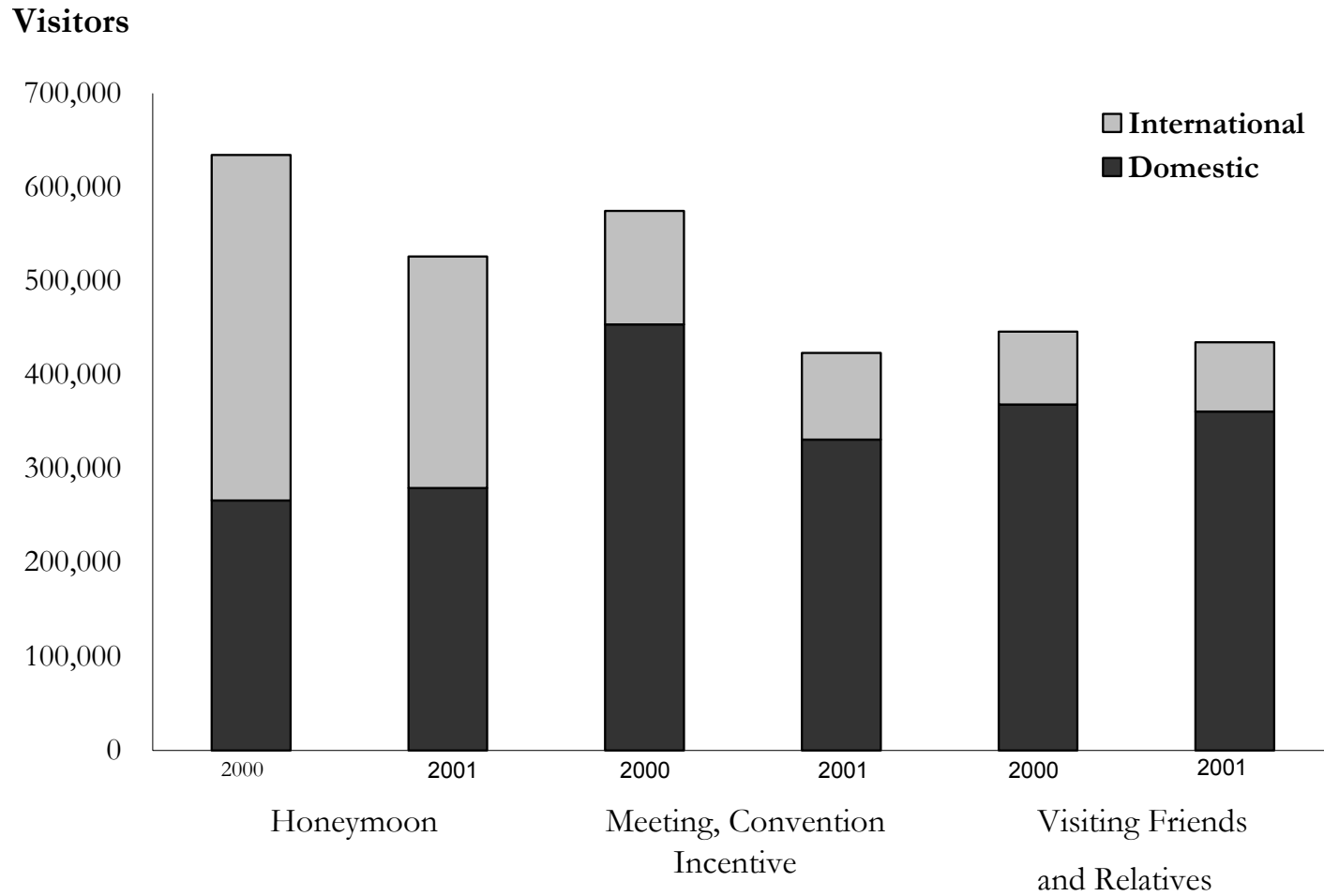
About 61 percent were repeat visitors to the islands. More than half (56.2%) of the MCI visitors came as true independents, while the remainder purchased package tour accommodations.

MCI visitors stayed an average of 8.05 days in Hawaii. They spent the most time on the Big Island (6.68 days), followed by Maui (6.62 days), Kauai (6.12 days), Oahu (6.08 days), Lanai (4.97 days) and Molokai (3.98 days). Hotels remained the most popular choice for lodging, accommodating over 90% of all MCI travelers during their stay.

**VISITING FRIENDS AND RELATIVES:** A total of 435,150 visitors came to the islands to see friends and relatives in 2001, increasing slightly to 7.9 percent of all visitors. Close to 83 percent were from the U.S. mainland while only 17.0 percent came from foreign countries. Over 77 percent were returning visitors to the islands, and 88.6 percent were independent travelers. Nearly 75 percent of this group of visitors went to Oahu, 19.9 percent visited Maui, and 17.7 percent visited the Big Island.

The average length of stay for this group of visitors was 12.11 days, longer than the average 9.16 days for all visitors to the State. Visitors here to see friends and family spent the most time on Oahu (10.13 days), followed by the Big Island (9.28 days), Maui (8.94 days), Kauai (8.66 days), Lanai (8.14 days) and Molokai (6.04 days). Nearly 62 percent of this group of visitors stayed with their friends and relatives, 26.4 percent stayed in hotels and 8.5 percent stayed in condominiums.

FIGURE 7: 2001 Visitor Arrivals by Purpose of Trip



**TABLE 27: Honeymoon Visitor Characteristics: 2001 vs. 2000**

Honeymoon	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	3,932,128	4,809,335	-18.2%	2,416,483	2,675,686	-9.7%	1,515,645	2,133,649	-29.0%
Total Visitors	499,778	648,092	-22.9%	253,253	279,843	-9.5%	246,525	368,249	-33.1%
<b>PARTY SIZE</b>									
One	43,310	36,764	17.8%	29,935	30,869	-3.0%	13,375	5,896	126.9%
Two	332,518	421,142	-21.0%	186,563	213,182	-12.5%	145,954	207,960	-29.8%
Three or more	123,950	190,186	-34.8%	36,755	35,792	2.7%	87,195	154,393	-43.5%
Avg Party Size	2.16	2.39	-9.4%	1.91	1.91	0.1%	2.42	2.75	-12.0%
<b>VISIT STATUS</b>									
First-Time	335,731	440,405	-23.8%	161,560	175,991	-8.2%	174,171	264,414	-34.1%
Repeat	164,047	207,687	-21.0%	91,693	103,852	-11.7%	72,354	103,835	-30.3%
Average # of Trips	2.16	2.00	8.1%	2.48	2.47	0.4%	1.83	1.64	11.7%
<b>TRAVEL METHOD</b>									
Group Tour	88,687	242,047	-63.4%	11,861	15,838	-25.1%	76,826	226,208	-66.0%
Package	209,292	487,030	-57.0%	132,465	153,932	-13.9%	76,826	333,099	-76.9%
Group Tour & Pkg	84,935	234,014	-63.7%	9,386	12,406	-24.3%	75,549	221,608	-65.9%
True Independent	286,734	153,029	87.4%	118,313	122,479	-3.4%	168,421	30,550	451.3%
<b>ISLANDS VISITED</b>									
Oahu	368,516	484,924	-24.0%	131,391	139,080	-5.5%	237,125	345,844	-31.4%
Maui County	184,687	232,404	-20.5%	138,347	161,246	-14.2%	46,340	71,158	-34.9%
...Maui	179,992	229,091	-21.4%	135,758	158,541	-14.4%	44,234	70,550	-37.3%
...Molokai	5,871	4,075	44.1%	3,053	3,240	-5.8%	2,817	835	237.4%
...Lanai	7,624	8,469	-10.0%	6,007	6,547	-8.3%	1,618	1,922	-15.8%
Kauai	91,656	109,005	-15.9%	75,701	84,724	-10.7%	15,955	24,280	-34.3%
Big Island	74,985	91,290	-17.9%	42,818	46,864	-8.6%	32,167	44,426	-27.6%
...Hilo	20,762	22,715	-8.6%	13,497	13,163	2.5%	7,264	9,551	-23.9%
...Kona	66,116	79,492	-16.8%	37,892	41,560	-8.8%	28,224	37,932	-25.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.57	5.32	4.8%	5.99	5.81	3.2%	5.34	5.12	4.3%
Maui (days)	5.90	5.72	3.1%	6.58	6.66	-1.2%	3.84	3.62	5.9%
Molokai (days)	3.04	3.74	-18.7%	3.79	4.05	-6.4%	2.22	2.52	-11.9%
Lanai (days)	4.63	3.59	28.9%	5.30	3.89	36.2%	2.14	2.57	-16.8%
Kauai (days)	5.32	5.24	1.5%	5.91	5.93	-0.4%	2.50	2.82	-11.4%
Big Island (days)	4.62	4.46	3.7%	5.65	5.69	-0.7%	3.25	3.16	2.9%
...Hilo (days)	3.39	2.75	23.3%	3.42	3.58	-4.6%	3.34	1.61	108.3%
...Kona (days)	4.20	4.34	-3.1%	5.17	5.28	-2.1%	2.90	3.30	-12.0%
Statewide (days)	7.87	7.42	6.0%	9.54	9.56	-0.2%	6.15	5.79	6.1%
<b>ACCOMMODATIONS</b>									
Hotel	429,404	567,196	-24.3%	191,128	214,739	-11.0%	238,277	352,457	-32.4%
...Hotel Only	410,659	543,799	-24.5%	175,290	198,819	-11.8%	235,370	344,981	-31.8%
Condo	43,910	57,649	-23.8%	36,999	44,160	-16.2%	6,911	13,489	-48.8%
...Condo Only	35,330	44,263	-20.2%	29,654	35,340	-16.1%	5,675	8,923	-36.4%
Timeshare	16,626	16,988	-2.1%	14,787	13,511	9.4%	1,839	3,477	-47.1%
...Timeshare Only	12,203	13,268	-8.0%	11,273	10,089	11.7%	930	3,179	-70.7%
Apartment	2,577	3,012	-14.4%	2,096	2,073	1.1%	481	939	-48.8%
Bed & Breakfast	7,085	8,040	-11.9%	6,334	6,463	-2.0%	750	1,577	-52.4%
Cruise Ship	5,720	3,040	88.2%	5,282	2,331	126.6%	438	709	-38.2%
Friends or Relatives	9,359	10,204	-8.3%	8,325	8,838	-5.8%	1,034	1,367	-24.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	499,778	648,092	-22.9%	253,253	279,843	-9.5%	246,525	368,249	-33.1%
...Honeymoon	499,778	648,092	-22.9%	253,253	279,843	-9.5%	246,525	368,249	-33.1%
MC&I (Net)	1,983	2,340	-15.2%	824	1,206	-31.7%	1,160	1,134	2.3%
...Convention/Conf.	1,312	1,174	11.7%	568	890	-36.3%	744	283	162.6%
...Corp. Meetings	799	693	15.2%	176	296	-40.5%	622	397	56.7%
...Incentive	1,164	813	43.2%	171	179	-4.7%	993	634	56.7%
Other Business	1,509	609	147.9%	538	391	37.5%	971	218	346.4%
Visit Friends/Relatives	3,263	3,246	0.5%	1,352	1,800	-24.9%	1,911	1,446	32.2%
Government/Military	1,170	360	225.2%	285	249	14.6%	885	111	697.3%
Attend School	1,064	128	729.0%	59	38	54.6%	1,004	90	1015.6%

NA: Not available  
Source: DBEDT

**TABLE 28: Meeting, Convention and Incentive Visitor Characteristics: 2001 vs. 2000**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	3,408,818	4,564,806	-25.3%	2,757,530	3,770,113	-26.9%	651,288	794,693	-18.0%
Total Visitors	423,642	574,916	-26.3%	331,360	454,063	-27.0%	92,283	120,853	-23.6%
<b>PARTY SIZE</b>									
One	117,637	151,523	-22.4%	91,354	119,054	-23.3%	26,283	32,469	-19.1%
Two	193,204	273,460	-29.3%	165,266	236,304	-30.1%	27,938	37,156	-24.8%
Three or more	112,802	149,933	-24.8%	74,740	98,705	-24.3%	38,062	51,228	-25.7%
Avg Party Size	1.77	1.79	-1.0%	1.72	1.73	-0.8%	1.96	2.00	-2.4%
<b>VISIT STATUS</b>									
First-Time	164,039	230,825	-28.9%	116,202	167,771	-30.7%	47,837	63,054	-24.1%
Repeat	259,604	344,091	-24.6%	215,158	286,292	-24.8%	44,446	57,799	-23.1%
Average # of Trips	3.96	3.78	4.9%	4.27	3.98	7.4%	2.85	3.02	-5.5%
<b>TRAVEL METHOD</b>									
Group Tour	120,507	166,707	-27.7%	73,136	98,003	-25.4%	47,371	68,704	-31.1%
Package	161,047	233,142	-30.9%	113,676	153,432	-25.9%	47,371	79,710	-40.6%
Group Tour & Pkg	96,125	134,693	-28.6%	55,000	72,399	-24.0%	41,126	62,294	-34.0%
True Independent	238,214	309,760	-23.1%	199,547	275,026	-27.4%	38,667	34,733	11.3%
<b>ISLANDS VISITED</b>									
Oahu	229,249	331,058	-30.8%	157,717	234,780	-32.8%	71,531	96,278	-25.7%
Maui County	160,155	206,668	-22.5%	134,395	179,719	-25.2%	25,760	26,949	-4.4%
...Maui	154,558	199,015	-22.3%	129,830	172,809	-24.9%	24,728	26,205	-5.6%
...Molokai	3,541	4,045	-12.5%	2,151	3,461	-37.8%	1,390	584	138.0%
...Lanai	7,736	12,523	-38.2%	6,539	10,927	-40.2%	1,197	1,597	-25.0%
Kauai	54,925	71,722	-23.4%	48,053	63,553	-24.4%	6,872	8,168	-15.9%
Big Island	93,845	131,354	-28.6%	76,372	112,514	-32.1%	17,473	18,840	-7.3%
...Hilo	17,420	23,744	-26.6%	13,462	18,709	-28.0%	3,958	5,035	-21.4%
...Kona	84,817	119,633	-29.1%	69,521	103,108	-32.6%	15,296	16,525	-7.4%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.08	6.13	-0.8%	6.33	6.31	0.3%	5.54	5.69	-2.8%
Maui (days)	6.62	6.25	5.8%	6.73	6.42	4.8%	6.02	5.14	17.3%
Molokai (days)	3.98	5.13	-22.3%	5.51	5.60	-1.8%	1.63	2.29	-29.0%
Lanai (days)	4.97	5.05	-1.5%	5.16	5.17	-0.3%	3.97	4.23	-6.1%
Kauai (days)	6.12	5.50	11.3%	6.34	5.78	9.8%	4.62	3.35	37.6%
Big Island (days)	6.68	6.29	6.3%	7.0	6.53	7.4%	5.21	4.82	8.1%
...Hilo (days)	4.68	4.16	12.3%	4.88	4.50	8.5%	3.97	2.91	36.3%
...Kona (days)	6.46	6.08	6.2%	6.77	6.31	7.2%	5.05	4.60	9.8%
Statewide (days)	8.05	7.94	1.3%	8.32	8.30	0.2%	7.06	6.58	7.3%
<b>ACCOMMODATIONS</b>									
Hotel	382,298	525,755	-27.3%	298,266	413,791	-27.9%	84,033	111,965	-24.9%
...Hotel Only	360,765	494,781	-27.1%	280,907	387,184	-27.4%	79,858	107,596	-25.8%
Condo	27,974	36,831	-24.0%	23,277	31,137	-25.2%	4,696	5,694	-17.5%
...Condo Only	18,252	21,437	-14.9%	14,979	18,012	-16.8%	3,274	3,425	-4.4%
Timeshare	6,205	8,660	-28.4%	5,139	6,649	-22.7%	1,065	2,010	-47.0%
...Timeshare Only	3,396	5,236	-35.1%	2,901	3,539	-18.0%	495	1,698	-70.8%
Apartment	3,293	2,746	19.9%	1,923	2,035	-5.5%	1,369	711	92.5%
Bed & Breakfast	4,626	6,910	-33.1%	4,152	5,821	-28.7%	475	1,089	-56.4%
Cruise Ship	2,422	2,201	10.0%	1,889	1,627	16.1%	532	574	-7.3%
Friends or Relatives	10,076	12,916	-22.0%	8,667	11,778	-26.4%	1,410	1,138	23.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	41,251	63,593	-35.1%	32,394	47,677	-32.1%	8,857	15,917	-44.4%
...Honeymoon	1,984	2,340	-15.2%	824	1,206	-31.7%	1,160	1,134	2.3%
MC&I (Net)	423,642	574,916	-26.3%	331,360	454,063	-27.0%	92,283	120,853	-23.6%
...Convention/Conf.	252,284	362,760	-30.5%	204,697	298,435	-31.4%	47,587	64,325	-26.0%
...Corp. Meetings	95,082	116,074	-18.1%	76,547	95,793	-20.1%	18,535	20,281	-8.6%
...Incentive	81,815	102,953	-20.5%	53,716	64,876	-17.2%	28,100	38,078	-26.2%
Other Business	3,982	2,830	40.7%	1,973	2,558	-22.9%	2,009	272	639.2%
Visit Friends/Relatives	2,889	2,546	13.5%	1,947	2,263	-14.0%	942	283	232.5%
Government/Military	1,628	1,463	11.3%	912	746	22.3%	716	718	-0.2%
Attend School	1,081	200	441.4%	228	93	145.0%	853	107	699.9%

NA: Not available  
Source: DBEDT

**TABLE 29: Visiting Friends and Relatives Visitor Characteristics: 2001 vs. 2000**

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	5,268,559	5,465,303	-3.6%	4,580,699	4,682,429	-2.2%	687,860	782,874	-12.1%
Total Visitors	435,150	446,365	-2.5%	361,100	368,869	-2.1%	74,050	77,496	-4.4%
<b>PARTY SIZE</b>									
One	144,066	135,687	6.2%	111,460	111,655	-0.2%	32,607	24,032	35.7%
Two	162,601	176,374	-7.8%	140,740	147,815	-4.8%	21,861	28,559	-23.5%
Three or more	128,483	134,304	-4.3%	108,901	109,399	-0.5%	19,582	24,905	-21.4%
Avg Party Size	1.69	1.72	-2.1%	1.72	1.72	-0.3%	1.55	1.74	-10.6%
<b>VISIT STATUS</b>									
First-Time	97,915	105,372	-7.1%	80,420	82,853	-2.9%	17,495	22,519	-22.3%
Repeat	337,236	340,993	-1.1%	280,680	286,016	-1.9%	56,555	54,977	2.9%
Average # of Trips	7.22	7.13	1.3%	7.51	7.45	0.8%	5.80	5.59	3.6%
<b>TRAVEL METHOD</b>									
Group Tour	13,286	20,254	-34.4%	6,284	8,652	-27.4%	7,002	11,602	-39.6%
Package	49,464	67,541	-26.8%	42,462	49,036	-13.4%	7,002	18,505	-62.2%
Group Tour & Pkg	9,721	16,976	-42.7%	3,994	5,704	-30.0%	5,727	11,272	-49.2%
True Independent	382,121	375,545	1.8%	316,347	316,885	-0.2%	65,773	58,660	12.1%
<b>ISLANDS VISITED</b>									
Oahu	325,742	326,182	-0.1%	262,720	265,934	-1.2%	63,021	60,248	4.6%
Maui County	91,933	100,511	-8.5%	77,746	85,714	-9.3%	14,187	14,797	-4.1%
...Maui	86,798	95,625	-9.2%	73,058	81,099	-9.9%	13,740	14,526	-5.4%
...Molokai	5,475	5,767	-5.1%	4,623	5,302	-12.8%	851	465	82.9%
...Lanai	4,527	4,475	1.2%	3,702	3,850	-3.9%	825	624	32.2%
Kauai	46,700	50,725	-7.9%	41,958	45,546	-7.9%	4,743	5,178	-8.4%
Big Island	77,416	81,777	-5.3%	65,502	68,366	-4.2%	11,914	13,411	-11.2%
...Hilo	33,577	35,260	-4.8%	28,052	29,107	-3.6%	5,524	6,153	-10.2%
...Kona	57,561	60,251	-4.5%	48,212	51,114	-5.7%	9,349	9,137	2.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	10.13	10.44	-3.0%	10.63	10.73	-0.9%	8.01	9.19	-12.8%
Maui (days)	8.94	8.83	1.3%	8.93	8.90	0.3%	9.04	8.42	7.3%
Molokai (days)	6.04	6.06	-0.2%	6.65	6.33	5.1%	2.77	3.01	-7.8%
Lanai (days)	8.14	6.39	27.6%	8.46	6.78	24.9%	6.71	3.96	69.6%
Kauai (days)	8.66	8.17	6.0%	8.34	8.54	-2.4%	11.53	4.93	134.0%
Big Island (days)	9.28	9.03	2.8%	9.9	9.35	5.6%	6.01	7.39	-18.7%
...Hilo (days)	7.45	7.06	5.6%	8.00	7.48	6.9%	4.70	5.07	-7.2%
...Kona (days)	8.07	7.87	2.5%	8.70	8.25	5.5%	4.77	5.74	-16.9%
Statewide (days)	12.11	12.24	-1.1%	12.69	12.69	-0.1%	9.29	10.10	-8.0%
<b>ACCOMMODATIONS</b>									
Hotel	115,060	120,956	-4.9%	86,347	91,551	-5.7%	28,713	29,405	-2.4%
...Hotel Only	82,551	88,383	-6.6%	60,531	66,549	-9.0%	22,020	21,834	0.9%
Condo	36,971	43,728	-15.5%	32,363	35,755	-9.5%	4,608	7,972	-42.2%
...Condo Only	27,077	31,606	-14.3%	24,251	26,839	-9.6%	2,825	4,767	-40.7%
Timeshare	9,712	7,792	24.6%	8,251	7,032	17.3%	1,462	760	92.4%
...Timeshare Only	5,191	4,510	15.1%	4,840	3,946	22.7%	351	564	-37.9%
Apartment	12,852	13,561	-5.2%	10,171	10,039	1.3%	2,681	3,522	-23.9%
Bed & Breakfast	4,920	5,950	-17.3%	4,656	4,910	-5.2%	264	1,040	-74.6%
Cruise Ship	7,592	4,862	56.2%	1,665	914	82.2%	5,928	3,948	50.1%
Friends or Relatives	269,449	266,682	1.0%	232,588	234,607	-0.9%	36,860	32,075	14.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	67,311	77,906	-13.6%	55,504	57,754	-3.9%	11,808	20,152	-41.4%
...Honeymoon	3,263	3,246	0.5%	1,352	1,800	-24.9%	1,911	1,446	32.2%
MC&I (Net)	2,889	2,546	13.5%	1,947	2,263	-14.0%	942	283	232.5%
...Convention/Conf.	2,379	1,702	39.8%	1,441	1,538	-6.3%	938	164	473.1%
...Corp. Meetings	806	694	16.1%	401	576	-30.4%	405	118	242.9%
...Incentive	631	473	33.2%	229	292	-21.5%	401	181	121.1%
Other Business	4,176	4,260	-2.0%	3,012	3,371	-10.7%	1,164	889	30.9%
Visit Friends/Relatives	435,150	446,365	-2.5%	361,100	368,869	-2.1%	74,050	77,496	-4.4%
Government/Military	2,290	804	184.8%	1,017	652	55.9%	1,273	152	739.3%
Attend School	2,805	556	404.1%	463	272	70.6%	2,342	285	722.1%

NA: Not available  
Source: DBEDT

# VISITOR CHARACTERISTICS BY ACCOMMODATION

*HOTEL ONLY VISITOR*

*CONDOMINIUM ONLY VISITOR*

*CRUISE SHIP VISITOR*

## VISITOR CHARACTERISTICS BY ACCOMMODATION

**HOTELS ONLY:** Of the total 6,303,791 visitors in 2001, 61.7 percent chose hotels as their only means of accommodation while in the islands. There were more domestic visitors (56.9%) than international visitors (43.1%) staying exclusively in hotels. Close to 55 percent were repeat visitors to Hawaii. The majority purchased group or package tours while 37.7 percent were true independent travelers. Compared to 2000, arrivals from this group of visitors declined for all islands except for Molokai (+1.6%).

This group spent the most time on Oahu (5.93 days) followed by Maui (5.68 days), the Big Island (5.14 days), Kauai (4.78 days), Lanai (4.78 days) and Molokai (3.80 days).

Pleasure was the primary reason for their trip to Hawaii, accounting for 80.5 percent of all hotel only visitors. MCI travels comprised 9.3 percent of the total for this group.

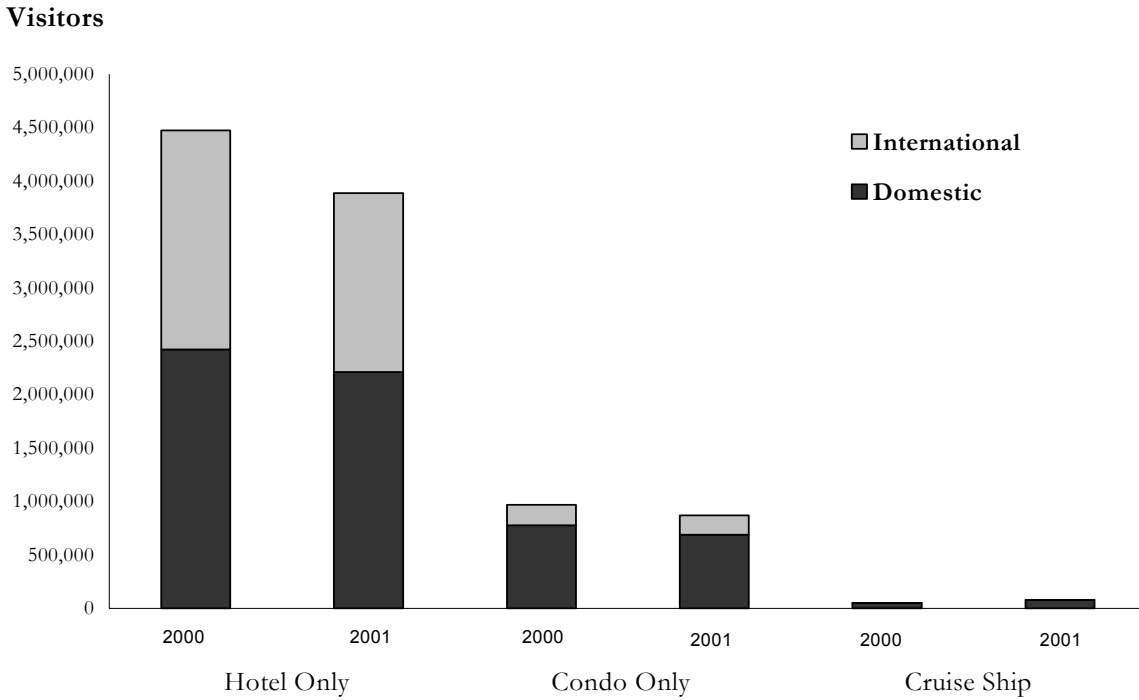
**CONDOMINIUMS ONLY:** A total of 872,162 visitors stayed exclusively in condominiums in 2001, down 10 percent from the previous year. The majority (78.9%) were from the domestic market and 69.8 percent were true independent travelers. Over half (51.4%) of the visitors went to Maui, 36.5 percent visited Oahu, 17.8 percent visited Kauai while 14.4 percent visited the Big Island.

In general, this group of visitors spent more time in Hawaii than their hotel only counterpart. Condo only visitors stayed the longest on Maui (9.73 days), followed by Oahu (9.32 days), the Big Island (9.23 days), Kauai (8.44 days), Lanai (5.88 days) and Molokai (5.74 days).

Most (90.8%) of the visitors in this group traveled to Hawaii for pleasure.

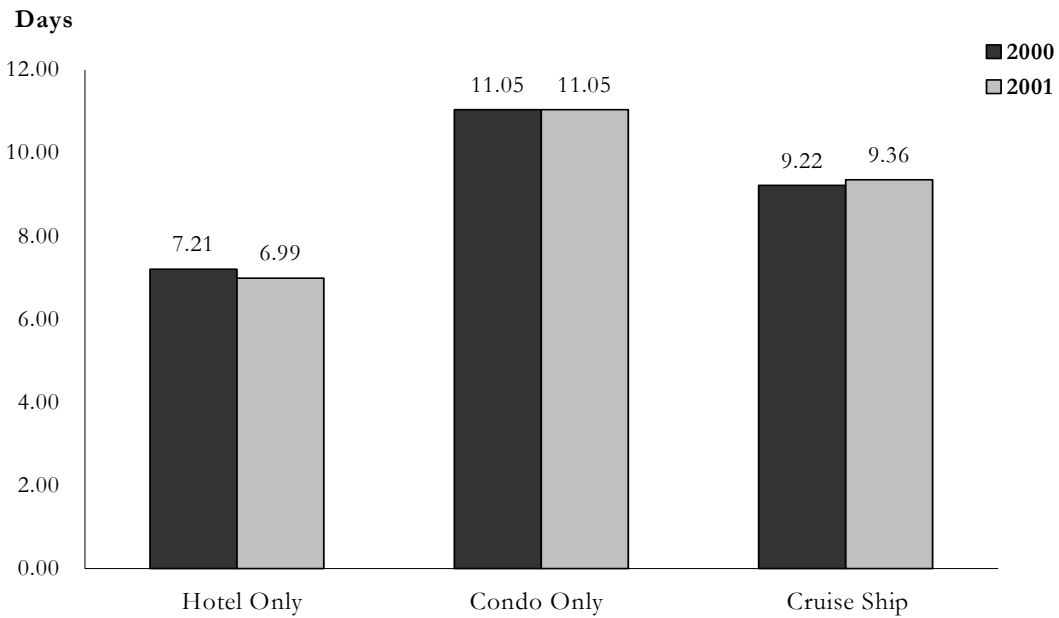
**CRUISE SHIPS:** A total of 135,744 visitors arrived by air to board cruise ships touring the islands in 2001. This was a 49.2 percent jump from the previous year. This increase combined with a longer length of stay (+3.9% to 9.58 days) led to 54.9 percent growth in visitor days. Over 89 percent of the cruise passengers came from the domestic market. More than half (53.0%) were first-time visitors. Besides cruise ships, 31.1 percent of the passengers also stayed in hotels.

**FIGURE 8: 2001 Visitor Arrivals by Accommodation**



Source: DBEDT

**FIGURE 9: Length of Stay by Accommodation: 2001 vs. 2000**



Source: DBEDT



**TABLE 30: Hotel Only Visitor Characteristics: 2001 vs. 2000**

Hotel Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	29,055,649	32,269,716	-10.0%	19,026,644	20,841,471	-8.7%	10,029,005	11,428,245	-12.2%
Total Visitors	3,888,880	4,476,867	-13.1%	2,213,039	2,423,672	-8.7%	1,675,841	2,053,195	-18.4%
<b>PARTY SIZE</b>									
One	697,667	757,031	-7.8%	477,195	526,337	-9.3%	220,472	230,694	-4.4%
Two	1,590,273	1,905,562	-16.5%	1,029,097	1,170,254	-12.1%	561,176	735,308	-23.7%
Three or more	1,600,940	1,814,274	-11.8%	706,747	727,081	-2.8%	894,193	1,087,193	-17.8%
Avg Party Size	2.14	2.16	-1.3%	1.89	1.87	1.1%	2.46	2.51	-2.1%
<b>VISIT STATUS</b>									
First-Time	1,754,654	2,120,362	-17.2%	883,677	993,804	-11.1%	870,977	1,126,558	-22.7%
Repeat	2,134,226	2,356,505	-9.4%	1,329,362	1,429,868	-7.0%	804,864	926,637	-13.1%
Average # of Trips	3.57	3.36	6.1%	4.20	4.04	3.8%	2.74	2.56	7.0%
<b>TRAVEL METHOD</b>									
Group Tour	950,108	1,620,029	-41.4%	257,162	312,071	-17.6%	692,946	1,307,957	-47.0%
Package	2,345,882	2,812,541	-16.6%	959,143	1,083,302	-11.5%	1,386,739	1,729,239	-19.8%
Group Tour & Pkg	871,538	1,517,471	-42.6%	209,292	250,804	-16.6%	662,247	1,266,666	-47.7%
True Independent	1,464,429	1,561,767	-6.2%	1,206,026	1,279,103	-5.7%	258,403	282,664	-8.6%
<b>ISLANDS VISITED</b>									
Oahu	2,948,215	3,396,186	-13.2%	1,369,295	1,490,455	-8.1%	1,578,920	1,905,731	-17.1%
Maui County	1,133,495	1,305,685	-13.2%	846,531	967,912	-12.5%	286,964	337,773	-15.0%
...Maui	1,102,568	1,273,679	-13.4%	823,698	941,044	-12.5%	278,870	332,634	-16.2%
...Molokai	25,625	25,214	1.6%	16,607	19,527	-15.0%	9,018	5,687	58.6%
...Lanai	41,245	48,776	-15.4%	34,406	41,855	-17.8%	6,839	6,922	-1.2%
Kauai	465,569	535,322	-13.0%	340,201	392,735	-13.4%	125,368	142,587	-12.1%
Big Island	643,724	739,041	-12.9%	397,811	464,633	-14.4%	245,912	274,408	-10.4%
...Hilo	175,164	183,190	-4.4%	102,005	111,627	-8.6%	73,159	71,563	2.2%
...Kona	567,850	647,128	-12.3%	349,841	410,535	-14.8%	218,009	236,594	-7.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.93	5.70	4.1%	6.65	6.46	2.9%	5.31	5.10	4.0%
Maui (days)	5.68	5.42	4.8%	6.34	6.22	2.1%	3.71	3.16	17.6%
Molokai (days)	3.80	4.40	-13.8%	4.68	5.12	-8.6%	2.16	1.93	12.1%
Lanai (days)	4.78	4.77	0.1%	5.12	5.05	1.4%	3.08	3.12	-1.2%
Kauai (days)	4.78	4.67	2.5%	5.69	5.56	2.3%	2.34	2.21	5.8%
Big Island (days)	5.14	4.97	3.5%	6.18	6.03	2.5%	3.47	3.18	9.0%
...Hilo (days)	3.22	3.14	2.3%	3.87	3.91	-1.0%	2.30	1.94	18.5%
...Kona (days)	4.80	4.77	0.6%	5.90	5.76	2.5%	3.04	3.06	-0.8%
Statewide (days)	7.47	7.21	3.7%	8.60	8.60	0.0%	5.98	5.57	7.5%
<b>ACCOMMODATIONS</b>									
Hotel	3,888,880	4,476,866	-13.1%	2,213,039	2,423,672	-8.7%	1,675,841	2,053,195	-18.4%
...Hotel Only	3,888,880	4,476,866	-13.1%	2,213,039	2,423,672	-8.7%	1,675,841	2,053,195	-18.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,131,386	3,616,419	-13.4%	1,688,652	1,785,540	-5.4%	1,442,734	1,830,879	-21.2%
...Honeymoon	410,660	543,800	-24.5%	175,290	198,820	-11.8%	235,370	344,980	-31.8%
MC&I (Net)	360,765	494,781	-27.1%	280,907	387,184	-27.4%	79,858	107,596	-25.8%
...Convention/Conf.	208,796	306,530	-31.9%	169,559	250,414	-32.3%	39,237	56,116	-30.1%
...Corp. Meetings	82,358	101,170	-18.6%	66,104	82,865	-20.2%	16,254	18,305	-11.2%
...Incentive	74,191	92,986	-20.2%	48,325	58,169	-16.9%	25,867	34,817	-25.7%
Other Business	150,528	163,130	-7.7%	125,871	136,850	-8.0%	24,657	26,280	-6.2%
Visit Friends/Relatives	82,551	88,382	-6.6%	60,531	66,549	-9.0%	22,020	21,834	0.9%
Government/Military	45,386	46,298	-2.0%	33,912	34,691	-2.2%	11,475	11,606	-1.1%
Attend School	7,012	5,521	27.0%	3,420	3,295	3.8%	3,591	2,226	61.3%

Source: DBEDT

**TABLE 31: Condo Only Visitor Characteristics: 2001 vs. 2000**

Condo Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	9,941,476	10,705,821	-7.1%	7,840,827	8,765,286	-10.5%	2,100,649	1,940,535	8.3%
Total Visitors	872,162	969,034	-10.0%	688,495	776,976	-11.4%	183,667	192,058	-4.4%
<b>PARTY SIZE</b>									
One	120,914	131,541	-8.1%	101,431	112,908	-10.2%	19,483	18,633	4.6%
Two	337,168	390,006	-13.5%	288,014	334,468	-13.9%	49,154	55,538	-11.5%
Three or more	414,080	447,487	-7.5%	299,050	329,600	-9.3%	115,030	117,887	-2.4%
Avg Party Size	2.26	2.25	0.6%	2.15	2.15	0.3%	2.65	2.64	0.3%
<b>VISIT STATUS</b>									
First-Time	213,060	254,259	-16.2%	163,894	192,453	-14.8%	49,166	61,805	-20.5%
Repeat	659,102	714,775	-7.8%	524,601	584,523	-10.3%	134,501	130,253	3.3%
Average # of Trips	5.63	5.46	3.2%	5.85	5.63	3.9%	4.80	4.75	1.2%
<b>TRAVEL METHOD</b>									
Group Tour	43,986	65,520	-32.9%	15,773	19,965	-21.0%	28,213	45,555	-38.1%
Package	254,803	314,223	-18.9%	179,721	230,218	-21.9%	75,082	84,005	-10.6%
Group Tour & Pkg	35,641	57,713	-38.2%	11,682	15,260	-23.4%	23,959	42,453	-43.6%
True Independent	609,015	647,004	-5.9%	504,683	542,053	-6.9%	104,331	104,951	-0.6%
<b>ISLANDS VISITED</b>									
Oahu	318,663	352,091	-9.5%	195,082	220,178	-11.4%	123,581	131,912	-6.3%
Maui County	454,748	506,518	-10.2%	385,277	440,484	-12.5%	69,471	66,034	5.2%
...Maui	447,965	498,425	-10.1%	379,682	433,287	-12.4%	68,284	65,137	4.8%
...Molokai	12,461	9,523	30.9%	7,151	8,380	-14.7%	5,310	1,142	364.8%
...Lanai	8,202	8,784	-6.6%	6,228	7,625	-18.3%	1,975	1,159	70.4%
Kauai	155,203	180,537	-14.0%	138,415	165,587	-16.4%	16,788	14,950	12.3%
Big Island	125,804	145,912	-13.8%	107,662	128,807	-16.4%	18,142	17,106	6.1%
...Hilo	24,388	23,765	2.6%	18,439	20,696	-10.9%	5,950	3,069	93.9%
...Kona	112,287	134,468	-16.5%	98,586	119,033	-17.2%	13,701	15,435	-11.2%
<b>LENGTH OF STAY</b>									
Oahu (days)	9.32	8.50	9.7%	9.01	8.49	6.2%	9.81	8.51	15.3%
Maui (days)	9.73	9.44	3.0%	9.74	9.52	2.4%	9.67	8.96	7.9%
Molokai (days)	5.74	7.66	-25.0%	7.96	8.04	-1.0%	2.76	4.87	-43.4%
Lanai (days)	5.88	5.29	11.1%	7.11	5.14	38.2%	2.01	6.29	-68.1%
Kauai (days)	8.44	8.60	-1.9%	8.67	8.60	0.9%	6.51	8.63	-24.6%
Big Island (days)	9.23	9.00	2.5%	9.84	9.45	4.1%	5.56	5.59	-0.6%
...Hilo (days)	5.39	4.98	8.2%	6.03	5.35	12.7%	3.39	2.47	37.3%
...Kona (days)	9.14	8.89	2.8%	9.62	9.30	3.5%	5.64	5.69	-0.8%
Statewide (days)	11.40	11.05	3.2%	11.39	11.28	0.9%	11.44	10.10	13.2%
<b>ACCOMMODATIONS</b>									
Condo	872,162	969,034	-10.0%	688,495	776,976	-11.4%	183,667	192,058	-4.4%
...Condo Only	872,162	969,034	-10.0%	688,495	776,976	-11.4%	183,667	192,058	-4.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	792,599	888,637	-10.8%	626,249	710,091	-11.8%	166,350	178,546	-6.8%
...Honeymoon	35,330	44,264	-20.2%	29,654	35,340	-16.1%	5,675	8,924	-36.4%
MC&I (Net)	18,252	21,437	-14.9%	14,979	18,012	-16.8%	3,274	3,425	-4.4%
...Convention/Conf.	12,498	15,003	-16.7%	10,659	13,075	-18.5%	1,839	1,928	-4.6%
...Corp. Meetings	4,087	3,665	11.5%	3,261	3,441	-5.2%	826	224	269.0%
...Incentive	1,758	2,888	-39.1%	1,131	1,614	-30.0%	627	1,273	-50.7%
Other Business	17,634	17,998	-2.0%	15,186	16,001	-5.1%	2,448	1,997	22.6%
Visit Friends/Relatives	27,077	31,607	-14.3%	24,251	26,839	-9.6%	2,825	4,767	-40.7%
Government/Military	2,535	2,715	-6.7%	2,060	2,463	-16.3%	474	252	88.1%
Attend School	1,008	1,084	-7.1%	588	702	-16.3%	420	382	9.8%

Source: DBEDT

**TABLE 32: Cruise Ship Visitor Characteristics<sup>1/</sup>: 2001 vs. 2000**

Cruise Ship	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	1,300,176	839,233	54.9%	1,111,867	708,976	56.8%	188,309	130,257	44.6%
Total Visitors	135,744	91,001	49.2%	121,472	76,651	58.5%	14,272	14,350	-0.5%
<b>PARTY SIZE</b>									
One	23,105	17,788	29.9%	20,219	13,933	45.1%	2,885	3,855	-25.2%
Two	79,696	51,898	53.6%	72,948	46,424	57.1%	6,748	5,474	23.3%
Three or more	32,943	21,315	54.6%	28,305	16,294	73.7%	4,639	5,021	-7.6%
Avg Party Size	1.91	1.86	2.7%	1.90	1.86	2.5%	1.96	1.88	4.7%
<b>VISIT STATUS</b>									
First-Time	71,936	50,371	42.8%	66,214	43,936	50.7%	5,722	6,435	-11.1%
Repeat	63,808	40,630	57.0%	55,258	32,715	68.9%	8,550	7,915	8.0%
Average # of Trips	2.68	2.59	3.2%	2.55	2.41	5.6%	3.78	3.55	6.2%
<b>TRAVEL METHOD</b>									
Group Tour	32,120	32,066	0.2%	30,793	27,409	12.3%	1,327	4,657	-71.5%
Package	91,035	64,375	41.4%	86,626	57,494	50.7%	4,409	6,881	-35.9%
Group Tour & Pkg	29,201	29,475	-0.9%	28,020	24,932	12.4%	1,181	4,543	-74.0%
True Independent	41,791	24,035	73.9%	32,074	16,680	92.3%	9,717	7,355	32.1%
<b>ISLANDS VISITED</b>									
Oahu	118,977	82,469	44.3%	106,000	69,163	53.3%	12,976	13,306	-2.5%
Maui County	100,177	59,792	67.5%	92,533	56,880	62.7%	7,644	2,912	162.5%
...Maui	98,137	58,817	66.9%	90,665	55,989	61.9%	7,472	2,828	164.2%
...Molokai	14,207	9,392	51.3%	12,530	9,131	37.2%	1,677	261	542.2%
...Lanai	18,677	12,209	53.0%	17,557	11,834	48.4%	1,120	375	198.5%
Kauai	82,398	53,210	54.9%	78,535	50,748	54.8%	3,863	2,462	56.9%
Big Island	89,908	56,739	58.5%	84,542	53,522	58.0%	5,366	3,217	66.8%
...Hilo	76,246	48,361	57.7%	71,462	46,349	54.2%	4,784	2,012	137.7%
...Kona	80,868	51,678	56.5%	76,869	49,102	56.5%	3,999	2,575	55.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.25	5.14	2.2%	4.50	4.58	-1.7%	11.36	8.04	41.3%
Maui (days)	2.84	2.56	11.0%	2.78	2.51	10.9%	3.59	3.62	-0.9%
Molokai (days)	1.56	1.75	-11.3%	1.61	1.73	-6.9%	1.17	2.67	-56.3%
Lanai (days)	1.78	1.86	-4.6%	1.78	1.84	-3.2%	1.68	2.53	-33.6%
Kauai (days)	1.66	1.72	-3.6%	1.67	1.70	-1.8%	1.46	2.16	-32.3%
Big Island (days)	2.59	2.66	-2.7%	2.55	2.61	-2.3%	3.13	3.41	-8.2%
...Hilo (days)	1.39	1.40	-0.8%	1.35	1.37	-1.3%	1.94	2.12	-8.5%
...Kona (days)	1.57	1.61	-2.6%	1.55	1.56	-0.3%	1.84	2.59	-29.2%
Statewide (days)	9.58	9.22	3.9%	9.15	9.25	-1.0%	13.19	9.08	45.4%
<b>ACCOMMODATIONS</b>									
Hotel	42,251	31,939	32.3%	37,005	26,614	39.0%	5,245	5,325	-1.5%
Condo	2,715	2,593	4.7%	1,988	1,306	52.2%	727	1,287	-43.5%
Timeshare	1,342	730	83.9%	907	618	46.6%	435	111	291.5%
Apartment	324	760	-57.3%	220	58	281.8%	104	702	-85.2%
Bed & Breakfast	652	830	-21.4%	580	197	194.1%	72	633	-88.6%
Cruise Ship	135,744	91,001	49.2%	121,472	76,651	58.5%	14,272	14,350	-0.5%
Friends or Relatives	998	1,285	-22.4%	910	682	33.4%	88	603	-85.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	123,333	81,203	51.9%	114,406	71,790	59.4%	8,927	9,412	-5.2%
...Honeymoon	5,720	3,040	88.2%	5,282	2,331	126.6%	438	709	-38.2%
MC&I (Net)	2,422	2,201	10.0%	1,889	1,627	16.1%	532	574	-7.3%
...Convention/Conf.	1,456	1,477	-1.4%	971	1,212	-19.8%	485	265	82.8%
...Corp. Meetings	413	553	-25.4%	386	191	101.8%	27	362	-92.4%
...Incentive	597	396	50.9%	576	269	114.4%	20	127	-83.9%
Other Business	1,677	2,110	-20.5%	1,589	1,263	25.8%	88	847	-89.6%
Visit Friends/Relatives	7,592	4,862	56.2%	1,665	914	82.2%	5,928	3,948	50.1%
Government/Military	258	418	-38.3%	217	296	-26.8%	41	122	-66.2%
Attend School	366	310	17.9%	319	89	257.0%	47	221	-78.7%

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

Source: DBEDT

# VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

*FIRST-TIME VISITOR*

*REPEAT VISITOR*

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

**FIRST-TIME VISITORS:** The number of first-time visitors in 2001 dropped 14.0 percent to comprise 38.9 percent of total arrivals (TABLE 2) to the State. The drop in first time visitors was larger than the drop in total visitors and was especially noticeable in the international market.

First-time visitors made up only 48.5 percent of the Japanese market and 40.8 percent of the Canadian market but comprised the majority of the smaller European (59.6%), Oceania (54.3%), Other Asia (68.4%) and Latin America (63.6%) markets (TABLES 20-24).

Most of the visitors purchased package tour accommodations while only 37.8 percent traveled as true independent. Close to 77 percent stayed in hotels. Oahu was the most popular destination among first-timers hosting 76.4 percent of the new visitors to the State. About 32 percent visited Maui, 17.9 percent visited the Big Island, and 15.9 percent visited Kauai.

First time visitors stayed the longest on Oahu (6.28 days), followed by Maui (5.75 days), the Big Island (5.61 days), Kauai (4.90 days), Lanai (3.53 days) and Molokai (3.02 days).

**REPEAT VISITORS:** Repeat visitors comprised 61.1 percent of total arrivals to the State. (TABLE 2). The majority of repeat visitors were from the U.S. West where nearly 76 percent reported that they have previously visited the islands (TABLE 11). Repeat visitors comprised 52.7 percent of arrivals from the U.S. East market (TABLE 13).

About 62 percent were independent travelers. Nearly 62 percent of the repeat visitors went to Oahu, 32.6 percent visited Maui, 19.3 percent came to the Big Island and 16.1 percent went to Kauai. The length of stay for repeat visitors increased for Oahu, Maui, Lanai, and the Big Island during the year. Repeat visitors stayed the longest on Maui (7.79 days), followed by Oahu (7.61 days), the Big Island (7.37 days), Kauai (6.98 days), Lanai (5.53 days) and Molokai (5.30 days).

Close to 61 percent of repeat visitors stayed in hotels, 20.2 percent stayed in condominiums, 11.0 percent stayed with friends and relatives and 6.5 percent stayed in timeshare properties. About 77 percent of them came back to Hawaii for vacation and pleasure.

**TABLE 33: First-Time Visitor Characteristics: 2001 vs. 2000**

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	20,544,584	22,461,259	-8.5%	13,783,178	14,805,667	-6.9%	6,761,406	7,655,592	-11.7%
TOTAL VISITORS	2,451,968	2,850,357	-14.0%	1,452,726	1,565,974	-7.2%	999,242	1,284,383	-22.2%
<b>PARTY SIZE</b>									
One	467,939	502,946	-7.0%	321,586	344,546	-6.7%	146,353	158,400	-7.6%
Two	1,059,534	1,251,660	-15.3%	704,512	783,832	-10.1%	355,022	467,828	-24.1%
Three or more	924,495	1,095,751	-15.6%	426,628	437,596	-2.5%	497,867	658,155	-24.4%
Avg Party Size	2.06	2.12	-2.8%	1.86	1.85	0.5%	2.36	2.46	-4.0%
<b>VISIT STATUS</b>									
First-Time	2,451,968	2,850,357	-14.0%	1,452,726	1,565,974	-7.2%	999,242	1,284,383	-22.2%
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	589,927	1,010,728	-41.6%	183,760	219,005	-16.1%	406,167	791,723	-48.7%
Package	1,472,712	1,817,232	-19.0%	666,202	744,899	-10.6%	806,510	1,072,333	-24.8%
Group Tour & Pkg	537,572	944,777	-43.1%	152,608	179,090	-14.8%	384,964	765,688	-49.7%
True Independent	926,901	967,175	-4.2%	755,372	781,160	-3.3%	171,529	186,015	-7.8%
<b>ISLANDS VISITED</b>									
Oahu	1,873,639	2,191,624	-14.5%	946,277	1,007,622	-6.1%	927,361	1,184,002	-21.7%
Maui County	806,683	942,282	-14.4%	618,403	702,824	-12.0%	188,280	239,458	-21.4%
...Maui	791,861	926,734	-14.6%	608,076	690,494	-11.9%	183,785	236,241	-22.2%
...Molokai	28,768	25,465	13.0%	21,225	21,485	-1.2%	7,543	3,980	89.5%
...Lanai	33,529	33,549	-0.1%	28,824	29,002	-0.6%	4,705	4,546	3.5%
Kauai	389,920	429,787	-9.3%	309,588	328,563	-5.8%	80,332	101,224	-20.6%
Big Island	439,533	484,823	-9.3%	295,296	313,257	-5.7%	144,237	171,566	-15.9%
...Hilo	173,984	171,802	1.3%	122,523	117,587	4.2%	51,461	54,215	-5.1%
...Kona	379,144	412,508	-8.1%	254,670	269,228	-5.4%	124,474	143,280	-13.1%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.28	5.90	6.4%	6.90	6.73	2.4%	5.64	5.19	8.8%
Maui (days)	5.75	5.51	4.4%	6.09	6.12	-0.4%	4.62	3.74	23.5%
Molokai (days)	3.02	3.66	-17.4%	3.34	3.92	-14.9%	2.14	2.26	-5.4%
Lanai (days)	3.53	3.93	-10.2%	3.68	4.10	-10.2%	2.62	2.87	-8.6%
Kauai (days)	4.90	4.73	3.5%	5.34	5.39	-0.9%	3.19	2.61	22.2%
Big Island (days)	5.61	4.89	14.6%	5.71	5.72	-0.1%	5.38	3.37	59.6%
...Hilo (days)	3.06	3.06	0.0%	3.31	3.48	-4.7%	2.47	2.17	13.9%
...Kona (days)	5.04	4.46	13.0%	5.03	5.14	-2.1%	5.05	3.18	58.9%
Statewide (days)	8.38	7.88	6.3%	9.49	9.45	0.4%	6.77	5.96	13.5%
<b>ACCOMMODATIONS</b>									
Hotel	1,880,441	2,246,583	-16.3%	980,134	1,092,397	-10.3%	900,307	1,154,185	-22.0%
...Hotel Only	1,754,654	2,120,362	-17.2%	883,677	993,804	-11.1%	870,977	1,126,558	-22.7%
Condo	263,483	315,616	-16.5%	203,555	239,903	-15.2%	59,928	75,713	-20.8%
...Condo Only	213,060	254,259	-16.2%	163,894	192,453	-14.8%	49,166	61,805	-20.5%
Timeshare	100,624	89,655	12.2%	88,290	72,261	22.2%	12,334	17,394	-29.1%
...Timeshare Only	78,650	71,007	10.8%	69,758	55,995	24.6%	8,891	15,012	-40.8%
Apartment	26,739	28,680	-6.8%	20,309	21,332	-4.8%	6,430	7,347	-12.5%
Bed & Breakfast	29,706	34,849	-14.8%	24,855	26,838	-7.4%	4,850	8,010	-39.5%
Cruise Ship	71,936	50,371	42.8%	66,213	43,936	50.7%	5,723	6,435	-11.1%
Friends or Relatives	132,438	133,861	-1.1%	114,445	116,095	-1.4%	17,992	17,766	1.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,040,971	2,391,964	-14.7%	1,182,923	1,243,373	-4.9%	858,048	1,148,591	-25.3%
...Honeymoon	335,732	440,406	-23.8%	161,560	175,992	-8.2%	174,172	264,414	-34.1%
MC&I (Net)	164,040	230,825	-28.9%	116,203	167,771	-30.7%	47,837	63,054	-24.1%
...Convention/Conf.	96,186	141,023	-31.8%	71,608	111,163	-35.6%	24,577	29,860	-17.7%
...Corp. Meetings	32,049	42,931	-25.3%	23,278	31,708	-26.6%	8,771	11,223	-21.8%
...Incentive	37,803	49,744	-24.0%	22,477	26,725	-15.9%	15,326	23,020	-33.4%
Other Business	50,328	54,226	-7.2%	37,752	41,375	-8.8%	12,576	12,851	-2.1%
Visit Friends/Relatives	97,915	105,372	-7.1%	80,420	82,853	-2.9%	17,496	22,520	-22.3%
Government/Military	24,324	22,819	6.6%	16,519	17,807	-7.2%	7,805	5,012	55.7%
Attend School	10,700	7,860	36.1%	6,127	5,168	18.6%	4,572	2,692	69.9%

NA: Not available  
Source: DBEDT

**TABLE 34: Repeat Visitor Characteristics: 2001 vs. 2000**

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	37,903,898	39,259,891	-3.5%	29,324,028	30,373,920	-3.5%	8,579,869	8,885,971	-3.4%
TOTAL VISITORS	3,851,823	4,098,238	-6.0%	2,771,595	2,880,962	-3.8%	1,080,228	1,217,276	-11.3%
<b>PARTY SIZE</b>									
One	745,904	765,273	-2.5%	578,157	603,734	-4.2%	167,747	161,539	3.8%
Two	1,523,162	1,686,324	-9.7%	1,196,466	1,273,682	-6.1%	326,696	412,642	-20.8%
Three or more	1,582,757	1,646,641	-3.9%	996,972	1,003,546	-0.7%	585,785	643,095	-8.9%
Avg Party Size	2.06	2.07	-0.4%	1.94	1.93	0.6%	2.38	2.41	-1.4%
<b>VISIT STATUS</b>									
Repeat	3,851,823	4,098,238	-6.0%	2,771,595	2,880,962	-3.8%	1,080,228	1,217,276	-11.3%
Average # of Trips	6.43	6.28	2.5%	6.93	6.81	1.8%	5.15	5.01	2.9%
<b>TRAVEL METHOD</b>									
Group Tour	490,248	772,052	-36.5%	149,934	175,515	-14.6%	340,315	596,537	-43.0%
Package	1,410,043	1,591,664	-11.4%	706,535	790,425	-10.6%	703,509	801,239	-12.2%
Group Tour & Pkg	436,083	708,404	-38.4%	114,216	133,435	-14.4%	321,867	574,969	-44.0%
True Independent	2,387,614	2,442,925	-2.3%	2,029,343	2,048,458	-0.9%	358,272	394,468	-9.2%
<b>ISLANDS VISITED</b>									
Oahu	2,383,896	2,527,620	-5.7%	1,433,007	1,477,436	-3.0%	950,889	1,050,184	-9.5%
Maui County	1,297,795	1,362,384	-4.7%	1,067,557	1,131,807	-5.7%	230,238	230,577	-0.1%
...Maui	1,256,906	1,319,519	-4.7%	1,032,885	1,093,326	-5.5%	224,021	226,192	-1.0%
...Molokai	41,465	39,094	6.1%	31,087	34,087	-8.8%	10,377	5,007	107.3%
...Lanai	51,376	54,113	-5.1%	43,958	47,389	-7.2%	7,417	6,725	10.3%
Kauai	618,778	645,034	-4.1%	529,780	555,844	-4.7%	88,998	89,190	-0.2%
Big Island	742,019	783,142	-5.3%	573,319	612,099	-6.3%	168,700	171,042	-1.4%
...Hilo	213,361	198,392	7.5%	163,636	155,377	5.3%	49,725	43,014	15.6%
...Kona	648,637	688,893	-5.8%	501,331	540,635	-7.3%	147,305	148,257	-0.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.61	7.29	4.4%	8.23	8.06	2.1%	6.67	6.20	7.6%
Maui (days)	7.79	7.68	1.4%	8.16	8.10	0.8%	6.08	5.66	7.4%
Molokai (days)	5.30	6.06	-12.5%	6.17	6.50	-5.1%	2.70	3.05	-11.3%
Lanai (days)	5.53	5.19	6.6%	5.88	5.36	9.7%	3.44	3.96	-13.3%
Kauai (days)	6.98	7.07	-1.3%	7.43	7.49	-0.9%	4.30	4.44	-3.2%
Big Island (days)	7.37	7.24	1.8%	8.10	8.00	1.3%	4.89	4.51	8.3%
...Hilo (days)	4.92	4.91	0.1%	5.27	5.46	-3.5%	3.76	2.93	28.2%
...Kona (days)	6.80	6.76	0.5%	7.55	7.49	0.8%	4.23	4.10	3.3%
Statewide (days)	9.84	9.58	2.7%	10.58	10.54	0.4%	7.94	7.30	8.8%
<b>ACCOMMODATIONS</b>									
Hotel	2,353,286	2,584,457	-8.9%	1,503,620	1,606,953	-6.4%	849,666	977,504	-13.1%
...Hotel Only	2,134,226	2,356,505	-9.4%	1,329,362	1,429,868	-7.0%	804,864	926,637	-13.1%
Condo	778,533	854,081	-8.8%	617,695	689,138	-10.4%	160,839	164,944	-2.5%
...Condo Only	659,102	714,776	-7.8%	524,601	584,523	-10.3%	134,501	130,253	3.3%
Timeshare	251,325	203,661	23.4%	234,486	188,504	24.4%	16,838	15,157	11.1%
...Timeshare Only	197,494	156,754	26.0%	186,074	147,325	26.3%	11,419	9,429	21.1%
Apartment	46,429	54,981	-15.6%	38,860	40,310	-3.6%	7,570	14,671	-48.4%
Bed & Breakfast	41,194	44,912	-8.3%	35,182	38,744	-9.2%	6,012	6,168	-2.5%
Cruise Ship	63,808	40,632	57.0%	55,258	32,716	68.9%	8,550	7,915	8.0%
Friends or Relatives	425,301	418,136	1.7%	370,722	370,016	0.2%	54,579	48,120	13.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,982,648	3,162,456	-5.7%	2,091,024	2,130,935	-1.9%	891,624	1,031,520	-13.6%
...Honeymoon	164,048	207,688	-21.0%	91,694	103,852	-11.7%	72,354	103,836	-30.3%
MC&I (Net)	259,603	344,091	-24.6%	215,157	286,292	-24.8%	44,446	57,799	-23.1%
...Convention/Conf.	156,098	221,738	-29.6%	133,088	187,272	-28.9%	23,010	34,465	-33.2%
...Corp. Meetings	63,032	73,142	-13.8%	53,268	64,085	-16.9%	9,764	9,058	7.8%
...Incentive	44,013	53,209	-17.3%	31,239	38,151	-18.1%	12,774	15,058	-15.2%
Other Business	160,037	171,989	-6.9%	139,378	147,818	-5.7%	20,660	24,171	-14.5%
Visit Friends/Relatives	337,235	340,992	-1.1%	280,680	286,016	-1.9%	56,555	54,976	2.9%
Government/Military	56,837	60,946	-6.7%	43,436	43,524	-0.2%	13,401	17,422	-23.1%
Attend School	13,225	10,849	21.9%	8,235	7,634	7.9%	4,990	3,214	55.2%

NA: Not available  
Source: DBEDT

# ISLAND SUPPLEMENT

*OAHU VISITOR*

*MAUI COUNTY VISITOR*

*Maui Island*

*Molokai*

*Lanai*

*KAUAI VISITOR*

*HAWAII (BIG ISLAND) VISITOR*

*Hilo*

*Kona*

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



## ISLAND SUPPLEMENT

**ISLAND OF OAHU:** A total of 4,257,535 visitors came to Oahu in 2001, down 9.8 percent from the previous year. Nearly 72 percent of these visitors stayed exclusively on Oahu while the remainder also visited the neighbor islands.

Nearly 56 percent of the total Oahu visitors were from the domestic market while 44 percent were from foreign countries. There were more repeat visitors (56.0%) than first-time visitors (44.0%) among this group. Independent travelers accounted for 45 percent of the total Oahu visitors, while 53.1 percent purchased air and hotel packages.

The majority (75%) of the Oahu visitors stayed in hotels, 10.1 percent stayed in condominium, 9.3 percent stayed with friends or relatives and 3.5 percent stayed in timeshare properties. Of those that visited Oahu and the neighbor islands, nearly 78.6 percent traveled for pleasure. Visitors on Oahu to attend school rose 33.9 percent to 18,832.

**ISLAND OF MAUI:** The number of visitors who went to the island of Maui in 2001 fell 8.8 percent to 2,048,768. About half percent of these visitors stayed entirely on Maui while half also visited other islands in addition to Maui.

The majority of the Maui visitors came from the domestic U.S. market (80.1%) while the remainder arrived from foreign countries. Repeat visitors comprised a larger share of the total visitors to Maui at 61.3 percent compared to first-time visitors (38.7%). There were more true independent travelers (55.7%) to Maui than those who purchased group tours or package accommodations.

Nearly 62 percent of all visitors to Maui stayed in hotels, 26.4 percent stayed in condominiums, 5.8 percent stayed in timeshare properties, 5.8 percent stayed with friends or relatives and 4.8 percent stayed on cruise ships. Close to 85 percent of them visited Maui Island for pleasure.

**ISLAND OF MOLOKAI:** Total arrivals to Molokai increased 8.8 percent to 70,233 visitors during the year. The majority of those who went to Molokai also visited other islands while only 11.4 percent stayed on Molokai exclusively.

Nearly 75 percent were from the domestic U.S market while the remainder arrived from foreign countries. Over 59 percent were repeat visitors while 41 percent were first-timers to the island. About of the visitors to Molokai (50.5%) preferred to purchase their air ticket and hotel accommodation separately.

Close to 51 percent of visitors stayed in hotels, 23.0 percent stayed in condominiums, 20.2 percent stayed on cruise ships and 10.6 percent stayed with friends or relatives. Pleasure remained the primary purpose for travel to Molokai, accounting for 84.0 percent of all Molokai visitors.

**ISLAND OF LANAI:** Visitors to Lanai in 2001 totaled 84,905, down 3.1 percent from the previous year. About 12 percent of these visitors stayed exclusively on this island.

The majority (85.7%) were from the domestic U.S. mainland while 14.3 percent were from foreign countries. Repeat visitors (60.5%) comprised a larger proportion than first-time visitors (39.5%) among this group. Similar to those who visited Maui and Molokai, fewer visitors to Lanai purchased group tours or package accommodations while more preferred to travel independently (55.8%).

Hotel was the primary choice for lodging among Lanai visitors at 62.7 percent, 22.0 percent stayed on cruise ships, 13.4 percent stayed in condominiums and 7.9 percent stayed with friends or relatives. About 82.6 percent of Lanai's visitors came for pleasure.

**ISLAND OF KAUAI:** Kauai hosted a total of 1,008,698 visitors in 2001, 6.2 percent lower than the previous year. About 35 percent of these visitors stayed exclusively on this island.

Visitors to Kauai from the domestic market outnumbered those from foreign countries (83.2% compared to 16.8%, respectively). There were also a larger number of repeat visitors (61.3%) compared to first-time visitors (38.7%) among this group. Fewer visitors to Kauai purchased group tours or package accommodations while 56.9 percent were independent travelers.

Nearly 58 percent of the visitors stayed in hotels, 20.4 percent stayed in condominium, 13.2 percent stayed in timeshare properties, 8.2 percent stayed on cruise ships and 6.8 percent stayed with friends or relatives. The number of honeymooners on Kauai fell 15.9 percent from last year.

**ISLAND OF HAWAII:** Total arrivals to Hawaii dropped 6.8 percent to 1,181,551 visitors during the year. Those who stayed exclusively on this island accounted for 36.0 percent of the total or 425,891 visitors.

The majority of all Big Island visitors were from the domestic U.S. mainland (73.5%) while 26.5 percent were from foreign countries. Repeat visitors (62.8%) comprised a larger proportion than first-time visitors (37.2%) among this group. There were also more visitors traveling independently (55.1%) than those who purchased group tours or package accommodations.

About 65.5 percent of all visitors to the Big Island stayed in hotels, 15.0 percent stayed in condominiums, 9.3 percent stayed with friends and relatives, 7.7 percent stayed in timeshare properties and 7.6 percent stayed on cruise ships. Approximately 81 percent of the visitors traveled to the Big Island for pleasure.

**TABLE 35: Visitor Arrivals by Island and Month: 2001 vs. 2000**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	552,225	518,271	6.6%	334,509	312,574	7.0%	217,716	205,697	5.8%
FEB	550,987	577,602	-4.6%	345,429	354,611	-2.6%	205,558	222,992	-7.8%
MAR	611,876	625,049	-2.1%	399,849	403,063	-0.8%	212,027	221,986	-4.5%
APR	553,222	567,973	-2.6%	371,123	376,937	-1.5%	182,099	191,036	-4.7%
MAY	523,965	551,445	-5.0%	351,875	365,671	-3.8%	172,090	185,774	-7.4%
JUN	596,804	620,014	-3.7%	406,580	422,653	-3.8%	190,224	197,361	-3.6%
JUL	641,232	653,714	-1.9%	432,106	434,132	-0.5%	209,126	219,582	-4.8%
AUG	645,700	631,138	2.3%	415,973	398,880	4.3%	229,727	232,258	-1.1%
SEPT	360,118	533,849	-32.5%	243,245	326,897	-25.6%	116,872	206,952	-43.5%
OCT	389,640	555,581	-29.9%	289,416	358,855	-19.4%	100,224	196,726	-49.1%
NOV	389,749	533,497	-26.9%	294,798	337,212	-12.6%	94,951	196,285	-51.6%
DEC	488,273	580,461	-15.9%	339,418	355,451	-4.5%	148,855	225,010	-33.8%
<b>TOTAL</b>	<b>6,303,791</b>	<b>6,948,594</b>	<b>-9.3%</b>	<b>4,224,321</b>	<b>4,446,936</b>	<b>-5.0%</b>	<b>2,079,469</b>	<b>2,501,659</b>	<b>-16.9%</b>
OAHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	381,726	353,768	7.9%	188,385	176,496	6.7%	193,341	177,272	9.1%
FEB	375,680	391,413	-4.0%	191,727	196,197	-2.3%	183,954	195,217	-5.8%
MAR	407,230	414,300	-1.7%	219,344	216,015	1.5%	187,886	198,285	-5.2%
APR	360,598	374,591	-3.7%	197,334	199,500	-1.1%	163,264	175,092	-6.8%
MAY	360,930	374,502	-3.6%	202,311	203,035	-0.4%	158,619	171,467	-7.5%
JUN	408,607	426,491	-4.2%	234,562	244,232	-4.0%	174,045	182,258	-4.5%
JUL	438,972	444,112	-1.2%	247,832	246,995	0.3%	191,140	197,117	-3.0%
AUG	441,562	429,434	2.8%	233,750	220,111	6.2%	207,812	209,323	-0.7%
SEPT	246,723	371,555	-33.6%	138,309	188,855	-26.8%	108,414	182,700	-40.7%
OCT	262,078	377,307	-30.5%	169,031	199,740	-15.4%	93,047	177,567	-47.6%
NOV	245,644	361,413	-32.0%	163,174	189,935	-14.1%	82,470	171,478	-51.9%
DEC	327,785	400,357	-18.1%	193,527	203,947	-5.1%	134,258	196,410	-31.6%
<b>TOTAL</b>	<b>4,257,535</b>	<b>4,719,244</b>	<b>-9.8%</b>	<b>2,379,285</b>	<b>2,485,058</b>	<b>-4.3%</b>	<b>1,878,250</b>	<b>2,234,186</b>	<b>-15.9%</b>
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	76,884	75,188	2.3%	60,810	56,874	6.9%	16,074	18,314	-12.2%
FEB	86,030	85,256	0.9%	67,188	68,955	-2.6%	18,842	16,301	15.6%
MAR	90,565	93,612	-3.3%	75,657	77,867	-2.8%	14,909	15,745	-5.3%
APR	80,671	89,958	-10.3%	67,725	75,056	-9.8%	12,946	14,901	-13.1%
MAY	85,806	91,159	-5.9%	69,574	76,207	-8.7%	16,232	14,952	8.6%
JUN	103,850	99,138	4.8%	84,150	84,814	-0.8%	19,700	14,324	37.5%
JUL	107,648	105,481	2.1%	89,514	89,669	-0.2%	18,134	15,812	14.7%
AUG	99,627	97,227	2.5%	80,651	81,769	-1.4%	18,976	15,458	22.8%
SEPT	63,444	86,042	-26.3%	56,246	69,497	-19.1%	7,198	16,545	-56.5%
OCT	75,266	95,714	-21.4%	68,490	77,688	-11.8%	6,776	18,026	-62.4%
NOV	66,893	71,415	-6.3%	59,151	59,521	-0.6%	7,742	11,894	-34.9%
DEC	72,014	84,632	-14.9%	60,213	66,490	-9.4%	11,801	18,142	-34.9%
<b>TOTAL</b>	<b>1,008,698</b>	<b>1,074,821</b>	<b>-6.2%</b>	<b>839,368</b>	<b>884,407</b>	<b>-5.1%</b>	<b>169,329</b>	<b>190,414</b>	<b>-11.1%</b>

Source: DBEDT

**TABLE 35: Visitor Arrivals by Island and Month: 2001 vs. 2000 (continued)**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	184,770	162,375	13.8%	130,584	122,335	6.7%	54,186	40,040	35.3%
FEB	182,565	196,966	-7.3%	136,794	148,572	-7.9%	45,771	48,394	-5.4%
MAR	206,193	214,220	-3.7%	162,490	171,832	-5.4%	43,703	42,388	3.1%
APR	194,186	197,330	-1.6%	153,290	163,093	-6.0%	40,896	34,237	19.5%
MAY	170,480	185,123	-7.9%	138,701	151,403	-8.4%	31,779	33,719	-5.8%
JUN	202,476	209,849	-3.5%	167,595	175,750	-4.6%	34,881	34,099	2.3%
JUL	215,972	215,144	0.4%	176,583	180,072	-1.9%	39,389	35,072	12.3%
AUG	208,326	206,675	0.8%	165,759	165,960	-0.1%	42,567	40,715	4.5%
SEPT	114,428	174,527	-34.4%	99,085	134,604	-26.4%	15,343	39,923	-61.6%
OCT	132,339	187,703	-29.5%	115,037	151,019	-23.8%	17,302	36,684	-52.8%
NOV	142,096	174,149	-18.4%	115,602	135,642	-14.8%	26,494	38,507	-31.2%
DEC	150,646	180,605	-16.6%	124,440	134,349	-7.4%	26,206	46,256	-43.3%
<b>TOTAL</b>	<b>2,104,478</b>	<b>2,304,666</b>	<b>-8.7%</b>	<b>1,685,960</b>	<b>1,834,631</b>	<b>-8.1%</b>	<b>418,518</b>	<b>470,035</b>	<b>-11.0%</b>
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	177,132	157,557	12.4%	125,803	118,044	6.6%	51,329	39,513	29.9%
FEB	177,161	191,188	-7.3%	132,710	143,964	-7.8%	44,451	47,224	-5.9%
MAR	199,674	207,606	-3.8%	157,765	166,266	-5.1%	41,909	41,340	1.4%
APR	189,256	193,049	-2.0%	149,516	159,164	-6.1%	39,740	33,885	17.3%
MAY	166,608	181,380	-8.1%	135,258	147,759	-8.5%	31,350	33,621	-6.8%
JUN	198,455	205,355	-3.4%	163,838	171,703	-4.6%	34,617	33,651	2.9%
JUL	211,563	209,573	0.9%	172,918	175,156	-1.3%	38,646	34,417	12.3%
AUG	204,062	202,532	0.8%	162,198	162,274	0.0%	41,864	40,258	4.0%
SEPT	111,917	170,679	-34.4%	96,882	131,205	-26.2%	15,035	39,474	-61.9%
OCT	128,861	182,716	-29.5%	112,018	146,589	-23.6%	16,843	36,127	-53.4%
NOV	138,402	169,616	-18.4%	112,268	131,589	-14.7%	26,134	38,027	-31.3%
DEC	145,675	175,003	-16.8%	119,787	130,107	-7.9%	25,888	44,896	-42.3%
<b>TOTAL</b>	<b>2,048,768</b>	<b>2,246,253</b>	<b>-8.8%</b>	<b>1,640,961</b>	<b>1,783,820</b>	<b>-8.0%</b>	<b>407,806</b>	<b>462,433</b>	<b>-11.8%</b>
MOLO KAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	7,665	4,894	56.6%	4,591	4,392	4.5%	3,074	502	512.4%
FEB	6,630	5,735	15.6%	4,706	4,656	1.1%	1,924	1,079	78.3%
MAR	7,149	5,806	23.1%	5,283	4,985	6.0%	1,866	821	127.3%
APR	5,096	4,861	4.8%	3,874	4,413	-12.2%	1,222	448	172.6%
MAY	5,080	4,282	18.6%	4,312	4,035	6.9%	768	247	210.9%
JUN	4,881	5,434	-10.2%	4,507	4,920	-8.4%	374	515	-27.4%
JUL	9,679	5,441	77.9%	4,911	5,016	-2.1%	4,768	425	1022.0%
AUG	5,740	4,829	18.9%	4,279	4,301	-0.5%	1,461	528	176.7%
SEPT	3,337	4,902	-31.9%	3,048	4,298	-29.1%	289	604	-52.2%
OCT	5,118	5,632	-9.1%	4,524	5,138	-12.0%	594	494	20.3%
NOV	4,543	4,782	-5.0%	3,615	4,054	-10.8%	928	728	27.5%
DEC	5,315	7,961	-33.2%	4,662	5,365	-13.1%	653	2,596	-74.9%
<b>TOTAL</b>	<b>70,233</b>	<b>64,559</b>	<b>8.8%</b>	<b>52,312</b>	<b>55,572</b>	<b>-5.9%</b>	<b>17,921</b>	<b>8,987</b>	<b>99.4%</b>
LANAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	8,309	5,709	45.5%	6,873	5,156	33.3%	1,436	553	159.8%
FEB	7,713	7,918	-2.6%	6,161	7,054	-12.7%	1,552	864	79.6%
MAR	8,662	7,974	8.6%	7,143	6,837	4.5%	1,519	1,137	33.6%
APR	6,805	7,273	-6.4%	5,896	6,838	-13.8%	909	435	108.9%
MAY	6,821	6,693	1.9%	5,941	6,245	-4.9%	880	448	96.3%
JUN	6,900	6,620	4.2%	5,869	6,046	-2.9%	1,031	574	79.6%
JUL	7,412	7,678	-3.5%	6,273	6,562	-4.4%	1,139	1,116	2.1%
AUG	6,875	6,501	5.8%	5,953	5,852	1.7%	922	649	42.1%
SEPT	4,373	7,380	-40.7%	3,911	6,262	-37.5%	462	1,118	-58.7%
OCT	7,086	8,788	-19.4%	6,748	7,977	-15.4%	338	811	-58.3%
NOV	6,345	6,246	1.6%	5,487	5,132	6.9%	858	1,114	-23.0%
DEC	7,604	8,884	-14.4%	6,529	6,432	1.5%	1,075	2,452	-56.1%
<b>TOTAL</b>	<b>84,905</b>	<b>87,662</b>	<b>-3.1%</b>	<b>72,783</b>	<b>76,391</b>	<b>-4.7%</b>	<b>12,122</b>	<b>11,271</b>	<b>7.6%</b>

Source: DBEDT

**TABLE 35: Visitor Arrivals by Island and Month: 2001 vs. 2000 (continued)**

BIG ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	103,867	99,558	4.3%	71,621	66,671	7.4%	32,246	32,887	-2.0%
FEB	103,873	108,506	-4.3%	75,251	79,039	-4.8%	28,622	29,467	-2.9%
MAR	113,224	114,243	-0.9%	85,294	87,514	-2.5%	27,930	26,729	4.5%
APR	97,206	106,865	-9.0%	68,848	79,895	-13.8%	28,358	26,970	5.1%
MAY	94,936	105,091	-9.7%	67,152	75,007	-10.5%	27,784	30,083	-7.6%
JUN	112,278	110,299	1.8%	85,236	85,770	-0.6%	27,043	24,530	10.2%
JUL	123,326	122,845	0.4%	90,608	92,864	-2.4%	32,718	29,981	9.1%
AUG	117,952	111,675	5.6%	82,174	77,356	6.2%	35,778	34,319	4.3%
SEPT	64,184	91,534	-29.9%	48,484	62,815	-22.8%	15,700	28,719	-45.3%
OCT	80,581	103,278	-22.0%	65,352	80,368	-18.7%	15,229	22,910	-33.5%
NOV	77,570	90,333	-14.1%	58,446	67,109	-12.9%	19,124	23,224	-17.7%
DEC	92,551	103,736	-10.8%	70,149	70,947	-1.1%	22,402	32,789	-31.7%
<b>TOTAL</b>	<b>1,181,551</b>	<b>1,267,965</b>	<b>-6.8%</b>	<b>868,615</b>	<b>925,356</b>	<b>-6.1%</b>	<b>312,936</b>	<b>342,609</b>	<b>-8.7%</b>
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	31,362	26,318	19.2%	21,681	17,367	24.8%	9,680	8,951	8.2%
FEB	32,215	29,402	9.6%	22,854	22,140	3.2%	9,360	7,262	28.9%
MAR	36,027	30,387	18.6%	27,467	23,121	18.8%	8,560	7,267	17.8%
APR	30,667	31,518	-2.7%	22,580	23,702	-4.7%	8,087	7,816	3.5%
MAY	35,097	33,123	6.0%	23,620	23,305	1.4%	11,477	9,819	16.9%
JUN	37,397	33,965	10.1%	27,930	25,260	10.6%	9,467	8,705	8.7%
JUL	42,160	36,221	16.4%	30,691	27,987	9.7%	11,468	8,234	39.3%
AUG	37,021	34,442	7.5%	26,404	23,181	13.9%	10,616	11,261	-5.7%
SEPT	22,611	26,073	-13.3%	17,695	19,877	-11.0%	4,915	6,196	-20.7%
OCT	30,228	30,667	-1.4%	25,405	25,434	-0.1%	4,823	5,233	-7.8%
NOV	27,274	23,599	15.6%	19,582	17,611	11.2%	7,692	5,988	28.5%
DEC	25,288	34,478	-26.7%	20,248	23,981	-15.6%	5,040	10,497	-52.0%
<b>TOTAL</b>	<b>387,345</b>	<b>370,193</b>	<b>4.6%</b>	<b>286,159</b>	<b>272,964</b>	<b>4.8%</b>	<b>101,186</b>	<b>97,229</b>	<b>4.1%</b>
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
JAN	90,764	85,593	6.0%	62,743	58,810	6.7%	28,021	26,783	4.6%
FEB	90,132	95,495	-5.6%	66,064	70,101	-5.8%	24,068	25,394	-5.2%
MAR	99,198	100,407	-1.2%	74,917	77,259	-3.0%	24,281	23,148	4.9%
APR	85,181	93,221	-8.6%	60,369	70,162	-14.0%	24,812	23,059	7.6%
MAY	83,529	90,246	-7.4%	58,398	65,116	-10.3%	25,131	25,130	0.0%
JUN	97,914	94,395	3.7%	74,457	74,730	-0.4%	23,457	19,665	19.3%
JUL	104,170	104,965	-0.8%	77,786	80,110	-2.9%	26,385	24,855	6.2%
AUG	101,500	97,314	4.3%	71,970	67,105	7.2%	29,531	30,209	-2.2%
SEPT	56,639	80,291	-29.5%	42,598	55,123	-22.7%	14,041	25,168	-44.2%
OCT	71,178	91,181	-21.9%	57,754	71,222	-18.9%	13,424	19,959	-32.7%
NOV	67,311	78,964	-14.8%	49,715	59,091	-15.9%	17,596	19,873	-11.5%
DEC	80,264	89,330	-10.1%	59,231	61,036	-3.0%	21,033	28,294	-25.7%
<b>TOTAL</b>	<b>1,027,781</b>	<b>1,101,401</b>	<b>-6.7%</b>	<b>756,001</b>	<b>809,863</b>	<b>-6.7%</b>	<b>271,780</b>	<b>291,538</b>	<b>-6.8%</b>

Source: DBEDT

**TABLE 36: 2001 Average Daily Census by Island and Month**

<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	91,697	85,246	87,397	76,519	73,500	91,717	99,049	96,280	55,013	56,908	59,905	82,546	79,699
Maui County	46,617	47,380	45,123	43,453	36,529	46,956	47,861	45,140	26,639	28,587	33,817	39,976	40,650
....Maui	43,762	45,014	43,182	41,819	34,772	45,140	45,604	43,246	25,665	26,975	31,895	37,879	38,723
....Molokai	1,368	1,106	852	690	842	794	861	735	428	703	725	873	831
....Lanai	1,488	1,261	1,089	943	914	1,022	1,397	1,159	547	908	1,198	1,224	1,096
Kauai	16,717	18,877	17,687	15,591	15,247	20,654	21,841	19,014	12,778	13,747	14,226	15,644	16,830
Big Island	26,520	24,981	22,558	19,291	16,386	23,533	24,498	24,181	13,963	15,925	18,914	22,116	21,064
....Hilo	4,899	4,409	4,289	3,501	3,719	4,603	5,716	5,241	2,615	3,286	4,172	4,481	4,249
...Kona	21,621	20,573	18,269	15,790	12,667	18,930	18,782	18,940	11,348	12,639	14,742	17,635	16,815
<b>TOTAL DOM and INT'L</b>	<b>181,551</b>	<b>176,484</b>	<b>172,765</b>	<b>154,853</b>	<b>141,661</b>	<b>182,860</b>	<b>193,249</b>	<b>184,615</b>	<b>108,393</b>	<b>115,167</b>	<b>126,862</b>	<b>160,282</b>	<b>158,243</b>
<b>DOMESTIC</b>													
Oahu	57,643	50,033	49,927	47,378	47,386	60,340	62,465	57,351	34,168	39,179	42,405	54,924	50,315
Maui County	37,940	39,018	37,782	36,964	32,186	41,617	42,227	38,912	23,802	26,124	29,311	34,858	35,053
....Maui	35,446	37,006	36,086	35,497	30,634	39,916	40,286	37,186	22,897	24,630	27,578	32,911	33,330
....Molokai	1,129	947	723	597	722	767	642	630	404	614	671	816	721
....Lanai	1,365	1,066	973	870	830	934	1,299	1,096	501	881	1,063	1,131	1,002
Kauai	15,174	16,622	15,307	14,530	14,238	19,083	19,645	16,715	12,113	13,059	13,152	14,544	15,345
Big Island	22,266	19,865	18,138	15,452	14,102	19,495	20,602	19,288	11,126	14,171	15,206	18,991	17,394
....Hilo	4,097	3,672	3,235	2,839	2,985	3,981	4,640	4,081	2,136	2,829	3,436	3,829	3,483
...Kona	18,169	16,193	14,903	12,613	11,116	15,514	15,963	15,207	8,990	11,342	11,769	15,162	13,912
<b>TOTAL DOMESTIC</b>	<b>133,023</b>	<b>125,538</b>	<b>121,155</b>	<b>114,324</b>	<b>107,911</b>	<b>140,535</b>	<b>144,940</b>	<b>132,266</b>	<b>81,209</b>	<b>92,533</b>	<b>100,073</b>	<b>123,317</b>	<b>118,106</b>
<b>INTERNATIONAL</b>													
Oahu	34,054	35,213	37,470	29,140	26,114	31,377	36,584	38,929	20,845	17,729	17,500	27,622	29,385
Maui County	8,678	8,362	7,341	6,489	4,342	5,339	5,634	6,228	2,837	2,463	4,507	5,118	5,598
....Maui	8,316	8,008	7,096	6,322	4,138	5,224	5,318	6,060	2,768	2,346	4,317	4,968	5,394
....Molokai	239	159	129	93	120	27	218	104	23	90	54	57	110
....Lanai	123	195	116	74	85	87	98	64	46	27	135	93	94
Kauai	1,543	2,254	2,380	1,061	1,009	1,571	2,196	2,298	665	687	1,074	1,100	1,485
Big Island	4,254	5,116	4,420	3,838	2,284	4,038	3,895	4,893	2,837	1,754	3,708	3,125	3,669
....Hilo	801	737	1,054	662	734	623	1,076	1,161	478	457	736	652	766
...Kona	3,453	4,379	3,366	3,176	1,550	3,415	2,819	3,733	2,359	1,297	2,972	2,473	2,903
<b>TOTAL INT'L</b>	<b>48,529</b>	<b>50,946</b>	<b>51,611</b>	<b>40,528</b>	<b>33,750</b>	<b>42,325</b>	<b>48,309</b>	<b>52,349</b>	<b>27,184</b>	<b>22,633</b>	<b>26,788</b>	<b>36,965</b>	<b>40,136</b>

Source: DBEDT

**TABLE 37: 2001 Domestic U.S. Visitor Arrivals by Island from Top U.S. MSAs**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Albuquerque	10,046	5,512	3,867	3,729	135	139	2,130	1,962	657	1,642
Anchorage	23,971	14,203	6,865	6,403	534	121	3,473	4,582	1,370	3,934
Atlanta	41,218	26,761	18,763	18,357	590	1,046	8,619	8,905	3,430	7,538
Austin	15,959	8,819	7,281	7,070	191	378	3,601	3,638	1,373	3,052
Bakersfield	9,639	5,279	3,564	3,476	104	140	1,627	1,405	450	1,240
Bellingham	6,364	2,960	2,385	2,344	46	27	1,270	1,241	396	1,046
Boise	10,757	5,688	4,225	4,167	82	121	2,082	2,099	631	1,844
Boston	50,478	30,750	23,767	23,152	698	1,328	13,161	11,923	4,489	10,241
Charlotte	9,075	5,568	4,438	4,316	152	319	2,190	2,236	956	1,912
Chicago	114,121	62,932	56,510	55,140	1,641	2,810	26,220	25,594	8,698	22,905
Cincinnati	18,513	12,166	9,453	9,305	329	503	4,610	4,559	1,933	4,010
Cleveland	19,625	12,398	9,697	9,397	313	542	4,962	5,071	2,181	4,352
Colorado Springs	10,863	6,512	3,749	3,591	133	225	2,232	2,309	841	2,044
Columbus	11,904	7,359	5,917	5,785	197	358	2,996	3,033	1,345	2,642
Dallas	70,712	40,771	31,981	31,282	744	1,714	14,520	13,642	4,926	11,565
Denver	75,563	36,042	32,389	31,577	868	1,412	18,214	17,613	5,281	15,774
Detroit	52,911	33,547	25,919	25,424	944	1,196	13,711	12,932	5,235	11,305
Eugene	9,993	4,423	3,969	3,793	162	159	1,935	2,283	635	2,013
Fresno	14,483	7,600	5,736	5,621	185	122	2,417	2,605	835	2,291
Grand Rapids	8,816	5,555	4,114	4,047	105	134	2,369	2,422	987	2,132
Hartford	7,821	4,911	4,000	3,933	113	212	2,138	2,071	771	1,797
Houston	41,093	26,405	16,970	16,462	614	1,135	8,967	8,831	3,533	7,510
Indianapolis	14,806	8,964	7,273	7,143	206	312	3,540	3,584	1,604	3,118
Kansas City	20,414	12,032	9,975	9,720	333	608	4,743	4,935	2,038	4,283
Las Vegas	39,103	24,747	12,919	12,572	502	646	6,455	7,298	2,701	6,205
Los Angeles	587,656	296,745	229,725	223,982	4,747	7,588	98,480	100,849	26,531	88,463
Miami	15,662	10,207	7,319	7,122	266	515	3,741	4,041	1,637	3,451
Milwaukee	14,910	9,440	7,184	7,051	192	278	3,892	4,110	1,639	3,718
Minneapolis	59,909	36,468	25,472	24,887	553	822	12,211	12,696	3,932	11,126
Modesto	10,189	4,767	4,231	4,154	74	112	1,613	1,867	476	1,665
Nashville	8,959	5,698	4,301	4,213	162	233	1,840	2,026	888	1,712
New York	153,860	97,254	73,962	71,841	2,176	4,494	39,723	37,507	12,297	32,848
Norfolk	12,390	9,916	3,596	3,508	199	199	1,995	2,218	889	1,878
Oklahoma City	7,839	4,924	3,294	3,216	113	161	1,540	1,656	632	1,399
Omaha	7,051	4,093	3,219	3,152	109	162	1,495	1,612	645	1,404
Orlando	11,620	7,771	5,005	4,903	187	354	2,706	2,911	1,204	2,404
Philadelphia	38,698	23,919	18,727	18,261	643	1,106	10,190	9,879	3,685	8,566
Phoenix	70,480	35,832	30,147	29,413	809	1,411	14,379	13,991	4,516	12,331
Pittsburgh	12,506	7,731	6,308	6,164	185	359	2,969	3,048	1,328	2,634
Portland	1,606	1,058	570	539	34	38	315	392	125	354
Provo	12,177	8,693	3,462	3,340	122	137	2,342	1,683	577	1,388
Raleigh	9,134	5,552	4,124	4,044	136	197	2,137	2,513	1,049	2,123
Reno	12,169	5,402	4,932	4,812	135	146	2,073	2,636	614	2,416
Sacramento	81,422	35,577	33,778	33,027	845	932	16,542	14,532	4,039	12,821
Saint Louis	28,152	16,743	13,820	13,564	487	701	6,239	6,920	2,969	6,117
Salinas	12,906	5,551	5,151	5,047	86	147	2,543	2,285	601	1,975
Salt Lake City	41,878	27,193	14,830	14,427	404	515	8,155	6,146	1,832	5,414
San Antonio	11,773	8,257	3,960	3,839	215	340	2,107	2,575	1,076	2,123
San Diego	131,693	71,057	45,034	43,663	1,238	1,786	27,478	24,197	7,385	21,245
San Francisco	528,373	229,549	209,570	203,853	4,776	6,794	95,863	102,644	24,662	91,653
San Luis/Obispo	10,339	4,331	4,096	3,978	140	104	2,432	2,127	614	1,882
Santa Barbara	17,315	7,789	6,203	6,046	175	140	3,754	3,564	803	3,199
Seattle	204,612	102,958	73,375	71,371	1,956	1,804	36,446	37,358	9,654	32,733
Spokane	13,458	7,117	5,005	4,887	115	125	2,194	2,460	639	2,181
Stockton	15,125	7,567	6,052	5,843	211	207	2,258	2,309	613	2,018
Tampa	14,219	9,847	6,240	6,108	310	472	3,457	3,740	1,694	3,224
Tucson	15,122	8,123	5,504	5,304	206	265	3,216	3,471	1,300	2,995
Tulsa	7,333	4,690	3,013	2,913	137	202	1,450	1,560	509	1,367
Washington D.C.	87,478	60,765	31,772	30,793	1,407	1,903	18,564	19,956	8,365	16,618

Source: DBEDT

**TABLE 38: 2001 Domestic U.S. Visitor Arrivals by Island and State of Residence**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	15,640	11,249	5,997	5,893	222	353	3,218	3,583	1,565	3,058
Alaska	41,545	23,765	12,132	11,360	907	261	6,386	9,029	2,806	7,682
Arizona	97,564	50,690	39,908	38,835	1,213	1,852	20,106	20,123	6,901	17,554
Arkansas	11,590	7,649	4,821	4,653	237	354	2,306	2,570	1,126	2,228
California	1,468,881	697,289	572,325	557,276	13,226	18,618	264,942	268,969	70,252	237,672
Colorado	107,933	52,800	44,419	43,184	1,325	2,019	25,998	25,341	8,011	22,568
Connecticut	26,050	16,036	12,904	12,512	364	775	6,620	6,833	2,316	6,026
Delaware	4,576	2,985	2,037	1,976	105	140	1,090	1,171	411	1,003
Florida	83,717	56,940	36,323	35,364	1,858	2,928	20,233	22,155	9,651	18,699
Georgia	53,781	35,563	23,865	23,317	894	1,423	11,245	11,911	4,833	10,005
Idaho	24,568	13,036	8,898	8,663	299	314	4,765	4,999	1,451	4,415
Illinois	132,909	75,141	64,726	63,125	2,020	3,189	30,178	29,800	10,379	26,630
Indiana	42,441	26,931	20,289	19,872	695	923	9,993	10,166	4,578	8,757
Iowa	22,236	14,008	9,705	9,430	415	357	4,718	5,481	2,174	4,732
Kansas	22,579	13,335	10,638	10,392	346	568	4,762	5,328	2,162	4,568
Kentucky	19,199	12,716	9,136	8,917	333	472	4,282	4,566	2,027	3,819
Louisiana	15,529	10,522	6,805	6,619	325	547	3,509	3,863	1,918	3,273
Maine	6,637	4,445	2,444	2,352	145	135	1,429	1,607	664	1,328
Maryland	43,543	29,944	16,970	16,517	800	1,065	10,044	10,669	4,759	8,886
Massachusetts	53,597	32,538	25,463	24,801	833	1,507	14,186	12,926	5,091	11,003
Michigan	84,999	54,464	40,242	39,414	1,528	1,822	21,949	21,244	8,676	18,464
Minnesota	79,592	49,647	32,854	32,103	755	1,028	16,316	17,383	5,421	15,300
Mississippi	7,661	5,319	2,929	2,860	101	190	1,222	1,602	682	1,371
Missouri	45,285	27,447	21,703	21,282	703	1,114	10,438	11,252	4,831	9,802
Montana	15,264	7,952	6,517	6,321	236	218	3,121	3,274	843	2,921
Nebraska	13,170	7,763	5,952	5,815	232	269	2,753	3,234	1,291	2,762
Nevada	54,879	31,837	19,006	18,516	659	792	9,242	10,762	3,483	9,380
New Hampshire	9,290	6,114	3,893	3,769	145	195	2,258	2,239	834	1,877
New Jersey	65,654	41,990	31,538	30,756	852	1,800	17,374	16,115	5,564	13,926
New Mexico	18,549	10,090	6,973	6,720	282	281	3,883	4,058	1,482	3,427
New York	113,547	72,958	53,497	51,917	1,867	3,202	29,094	27,480	9,461	23,971
North Carolina	36,595	23,618	16,314	15,929	618	963	8,298	9,142	3,927	7,735
North Dakota	4,806	3,203	1,865	1,809	47	78	916	1,199	296	1,076
Ohio	72,644	47,529	35,834	35,061	1,266	2,134	18,548	18,984	8,673	16,345
Oklahoma	21,587	14,046	8,433	8,195	336	483	4,092	4,454	1,626	3,811
Oregon	123,511	58,152	44,484	42,804	1,620	1,416	24,570	26,754	7,151	23,770
Pennsylvania	60,862	38,869	29,486	28,790	1,064	1,701	15,534	16,121	6,436	13,982
Rhode Island	6,251	4,359	2,608	2,532	123	152	1,429	1,368	613	1,153
South Carolina	16,114	11,136	6,689	6,548	315	467	3,521	3,923	1,773	3,274
South Dakota	5,907	3,824	2,366	2,306	103	93	1,088	1,417	537	1,232
Tennessee	28,310	18,795	12,723	12,440	596	631	5,782	6,653	2,879	5,580
Texas	171,169	105,583	72,230	70,332	2,250	4,276	35,583	35,472	13,918	29,976
Utah	65,648	43,346	22,283	21,636	639	833	12,832	9,670	3,017	8,373
Vermont	4,100	2,410	1,669	1,609	88	75	1,006	1,170	474	1,012
Virginia	66,277	47,367	23,085	22,412	1,016	1,369	13,304	14,375	5,811	12,084
Washington	274,120	138,416	97,408	94,689	2,700	2,377	49,375	51,142	13,226	44,950
Washington, D.C.	6,309	4,191	2,157	2,086	116	119	1,366	1,451	543	1,227
West Virginia	5,425	3,993	2,094	2,042	72	120	1,062	1,389	602	1,175
Wisconsin	45,166	29,008	20,677	20,216	626	807	11,129	12,066	5,066	10,356
Wyoming	5,640	3,008	2,099	2,021	113	92	1,225	1,506	496	1,358

Source: DBEDT



**TABLE 39: 2001 Domestic U.S. Visitor Arrivals by Island and State of Residence  
(% of U.S. Total)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	0.4%	0.5%	0.4%	0.4%	0.5%	0.5%	0.4%	0.4%	0.6%	0.4%
Alaska	1.1%	1.1%	0.8%	0.7%	1.9%	0.4%	0.8%	1.1%	1.1%	1.1%
Arizona	2.6%	2.4%	2.6%	2.6%	2.5%	2.8%	2.6%	2.5%	2.6%	2.5%
Arkansas	0.3%	0.4%	0.3%	0.3%	0.5%	0.5%	0.3%	0.3%	0.4%	0.3%
California	38.4%	33.1%	36.7%	36.7%	27.8%	27.8%	34.0%	33.7%	26.7%	34.2%
Colorado	2.8%	2.5%	2.8%	2.8%	2.8%	3.0%	3.3%	3.2%	3.0%	3.2%
Connecticut	0.7%	0.8%	0.8%	0.8%	0.8%	1.2%	0.9%	0.9%	0.9%	0.9%
Delaware	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.2%	0.1%
Florida	2.2%	2.7%	2.3%	2.3%	3.9%	4.4%	2.6%	2.8%	3.7%	2.7%
Georgia	1.4%	1.7%	1.5%	1.5%	1.9%	2.1%	1.4%	1.5%	1.8%	1.4%
Idaho	0.6%	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%	0.6%
Illinois	3.5%	3.6%	4.2%	4.2%	4.2%	4.8%	3.9%	3.7%	4.0%	3.8%
Indiana	1.1%	1.3%	1.3%	1.3%	1.5%	1.4%	1.3%	1.3%	1.7%	1.3%
Iowa	0.6%	0.7%	0.6%	0.6%	0.9%	0.5%	0.6%	0.7%	0.8%	0.7%
Kansas	0.6%	0.6%	0.7%	0.7%	0.7%	0.8%	0.6%	0.7%	0.8%	0.7%
Kentucky	0.5%	0.6%	0.6%	0.6%	0.7%	0.7%	0.6%	0.6%	0.8%	0.5%
Louisiana	0.4%	0.5%	0.4%	0.4%	0.7%	0.8%	0.5%	0.5%	0.7%	0.5%
Maine	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%	0.2%
Maryland	1.1%	1.4%	1.1%	1.1%	1.7%	1.6%	1.3%	1.3%	1.8%	1.3%
Massachusetts	1.4%	1.5%	1.6%	1.6%	1.7%	2.3%	1.8%	1.6%	1.9%	1.6%
Michigan	2.2%	2.6%	2.6%	2.6%	3.2%	2.7%	2.8%	2.7%	3.3%	2.7%
Minnesota	2.1%	2.4%	2.1%	2.1%	1.6%	1.5%	2.1%	2.2%	2.1%	2.2%
Mississippi	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%
Missouri	1.2%	1.3%	1.4%	1.4%	1.5%	1.7%	1.3%	1.4%	1.8%	1.4%
Montana	0.4%	0.4%	0.4%	0.4%	0.5%	0.3%	0.4%	0.4%	0.3%	0.4%
Nebraska	0.3%	0.4%	0.4%	0.4%	0.5%	0.4%	0.4%	0.4%	0.5%	0.4%
Nevada	1.4%	1.5%	1.2%	1.2%	1.4%	1.2%	1.2%	1.3%	1.3%	1.3%
New Hampshire	0.2%	0.3%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
New Jersey	1.7%	2.0%	2.0%	2.0%	1.8%	2.7%	2.2%	2.0%	2.1%	2.0%
New Mexico	0.5%	0.5%	0.4%	0.4%	0.6%	0.4%	0.5%	0.5%	0.6%	0.5%
New York	3.0%	3.5%	3.4%	3.4%	3.9%	4.8%	3.7%	3.4%	3.6%	3.4%
North Carolina	1.0%	1.1%	1.0%	1.0%	1.3%	1.4%	1.1%	1.1%	1.5%	1.1%
North Dakota	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%
Ohio	1.9%	2.3%	2.3%	2.3%	2.7%	3.2%	2.4%	2.4%	3.3%	2.3%
Oklahoma	0.6%	0.7%	0.5%	0.5%	0.7%	0.7%	0.5%	0.6%	0.6%	0.5%
Oregon	3.2%	2.8%	2.9%	2.8%	3.4%	2.1%	3.2%	3.4%	2.7%	3.4%
Pennsylvania	1.6%	1.8%	1.9%	1.9%	2.2%	2.5%	2.0%	2.0%	2.5%	2.0%
Rhode Island	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%
South Carolina	0.4%	0.5%	0.4%	0.4%	0.7%	0.7%	0.5%	0.5%	0.7%	0.5%
South Dakota	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%
Tennessee	0.7%	0.9%	0.8%	0.8%	1.3%	0.9%	0.7%	0.8%	1.1%	0.8%
Texas	4.5%	5.0%	4.6%	4.6%	4.7%	6.4%	4.6%	4.4%	5.3%	4.3%
Utah	1.7%	2.1%	1.4%	1.4%	1.3%	1.2%	1.6%	1.2%	1.1%	1.2%
Vermont	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%
Virginia	1.7%	2.3%	1.5%	1.5%	2.1%	2.0%	1.7%	1.8%	2.2%	1.7%
Washington	7.2%	6.6%	6.2%	6.2%	5.7%	3.6%	6.3%	6.4%	5.0%	6.5%
Washington, D.C.	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
West Virginia	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
Wisconsin	1.2%	1.4%	1.3%	1.3%	1.3%	1.2%	1.4%	1.5%	1.9%	1.5%
Wyoming	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%

Source: DBEDT

**TABLE 40: 2001 Domestic U.S. Visitor Length of Stay by Island and State of Residence**

<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	9.73	7.21	5.79	1.95	2.79	4.79	5.30	2.72	4.82
Alaska	13.18	9.62	10.59	10.03	7.80	9.65	13.58	10.69	12.06
Arizona	9.80	7.60	7.26	4.38	3.79	6.47	7.12	3.95	6.61
Arkansas	9.91	7.45	6.04	2.48	2.70	5.62	5.61	3.00	4.95
California	9.31	7.46	7.62	5.67	6.21	7.33	7.77	5.17	7.27
Colorado	10.57	7.41	7.90	4.85	5.35	7.29	7.84	4.58	7.17
Connecticut	11.31	7.57	6.88	4.32	3.87	5.59	6.33	3.72	5.75
Delaware	10.68	7.20	6.69	3.09	2.55	5.32	6.03	3.20	5.73
Florida	10.67	7.61	6.05	3.52	3.25	5.02	5.68	3.24	5.06
Georgia	9.63	6.91	6.00	2.61	4.14	5.13	5.39	3.18	4.88
Idaho	10.87	8.14	8.55	4.74	8.49	7.93	8.94	5.36	8.36
Illinois	10.19	6.89	7.20	3.54	3.80	5.82	6.02	3.06	5.54
Indiana	10.39	6.96	6.70	3.73	3.72	5.50	5.73	3.10	5.03
Iowa	10.79	7.58	6.98	5.16	4.97	5.66	6.71	3.98	5.94
Kansas	10.09	7.04	6.61	2.98	3.99	5.53	6.39	3.96	5.58
Kentucky	10.32	7.18	6.26	3.39	3.66	5.05	5.70	3.47	4.98
Louisiana	10.02	7.56	5.30	2.14	6.16	4.63	5.41	3.19	4.51
Maine	13.74	10.24	7.66	3.30	8.21	9.39	7.80	5.57	6.65
Maryland	10.76	8.08	6.19	4.01	3.56	5.53	5.74	3.54	5.00
Massachusetts	11.50	7.94	7.04	4.62	4.21	6.10	6.33	3.79	5.68
Michigan	11.11	7.26	6.92	6.04	4.44	5.68	6.36	3.69	5.58
Minnesota	10.80	7.37	7.73	5.37	4.64	6.75	7.06	4.25	6.52
Mississippi	10.24	8.41	5.89	5.50	5.03	5.71	6.31	3.31	5.72
Missouri	10.27	7.13	6.63	3.37	4.03	5.37	5.66	3.20	4.92
Montana	11.33	8.01	8.13	5.81	3.89	7.63	9.29	5.92	8.71
Nebraska	10.10	6.91	6.85	5.02	4.10	5.51	6.75	3.37	6.33
Nevada	9.95	8.14	7.42	6.16	7.35	6.74	7.60	4.77	6.95
New Hampshire	11.83	8.37	6.92	6.16	6.24	6.68	7.05	4.82	6.27
New Jersey	10.78	7.33	6.23	2.72	4.02	5.51	5.97	3.78	5.39
New Mexico	10.85	8.46	7.73	5.90	5.08	6.93	8.12	4.94	7.48
New York	11.04	7.69	6.40	3.72	4.11	5.60	6.17	3.80	5.57
North Carolina	10.52	7.69	6.07	3.31	3.23	5.32	5.91	3.45	5.24
North Dakota	11.32	8.15	7.26	7.61	9.15	6.45	7.60	4.90	7.12
Ohio	10.66	7.06	6.37	4.26	3.80	4.96	5.71	3.09	5.00
Oklahoma	10.01	7.59	6.27	4.20	3.29	5.57	6.71	3.91	6.17
Oregon	11.16	8.50	9.16	6.57	6.62	8.57	9.53	6.45	8.78
Pennsylvania	10.88	7.39	6.35	4.73	3.80	5.29	6.08	3.55	5.38
Rhode Island	11.16	7.90	6.93	4.56	4.02	5.17	6.31	3.98	5.37
South Carolina	10.39	7.50	6.20	1.71	3.64	5.07	5.67	3.20	5.07
South Dakota	10.67	7.46	6.73	18.09	9.15	5.64	7.22	4.81	6.21
Tennessee	10.21	7.11	6.29	3.91	3.69	5.12	6.37	3.01	6.04
Texas	9.44	6.91	6.27	3.57	3.78	5.72	5.82	3.53	5.25
Utah	9.54	7.29	7.09	3.87	4.70	6.64	6.57	3.95	6.16
Vermont	12.82	8.41	8.32	3.89	4.47	7.98	8.61	6.34	6.99
Virginia	10.68	8.26	6.37	5.32	4.37	5.49	6.15	3.68	5.54
Washington	11.50	9.07	9.65	6.68	6.23	8.74	9.78	6.43	9.23
Washington, D.C.	10.19	7.65	6.40	7.05	6.86	6.36	7.18	4.79	6.37
West Virginia	10.60	8.05	5.68	3.26	4.19	5.17	5.39	3.47	4.60
Wisconsin	11.33	7.29	7.14	5.20	4.94	5.75	6.75	3.78	6.01
Wyoming	10.86	7.34	7.91	3.72	2.35	7.90	8.34	4.29	7.68

Source: DBEDT

**TABLE 41: Oahu Visitor Characteristics: 2001 vs. 2000**

Oahu	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	29,091,282	31,077,256	-6.4%	18,364,796	18,734,118	-2.0%	10,726,487	12,343,138	-13.1%
Total Visitors	4,257,535	4,719,244	-9.8%	2,379,285	2,485,058	-4.3%	1,878,250	2,234,186	-15.9%
<b>PARTY SIZE</b>									
One	878,915	901,200	-2.5%	598,828	624,455	-4.1%	280,087	276,745	1.2%
Two	1,633,802	1,876,554	-12.9%	1,031,582	1,106,988	-6.8%	602,220	769,566	-21.7%
Three or more	1,744,819	1,941,490	-10.1%	748,875	753,615	-0.6%	995,944	1,187,875	-16.2%
Avg Party Size	2.08	2.13	-2.3%	1.83	1.82	0.6%	2.39	2.47	-3.2%
<b>VISIT STATUS</b>									
First-Time	1,873,639	2,191,624	-14.5%	946,278	1,007,622	-6.1%	927,361	1,184,002	-21.7%
Repeat	2,383,896	2,527,620	-5.7%	1,433,007	1,477,436	-3.0%	950,889	1,050,184	-9.5%
Average # of Trips	3.96	3.75	5.5%	4.69	4.58	2.4%	3.03	2.82	7.3%
<b>TRAVEL METHOD</b>									
Group Tour	945,543	1,583,087	-40.3%	228,469	265,712	-14.0%	717,074	1,317,375	-45.6%
Package	2,262,532	2,645,683	-14.5%	824,563	891,505	-7.5%	1,437,969	1,754,178	-18.0%
Group Tour & Pkg	867,355	1,490,987	-41.8%	185,982	214,498	-13.3%	681,373	1,276,488	-46.6%
True Independent	1,916,816	1,981,461	-3.3%	1,512,236	1,542,338	-2.0%	404,580	439,122	-7.9%
<b>ISLANDS VISITED</b>									
Oahu	4,257,535	4,719,244	-9.8%	2,379,285	2,485,058	-4.3%	1,878,250	2,234,186	-15.9%
Mauai County	870,266	957,495	-9.1%	586,439	653,043	-10.2%	283,827	304,453	-6.8%
...Mauai	842,683	931,112	-9.5%	567,231	631,852	-10.2%	275,452	299,260	-8.0%
...Molokai	46,427	42,445	9.4%	32,915	35,456	-7.2%	13,512	6,989	93.3%
...Lanai	47,688	44,834	6.4%	39,435	38,299	3.0%	8,253	6,535	26.3%
Kauai	508,583	529,598	-4.0%	364,785	378,061	-3.5%	143,798	151,537	-5.1%
Big Island	627,133	650,734	-3.6%	376,372	395,605	-4.9%	250,762	255,129	-1.7%
...Hilo	268,229	248,930	7.8%	182,611	171,816	6.3%	85,618	77,113	11.0%
...Kona	535,260	546,556	-2.1%	316,263	330,921	-4.4%	218,997	215,635	1.6%
Oahu Only	3,067,392	3,145,170	-2.5%	1,487,323	1,501,397	-0.9%	1,580,069	1,643,773	-3.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.83	6.58	3.9%	7.72	7.54	2.4%	5.71	5.52	3.4%
Mauai (days)	4.34	4.32	0.4%	4.87	4.96	-1.9%	3.25	2.97	9.1%
Molokai (days)	3.06	3.47	-11.8%	3.49	3.74	-6.6%	2.01	2.11	-4.5%
Lanai (days)	3.92	3.84	1.9%	4.17	4.00	4.3%	2.71	2.94	-7.9%
Kauai (days)	3.95	4.01	-1.4%	4.52	4.64	-2.7%	2.53	2.44	3.4%
Big Island (days)	4.44	4.17	6.3%	4.82	4.86	-0.8%	3.86	3.11	24.1%
...Hilo (days)	2.70	2.71	-0.6%	2.86	2.99	-4.4%	2.36	2.10	12.2%
...Kona (days)	3.80	3.67	3.5%	4.08	4.25	-4.0%	3.39	2.78	21.9%
Statewide (days)	8.88	8.43	5.4%	10.39	10.36	0.2%	6.98	6.28	11.2%
<b>ACCOMMODATIONS</b>									
Hotel	3,206,258	3,655,449	-12.3%	1,564,310	1,687,137	-7.3%	1,641,948	1,968,312	-16.6%
...Hotel Only	2,948,215	3,396,186	-13.2%	1,369,295	1,490,455	-8.1%	1,578,920	1,905,731	-17.1%
Condo	431,330	484,988	-11.1%	278,584	315,692	-11.8%	152,746	169,296	-9.8%
...Condo Only	318,663	352,091	-9.5%	195,082	220,178	-11.4%	123,581	131,912	-6.3%
Timeshare	147,545	127,362	15.8%	129,649	104,189	24.4%	17,897	23,173	-22.8%
...Timeshare Only	97,828	87,100	12.3%	87,186	68,645	27.0%	10,642	18,455	-42.3%
Apartment	48,253	56,886	-15.2%	36,900	38,897	-5.1%	11,354	17,989	-36.9%
Bed & Breakfast	37,690	42,811	-12.0%	30,820	33,798	-8.8%	6,871	9,013	-23.8%
Cruise Ship	118,977	82,469	44.3%	106,000	69,163	53.3%	12,976	13,306	-2.5%
Friends or Relatives	396,261	385,560	2.8%	336,416	339,996	-1.1%	59,845	45,564	31.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,348,458	3,756,491	-10.9%	1,755,588	1,789,855	-1.9%	1,592,870	1,966,636	-19.0%
...Honeymoon	368,517	484,924	-24.0%	131,392	139,080	-5.5%	237,125	345,844	-31.4%
MC&I (Net)	229,249	331,058	-30.8%	157,717	234,780	-32.8%	71,531	96,278	-25.7%
...Convention/Conf.	137,407	218,305	-37.1%	102,129	167,700	-39.1%	35,279	50,604	-30.3%
...Corp. Meetings	52,134	60,961	-14.5%	38,961	46,199	-15.7%	13,173	14,762	-10.8%
...Incentive	42,589	54,561	-21.9%	17,951	22,673	-20.8%	24,638	31,888	-22.7%
Other Business	160,721	170,322	-5.6%	132,164	139,022	-4.9%	28,557	31,300	-8.8%
Visit Friends/Relatives	325,742	326,182	-0.1%	262,720	265,934	-1.2%	63,021	60,248	4.6%
Government/Military	74,914	77,296	-3.1%	54,987	55,291	-0.5%	19,926	22,006	-9.4%
Attend School	18,832	14,062	33.9%	10,870	9,426	15.3%	7,963	4,636	71.7%

Source: DBEDT

**TABLE 42: Maui County Visitor Characteristics: 2001 vs. 2000**

Maui County	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	14,837,601	16,050,621	-7.6%	12,794,191	13,789,530	-7.2%	2,043,410	2,261,091	-9.6%
Total Visitors	2,104,478	2,304,666	-8.7%	1,685,960	1,834,631	-8.1%	418,518	470,035	-11.0%
<b>PARTY SIZE</b>									
One	323,850	350,079	-7.5%	269,269	298,664	-9.8%	54,582	51,415	6.2%
Two	985,168	1,113,184	-11.5%	827,638	921,770	-10.2%	157,530	191,414	-17.7%
Three or more	795,459	841,403	-5.5%	589,053	614,197	-4.1%	206,406	227,206	-9.2%
Avg Party Size	2.10	2.09	0.3%	2.03	2.01	1.1%	2.37	2.42	-1.9%
<b>VISIT STATUS</b>									
First-Time	806,683	942,282	-14.4%	618,403	702,824	-12.0%	188,280	239,458	-21.4%
Repeat	1,297,795	1,362,384	-4.7%	1,067,557	1,131,807	-5.7%	230,238	230,577	-0.1%
Average # of Trips	4.27	4.00	6.8%	4.45	4.27	4.3%	3.55	2.95	20.1%
<b>TRAVEL METHOD</b>									
Group Tour	267,113	388,182	-31.2%	141,127	171,563	-17.7%	125,986	216,619	-41.8%
Package	896,467	1,058,477	-15.3%	638,708	744,733	-14.2%	257,759	313,744	-17.8%
Group Tour & Pkg	235,831	347,743	-32.2%	117,447	141,263	-16.9%	118,383	206,480	-42.7%
True Independent	1,176,729	1,205,750	-2.4%	1,023,573	1,059,598	-3.4%	153,156	146,152	4.8%
<b>ISLANDS VISITED</b>									
Oahu	870,266	957,495	-9.1%	586,439	653,043	-10.2%	283,827	304,453	-6.8%
Maui County	2,104,478	2,304,666	-8.7%	1,685,960	1,834,631	-8.1%	418,518	470,035	-11.0%
...Maui	2,049,223	2,246,253	-8.8%	1,641,204	1,783,820	-8.0%	408,018	462,433	-11.8%
...Molokai	70,233	64,559	8.8%	52,312	55,572	-5.9%	17,921	8,987	99.4%
...Lanai	84,905	87,662	-3.1%	72,783	76,391	-4.7%	12,122	11,271	7.6%
Kauai	363,012	381,609	-4.9%	304,881	322,342	-5.4%	58,132	59,268	-1.9%
Big Island	365,397	368,041	-0.7%	287,441	301,836	-4.8%	77,956	66,204	17.8%
...Hilo	188,874	163,053	15.8%	145,379	131,914	10.2%	43,496	31,139	39.7%
...Kona	310,686	311,744	-0.3%	251,044	262,080	-4.2%	59,642	49,663	20.1%
Maui Only	1,018,200	1,088,124	-6.4%	898,547	947,365	-5.2%	119,653	140,759	-15.0%
Molokai Only	7,986	8,672	-7.9%	7,248	7,908	-8.3%	738	764	-3.5%
Lanai Only	10,323	11,742	-12.1%	9,758	11,059	-11.8%	565	683	-17.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.77	4.61	3.5%	4.51	4.53	-0.5%	5.33	4.78	11.4%
Maui (days)	6.90	6.81	1.2%	7.41	7.35	0.9%	4.83	4.75	1.6%
Molokai (days)	4.32	5.13	-15.8%	5.03	5.51	-8.8%	2.23	2.74	-18.5%
Lanai (days)	4.71	4.72	-0.1%	5.02	4.90	2.6%	2.85	3.53	-19.3%
Kauai (days)	3.82	3.93	-2.7%	3.98	4.20	-5.0%	2.98	2.49	19.9%
Big Island (days)	4.76	4.25	12.1%	4.35	4.49	-3.1%	6.28	3.14	99.6%
...Hilo (days)	2.44	2.51	-2.7%	2.39	2.61	-8.2%	2.58	2.07	24.8%
...Kona (days)	4.05	3.70	9.3%	3.59	3.86	-6.9%	5.96	2.89	105.9%
Statewide (days)	10.37	10.04	3.2%	10.57	10.58	-0.1%	9.55	7.95	20.1%
<b>ACCOMMODATIONS</b>									
Hotel	1,302,671	1,488,211	-12.5%	987,459	1,116,590	-11.6%	315,212	371,621	-15.2%
...Hotel Only	1,133,495	1,305,685	-13.2%	846,531	967,912	-12.5%	286,964	337,773	-15.0%
Condo	549,991	622,456	-11.6%	462,441	532,799	-13.2%	87,550	89,657	-2.4%
...Condo Only	454,748	506,518	-10.2%	385,277	440,484	-12.5%	69,471	66,034	5.2%
Timeshare	121,234	95,574	26.8%	110,165	88,482	24.5%	11,069	7,093	56.1%
...Timeshare Only	88,938	67,081	32.6%	81,524	63,132	29.1%	7,414	3,949	87.8%
Apartment	23,061	26,558	-13.2%	18,733	20,783	-9.9%	4,328	5,774	-25.0%
Bed & Breakfast	28,780	32,557	-11.6%	24,862	27,656	-10.1%	3,918	4,901	-20.1%
Cruise Ship	100,177	59,792	67.5%	92,533	56,880	62.7%	7,644	2,912	162.5%
Friends or Relatives	126,663	132,371	-4.3%	112,257	118,979	-5.7%	14,406	13,392	7.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,784,519	1,944,119	-8.2%	1,429,377	1,525,631	-6.3%	355,142	418,488	-15.1%
...Honeymoon	184,687	232,404	-20.5%	138,347	161,246	-14.2%	46,340	71,158	-34.9%
MC&I (Net)	160,155	206,668	-22.5%	134,395	179,719	-25.2%	25,760	26,949	-4.4%
...Convention/Conf.	91,474	123,531	-26.0%	77,810	109,253	-28.8%	13,663	14,279	-4.3%
...Corp. Meetings	36,794	44,649	-17.6%	30,166	39,844	-24.3%	6,628	4,805	37.9%
...Incentive	35,057	42,038	-16.6%	28,125	33,364	-15.7%	6,932	8,674	-20.1%
Other Business	48,757	53,579	-9.0%	43,034	48,316	-10.9%	5,723	5,263	8.7%
Visit Friends/Relatives	91,933	100,511	-8.5%	77,746	85,714	-9.3%	14,187	14,797	-4.1%
Government/Military	8,464	8,457	0.1%	5,662	6,858	-17.4%	2,802	1,599	75.3%
Attend School	4,501	3,643	23.6%	2,533	2,654	-4.6%	1,968	988	99.1%

Source: DBEDT

**TABLE 43: Maui Island Visitor Characteristics: 2001 vs. 2000**

Maui	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	14,134,190	15,305,826	-7.7%	12,165,307	13,109,115	-7.2%	1,968,884	2,196,711	-10.4%
Total Visitors	2,048,768	2,246,253	-8.8%	1,640,961	1,783,820	-8.0%	407,806	462,433	-11.8%
<b>PARTY SIZE</b>									
One	312,811	338,461	-7.6%	259,640	288,263	-9.9%	53,171	50,198	5.9%
Two	957,420	1,082,646	-11.6%	804,124	894,388	-10.1%	153,296	188,258	-18.6%
Three or more	778,537	825,147	-5.6%	577,197	601,170	-4.0%	201,340	223,977	-10.1%
Avg Party Size	2.10	2.10	0.2%	2.04	2.01	1.1%	2.37	2.42	-2.1%
<b>VISIT STATUS</b>									
First-Time	791,861	926,735	-14.6%	608,076	690,494	-11.9%	183,785	236,241	-22.2%
Repeat	1,256,906	1,319,519	-4.7%	1,032,885	1,093,326	-5.5%	224,021	226,192	-1.0%
Average # of Trips	4.23	3.95	7.0%	4.40	4.21	4.4%	3.54	2.94	20.5%
<b>TRAVEL METHOD</b>									
Group Tour	259,140	381,250	-32.0%	137,350	167,471	-18.0%	121,789	213,778	-43.0%
Package	877,936	1,041,518	-15.7%	627,352	731,793	-14.3%	250,584	309,725	-19.1%
Group Tour & Pkg	229,375	342,309	-33.0%	114,603	138,429	-17.2%	114,772	203,881	-43.7%
True Independent	1,141,067	1,165,795	-2.1%	990,862	1,022,984	-3.1%	150,205	142,811	5.2%
<b>ISLANDS VISITED</b>									
Oahu	842,683	931,112	-9.5%	567,231	631,852	-10.2%	275,452	299,260	-8.0%
Maui County	2,048,768	2,246,253	-8.8%	1,640,961	1,783,820	-8.0%	407,806	462,433	-11.8%
...Maui	2,048,768	2,246,254	-8.8%	1,640,961	1,783,821	-8.0%	407,806	462,433	-11.8%
...Molokai	42,574	36,010	18.2%	31,410	31,117	0.9%	11,165	4,893	128.2%
...Lanai	54,531	55,394	-1.6%	46,991	48,326	-2.8%	7,540	7,068	6.7%
Kauai	353,105	371,223	-4.9%	296,679	313,242	-5.3%	56,426	57,980	-2.7%
Big Island	351,136	354,649	-1.0%	276,347	290,117	-4.7%	74,790	64,533	15.9%
...Hilo	183,006	158,027	15.8%	140,831	127,359	10.6%	42,176	30,668	37.5%
...Kona	299,130	300,908	-0.6%	242,136	252,594	-4.1%	56,994	48,314	18.0%
Maui Only	1,018,200	1,088,124	-6.4%	898,547	947,365	-5.2%	119,653	140,759	-15.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.73	4.57	3.5%	4.45	4.48	-0.6%	5.31	4.77	11.3%
Maui (days)	6.90	6.81	1.2%	7.41	7.35	0.9%	4.83	4.75	1.6%
Molokai (days)	2.72	3.27	-16.8%	3.08	3.44	-10.7%	1.73	2.19	-21.3%
Lanai (days)	3.24	3.19	1.5%	3.34	3.26	2.5%	2.65	2.77	-4.1%
Kauai (days)	3.75	3.88	-3.4%	3.90	4.15	-5.9%	2.96	2.47	19.9%
Big Island (days)	4.68	4.12	13.7%	4.23	4.34	-2.6%	6.37	3.13	103.5%
...Hilo (days)	2.35	2.36	-0.4%	2.29	2.44	-5.9%	2.54	2.04	24.4%
...Kona (days)	3.98	3.61	10.2%	3.49	3.75	-7.1%	6.08	2.89	110.8%
Statewide (days)	10.30	9.97	3.3%	10.48	10.50	-0.2%	9.56	7.94	20.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,266,850	1,450,914	-12.7%	960,375	1,085,140	-11.5%	306,475	365,774	-16.2%
...Hotel Only	1,102,568	1,273,679	-13.4%	823,698	941,044	-12.5%	278,870	332,634	-16.2%
Condo	540,861	611,672	-11.6%	454,932	523,261	-13.1%	85,928	88,411	-2.8%
...Condo Only	447,965	498,425	-10.1%	379,682	433,287	-12.4%	68,284	65,137	4.8%
Timeshare	118,809	93,104	27.6%	107,862	86,307	25.0%	10,946	6,797	61.0%
...Timeshare Only	87,474	65,471	33.6%	80,116	61,812	29.6%	7,358	3,660	101.1%
Apartment	22,447	25,918	-13.4%	18,149	20,200	-10.2%	4,297	5,718	-24.8%
Bed & Breakfast	27,746	31,217	-11.1%	23,880	26,331	-9.3%	3,866	4,886	-20.9%
Cruise Ship	98,137	58,817	66.9%	90,665	55,989	61.9%	7,472	2,828	164.2%
Friends or Relatives	119,190	124,978	-4.6%	105,495	112,022	-5.8%	13,694	12,956	5.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,741,737	1,900,869	-8.4%	1,396,050	1,488,415	-6.2%	345,687	412,454	-16.2%
...Honeymoon	179,992	229,091	-21.4%	135,758	158,541	-14.4%	44,234	70,550	-37.3%
MC&I (Net)	154,558	199,015	-22.3%	129,830	172,809	-24.9%	24,728	26,205	-5.6%
...Convention/Conf.	88,911	119,494	-25.6%	75,785	105,590	-28.2%	13,126	13,904	-5.6%
...Corp. Meetings	34,961	42,556	-17.8%	28,732	37,919	-24.2%	6,228	4,637	34.3%
...Incentive	33,515	40,453	-17.1%	26,991	31,989	-15.6%	6,525	8,464	-22.9%
Other Business	46,518	51,042	-8.9%	40,891	46,041	-11.2%	5,627	5,001	12.5%
Visit Friends/Relatives	86,798	95,625	-9.2%	73,058	81,099	-9.9%	13,740	14,526	-5.4%
Government/Military	8,105	7,747	4.6%	5,302	6,302	-15.9%	2,802	1,445	93.9%
Attend School	4,396	3,451	27.4%	2,428	2,492	-2.6%	1,968	959	105.2%

Source: DBEDT

**TABLE 44: Molokai Visitor Characteristics: 2001 vs. 2000**

Molokai	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	303,261	331,090	-8.4%	263,230	306,466	-14.1%	40,031	24,623	62.6%
Total Visitors	70,233	64,559	8.8%	52,312	55,572	-5.9%	17,921	8,987	99.4%
<b>PARTY SIZE</b>									
One	12,626	13,121	-3.8%	11,004	11,796	-6.7%	1,622	1,325	22.4%
Two	34,358	33,028	4.0%	27,506	29,210	-5.8%	6,852	3,818	79.5%
Three or more	23,248	18,408	26.3%	13,802	14,565	-5.2%	9,446	3,843	145.8%
Avg Party Size	2.06	1.90	8.0%	1.85	1.85	0.4%	2.65	2.26	17.2%
<b>VISIT STATUS</b>									
First-Time	28,768	25,465	13.0%	21,225	21,485	-1.2%	7,543	3,980	89.5%
Repeat	41,465	39,094	6.1%	31,087	34,087	-8.8%	10,377	5,007	107.3%
Average # of Trips	4.22	4.87	-13.4%	4.47	4.89	-8.8%	3.50	4.73	-26.0%
<b>TRAVEL METHOD</b>									
Group Tour	13,372	10,558	26.7%	6,697	7,132	-6.1%	6,675	3,426	94.8%
Package	33,116	25,466	30.0%	20,493	20,078	2.1%	12,623	5,388	134.3%
Group Tour & Pkg	11,726	9,076	29.2%	5,735	5,896	-2.7%	5,991	3,180	88.4%
True Independent	35,470	37,611	-5.7%	30,857	34,258	-9.9%	4,613	3,353	37.6%
<b>ISLANDS VISITED</b>									
Oahu	46,427	42,445	9.4%	32,915	35,456	-7.2%	13,512	6,989	93.3%
Maui County	70,233	64,559	8.8%	52,312	55,572	-5.9%	17,921	8,987	99.4%
...Maui	42,574	36,010	18.2%	31,410	31,117	0.9%	11,165	4,893	128.2%
...Molokai	70,233	64,558	8.8%	52,312	55,571	-5.9%	17,921	8,987	99.4%
...Lanai	19,629	19,365	1.4%	16,601	16,204	2.4%	3,028	3,160	-4.2%
Kauai	32,318	27,834	16.1%	23,724	24,471	-3.1%	8,594	3,363	155.6%
Big Island	34,225	29,804	14.8%	25,825	26,142	-1.2%	8,400	3,662	129.4%
...Hilo	25,811	21,594	19.5%	19,626	19,177	2.3%	6,185	2,417	155.9%
...Kona	28,841	25,938	11.2%	22,961	22,724	1.0%	5,880	3,214	82.9%
Molokai Only	7,986	8,672	-7.9%	7,248	7,908	-8.3%	738	764	-3.5%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.43	5.94	-8.6%	5.50	6.17	-11.0%	5.29	4.79	10.4%
Maui (days)	4.12	4.72	-12.6%	4.73	4.89	-3.4%	2.41	3.60	-33.0%
Molokai (days)	4.32	5.13	-15.8%	5.03	5.51	-8.8%	2.23	2.74	-18.5%
Lanai (days)	3.56	4.23	-15.8%	3.84	4.62	-16.9%	2.06	2.24	-8.4%
Kauai (days)	3.95	3.72	6.3%	3.50	3.92	-10.7%	5.21	2.26	130.6%
Big Island (days)	4.90	5.88	-16.6%	5.54	6.21	-10.8%	2.95	3.51	-16.0%
...Hilo (days)	2.95	3.70	-20.1%	3.15	3.90	-19.3%	2.33	2.06	13.1%
...Kona (days)	3.17	3.67	-13.7%	3.54	3.85	-8.2%	1.73	2.38	-27.3%
Statewide (days)	13.35	15.10	-11.6%	14.60	15.97	-8.6%	9.69	9.74	-0.6%
<b>ACCOMMODATIONS</b>									
Hotel	35,925	34,612	3.8%	25,369	28,293	-10.3%	10,556	6,319	67.1%
...Hotel Only	25,625	25,214	1.6%	16,607	19,527	-15.0%	9,018	5,687	58.6%
Condo	16,215	12,996	24.8%	9,892	11,449	-13.6%	6,323	1,547	308.6%
...Condo Only	12,461	9,523	30.9%	7,151	8,380	-14.7%	5,310	1,142	364.8%
Timeshare	3,019	2,512	20.2%	2,606	2,240	16.3%	413	271	52.2%
...Timeshare Only	1,675	1,459	14.8%	1,628	1,289	26.4%	47	171	-72.5%
Apartment	1,093	1,195	-8.5%	807	977	-17.4%	286	218	31.2%
Bed & Breakfast	1,651	2,354	-29.9%	1,478	2,118	-30.2%	173	236	-26.9%
Cruise Ship	14,207	9,392	51.3%	12,530	9,131	37.2%	1,677	261	542.2%
Friends or Relatives	7,478	8,371	-10.7%	6,622	7,805	-15.2%	856	567	51.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	59,054	51,196	15.4%	42,815	44,198	-3.1%	16,239	6,998	132.1%
...Honeymoon	5,871	4,076	44.0%	3,054	3,240	-5.7%	2,817	836	237.0%
MC&I (Net)	3,541	4,045	-12.5%	2,151	3,461	-37.8%	1,390	584	138.0%
...Convention/Conf.	2,244	2,678	-16.2%	1,263	2,401	-47.4%	981	277	253.5%
...Corp. Meetings	1,200	868	38.2%	482	639	-24.7%	719	229	214.2%
...Incentive	994	774	28.4%	416	486	-14.3%	578	288	100.6%
Other Business	2,586	2,776	-6.8%	2,072	2,399	-13.6%	514	378	36.2%
Visit Friends/Relatives	5,475	5,767	-5.1%	4,623	5,302	-12.8%	851	465	82.9%
Government/Military	1,037	1,041	-0.4%	507	787	-35.6%	531	254	108.6%
Attend School	554	482	15.0%	153	323	-52.6%	401	159	151.8%

Source: DBEDT

**TABLE 45: Lanai Visitor Characteristics: 2001 vs. 2000**

Lanai	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	400,150	413,706	-3.3%	365,654	373,949	-2.2%	34,496	39,757	-13.2%
Total Visitors	84,905	87,662	-3.1%	72,783	76,391	-4.7%	12,122	11,271	7.6%
<b>PARTY SIZE</b>									
One	14,560	14,535	0.2%	12,773	13,119	-2.6%	1,787	1,416	26.1%
Two	47,159	50,236	-6.1%	42,182	44,700	-5.6%	4,977	5,536	-10.1%
Three or more	23,187	22,890	1.3%	17,828	18,571	-4.0%	5,359	4,319	24.1%
Avg Party Size	1.94	1.94	0.0%	1.90	1.90	-0.2%	2.20	2.20	0.0%
<b>VISIT STATUS</b>									
First-Time	33,529	33,549	-0.1%	28,824	29,002	-0.6%	4,705	4,546	3.5%
Repeat	51,376	54,114	-5.1%	43,959	47,389	-7.2%	7,417	6,725	10.3%
Average # of Trips	4.65	4.58	1.5%	4.52	4.60	-1.8%	5.39	4.39	22.7%
<b>TRAVEL METHOD</b>									
Group Tour	13,015	15,430	-15.6%	9,999	11,746	-14.9%	3,016	3,684	-18.1%
Package	35,816	36,092	-0.8%	29,083	29,859	-2.6%	6,733	6,233	8.0%
Group Tour & Pkg	11,294	13,172	-14.3%	8,572	9,770	-12.3%	2,721	3,401	-20.0%
True Independent	47,367	49,312	-3.9%	42,272	44,556	-5.1%	5,095	4,756	7.1%
<b>ISLANDS VISITED</b>									
Oahu	47,688	44,834	6.4%	39,435	38,299	3.0%	8,253	6,535	26.3%
Maui County	84,905	87,662	-3.1%	72,783	76,391	-4.7%	12,122	11,271	7.6%
...Maui	54,531	55,394	-1.6%	46,991	48,326	-2.8%	7,540	7,068	6.7%
...Molokai	19,629	19,365	1.4%	16,601	16,204	2.4%	3,028	3,160	-4.2%
...Lanai	84,905	87,661	-3.1%	72,783	76,390	-4.7%	12,122	11,271	7.6%
Kauai	33,571	31,068	8.1%	29,407	27,616	6.5%	4,164	3,452	20.6%
Big Island	38,574	34,279	12.5%	33,010	30,464	8.4%	5,564	3,815	45.8%
...Hilo	26,116	21,825	19.7%	22,542	19,599	15.0%	3,573	2,226	60.5%
...Kona	33,839	30,678	10.3%	28,960	27,343	5.9%	4,880	3,335	46.3%
Lanai Only	10,323	11,742	-12.1%	9,758	11,059	-11.8%	565	683	-17.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.23	5.41	-3.4%	5.07	5.56	-8.7%	5.97	4.54	31.4%
Maui (days)	5.11	5.38	-5.1%	5.00	5.27	-5.2%	5.79	6.14	-5.6%
Molokai (days)	3.27	4.34	-24.8%	3.54	4.75	-25.6%	1.78	2.25	-20.8%
Lanai (days)	4.71	4.72	-0.1%	5.02	4.90	2.6%	2.85	3.53	-19.3%
Kauai (days)	3.46	3.40	1.8%	3.61	3.53	2.3%	2.39	2.35	1.6%
Big Island (days)	5.04	5.37	-6.2%	5.32	5.65	-5.8%	3.35	3.18	5.3%
...Hilo (days)	2.74	3.33	-17.8%	2.91	3.47	-16.0%	1.62	2.11	-23.5%
...Kona (days)	3.65	3.63	0.7%	3.80	3.80	-0.2%	2.80	2.17	29.4%
Statewide (days)	13.45	13.36	0.7%	13.57	13.64	-0.5%	12.72	11.44	11.2%
<b>ACCOMMODATIONS</b>									
Hotel	53,221	60,113	-11.5%	45,080	51,924	-13.2%	8,141	8,189	-0.6%
...Hotel Only	41,245	48,776	-15.4%	34,406	41,855	-17.8%	6,839	6,922	-1.2%
Condo	11,369	12,918	-12.0%	8,835	10,938	-19.2%	2,534	1,980	28.0%
...Condo Only	8,202	8,784	-6.6%	6,228	7,625	-18.3%	1,975	1,159	70.4%
Timeshare	3,228	2,958	9.1%	2,839	2,412	17.7%	389	546	-28.8%
...Timeshare Only	2,014	1,819	10.7%	1,877	1,503	24.8%	137	315	-56.5%
Apartment	873	987	-11.5%	620	811	-23.6%	253	176	44.0%
Bed & Breakfast	1,871	1,436	30.3%	1,450	1,241	16.9%	421	195	116.2%
Cruise Ship	18,677	12,209	53.0%	17,557	11,834	48.4%	1,120	375	198.5%
Friends or Relatives	6,737	6,141	9.7%	5,841	5,563	5.0%	896	578	55.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	70,172	68,323	2.7%	60,044	59,822	0.4%	10,128	8,501	19.1%
...Honeymoon	7,624	8,469	-10.0%	6,007	6,547	-8.3%	1,618	1,922	-15.8%
MC&I (Net)	7,736	12,523	-38.2%	6,539	10,927	-40.2%	1,197	1,597	-25.0%
...Convention/Conf.	3,679	5,991	-38.6%	2,888	5,385	-46.4%	791	606	30.5%
...Corp. Meetings	2,487	3,646	-31.8%	1,815	2,943	-38.3%	672	704	-4.5%
...Incentive	2,813	3,279	-14.2%	1,919	2,790	-31.2%	895	489	83.1%
Other Business	3,035	3,186	-4.7%	2,460	2,664	-7.7%	576	522	10.3%
Visit Friends/Relatives	4,527	4,475	1.2%	3,702	3,850	-3.9%	825	624	32.2%
Government/Military	1,198	750	59.9%	447	575	-22.3%	752	175	330.2%
Attend School	662	474	39.8%	193	363	-47.0%	470	111	324.7%

Source: DBEDT

**TABLE 46: Kauai Visitor Characteristics: 2001 vs. 2000**

Kauai	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	6,142,903	6,603,048	-7.0%	5,600,916	5,948,925	-5.8%	541,987	654,123	-17.1%
Total Visitors	1,008,697	1,074,821	-6.2%	839,368	884,407	-5.1%	169,329	190,414	-11.1%
<b>PARTY SIZE</b>									
One	156,068	158,787	-1.7%	136,529	140,754	-3.0%	19,539	18,033	8.4%
Two	512,569	557,788	-8.1%	446,024	477,544	-6.6%	66,545	80,244	-17.1%
Three or more	340,061	358,246	-5.1%	256,816	266,110	-3.5%	83,245	92,136	-9.6%
Avg Party Size	2.05	2.06	-0.4%	1.98	1.98	-0.2%	2.44	2.46	-0.5%
<b>VISIT STATUS</b>									
First-Time	389,920	429,787	-9.3%	309,588	328,563	-5.8%	80,332	101,224	-20.6%
Repeat	618,778	645,034	-4.1%	529,780	555,844	-4.7%	88,998	89,190	-0.2%
Average # of Trips	4.03	3.90	3.2%	4.21	4.15	1.4%	3.12	2.75	13.5%
<b>TRAVEL METHOD</b>									
Group Tour	142,934	183,548	-22.1%	74,833	84,112	-11.0%	68,101	99,436	-31.5%
Package	420,817	457,521	-8.0%	298,145	325,156	-8.3%	122,673	132,366	-7.3%
Group Tour & Pkg	128,498	166,391	-22.8%	63,577	70,111	-9.3%	64,921	96,280	-32.6%
True Independent	573,445	600,143	-4.4%	529,968	545,251	-2.8%	43,477	54,892	-20.8%
<b>ISLANDS VISITED</b>									
Oahu	508,583	529,598	-4.0%	364,785	378,061	-3.5%	143,798	151,537	-5.1%
Maui County	363,012	381,609	-4.9%	304,881	322,342	-5.4%	58,132	59,268	-1.9%
...Maui	353,105	371,223	-4.9%	296,679	313,242	-5.3%	56,426	57,980	-2.7%
...Molokai	32,318	27,834	16.1%	23,724	24,471	-3.1%	8,594	3,363	155.6%
...Lanai	33,571	31,068	8.1%	29,407	27,616	6.5%	4,164	3,452	20.6%
Kauai	1,008,698	1,074,821	-6.2%	839,368	884,407	-5.1%	169,329	190,414	-11.1%
Big Island	262,821	258,070	1.8%	214,149	212,703	0.7%	48,672	45,367	7.3%
...Hilo	148,664	129,224	15.0%	122,003	107,444	13.6%	26,660	21,780	22.4%
...Kona	228,527	222,800	2.6%	189,368	186,155	1.7%	39,160	36,645	6.9%
Kauai Only	353,915	373,854	-5.3%	335,943	347,351	-3.3%	17,972	26,503	-32.2%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.64	4.51	2.9%	4.26	4.34	-1.7%	5.61	4.95	13.3%
Maui (days)	4.13	4.37	-5.5%	4.40	4.65	-5.3%	2.70	2.86	-5.5%
Molokai (days)	2.77	3.36	-17.6%	3.05	3.57	-14.5%	1.99	1.87	6.7%
Lanai (days)	3.44	3.26	5.6%	3.63	3.39	7.3%	2.07	2.23	-7.0%
Kauai (days)	6.09	6.14	-0.9%	6.67	6.73	-0.8%	3.20	3.44	-7.0%
Big Island (days)	4.62	4.46	3.6%	4.28	4.58	-6.5%	6.14	3.93	56.2%
...Hilo (days)	2.21	2.49	-11.3%	2.22	2.53	-12.5%	2.16	2.27	-4.6%
...Kona (days)	3.84	3.71	3.7%	3.41	3.77	-9.4%	5.93	3.40	74.3%
Statewide (days)	11.01	10.87	1.3%	11.32	11.48	-1.4%	9.51	8.06	18.0%
<b>ACCOMMODATIONS</b>									
Hotel	581,837	651,965	-10.8%	442,522	495,674	-10.7%	139,315	156,290	-10.9%
...Hotel Only	465,569	535,322	-13.0%	340,201	392,735	-13.4%	125,368	142,587	-12.1%
Condo	205,409	241,390	-14.9%	182,330	217,262	-16.1%	23,079	24,128	-4.3%
...Condo Only	155,203	180,537	-14.0%	138,415	165,587	-16.4%	16,788	14,950	12.3%
Timeshare	133,191	116,494	14.3%	126,873	106,512	19.1%	6,318	9,982	-36.7%
...Timeshare Only	99,522	84,677	17.5%	96,173	78,833	22.0%	3,350	5,844	-42.7%
Apartment	12,359	12,160	1.6%	10,092	10,379	-2.8%	2,267	1,782	27.2%
Bed & Breakfast	21,513	23,991	-10.3%	18,923	21,267	-11.0%	2,590	2,724	-4.9%
Cruise Ship	82,398	53,210	54.9%	78,535	50,748	54.8%	3,863	2,462	56.9%
Friends or Relatives	68,679	70,395	-2.4%	63,243	64,274	-1.6%	5,436	6,121	-11.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	879,842	925,576	-4.9%	727,882	755,151	-3.6%	151,960	170,425	-10.8%
...Honeymoon	91,656	109,004	-15.9%	75,701	84,724	-10.7%	15,955	24,280	-34.3%
MC&I (Net)	54,925	71,722	-23.4%	48,053	63,553	-24.4%	6,872	8,168	-15.9%
...Convention/Conf.	34,758	47,688	-27.1%	30,758	42,364	-27.4%	4,000	5,324	-24.9%
...Corp. Meetings	10,713	12,596	-15.0%	9,353	11,251	-16.9%	1,360	1,345	1.1%
...Incentive	11,051	12,696	-12.9%	8,415	10,574	-20.4%	2,636	2,122	24.2%
Other Business	21,788	24,661	-11.6%	19,757	22,513	-12.2%	2,031	2,147	-5.4%
Visit Friends/Relatives	46,700	50,725	-7.9%	41,958	45,546	-7.9%	4,743	5,178	-8.4%
Government/Military	5,317	5,391	-1.4%	4,437	4,936	-10.1%	880	455	93.3%
Attend School	2,068	2,240	-7.7%	1,516	1,595	-4.9%	552	645	-14.5%

Source: DBEDT



TABLE 47: Island of Hawaii (Big Island) Visitor Characteristics: 2001 vs. 2000

Hawaii (Big Island)	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	7,688,457	7,990,225	-3.8%	6,348,896	6,707,014	-5.3%	1,339,561	1,283,211	4.4%
Total Visitors	1,181,551	1,267,965	-6.8%	868,615	925,356	-6.1%	312,936	342,609	-8.7%
<b>PARTY SIZE</b>									
One	213,907	212,595	0.6%	162,693	173,692	-6.3%	51,214	38,903	31.6%
Two	532,341	587,976	-9.5%	425,888	459,316	-7.3%	106,453	128,660	-17.3%
Three or more	435,304	467,395	-6.9%	280,034	292,349	-4.2%	155,270	175,046	-11.3%
Avg Party Size	2.04	2.08	-2.0%	1.94	1.94	0.4%	2.29	2.46	-6.8%
<b>VISIT STATUS</b>									
First-Time	439,533	484,823	-9.3%	295,296	313,257	-5.7%	144,237	171,566	-15.9%
Repeat	742,019	783,141	-5.3%	573,319	612,099	-6.3%	168,700	171,042	-1.4%
Average # of Trips	4.42	4.32	2.4%	4.84	4.86	-0.4%	3.26	2.85	14.3%
<b>TRAVEL METHOD</b>									
Group Tour	207,803	290,767	-28.5%	90,353	99,803	-9.5%	117,450	190,964	-38.5%
Package	509,730	566,029	-9.9%	288,224	313,543	-8.1%	221,506	252,486	-12.3%
Group Tour & Pkg	186,815	263,914	-29.2%	75,590	81,016	-6.7%	111,226	182,898	-39.2%
True Independent	650,834	675,083	-3.6%	565,627	593,026	-4.6%	85,207	82,057	3.8%
<b>ISLANDS VISITED</b>									
Oahu	627,133	650,734	-3.6%	376,372	395,605	-4.9%	250,762	255,129	-1.7%
Maui County	365,397	368,041	-0.7%	287,441	301,836	-4.8%	77,956	66,204	17.8%
...Maui	351,136	354,649	-1.0%	276,347	290,117	-4.7%	74,790	64,533	15.9%
...Molokai	34,225	29,804	14.8%	25,825	26,142	-1.2%	8,400	3,662	129.4%
...Lanai	38,574	34,279	12.5%	33,010	30,464	8.4%	5,564	3,815	45.8%
Kauai	262,821	258,070	1.8%	214,149	212,703	0.7%	48,672	45,367	7.3%
Big Island	1,181,551	1,267,965	-6.8%	868,615	925,356	-6.1%	312,936	342,609	-8.7%
...Hilo	387,345	370,194	4.6%	286,159	272,964	4.8%	101,186	97,229	4.1%
...Kona	1,027,858	1,101,400	-6.7%	756,079	809,863	-6.6%	271,780	291,538	-6.8%
Big Island Only	425,891	462,470	-7.9%	372,242	391,274	-4.9%	53,650	71,196	-24.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.98	4.72	5.4%	4.66	4.73	-1.5%	5.44	4.71	15.7%
Maui (days)	3.87	4.16	-7.0%	4.13	4.45	-7.2%	2.93	2.89	1.3%
Molokai (days)	2.97	3.76	-21.1%	3.28	4.00	-18.0%	2.00	2.04	-2.0%
Lanai (days)	3.53	3.71	-4.9%	3.73	3.85	-3.1%	2.34	2.63	-11.0%
Kauai (days)	3.53	3.79	-6.8%	3.68	4.03	-8.7%	2.86	2.65	7.8%
Big Island (days)	6.51	6.30	3.2%	7.31	7.25	0.8%	4.28	3.75	-14.3%
...Hilo (days)	4.08	4.05	0.7%	4.43	4.61	-3.8%	3.09	2.51	23.5%
...Kona (days)	6.15	5.90	4.3%	6.70	6.71	-0.1%	4.63	3.65	27.1%
Statewide (days)	11.04	10.54	4.7%	11.73	11.80	-0.6%	9.13	7.16	27.5%
<b>ACCOMMODATIONS</b>									
Hotel	774,279	867,195	-10.7%	502,817	570,665	-11.9%	271,462	296,530	-8.5%
...Hotel Only	643,724	739,041	-12.9%	397,811	464,633	-14.4%	245,912	274,408	-10.4%
Condo	177,237	206,011	-14.0%	149,212	177,981	-16.2%	28,025	28,030	0.0%
...Condo Only	125,804	145,912	-13.8%	107,662	128,807	-16.4%	18,142	17,106	6.1%
Timeshare	91,209	80,059	13.9%	84,865	72,071	17.8%	6,343	7,988	-20.6%
...Timeshare Only	66,297	56,821	16.7%	62,319	51,364	21.3%	3,977	5,457	-27.1%
Apartment	12,417	12,517	-0.8%	9,768	10,745	-9.1%	2,649	1,771	49.6%
Bed & Breakfast	28,237	32,641	-13.5%	23,972	27,675	-13.4%	4,265	4,966	-14.1%
Cruise Ship	89,908	56,739	58.5%	84,542	53,522	58.0%	5,366	3,217	66.8%
Friends or Relatives	110,256	113,230	-2.6%	98,956	99,705	-0.8%	11,300	13,525	-16.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	955,474	1,015,495	-5.9%	693,018	714,311	-3.0%	262,456	301,184	-12.9%
...Honeymoon	74,985	91,290	-17.9%	42,818	46,864	-8.6%	32,167	44,426	-27.6%
MC&I (Net)	93,845	131,354	-28.6%	76,372	112,514	-32.1%	17,473	18,840	-7.3%
...Convention/Conf.	58,509	88,365	-33.8%	48,142	77,323	-37.7%	10,367	11,043	-6.1%
...Corp. Meetings	18,353	24,354	-24.6%	15,243	21,499	-29.1%	3,110	2,855	8.9%
...Incentive	18,867	20,346	-7.3%	13,846	15,031	-7.9%	5,022	5,315	-5.5%
Other Business	35,772	38,633	-7.4%	30,868	34,610	-10.8%	4,904	4,023	21.9%
Visit Friends/Relatives	77,416	81,777	-5.3%	65,502	68,366	-4.2%	11,914	13,411	-11.2%
Government/Military	6,559	6,167	6.4%	4,578	5,578	-17.9%	1,981	589	236.2%
Attend School	6,435	4,680	37.5%	3,215	3,139	2.4%	3,220	1,541	109.0%

Source: DBEDT

**TABLE 48: Hilo Visitor Characteristics: 2001 vs. 2000**

Hilo	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	1,550,833	1,499,065	3.5%	1,271,175	1,260,327	0.9%	279,658	238,738	17.1%
Total Visitors	387,345	370,193	4.6%	286,159	272,964	4.8%	101,186	97,229	4.1%
<b>PARTY SIZE</b>									
One	84,260	72,751	15.8%	59,714	59,132	1.0%	24,546	13,619	80.2%
Two	179,971	172,276	4.5%	147,552	138,350	6.7%	32,419	33,926	-4.4%
Three or more	123,113	125,165	-1.6%	78,893	75,481	4.5%	44,220	49,684	-11.0%
Avg Party Size	1.91	2.00	-4.5%	1.86	1.85	0.7%	2.04	2.41	-15.5%
<b>VISIT STATUS</b>									
First-Time	173,984	171,802	1.3%	122,523	117,587	4.2%	51,461	54,215	-5.1%
Repeat	213,361	198,392	7.5%	163,636	155,377	5.3%	49,725	43,014	15.6%
Average # of Trips	3.84	3.72	3.3%	4.02	4.07	-1.4%	3.35	2.72	22.9%
<b>TRAVEL METHOD</b>									
Group Tour	86,524	99,488	-13.0%	43,426	44,918	-3.3%	43,098	54,570	-21.0%
Package	181,938	174,461	4.3%	116,333	106,956	8.8%	65,605	67,505	-2.8%
Group Tour & Pkg	79,427	90,815	-12.5%	38,580	38,994	-1.1%	40,846	51,821	-21.2%
True Independent	198,310	187,059	6.0%	164,980	160,084	3.1%	33,329	26,975	23.6%
<b>ISLANDS VISITED</b>									
Oahu	268,229	248,930	7.8%	182,611	171,816	6.3%	85,618	77,113	11.0%
Maui County	188,874	163,053	15.8%	145,379	131,914	10.2%	43,496	31,139	39.7%
...Maui	183,006	158,027	15.8%	140,831	127,359	10.6%	42,176	30,668	37.5%
...Molokai	25,811	21,594	19.5%	19,626	19,177	2.3%	6,185	2,417	155.9%
...Lanai	26,116	21,825	19.7%	22,542	19,599	15.0%	3,573	2,226	60.5%
Kauai	148,664	129,224	15.0%	122,003	107,444	13.6%	26,660	21,780	22.4%
Big Island	387,345	370,193	4.6%	286,159	272,964	4.8%	101,186	97,229	4.1%
...Hilo	387,345	370,192	4.6%	286,159	272,963	4.8%	101,186	97,229	4.1%
...Kona	233,574	203,629	14.7%	173,545	157,471	10.2%	60,029	46,158	30.1%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.80	5.03	-4.6%	4.65	5.02	-7.3%	5.11	5.05	1.1%
Maui (days)	3.09	3.43	-10.0%	3.31	3.68	-10.3%	2.35	2.36	-0.5%
Molokai (days)	2.95	3.70	-20.2%	3.21	3.90	-17.7%	2.13	2.10	1.4%
Lanai (days)	3.09	3.59	-13.8%	3.27	3.74	-12.6%	1.98	2.23	-11.4%
Kauai (days)	2.82	3.12	-9.4%	2.82	3.24	-13.0%	2.84	2.50	13.2%
Big Island (days)	5.98	6.01	-0.6%	6.49	6.67	-2.7%	4.53	4.17	8.9%
...Hilo (days)	4.00	4.05	-1.1%	4.44	4.62	-3.8%	2.76	2.46	12.6%
...Kona (days)	3.11	3.41	-8.6%	3.39	3.58	-5.1%	2.31	2.83	-18.5%
Statewide (days)	11.44	11.56	-1.0%	12.44	13.02	-4.4%	8.62	7.47	15.3%
<b>ACCOMMODATIONS</b>									
Hotel	238,395	240,184	-0.7%	153,882	159,722	-3.7%	84,513	80,462	5.0%
...Hotel Only	175,164	183,190	-4.4%	102,005	111,627	-8.6%	73,159	71,563	2.2%
Condo	38,779	40,385	-4.0%	30,513	34,474	-11.5%	8,266	5,911	39.8%
...Condo Only	24,388	23,765	2.6%	18,439	20,696	-10.9%	5,950	3,069	93.9%
Timeshare	17,071	14,748	15.8%	15,117	11,881	27.2%	1,955	2,867	-31.8%
...Timeshare Only	11,733	10,021	17.1%	10,385	7,808	33.0%	1,349	2,212	-39.0%
Apartment	4,545	4,666	-2.6%	3,649	3,897	-6.4%	896	769	16.4%
Bed & Breakfast	17,179	19,655	-12.6%	14,099	16,266	-13.3%	3,080	3,389	-9.1%
Cruise Ship	76,246	48,361	57.7%	71,462	46,349	54.2%	4,784	2,012	137.7%
Friends or Relatives	46,379	47,341	-2.0%	41,065	40,896	0.4%	5,314	6,445	-17.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	309,390	293,925	5.3%	229,029	211,362	8.4%	80,361	82,563	-2.7%
...Honeymoon	20,761	22,714	-8.6%	13,497	13,163	2.5%	7,264	9,551	-23.9%
MC&I (Net)	17,420	23,744	-26.6%	13,462	18,709	-28.0%	3,958	5,035	-21.4%
...Convention/Conf.	12,268	16,570	-26.0%	9,683	14,079	-31.2%	2,584	2,491	3.7%
...Corp. Meetings	3,229	4,178	-22.7%	2,370	2,888	-17.9%	859	1,290	-33.4%
...Incentive	2,993	3,583	-16.5%	1,546	1,968	-21.5%	1,447	1,614	-10.4%
Other Business	14,717	13,904	5.8%	12,360	12,621	-2.1%	2,357	1,283	83.8%
Visit Friends/Relatives	33,577	35,260	-4.8%	28,052	29,107	-3.6%	5,524	6,153	-10.2%
Government/Military	3,537	3,283	7.7%	2,468	2,833	-12.9%	1,069	450	137.8%
Attend School	3,190	2,156	48.0%	1,534	1,392	10.2%	1,656	763	116.9%

Source: DBEDT

TABLE 49: Kona Visitor Characteristics: 2001 vs. 2000

Kona	TOTAL			DOMESTIC			INTERNATIONAL		
	2001	2000	% Change	2001	2000	% Change	2001	2000	% Change
Total Visitor Days	6,137,624	6,491,159	-5.4%	5,077,721	5,446,687	-6.8%	1,059,903	1,044,472	1.5%
Total Visitors	1,027,781	1,101,401	-6.7%	756,001	809,863	-6.7%	271,780	291,538	-6.8%
<b>PARTY SIZE</b>									
One	177,719	175,834	1.1%	134,413	144,776	-7.2%	43,306	31,058	39.4%
Two	466,281	517,102	-9.8%	373,938	405,596	-7.8%	92,343	111,506	-17.2%
Three or more	383,781	408,467	-6.0%	247,650	259,494	-4.6%	136,130	148,973	-8.6%
Avg Party Size	2.06	2.09	-1.8%	1.97	1.96	0.5%	2.31	2.47	-6.7%
<b>VISIT STATUS</b>									
First-Time	379,144	412,508	-8.1%	254,670	269,228	-5.4%	124,474	143,280	-13.1%
Repeat	648,637	688,892	-5.8%	501,331	540,635	-7.3%	147,305	148,257	-0.6%
Average # of Trips	4.40	4.33	1.6%	4.81	4.85	-0.9%	3.26	2.89	12.9%
<b>TRAVEL METHOD</b>									
Group Tour	180,928	250,151	-27.7%	80,336	87,967	-8.7%	100,592	162,185	-38.0%
Package	451,228	496,134	-9.1%	256,366	279,894	-8.4%	194,862	216,240	-9.9%
Group Tour & Pkg	162,840	227,508	-28.4%	67,239	71,696	-6.2%	95,601	155,812	-38.6%
True Independent	558,466	582,624	-4.1%	486,539	513,699	-5.3%	71,927	68,925	4.4%
<b>ISLANDS VISITED</b>									
Oahu	535,260	546,556	-2.1%	316,263	330,921	-4.4%	218,997	215,635	1.6%
Maui County	310,686	311,744	-0.3%	251,044	262,080	-4.2%	59,642	49,663	20.1%
...Maui	299,130	300,908	-0.6%	242,136	252,594	-4.1%	56,994	48,314	18.0%
...Molokai	28,841	25,938	11.2%	22,961	22,724	1.0%	5,880	3,214	82.9%
...Lanai	33,839	30,678	10.3%	28,960	27,343	5.9%	4,880	3,335	46.3%
Kauai	228,527	222,800	2.6%	189,368	186,155	1.7%	39,160	36,645	6.9%
Big Island	1,027,858	1,101,403	-6.7%	756,079	809,866	-6.6%	271,780	291,538	-6.8%
...Hilo	233,574	203,629	14.7%	173,545	157,471	10.2%	60,029	46,158	30.1%
...Kona	1,027,781	1,101,401	-6.7%	756,001	809,863	-6.7%	271,780	291,538	-6.8%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.86	4.61	5.4%	4.52	4.59	-1.6%	5.36	4.65	15.3%
Maui (days)	3.90	4.24	-7.9%	4.11	4.43	-7.3%	3.01	3.20	-5.9%
Molokai (days)	2.84	3.47	-18.3%	3.16	3.70	-14.6%	1.59	1.91	-16.6%
Lanai (days)	3.47	3.58	-3.0%	3.68	3.69	-0.4%	2.24	2.63	-14.9%
Kauai (days)	3.54	3.77	-6.2%	3.65	3.99	-8.7%	3.02	2.66	13.8%
Big Island (days)	6.76	6.44	4.9%	7.33	7.27	0.8%	5.18	4.15	24.7%
...Hilo (days)	2.56	2.73	-6.2%	2.74	2.88	-4.9%	2.06	2.23	-7.7%
...Kona (days)	5.97	5.89	1.3%	6.72	6.73	-0.1%	3.90	3.58	8.9%
Statewide (days)	10.93	10.48	4.2%	11.60	11.64	-0.4%	9.05	7.25	24.8%
<b>ACCOMMODATIONS</b>									
Hotel	681,476	758,523	-10.2%	441,964	503,983	-12.3%	239,512	254,540	-5.9%
...Hotel Only	567,850	647,128	-12.3%	349,841	410,535	-14.8%	218,009	236,594	-7.9%
Condo	159,371	188,658	-15.5%	136,269	163,373	-16.6%	23,102	25,285	-8.6%
...Condo Only	112,287	134,468	-16.5%	98,586	119,033	-17.2%	13,701	15,435	-11.2%
Timeshare	83,744	73,641	13.7%	78,311	66,963	16.9%	5,433	6,678	-18.6%
...Timeshare Only	60,937	52,521	16.0%	57,659	47,866	20.5%	3,279	4,655	-29.6%
Apartment	10,295	10,454	-1.5%	7,795	8,976	-13.2%	2,500	1,478	69.1%
Bed & Breakfast	23,551	25,993	-9.4%	19,747	22,409	-11.9%	3,804	3,584	6.1%
Cruise Ship	80,868	51,678	56.5%	76,869	49,102	56.5%	3,999	2,575	55.3%
Friends or Relatives	83,807	84,827	-1.2%	74,527	75,606	-1.4%	9,281	9,221	0.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	845,760	893,020	-5.3%	614,571	634,746	-3.2%	231,189	258,274	-10.5%
...Honeymoon	66,116	79,492	-16.8%	37,892	41,560	-8.8%	28,224	37,932	-25.6%
MC&I (Net)	84,817	119,633	-29.1%	69,521	103,108	-32.6%	15,296	16,525	-7.4%
...Convention/Conf.	52,063	80,098	-35.0%	43,116	70,379	-38.7%	8,946	9,719	-7.9%
...Corp. Meetings	16,666	22,160	-24.8%	13,900	19,826	-29.9%	2,766	2,334	18.5%
...Incentive	17,852	18,780	-4.9%	13,287	14,088	-5.7%	4,565	4,692	-2.7%
Other Business	27,207	30,544	-10.9%	23,529	27,335	-13.9%	3,677	3,210	14.6%
Visit Friends/Relatives	57,561	60,251	-4.5%	48,212	51,114	-5.7%	9,349	9,137	2.3%
Government/Military	4,710	4,248	10.9%	3,125	3,941	-20.7%	1,585	306	417.4%
Attend School	4,302	3,498	23.0%	2,138	2,334	-8.4%	2,163	1,163	85.9%

Source: DBEDT

TABLE 50: 2001 Visitor Days by Island and MMA

2001	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	9,157,356	7,454,287	7,656,058	1,129,070	527,543	52,164	196,116	23,793	71,757	871,373	372,647	108,381	481,028
Maui	7,032,298	4,522,281	602,744	947,646	137,750	23,860	102,408	14,441	37,244	315,703	77,084	16,603	93,686
Molokai	145,853	105,017	23,416	17,836	2,368	1,134	3,745	297	988	8,533	846	10	855
Lanai	177,819	151,880	8,652	31,409	4,045	626	4,107	133	735	9,646	2,228	62	2,290
Kauai	3,272,886	2,005,137	230,738	214,807	62,083	7,393	41,991	3,429	11,369	126,265	24,512	5,908	30,419
Big Island	3,676,497	2,285,810	680,061	297,779	91,114	10,235	67,045	4,530	17,176	190,101	47,964	25,202	73,166
...Hilo	651,549	522,577	138,260	56,709	21,768	2,568	16,669	572	4,649	46,226	10,422	11,018	21,440
...Kona	3,024,948	1,763,232	541,801	241,070	69,346	7,667	50,376	3,958	12,528	143,875	37,542	14,185	51,726
STATE	23,462,699	16,524,415	9,201,668	2,638,548	824,905	95,412	415,414	46,624	139,268	1,521,623	525,281	156,165	681,446
<b>DOMESTIC</b>													
Oahu	8,819,094	7,220,166	123,166	239,370	424,192	48,169	180,083	21,401	57,976	731,821	85,344	22,199	107,543
Maui	6,790,715	4,395,498	17,854	178,479	116,671	21,081	91,479	14,441	34,906	278,578	10,058	2,225	12,283
Molokai	142,673	104,468	363	6,344	2,283	807	3,718	297	800	7,906	494	0	494
Lanai	174,777	151,598	597	11,449	3,928	626	4,107	133	702	9,497	271	20	291
Kauai	3,214,758	1,973,128	7,240	53,943	59,158	7,393	39,786	3,078	10,565	119,979	5,282	1,925	7,207
Big Island	3,580,959	2,216,169	17,558	86,081	77,676	9,827	60,987	3,905	15,927	168,322	6,743	1,862	8,605
...Hilo	639,504	508,285	4,677	18,241	16,835	2,437	13,436	572	4,055	37,335	1,460	246	1,707
...Kona	2,941,455	1,707,884	12,882	67,840	60,841	7,390	47,551	3,333	11,871	130,988	5,283	1,616	6,898
STATE	22,722,967	16,061,031	166,779	575,666	683,910	87,903	380,161	43,255	120,875	1,316,104	108,192	28,232	136,424
<b>INTERNATIONAL</b>													
Oahu	338,262	234,121	7,532,892	889,701	103,351	3,995	16,033	2,393	13,782	139,553	287,303	86,182	373,485
Maui	241,582	126,782	584,890	769,166	21,080	2,779	10,929	0	2,338	37,125	67,026	14,377	81,403
Molokai	3,179	550	23,053	11,492	85	328	27	0	187	627	352	10	362
Lanai	3,042	282	8,056	19,960	117	0	0	0	32	149	1,957	42	1,999
Kauai	58,128	32,010	223,496	160,864	2,924	0	2,206	352	804	6,286	19,230	3,982	23,212
Big Island	95,538	69,640	662,503	211,698	13,438	407	6,058	625	1,250	21,778	41,221	23,340	64,561
...Hilo	12,045	14,292	133,584	38,468	4,933	131	3,233	0	593	8,891	8,962	10,771	19,733
...Kona	83,494	55,348	528,920	173,230	8,505	276	2,825	625	656	12,887	32,259	12,569	44,828
STATE	739,732	463,384	9,034,889	2,062,882	140,995	7,509	35,252	3,369	18,393	205,519	417,090	127,933	545,022

TABLE 50: 2001 Visitor Days by Island and MMA (continued)

2001	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	129,178	54,912	293,560	28,209	79,134	584,992	18,915	39,387	36,688	94,990	1,662,127	29,091,282
Maui	9,720	11,490	35,411	6,165	11,499	74,285	9,836	11,245	13,358	34,438	511,109	14,134,190
Molokai	192	109	771	215	57	1,344	25	89	250	363	44	303,261
Lanai	234	1,332	511	35	108	2,219	19	234	664	916	15,318	400,150
Kauai	6,792	2,802	5,781	7,019	2,849	25,242	2,117	2,761	5,401	10,279	227,129	6,142,903
Big Island	11,125	7,916	33,536	9,447	21,180	83,204	1,157	4,360	6,868	12,384	389,455	7,688,457
...Hilo	3,747	1,890	5,899	551	7,111	19,198	283	579	1,928	2,790	92,083	1,550,833
...Kona	7,378	6,025	27,637	8,897	14,069	64,006	873	3,780	4,940	9,594	297,371	6,137,624
STATE	157,241	78,561	369,569	51,090	114,827	771,288	32,068	58,075	63,229	153,372	2,805,183	57,760,242
<b>DOMESTIC</b>												
Oahu	95,021	13,479	38,755	4,944	9,866	162,065	17,245	33,195	34,968	85,408	876,163	18,364,796
Maui	8,868	3,704	6,655	1,192	2,421	22,840	9,836	9,651	11,561	31,048	438,011	12,165,307
Molokai	178	0	269	141	32	619	25	89	250	363	0	263,230
Lanai	234	503	388	35	94	1,254	19	234	664	916	15,276	365,654
Kauai	6,766	2,631	4,086	466	940	14,889	2,117	2,761	5,369	10,247	199,526	5,600,916
Big Island	7,634	2,045	5,167	1,274	1,130	17,251	1,157	4,360	6,812	12,328	241,622	6,348,896
...Hilo	1,820	726	584	398	429	3,958	283	579	1,904	2,766	54,702	1,271,175
...Kona	5,814	1,319	4,583	877	701	13,293	873	3,780	4,908	9,562	186,920	5,077,721
STATE	118,702	22,361	55,321	8,052	14,482	218,919	30,398	50,290	59,623	140,311	1,770,599	43,108,798
<b>INTERNATIONAL</b>												
Oahu	34,157	41,433	254,805	23,264	69,269	422,927	1,671	6,191	1,720	9,582	785,964	10,726,487
Maui	852	7,787	28,756	4,973	9,078	51,445	0	1,594	1,797	3,391	73,098	1,968,884
Molokai	14	109	502	74	26	725	0	0	0	0	44	40,031
Lanai	0	829	123	0	13	966	0	0	0	0	42	34,496
Kauai	26	171	1,695	6,553	1,909	10,354	0	0	32	32	27,604	541,987
Big Island	3,491	5,871	28,368	8,173	20,050	65,953	0	0	56	56	147,833	1,339,561
...Hilo	1,927	1,164	5,314	153	6,682	15,240	0	0	24	24	37,381	279,658
...Kona	1,564	4,707	23,054	8,020	13,368	50,713	0	0	32	32	110,451	1,059,903
STATE	38,539	56,200	314,248	43,037	100,344	552,370	1,671	7,785	3,606	13,062	1,034,584	14,651,444

TABLE 51: 2001 Visitor Arrivals by Island and MMA

2001	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	1,178,104	1,024,148	1,465,731	122,736	57,116	4,830	19,221	2,811	5,589	89,568	58,946	12,584	71,530
Maui	881,929	689,978	228,910	102,888	18,371	2,510	10,921	1,633	3,541	36,976	10,761	2,191	12,953
Molokai	24,507	25,085	12,771	3,018	549	223	523	60	202	1,557	199	10	210
Lanai	30,681	38,185	5,140	5,325	912	91	358	36	121	1,518	460	51	512
Kauai	432,211	357,808	122,396	31,073	9,658	980	5,918	617	1,435	18,608	4,847	931	5,778
Big Island	443,508	369,498	230,398	38,547	12,777	1,413	8,330	702	1,974	25,196	9,269	1,813	11,082
... Hilo	122,203	146,153	67,532	12,052	4,558	447	3,105	160	722	8,992	2,951	660	3,611
... Kona	391,003	317,841	203,433	33,946	10,629	1,226	6,946	594	1,716	21,110	7,975	1,568	9,543
STATE	2,372,070	1,588,164	1,528,564	216,948	75,721	7,675	29,112	4,590	8,923	126,020	66,829	14,330	81,158
<b>DOMESTIC</b>													
Oahu	1,130,383	973,635	19,481	24,115	43,460	4,219	16,809	2,373	4,720	71,582	15,658	3,227	18,884
Maui	852,024	665,964	3,065	19,008	15,740	2,169	9,992	1,633	3,231	32,766	1,944	434	2,378
Molokai	23,219	24,408	97	614	462	139	494	60	144	1,299	80	0	80
Lanai	29,074	37,824	87	1,100	787	91	358	36	89	1,361	93	5	98
Kauai	426,447	351,874	1,322	7,379	8,991	980	5,503	518	1,319	17,311	977	230	1,208
Big Island	435,627	362,362	2,162	9,432	10,185	1,303	7,086	603	1,752	20,929	1,244	267	1,510
... Hilo	119,118	143,588	642	3,052	3,349	421	2,199	160	563	6,691	393	73	466
... Kona	384,071	311,504	1,774	8,337	8,640	1,116	6,109	495	1,510	17,870	1,052	214	1,266
STATE	2,298,103	1,524,743	22,371	43,905	59,631	6,724	25,923	4,152	7,799	104,229	17,222	3,607	20,829
<b>INTERNATIONAL</b>													
Oahu	47,721	50,513	1,446,249	98,621	13,656	611	2,412	438	869	17,986	43,289	9,357	52,646
Maui	29,904	24,014	225,845	83,880	2,631	341	929	0	310	4,210	8,818	1,757	10,575
Molokai	1,288	677	12,674	2,404	87	84	30	0	58	259	119	10	129
Lanai	1,608	361	5,053	4,225	125	0	0	0	32	157	368	46	414
Kauai	5,764	5,934	121,074	23,694	667	0	414	99	116	1,297	3,870	700	4,570
Big Island	7,881	7,137	228,237	29,115	2,592	110	1,243	99	223	4,267	8,026	1,546	9,572
... Hilo	3,085	2,564	66,890	9,000	1,209	26	907	0	159	2,301	2,557	588	3,145
... Kona	6,932	6,337	201,658	25,610	1,989	110	837	99	206	3,241	6,924	1,353	8,277
STATE	73,967	63,420	1,506,193	173,043	16,090	951	3,189	438	1,124	21,791	49,607	10,723	60,329

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TABLE 51: 2001 Visitor Arrivals by Island and MMA (continued)

2001	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	26,686	7,356	40,916	4,147	13,103	92,207	2,036	3,946	5,886	11,869	201,937	4,257,829
Maui	2,018	2,408	10,318	1,493	2,866	19,104	969	1,753	2,935	5,657	70,502	2,048,896
Molokai	174	60	345	116	45	740	8	42	78	127	2,219	70,233
Lanai	117	224	134	20	58	552	4	73	194	271	2,720	84,905
Kauai	1,309	371	939	940	1,042	4,601	261	609	1,152	2,021	34,201	1,008,698
Big Island	2,407	1,595	5,658	2,270	4,179	16,109	197	809	1,565	2,571	44,708	1,181,618
...Hilo	1,061	468	2,243	128	1,813	5,713	77	242	593	912	20,177	387,345
...Kona	1,731	1,291	4,228	2,188	2,878	12,316	176	707	1,255	2,138	36,518	1,027,848
STATE	28,664	8,886	44,161	5,654	14,505	101,870	2,716	5,393	6,627	14,737	274,259	6,303,791
<b>DOMESTIC</b>												
Oahu	17,635	2,046	5,796	675	1,560	27,711	1,873	3,677	4,823	10,373	103,121	2,379,285
Maui	1,799	648	1,242	197	430	4,316	969	1,661	2,175	4,805	56,635	1,640,961
Molokai	169	0	84	27	16	297	8	42	78	127	2,172	52,312
Lanai	117	36	79	20	42	294	4	73	194	271	2,673	72,783
Kauai	1,302	334	527	113	172	2,447	261	609	990	1,859	29,521	839,368
Big Island	1,747	417	733	127	299	3,323	197	809	1,287	2,294	30,977	868,615
...Hilo	601	183	291	54	125	1,253	77	242	475	794	10,554	286,159
...Kona	1,422	338	577	119	223	2,678	176	707	1,095	1,978	26,524	756,001
STATE	18,946	2,608	6,538	855	1,829	30,776	2,553	4,546	6,213	13,312	166,053	4,224,321
<b>INTERNATIONAL</b>												
Oahu	9,051	5,310	35,120	3,472	11,543	64,496	163	269	1,064	1,496	98,816	1,878,544
Maui	219	1,760	9,076	1,296	2,436	14,788	0	92	760	852	13,867	407,935
Molokai	5	60	261	88	29	443	0	0	0	0	47	17,921
Lanai	0	189	55	0	15	258	0	0	0	0	47	12,122
Kauai	7	37	413	827	870	2,154	0	0	162	162	4,680	169,329
Big Island	661	1,178	4,925	2,143	3,880	12,786	0	0	278	278	13,731	313,003
...Hilo	460	285	1,952	74	1,688	4,460	0	0	118	118	9,623	101,186
...Kona	309	953	3,651	2,069	2,655	9,638	0	0	160	160	9,994	271,847
STATE	9,718	6,278	37,623	4,799	12,676	71,094	163	847	414	1,425	108,206	2,079,469

# VISITOR EXPENDITURES BY CATEGORY

## *VISITOR SPENDING PATTERNS BY SELECTED MMA*

*Domestic U.S. West*

*Domestic U.S. East*

*International Japanese*



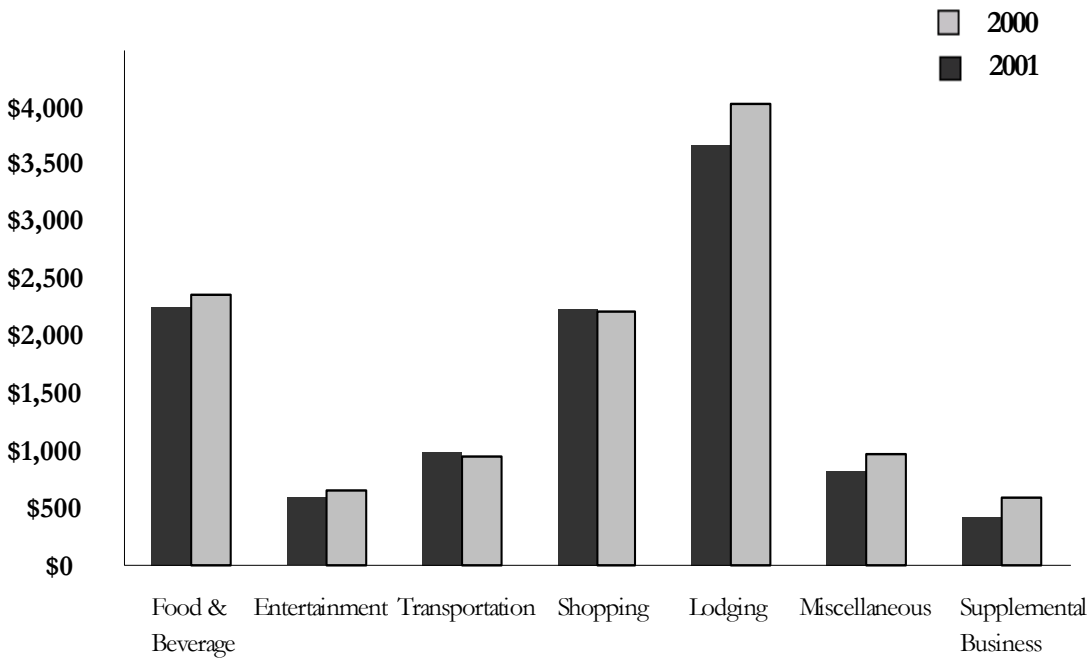
# VISITOR EXPENDITURES BY CATEGORY

Lower visitor days resulted in a 7.3 percent decline in total visitor expenditures to \$10.1 billion.

Lodging, the largest expenditure category, fell 9.0 percent to \$3.3 billion but still comprised nearly 32 percent of total visitor expenditures. This decline mirrored the downward trend in the State's average hotel occupancy rate which dropped from 76.5 percent to 69.8 percent in 2001.

Food and beverage, the second largest category, was off by 4.7 percent to \$2.0 billion or 19.8 percent of the total. Partially offsetting these decreases was a 0.6 percent growth in shopping expenditures to \$2.0 billion, largely due increased spending for fashion merchandizes by U.S. West and Japanese visitors.

**FIGURE 10: Total Visitor Expenditures by Category: 2001 vs. 2000 (in millions)**



Source: DBEDT

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

**Domestic U.S. West.** Average daily spending for Domestic U.S. West visitors who stayed exclusively in hotels or condominiums rose 1.4 percent over the previous year to \$162 per day.

Lodging expenditures were lower (-4.2%) compared to 2000, but still accounted for 40.2 percent of total expenditures for these visitors. This group spent more on food and beverages than on shopping during the year. Food and beverage expenditures (+5.1%) rose to 23.3 percent of the total, while shopping (+20.8%) increased to a 15.3 percent share.

**Domestic U.S. East.** Per person per day expenditures for U.S. East visitors who stayed in hotels or condominiums exclusively dropped 6.4 percent to \$174.

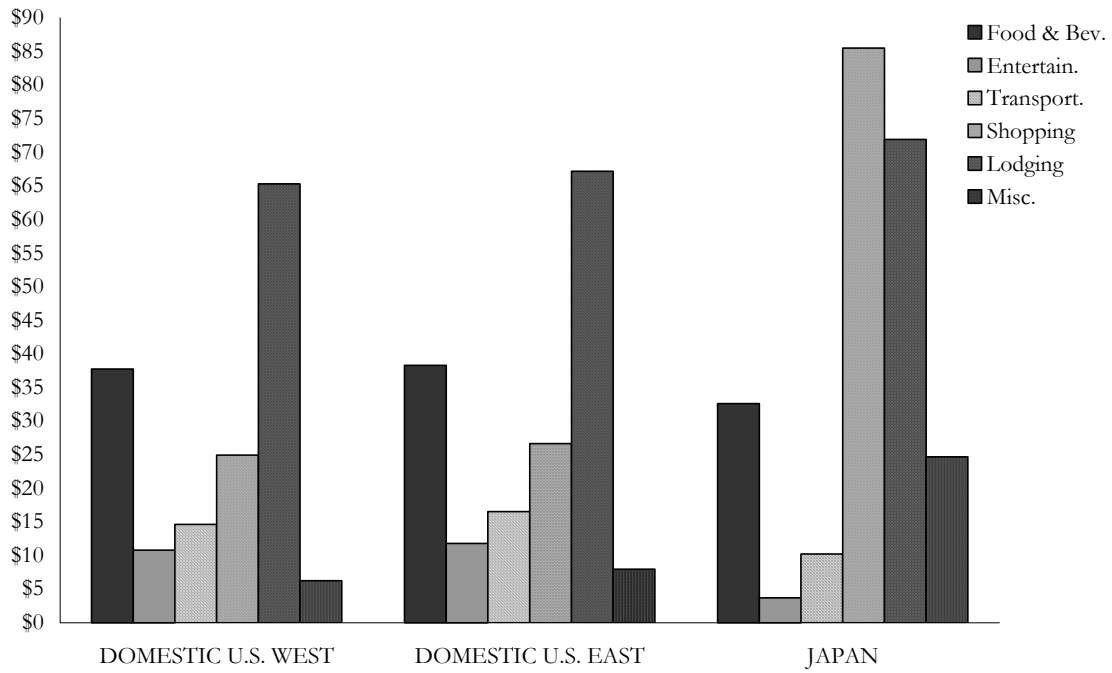
Lodging expenditures for this group of visitors declined (-6.9%) to comprised 38.7 percent of their total daily spending. Similar to U.S. West travelers, this group's spending on food and beverages also rose (+0.9%) to 22.1 percent of the total. Shopping fell (-3.1%) to a 15.4 percent share of total expenditures, due to a drop in spending for fashion and souvenirs.

**International Japanese.** Spending by Japanese visitors who stayed only in hotels or condominiums increased 3.4 percent to \$245 per person per day. Lodging expenses fell 13.6 percent to averaged \$72 per day, comprising a 29.3 percent share of daily expenditures. Shopping expenditures rose 19.4 percent from the previous year to account for 35 percent of the daily spending by this market. Japanese visitors spent three times as much per day shopping than their U.S. mainland counterpart. Daily spending on food, beverages, entertainment and transportation by Japanese visitors was lower than visitors from the U.S. mainland.

## TECHNICAL NOTES

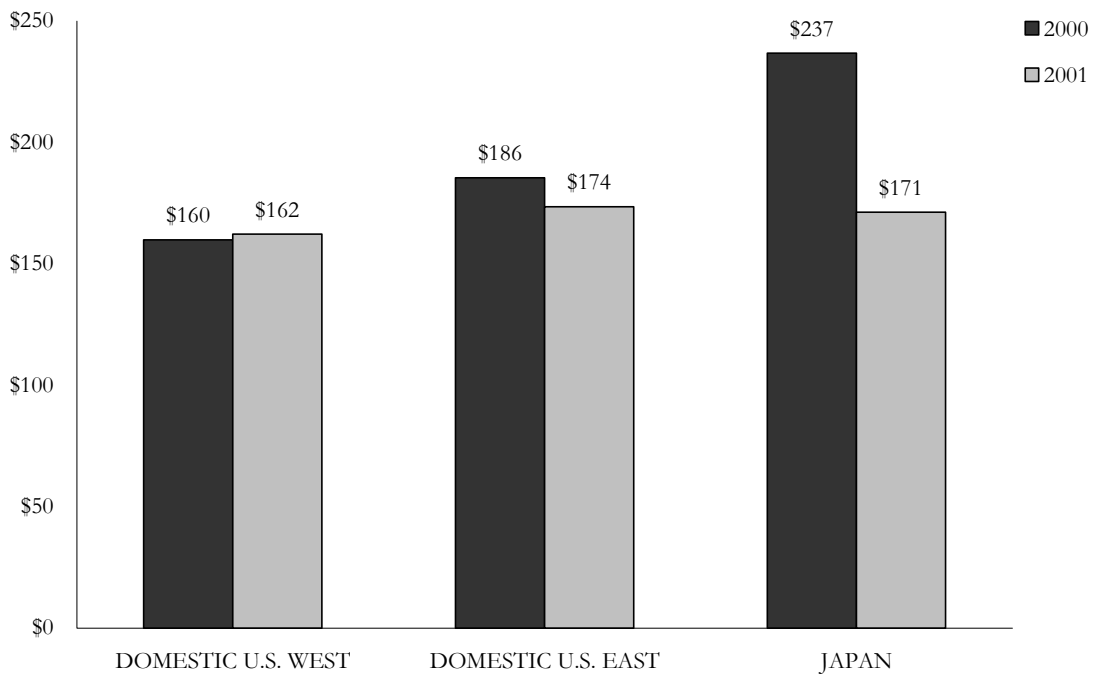
It must be noted that total lodging expenditures from the visitor surveys are higher than total revenues based on the transient accommodation tax (TAT). The lodging expenditures reported by visitors include taxes and tips, and may also include other purchases at the hotel. They also included payments 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: 2001 Per Person Per Day Spending by Category and Selected MMA**



Source: DBEDT

**FIGURE 12: Per Person Per Day Spending by Selected MMA: 2001 vs. 2000**



Source: DBEDT

**TABLE 52: Visitor Expenditures by Category: 2001 vs. 2000**  
(In Millions of Dollars)

<b>Expenditure Type</b>	<b>2001</b>	<b>2000</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>10,121.30</b>	<b>10,918.13</b>	<b>-7.3</b>
<b>Total Food &amp; Beverage</b>	<b>2,005.2</b>	<b>2,104.2</b>	<b>-4.7</b>
Food at restaurant	1,265.9	1,315.7	-3.8
Other food and groceries	739.3	788.5	-6.2
<b>Total Entertainment</b>	<b>528.7</b>	<b>583.3</b>	<b>-9.4</b>
<b>Total Transportation</b>	<b>887.8</b>	<b>849.1</b>	<b>4.6</b>
Interisland Travel	224.1	199.1	12.6
Ground Transportation	85.0	88.2	-3.7
Rental Vehicles	454.2	456.6	-0.5
Gasoline and Parking	100.4	91.1	10.2
Other Transportation Expenses	24.1	14.2	69.2
<b>Tour Pak Expense Not Allocated</b>	<b>330.9</b>	<b>419.9</b>	<b>-21.2</b>
<b>Total Shopping Expenditures</b>	<b>1,991.3</b>	<b>1,980.3</b>	<b>0.6</b>
<b>Total Fashion</b>	<b>1,251.4</b>	<b>1,186.2</b>	<b>5.5</b>
Clothing	593.8	647.8	-8.3
Jewelry and Watches	341.6	315.2	8.4
Cosmetics and Perfumes	70.3	56.3	24.9
Leather Goods	245.7	167.0	47.2
Other Fashion Items	203.6	329.6	-38.2
Hawaii Food Products	102.0	102.4	-0.4
<b>Total Souvenirs</b>	<b>434.3</b>	<b>362.1</b>	<b>19.9</b>
<b>Total Lodging <sup>1/</sup></b>	<b>3,263.3</b>	<b>3,587.9</b>	<b>-9.0</b>
<b>All Other/Miscellaneous</b>	<b>738.3</b>	<b>871.0</b>	<b>-15.2</b>
<b>Supplemental Business Spending</b>	<b>376.0</b>	<b>522</b>	<b>-28.0</b>

<sup>1/</sup> This category only applies to visitors staying in hotels and condominiums.  
Source: DBEDT

**TABLE 53: Domestic U.S. West Personal Daily Spending by Category: 2001 vs. 2000**

<b>Expenditure Type</b>	<b>2001</b>	<b>2000</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>162.4</b>	<b>160.1</b>	<b>1.4%</b>
<b>Total Food &amp; Beverage</b>	<b>37.8</b>	<b>35.9</b>	<b>5.1%</b>
Food at Restaurant	24.0	22.1	8.8%
Dinner Shows and Cruises	3.9	4.7	-16.0%
Dinner Shows	2.8	3.1	-11.8%
Dinner or Lunch Cruise	1.2	1.6	-24.4%
Night Club/Bars	3.2	2.9	10.6%
Groceries	6.6	6.3	5.5%
<b>Total Entertainment</b>	<b>10.8</b>	<b>11.5</b>	<b>-6.1%</b>
Attractions	4.3	4.7	-9.2%
Sports	5.9	6.1	-3.1%
Other Entertainment	0.7	0.8	-11.4%
<b>Total Transportation</b>	<b>14.6</b>	<b>12.7</b>	<b>15.1%</b>
Interisland Travel	1.7	1.8	-7.5%
Ground Transportation	9.3	8.2	13.6%
Rental Vehicles	1.3	1.1	20.8%
Gasoline	1.3	1.0	33.5%
Parking Expense	1.1	0.7	57.9%
<b>Tour Pak Expense Not Allocated</b>	<b>2.7</b>	<b>4.7</b>	<b>-42.7%</b>
<b>Total Shopping Expenditures</b>	<b>24.9</b>	<b>20.6</b>	<b>20.8%</b>
<b>Total Fashion</b>	<b>18.3</b>	<b>15.6</b>	<b>17.7%</b>
Fashion and Clothing	9.2	8.1	14.5%
Clothing (Casual)	6.9	5.9	18.1%
Clothing (Designer Wear)	2.3	2.2	5.0%
Jewelry and Watches	5.6	4.3	31.7%
Cosmetics and Perfumes	0.4	0.3	29.7%
Leather Goods	0.3	0.3	-14.1%
Other Fashion Items	2.8	2.6	6.6%
Hawaii Food Products	1.9	1.4	31.0%
<b>Total Souvenirs</b>	<b>4.7</b>	<b>3.6</b>	<b>30.5%</b>
<b>Total Lodging</b> <sup>1/</sup>	<b>65.3</b>	<b>68.1</b>	<b>-4.2%</b>
<b>All Other/Miscellaneous</b>	<b>6.3</b>	<b>6.5</b>	<b>-3.3%</b>
<b>Sample Size</b>	<b>1,410</b>	<b>1,532</b>	

<sup>1/</sup> This category only applies to visitors staying in hotels and condominiums.  
Source: DBEDT

**TABLE 54: Domestic U.S. East Personal Daily Spending by Category: 2001 vs. 2000**

<b>Expenditure Type</b>	<b>2001</b>	<b>2000</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>173.6</b>	<b>185.6</b>	<b>-6.4%</b>
<b>Total Food &amp; Beverage</b>	<b>38.3</b>	<b>37.9</b>	<b>0.9%</b>
Food at Restaurant	25.0	25.3	-1.3%
Dinner Shows and Cruises	5.7	5.7	-0.9%
Dinner Shows	3.9	3.7	6.8%
Dinner or Lunch Cruise	1.7	2.0	-15.0%
Night Club/Bars	2.7	2.7	-0.3%
Groceries	4.9	4.2	18.0%
<b>Total Entertainment</b>	<b>11.8</b>	<b>12.8</b>	<b>-7.8%</b>
Attractions	7.2	6.5	9.8%
Sports	3.9	5.5	-29.5%
Other Entertainment	0.7	0.7	-0.4%
<b>Total Transportation</b>	<b>16.6</b>	<b>17.5</b>	<b>-5.4%</b>
Interisland Travel	3.9	3.7	3.1%
Ground Transportation	8.8	9.8	-10.5%
Rental Vehicles	1.6	1.6	1.3%
Gasoline	1.3	1.2	6.5%
Parking Expense	1.0	1.1	-11.4%
<b>Tour Pak Expense Not Allocated</b>	<b>5.2</b>	<b>6.1</b>	<b>-14.0%</b>
<b>Total Shopping Expenditures</b>	<b>26.7</b>	<b>27.5</b>	<b>-3.1%</b>
<b>Total Fashion</b>	<b>19.4</b>	<b>20.3</b>	<b>-4.2%</b>
Fashion and Clothing	8.7	9.6	-8.7%
Clothing (Casual)	6.5	6.9	-6.3%
Clothing (Designer Wear)	2.2	2.6	-15.0%
Jewelry and Watches	6.4	5.7	12.8%
Cosmetics and Perfumes	0.4	0.3	32.1%
Leather Goods	0.3	0.3	1.2%
Other Fashion Items	3.5	4.4	-19.5%
Hawaii Food Products	1.8	1.6	11.1%
<b>Total Souvenirs</b>	<b>5.5</b>	<b>5.6</b>	<b>-3.0%</b>
<b>Total Lodging</b> <sup>1/</sup>	<b>67.1</b>	<b>72.1</b>	<b>-6.9%</b>
<b>All Other/Miscellaneous</b>	<b>8.0</b>	<b>11.7</b>	<b>-31.7%</b>
<b>Sample Size</b>	<b>1,937</b>	<b>2,287</b>	

<sup>1/</sup> This category only applies to visitors staying in hotels and condominiums.

Source: DBEDT

**TABLE 55: International Japanese Personal Daily Spending by Category: 2001 vs. 2000**

<b>Expenditure Type</b>	<b>2001</b>	<b>2000</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>245.1</b>	<b>236.9</b>	<b>3.4%</b>
<b>Total Food &amp; Beverage</b>	<b>32.6</b>	<b>24.2</b>	<b>34.9%</b>
Food at Restaurant	23.4	13.6	71.7%
Dinner Shows and Cruises	0.0	2.2	-99.8%
Groceries	6.0	2.8	116.0%
Other Food Expenditures	3.2	5.5	-42.0%
<b>Total Entertainment <sup>1/</sup></b>	<b>3.7</b>	<b>2.0</b>	<b>81.1%</b>
<b>Total Transportation</b>	<b>11.8</b>	<b>7.9</b>	<b>50.7%</b>
Interisland Travel	6.1	4.6	32.3%
Ground Transportation	0.9	0.8	13.5%
Rental Vehicles	2.9	1.9	56.8%
Gasoline and Parking	0.2	0.1	72.4%
Other Transportation Expenditures	1.6	0.4	319.0%
<b>Tour Pak Expense not allocated</b>	<b>14.7</b>	<b>12.9</b>	<b>13.8%</b>
<b>Total Shopping Expenditures</b>	<b>85.7</b>	<b>71.8</b>	<b>19.4%</b>
<b>Total Fashion</b>	<b>56.8</b>	<b>43.8</b>	<b>29.8%</b>
Fashion and Clothing	18.0	17.8	1.3%
Jewelry and Watches	8.8	8.3	6.0%
Cosmetics and Perfumes	5.0	3.3	52.8%
Leather Goods	24.9	14.4	73.4%
Hawaii Food Products	1.6	2.1	-24.5%
Other Shopping	4.7	12.5	-62.8%
<b>Total Souvenirs</b>	<b>22.7</b>	<b>13.4</b>	<b>68.8%</b>
<b>Total Lodging <sup>1/</sup></b>	<b>71.9</b>	<b>83.3</b>	<b>-13.6%</b>
<b>All Other/Miscellaneous</b>	<b>24.7</b>	<b>34.9</b>	<b>-29.3%</b>
<b>Sample Size</b>	<b>15,319</b>	<b>19,967</b>	

<sup>1/</sup> This category only applies to visitors staying in hotels and condominiums.

Source: DBEDT

**TABLE 56: Other MMAs Personal Daily Spending by Category: 2001 (in dollars)**

<b>Expenditure Type</b>	<b>Canada</b>	<b>Other Asia</b>	<b>Europe</b>	<b>Oceania</b>	<b>Other</b>
<b>GRAND TOTAL</b>	<b>165.5</b>	<b>193.1</b>	<b>179.8</b>	<b>192.2</b>	<b>183.4</b>
<b>Total Food &amp; Beverage</b>	<b>33.2</b>	<b>26.0</b>	<b>31.5</b>	<b>38.7</b>	<b>30.9</b>
Food at Restaurant	20.0	12.6	21.1	21.7	16.8
Dinner Shows and Cruises	2.5	3.6	2.1	3.3	2.2
Groceries and Snacks	5.5	3.7	4.1	5.7	5.1
Other Food Expenditures	5.1	6.1	4.2	8.0	6.8
<b>Entertainment and Recreation</b>	<b>6.2</b>	<b>6.5</b>	<b>5.3</b>	<b>6.8</b>	<b>5.2</b>
<b>Total Transportation</b>	<b>22.7</b>	<b>12.8</b>	<b>17.6</b>	<b>17.0</b>	<b>13.3</b>
Interisland Travel	8.7	3.3	5.4	4.9	2.5
Ground Transportation	3.4	1.7	3.6	3.6	3.7
Rental Vehicles	8.3	4.3	7.2	6.2	5.1
Gasoline, Parking, etc.	1.1	0.5	0.9	1.1	0.9
Other Transportation Expenditures	1.2	3.1	0.6	1.3	1.1
<b>Total Shopping Expenditures</b>	<b>18.0</b>	<b>43.9</b>	<b>15.8</b>	<b>32.9</b>	<b>32.8</b>
<b>Total Fashion</b>	<b>9.3</b>	<b>21.5</b>	<b>8.6</b>	<b>20.9</b>	<b>20.7</b>
Fashion and Clothing	6.9	9.8	4.8	13.7	15.1
Jewelry and Watches	2.0	5.2	2.5	4.9	3.1
Cosmetics and Perfumes	0.2	3.3	0.4	1.6	1.4
Leather Goods	0.2	3.2	0.9	0.7	1.2
Hawaii Food Products	1.5	3.4	0.8	0.9	1.2
Souvenirs	4.2	4.8	4.2	6.4	4.4
Other Shopping	2.9	14.3	2.2	4.7	6.5
<b>Total Lodging <sup>1/</sup></b>	<b>67.1</b>	<b>57.9</b>	<b>76.2</b>	<b>63.4</b>	<b>67.6</b>
<b>All Other Expenses</b>	<b>11.5</b>	<b>33.3</b>	<b>19.8</b>	<b>22.0</b>	<b>28.6</b>
<b>Tour Packages</b>	<b>6.9</b>	<b>12.5</b>	<b>13.5</b>	<b>11.5</b>	<b>4.9</b>
<b>Sample Size</b>	<b>1622</b>	<b>1229</b>	<b>216</b>	<b>896</b>	<b>349</b>

<sup>1/</sup> This category only applies to visitors staying in hotels and condominiums.  
Source: DBEDT



TABLE 57: 2001 Package Expenditures and Components by MMA

	Canada	Japan	Other Asia	Europe	Oceania	Other
<b>% of People Traveling on Package</b>	<b>29.3%</b>	<b>86.2%</b>	<b>56.9%</b>	<b>41.2%</b>	<b>56.0%</b>	<b>27.7%</b>
<b>Package Price Per Person Per Trip</b>	<b>\$1,624.82</b>	<b>\$1,353.78</b>	<b>\$1,018.60</b>	<b>\$2,213.24</b>	<b>\$1,669.20</b>	<b>\$1,609.63</b>
<b>% of Packages That Included:</b>						
Interisland Airfare	47.0%	9.4%	27.3%	21.8%	33.7%	19.6%
Interisland Cruise	2.0%	0.0%	3.8%	1.3%	0.8%	1.0%
Rental Car	29.7%	1.1%	15.6%	26.9%	18.7%	10.3%
Meals	19.1%	30.9%	83.8%	11.5%	12.1%	7.2%
Trip to Another State/Country	1.8%	2.8%	4.7%	57.7%	23.1%	16.5%
Sightseeing		12.3%				
Other		2.3%				
Trolley		39.1%				
<b>Sample Size for Packages:</b>	<b>455</b>	<b>12820</b>	<b>469</b>	<b>78</b>	<b>481</b>	<b>97</b>

TABLE 57: 2001 Package Expenditures and Components by MMA (Continued)

	US East	US West
<b>% of People Traveling on Package</b>	<b>35.1%</b>	<b>30.2%</b>
<b>Package Price Per Person Per Trip</b>	<b>\$1,446.83</b>	<b>\$1,144.54</b>
<b>% of Packages That Included:</b>		
Interisland Airfare	28.2%	28.4%
Interisland Cruise	0.5%	0.1%
Rental Car	39.7%	56.9%
Trip to Another State/Country	0.0%	0.0%
Ground Transportation	44.1%	30.8%
Breakfast	21.2%	16.1%
Lunch	3.5%	2.4%
Dinner	4.0%	3.2%
Optional Tours	5.7%	4.1%
Other	5.7%	4.0%
Package Was Free	0.2%	0.3%
<b>Sample Size for Packages:</b>	<b>985</b>	<b>850</b>

# HOTEL OCCUPANCY AND CRUISE SHIP DATA

## *HOTEL OCCUPANCY RATE*

*State*

*Oahu*

*Maui*

*Kauai*

*Hawaii (Big Island)*

## *VISITOR ARRIVALS BY CRUISE SHIPS*

**TABLE 58: State Hotel Occupancy Rate: 2001 vs. 2000**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2001 <sup>1/</sup>	2000	% Change <sup>2/</sup>	2001	2000	% Change	2001	2000	% Change
JANUARY	76.5	69.3	7.2	150.54	145.61	3.4	115.16	100.91	14.1
FEBRUARY	86.8	86.1	0.7	153.89	144.68	6.4	133.58	124.57	7.2
MARCH	78.9	82.2	-3.3	151.83	145.71	4.2	119.79	119.77	0.0
APRIL	70.0	74.1	-4.1	151.80	142.63	6.4	106.26	105.69	0.5
MAY	68.0	72.4	-4.4	141.06	135.68	4.0	95.92	98.23	-2.4
JUNE	72.3	79.2	-6.9	143.59	134.57	6.7	103.82	106.58	-2.6
JULY	76.3	81.2	-4.9	150.00	141.20	6.2	114.45	114.65	-0.2
AUGUST	78.9	79.6	-0.7	155.66	144.34	7.8	122.82	114.89	6.9
SEPTEMBER	57.8	74.8	-17	130.93	130.75	0.1	75.68	97.80	-22.6
OCTOBER	55.9	76.1	-20.2	132.61	132.87	-0.2	74.13	101.11	-26.7
NOVEMBER	58.2	75.3	-17.1	130.50	135.05	-3.4	75.95	101.69	-25.3
DECEMBER	57.4	67.8	-10.4	150.62	153.88	-2.1	86.46	104.33	-17.1
<b>TOTAL</b>	<b>69.8</b>	<b>76.5</b>	<b>6.8</b>	<b>145.25</b>	<b>140.58</b>	<b>3.3</b>	<b>106.01</b>	<b>94.87</b>	<b>11.7</b>

**TABLE 59: Oahu Hotel Occupancy Rate: 2001 vs. 2000**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2001 <sup>1/</sup>	2000	% Change <sup>2/</sup>	2001	2000	% Change	2001	2000	% Change
JANUARY	78.6	70.5	8.1	124.16	120.00	3.5	97.59	84.60	15.4
FEBRUARY	88.3	85.8	2.5	117.21	112.84	3.9	103.50	96.82	6.9
MARCH	75.9	77.8	-1.9	115.98	110.68	4.8	88.03	86.11	2.2
APRIL	67.6	70.7	-3.1	112.75	110.18	2.3	76.22	77.90	-2.2
MAY	67.1	69.6	-2.5	115.40	112.33	2.7	77.43	78.18	-1.0
JUNE	73.8	81.4	-7.6	115.08	110.72	3.9	84.93	90.13	-5.8
JULY	74.0	79.2	-5.2	121.17	117.54	3.1	89.67	93.09	-3.7
AUGUST	77.8	78.8	-1	125.78	120.03	4.8	97.86	94.58	3.5
SEPTEMBER	57.0	76.6	-19.6	105.24	112.70	-6.6	59.99	86.33	-30.5
OCTOBER	53.0	75.9	-22.9	107.58	114.95	-6.4	57.02	87.25	-34.6
NOVEMBER	54.1	75.9	-21.8	98.52	117.19	-15.9	53.30	88.95	-40.1
DECEMBER	58.4	71.9	-13.5	108.40	122.92	-11.8	63.31	88.38	-28.4
<b>TOTAL</b>	<b>68.8</b>	<b>76.2</b>	<b>7.4</b>	<b>113.94</b>	<b>115.17</b>	<b>-1.1</b>	<b>79.07</b>	<b>87.69</b>	<b>-9.8</b>

**TABLE 60: Maui Hotel Occupancy Rate: 2001 vs. 2000**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2001 <sup>1/</sup>	2000	% Change <sup>2/</sup>	2001	2000	% Change	2001	2000	% Change
JANUARY	79.5	73.2	6.3	188.16	180.32	4.3	149.59	131.99	13.3
FEBRUARY	86.5	90.3	-3.8	201.97	183.18	10.3	174.70	165.41	5.6
MARCH	84.8	89.0	-4.2	191.06	180.63	5.8	162.02	160.76	0.8
APRIL	78.0	82.7	-4.7	184.98	170.23	8.7	144.28	140.78	2.5
MAY	73.2	78.5	-5.3	169.10	155.98	8.4	123.78	122.44	1.1
JUNE	76.7	79.7	-3	179.18	159.02	12.7	137.43	126.74	8.4
JULY	82.0	84.8	-2.8	187.83	168.80	11.3	154.02	143.14	7.6
AUGUST	81.5	83.2	-1.7	191.99	172.48	11.3	156.47	143.50	9.0
SEPTEMBER	58.5	77.6	-19.1	156.40	150.15	4.2	91.49	116.52	-21.5
OCTOBER	60.5	78.1	-17.6	160.19	155.00	3.3	96.91	121.06	-19.9
NOVEMBER	66.5	78.0	-11.5	166.79	159.62	4.5	110.92	124.50	-10.9
DECEMBER	57.7	68.8	-11.1	210.46	191.28	10.0	121.44	131.60	-7.7
<b>TOTAL</b>	<b>73.8</b>	<b>80.3</b>	<b>6.5</b>	<b>182.34</b>	<b>168.89</b>	<b>8.0</b>	<b>135.25</b>	<b>135.70</b>	<b>0.3</b>

<sup>1/</sup> June - December 2001 Data are preliminary.<sup>2/</sup> Change represents absolute change in rates rather than percentage change in rates.

Source: Hospitality Advisors L.L.C and PricewaterhouseCoopers L.L.P

**TABLE 61: Kauai Hotel Occupancy Rate: 2001 vs. 2000**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2001 <sup>1/</sup>	2000	% Change <sup>2/</sup>	2001	2000	% Change	2001	2000	% Change
JANUARY	62.2	59.7	2.5	156.86	157.28	-0.3	97.57	93.90	3.9
FEBRUARY	81.7	81.8	-0.1	170.55	158.60	7.5	139.34	129.73	7.4
MARCH	76.1	83.5	-7.4	160.00	153.41	4.3	121.76	128.10	-4.9
APRIL	70.8	73.8	-3	150.37	151.81	-0.9	106.46	112.04	-5.0
MAY	70.5	77.7	-7.2	140.89	140.55	0.2	99.33	109.21	-9.0
JUNE	68.0	78.8	-10.8	157.48	143.91	9.4	107.09	113.40	-5.6
JULY	79.2	81.1	-1.9	163.79	153.04	7.0	129.72	124.12	4.5
AUGUST	83.7	79.0	4.7	161.81	144.81	11.7	135.43	114.40	18.4
SEPTEMBER	64.7	74.1	-9.4	137.63	134.16	2.6	89.05	99.41	-10.4
OCTOBER	65.9	76.5	-10.6	146.11	141.40	3.3	96.29	108.17	-11.0
NOVEMBER	64.5	72.3	-7.8	141.03	140.39	0.5	90.96	101.50	-10.4
DECEMBER	56.5	57.3	-0.8	153.89	162.45	-5.3	86.95	93.08	-6.6
<b>TOTAL</b>	<b>70.3</b>	<b>74.6</b>	<b>4.3</b>	<b>153.37</b>	<b>148.48</b>	<b>3.3</b>	<b>108.33</b>	<b>110.59</b>	<b>2.0</b>

**TABLE 62: Island of Hawaii (Big Island) Hotel Occupancy Rate: 2001 vs. 2000**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2001 <sup>1/</sup>	2000	% Change <sup>2/</sup>	2001	2000	% Change	2001	2000	% Change
JANUARY	70.6	63.3	7.3	184.98	181.46	1.9	130.60	114.86	13.7
FEBRUARY	84.9	82.4	2.5	191.04	179.74	6.3	162.19	148.11	9.5
MARCH	80.9	83.9	-3	175.39	170.87	2.6	141.89	143.36	-1.0
APRIL	62.8	69.5	-6.7	180.28	172.18	4.7	113.22	119.67	-5.4
MAY	58.4	66.6	-8.2	168.23	155.64	8.1	98.25	103.66	-5.2
JUNE	62.8	67.5	-4.7	168.97	156.22	8.2	106.11	105.45	0.6
JULY	70.1	80.4	-10.3	175.65	157.65	11.4	123.13	126.75	-2.9
AUGUST	71.3	74.4	-3.1	184.62	166.46	10.9	131.63	123.85	6.3
SEPTEMBER	52.6	63.5	-10.9	157.08	151.27	3.8	82.62	96.06	-14.0
OCTOBER	58.0	72.8	-14.8	155.61	149.73	3.9	90.25	109.00	-17.2
NOVEMBER	52.5	70.0	-17.5	156.66	156.46	0.1	82.25	109.52	-24.9
DECEMBER	54.0	58.9	-4.9	200.50	205.37	-2.4	108.27	120.96	-10.5
<b>TOTAL</b>	<b>64.9</b>	<b>71.1</b>	<b>6.2</b>	<b>174.92</b>	<b>166.92</b>	<b>4.8</b>	<b>114.20</b>	<b>118.44</b>	<b>3.6</b>

<sup>1/</sup> June - December 2001 Data are preliminary.<sup>2/</sup> Change represents absolute change in rates rather than percentage change in rates.

Source: Hospitality Advisors L.L.C and PricewaterhouseCoopers L.L.P

**TABLE 63: 2000 Visitor Arrivals by Out-Of-State Cruise Ships**

2000	VISITOR ARRIVALS			VISITOR DAYS		
	# OF SHIP ARRIVALS <sup>1/</sup>	ARRIVED BY SHIPS	ARRIVED BY AIR TO BOARD THE SHIPS	AVERAGE LENGTH OF STAY	ARRIVED BY SHIPS	ARRIVED BY AIR TO BOARD THE SHIPS
JANUARY	4	3,158	0	3.75	11,843	0
FEBRUARY	1	1,695	0	2.00	3,390	0
MARCH	1	1,139	0	5.00	5,695	0
APRIL	8	7,450	5,726	4.88	36,319	27,914
MAY	3	3,394	3,363	6.33	21,495	21,299
JUNE	1	343	0	2.00	686	0
JULY	1	458	0	5.00	2,290	0
AUGUST	3	2,379	0	2.67	6,344	0
SEPTEMBER	7	4,944	3,720	3.43	16,951	12,754
OCTOBER	11	5,188	9,424	6.75	35,019	63,612
NOVEMBER	1	1,189	0	5.00	5,945	0
DECEMBER	4	3,463	2,128	6.33	21,921	13,470
<b>TOTAL</b>	<b>45</b>	<b>34,800</b>	<b>24,361</b>	<b>5.19</b>	<b>167,897</b>	<b>139,050</b>

1/ Some ships came multiple times.

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

**TABLE 64: 2001 Visitor Arrivals by Out-Of-State Cruise Ships**

2001	VISITOR ARRIVALS			VISITOR DAYS		
	# OF SHIP ARRIVALS <sup>1/</sup>	ARRIVED BY SHIPS	ARRIVED BY AIR TO BOARD THE SHIPS	AVERAGE LENGTH OF STAY	ARRIVED BY SHIPS	ARRIVED BY AIR TO BOARD THE SHIPS
JANUARY	9	5,559	1,531	3.11	17,295	4,763
FEBRUARY	3	2,968	0	3.00	8,904	0
MARCH	7	6,510	1,675	3.86	25,110	6,461
APRIL	4	5,161	3,789	7.00	36,127	26,523
MAY	4	3,900	3,890	7.00	27,300	27,230
JUNE	0	0	0	0.00	0	0
JULY	0	0	0	0.00	0	0
AUGUST	0	0	0	0.00	0	0
SEPTEMBER	4	3,101	3,439	7.25	22,482	24,933
OCTOBER	10	9,150	11,252	5.55	50,741	62,397
NOVEMBER	9	5,635	8,994	4.67	26,297	41,972
DECEMBER	3	4,587	3,725	3.20	14,678	11,920
<b>TOTAL</b>	<b>53</b>	<b>46,571</b>	<b>38,295</b>	<b>5.13</b>	<b>228,934</b>	<b>206,199</b>

1/ Some ships came multiple times.

Source: DBEDT, Hawaii State Department of Transportation, Harbors Division, and Hawaii State Department of Land and Natural Resources - Division of Boating and Ocean Recreation, Maui District.

**TABLE 65: Total Visitor Arrivals: 2001 vs. 2000**

	2001			2000			% CHANGE		
	By Air	By ship	Total	By Air	By ship	Total	By Air	By ship	Total
STATE	6,303,791	46,571	6,350,362	6,948,595	34,800	6,983,395	-9.3%	33.8%	-9.1%
OAHU	4,257,535	45,976	4,765,220	4,719,244	33,388	4,752,632	-9.8%	37.7%	0.3%
MAUI COUNTY	2,104,478	41,288	2,145,766	2,304,666	32,288	2,336,954	-8.7%	27.9%	-8.2%
...Maui	2,048,768	41,288	2,090,056	2,246,253	32,288	2,278,541	-8.8%	27.9%	-8.3%
...Molokai	70,233	0	70,233	64,559	0	64,559	8.8%	0.0%	8.8%
...Lanai	84,905	0	84,905	87,662	0	87,662	-3.1%	0.0%	-3.1%
KAUAI	1,008,698	36,309	1,045,007	1,074,821	24,482	1,099,303	-6.2%	48.3%	-4.9%
BIG ISLAND	1,181,551	40,567	1,222,118	1,267,965	27,852	1,295,817	-6.8%	45.7%	-5.7%
...Hilo	387,345	40,016	427,361	370,193	21,738	391,931	4.6%	84.1%	9.0%
...Kona	1,027,781	35,878	1,063,659	1,101,401	25,023	1,126,424	-6.7%	43.4%	-5.6%

# VISITOR PLANT INVENTORY

*EXISTING INVENTORY*

*CLASS OF UNITS*

*AVAILABLE UNITS*

**TABLE 66: 2001 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 2000</b>
<b>OAHU</b>	APARTMENT/ HOTEL	15	647	
	BED & BREAKFAST	15	42	
	CONDOMINIUM HOTEL	25	3,245	
	HOSTEL	7	321	
	HOTEL	82	31,546	
	INDIVIDUAL VACATION UNIT	48	269	
	OTHER	13	754	
	<b>TOTAL</b>		<b>205</b>	<b>36,824</b>
<b>HAWAII</b>	BED & BREAKFAST	72	287	
	CONDOMINIUM HOTEL	29	1,956	
	HOSTEL	2	21	
	HOTEL	32	7,073	
	INDIVIDUAL VACATION UNIT	42	438	
	OTHER	8	169	
	<b>TOTAL</b>		<b>185</b>	<b>9,944</b>
<b>KAUAI</b>	APARTMENT/ HOTEL	1	4	
	BED & BREAKFAST	34	105	
	CONDOMINIUM HOTEL	37	2,879	
	HOSTEL	1	40	
	HOTEL	14	2,689	
	INDIVIDUAL VACATION UNIT	147	337	
	OTHER	23	1,148	
	<b>TOTAL</b>		<b>257</b>	<b>7,202</b>
<b>MAUI</b>	APARTMENT/ HOTEL	6	93	
	BED & BREAKFAST	26	115	
	CONDOMINIUM HOTEL	107	7,987	
	HOSTEL	2	30	
	HOTEL	29	8,399	
	INDIVIDUAL VACATION UNIT	65	409	
	OTHER	16	541	
	<b>TOTAL</b>		<b>251</b>	<b>17,574</b>
<b>MOLOKAI</b>	BED & BREAKFAST	1	1	
	CONDOMINIUM HOTEL	4	116	
	HOTEL	1	45	
	OTHER	2	4	
	INDIVIDUAL VACATION UNIT	2	126	
<b>TOTAL</b>		<b>10</b>	<b>292</b>	<b>-31.9%</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>STATE TOTAL</b>		<b>914</b>	<b>72,204</b>	<b>1.0%</b>

Source: DBEDT

**TABLE 67: 2001 Visitor Plant Inventory – Class of Units by County**

ISLAND	CLASS	AVAILABLE UNITS	PERCENT	NUMBER RESPONDING
<b>OAHU</b>	BUDGET (UP TO \$100)	8,984	24.8%	
	STANDARD (\$101 TO \$250)	17,106	47.2%	
	DELUXE (\$251 TO \$500)	9,169	25.3%	
	LUXURY (OVER \$500/NIGHT)	1010	2.8%	
	<b>TOTAL</b>	<b>36,269</b>	<b>100.0%</b>	<b>187</b>
<b>HAWAII</b>	BUDGET (UP TO \$100)	1,946	20.0%	
	STANDARD (\$101 TO \$250)	4,090	42.1%	
	DELUXE (\$251 TO \$500)	2,580	26.6%	
	LUXURY (OVER \$500/NIGHT)	1097	11.3%	
	<b>TOTAL</b>	<b>9,713</b>	<b>100.0%</b>	<b>165</b>
<b>KAUAI</b>	BUDGET (UP TO \$100)	1,032	14.5%	
	STANDARD (\$101 TO \$250)	3,257	45.7%	
	DELUXE (\$251 TO \$500)	2,229	31.3%	
	LUXURY (OVER \$500/NIGHT)	604	8.5%	
	<b>TOTAL</b>	<b>7,122</b>	<b>100.0%</b>	<b>213</b>
<b>MAUI</b>	BUDGET (UP TO \$100)	2,654	15.5%	
	STANDARD (\$101 TO \$250)	6,564	38.5%	
	DELUXE (\$251 TO \$500)	6,558	38.4%	
	LUXURY (OVER \$500/NIGHT)	1,294	7.6%	
	<b>TOTAL</b>	<b>17,070</b>	<b>100.0%</b>	<b>223</b>
<b>MOLOKAI</b>	BUDGET (UP TO \$100)	62	21.2%	
	STANDARD (\$101 TO \$250)	104	35.6%	
	DELUXE (\$251 TO \$500)	126	43.2%	
	LUXURY (OVER \$500/NIGHT)	0	0.0%	
	<b>TOTAL</b>	<b>292</b>	<b>100.0%</b>	<b>10</b>
<b>LANAI</b>	BUDGET (UP TO \$100)	7	1.9%	
	STANDARD (\$101 TO \$250)	10	2.7%	
	DELUXE (\$251 TO \$500)	160	43.5%	
	LUXURY (OVER \$500/NIGHT)	191	51.9%	
	<b>TOTAL</b>	<b>368</b>	<b>100.0%</b>	<b>6</b>
<b>STATE TOTAL</b>		<b>70,834</b>		<b>804</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 68: 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

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

NA: Not available

Source: DBEDT and Hawaii Visitors & Convention Bureau

# 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 ten sources:

1. Monthly passenger counts for each airline,
2. International visitors by country of residence from the U.S. Immigration and Naturalization Service (INS),
3. International visitor counts by visa type from the INS, 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 *2001 Visitor Plant Inventory 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.

**U.S. INS, Washington, D.C.:** Monthly reports from the Washington, D.C. offices of the U.S. Immigration and Naturalization Service 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.

**U.S. INS, Honolulu:** Monthly reports from the INS 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.

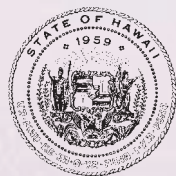
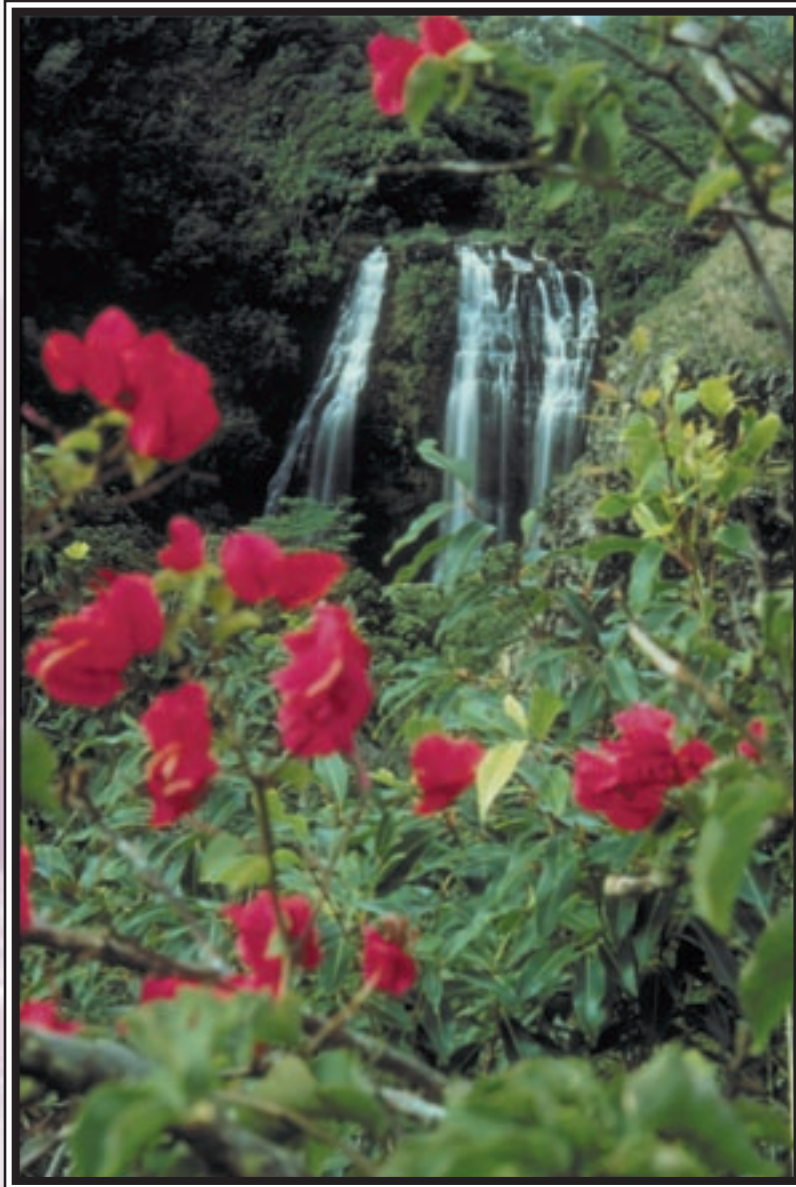
**International Intercept Survey:** The international intercept survey provides information on international visitor characteristics such as length of stay, island visitation patterns, accommodations, etc. The survey also collects information on visitor expenditures. It is distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport and the Kahului Airport on Maui. In 2001, a total of 46,884 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 5,071,551 passengers in 2001, excluding in-transit passengers who are only in Hawaii for a few hours. In 2001, there were 1,611,320 usable forms collected and processed. Each form represented an average party of 1.9 visitors, for a total of 3,061,508 surveyed passengers, which accounted for 60.4 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 2001, there were 4,391 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.



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