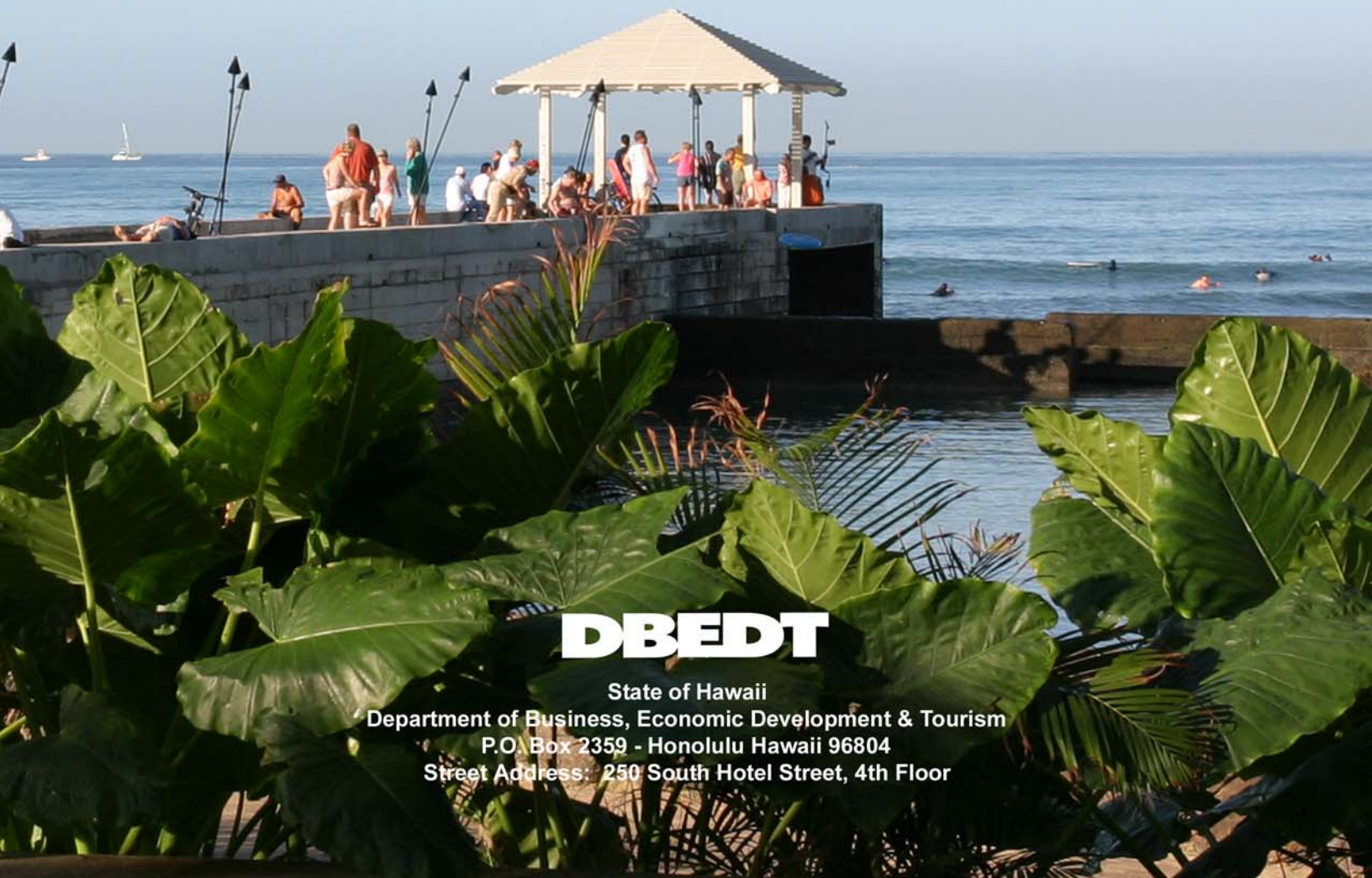


2004

Annual Visitor Research Report



DBEDT

State of Hawaii

Department of Business, Economic Development & Tourism

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**2004 ANNUAL VISITOR
RESEARCH REPORT**

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ABOUT THIS REPORT

This report was 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 Mr. Theodore E. Liu. This report was prepared by Mr. Cy S.Y. Feng under the direction of the Division Administrator, Dr. Pearl Imada Iboshi, with the assistance of Dr. Eugene Tian, Ms. Minh-Chau T. Chun, Mr. Lawrence Liu and Ms. Danielle Lee.

Ms. Marsha Wienert, State Tourism Liaison; Mr. Frank Haas, Director of Tourism Marketing, Hawaii Tourism Authority; and Mr. Christopher Kam, Director of the Market Trends, 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://www3.hawaii.gov/dbedt/tourism>.

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

SUMMARY OF 2004 VISITORS TO HAWAII

OVERVIEW OF ALL VISITORS

VISITORS BY AIR:

VISITOR DAYS

TOTAL EXPENDITURES

PER PERSON PER DAY SPENDING

PER PERSON PER TRIP SPENDING

ISLAND VISITOR PATTERNS

MONTHLY VISITATION PATTERN

CRUISE PASSENGERS

DBEDT

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
STATE OF HAWAII

OVERVIEW OF ALL VISITORS

ALL VISITORS

2004 was a very good year for Hawaii's visitor industry with increases in key areas such as visitor expenditures and visitor days due to record arrivals from the domestic visitor market and continuing growth from the international sector. Overall, total visitor days from those who came to the islands by air and by cruise ships rose 6.9 percent compared to 2003. The total number of air and cruise ship arrivals surpassed the previous year's level by 8.5 percent to reach 6,991,927 visitors.

Total expenditures by air and cruise ship visitors increased 8 percent to \$10.9 billion. Of this amount, \$10.8 billion in expenditures were by visitors who came by air, 8 percent higher than 2003. The average daily spending by air visitors was \$172 per person, compared to \$170 per person in 2003. Transpacific airfare costs to and from Hawaii are not included in these spending estimates.

Expenditures by visitors who came to the islands aboard out-of-state cruise ships grew 21.2 percent to \$54.3 million, while the average daily spending by these visitors was \$94 per person. Spending by visitors who arrived by air to board Hawaii-home ported ships is included in expenditure estimates of visitors who arrived by air, rather than with those who arrived by cruise ship.

It should be noted that in 2004 improvements were made to the methodologies used to collect visitor expenditure statistics. The visitor expenditure diary survey which collected statewide expenditure data were replaced by departure surveys of visitors on each island which yielded much larger samples and provided improved data for visitor expenditures by island. Due to these changes, 2004 visitor expenditure statistics may not be entirely comparable to data report in 2003 and in earlier years. See the Technical Notes, Definitions and Sources of Data for Visitor Statistics section (Page 122) for further information.

ARRIVALS BY AIR

VISITOR DAYS AND ARRIVALS

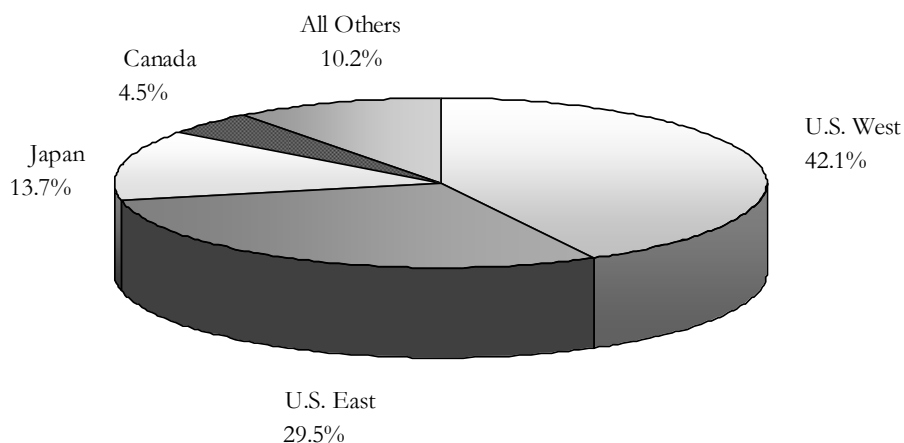
Total visitor days (visitor arrivals multiplied by the average length of stay) of those who came to the islands by air rose 6.8 percent in 2004. A total of 6,912,094 visitors arrived by air to the state, up 8.3 percent compared to 2003. International air visitor days grew 4.2 percent thanks to a 9.2 percent increase in arrivals to 2,019,134 visitors. Domestic visitor days rose 7.6 percent due to an 8 percent growth in arrivals by air. In fact, total domestic air arrivals of 4,892,960 visitors in 2004, was the best on record, even surpassing the previous high of 4,531,289 domestic visitors who came in 2003.

Visitor days from the U.S. West, Hawaii's primary market (41.7% of the state total visitor days), grew 5.4 percent due to a 6.1 percent increase in visitor arrivals compared to the previous year. The average length of stay by U.S. West visitors declined to 9.54 days from 9.60 days.

U.S. East arrivals (+9.2%) also increased in 2004 and contributed to a 9 percent growth in visitor days. The average length of stay by U.S. East was relatively unchanged at 10.25 days. U.S. East visitors represent Hawaii's second largest market, accounting for 29.2 percent of the state total visitor days.

Japanese visitor days which comprised 13.6 percent of the state total, exceeded last year's level by 8.6 percent. Arrivals from Japan were up 10.6 percent while the average length of stay was 5.80 days. Canada, the 4th largest market, posted a 3.3 percent increase in visitor days to account for 4.5 percent of the visitor days in the state. Oceania had the largest growth in visitor days of 32.9 percent, due more air seat capacity from a Sydney to Honolulu route added during the year. Other Asia had the largest decrease in visitor days of 20.3%.

**FIGURE 1: Air Visitor Days by Major Market Areas
Calendar Year 2004**

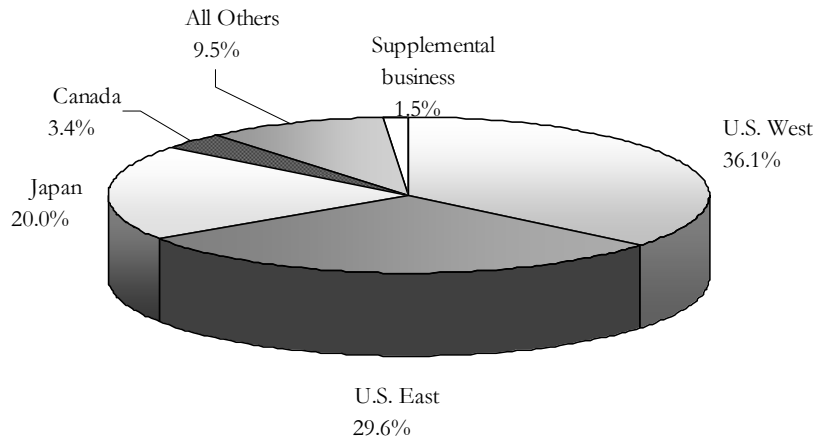


VISITOR EXPENDITURES

Of the \$10.9 billion in visitor spending by both air and cruise visitors in 2004, \$5.5 billion were spent on Oahu. Japanese visitors (\$1.95 billion) who came to the state in 2004 spent the most on Oahu, followed by visitors from the U.S. East (\$1.36 billion) and the U.S. West (\$1.31 billion). Maui received \$2.88 billion in visitor spending, \$1.43 billion of which were by U.S. West visitors, \$1.08 billion by U.S. East visitors, \$134.9 million by Canadians and \$69.4 million were by Japanese visitors. Spending on the Big Island was the third highest at \$1.31 billion, of which U.S. West visitors spent \$590 million, U.S. East visitors spent \$420.4 million and Japanese visitors spent \$138.5 million (TABLES 1 & 62).

Spending by air visitors from the U.S. West increased 1.7 percent from 2003 to \$3.9 billion and comprised the largest portion of total air visitor expenditures at 36.1 percent. Spending by U.S. East visitors climbed 15.2 percent and ranked second at \$3.2 billion or 29.6 percent of the total. Japanese expenditures which rose 13.7 percent, followed in 3rd place at \$2.2 billion or a 20 percent share. Combined, these three MMAs accounted for nearly 86 percent of total air visitor expenditures for the year. Supplemental business expenditures of \$159.8 million or 1.5 percent of total expenditures, represents additional business expenses spent locally by out-of-state conventions and corporate meetings (i.e. photocopying costs, equipment rentals, etc.) that are not covered by the organizers of these events.

FIGURE 2: Air Visitor Expenditures by Major Market Areas Calendar Year 2004



PER PERSON PER DAY SPENDING

Average per person per day (PPPD) expenditures by air visitors in 2004 increased slightly to \$172 per person from \$170 per person.

Japanese visitors’ per day spending continued to be the highest compared to all other visitor groups at \$252 per person. Visitors from Other Asia (\$185 per day) ranked second followed by those from the U.S. East (\$173 per day), Oceania (\$166 per day), Europe (\$152 per day) and the U.S. West (\$148 per day). Visitors from Latin America and Canada spent the least at \$130 per day and \$128 per day, respectively. Transpacific airfare costs to and from Hawaii are not included in these spending estimates.

PER PERSON PER TRIP SPENDING

Average spending per trip by air visitors in 2004 was \$1,564 per person, slightly lower than \$1,569 per person in 2003. European air visitors spent the most on a per trip basis, averaging \$1,873 per person, followed by visitors from the U.S. East at \$1,770 per person, Canada at \$1,674 per person, Japan at \$1,459 per person, Oceania at \$1,451 per person, Other Asia at \$1,433 per person and Latin America at \$1,424 per person. Visitors from the U.S. West spent the lowest per trip at \$1,409 per person.

ISLAND VISITOR PATTERNS

Island of Oahu: Oahu visitor days rose 9.3 percent in 2004 (TABLES 4 & 41) due to a 9.1 percent increase in arrivals by air. The average length of stay was 8.63 days. Oahu comprised 76.2 percent of all international visitor days in the state and 40.7 percent of domestic visitor days. Both domestic and international visitors spent more days on Oahu than on any other island during their stay (7.55 days and 5.89 days, respectively). On an average day, the number of visitors on Oahu (the average daily visitor census) was 83,718 visitors, up 9 percent from the previous year (TABLE 6).

Islands of Maui, Molokai and Lanai: Total visitor days for the island of Maui increased 3.3 percent thanks to a 1.4 percent growth in visitor arrivals (TABLES 4 & 43). This island accounted for 10.6 percent of all international visitor days spent in Hawaii and 30.1 percent of all domestic visitor days. Maui Island's average daily visitor census grew 3.1 percent to 44,014 air visitors.

Total visitor days for Molokai (-10.7%) and Lanai (-22.5%) were lower compared to 2003 (TABLES 44 & 45). The average daily census on Molokai was off 10.9 percent to 844 visitors while the average daily census on Lanai declined 22.7 percent to 660 visitors (TABLE 6).

Island of Kauai: Increased visitor arrivals (+4.6%) contributed to a 6.1 percent growth in total visitor days for Kauai in 2004. Kauai accounted for 13.2 percent of the State's total domestic visitor days, but only 3.5 percent of international visitor days. The average daily census was 18,869 visitors, 5.8 percent higher than in the previous year.

Island of Hawaii: Visitor days for the island of Hawaii grew 6.9 percent. Contributing to this increase was a 6.1 percent increase in arrivals compared to the previous year (TABLE 47). The average daily census rose 6.6 percent to 23,376 visitors in 2004. Hawaii comprised 9.3 percent of all international visitor days for the State and 14.9 percent of all domestic visitor days.

MONTHLY VISITATION PATTERN

July continues to be the most popular month for air visitors to Hawaii. In July 2004 an average of 204,555 visitors were present per day. December was second averaging 194,515 visitors per day. June and August ranked third and fourth with 188,121 and 187,814 visitors, respectively on a daily basis. Generally, the summer months (June through August) and the winter months (December, January and February) saw the most visitors to the islands.

CRUISE PASSENGERS

A total of 244,377 passengers were aboard cruise ships touring the islands in 2004, of which 240,800 visitors were from out of state (up 4.5 percent from 2003) while 3,577 passengers were Hawaii residents (TABLE 66).

Of those from out of state, 160,967 visitors came by air to board cruise ships while 79,833 visitors came by cruise ships to Hawaii (TABLE 65).

It should be noted that characteristics and expenditures of cruise visitors who came by air are combined with other air visitors' statistics (See Cruise Visitors, pages 99 to 104).

TABLE 1: Summary of Visitor Statistics: 2004 vs. 2003

CATEGORY AND MMA	2004	2003	(%) Change
TOTAL EXPENDITURES (\$mil.)	10,861.8	10,054.5	8.0
Visitor arrivals by air	10,807.4	10,009.6	8.0
U.S. West	3,899.5	3,834.6	1.7
U.S. East	3,195.7	2,772.9	15.2
Japan	2,162.6	1,901.9	13.7
Canada	363.6	335.5	8.4
Europe	215.3	218.6	-1.5
Oceania	191.7	137.2	39.7
Other Asia	141.1	168.3	-16.2
Latin America	19.6	18.4	6.6
Other	458.4	457.0	0.3
Supplemental business (all MMAs)	159.8	165.2	-3.3
Visitor arrivals by cruise ships	54.3	44.8	21.2
TOTAL VISITOR DAYS	63,343,173	59,227,930	6.9
Visitor arrivals by air	62,761,989	58,782,699	6.8
U.S. West	26,419,258	25,061,943	5.4
U.S. East	18,500,060	16,976,276	9.0
Japan	8,599,847	7,921,422	8.6
Canada	2,851,218	2,760,403	3.3
Europe	1,419,042	1,373,093	3.3
Oceania	1,158,457	871,939	32.9
Other Asia	761,834	955,570	-20.3
Latin America	150,931	146,105	3.3
Other	2,901,341	2,715,948	6.8
Visitor arrivals by cruise ships	581,184	445,231	30.5
VISITOR ARRIVALS	6,991,927	6,442,020	8.5
Visitor arrivals by air	6,912,094	6,380,439	8.3
U.S. West	2,768,002	2,609,862	6.1
U.S. East	1,805,377	1,653,357	9.2
Japan	1,482,085	1,340,034	10.6
Canada	217,163	204,999	5.9
Europe	114,948	111,074	3.5
Oceania	132,130	95,514	38.3
Other Asia	98,480	98,466	0.0
Latin America	13,760	14,124	-2.6
Other	280,148	253,009	10.7
Visitor arrivals by cruise ships	79,833	61,581	29.6
AVERAGE LENGTH OF STAY (days)	9.06	9.19	-1.5
Visitor arrivals by air	9.08	9.21	-1.4
U.S. West	9.54	9.60	-0.6
U.S. East	10.25	10.27	-0.2
Japan	5.80	5.91	-1.8
Canada	13.13	13.47	-2.5
Europe	12.35	12.36	-0.1
Oceania	8.77	9.13	-4.0
Other Asia	7.74	9.70	-20.3
Latin America	10.97	10.34	6.0
Other	10.36	10.73	-3.5
Visitor arrivals by cruise ships	7.28	7.23	0.7

Source: DBEDT

TABLE 1: Summary of Visitor Statistics: 2004 vs. 2003

CATEGORY AND MMA	2004	2003	(%) Change
PER PERSON PER DAY SPENDING (\$)	171.5	169.8	1.0
Visitor arrivals by air	172.2	170.3	1.1
U.S. West	147.6	153.0	-3.5
U.S. East	172.7	163.3	5.8
Japan	251.5	240.1	4.7
Canada	127.5	121.5	4.9
Europe	151.8	159.2	-4.7
Oceania	165.5	157.4	5.1
Other Asia	185.2	176.2	5.1
Latin America	129.8	125.8	3.2
Other	158.0	168.3	-6.1
Visitor arrivals by cruise ships	93.5	100.7	-7.1
PER PERSON PER TRIP SPENDING (\$)	1,553.5	1,560.8	-0.5
Visitor arrivals by air	1,563.6	1,568.8	-0.3
U.S. West	1,408.8	1,469.3	-4.1
U.S. East	1,770.1	1,677.1	5.5
Japan	1,459.2	1,419.3	2.8
Canada	1,674.4	1,636.5	2.3
Europe	1,873.4	1,968.0	-4.8
Oceania	1,450.9	1,436.9	1.0
Other Asia	1,432.9	1,709.6	-16.2
Latin America	1,424.1	1,301.4	9.4
Other	1,636.3	1,806.2	-9.4
Visitor arrivals by cruise ships	680.7	728.0	-6.5
TOTAL EXPENDITURES (\$mil.)			
Oahu	5,478.2	4,726.2	15.9
Maui	2,875.3	2,948.0	-2.5
Molokai	26.0	35.3	-26.2
Lanai	57.9	70.3	-17.6
Kauai	1,112.4	1,026.8	8.3
Big Island	1,312.0	1,247.8	5.1
PER PERSON PER DAY SPENDING (\$)			
Oahu	177.8	167.8	5.9
Maui	176.7	187.7	-5.8
Molokai	84.2	100.5	-16.2
Lanai	239.4	221.1	8.3
Kauai	159.2	155.7	2.2
Big Island	150.4	154.1	-2.4

Source: DBEDT

**TABLE 2: Summary of Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	62,761,989	58,782,699	6.8%	48,441,764	45,036,982	7.6%	14,320,225	13,745,717	4.2%
Total Visitors	6,912,094	6,380,439	8.3%	4,892,960	4,531,289	8.0%	2,019,134	1,849,150	9.2%
PARTY SIZE									
One	1,208,751	1,152,968	4.8%	948,558	903,660	5.0%	260,193	249,308	4.4%
Two	2,823,222	2,620,904	7.7%	2,128,346	1,974,046	7.8%	694,876	646,858	7.4%
Three or more	2,880,121	2,606,567	10.5%	1,816,056	1,653,583	9.8%	1,064,064	952,984	11.7%
Avg Party Size	2.10	2.08	1.1%	1.98	1.97	0.9%	2.46	2.42	1.8%
VISIT STATUS									
First-Time	2,600,834	2,389,703	8.8%	1,688,929	1,547,360	9.1%	911,906	842,343	8.3%
Repeat	4,311,260	3,990,736	8.0%	3,204,032	2,983,929	7.4%	1,107,228	1,006,807	10.0%
Average # of Trips	4.61	4.65	-0.8%	5.00	5.00	-0.1%	3.67	3.78	-3.0%
TRAVEL METHOD									
Group Tour	1,019,845	947,673	7.6%	305,065	308,597	-1.1%	714,780	639,076	11.8%
Package	3,046,448	2,813,422	8.3%	1,669,947	1,571,017	6.3%	1,376,501	1,242,406	10.8%
Group Tour & Pkg	859,269	815,731	5.3%	240,993	247,908	-2.8%	618,276	567,822	8.9%
True Independent	3,710,143	3,435,075	8.0%	3,158,942	2,899,584	8.9%	551,201	535,491	2.9%
ISLANDS VISITED									
Oahu	4,464,551	4,090,483	9.1%	2,612,029	2,415,386	8.1%	1,852,523	1,675,097	10.6%
Maui County	2,207,826	2,196,447	0.5%	1,937,797	1,900,174	2.0%	270,029	296,273	-8.9%
...Maui	2,155,561	2,125,421	1.4%	1,895,582	1,852,144	2.3%	259,979	273,277	-4.9%
...Molokai	72,099	94,106	-23.4%	57,987	70,624	-17.9%	14,112	23,483	-39.9%
...Lanai	73,388	91,445	-19.7%	63,172	72,674	-13.1%	10,216	18,772	-45.6%
Kauai	1,020,921	975,867	4.6%	906,105	861,580	5.2%	114,816	114,287	0.5%
Big Island	1,281,156	1,207,164	6.1%	982,704	922,217	6.6%	298,452	284,946	4.7%
...Hilo	481,907	459,612	4.9%	344,992	335,283	2.9%	136,915	124,329	10.1%
...Kona	1,072,933	977,195	9.8%	825,830	740,726	11.5%	247,103	236,469	4.5%
LENGTH OF STAY									
Oahu (days)	6.86	6.85	0.2%	7.55	7.43	1.7%	5.89	6.02	-2.1%
Maui (days)	7.47	7.33	1.9%	7.70	7.53	2.2%	5.83	6.00	-2.9%
Molokai (days)	4.28	3.67	16.6%	4.68	4.06	15.2%	2.67	2.51	6.2%
Lanai (days)	3.29	3.41	-3.4%	3.46	3.65	-5.3%	2.24	2.44	-8.2%
Kauai (days)	6.76	6.67	1.4%	7.07	6.95	1.8%	4.36	4.57	-4.6%
Big Island (days)	6.68	6.63	0.7%	7.35	7.16	2.6%	4.47	4.92	-9.1%
...Hilo (days)	3.65	3.75	-2.9%	4.14	4.13	0.2%	2.39	2.73	-12.2%
...Kona (days)	6.34	6.43	-1.4%	7.01	7.05	-0.4%	4.07	4.49	-9.3%
Statewide (days)	9.08	9.21	-1.4%	9.90	9.94	-0.4%	7.09	7.43	-4.6%
ACCOMMODATIONS									
Hotel	4,706,129	4,321,602	8.9%	2,978,658	2,776,347	7.3%	1,727,471	1,545,256	11.8%
...Hotel Only	4,169,795	3,794,297	9.9%	2,521,528	2,329,138	8.3%	1,648,267	1,465,158	12.5%
Condo	1,159,360	1,138,371	1.8%	974,795	932,299	4.6%	184,566	206,072	-10.4%
...Condo Only	883,050	863,570	2.3%	739,383	702,648	5.2%	143,668	160,922	-10.7%
Timeshare	479,661	417,465	14.9%	451,280	390,224	15.6%	28,382	27,241	4.2%
...Timeshare Only	344,652	294,224	17.1%	325,745	277,493	17.4%	18,907	16,732	13.0%
Rental House	208,739	169,802	22.9%	189,248	152,782	23.9%	19,491	17,020	14.5%
Bed & Breakfast	67,335	67,591	-0.4%	58,743	58,153	1.0%	8,592	9,439	-9.0%
Cruise Ship	177,667	181,410	-2.1%	153,951	157,275	-2.1%	23,715	24,135	-1.7%
Friends or Relatives	646,333	601,862	7.4%	558,729	515,614	8.4%	87,604	86,249	1.6%
PURPOSE OF TRIP									
Pleasure (Net)	5,705,981	5,201,114	9.7%	3,945,852	3,620,532	9.0%	1,760,128	1,580,581	11.4%
...Honeymoon/Get Married (Net)	710,612	661,256	7.5%	311,667	297,857	4.6%	398,946	363,399	9.8%
MC&I (Net)	458,754	473,549	-3.1%	360,389	370,910	-2.8%	98,366	102,639	-4.2%
.....Convention/Conf.	276,821	292,640	-5.4%	230,766	242,707	-4.9%	46,055	49,933	-7.8%
.....Corp. Meetings	87,928	85,830	2.4%	67,607	68,555	-1.4%	20,321	17,275	17.6%
.....Incentive	111,310	112,611	-1.2%	77,088	74,789	3.1%	34,222	37,823	-9.5%
Other Business	269,520	244,049	10.4%	236,457	214,487	10.2%	33,063	29,562	11.8%
Visit Friends/Relatives	608,081	554,974	9.6%	530,054	475,742	11.4%	78,027	79,232	-1.5%
Government/Military	98,922	97,171	1.8%	74,316	72,776	2.1%	24,606	24,395	0.9%
Attend School	21,119	18,288	15.5%	13,669	12,374	10.5%	7,450	5,914	26.0%
Sport Events	122,906	124,211	-1.1%	80,478	79,854	0.8%	42,429	44,357	-4.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	10,647.6	9,844.4	8.2%	7,631.0	7,086.6	7.7%	3,016.6	2,757.8	9.4%
Per Person Per Day (\$)	169.7	167.5	1.3%	157.5	157.4	0.1%	210.7	200.6	5.0%
Per Person Per Trip (\$)	1,540.4	1,542.9	-0.2%	1,559.6	1,563.9	-0.3%	1,494.0	1,491.4	0.2%

Source: DBEDT

**TABLE 3: Visitor Characteristics [% of Total] 2004 vs. 2003
(Arrivals by air)**

2004 & 2003 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2004	2003	2004	2003	2004	2003
Total Visitors	6,912,094	6,380,439	4,892,960	4,531,289	2,019,134	1,849,150
PARTY SIZE						
One	17.5%	18.1%	19.4%	19.9%	12.9%	13.5%
Two	40.8%	41.1%	43.5%	43.6%	34.4%	35.0%
Three or more	41.7%	40.9%	37.1%	36.5%	52.7%	51.5%
Avg Party Size	2.10	2.08	1.98	1.97	2.46	2.42
VISIT STATUS						
First-Time	37.6%	37.5%	34.5%	34.1%	45.2%	45.6%
Repeat	62.4%	62.5%	65.5%	65.9%	54.8%	54.4%
Average # of Trips	4.61	4.65	5.00	5.00	3.67	3.78
TRAVEL METHOD						
Group Tour	14.8%	14.9%	6.2%	6.8%	35.4%	34.6%
Package	44.1%	44.1%	34.1%	34.7%	68.2%	67.2%
Group Tour & Pkg	12.4%	12.8%	4.9%	5.5%	30.6%	30.7%
True Independent	53.7%	53.8%	64.6%	64.0%	27.3%	29.0%
ISLANDS VISITED						
Oahu	64.6%	64.1%	53.4%	53.3%	91.7%	90.6%
Maui County	31.9%	34.4%	39.6%	41.9%	13.4%	16.0%
...Maui	31.2%	33.3%	38.7%	40.9%	12.9%	14.8%
...Molokai	1.0%	1.5%	1.2%	1.6%	0.7%	1.3%
...Lanai	1.1%	1.4%	1.3%	1.6%	0.5%	1.0%
Kauai	14.8%	15.3%	18.5%	19.0%	5.7%	6.2%
Big Island	18.5%	18.9%	20.1%	20.4%	14.8%	15.4%
...Hilo	7.0%	7.2%	7.1%	7.4%	6.8%	6.7%
...Kona	15.5%	15.3%	16.9%	16.3%	12.2%	12.8%
ACCOMMODATIONS						
Hotel	68.1%	67.7%	60.9%	61.3%	85.6%	83.6%
...Hotel Only	60.3%	59.5%	51.5%	51.4%	81.6%	79.2%
Condo	16.8%	17.8%	19.9%	20.6%	9.1%	11.1%
...Condo Only	12.8%	13.5%	15.1%	15.5%	7.1%	8.7%
Timeshare	6.9%	6.5%	9.2%	8.6%	1.4%	1.5%
...Timeshare Only	5.0%	4.6%	6.7%	6.1%	0.9%	0.9%
Rental House	3.0%	0.1%	3.9%	0.1%	1.0%	0.0%
Bed & Breakfast	1.0%	1.1%	1.2%	1.3%	0.4%	0.5%
Cruise Ship	2.6%	2.8%	3.1%	3.5%	1.2%	1.3%
Friends or Relatives	9.4%	9.4%	11.4%	11.4%	4.3%	4.7%
PURPOSE OF TRIP						
Pleasure (Net)	82.6%	81.5%	80.6%	79.9%	87.2%	85.5%
...Honeymoon/Get Married (Net)	10.3%	10.4%	6.4%	6.6%	19.8%	19.7%
MC&I (Net)	6.6%	7.4%	7.4%	8.2%	4.9%	5.6%
.....Convention/Conf.	4.0%	4.6%	4.7%	5.4%	2.3%	2.7%
.....Corp. Meetings	1.3%	1.3%	1.4%	1.5%	1.0%	0.9%
.....Incentive	1.6%	1.8%	1.6%	1.7%	1.7%	2.0%
Other Business	3.9%	3.8%	4.8%	4.7%	1.6%	1.6%
Visit Friends/Relatives	8.8%	8.7%	10.8%	10.5%	3.9%	4.3%
Government/Military	1.4%	1.5%	1.5%	1.6%	1.2%	1.3%
Attend School	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%
Sport Events	1.8%	1.9%	1.6%	1.8%	2.1%	2.4%

Source: DBEDT

**TABLE 4: Visitor Days by Island: 2004 vs. 2003
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
TOTAL STATE	62,761,989	58,782,699	6.8%	48,441,764	45,036,982	7.6%	14,320,225	13,745,717	4.2%
OAHU	30,640,704	28,023,305	9.3%	19,732,132	17,947,045	9.9%	10,908,572	10,076,260	8.3%
MAUI COUNTY	16,659,327	16,246,284	2.5%	15,083,468	14,500,894	4.0%	1,575,859	1,745,390	-9.7%
MAUI	16,109,009	15,589,099	3.3%	14,593,692	13,948,570	4.6%	1,515,317	1,640,530	-7.6%
MOLOKAI	308,865	345,733	-10.7%	271,239	286,753	-5.4%	37,626	58,979	-36.2%
LANAI	241,453	311,452	-22.5%	218,537	265,571	-17.7%	22,916	45,881	-50.1%
KAUAI	6,906,206	6,507,320	6.1%	6,405,086	5,984,480	7.0%	501,120	522,840	-4.2%
BIG ISLAND	8,555,752	8,005,790	6.9%	7,221,078	6,604,563	9.3%	1,334,674	1,401,227	-4.7%
HILO	1,756,681	1,725,147	1.8%	1,428,858	1,386,128	3.1%	327,823	339,020	-3.3%
KONA	6,799,071	6,280,643	8.3%	5,792,219	5,218,436	11.0%	1,006,851	1,062,207	-5.2%

Source: DBEDT

**TABLE 5: Visitor Days by Month: 2004 vs. 2003
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
JANUARY	5,412,527	5,256,581	3.0%	4,032,564	3,778,855	6.7%	1,379,963	1,477,726	-6.6%
FEBRUARY	5,032,956	4,682,431	7.5%	3,766,550	3,333,980	13.0%	1,266,406	1,348,451	-6.1%
MARCH	5,159,117	4,773,694	8.1%	3,870,486	3,586,934	7.9%	1,288,631	1,186,761	8.6%
APRIL	4,663,810	4,302,021	8.4%	3,705,930	3,491,179	6.2%	957,881	810,842	18.1%
MAY	4,698,207	4,227,250	11.1%	3,686,589	3,369,679	9.4%	1,011,618	857,571	18.0%
JUNE	5,643,628	5,191,266	8.7%	4,598,160	4,401,265	4.5%	1,045,468	790,001	32.3%
JULY	6,341,213	5,903,010	7.4%	5,111,387	4,771,654	7.1%	1,229,826	1,131,356	8.7%
AUGUST	5,822,234	5,813,347	0.2%	4,464,517	4,388,192	1.7%	1,357,716	1,425,155	-4.7%
SEPTEMBER	4,482,658	4,048,526	10.7%	3,316,092	2,978,815	11.3%	1,166,566	1,069,711	9.1%
OCTOBER	4,830,436	4,472,070	8.0%	3,713,852	3,389,553	9.6%	1,116,584	1,082,517	3.1%
NOVEMBER	4,645,251	4,411,213	5.3%	3,543,593	3,294,071	7.6%	1,101,658	1,117,143	-1.4%
DECEMBER	6,029,951	5,701,290	5.8%	4,632,043	4,252,807	8.9%	1,397,909	1,448,483	-3.5%
TOTAL	62,761,989	58,782,699	6.8%	48,441,764	45,036,982	7.6%	14,320,225	13,745,717	4.2%

Source: DBEDT

TABLE 6: Average Daily Census by Island: 2004 vs. 2003
(Arrivals by air)

	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
TOTAL STATE	171,481	161,048	6.5%	132,355	123,389	7.3%	39,126	37,659	3.9%
OAHU	83,718	76,776	9.0%	53,913	49,170	9.6%	29,805	27,606	8.0%
MAUI COUNTY	45,517	44,510	2.3%	41,212	39,728	3.7%	4,306	4,782	-10.0%
MAUI	44,014	42,710	3.1%	39,873	38,215	4.3%	4,140	4,495	-7.9%
MOLOKAI	844	947	-10.9%	741	786	-5.7%	103	162	-36.4%
LANAI	660	853	-22.7%	597	728	-17.9%	63	126	-50.2%
KAUAI	18,869	17,828	5.8%	17,500	16,396	6.7%	1,369	1,432	-4.4%
BIG ISLAND	23,376	21,934	6.6%	19,730	18,095	9.0%	3,647	3,839	-5.0%
HILO	4,800	4,726	1.5%	3,904	3,798	2.8%	896	929	-3.6%
KONA	18,577	17,207	8.0%	15,826	14,297	10.7%	2,751	2,910	-5.5%

Source: DBEDT

TABLE 7: Average Daily Census by Month: 2004 vs. 2003
(Arrivals by air)

	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
JANUARY	174,598	169,567	3.0%	130,083	121,899	6.7%	44,515	47,669	-6.6%
FEBRUARY	173,550	167,230	3.8%	129,881	119,071	9.1%	43,669	48,159	-9.3%
MARCH	166,423	153,990	8.1%	124,854	115,708	7.9%	41,569	38,283	8.6%
APRIL	155,460	143,401	8.4%	123,531	116,373	6.2%	31,929	27,028	18.1%
MAY	151,555	136,363	11.1%	118,922	108,699	9.4%	32,633	27,664	18.0%
JUNE	188,121	173,042	8.7%	153,272	146,709	4.5%	34,849	26,333	32.3%
JULY	204,555	190,420	7.4%	164,883	153,924	7.1%	39,672	36,495	8.7%
AUGUST	187,814	187,527	0.2%	144,017	141,555	1.7%	43,797	45,973	-4.7%
SEPTEMBER	149,422	134,951	10.7%	110,536	99,294	11.3%	38,886	35,657	9.1%
OCTOBER	155,821	144,260	8.0%	119,802	109,340	9.6%	36,019	34,920	3.1%
NOVEMBER	154,842	147,040	5.3%	118,120	109,802	7.6%	36,722	37,238	-1.4%
DECEMBER	194,515	183,913	5.8%	149,421	137,187	8.9%	45,094	46,725	-3.5%
TOTAL	171,481	161,048	6.5%	132,355	123,389	7.3%	39,126	37,659	3.9%

Source: DBEDT

**TABLE 8: Visitors Staying Overnight or Longer: 1952-2004
(Arrivals by air)**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1952	60,436	17.4%	51,383	13.6%	9,054	45.2%
1953	80,237	32.8%	67,726	31.8%	12,511	38.2%
1954	91,166	13.6%	77,281	14.1%	13,885	11.0%
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%
2002	6,389,058	1.4%	4,358,850	3.2%	2,030,208	-2.4%
2003	6,380,439	-0.1%	4,531,289	4.0%	1,849,150	-8.9%
2004	6,912,094	8.3%	4,892,960	8.0%	2,019,134	9.2%

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

U.S. WEST

U.S. EAST

JAPAN

CANADA

EUROPE

OCEANIA

OTHER ASIA

LATIN AMERICA

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA (MMA)

U.S. West Visitors by Air:

The U.S. West continued to be Hawaii's primary visitor market and the largest of the MMAs in terms of total expenditures, visitor days and visitor arrivals. Visitor arrivals increased 6.1 percent compared to 2003 and contributed to a 5.4 percent growth in U.S. West visitor days. The average length of stay by these visitors was 9.54 days. Expenditures by U.S. West visitors rose 1.7 percent from the previous year to \$3.9 billion. Daily spending by this group of visitors was \$148 per person compared to \$153 per person in 2003. (TABLES 1 & 11).

Other facts about the U.S. West market:

- Repeat visitors accounted for 77.3 percent of all visitors from the U.S. West, compared to 76.9 percent in the previous year.
- Reflecting the fact that the majority of U.S. West visitors have been to the islands before, nearly 67 percent of the U.S. West visitors were true independent travelers while the remainder purchased group or package tours.
- About 46 percent of all U.S. West visitors went to Oahu, 37.6 percent went to Maui, 18.5 percent went to the Big Island and 17.7 percent went to Kauai.
- The Big Island (+6.3%), Oahu (+5.3%), Kauai (+4.4%) and Maui (+0.5%) experienced growth in visitations from the U.S. West.
- The average length of stay by U.S. West visitors increased on Oahu, Maui, Molokai, Kauai and the Big Island in 2004 compared to the previous year. U.S. West visitors stayed the longest on the Big Island (8.23 days), followed by Maui (8.17 days), Kauai (7.90 days), Oahu (7.51 days), Molokai (5.28 days) and Lanai (3.73 days).
- More than 55 percent of the visitors stayed in hotels, 23.9 percent stayed in condominiums, 12.2 percent stayed with friends and relatives and 10.3 percent stayed in timeshare properties.
- The number of visitors who came for pleasure increased 6.7 percent from 2003. Those who came to get married/honeymooned in the islands also rose by 1 percent.
- More than half (52%) of visitors from this MMA were female and 48 percent were male. (TABLE 26). The largest age group was between 41 to 59 years (32.7%), followed by the 25 to 40 years age group (24.5%) and those 60 years and older (14.5%) (TABLE 26)

Most (98.3%) of the 2,768,002 U.S. West visitors to the islands arrived from domestic points of origin while the remainder came on international flights. California remains the largest contributor (63.9%) to total U.S. West arrivals. Arrivals from California increased 6.1 percent from 2003 to 1.77 million visitors. California was also the biggest single state market accounting for 36.1 percent of domestic visitors and 25.6 percent of total visitors in 2004 (TABLES 10 & 12). Washington (+10.6%) and Oregon (+4.9%), the second and third largest contributors to U.S. West arrivals, also rose to 293,786 and 135,943 visitors, respectively.

U.S. East Visitors by Air:

Hawaii's second largest visitor market is the U.S. East. In 2004 total visitor days from this group rose 9 percent due to a 9.2 percent growth in arrivals to the islands. The average length of stay by these visitors was 10.25 days. Total expenditures by U.S. East visitors climbed 15.2 percent to \$3.2 billion. Daily spending rose to \$173 per person from \$163 per person in the previous year (TABLES 1 & 13).

In addition:

- Oahu hosted 62.9 percent of the U.S. East visitors who came in 2004. Close to 41 percent visited Maui, 22.5 percent visited the Big Island and 20.3 percent visited Kauai.
- More U.S. East visitors went to Oahu (+9.7%), the Big Island (+6.4%), Kauai (+4.9%) and Maui (+3.3%) than in 2003.
- Oahu, Maui, Molokai, Kauai and the Big Island experienced a longer average length of stay by U.S. East visitors compared to the previous year. This group of visitors stayed the longest on Oahu (7.42 days), followed by Maui (6.95 days), the Big Island (6.20 days), Kauai (6 days), Molokai (3.80 days) and Lanai (3.08 days).
- Similar to their U.S. West counterpart, more U.S. East visitors came for pleasure (+10.9%) to honeymoon/get married (+6.3%) and to visit friends or relatives (+11.4%) in 2004.
- About half (51.2%) of the visitors have been to Hawaii at least once before.
- Close to 63 percent of the U.S. East visitors were true independent travelers.
- The majority (68.3%) of the visitors chose hotels for their lodging, 15 percent stayed in condominiums, 10.7 percent stayed with friends or relatives and 8.2 percent stayed in timeshare properties.
- Over half (52.1%) of U.S. East visitors were female. Those between 41-59 years old were the largest age group (35.3%), followed by those between the ages 25-40 (25.5%) and those 60 years and older (16%) (TABLE 26).

Most (97.4%) of the 1,805,377 U.S. East visitors arrived in Hawaii from domestic flights while only 48,437 came from international points of origin. All seven regions of the U.S East market reported increased arrivals compared to 2003, led by the South Atlantic region (+12.1%), the East South Central region (+11.1%), the East North Central region (+9.3%), the Mid Atlantic region (+8.5%), the West North Central region (+8.2%), the New England region (+7.4%) and the West South Central region (+5.6%). The largest of all the sub-markets is the East-North-Central Region with 412,006 visitors. Ranked second in arrivals is the South Atlantic Region with 386,662 visitors (TABLE 14).

Japanese Visitors by Air:

Ranked third in terms of total visitor expenditures, visitor days and arrivals is the Japanese market. A 10.6 percent increase in arrivals contributed to an 8.6 percent growth in Japanese visitor days in 2004. The average length of stay was 5.80 days. Total Japanese visitor expenditures rose 13.7 percent to \$2.2 billion. Daily spending by Japanese visitors continued to be the highest among all visitors to Hawaii at \$252 per person, up from \$240 per person in the previous year (TABLES 1 & 18).

In addition:

- Nearly 96 percent of the Japanese visitors in 2004 came to Oahu, 14.4 percent visited the Big Island, 8 percent visited the island of Maui and 3.7 percent visited Kauai.
- Japanese visitors stayed the longest on Oahu (5.22 days), followed by the Big Island (3.26 days), Maui (3.12 days), Lanai (2.47 days), Kauai (1.89 days) and Molokai (1.49 days).
- In contrast to U.S. visitors, most Japanese visitors came on packaged tours, while only 13.7 percent were true independent travelers.
- Over half (54.6%) of the arrivals were repeat visitors to the islands.
- The most popular choice of lodging among Japanese visitors continues to be hotels, accommodating 91.6 percent of those who came in 2004.
- The number of Japanese visitors who came for pleasure (+11.1%), for corporate meetings (+18.6%) or to honeymoon/get married (+10.4%) increased compared to the previous year.
- Similar to their U.S. counterparts there were also more female (57.8%) visitors from Japan than male. However, the largest age group were younger, between 25 to 40 years old (39.6%), followed by those between 41 to 59 years (24.7%) and those over 60 years old (13.2%) (TABLE 26).

Most (99.2%) of the 1,482,085 Japanese visitors came to Hawaii on international flights. Three central regions: Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya) together, contributed to 43.6 percent of total Japanese arrivals in 2004 (TABLES 18 & 19).

Canadian Visitors by Air:

Total visitor days from Canada, the State's fourth largest visitor market, increased 3.3 percent due to 5.9 percent growth in arrivals compared to the previous year. The average length of stay by these visitors was 13.13 days, the longest among Hawaii's visitor groups. Total expenditures by Canadian visitors rose 8.4 percent to \$363.6 million in 2004. Daily visitor spending increased from \$122 per person to \$128 per person and was the lowest among the MMAs (TABLES 1 & 20).

In addition:

- Repeat visitors comprised 57.1 percent of the Canadian visitors in 2004.
- Oahu and Maui were the two most popular islands, visited by 56.7 percent and 42.9 percent of the Canadians, respectively. More Canadian visitors went to Oahu and Kauai than in 2003.

- Close to 66 percent of all Canadian visitors were true independent travelers.
- Canadian visitors spent the most time on Maui (10.10 days), followed by Oahu (9.99 days), the Big Island (8.20 days), Kauai (7.70 days), Molokai (5.62 days) and Lanai (3.58 days).
- Nearly 57 percent of Canadian visitors stayed in hotels, 28.5 percent stayed in condominiums, 9.5 percent stayed in timeshare properties and 7.8 percent stayed with friends and relatives.
- A greater number of Canadian visitors were in Hawaii for pleasure (+7.3%), for incentive travels (+21.2%), for corporate meetings (+3.4%), to honeymoon/get married (+10.5%) and to visit friends or relatives (+6.4%) compared to the previous year.
- The largest age group for Canadian visitors was between 41 to 59 years (34.6%), followed by those 25 to 40 years (25%) and those over 60 years old (18.9%). Nearly 53 percent of the visitors were female (TABLE 26).

About 27 percent of the 217,163 total Canadian visitors arrived in Hawaii from the U.S. mainland while the majority flew direct from Canada or from other international destinations.

European Visitors by Air:

European total visitor days rose 3.3 percent due to increased arrivals (+3.5%) in 2004. The average length of stay by this group of visitors was virtually unchanged at 12.35 days. Total expenditures by European visitors of \$215.3 million, were 1.5 percent lower than in 2003. (TABLES 1 & 21).

In addition:

- The United Kingdom (58.2%) and Germany (24.4%) comprised the majority of the total 114,948 European visitors in 2004 (TABLE 10).
- Nearly 88 percent of Europeans arrived in the islands from U.S. cities.
- Oahu was visited by 73.3 percent of the Europeans, followed by Maui (33.2%), the Big Island (22.6%) and Kauai (17.8%).
- European visitors stayed the longest on Oahu (9.07 days), followed by Maui (7.94 days), the Big Island (7.69 days), Molokai (6.62 days) Kauai (6.48 days) and Lanai (3.12 days).
- Over half purchased packages for at least their air and hotel accommodations while about 45 percent of the European visitors made independent travel arrangements.
- More European visitors came to Hawaii for pleasure (+3.9%) and to honeymoon/get married (+3.7%) compared to 2003.
- Hotels were the lodging choice for 76.6 percent of the European visitors. About 8 percent stayed with friends and relatives, while 7.4 percent stayed in condominium properties.
- Close to 71 percent were first time visitors to Hawaii.
- Those between 41 to 59 years old comprised the largest age group (32.8%) of European visitors, followed by those between 25 to 40 years (31.5%) and those over 60 years old (17.4%). There were slightly more male (50.4%) than female (49.6%) European visitors in 2004 (TABLE 26).

Oceania — Australia and New Zealand Visitors by Air:

A 38.3 percent growth in arrivals contributed to a 32.9 percent increase in visitor days from the Oceania market in 2004. The average length of stay was 8.77 days. Total expenditures from this group of visitors jumped 39.7 percent to \$191.7 million while their daily spending averaged \$166 per person compared to \$157 per person in 2003 (TABLES 1 & 22).

In addition:

- Of the 132,130 visitors from this market, 85.5 percent were from Australia while the remaining 14.5 percent were from New Zealand.
- First time visitors comprised over half (53.8%) of all Oceania visitors to the islands.
- Most (94.4%) of the visitors from this market went to Oahu during their stay.
- Nearly 86 percent of the visitors from Oceania stayed in hotels.
- A higher number of visitors from this market came for pleasure (+42.9%), to honeymoon/get married (+64.5%) for conventions (+51.1%) and to visit friends and relatives (+14.3%) compared to the previous year.
- About 46 percent of the visitors were true independent travelers while the remainder purchased air and hotel package accommodations.
- The largest age group for visitors from Oceania were those 41 to 59 years (34.4%) followed by those between 25 to 40 years old (26.5%) (TABLE 26). About 51 percent of the visitors from this market were female.

Other Asian Visitors by Air:

Visitor days from Other Asia declined 20.3 percent. Visitor arrivals which were unchanged from the previous year, was offset by a shorter average length of stay by those who came in 2004 (7.74 days compared to 9.70 days in 2003). Visitor expenditures decreased to \$141.1 million, from \$168.3 million in 2003. However, daily spending by these visitors rose from \$176 per person to \$185 per person and remained second highest among all visitor groups (TABLES 1 & 23).

In addition:

- Visitors from Korea (39%), China (34.7%) and Taiwan (16.4%) combined made up 90.1 percent of the total 98,480 visitors from Other Asia (TABLE 10).
- Oahu hosted 91.3 percent of the visitors from this market.
- The average length of stay by these visitors was the longest on Oahu (6.63 days), followed by the Big Island (5.13 days), Kauai (4.31 days), Maui (4.30 days), Lanai (2.56 days) and Molokai (2.13 days).
- The majority (69.6%) of the visitors from Other Asia were first timers to Hawaii.
- Group tours and package trips remained the most popular form of travel for this group of visitors. Only 35.9 percent were true independent travelers.
- Over 83 percent of Other Asian visitors stayed in hotels.
- Those between 41 to 59 years old (37.5%) and between 25 to 40 years (36.7%) were the two largest age groups from Other Asia. Close to 58 percent of the visitors were male (TABLE 26).

- The majority of the visitors from Other Asia came from international points of origin while 36.6 percent arrived in Hawaii through the U.S. mainland.

Latin American Visitors by Air:

Total expenditures by visitors from Latin America increased 6.6 percent to \$19.6 million, due to a 3.3 percent growth in visitor days. Arrivals declined by 2.6 percent but were offset by a longer average length of stay (10.97 days compared to 10.34 days in 2003) by those who came in 2004. Daily spending by these visitors grew from \$126 per person to \$130 per person (TABLE 24).

In addition:

- Close to 58 percent of the 13,760 visitors from Latin America were from Mexico, 29.7 percent were from Brazil and 12.2 percent were from Argentina.
- First time visitors comprised 65.5 percent of all visitors from this market.
- Over half (51.6%) were true independent travelers while the remainder purchased group or tour packages.
- Nearly 71 percent of the visitors went to Oahu during their stay.
- The majority of the visitors (72.1%) stayed in hotels.
- Pleasure trips continued to be the primary purpose of travel for visitors from this market (76.1%).

**TABLE 9: 2004 Visitor Days by Month and MMA
(Arrivals by air)**

2004	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	1,920,525	1,856,465	632,236	496,400	45,650	7,936	29,273	4,372	6,693	93,924	83,814	7,656	91,471
Feb	1,877,738	1,628,798	653,556	428,868	49,210	8,368	31,601	3,681	8,262	101,123	69,776	8,572	78,348
Mar	1,924,780	1,695,404	706,626	339,766	54,519	4,972	34,618	3,721	8,518	106,348	50,846	10,388	61,234
Apr	2,180,418	1,267,863	612,253	146,204	57,595	6,733	26,147	2,565	6,118	99,159	69,935	13,337	83,272
May	2,032,776	1,438,217	622,816	128,505	47,045	5,800	28,696	3,117	9,524	94,183	93,917	13,671	107,589
Jun	2,558,222	1,797,602	680,241	90,531	50,430	6,752	22,614	4,017	5,880	89,694	89,452	30,605	120,057
Jul	2,783,747	2,005,865	800,295	138,684	70,283	12,623	30,500	8,793	12,548	134,748	78,084	31,124	109,207
Aug	2,716,690	1,417,413	927,293	146,694	84,326	12,861	44,362	18,649	5,494	165,692	74,023	25,230	99,253
Sep	1,865,293	1,152,121	742,200	110,780	78,448	6,744	38,665	5,168	11,404	140,429	92,696	27,335	120,031
Oct	1,992,547	1,365,118	748,884	182,291	60,563	10,252	48,963	6,433	11,639	137,850	74,900	15,074	89,974
Nov	2,049,937	1,170,180	666,526	256,221	70,754	6,665	36,407	4,114	8,315	126,255	68,702	10,471	79,172
Dec	2,516,586	1,705,015	806,921	386,274	61,970	7,746	44,175	7,094	8,654	129,639	102,182	16,666	118,848
TOTAL	26,419,258	18,500,060	8,599,847	2,851,218	730,794	97,452	416,022	71,723	103,050	1,419,042	948,328	210,129	1,158,457
DOMESTIC													
Jan	1,874,615	1,788,733	5,743	87,674	36,235	7,576	26,005	4,000	6,213	80,029	20,300	2,126	22,426
Feb	1,830,892	1,594,996	5,599	81,111	38,449	7,519	29,794	3,333	5,837	84,932	8,927	1,241	10,168
Mar	1,897,055	1,654,952	7,967	72,586	39,972	4,576	28,905	3,335	7,559	84,346	7,570	1,363	8,932
Apr	2,153,456	1,243,427	5,223	48,384	48,092	6,116	24,281	2,279	5,622	86,390	10,448	2,108	12,556
May	1,984,076	1,400,106	8,213	36,455	40,425	5,527	27,189	2,352	8,774	84,267	11,595	1,749	13,344
Jun	2,525,989	1,762,751	8,616	23,827	44,722	6,087	21,379	3,746	5,512	81,447	13,173	2,790	15,963
Jul	2,717,576	1,970,182	8,302	41,150	66,090	11,098	29,309	8,375	12,098	126,969	14,578	4,235	18,813
Aug	2,666,487	1,369,238	9,990	42,466	71,508	12,297	41,440	17,200	5,190	147,635	13,358	2,772	16,130
Sep	1,838,453	1,123,029	7,079	35,872	73,223	5,926	37,020	4,857	10,690	131,715	18,650	3,864	22,514
Oct	1,969,110	1,340,296	5,586	63,385	56,257	9,689	46,835	6,338	11,144	130,263	20,328	2,562	22,890
Nov	2,029,008	1,150,502	4,592	83,417	60,718	5,664	33,492	3,904	7,627	111,406	11,856	1,953	13,809
Dec	2,476,516	1,682,752	6,886	127,193	55,842	6,958	33,450	6,750	7,877	110,878	11,683	2,862	14,546
TOTAL	25,963,233	18,080,965	83,795	743,519	631,532	89,033	379,099	66,469	94,145	1,260,278	162,466	29,626	192,092
INTERNATIONAL													
Jan	45,910	67,732	626,493	408,726	9,415	360	3,268	372	480	13,895	63,514	5,530	69,045
Feb	46,847	33,802	647,957	347,757	10,761	849	1,807	348	2,425	16,190	60,849	7,330	68,180
Mar	27,726	40,452	698,660	267,180	14,548	396	5,713	386	958	22,001	43,276	9,025	52,301
Apr	26,962	24,436	607,030	97,820	9,503	617	1,867	286	496	12,769	59,487	11,229	70,716
May	48,700	38,111	614,604	92,051	6,620	273	1,508	765	750	9,916	82,322	11,923	94,245
Jun	32,232	34,851	671,625	66,704	5,707	665	1,235	272	368	8,247	76,279	27,815	104,094
Jul	66,171	35,683	791,993	97,534	4,193	1,525	1,192	418	451	7,779	63,506	26,889	90,395
Aug	50,203	48,175	917,304	104,228	12,819	564	2,921	1,449	304	18,057	60,665	22,458	83,123
Sep	26,840	29,092	735,121	74,907	5,225	818	1,646	311	714	8,713	74,046	23,471	97,517
Oct	23,437	24,822	743,299	118,906	4,307	563	2,128	95	495	7,587	54,572	12,512	67,084
Nov	20,929	19,678	661,934	172,805	10,036	1,001	2,914	210	688	14,850	56,845	8,518	65,363
Dec	40,070	22,263	800,034	259,081	6,128	788	10,725	343	777	18,761	90,499	13,804	104,303
TOTAL	456,025	419,096	8,516,053	2,107,698	99,263	8,419	36,923	5,254	8,906	158,765	785,862	180,504	966,365

TABLE 9: 2004 Visitor Days by Month and MMA (continued)
(Arrivals by air)

2004	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	25,101	4,840	45,326	3,158	14,518	92,944	2,066	4,473	4,848	11,388	217,175	5,412,527
Feb	13,182	2,350	38,220	3,398	7,504	64,655	1,497	5,499	4,578	11,574	188,297	5,032,956
Mar	15,243	3,371	28,396	1,749	9,888	58,647	2,079	4,150	4,280	10,509	255,804	5,159,117
Apr	13,831	3,611	20,279	2,473	8,910	49,104	1,651	3,677	7,557	12,885	212,653	4,663,810
May	14,039	3,364	26,508	3,345	6,135	53,391	1,337	3,226	5,325	9,888	210,842	4,698,207
Jun	10,292	5,457	28,989	4,873	12,775	62,387	2,067	2,749	4,655	9,471	235,424	5,643,628
Jul	11,668	7,249	38,074	2,630	13,175	72,795	1,812	3,354	10,569	15,735	280,137	6,341,213
Aug	11,372	5,623	33,379	2,418	20,566	73,358	974	2,696	6,608	10,277	265,565	5,822,234
Sep	11,675	2,854	29,159	3,180	22,858	69,725	1,784	4,188	6,327	12,300	269,779	4,482,658
Oct	17,499	2,320	16,609	1,658	8,679	46,766	1,332	4,434	7,592	13,357	253,648	4,830,436
Nov	17,350	2,434	19,771	4,245	3,868	47,669	944	4,178	4,340	9,462	239,829	4,645,251
Dec	17,290	7,900	33,974	4,815	6,416	70,395	5,241	9,705	9,140	24,086	272,189	6,029,951
TOTAL	178,541	51,372	358,685	37,941	135,295	761,834	22,784	52,329	75,819	150,931	2,901,341	62,761,989
DOMESTIC												
Jan	9,228	1,204	5,657	312	2,080	18,480	2,004	4,077	4,740	10,821	144,043	4,032,564
Feb	10,149	872	5,104	685	1,191	18,000	1,482	5,214	4,425	11,120	129,732	3,766,550
Mar	11,134	1,306	2,393	456	1,733	17,023	2,063	4,024	4,091	10,178	117,448	3,870,486
Apr	8,931	1,171	3,481	733	1,908	16,224	1,623	3,030	7,457	12,111	128,159	3,705,930
May	8,901	1,135	5,050	1,060	1,385	17,532	1,329	3,142	5,091	9,562	133,034	3,686,589
Jun	7,969	1,467	5,937	997	1,929	18,299	2,000	2,721	4,538	9,259	152,009	4,598,160
Jul	5,833	2,026	6,676	909	2,042	17,486	1,808	3,297	10,047	15,152	195,758	5,111,387
Aug	5,251	1,856	6,579	577	2,926	17,190	959	2,595	6,185	9,739	185,643	4,464,517
Sep	8,068	1,184	5,247	450	2,249	17,197	1,761	3,145	6,083	10,989	129,241	3,316,092
Oct	12,657	719	2,587	296	1,110	17,369	1,324	4,301	7,433	13,058	151,895	3,713,852
Nov	13,189	717	5,582	494	1,317	21,298	920	4,153	4,088	9,161	120,400	3,543,593
Dec	13,607	1,794	6,180	1,398	2,507	25,487	5,179	9,285	8,870	23,334	164,452	4,632,043
TOTAL	114,916	15,450	60,473	8,367	22,378	221,585	22,451	48,985	73,048	144,484	1,751,814	48,441,764
INTERNATIONAL												
Jan	15,874	3,636	39,669	2,846	12,438	74,463	62	396	108	566	73,133	1,379,963
Feb	3,034	1,479	33,116	2,713	6,313	46,655	16	285	153	454	58,566	1,266,406
Mar	4,109	2,065	26,003	1,293	8,155	41,624	16	126	189	331	138,357	1,288,631
Apr	4,900	2,440	16,798	1,740	7,002	32,880	28	646	100	774	84,493	957,881
May	5,138	2,229	21,458	2,285	4,750	35,859	8	84	234	326	77,808	1,011,618
Jun	2,323	3,990	23,053	3,876	10,846	44,088	67	28	117	212	83,415	1,045,468
Jul	5,835	5,223	31,398	1,721	11,133	55,309	4	57	522	583	84,379	1,229,826
Aug	6,121	3,766	26,800	1,841	17,639	56,167	15	100	423	538	79,922	1,357,716
Sep	3,607	1,670	23,912	2,730	20,610	52,528	23	1,043	244	1,310	140,537	1,166,566
Oct	4,842	1,601	14,023	1,362	7,570	29,397	8	133	158	299	101,753	1,116,584
Nov	4,161	1,717	14,190	3,751	2,552	26,370	23	25	252	300	119,429	1,101,658
Dec	3,683	6,106	27,794	3,417	3,909	44,908	62	420	270	752	107,736	1,397,909
TOTAL	63,625	35,922	298,212	29,574	112,917	540,250	332	3,344	2,771	6,447	1,149,527	14,320,225

TABLE 10: 2004 Visitor Arrivals by Month and MMA
(Arrivals by air)

2004	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND
Jan	176,760	151,198	109,996	32,078	4,410	570	1,711	362	330	7,384	9,776	1,034	10,810
Feb	195,530	155,030	115,584	32,369	4,670	609	2,064	350	370	8,062	5,927	684	6,611
Mar	211,303	179,259	117,365	27,616	4,940	469	2,285	362	455	8,511	5,956	946	6,902
Apr	243,970	135,900	104,314	12,487	5,288	680	2,019	264	433	8,684	7,501	1,607	9,108
May	222,693	147,120	113,394	10,915	4,570	656	2,315	278	487	8,306	11,294	1,453	12,747
Jun	258,528	173,426	122,803	8,013	4,681	482	1,776	340	363	7,643	10,771	2,183	12,954
Jul	284,019	196,480	129,887	11,377	6,300	858	2,084	587	749	10,577	9,557	2,432	11,989
Aug	291,537	137,632	144,942	12,285	7,732	1,150	2,875	1,597	392	13,747	9,658	2,646	12,304
Sep	206,567	117,062	132,290	9,211	7,410	587	2,747	475	565	11,783	11,577	2,330	13,906
Oct	213,180	139,768	135,889	14,730	5,811	949	3,567	580	705	11,611	10,157	1,508	11,665
Nov	219,160	117,795	120,506	19,082	6,151	517	2,509	344	426	9,946	10,379	1,118	11,497
Dec	244,755	154,707	135,116	27,003	4,958	638	2,109	541	446	8,693	10,407	1,229	11,635
TOTAL	2,768,002	1,805,377	1,482,085	217,163	66,921	8,165	28,061	6,080	5,722	114,948	112,960	19,170	132,130
DOMESTIC													
Jan	171,735	146,300	813	5,732	3,106	510	1,559	336	270	5,782	2,823	318	3,141
Feb	192,038	151,451	895	6,286	3,422	526	1,878	326	303	6,454	1,353	167	1,520
Mar	207,825	175,339	1,210	6,346	3,751	397	2,092	335	386	6,961	1,189	149	1,338
Apr	240,859	132,919	787	4,341	4,490	600	1,899	244	366	7,599	1,593	320	1,913
May	218,869	143,139	1,103	3,274	3,845	565	2,181	261	437	7,289	1,805	301	2,106
Jun	254,565	168,191	1,111	2,071	4,085	417	1,645	321	317	6,786	2,024	356	2,380
Jul	277,550	189,168	1,051	3,320	5,704	758	1,911	565	671	9,608	2,277	518	2,795
Aug	286,650	133,374	1,461	3,618	6,700	1,056	2,655	1,505	354	12,271	2,049	350	2,399
Sep	203,381	113,513	1,057	2,960	6,854	507	2,567	448	526	10,901	2,968	520	3,487
Oct	209,677	136,488	856	5,010	5,292	894	3,377	553	669	10,784	3,296	379	3,675
Nov	217,046	115,657	882	6,151	5,208	440	2,275	314	378	8,614	1,685	250	1,935
Dec	240,314	151,401	961	8,841	4,245	561	1,911	517	387	7,622	1,528	277	1,804
TOTAL	2,720,509	1,756,940	12,186	57,947	56,702	7,231	25,950	5,725	5,065	100,672	24,590	3,905	28,495
INTERNATIONAL													
Jan	5,025	4,898	109,183	26,346	1,304	60	152	26	60	1,602	6,953	716	7,669
Feb	3,492	3,579	114,689	26,083	1,248	83	186	24	67	1,608	4,574	517	5,091
Mar	3,478	3,920	116,155	21,270	1,189	72	193	27	69	1,550	4,767	797	5,564
Apr	3,111	2,981	103,527	8,146	798	80	120	20	67	1,085	5,908	1,287	7,195
May	3,824	3,981	112,291	7,641	725	91	134	17	50	1,017	9,489	1,152	10,641
Jun	3,963	5,235	121,692	5,942	596	65	131	19	46	857	8,747	1,827	10,574
Jul	6,469	7,312	128,836	8,057	596	100	173	22	78	969	7,280	1,914	9,194
Aug	4,887	4,258	143,481	8,667	1,032	94	220	92	38	1,476	7,609	2,296	9,905
Sep	3,186	3,549	131,233	6,251	556	80	180	27	39	882	8,609	1,810	10,419
Oct	3,503	3,280	135,033	9,720	519	55	190	27	36	827	6,861	1,129	7,990
Nov	2,114	2,138	119,624	12,931	943	77	234	30	48	1,332	8,694	868	9,562
Dec	4,441	3,306	134,155	18,162	713	77	198	24	59	1,071	8,879	952	9,831
TOTAL	47,493	48,437	1,469,899	159,216	10,219	934	2,111	355	657	14,276	88,370	15,265	103,635

TABLE 10: 2004 Visitor Arrivals by Month and MMA (continued)
(Arrivals by air)

2004	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	2,934	751	5,058	392	1,987	11,122	154	419	412	985	17,772	518,105
Feb	2,747	262	3,662	310	1,029	8,010	142	476	584	1,201	18,008	540,406
Mar	3,100	436	2,449	251	1,488	7,724	139	421	472	1,031	20,991	580,702
Apr	3,057	438	2,946	199	1,073	7,713	169	331	921	1,420	25,561	549,158
May	2,424	402	3,474	325	920	7,545	147	367	578	1,092	22,091	545,903
Jun	2,059	500	3,609	442	1,788	8,398	102	189	453	744	25,018	617,527
Jul	1,876	671	3,784	285	1,494	8,110	180	332	1,040	1,552	30,236	684,228
Aug	2,021	652	3,312	325	1,928	8,237	111	212	647	970	24,976	646,631
Sep	2,731	400	2,351	331	1,715	7,527	162	308	636	1,105	22,629	522,080
Oct	3,617	283	2,327	265	983	7,476	136	334	897	1,366	27,078	562,763
Nov	4,109	310	2,384	422	738	7,962	102	237	472	811	21,223	527,982
Dec	3,543	517	3,037	541	1,019	8,656	134	456	892	1,482	24,563	616,610
TOTAL	34,216	5,621	38,394	4,088	16,161	98,480	1,677	4,080	8,003	13,760	280,148	6,912,094
DOMESTIC												
Jan	1,423	164	739	47	193	2,566	146	391	394	931	11,332	348,332
Feb	2,099	103	683	75	140	3,100	140	460	561	1,160	12,271	375,176
Mar	2,242	141	391	63	247	3,084	137	412	451	999	11,997	415,099
Apr	2,128	138	551	54	192	3,063	165	315	896	1,375	13,535	406,392
May	1,758	166	765	78	210	2,977	146	346	552	1,044	13,642	393,443
Jun	1,525	169	739	92	221	2,746	97	182	440	719	14,303	452,872
Jul	884	231	682	99	257	2,153	179	313	982	1,474	18,792	505,912
Aug	998	224	926	62	369	2,578	106	208	600	914	17,382	460,648
Sep	1,727	153	513	58	236	2,686	159	291	610	1,059	12,759	351,803
Oct	2,545	92	407	38	151	3,234	135	325	872	1,331	15,150	386,205
Nov	3,103	104	475	59	208	3,948	99	236	444	779	11,803	366,815
Dec	2,596	145	706	131	297	3,874	126	428	874	1,428	14,019	430,264
TOTAL	23,026	1,829	7,578	856	2,720	36,009	1,634	3,905	7,675	13,214	166,987	4,892,960
INTERNATIONAL												
Jan	1,511	587	4,319	345	1,794	8,556	8	28	18	54	6,440	169,773
Feb	648	159	2,979	235	889	4,910	2	16	23	41	5,737	165,230
Mar	858	295	2,058	188	1,241	4,640	2	9	21	32	8,994	165,603
Apr	929	300	2,395	145	881	4,650	4	16	25	45	12,026	142,766
May	666	236	2,709	247	710	4,568	1	21	26	48	8,449	152,460
Jun	534	331	2,870	350	1,567	5,652	5	7	13	25	10,715	164,655
Jul	992	440	3,102	186	1,237	5,957	1	19	58	78	11,444	178,316
Aug	1,023	428	2,386	263	1,559	5,659	5	4	47	56	7,594	185,983
Sep	1,004	247	1,838	273	1,479	4,841	3	17	26	46	9,870	170,277
Oct	1,072	191	1,920	227	832	4,242	1	9	25	35	11,928	176,558
Nov	1,006	206	1,909	363	530	4,014	3	1	28	32	9,420	161,167
Dec	947	372	2,331	410	722	4,782	8	28	18	54	10,544	186,346
TOTAL	11,190	3,792	30,816	3,232	13,441	62,471	43	175	328	546	113,161	2,019,134

**TABLE 11: U.S. West MMA Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	26,419,258	25,061,943	5.4%	25,963,233	24,599,814	5.5%	456,025	462,129	-1.3%
Total Visitors	2,768,002	2,609,862	6.1%	2,720,509	2,563,517	6.1%	47,493	46,345	2.5%
PARTY SIZE									
One	493,952	477,820	3.4%	482,263	465,599	3.6%	11,689	12,221	-4.4%
Two	1,108,369	1,048,834	5.7%	1,088,024	1,033,170	5.3%	20,344	15,664	29.9%
Three or more	1,165,681	1,083,208	7.6%	1,150,222	1,064,748	8.0%	15,459	18,460	-16.3%
Avg Party Size	2.07	2.05	0.8%	2.07	2.05	0.9%	1.84	1.86	-0.8%
VISIT STATUS									
First-Time	626,805	602,203	4.1%	615,244	591,830	4.0%	11,561	10,373	11.4%
Repeat	2,141,197	2,007,659	6.7%	2,105,265	1,971,687	6.8%	35,932	35,972	-0.1%
Average # of Trips	6.21	6.12	1.5%	6.22	6.13	1.5%	5.94	5.64	5.3%
TRAVEL METHOD									
Group Tour	110,015	119,486	-7.9%	106,901	117,478	-9.0%	3,114	2,008	55.1%
Package	879,296	865,021	1.7%	871,767	857,362	1.7%	7,528	7,659	-1.7%
Group Tour & Pkg	83,341	93,859	-11.2%	81,683	92,156	-11.4%	1,659	1,704	-2.6%
True Independent	1,862,033	1,719,215	8.3%	1,823,524	1,680,833	8.5%	38,509	38,382	0.3%
ISLANDS VISITED									
Oahu	1,274,318	1,210,386	5.3%	1,236,812	1,174,586	5.3%	37,506	35,800	4.8%
Maui County	1,064,462	1,062,090	0.2%	1,052,737	1,049,879	0.3%	11,725	12,211	-4.0%
...Maui	1,040,229	1,035,283	0.5%	1,028,927	1,023,312	0.5%	11,301	11,970	-5.6%
...Molokai	30,003	37,388	-19.8%	28,684	36,316	-21.0%	1,319	1,073	23.0%
...Lanai	29,283	34,553	-15.3%	28,545	33,670	-15.2%	738	883	-16.4%
Kauai	488,668	468,019	4.4%	482,283	461,748	4.4%	6,384	6,271	1.8%
Big Island	513,078	482,474	6.3%	504,842	476,233	6.0%	8,236	6,241	32.0%
...Hilo	151,636	148,881	1.9%	144,419	143,250	0.8%	7,217	5,631	28.2%
...Kona	447,053	407,948	9.6%	438,818	401,941	9.2%	8,236	6,007	37.1%
LENGTH OF STAY									
Oahu (days)	7.51	7.41	1.4%	7.55	7.43	1.6%	6.29	6.85	-8.1%
Maui (days)	8.17	7.99	2.2%	8.16	7.99	2.1%	8.33	7.73	7.8%
Molokai (days)	5.28	4.37	20.9%	5.43	4.34	25.3%	1.95	5.40	-64.0%
Lanai (days)	3.73	3.93	-5.1%	3.80	4.01	-5.2%	1.15	1.07	7.2%
Kauai (days)	7.90	7.75	1.9%	7.90	7.77	1.8%	7.48	6.51	15.0%
Big Island (days)	8.23	8.07	2.0%	8.22	8.02	2.5%	9.06	12.33	-26.5%
...Hilo (days)	4.86	4.71	3.1%	4.89	4.72	3.7%	2.93	4.18	-29.9%
...Kona (days)	7.78	7.86	-1.0%	7.84	7.81	0.4%	6.50	8.89	-26.9%
Statewide (days)	9.54	9.60	-0.6%	9.54	9.60	-0.5%	9.60	9.97	-3.7%
ACCOMMODATIONS									
Hotel	1,524,681	1,453,091	4.9%	1,495,288	1,425,350	4.9%	29,392	27,741	6.0%
...Hotel Only	1,306,534	1,236,673	5.6%	1,282,405	1,214,416	5.6%	24,129	22,257	8.4%
Condo	662,568	646,584	2.5%	653,307	635,969	2.7%	9,261	10,616	-12.8%
...Condo Only	528,699	512,904	3.1%	522,344	505,357	3.4%	6,355	7,547	-15.8%
Timeshare	285,502	250,995	13.7%	283,709	249,195	13.9%	1,793	1,801	-0.4%
...Timeshare Only	216,184	186,693	15.8%	214,748	185,719	15.6%	1,435	974	47.3%
Rental House	120,451	97,351	23.7%	119,286	96,390	23.8%	1,165	961	21.2%
Bed & Breakfast	25,541	26,138	-2.3%	25,272	25,588	-1.2%	269	549	-51.1%
Cruise Ship	44,179	45,490	-2.9%	43,552	45,331	-3.9%	626	160	291.8%
Friends or Relatives	336,389	313,025	7.5%	326,909	303,994	7.5%	9,480	9,031	5.0%
PURPOSE OF TRIP									
Pleasure (Net)	2,260,962	2,119,410	6.7%	2,227,124	2,089,492	6.6%	33,838	29,918	13.1%
...Honeymoon/Get Married (Net)	134,033	132,695	1.0%	132,167	129,942	1.7%	1,866	2,753	-32.2%
MC&I (Net)	150,220	156,365	-3.9%	148,030	154,313	-4.1%	2,190	2,052	6.7%
.....Convention/Conf.	93,925	99,504	-5.6%	92,308	98,155	-6.0%	1,617	1,349	19.9%
.....Corp. Meetings	33,961	33,693	0.8%	33,630	33,202	1.3%	332	491	-32.4%
.....Incentive	28,352	28,760	-1.4%	27,909	28,548	-2.2%	444	212	108.8%
Other Business	145,504	132,765	9.6%	143,386	129,729	10.5%	2,118	3,036	-30.2%
Visit Friends/Relatives	312,663	282,599	10.6%	305,654	275,470	11.0%	7,009	7,128	-1.7%
Government/Military	30,785	31,979	-3.7%	28,077	28,742	-2.3%	2,708	3,237	-16.4%
Attend School	7,418	7,061	5.1%	7,037	6,337	11.0%	381	724	-47.4%
Sport Events	43,124	44,702	-3.5%	42,647	44,391	-3.9%	477	312	53.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,899.5	3,834.6	1.7%	3,832.2	3,763.9	1.8%	67.3	70.7	-4.8%
Per Person Per Day (\$)	147.6	153.0	-3.5%	147.6	153.0	-3.5%	147.6	153.0	-3.5%
Per Person Per Trip (\$)	1,408.8	1,469.3	-4.1%	1,408.6	1,468.3	-4.1%	1,417.3	1,525.7	-7.1%

Source: DBEDT

**TABLE 12: 2004 Domestic U.S. West MMA Visitor Arrivals by Month and State
(Arrivals by air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	134,853	154,857	156,859	202,033	172,181	208,060	235,240	255,393	170,384	167,583	179,062	197,756	2,234,261
Alaska	4,819	4,421	5,239	2,615	2,113	1,866	1,499	1,936	1,456	2,633	3,161	5,078	36,835
California	97,845	107,456	107,862	154,710	138,718	174,175	204,200	222,659	140,189	132,638	137,762	149,482	1,767,696
Oregon	10,985	12,707	17,418	9,401	10,548	11,198	9,102	9,559	9,129	9,934	12,243	13,719	135,943
Washington	21,204	30,274	26,340	35,308	20,803	20,821	20,439	21,239	19,610	22,377	25,896	29,477	293,786
MOUNTAIN	36,882	37,181	50,967	38,826	46,688	46,505	42,310	31,257	32,997	42,094	37,984	42,558	486,249
Arizona	7,249	7,654	11,618	8,503	13,726	13,348	14,648	8,327	10,514	12,946	9,113	9,368	127,014
Colorado	9,623	9,568	16,906	9,239	11,715	12,380	10,556	7,279	7,566	11,037	9,074	11,300	126,243
Idaho	3,041	2,974	4,476	2,152	2,048	2,173	1,515	1,419	1,330	1,652	3,033	2,785	28,598
Montana	2,072	2,216	2,540	1,578	998	1,021	722	758	698	996	1,518	1,655	16,774
Nevada	5,501	5,707	5,424	7,660	6,793	7,689	7,569	7,419	6,189	6,550	6,717	8,218	81,437
New Mexico	1,842	1,513	2,455	1,551	2,584	2,591	2,597	1,506	1,634	1,857	1,672	2,229	24,030
Utah	6,924	6,838	6,602	7,266	8,291	6,777	4,302	4,167	4,705	6,556	6,157	6,277	74,862
Wyoming	629	711	945	878	533	526	402	382	361	500	699	727	7,292
TOTAL U.S. WEST	171,735	192,038	207,825	240,859	218,869	254,565	277,550	286,650	203,381	209,677	217,046	240,314	2,720,509

TABLE 13: U.S. East MMA Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	18,500,060	16,976,276	9.0%	18,080,965	16,591,231	9.0%	419,096	385,045	8.8%
Total Visitors	1,805,377	1,653,357	9.2%	1,756,940	1,611,804	9.0%	48,437	41,553	16.6%
PARTY SIZE									
One	379,506	359,666	5.5%	367,063	348,159	5.4%	12,444	11,507	8.1%
Two	878,005	804,948	9.1%	861,493	788,464	9.3%	16,512	16,484	0.2%
Three or more	547,865	488,743	12.1%	528,384	475,181	11.2%	19,481	13,562	43.6%
Avg Party Size	1.89	1.87	1.1%	1.89	1.87	0.9%	1.91	1.80	6.5%
VISIT STATUS									
First-Time	882,655	795,197	11.0%	857,530	774,769	10.7%	25,125	20,428	23.0%
Repeat	922,722	858,160	7.5%	899,410	837,035	7.5%	23,312	21,125	10.4%
Average # of Trips	3.41	3.47	-1.8%	3.42	3.47	-1.5%	3.01	3.51	-14.1%
TRAVEL METHOD									
Group Tour	152,631	149,181	2.3%	144,930	144,880	0.0%	7,701	4,302	79.0%
Package	630,941	573,913	9.9%	619,291	565,461	9.5%	11,649	8,452	37.8%
Group Tour & Pkg	122,891	122,647	0.2%	116,723	118,866	-1.8%	6,168	3,781	63.1%
True Independent	1,144,696	1,052,910	8.7%	1,109,441	1,020,329	8.7%	35,254	32,581	8.2%
ISLANDS VISITED									
Oahu	1,133,855	1,033,553	9.7%	1,090,478	997,045	9.4%	43,376	36,508	18.8%
Maui County	760,951	739,534	2.9%	751,363	731,101	2.8%	9,588	8,433	13.7%
...Maui	745,518	721,445	3.3%	736,350	713,483	3.2%	9,168	7,962	15.1%
...Molokai	24,306	28,730	-15.4%	23,668	28,117	-15.8%	638	613	4.1%
...Lanai	29,999	33,489	-10.4%	29,287	33,344	-12.2%	713	145	391.1%
Kauai	366,691	349,410	4.9%	362,689	345,165	5.1%	4,002	4,245	-5.7%
Big Island	406,490	382,041	6.4%	399,373	376,140	6.2%	7,117	5,901	20.6%
...Hilo	175,883	169,106	4.0%	169,775	163,960	3.5%	6,108	5,146	18.7%
...Kona	329,932	290,305	13.6%	323,684	284,597	13.7%	6,247	5,708	9.4%
LENGTH OF STAY									
Oahu (days)	7.42	7.25	2.3%	7.45	7.26	2.6%	6.69	7.01	-4.6%
Maui (days)	6.95	6.78	2.4%	6.97	6.80	2.5%	5.56	5.41	2.7%
Molokai (days)	3.80	3.60	5.6%	3.85	3.63	6.2%	1.97	2.49	-21.2%
Lanai (days)	3.08	3.19	-3.5%	3.13	3.20	-2.2%	1.00	1.00	-0.3%
Kauai (days)	6.00	5.93	1.2%	6.00	5.88	2.0%	6.05	9.60	-37.0%
Big Island (days)	6.20	6.02	2.9%	6.18	6.00	2.9%	7.30	7.41	-1.4%
...Hilo (days)	3.42	3.51	-2.7%	3.43	3.49	-1.7%	3.20	4.38	-27.0%
...Kona (days)	5.81	5.88	-1.2%	5.82	5.92	-1.7%	5.19	3.71	40.0%
Statewide (days)	10.25	10.27	-0.2%	10.29	10.29	0.0%	8.65	9.27	-6.6%
ACCOMMODATIONS									
Hotel	1,232,242	1,139,418	8.1%	1,196,245	1,107,246	8.0%	35,997	32,172	11.9%
...Hotel Only	1,018,367	930,341	9.5%	986,808	902,225	9.4%	31,559	28,116	12.2%
Condo	269,727	253,661	6.3%	266,242	249,672	6.6%	3,486	3,989	-12.6%
...Condo Only	177,462	163,943	8.2%	175,299	162,326	8.0%	2,163	1,617	33.7%
Timeshare	147,316	124,108	18.7%	145,967	123,437	18.3%	1,349	671	101.0%
...Timeshare Only	96,571	79,882	20.9%	95,761	79,473	20.5%	810	409	98.0%
Rental House	58,479	46,642	25.4%	56,756	45,927	23.6%	1,723	715	141.0%
Bed & Breakfast	26,476	26,201	1.0%	25,571	25,092	1.9%	905	1,109	-18.4%
Cruise Ship	95,060	96,011	-1.0%	94,138	95,639	-1.6%	922	372	147.8%
Friends or Relatives	192,519	178,117	8.1%	188,080	172,168	9.2%	4,439	5,949	-25.4%
PURPOSE OF TRIP									
Pleasure (Net)	1,418,348	1,278,922	10.9%	1,385,134	1,250,940	10.7%	33,215	27,981	18.7%
...Honeymoon/Get Married (Net)	151,999	143,051	6.3%	150,179	141,426	6.2%	1,820	1,625	12.0%
MC&I (Net)	184,462	190,162	-3.0%	181,733	186,976	-2.8%	2,729	3,186	-14.4%
.....Convention/Conf.	119,893	126,694	-5.4%	117,830	124,054	-5.0%	2,063	2,640	-21.9%
.....Corp. Meetings	29,545	31,220	-5.4%	29,060	30,655	-5.2%	485	566	-14.3%
.....Incentive	43,210	40,606	6.4%	43,002	40,505	6.2%	208	101	106.5%
Other Business	75,696	70,404	7.5%	73,968	68,221	8.4%	1,728	2,183	-20.8%
Visit Friends/Relatives	189,202	169,783	11.4%	185,125	165,647	11.8%	4,077	4,136	-1.4%
Government/Military	45,734	43,424	5.3%	40,529	38,286	5.9%	5,205	5,137	1.3%
Attend School	5,470	4,376	25.0%	4,745	4,246	11.8%	726	131	455.6%
Sport Events	31,091	30,076	3.4%	30,754	29,529	4.1%	336	546	-38.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,195.7	2,772.9	15.2%	3,123.3	2,710.0	15.3%	72.4	62.9	15.1%
Per Person Per Day (\$)	172.7	163.3	5.8%	172.7	163.3	5.8%	172.7	163.3	5.8%
Per Person Per Trip (\$)	1,770.1	1,677.1	5.5%	1,777.7	1,681.3	5.7%	1,494.6	1,513.6	-1.3%

Source: DBEDT

**TABLE 14: 2004 Domestic U.S. East MMA Visitor Arrivals by Month and State
(Arrivals by Air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	26,217	24,305	30,335	13,668	13,697	16,536	15,842	10,536	10,143	14,258	13,762	21,114	210,413
Iowa	3,936	3,386	3,842	1,409	1,536	2,375	1,897	1,156	1,130	1,576	2,177	3,342	27,762
Kansas	2,530	1,901	3,212	1,333	2,045	2,413	2,637	1,332	1,452	1,839	1,529	2,600	24,824
Minnesota	10,805	11,511	14,709	6,467	4,076	4,152	3,945	3,756	3,136	5,099	5,376	7,834	80,866
Missouri	4,530	3,841	5,079	2,911	3,892	5,165	5,222	2,992	3,096	3,819	2,839	4,118	47,504
Nebraska	2,366	1,909	1,827	868	1,343	1,339	1,438	755	869	1,205	935	1,790	16,644
N. Dakota	984	801	789	331	326	615	305	218	196	241	394	647	5,846
S. Dakota	1,066	956	876	349	479	477	398	328	264	479	512	784	6,967
W.S. CENTRAL	16,533	16,255	26,883	15,034	27,602	32,735	33,900	17,449	18,918	19,292	16,743	20,575	261,919
Arkansas	1,202	1,093	1,454	1,027	1,420	1,604	1,546	881	1,057	1,047	791	1,313	14,435
Louisiana	1,257	1,272	1,166	1,664	2,141	2,139	2,856	1,398	1,283	1,367	1,387	1,418	19,348
Oklahoma	2,039	1,836	2,601	1,533	2,923	3,037	3,045	1,713	1,955	1,987	1,588	1,990	26,247
Texas	12,035	12,055	21,662	10,810	21,119	25,954	26,454	13,456	14,624	14,890	12,976	15,854	201,889
E.N. CENTRAL	38,052	40,536	47,435	35,521	26,711	35,907	38,148	25,667	24,426	31,234	28,081	40,289	412,006
Illinois	14,054	12,632	18,429	10,598	9,115	12,348	13,377	10,118	8,593	10,189	10,419	16,059	145,933
Indiana	4,653	4,018	5,982	3,566	3,567	5,504	5,367	2,393	3,200	4,084	3,252	4,095	49,681
Michigan	6,657	10,313	8,126	9,491	5,439	6,233	6,682	4,729	4,607	6,134	6,022	8,862	83,296
Ohio	6,840	6,720	8,079	6,568	5,872	8,635	9,537	5,592	5,744	7,149	5,223	6,909	82,869
Wisconsin	5,848	6,852	6,819	5,297	2,717	3,186	3,184	2,834	2,281	3,679	3,165	4,364	50,226
E.S. CENTRAL	7,390	6,018	8,682	5,483	9,886	11,005	10,407	5,437	6,699	7,725	6,157	7,068	91,958
Alabama	1,291	1,423	2,085	1,134	2,464	2,510	2,448	1,349	1,559	1,788	1,407	1,841	21,300
Kentucky	2,590	1,804	2,571	1,392	2,417	3,104	2,950	1,523	1,895	2,333	2,140	1,823	26,543
Mississippi	802	554	851	558	1,157	1,139	1,307	515	667	676	679	673	9,577
Tennessee	2,707	2,237	3,175	2,399	3,848	4,252	3,702	2,050	2,578	2,928	1,930	2,731	34,538
NEW ENGLAND	9,778	13,522	10,576	10,581	8,446	9,081	11,639	11,064	7,402	10,107	7,380	9,485	119,060
Connecticut	2,124	2,870	2,574	2,463	2,078	2,462	3,467	3,113	1,814	2,542	1,745	2,288	29,542
Maine	839	1,224	1,003	1,198	691	598	643	456	508	719	484	706	9,070
Massachusetts	4,768	6,314	4,817	4,725	3,993	4,477	5,457	5,786	3,665	4,926	3,674	4,835	57,438
New Hampshire	897	1,524	994	1,051	798	700	900	724	586	877	694	803	10,549
Rhode Island	689	832	682	598	540	534	784	694	562	715	489	499	7,620
Vermont	460	759	506	546	346	308	388	290	266	328	294	352	4,843

TABLE 14: 2004 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)
(Arrivals by air)

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MID ATLANTIC	20,858	22,982	20,909	22,595	20,098	21,922	32,571	33,417	18,400	22,357	17,471	21,342	274,922
New Jersey	5,619	5,449	5,065	6,180	5,607	6,191	9,595	9,986	4,952	6,218	4,747	5,528	75,139
New York	9,641	11,253	9,490	10,995	8,791	8,538	14,208	17,224	8,490	9,918	7,787	10,807	127,142
Pennsylvania	5,597	6,279	6,354	5,419	5,700	7,193	8,768	6,207	4,958	6,222	4,938	5,006	72,640
S. ATLANTIC	27,474	27,834	30,518	30,037	36,698	41,005	46,662	29,806	27,525	31,514	26,063	31,528	386,662
Delaware	572	523	482	488	390	463	597	393	344	397	402	372	5,422
Washington, D.C.	648	566	611	414	525	500	808	825	407	632	517	892	7,345
Florida	6,607	6,880	8,997	7,299	11,577	11,339	13,023	7,082	8,005	9,095	7,342	8,313	105,560
Georgia	3,736	4,246	4,461	5,062	7,285	6,845	7,220	3,413	4,842	4,844	3,967	4,857	60,780
Maryland	4,143	4,418	4,294	4,121	3,817	5,238	7,259	5,717	3,421	4,320	3,584	4,123	54,455
N. Carolina	3,358	3,093	3,496	3,729	4,120	5,943	5,078	2,517	3,250	3,622	2,993	3,787	44,986
S. Carolina	1,457	1,434	1,449	1,549	2,143	2,108	2,168	1,028	1,458	1,509	1,102	1,890	19,297
Virginia	6,453	6,128	6,216	6,769	6,287	7,778	9,678	8,368	5,411	6,533	5,765	6,929	82,316
West Virginia	500	545	512	604	552	791	829	461	387	564	391	365	6,502
TOTAL U.S. EAST	146,300	151,451	175,339	132,919	143,139	168,191	189,168	133,374	113,513	136,488	115,657	151,401	1,756,940

**TABLE 15: Domestic U.S. Visitors by State: 1996 – 2004
(Arrivals by air)**

	2004	2003	2002	2001	2000	1999	1998	1997	1996
PACIFIC COAST	2,234,261	2,103,543	2,001,726	1,908,057	1,938,247	1,844,511	1,705,992	1,663,760	1,633,730
Alaska	36,835	36,954	41,630	41,545	43,224	41,737	37,579	30,970	31,730
California	1,767,696	1,666,672	1,570,367	1,468,881	1,456,666	1,355,754	1,269,623	1,262,570	1,257,670
Oregon	135,943	128,894	121,245	123,511	135,883	147,220	128,510	121,700	111,970
Washington	293,786	271,022	268,483	274,120	302,474	299,802	270,279	248,520	232,360
MOUNTAIN	486,249	459,975	430,499	390,046	391,037	363,898	341,950	339,620	313,490
Arizona	127,014	123,746	110,926	97,564	100,589	94,289	89,333	85,600	80,390
Colorado	126,243	124,514	121,257	107,933	110,480	98,218	90,828	95,370	80,890
Idaho	28,598	26,550	24,013	24,568	23,931	24,522	21,092	20,940	21,360
Montana	16,774	15,902	15,393	15,264	15,019	13,273	12,269	11,690	11,590
Nevada	81,437	69,986	61,486	54,879	55,621	46,772	45,397	43,140	41,810
New Mexico	24,030	23,678	21,595	18,549	20,509	19,803	19,643	18,630	19,580
Utah	74,862	68,734	69,565	65,648	58,460	61,635	58,332	58,940	52,480
Wyoming	7,292	6,865	6,265	5,640	6,428	5,386	5,057	5,310	5,390
W.N. CENTRAL	210,413	194,497	183,216	193,575	206,468	191,856	172,518	166,100	167,450
Iowa	27,762	24,269	21,938	22,236	24,544	23,772	20,830	18,660	20,370
Kansas	24,824	23,109	20,880	22,579	23,869	21,695	20,182	19,740	19,320
Minnesota	80,866	74,975	72,706	79,592	84,262	76,502	66,034	63,310	62,570
Missouri	47,504	44,829	43,136	45,285	48,170	45,279	42,131	42,320	42,070
Nebraska	16,644	15,421	13,936	13,170	14,280	14,199	13,710	12,540	12,850
N. Dakota	5,846	5,173	4,370	4,806	5,160	4,727	4,819	4,800	4,750
S. Dakota	6,967	6,721	6,249	5,907	6,182	5,682	4,813	4,730	5,520
W.S. CENTRAL	261,919	247,914	233,376	219,875	229,067	217,433	208,235	191,440	179,870
Arkansas	14,435	12,776	12,645	11,590	11,690	12,001	11,022	10,220	9,810
Louisiana	19,348	18,138	16,782	15,529	16,750	16,401	15,593	14,180	14,300
Oklahoma	26,247	24,355	25,548	21,587	22,838	21,902	19,916	19,830	19,920
Texas	201,889	192,644	178,400	171,169	177,789	167,129	161,704	147,200	135,840
E.N. CENTRAL	412,006	376,857	369,468	378,159	402,799	374,582	358,967	334,600	337,980
Illinois	145,933	139,209	132,686	132,909	138,588	132,675	128,745	122,880	121,300
Indiana	49,681	41,640	41,267	42,441	43,346	41,724	40,563	38,890	37,430
Michigan	83,296	75,321	75,659	84,999	88,413	78,946	76,217	69,100	69,470
Ohio	82,869	74,957	74,538	72,644	78,393	75,441	70,824	64,980	68,240
Wisconsin	50,226	45,729	45,317	45,166	54,059	45,795	42,619	38,750	41,540
E.S. CENTRAL	91,958	82,810	81,117	70,810	78,366	76,409	71,242	67,500	67,920
Alabama	21,300	21,989	22,588	15,640	18,573	17,746	16,445	15,250	15,170
Kentucky	26,543	21,314	22,623	19,199	20,993	19,150	18,194	18,490	17,800
Mississippi	9,577	8,376	7,302	7,661	8,581	8,092	7,961	6,810	6,980
Tennessee	34,538	31,132	28,604	28,310	30,220	31,421	28,642	26,950	27,970
NEW ENGLAND	119,060	111,412	106,158	105,925	110,355	97,204	92,070	90,190	93,520
Connecticut	29,542	27,068	25,598	26,050	27,672	26,653	24,710	24,000	24,780
Maine	9,070	7,505	7,314	6,637	7,159	6,663	6,426	5,980	6,590
Massachusetts	57,438	55,620	53,890	53,597	55,894	44,878	43,867	44,200	45,540
New Hampshire	10,549	9,787	8,962	9,290	8,996	8,783	7,981	7,550	7,570
Rhode Island	7,620	6,752	6,300	6,251	6,407	6,121	5,690	5,190	5,250
Vermont	4,843	4,680	4,095	4,100	4,225	4,106	3,397	3,280	3,790
MID ATLANTIC	274,922	253,302	231,823	240,063	256,975	241,256	220,845	203,840	208,620
New Jersey	75,139	69,991	62,465	65,654	70,559	66,806	58,958	54,310	53,680
New York	127,142	118,881	108,392	113,547	117,496	107,906	102,379	94,920	98,370
Pennsylvania	72,640	64,431	60,965	60,862	68,920	66,544	59,508	54,610	56,570
S. ATLANTIC	386,662	345,012	324,573	316,337	339,509	318,863	290,888	270,350	272,510
Delaware	5,422	4,726	4,257	4,576	4,948	4,518	3,913	3,790	3,820
Washington, D.C.	7,345	6,724	6,918	6,309	6,594	5,928	5,945	5,460	8,890
Florida	105,560	93,543	87,385	83,717	87,514	84,007	77,474	70,550	70,290
Georgia	60,780	56,765	56,378	53,781	62,041	54,025	50,635	50,930	50,240
Maryland	54,455	48,981	44,653	43,543	47,525	44,226	40,298	38,260	38,540
N. Carolina	44,986	37,690	35,417	36,595	40,666	38,848	33,435	31,430	30,290
S. Carolina	19,297	16,275	16,091	16,114	16,479	15,901	14,666	13,130	13,580
Virginia	82,316	74,461	68,145	66,277	68,202	65,683	59,587	52,710	51,850
West Virginia	6,502	5,848	5,328	5,425	5,541	5,727	4,935	4,090	5,010
UNITED STATES	4,477,449	4,175,321	3,961,956	3,822,845	3,952,823	3,726,012	3,462,708	3,327,400	3,275,090

Source: DBEDT

**TABLE 16: 2004 Domestic U.S. Visitor Characteristics by State
(Arrivals by air)**

PACIFIC COAST	2,234,261	9.46	21,133,931	84.0%	55.5%	21.0%	47.4%	19.7%	5.1%	3.9%	1.20	6.45
Alaska	36,835	13.45	495,408	81.8%	49.1%	19.8%	36.1%	24.4%	6.0%	3.1%	1.22	6.69
California	1,767,696	9.02	15,944,487	84.3%	54.9%	21.2%	50.1%	18.1%	4.9%	3.9%	1.20	6.43
Oregon	135,943	10.87	1,478,370	82.1%	61.9%	21.0%	35.4%	25.4%	6.1%	3.9%	1.22	6.24
Washington	293,786	10.95	3,215,666	83.5%	57.0%	19.9%	38.3%	26.0%	5.3%	3.9%	1.20	6.66
MOUNTAIN	486,249	9.93	4,829,303	77.7%	50.1%	30.2%	45.9%	17.1%	7.2%	4.9%	1.29	5.15
Arizona	127,014	9.69	1,230,491	78.7%	53.4%	31.0%	47.0%	15.2%	7.1%	5.2%	1.29	4.92
Colorado	126,243	10.26	1,295,119	75.2%	55.4%	29.7%	45.0%	18.3%	7.1%	4.9%	1.32	5.10
Idaho	28,598	10.78	308,163	79.0%	55.4%	31.6%	38.8%	24.3%	7.9%	4.3%	1.27	4.83
Montana	16,774	11.15	187,042	76.8%	55.7%	34.5%	40.1%	23.5%	8.4%	5.0%	1.29	4.51
Nevada	81,437	9.53	775,991	82.2%	45.8%	26.2%	49.5%	14.6%	5.6%	4.8%	1.24	6.16
New Mexico	24,030	10.44	250,979	75.1%	48.0%	36.5%	46.0%	15.2%	8.6%	4.7%	1.34	4.37
Utah	74,862	9.39	703,058	76.7%	37.9%	29.3%	45.8%	17.0%	7.8%	4.8%	1.30	5.15
Wyoming	7,292	10.76	78,460	71.8%	48.7%	40.9%	43.5%	18.7%	9.0%	5.5%	1.38	3.96
WEST NORTH CENTRAL	210,413	10.30	2,168,041	68.4%	40.7%	46.0%	53.2%	13.3%	10.6%	6.5%	1.44	3.59
Iowa	27,762	10.30	285,936	69.4%	40.4%	50.9%	54.7%	13.1%	11.2%	6.1%	1.44	3.25
Kansas	24,824	9.73	241,456	70.1%	41.9%	46.0%	54.5%	12.5%	12.3%	6.7%	1.43	3.44
Minnesota	80,866	10.73	867,605	67.4%	41.4%	41.4%	50.9%	14.5%	9.3%	6.5%	1.43	3.97
Missouri	47,504	10.00	474,895	68.2%	40.0%	49.2%	53.9%	12.3%	10.6%	6.8%	1.47	3.35
Nebraska	16,644	9.76	162,374	69.4%	41.1%	46.9%	56.8%	12.4%	11.9%	6.0%	1.42	3.51
North Dakota	5,846	10.54	61,599	70.8%	35.0%	52.6%	56.2%	11.3%	12.6%	5.9%	1.39	3.08
South Dakota	6,967	10.65	74,177	68.3%	38.4%	50.3%	53.3%	13.3%	12.1%	6.9%	1.43	3.27
WEST SOUTH CENTRAL	261,919	9.33	2,444,155	72.7%	42.1%	44.8%	59.0%	10.4%	10.6%	6.4%	1.39	3.68
Arkansas	14,435	9.62	138,891	72.0%	38.5%	51.4%	55.0%	12.4%	12.0%	6.3%	1.41	3.20
Louisiana	19,348	9.61	185,990	69.4%	34.6%	56.7%	58.7%	9.2%	14.2%	7.6%	1.46	2.80
Oklahoma	26,247	9.71	254,868	74.0%	39.6%	45.3%	57.1%	12.0%	11.4%	6.2%	1.37	3.58
Texas	201,889	9.23	1,864,406	72.9%	43.4%	43.1%	59.6%	10.1%	10.1%	6.3%	1.38	3.82
EAST NORTH CENTRAL	412,006	10.44	4,299,423	65.1%	42.3%	48.1%	54.4%	12.3%	9.5%	8.0%	1.52	3.35
Illinois	145,933	10.03	1,463,243	68.4%	48.7%	43.0%	57.4%	12.4%	9.0%	7.9%	1.45	3.75
Indiana	49,681	10.23	508,294	66.9%	37.2%	51.3%	54.1%	12.2%	10.6%	7.4%	1.50	3.15
Michigan	83,296	11.15	928,472	62.1%	40.4%	50.4%	50.8%	13.1%	9.0%	8.7%	1.58	3.17
Ohio	82,869	10.34	856,946	62.3%	36.5%	52.2%	54.5%	10.7%	10.4%	8.2%	1.59	2.99
Wisconsin	50,226	10.80	542,468	63.5%	41.2%	49.4%	51.9%	13.4%	9.6%	7.2%	1.53	3.30
EAST SOUTH CENTRAL	91,958	9.77	898,184	68.0%	31.8%	54.5%	59.1%	9.5%	12.1%	6.9%	1.49	2.94
Alabama	21,300	9.41	200,334	69.4%	26.1%	53.8%	59.9%	8.7%	11.3%	6.4%	1.47	3.07
Kentucky	26,543	9.97	264,508	66.1%	33.9%	54.7%	58.3%	10.8%	11.7%	7.2%	1.53	2.86
Mississippi	9,577	9.51	91,044	72.3%	28.5%	60.0%	61.2%	8.2%	16.1%	6.2%	1.42	2.65
Tennessee	34,538	9.91	342,298	67.3%	34.7%	53.2%	58.5%	9.3%	11.7%	7.1%	1.49	3.01
NEW ENGLAND	119,060	11.55	1,374,757	62.7%	39.6%	49.4%	52.1%	9.8%	9.3%	9.7%	1.55	3.47
Connecticut	29,542	11.08	327,452	61.0%	39.7%	49.1%	54.9%	8.9%	9.2%	9.4%	1.59	3.48
Maine	9,070	13.46	122,110	69.3%	32.3%	50.6%	47.9%	11.0%	9.4%	6.0%	1.43	3.62
Massachusetts	57,438	11.35	652,091	61.5%	41.2%	49.7%	52.2%	9.6%	9.0%	11.3%	1.57	3.43
New Hampshire	10,549	11.94	125,930	65.3%	40.7%	48.0%	50.1%	12.1%	10.6%	7.5%	1.51	3.43
Rhode Island	7,620	11.14	84,850	63.2%	31.6%	50.5%	54.4%	8.4%	9.6%	9.0%	1.55	3.47
Vermont	4,843	12.87	62,323	67.9%	44.4%	46.8%	42.2%	11.8%	10.0%	5.9%	1.45	3.84
MIDDLE ATLANTIC	274,922	10.76	2,957,232	60.1%	36.3%	53.8%	57.7%	7.6%	9.3%	10.6%	1.62	3.06
New Jersey	75,139	10.62	797,829	58.6%	36.4%	52.1%	59.8%	7.5%	9.4%	10.9%	1.65	3.10
New York	127,142	10.81	1,374,477	60.3%	36.6%	54.4%	57.9%	7.4%	8.3%	11.5%	1.61	3.11
Pennsylvania	72,640	10.81	784,927	61.4%	35.6%	54.4%	55.3%	8.0%	11.0%	8.7%	1.62	2.93
SOUTH ATLANTIC	386,662	10.19	3,939,172	67.2%	31.1%	48.8%	57.2%	7.3%	11.5%	6.8%	1.50	3.56
Delaware	5,422	11.32	61,361	65.1%	34.1%	60.4%	76.0%	9.7%	18.3%	8.9%	1.57	3.00
D.C.	7,345	9.67	71,036	71.0%	34.8%	38.8%	38.1%	6.9%	8.0%	5.7%	1.40	4.12
Florida	105,560	10.49	1,107,412	63.6%	31.5%	49.5%	54.6%	6.8%	11.2%	6.9%	1.60	3.56
Georgia	60,780	9.42	572,425	66.8%	31.4%	49.7%	59.5%	8.3%	11.4%	6.9%	1.49	3.24
Maryland	54,455	10.25	558,118	68.0%	30.5%	47.4%	58.3%	6.9%	12.5%	6.5%	1.49	3.63
North Carolina	44,986	10.31	463,700	66.9%	34.8%	53.2%	55.5%	8.1%	12.5%	7.5%	1.50	3.10
South Carolina	19,297	10.10	194,899	68.1%	29.3%	56.3%	56.7%	7.3%	10.8%	6.5%	1.51	2.96
Virginia	82,316	10.24	842,565	71.5%	28.6%	43.2%	59.7%	6.8%	10.8%	6.4%	1.41	4.20
West Virginia	6,502	10.41	67,655	66.6%	31.4%	58.3%	55.3%	8.3%	13.1%	6.4%	1.53	2.72

Source: DBEDT

**TABLE 17: 2004 Market Penetration for Top U.S. MSAs
(Arrivals by air)**

RANK	METRO AREA	2004	2003	% CHNG	2003	Est. 2004
					Population (1000)	Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	756,696	706,081	7.17%	16,952	44.6
2	San Francisco/Oakland/San Jose, CA	554,670	537,900	3.12%	6,956	79.7
3	Seattle/Tacoma/Bremington, WA	216,821	200,011	8.40%	NA	NA
4	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	171,172	161,971	5.68%	NA	NA
5	San Diego, CA	158,683	150,752	5.26%	2,828	56.1
6	Chicago/Gary/Kenosha, IL/IN/WI	122,402	116,871	4.73%	NA	NA
7	Sacramento/Yolo, CA	111,345	100,973	10.27%	NA	NA
8	Washington/Baltimore, DC/MD/VA/WV	106,006	97,410	8.82%	NA	NA
9	Portland/Salem, OR/WA	103,416	102,730	0.67%	NA	NA
10	Phoenix/Mesa, AZ	92,069	86,586	6.33%	NA	NA
11	Denver/Boulder/Greeley, CO	86,007	91,801	-6.31%	NA	NA
12	Dallas/Fort Worth, TX	75,647	72,952	3.69%	5,566	13.6
13	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	62,282	60,338	3.22%	5,736	10.9
14	Minneapolis/Saint Paul, MN/WI	61,008	56,717	7.56%	NA	NA
15	Las Vegas, NV/AZ	59,430	46,081	28.97%	NA	NA
16	Houston/Galveston/Brazoria, TX	52,717	44,481	18.52%	NA	NA
17	Detroit/Ann Arbor/Flint, MI	49,305	50,724	-2.80%	5,423	9.1
18	Salt Lake City/Ogden, UT	47,154	49,838	-5.38%	1,365	34.6
19	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	44,401	41,498	7.00%	NA	NA
20	Atlanta, GA	43,720	42,485	2.90%	4,386	10.0
21	Saint Louis, MO/IL	26,293	26,649	-1.33%	NA	NA
22	Kansas City, MO/KS	22,136	20,161	9.79%	1,811	12.2
23	Santa Barbara/Santa Maria/Lompoc, CA	22,094	19,362	14.11%	386	57.2
24	Cleveland/Akron, OH	22,027	20,748	6.16%	2,880	7.6
25	Cincinnati/Hamilton, OH/KY/IN	21,859	20,031	9.12%	NA	NA
26	Fresno, CA	20,961	18,507	13.26%	948	22.1
27	Stockton-Lodi, CA	20,549	18,643	10.22%	614	33.5
28	Anchorage, AK	20,495	20,814	-1.53%	264	77.6
29	Miami/Fort Lauderdale, FL	19,953	17,711	12.66%	4,006	5.0
30	Austin/San Marcos, TX	18,637	17,417	7.01%	1,341	13.9
31	Tucson, AZ	18,616	18,544	0.39%	871	21.4
32	Indianapolis, IN	17,951	14,536	23.49%	1,639	10.9
33	Reno, NV	17,917	14,371	24.67%	365	49.0
34	Tampa/Saint Petersburg/Clearwater, FL	17,285	15,417	12.11%	2,483	7.0
35	Norfolk/Virginia Beach/Newport News, VA/NC	16,462	14,043	17.23%	NA	NA
36	Milwaukee/Racine, WI	16,274	16,079	1.22%	NA	NA
37	Salinas, CA	15,041	14,959	0.55%	392	38.3
38	Pittsburgh, PA	14,609	13,557	7.76%	2,270	6.4
39	San Antonio, TX	14,357	13,805	4.00%	1,650	8.7
40	Spokane, WA	14,188	13,251	7.07%	416	34.1
41	Orlando, FL	14,174	13,132	7.94%	1,774	8.0
42	Columbus, OH	14,144	12,854	10.03%	NA	NA
43	Colorado Springs, CO	13,908	13,185	5.49%	535	26.0
44	Modesto, CA	13,797	12,738	8.32%	485	28.5
45	Bakersfield, CA	13,544	12,650	7.06%	681	19.9
46	San Luis/Obispo/Atascadero/Paso Robles, CA	13,534	12,105	11.80%	238	56.9
47	Albuquerque, NM	13,234	12,550	5.45%	NA	NA
48	Provo/Orem, UT	13,179	11,667	12.96%	388	34.0
49	Hartford, CT	13,079	11,617	12.59%	1,162	11.3
50	Boise City, ID	12,229	11,271	8.50%	465	26.3
51	Eugene/Springfield, OR	11,514	11,489	0.22%	323	35.6
52	Raleigh/Durham/Chapel Hill, NC	11,354	9,760	16.34%	1,249	9.1
53	Nashville, TN	10,960	8,702	25.96%	1,252	8.8
54	Oklahoma City, OK	10,403	10,013	3.90%	1,085	9.6
55	Charlotte/Gastonia/Rock Hill, NC/SC	10,356	9,913	4.47%	NA	NA
56	Grand Rapids/Muskegon/Holland, MI	9,258	8,178	13.20%	1,093	8.5
57	Omaha, NE/IA	9,133	7,881	15.88%	NA	NA
58	Tulsa, OK	8,175	8,362	-2.24%	808	10.1
59	Bellingham, WA	7,077	5,928	19.39%	NA	NA

NA: Not available.

2003 population estimate are the latest available from the U.S. Bureau of the Census.

**TABLE 18: Japan MMA Visitor Characteristics 2004 vs. 2003
(Arrivals by air)**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	8,599,847	7,921,422	8.6%	83,795	90,011	-6.9%	8,516,053	7,831,411	8.7%
Total Visitors	1,482,085	1,340,034	10.6%	12,186	12,901	-5.5%	1,469,899	1,327,133	10.8%
PARTY SIZE									
One	134,989	126,612	6.6%	3,936	4,045	-2.7%	131,054	122,567	6.9%
Two	467,295	434,942	7.4%	4,461	4,904	-9.0%	462,834	430,038	7.6%
Three or more	879,801	778,480	13.0%	3,789	3,952	-4.1%	876,012	774,528	13.1%
Avg Party Size	2.76	2.72	1.4%	1.72	1.73	-0.6%	2.77	2.73	1.4%
VISIT STATUS									
First-Time	672,916	618,241	8.8%	4,265	4,235	0.7%	668,651	614,007	8.9%
Repeat	809,169	721,792	12.1%	7,921	8,666	-8.6%	801,248	713,126	12.4%
Average # of Trips	3.64	3.73	-2.3%	5.04	5.17	-2.6%	3.63	3.71	-2.3%
TRAVEL METHOD									
Group Tour	652,035	577,198	13.0%	2,301	2,293	0.3%	649,735	574,906	13.0%
Package	1,196,350	1,067,062	12.1%	4,935	4,743	4.0%	1,191,415	1,062,318	12.2%
Group Tour & Pkg	568,809	514,005	10.7%	1,832	1,777	3.1%	566,976	512,228	10.7%
True Independent	202,509	209,778	-3.5%	6,783	7,641	-11.2%	195,726	202,137	-3.2%
ISLANDS VISITED									
Oahu	1,418,747	1,276,468	11.1%	10,835	11,576	-6.4%	1,407,912	1,264,892	11.3%
Maui County	125,742	141,494	-11.1%	1,260	1,565	-19.5%	124,481	139,929	-11.0%
...Maui	119,050	123,135	-3.3%	1,220	1,500	-18.7%	117,830	121,635	-3.1%
...Molokai	6,512	13,189	-50.6%	47	76	-38.7%	6,466	13,113	-50.7%
...Lanai	4,241	10,457	-59.4%	49	61	-19.2%	4,191	10,396	-59.7%
Kauai	54,904	51,696	6.2%	535	636	-15.9%	54,370	51,060	6.5%
Big Island	214,066	192,809	11.0%	1,079	1,184	-8.8%	212,986	191,625	11.1%
...Hilo	77,520	63,498	22.1%	314	445	-29.6%	77,206	63,053	22.4%
...Kona	170,511	155,097	9.9%	871	905	-3.8%	169,640	154,192	10.0%
LENGTH OF STAY									
Oahu (days)	5.22	5.28	-1.1%	5.99	6.00	-0.3%	5.21	5.27	-1.1%
Maui (days)	3.12	3.28	-4.8%	6.73	5.80	16.0%	3.09	3.25	-5.0%
Molokai (days)	1.49	1.22	22.1%	3.95	2.92	35.3%	1.47	1.21	21.6%
Lanai (days)	2.47	1.90	29.9%	3.03	2.45	23.6%	2.46	1.90	29.8%
Kauai (days)	1.89	2.03	-6.8%	5.52	5.26	4.9%	1.86	1.99	-6.7%
Big Island (days)	3.26	3.30	-1.4%	6.91	6.83	1.1%	3.24	3.28	-1.3%
...Hilo (days)	1.89	1.80	4.9%	7.55	6.06	24.7%	1.86	1.77	5.4%
...Kona (days)	3.23	3.37	-4.1%	5.83	5.95	-1.9%	3.22	3.36	-4.1%
Statewide (days)	5.80	5.91	-1.8%	6.88	6.98	-1.4%	5.79	5.90	-1.8%
ACCOMMODATIONS									
Hotel	1,358,224	1,204,991	12.7%	9,504	10,130	-6.2%	1,348,720	1,194,861	12.9%
...Hotel Only	1,333,917	1,179,575	13.1%	9,073	9,646	-5.9%	1,324,844	1,169,929	13.2%
Condo	109,518	124,290	-11.9%	1,478	1,547	-4.4%	108,040	122,743	-12.0%
...Condo Only	91,364	104,859	-12.9%	1,256	1,276	-1.6%	90,108	103,583	-13.0%
Timeshare	6,031	5,898	2.2%	154	166	-7.1%	5,877	5,732	2.5%
...Timeshare Only	4,238	3,946	7.4%	105	115	-8.3%	4,132	3,831	7.9%
Rental House	3,748	3,745	0.1%	189	121	56.2%	3,559	3,624	-1.8%
Bed & Breakfast	1,651	2,461	-32.9%	44	85	-48.8%	1,607	2,376	-32.4%
Cruise Ship	911	1,334	-31.7%	89	71	25.9%	822	1,263	-34.9%
Friends or Relatives	19,350	18,749	3.2%	991	1,043	-5.0%	18,359	17,707	3.7%
PURPOSE OF TRIP									
Pleasure (Net)	1,363,487	1,227,532	11.1%	10,052	10,573	-4.9%	1,353,435	1,216,959	11.2%
...Honeymoon/Get Married (Net)	374,493	339,330	10.4%	1,629	1,725	-5.6%	372,864	337,606	10.4%
MC&I (Net)	50,699	52,521	-3.5%	597	654	-8.7%	50,102	51,867	-3.4%
.....Convention/Conf.	11,621	15,217	-23.6%	298	297	0.2%	11,323	14,920	-24.1%
.....Corp. Meetings	13,308	11,224	18.6%	189	220	-14.4%	13,119	11,003	19.2%
.....Incentive	26,750	27,219	-1.7%	134	146	-8.2%	26,616	27,073	-1.7%
Other Business	10,938	9,207	18.8%	474	469	1.2%	10,464	8,738	19.8%
Visit Friends/Relatives	25,267	25,422	-0.6%	1,101	1,237	-11.0%	24,166	24,185	-0.1%
Government/Military	1,490	1,977	-24.7%	139	200	-30.5%	1,351	1,777	-24.0%
Attend School	3,316	2,701	22.8%	106	98	8.3%	3,210	2,603	23.3%
Sport Events	34,875	38,207	-8.7%	108	97	10.5%	34,767	38,110	-8.8%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,162.6	1,901.9	13.7%	21.1	21.6	-2.5%	2,141.6	1,880.3	13.9%
Per Person Per Day (\$)	251.5	240.1	4.7%	251.5	240.1	4.7%	251.5	240.1	4.7%
Per Person Per Trip (\$)	1,459.2	1,419.3	2.8%	1,729.2	1,675.2	3.2%	1,456.9	1,416.8	2.8%

Source: DBEDT

**TABLE 19: 2004 International Japanese Visitor Characteristics by Region
(Arrivals by air)**

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
	Visitor Counts	115,750	189,499	27,481	341,005	44,602	23,265	54,198	34,714	3,153
PARTY SIZE										
One	9,280	14,227	1,731	29,147	3,747	1,370	4,215	2,444	544	64,347
Two	37,142	61,011	9,643	103,554	14,970	7,625	17,163	11,079	670	199,978
Three or more	69,328	114,262	16,108	208,304	25,885	14,270	32,820	21,190	1,939	371,906
Avg Party Size	2.80	2.79	2.88	2.73	2.78	3.01	2.89	2.85	2.45	2.74
VISIT STATUS										
First-Time	55,400	80,607	14,421	119,761	24,731	13,512	28,122	15,528	1,506	315,063
Repeat	60,350	108,892	13,060	221,244	19,871	9,753	26,076	19,186	1,648	321,168
Average # of Trips	3.29	3.82	3.28	4.70	2.93	3.19	3.15	3.59	3.14	3.19
TRAVEL METHOD										
Group Tour	47,115	84,585	10,447	138,137	21,473	11,811	27,056	15,410	1,433	292,267
Package	96,412	157,830	22,098	264,829	37,712	19,376	45,302	29,191	2,362	516,302
Group Tour & Pkg	41,839	74,647	9,168	121,552	19,143	10,356	23,488	14,198	1,373	251,214
True Independent	14,061	21,731	4,105	59,590	4,560	2,433	5,328	4,311	732	78,876
ISLANDS VISITED										
Oahu	112,336	184,361	26,570	319,495	43,968	22,358	53,332	33,418	3,004	609,069
Maui County	9,692	18,422	1,693	29,571	3,652	2,035	4,779	2,759	94	51,783
...Maui	9,247	17,707	1,372	28,106	3,441	1,805	4,532	2,588	94	48,939
...Molokai	460	856	341	1,193	206	95	220	498	0	2,596
...Lanai	209	294	362	1,170	36	135	251	95	0	1,641
Kauai	3,939	6,893	1,134	14,813	1,538	398	2,418	1,183	31	22,022
Big Island	16,223	22,174	3,904	61,544	5,932	3,765	6,769	5,210	415	87,049
...Hilo	6,807	9,154	1,863	17,319	3,451	1,599	3,874	1,945	220	30,974
...Kona	11,380	17,042	2,951	52,036	4,337	2,801	4,563	4,338	195	69,996
LENGTH OF STAY										
Oahu (days)	5.18	5.25	5.24	5.39	4.99	5.12	5.00	5.27	5.70	5.15
Maui (days)	2.93	2.84	4.23	3.51	2.04	2.19	2.05	2.49	1.75	3.16
Molokai (days)	1.02	1.68	1.00	1.34	1.00	1.00	1.69	1.00	1.00	1.73
Lanai (days)	2.09	4.23	1.00	2.64	1.00	6.00	1.38	1.00	1.00	2.37
Kauai (days)	1.63	1.73	1.28	1.89	1.97	3.81	1.20	2.37	1.00	1.94
Big Island (days)	2.86	2.98	2.48	3.76	2.09	2.53	3.68	3.62	4.49	3.09
...Hilo (days)	1.94	1.55	1.12	2.20	1.16	1.22	4.07	2.17	1.00	1.62
...Kona (days)	2.92	3.05	2.57	3.71	1.93	2.70	2.01	3.37	8.43	3.13
Statewide (days)	5.72	5.80	5.71	6.12	5.43	5.60	5.61	5.90	6.08	5.68
ACCOMMODATIONS										
Hotel	107,928	176,572	25,193	301,639	42,684	21,944	50,673	31,632	2,446	588,009
...Hotel Only	105,923	173,090	24,885	294,206	41,997	21,700	50,052	31,351	2,446	579,195
Condo	7,359	13,390	1,989	35,437	1,933	1,202	2,751	2,842	549	40,588
...Condo Only	6,087	10,572	1,821	29,390	1,372	1,058	2,332	2,756	549	34,172
Timeshare	570	570	84	2,453	122	162	125	87	0	1,703
...Timeshare Only	408	321	54	1,750	100	46	82	64	0	1,307
Rental House	91	374	25	1,245	0	69	67	68	0	1,620
Bed & Breakfast	283	196	0	500	0	0	22	0	0	606
Cruise Ship	0	121	24	305	0	27	0	46	0	299
Friends or Relatives	885	1,587	413	6,229	434	93	750	247	144	7,578
PURPOSE OF TRIP										
Pleasure (Net)	107,911	176,604	25,199	315,602	40,611	21,969	48,112	32,023	2,554	582,850
...Honeymoon/Get Married (Net)	31,781	46,346	9,940	66,170	13,757	7,105	14,517	9,239	658	173,351
MC&I (Net)	4,709	6,044	1,341	7,986	2,381	801	2,730	983	98	23,027
....Convention/Conf.	1,038	1,461	249	1,539	723	250	637	341	11	5,075
....Corp. Meetings	1,398	1,268	425	1,901	269	174	301	232	13	7,137
....Incentive	2,299	3,471	769	4,584	1,658	378	1,792	410	74	11,182
Other Business	244	825	83	2,291	413	25	330	26	125	6,102
Visit Friends/Relatives	1,560	2,798	494	7,086	1,192	244	1,108	300	557	8,828
Government/Military	0	126	0	396	28	0	31	0	0	769
Attend School	607	489	44	597	39	25	64	85	0	1,260
Sport Events	1,876	5,244	360	9,547	1,021	283	2,417	1,002	71	12,945

Source: DBEDT

TABLE 20: Canada MMA Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	2,851,218	2,760,403	3.3%	743,519	528,792	40.6%	2,107,698	2,231,612	-5.6%
Total Visitors	217,163	204,999	5.9%	57,947	41,298	40.3%	159,216	163,701	-2.7%
PARTY SIZE									
One	41,382	37,691	9.8%	11,960	8,878	34.7%	29,422	28,814	2.1%
Two	108,288	105,536	2.6%	28,257	20,856	35.5%	80,030	84,680	-5.5%
Three or more	67,494	61,772	9.3%	17,730	11,565	53.3%	49,763	50,207	-0.9%
Avg Party Size	1.92	1.93	-0.5%	1.89	1.85	1.9%	1.94	1.96	-0.9%
VISIT STATUS									
First-Time	93,116	86,136	8.1%	25,894	18,222	42.1%	67,222	67,914	-1.0%
Repeat	124,048	118,863	4.4%	32,053	23,076	38.9%	91,994	95,787	-4.0%
Average # of Trips	3.61	3.77	-4.1%	3.75	3.96	-5.3%	3.56	3.72	-4.1%
TRAVEL METHOD									
Group Tour	15,094	17,681	-14.6%	3,953	3,592	10.0%	11,142	14,088	-20.9%
Package	70,114	64,658	8.4%	18,748	13,411	39.8%	51,366	51,247	0.2%
Group Tour & Pkg	11,896	14,815	-19.7%	3,083	2,996	2.9%	8,812	11,819	-25.4%
True Independent	143,851	137,475	4.6%	38,330	27,291	40.4%	105,520	110,184	-4.2%
ISLANDS VISITED									
Oahu	123,099	113,712	8.3%	30,212	22,767	32.7%	92,886	90,945	2.1%
Maui County	94,914	97,227	-2.4%	26,128	18,907	38.2%	68,786	78,320	-12.2%
...Maui	93,140	95,013	-2.0%	25,659	18,437	39.2%	67,482	76,575	-11.9%
...Molokai	2,931	4,102	-28.5%	863	802	7.6%	2,069	3,300	-37.3%
...Lanai	2,754	4,064	-32.2%	854	817	4.5%	1,900	3,247	-41.5%
Kauai	39,005	37,509	4.0%	10,222	7,952	28.6%	28,783	29,557	-2.6%
Big Island	43,213	44,709	-3.3%	13,534	10,233	32.3%	29,679	34,476	-13.9%
...Hilo	18,161	21,660	-16.2%	5,075	4,373	16.0%	13,086	17,287	-24.3%
...Kona	37,119	35,803	3.7%	11,664	7,879	48.0%	25,455	27,924	-8.8%
LENGTH OF STAY									
Oahu (days)	9.99	9.50	5.1%	9.62	9.26	3.9%	10.11	9.56	5.7%
Maui (days)	10.10	10.51	-3.9%	9.91	9.39	5.5%	10.17	10.77	-5.6%
Molokai (days)	5.62	5.36	4.9%	4.80	5.29	-9.2%	5.96	5.37	10.9%
Lanai (days)	3.58	4.63	-22.7%	3.40	5.12	-33.6%	3.66	4.50	-18.7%
Kauai (days)	7.70	7.41	3.9%	7.44	7.00	6.3%	7.79	7.52	3.6%
Big Island (days)	8.20	8.11	1.1%	8.53	7.88	8.2%	8.05	8.18	-1.6%
...Hilo (days)	3.74	3.80	-1.5%	3.94	4.18	-5.9%	3.66	3.70	-1.0%
...Kona (days)	7.72	7.84	-1.5%	8.18	7.91	3.4%	7.51	7.81	-3.9%
Statewide (days)	13.13	13.47	-2.5%	12.83	12.80	0.2%	13.24	13.63	-2.9%
ACCOMMODATIONS									
Hotel	122,605	113,716	7.8%	32,015	23,204	38.0%	90,590	90,513	0.1%
...Hotel Only	94,315	85,975	9.7%	24,820	17,810	39.4%	69,495	68,166	2.0%
Condo	61,939	60,047	3.2%	16,214	10,597	53.0%	45,725	49,450	-7.5%
...Condo Only	47,652	47,024	1.3%	12,643	8,311	52.1%	35,009	38,713	-9.6%
Timeshare	20,551	18,421	11.6%	5,678	3,711	53.0%	14,873	14,710	1.1%
...Timeshare Only	13,972	11,936	17.1%	3,928	2,497	57.3%	10,043	9,439	6.4%
Rental House	6,803	6,065	12.2%	2,175	1,318	65.0%	4,628	4,747	-2.5%
Bed & Breakfast	3,775	3,478	8.5%	1,064	688	54.6%	2,712	2,790	-2.8%
Cruise Ship	14,267	16,973	-15.9%	3,895	3,785	2.9%	10,373	13,187	-21.3%
Friends or Relatives	16,854	15,547	8.4%	4,689	3,574	31.2%	12,165	11,974	1.6%
PURPOSE OF TRIP									
Pleasure (Net)	189,495	176,610	7.3%	50,330	35,140	43.2%	139,165	141,470	-1.6%
...Honeymoon/Get Married (Net)	12,864	11,646	10.5%	3,858	3,132	23.2%	9,006	8,514	5.8%
MC&I (Net)	16,068	15,237	5.4%	4,354	3,237	34.5%	11,714	12,001	-2.4%
.....Convention/Conf.	10,211	10,304	-0.9%	2,714	2,185	24.2%	7,497	8,119	-7.7%
.....Corp. Meetings	2,203	2,131	3.4%	622	464	34.1%	1,581	1,667	-5.2%
.....Incentive	4,346	3,585	21.2%	1,213	742	63.4%	3,133	2,843	10.2%
Other Business	4,929	4,565	8.0%	1,388	1,045	32.8%	3,542	3,520	0.6%
Visit Friends/Relatives	13,230	12,438	6.4%	3,787	2,890	31.1%	9,443	9,548	-1.1%
Government/Military	727	714	1.8%	191	155	23.0%	536	559	-4.0%
Attend School	596	673	-11.4%	154	148	4.5%	442	525	-15.9%
Sport Events	4,056	4,174	-2.8%	1,171	875	33.8%	2,885	3,299	-12.6%
EXPENDITURES									
Total Expenditures (\$ mil.)	363.6	335.5	8.4%	94.8	64.3	47.5%	268.8	271.2	-0.9%
Per Person Per Day (\$)	127.5	121.5	4.9%	127.5	121.5	4.9%	127.5	121.5	4.9%
Per Person Per Trip (\$)	1,674.4	1,636.5	2.3%	1,636.3	1,556.1	5.2%	1,688.2	1,656.8	1.9%

Source: DBEDT

TABLE 21: Europe MMA Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	1,419,042	1,373,093	3.3%	1,260,278	1,182,859	6.5%	158,765	190,234	-16.5%
Total Visitors	114,948	111,074	3.5%	100,672	93,080	8.2%	14,276	17,994	-20.7%
PARTY SIZE									
One	26,839	26,534	1.1%	24,214	23,482	3.1%	2,625	3,053	-14.0%
Two	62,668	59,832	4.7%	53,709	48,836	10.0%	8,959	10,996	-18.5%
Three or more	25,442	24,708	3.0%	22,749	20,763	9.6%	2,693	3,945	-31.7%
Avg Party Size	1.77	1.76	0.5%	1.76	1.74	1.1%	1.84	1.86	-1.4%
VISIT STATUS									
First-Time	81,844	76,789	6.6%	70,842	62,710	13.0%	11,002	14,079	-21.9%
Repeat	33,104	34,285	-3.4%	29,830	30,370	-1.8%	3,274	3,915	-16.4%
Average # of Trips	2.23	2.32	-3.9%	2.32	2.45	-5.5%	1.60	1.63	-1.9%
TRAVEL METHOD									
Group Tour	14,070	12,049	16.8%	13,257	10,751	23.3%	813	1,298	-37.3%
Package	60,080	54,545	10.1%	53,896	47,594	13.2%	6,184	6,951	-11.0%
Group Tour & Pkg	10,922	9,352	16.8%	10,230	8,300	23.3%	693	1,053	-34.2%
True Independent	51,720	53,833	-3.9%	43,749	43,035	1.7%	7,971	10,798	-26.2%
ISLANDS VISITED									
Oahu	84,220	80,800	4.2%	71,882	65,073	10.5%	12,339	15,727	-21.5%
Maui County	39,146	37,712	3.8%	35,059	33,040	6.1%	4,087	4,672	-12.5%
...Maui	38,208	36,716	4.1%	34,230	32,134	6.5%	3,978	4,582	-13.2%
...Molokai	2,061	1,971	4.6%	1,737	1,728	0.5%	324	243	33.3%
...Lanai	1,879	1,578	19.1%	1,523	1,440	5.8%	356	139	157.0%
Kauai	20,415	19,598	4.2%	19,313	17,157	12.6%	1,103	2,441	-54.8%
Big Island	26,019	25,749	1.0%	24,066	22,251	8.2%	1,953	3,499	-44.2%
...Hilo	11,880	11,710	1.5%	10,167	8,941	13.7%	1,713	2,768	-38.1%
...Kona	20,761	20,644	0.6%	18,884	17,279	9.3%	1,878	3,366	-44.2%
LENGTH OF STAY									
Oahu (days)	9.07	9.00	0.7%	9.18	9.38	-2.2%	8.43	7.45	13.0%
Maui (days)	7.94	8.05	-1.3%	8.12	8.30	-2.1%	6.39	6.29	1.6%
Molokai (days)	6.62	6.37	3.9%	4.40	4.17	5.6%	18.56	22.08	-15.9%
Lanai (days)	3.12	3.35	-6.8%	3.04	3.58	-15.2%	3.50	1.00	249.1%
Kauai (days)	6.48	6.65	-2.5%	6.53	6.84	-4.5%	5.66	5.35	5.8%
Big Island (days)	7.69	7.84	-1.8%	7.66	7.92	-3.3%	8.12	7.33	10.9%
...Hilo (days)	4.88	4.56	7.0%	5.03	5.37	-6.3%	4.02	1.96	104.8%
...Kona (days)	6.85	7.18	-4.7%	7.05	7.41	-4.9%	4.79	6.00	-20.2%
Statewide (days)	12.35	12.36	-0.1%	12.52	12.71	-1.5%	11.12	10.57	5.2%
ACCOMMODATIONS									
Hotel	88,071	83,071	6.0%	77,309	69,357	11.5%	10,762	13,715	-21.5%
...Hotel Only	76,931	72,057	6.8%	67,575	60,064	12.5%	9,356	11,994	-22.0%
Condo	8,546	8,309	2.9%	7,311	7,373	-0.8%	1,236	937	31.9%
...Condo Only	5,645	5,336	5.8%	4,874	4,970	-1.9%	771	366	110.7%
Timeshare	2,964	3,225	-8.1%	2,795	2,797	-0.1%	168	428	-60.7%
...Timeshare Only	1,997	2,290	-12.8%	1,893	1,955	-3.2%	104	334	-68.8%
Rental House	3,926	3,723	5.5%	3,740	3,573	4.7%	186	150	24.0%
Bed & Breakfast	3,996	4,107	-2.7%	3,584	3,494	2.6%	412	613	-32.8%
Cruise Ship	5,138	5,243	-2.0%	5,120	5,071	1.0%	18	173	-89.4%
Friends or Relatives	9,688	9,940	-2.5%	8,525	8,755	-2.6%	1,163	1,185	-1.9%
PURPOSE OF TRIP									
Pleasure (Net)	98,944	95,238	3.9%	86,438	78,914	9.5%	12,506	16,324	-23.4%
...Honeymoon/Get Married (Net)	11,425	11,022	3.7%	10,752	9,888	8.7%	674	1,134	-40.6%
MC&I (Net)	6,748	7,184	-6.1%	6,286	6,508	-3.4%	461	675	-31.7%
.....Convention/Conf.	4,699	5,216	-9.9%	4,393	4,626	-5.0%	306	590	-48.2%
.....Corp. Meetings	931	1,081	-13.8%	905	995	-9.0%	26	86	-69.6%
.....Incentive	1,336	1,289	3.6%	1,207	1,250	-3.5%	130	39	232.3%
Other Business	2,502	2,558	-2.2%	2,140	2,130	0.5%	362	429	-15.6%
Visit Friends/Relatives	8,294	8,039	3.2%	7,563	7,426	1.8%	732	613	19.4%
Government/Military	542	663	-18.3%	530	594	-10.8%	12	69	-82.3%
Attend School	565	575	-1.8%	466	556	-16.2%	99	20	407.8%
Sport Events	2,219	1,796	23.5%	2,094	1,753	19.4%	126	43	191.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	215.3	218.6	-1.5%	191.3	188.3	1.6%	24.1	30.3	-20.4%
Per Person Per Day (\$)	151.8	159.2	-4.7%	151.8	159.2	-4.7%	151.8	159.2	-4.7%
Per Person Per Trip (\$)	1,873.4	1,968.0	-4.8%	1,899.8	2,023.1	-6.1%	1,687.7	1,683.1	0.3%

Source: DBEDT

**TABLE 22: Oceania MMA Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	1,158,457	871,939	32.9%	192,092	136,590	40.6%	966,365	735,349	31.4%
Total Visitors	132,130	95,514	38.3%	28,495	18,641	52.9%	103,635	76,873	34.8%
PARTY SIZE									
One	21,085	17,696	19.1%	6,678	4,991	33.8%	14,407	12,706	13.4%
Two	64,160	49,926	28.5%	12,477	7,878	58.4%	51,683	42,048	22.9%
Three or more	46,885	27,891	68.1%	9,340	5,772	61.8%	37,545	22,119	69.7%
Avg Party Size	2.05	1.92	6.5%	1.87	1.79	4.1%	2.10	1.95	7.4%
VISIT STATUS									
First-Time	71,048	50,897	39.6%	13,495	8,721	54.7%	57,553	42,177	36.5%
Repeat	61,082	44,617	36.9%	15,000	9,920	51.2%	46,082	34,696	32.8%
Average # of Trips	2.47	2.65	-6.8%	2.95	3.16	-6.7%	2.34	2.53	-7.5%
TRAVEL METHOD									
Group Tour	8,731	5,253	66.2%	804	708	13.5%	7,928	4,544	74.5%
Package	71,037	50,335	41.1%	14,633	8,789	66.5%	56,404	41,546	35.8%
Group Tour & Pkg	7,743	4,634	67.1%	590	562	5.1%	7,153	4,072	75.6%
True Independent	60,104	44,560	34.9%	13,648	9,706	40.6%	46,455	34,855	33.3%
ISLANDS VISITED									
Oahu	124,754	87,193	43.1%	25,981	16,378	58.6%	98,773	70,815	39.5%
Maui County	24,137	21,513	12.2%	3,293	2,688	22.5%	20,843	18,825	10.7%
...Maui	23,666	20,851	13.5%	3,177	2,566	23.8%	20,489	18,285	12.1%
...Molokai	1,599	1,422	12.5%	134	143	-6.7%	1,465	1,278	14.6%
...Lanai	1,418	1,659	-14.5%	102	161	-36.6%	1,316	1,498	-12.2%
Kauai	10,878	10,230	6.3%	1,228	1,244	-1.3%	9,650	8,986	7.4%
Big Island	18,292	15,190	20.4%	2,193	1,772	23.8%	16,100	13,418	20.0%
...Hilo	14,989	11,296	32.7%	812	767	5.9%	14,177	10,529	34.6%
...Kona	16,900	13,826	22.2%	1,657	1,293	28.2%	15,243	12,533	21.6%
LENGTH OF STAY									
Oahu (days)	6.98	7.03	-0.8%	5.85	6.13	-4.7%	7.28	7.24	0.5%
Maui (days)	5.75	5.78	-0.7%	5.89	5.92	-0.4%	5.72	5.76	-0.7%
Molokai (days)	1.96	2.43	-19.4%	2.99	4.95	-39.7%	1.86	2.14	-13.1%
Lanai (days)	1.51	2.06	-27.0%	3.78	2.82	34.0%	1.33	1.98	-32.9%
Kauai (days)	4.78	4.74	0.8%	6.10	6.48	-5.9%	4.62	4.50	2.5%
Big Island (days)	5.17	5.46	-5.2%	6.00	6.61	-9.2%	5.06	5.31	-4.6%
...Hilo (days)	1.86	1.86	0.1%	4.56	3.73	22.3%	1.71	1.73	-0.9%
...Kona (days)	3.95	4.48	-11.8%	5.70	6.84	-16.7%	3.76	4.23	-11.2%
Statewide (days)	8.77	9.13	-4.0%	6.74	7.33	-8.0%	9.32	9.57	-2.5%
ACCOMMODATIONS									
Hotel	113,201	80,707	40.3%	24,300	15,103	60.9%	88,902	65,604	35.5%
...Hotel Only	101,120	71,022	42.4%	23,305	14,329	62.6%	77,815	56,693	37.3%
Condo	9,231	6,792	35.9%	1,226	978	25.3%	8,004	5,814	37.7%
...Condo Only	4,749	4,349	9.2%	923	730	26.5%	3,825	3,619	5.7%
Timeshare	2,827	2,902	-2.6%	490	505	-2.9%	2,337	2,397	-2.5%
...Timeshare Only	1,786	1,233	44.9%	333	379	-11.9%	1,453	855	70.0%
Rental House	1,759	1,054	66.9%	341	336	1.5%	1,418	718	97.5%
Bed & Breakfast	1,620	931	74.0%	254	182	39.3%	1,366	749	82.5%
Cruise Ship	3,167	3,361	-5.8%	268	275	-2.7%	2,899	3,085	-6.0%
Friends or Relatives	7,947	6,324	25.7%	1,738	1,402	24.0%	6,208	4,922	26.1%
PURPOSE OF TRIP									
Pleasure (Net)	116,893	81,797	42.9%	25,768	16,255	58.5%	91,124	65,542	39.0%
...Honeymoon/Get Married (Net)	6,039	3,671	64.5%	1,175	810	45.2%	4,864	2,862	70.0%
MC&I (Net)	6,706	5,036	33.2%	691	702	-1.6%	6,016	4,335	38.8%
.....Convention/Conf.	5,168	3,419	51.1%	441	465	-5.3%	4,727	2,954	60.0%
.....Corp. Meetings	479	512	-6.4%	137	148	-7.3%	342	364	-6.0%
.....Incentive	1,401	1,261	11.1%	134	130	2.9%	1,267	1,131	12.0%
Other Business	1,340	1,873	-28.5%	631	573	10.1%	709	1,300	-45.5%
Visit Friends/Relatives	7,236	6,330	14.3%	1,592	1,285	23.9%	5,644	5,045	11.9%
Government/Military	403	873	-53.8%	190	221	-14.0%	214	652	-67.2%
Attend School	276	139	99.0%	37	72	-48.0%	238	67	256.9%
Sport Events	1,779	649	174.1%	185	167	10.9%	1,594	482	230.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	191.7	137.2	39.7%	31.8	21.5	47.9%	159.9	115.7	38.2%
Per Person Per Day (\$)	165.5	157.4	5.1%	165.5	157.4	5.1%	165.5	157.4	5.1%
Per Person Per Trip (\$)	1,450.9	1,436.9	1.0%	1,115.6	1,153.4	-3.3%	1,543.1	1,505.7	2.5%

Source: DBEDT

**TABLE 23: Other Asia MMA Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	761,834	955,570	-20.3%	221,585	229,058	-3.3%	540,250	726,512	-25.6%
Total Visitors	98,480	98,466	0.0%	36,009	31,867	13.0%	62,471	66,599	-6.2%
PARTY SIZE									
One	18,280	19,119	-4.4%	8,306	7,473	11.1%	9,973	11,646	-14.4%
Two	24,671	25,742	-4.2%	6,824	6,640	2.8%	17,847	19,102	-6.6%
Three or more	55,529	53,605	3.6%	20,879	17,753	17.6%	34,650	35,851	-3.4%
Avg Party Size	2.37	2.30	2.9%	2.28	2.23	2.5%	2.41	2.33	3.4%
VISIT STATUS									
First-Time	68,560	64,310	6.6%	26,149	21,677	20.6%	42,411	42,633	-0.5%
Repeat	29,921	34,156	-12.4%	9,860	10,190	-3.2%	20,060	23,966	-16.3%
Average # of Trips	2.10	2.30	-8.6%	2.32	2.60	-10.8%	1.97	2.15	-8.4%
TRAVEL METHOD									
Group Tour	44,694	41,998	6.4%	19,474	15,383	26.6%	25,220	26,615	-5.2%
Package	55,893	55,734	0.3%	22,842	18,251	25.2%	33,051	37,483	-11.8%
Group Tour & Pkg	37,474	35,906	4.4%	16,559	12,648	30.9%	20,915	23,259	-10.1%
True Independent	35,367	36,640	-3.5%	10,253	10,880	-5.8%	25,115	25,760	-2.5%
ISLANDS VISITED									
Oahu	89,946	88,556	1.6%	32,632	28,297	15.3%	57,314	60,259	-4.9%
Maui County	17,508	21,036	-16.8%	4,445	5,162	-13.9%	13,063	15,874	-17.7%
...Maui	16,926	20,140	-16.0%	4,179	4,816	-13.2%	12,747	15,324	-16.8%
...Molokai	1,501	1,472	2.0%	361	417	-13.5%	1,140	1,054	8.2%
...Lanai	712	834	-14.6%	239	330	-27.4%	473	504	-6.2%
Kauai	4,727	5,501	-14.1%	1,575	1,795	-12.3%	3,152	3,705	-14.9%
Big Island	13,074	16,555	-21.0%	3,044	3,176	-4.2%	10,030	13,379	-25.0%
...Hilo	8,926	11,119	-19.7%	1,445	1,359	6.4%	7,481	9,760	-23.3%
...Kona	10,704	14,057	-23.8%	2,103	2,323	-9.5%	8,601	11,734	-26.7%
LENGTH OF STAY									
Oahu (days)	6.63	8.32	-20.3%	5.22	6.18	-15.5%	7.44	9.32	-20.2%
Maui (days)	4.30	3.89	10.5%	4.95	4.98	-0.5%	4.09	3.55	15.1%
Molokai (days)	2.13	2.35	-9.2%	2.98	3.98	-25.0%	1.86	1.70	9.3%
Lanai (days)	2.56	3.82	-33.0%	5.54	4.07	36.0%	1.05	3.65	-71.3%
Kauai (days)	4.31	5.12	-15.8%	5.61	4.82	16.4%	3.66	5.26	-30.5%
Big Island (days)	5.13	6.39	-19.6%	6.38	5.85	9.0%	4.76	6.51	-27.0%
...Hilo (days)	2.29	2.22	3.1%	3.71	3.93	-5.5%	2.02	1.99	1.7%
...Kona (days)	4.36	5.76	-24.4%	6.68	5.70	17.1%	3.79	5.77	-34.4%
Statewide (days)	7.74	9.70	-20.3%	6.15	7.19	-14.4%	8.65	10.91	-20.7%
ACCOMMODATIONS									
Hotel	82,066	81,352	0.9%	31,207	27,030	15.5%	50,859	54,322	-6.4%
...Hotel Only	77,563	75,486	2.8%	29,702	25,584	16.1%	47,861	49,902	-4.1%
Condo	6,440	5,642	14.2%	1,521	1,538	-1.2%	4,920	4,103	19.9%
...Condo Only	4,473	3,530	26.7%	1,096	1,124	-2.5%	3,377	2,405	40.4%
Timeshare	855	1,119	-23.6%	459	524	-12.4%	396	595	-33.4%
...Timeshare Only	526	598	-11.9%	274	291	-5.6%	252	307	-17.9%
Rental House	1,623	1,523	6.6%	458	582	-21.3%	1,165	941	23.8%
Bed & Breakfast	1,761	1,413	24.6%	632	651	-2.9%	1,129	762	48.1%
Cruise Ship	890	1,218	-26.9%	444	504	-11.8%	446	714	-37.6%
Friends or Relatives	8,643	10,945	-21.0%	2,333	2,274	2.6%	6,311	8,672	-27.2%
PURPOSE OF TRIP									
Pleasure (Net)	64,962	63,013	3.1%	24,474	22,247	10.0%	40,488	40,766	-0.7%
...Honeymoon/Get Married (Net)	6,694	6,938	-3.5%	1,011	1,185	-14.7%	5,683	5,753	-1.2%
MC&I (Net)	12,683	12,254	3.5%	3,125	2,841	10.0%	9,558	9,413	1.5%
.....Convention/Conf.	7,567	7,769	-2.6%	1,656	1,520	9.0%	5,910	6,249	-5.4%
.....Corp. Meetings	2,830	1,999	41.6%	580	547	6.0%	2,250	1,452	54.9%
.....Incentive	2,528	2,786	-9.3%	957	921	3.9%	1,571	1,865	-15.8%
Other Business	9,727	8,035	21.1%	5,588	4,270	30.9%	4,139	3,764	10.0%
Visit Friends/Relatives	8,633	10,554	-18.2%	2,660	2,454	8.4%	5,972	8,101	-26.3%
Government/Military	2,384	3,075	-22.5%	1,152	1,103	4.5%	1,232	1,972	-37.6%
Attend School	1,285	1,131	13.6%	207	165	25.4%	1,077	966	11.6%
Sport Events	816	1,103	-26.0%	208	230	-9.4%	608	873	-30.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	141.1	168.3	-16.2%	41.0	40.4	1.7%	100.1	128.0	-21.8%
Per Person Per Day (\$)	185.2	176.2	5.1%	185.2	176.2	5.1%	185.2	176.2	5.1%
Per Person Per Trip (\$)	1,432.9	1,709.6	-16.2%	1,139.8	1,266.3	-10.0%	1,601.8	1,921.8	-16.6%

Source: DBEDT

TABLE 24: Latin America MMA Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	150,931	146,105	3.3%	144,484	136,556	5.8%	6,447	9,549	-32.5%
Total Visitors	13,760	14,124	-2.6%	13,214	12,782	3.4%	546	1,342	-59.3%
PARTY SIZE									
One	3,484	3,299	5.6%	3,407	3,179	7.2%	77	120	-35.9%
Two	5,419	5,960	-9.1%	5,325	5,332	-0.1%	95	628	-84.9%
Three or more	4,857	4,866	-0.2%	4,483	4,271	5.0%	374	594	-37.0%
Avg Party Size	1.85	1.85	-0.3%	1.84	1.85	-0.8%	2.07	1.84	12.1%
VISIT STATUS									
First-Time	9,019	9,023	0.0%	8,596	8,357	2.9%	423	665	-36.4%
Repeat	4,741	5,102	-7.1%	4,619	4,425	4.4%	123	677	-81.9%
Average # of Trips	2.56	2.57	-0.6%	2.57	2.61	-1.5%	2.10	2.15	-2.4%
TRAVEL METHOD									
Group Tour	1,700	1,978	-14.0%	1,546	1,903	-18.8%	155	75	106.7%
Package	6,244	6,833	-8.6%	6,004	6,018	-0.2%	240	815	-70.5%
Group Tour & Pkg	1,286	1,605	-19.8%	1,162	1,530	-24.0%	124	75	66.1%
True Independent	7,102	6,918	2.7%	6,827	6,391	6.8%	275	527	-47.7%
ISLANDS VISITED									
Oahu	9,703	10,140	-4.3%	9,257	8,860	4.5%	447	1,280	-65.1%
Maui County	5,311	5,791	-8.3%	5,082	5,265	-3.5%	230	526	-56.3%
...Maui	5,194	5,511	-5.8%	4,964	5,061	-1.9%	230	450	-48.9%
...Molokai	227	362	-37.2%	199	362	-45.1%	29	0	NA
...Lanai	264	561	-52.9%	236	387	-39.1%	28	174	-83.8%
Kauai	1,862	1,981	-6.0%	1,743	1,898	-8.2%	120	83	43.8%
Big Island	2,870	3,358	-14.5%	2,682	3,117	-14.0%	189	241	-21.6%
...Hilo	1,241	1,555	-20.2%	1,113	1,315	-15.4%	128	241	-46.9%
...Kona	2,387	2,767	-13.8%	2,215	2,527	-12.3%	172	241	-28.7%
LENGTH OF STAY									
Oahu (days)	8.34	7.87	6.0%	8.35	8.12	2.8%	8.29	6.16	34.4%
Maui (days)	7.33	5.90	24.2%	7.46	6.29	18.6%	4.53	1.53	196.9%
Molokai (days)	3.56	2.98	19.5%	4.07	2.98	36.7%	0.00	0.00	NA
Lanai (days)	2.67	4.27	-37.4%	2.99	6.19	-51.7%	0.00	0.00	NA
Kauai (days)	6.34	5.42	17.0%	6.30	5.62	12.1%	6.89	0.83	733.6%
Big Island (days)	6.39	5.78	10.6%	6.60	5.99	10.2%	3.40	3.02	12.5%
...Hilo (days)	3.13	3.68	-15.2%	3.36	4.23	-20.6%	1.10	0.70	57.1%
...Kona (days)	6.05	4.94	22.6%	6.30	5.19	21.4%	2.92	2.32	25.7%
Statewide (days)	10.97	10.34	6.0%	10.93	10.68	2.3%	11.81	7.12	65.9%
ACCOMMODATIONS									
Hotel	9,923	10,214	-2.9%	9,529	9,068	5.1%	394	1,146	-65.6%
...Hotel Only	8,922	8,796	1.4%	8,583	7,813	9.8%	339	983	-65.5%
Condo	1,125	1,255	-10.3%	1,042	1,091	-4.5%	83	164	-49.3%
...Condo Only	879	840	4.7%	826	840	-1.6%	53	0	NA
Timeshare	510	527	-3.2%	487	527	-7.6%	23	0	NA
...Timeshare Only	347	398	-12.9%	347	398	-12.9%	0	0	NA
Rental House	487	492	-1.0%	414	416	-0.5%	73	76	-3.9%
Bed & Breakfast	161	152	5.7%	148	152	-2.5%	12	0	NA
Cruise Ship	872	1,352	-35.5%	848	1,352	-37.3%	24	0	NA
Friends or Relatives	1,461	1,404	4.1%	1,385	1,241	11.6%	76	163	-53.1%
PURPOSE OF TRIP									
Pleasure (Net)	10,469	10,711	-2.3%	10,025	9,574	4.7%	444	1,137	-60.9%
...Honeymoon/Get Married (Net)	1,259	1,659	-24.1%	1,196	1,319	-9.3%	63	339	-81.4%
MC&I (Net)	1,985	2,126	-6.6%	1,940	2,060	-5.8%	45	65	-31.5%
.....Convention/Conf.	1,561	1,552	0.6%	1,516	1,508	0.5%	45	44	2.8%
.....Corp. Meetings	265	316	-15.9%	253	294	-13.9%	12	22	-43.0%
.....Incentive	296	386	-23.3%	284	386	-26.5%	12	0	NA
Other Business	429	432	-0.6%	406	401	1.4%	23	31	-25.7%
Visit Friends/Relatives	1,040	1,060	-1.9%	1,004	984	2.0%	36	76	-53.1%
Government/Military	86	92	-7.0%	63	92	-31.9%	23	0	NA
Attend School	82	80	3.3%	70	80	-12.3%	12	0	NA
Sport Events	399	278	43.7%	324	247	31.5%	75	31	140.8%
EXPENDITURES									
Total Expenditures (\$ mil.)	19.6	18.4	6.6%	18.8	17.2	9.2%	0.8	1.2	-30.3%
Per Person Per Day (\$)	129.8	125.8	3.2%	129.8	125.8	3.2%	129.8	125.8	3.2%
Per Person Per Trip (\$)	1,424.1	1,301.4	9.4%	1,419.6	1,344.1	5.6%	1,533.1	895.2	71.3%

Source: DBEDT

**TABLE 25: Other MMA Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	2,901,341	2,715,948	6.8%	1,751,814	1,542,070	13.6%	1,149,527	1,173,877	-2.1%
Total Visitors	280,148	253,009	10.7%	166,987	145,399	14.8%	113,161	107,610	5.2%
PARTY SIZE									
One	89,235	84,530	5.6%	40,821	37,855	7.8%	48,414	46,675	3.7%
Two	104,348	85,190	22.5%	67,800	57,972	17.0%	36,547	27,218	34.3%
Three or more	86,566	83,290	3.9%	58,365	49,572	17.7%	28,200	33,717	-16.4%
Avg Party Size	1.76	1.73	1.7%	1.87	1.84	1.8%	1.59	1.58	0.7%
VISIT STATUS									
First-Time	94,871	86,907	9.2%	66,913	56,839	17.7%	27,958	30,068	-7.0%
Repeat	185,277	166,102	11.5%	100,074	88,560	13.0%	85,203	77,542	9.9%
Average # of Trips	5.31	5.55	-4.4%	4.90	5.04	-2.7%	5.91	6.25	-5.4%
TRAVEL METHOD									
Group Tour	20,872	22,850	-8.7%	11,899	11,609	2.5%	8,973	11,241	-20.2%
Package	76,494	75,322	1.6%	57,831	49,388	17.1%	18,662	25,934	-28.0%
Group Tour & Pkg	14,908	18,908	-21.2%	9,131	9,075	0.6%	5,777	9,833	-41.3%
True Independent	202,762	173,746	16.7%	106,388	93,477	13.8%	96,374	80,268	20.1%
ISLANDS VISITED									
Oahu	205,909	189,674	8.6%	103,940	90,804	14.5%	101,970	98,870	3.1%
Maui County	75,657	70,050	8.0%	58,430	52,568	11.2%	17,227	17,483	-1.5%
...Maui	73,630	67,329	9.4%	56,876	50,835	11.9%	16,754	16,494	1.6%
...Molokai	2,958	5,472	-45.9%	2,295	2,663	-13.8%	663	2,809	-76.4%
...Lanai	2,838	4,250	-33.2%	2,337	2,464	-5.2%	501	1,786	-71.9%
Kauai	33,771	31,925	5.8%	26,517	23,986	10.6%	7,254	7,939	-8.6%
Big Island	44,054	44,280	-0.5%	31,892	28,113	13.4%	12,161	16,166	-24.8%
...Hilo	21,671	20,786	4.3%	11,873	10,873	9.2%	9,799	9,913	-1.2%
...Kona	37,566	36,747	2.2%	25,934	21,983	18.0%	11,632	14,764	-21.2%
LENGTH OF STAY									
Oahu (days)	8.27	8.31	-0.5%	8.22	8.17	0.6%	8.33	8.44	-1.4%
Maui (days)	7.74	7.33	5.7%	7.83	7.83	0.0%	7.45	5.79	28.7%
Molokai (days)	3.70	3.72	-0.6%	4.36	4.57	-4.5%	1.38	2.91	-52.6%
Lanai (days)	3.15	3.58	-12.2%	3.58	4.14	-13.4%	1.11	2.82	-60.6%
Kauai (days)	6.71	6.54	2.6%	7.01	6.85	2.2%	5.63	5.59	0.7%
Big Island (days)	8.66	9.05	-4.4%	7.78	7.68	1.3%	10.97	11.44	-4.1%
...Hilo (days)	4.75	6.26	-24.1%	4.54	5.11	-11.3%	5.00	7.51	-33.4%
...Kona (days)	7.42	7.37	0.6%	7.49	7.29	2.7%	7.25	7.49	-3.1%
Statewide (days)	10.36	10.73	-3.5%	10.49	10.61	-1.1%	10.16	10.91	-6.9%
ACCOMMODATIONS									
Hotel	175,116	155,041	12.9%	103,262	89,860	14.9%	71,855	65,181	10.2%
...Hotel Only	152,126	134,371	13.2%	89,257	77,251	15.5%	62,868	57,120	10.1%
Condo	30,266	31,792	-4.8%	26,454	23,535	12.4%	3,813	8,257	-53.8%
...Condo Only	22,129	20,785	6.5%	20,122	17,714	13.6%	2,007	3,071	-34.7%
Timeshare	13,105	10,270	27.6%	11,540	9,362	23.3%	1,565	907	72.5%
...Timeshare Only	9,032	7,248	24.6%	8,355	6,665	25.3%	677	582	16.2%
Rental House	11,463	9,207	24.5%	6,179	4,927	25.4%	5,284	4,280	23.5%
Bed & Breakfast	2,355	2,710	-13.1%	2,175	2,220	-2.0%	180	490	-63.3%
Cruise Ship	13,182	10,429	26.4%	5,597	5,248	6.6%	7,585	5,181	46.4%
Friends or Relatives	53,482	47,810	11.9%	24,079	21,164	13.8%	29,403	26,646	10.3%
PURPOSE OF TRIP									
Pleasure (Net)	182,420	147,882	23.4%	126,507	107,397	17.8%	55,913	40,485	38.1%
...Honeymoon/Get Married (Net)	11,806	11,245	5.0%	9,700	8,431	15.0%	2,107	2,813	-25.1%
MC&I (Net)	29,185	32,663	-10.7%	13,633	13,619	0.1%	15,551	19,044	-18.3%
.....Convention/Conf.	22,177	22,966	-3.4%	9,610	9,896	-2.9%	12,567	13,070	-3.9%
.....Corp. Meetings	4,406	3,654	20.6%	2,233	2,031	9.9%	2,173	1,624	33.8%
.....Incentive	3,090	6,719	-54.0%	2,250	2,161	4.1%	840	4,558	-81.6%
Other Business	18,454	14,210	29.9%	8,476	7,649	10.8%	9,978	6,561	52.1%
Visit Friends/Relatives	42,516	38,748	9.7%	21,568	18,348	17.5%	20,948	20,400	2.7%
Government/Military	16,772	14,374	16.7%	3,446	3,383	1.9%	13,326	10,990	21.3%
Attend School	2,111	1,553	36.0%	848	674	25.8%	1,264	879	43.8%
Sport Events	4,548	3,225	41.0%	2,987	2,257	32.3%	1,561	968	61.2%
EXPENDITURES									
Total Expenditures (\$ mil.)	458.4	457.0	0.3%	276.8	259.5	6.7%	181.6	197.5	-8.0%
Per Person Per Day (\$)	158.0	168.3	-6.1%	158.0	168.3	-6.1%	158.0	168.3	-6.1%
Per Person Per Trip (\$)	1,636.3	1,806.2	-9.4%	1,657.5	1,784.5	-7.1%	1,605.0	1,835.5	-12.6%

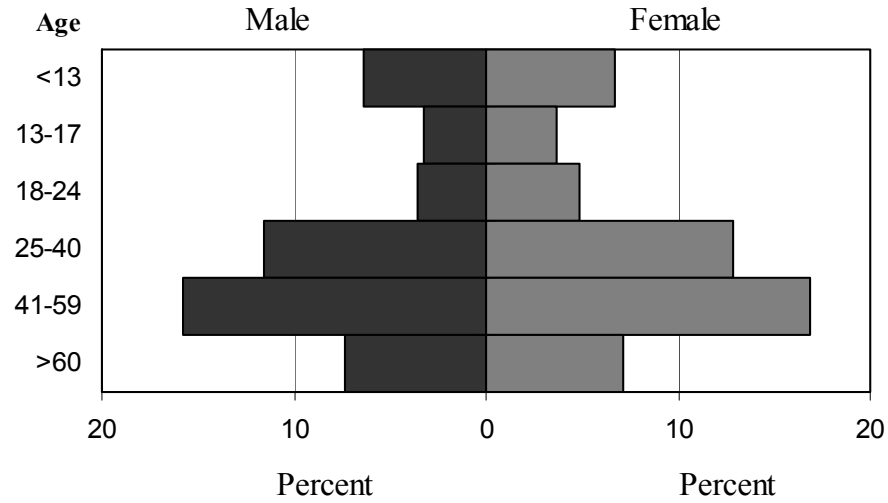
Source: DBEDT

**TABLE 26: 2004 Visitor Age Distribution by MMA (% of MMA Total)
(Arrivals by air)**

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	6.4	6.7	13.1	4.0	4.3	8.3	3.5	3.8	7.3	4.0	4.4	8.4	2.7	3.2	5.9
13-17	3.2	3.6	6.8	2.8	3.3	6.1	1.0	1.5	2.5	2.5	3.1	5.6	1.8	2.1	3.9
18-24	3.5	4.8	8.4	3.8	5.1	8.8	3.9	8.7	12.6	3.0	4.4	7.4	3.8	4.8	8.5
25-40	11.6	12.9	24.5	12.4	13.1	25.5	16.9	22.7	39.6	11.8	13.2	25.0	16.4	15.0	31.5
41-59	15.8	16.9	32.7	17.0	18.3	35.3	10.9	13.8	24.7	16.3	18.3	34.6	16.6	16.2	32.8
>60	7.3	7.2	14.5	8.0	8.0	16.0	6.0	7.2	13.2	9.5	9.4	18.9	9.1	8.4	17.4
Total	47.9	52.1	100.0	47.9	52.1	100.0	42.2	57.8	100.0	47.1	52.9	100.0	50.4	49.6	100.0
Visitors	1,325,409	1,442,593	2,768,002	864,471	940,906	1,805,377	625,760	856,325	1,482,085	102,334	114,829	217,163	57,902	57,046	114,948

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	3.9	3.8	7.7	3.7	3.3	7.0	4.4	5.9	10.3	3.4	4.3	7.8	4.7	5.0	9.7
13-17	2.9	2.8	5.6	1.6	1.2	2.8	3.0	2.8	5.9	3.2	2.3	5.6	2.5	2.9	5.4
18-24	4.8	5.7	10.5	2.3	2.9	5.2	5.3	6.0	11.3	5.7	5.3	11.0	3.8	5.8	9.6
25-40	13.1	13.4	26.5	20.0	16.8	36.7	17.2	15.9	33.1	14.6	11.0	25.6	13.5	15.4	28.9
41-59	15.9	18.5	34.4	24.7	12.8	37.5	14.0	13.8	27.8	22.1	14.8	37.0	15.4	16.4	31.8
>60	8.1	7.2	15.2	5.7	5.1	10.8	5.7	6.0	11.6	6.9	6.2	13.1	7.2	7.4	14.6
Total	48.6	51.4	100.0	57.9	42.1	100.0	49.6	50.4	100.0	56.0	44.0	100.0	47.0	53.0	100.0
Visitors	64,229	67,901	132,130	57,026	41,455	98,480	6,822	6,939	13,760	156,872	123,276	280,148	3,260,825	3,651,269	6,912,094

Figure 3: 2004 Visitor Age Distribution: U.S. West



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Figure 4: 2004 Visitor Age Distribution: U.S. East

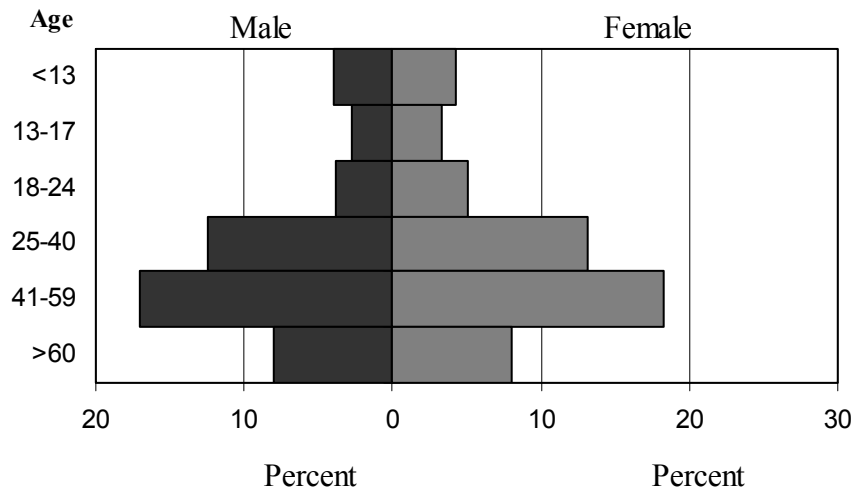
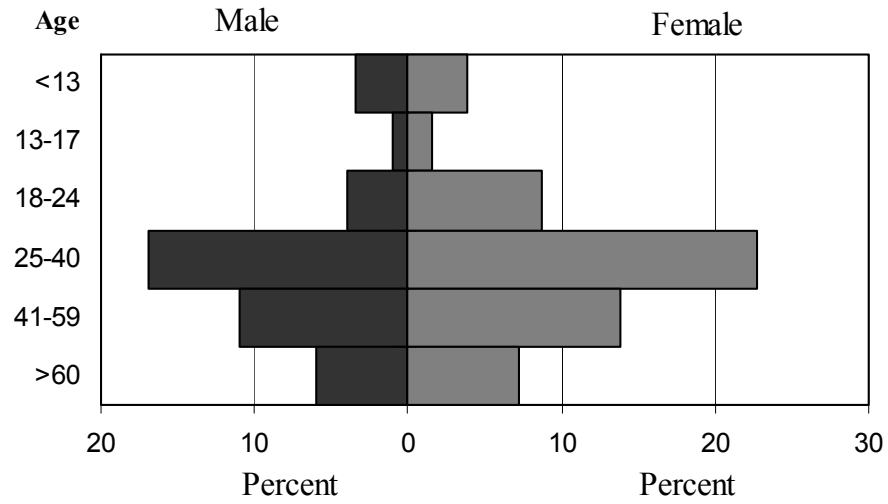
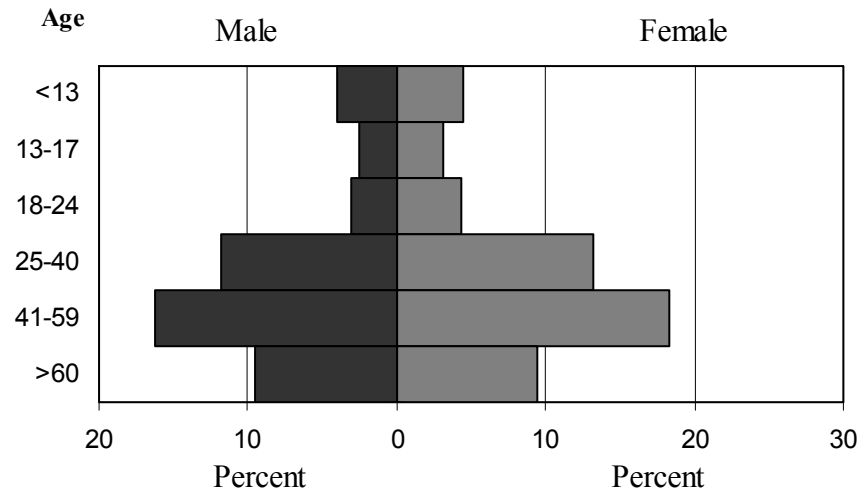


Figure 5: 2004 Visitor Age Distribution: Japan



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Figure 6: 2004 Visitor Age Distribution: Canada



AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON AND GET MARRIED VISITOR
MEETINGS, CONVENTION AND INCENTIVE
VISITOR
VISITING FRIENDS AND RELATIVES

AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON/GET MARRIED: A total of 710,612 visitors arrived by air to honeymoon/get married in Hawaii in 2004, up 7.5 percent compared to the previous year. This group comprised 10.3 percent of total air visitors to the islands. Close to 56 percent arrived from international points of origin while the remainder came on domestic flights. Oahu and the Big Island experienced growth in the number of honeymooners and those who got married in the islands during the year. Nearly 64 percent were first-time visitors to the state. Only 26.4 percent travel as true independent while the majority purchased group or packaged tours (TABLE 27).

Oahu was visited by 75.6 percent of all honeymoon/wedding visitors. Close to 29 percent visited Maui, 14.6 percent visited Kauai, 14.5 percent visited the Big Island, 1 percent went to Lanai and 0.8 percent went to Molokai. The average length of stay by this group in the state was 7.49 days. These visitors spent the most time on Maui (6.38 days), followed by Kauai (5.61 days), Oahu (5.39 days), the Big Island (4.33 days), Lanai (3.01 days) and Molokai (2.79 days). The majority (87.2%) stayed in hotels while 9.1 percent chose condominiums.

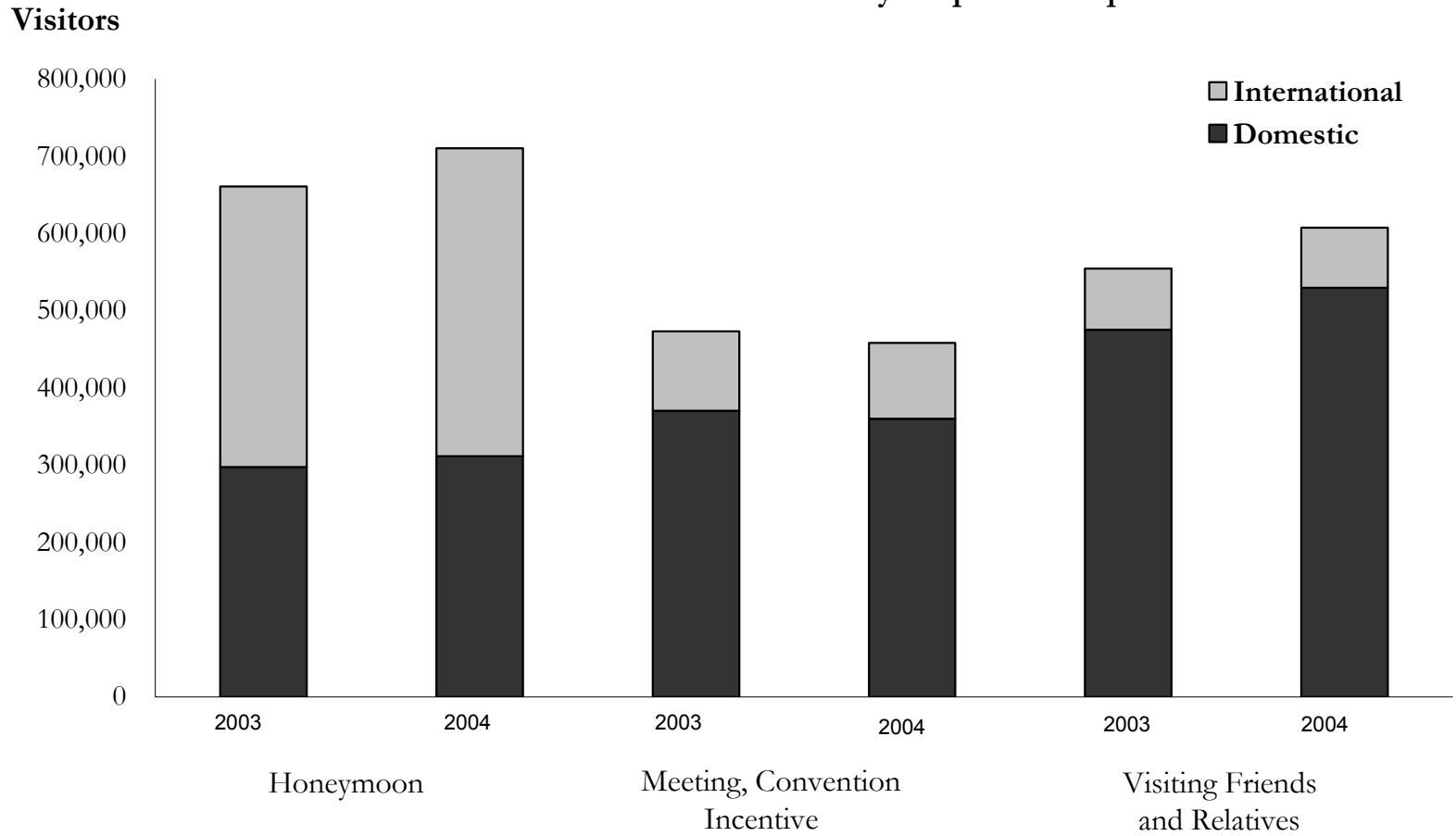
MEETINGS, CONVENTION AND INCENTIVE (MCI): A total of 458,754 visitors came to the islands by air for meetings, conventions and incentives, 3.1 percent lower compared to 2003. MCI visitors accounted for 6.6 percent of total air visitors in 2004. The majority arrived on domestic flights while 21.4 percent came from foreign destinations. About 61 percent were repeat visitors. Over half (53.9%) came as true independents, while the remainder purchased either group or package tour accommodations (TABLE 28).

MCI visitors stayed an average of 8.06 days in Hawaii. They spent the most time on Maui (6.59 days), followed by the Big Island (6.47 days), Oahu (6.29 days), Kauai (6.09 days), Lanai (3.83 days) and Molokai (3.73 days). Hotels remained the most popular lodging choice for nearly 91% of all MCI travelers during their stay.

VISITING FRIENDS AND RELATIVES: Those in Hawaii to see friends or relatives increased 9.6 percent to 608,081 visitors and comprised 8.8 percent of all visitors who came by air in 2004. Nearly 87 percent arrived from the U.S. mainland while 12.8 percent came from foreign countries. The majority (76.7%) has been to Hawaii before and 83.3 percent were independent travelers. Close to 72.2 percent of this group of visitors went to Oahu, 19.3 percent visited the Big Island and 20.4 percent visited Maui (TABLE 29).

The average length of stay for this group of visitors was 12.52 days, longer than the average 9.08 days for all air visitors to the state. Visitors here to see friends and family spent the most time on Oahu (9.96 days), followed by the Big Island (9.31 days), Maui (9.10 days), Kauai (8.64 days), Molokai (5.33 days) and Lanai (3.93 days). The majority (62.2%) of this group of visitors stayed with their friends and relatives, 32.7 percent stayed in hotels and 10.8 percent stayed in condominiums.

FIGURE 7: 2004 Visitor Arrivals by Purpose of Trip



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TABLE 27: Honeymoon / Get Married Visitor Characteristics: 2004 vs. 2004
(Arrivals by air)

HONEYMOON / GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	5,319,104	5,245,178	1.4%	2,954,144	2,949,325	0.2%	2,364,960	2,295,853	3.0%
Total Visitors	710,612	661,256	7.5%	311,667	297,857	4.6%	398,946	363,399	9.8%
PARTY SIZE									
One	39,663	37,446	5.9%	26,976	26,436	2.0%	12,687	11,010	15.2%
Two	433,266	408,500	6.1%	248,039	236,202	5.0%	185,227	172,298	7.5%
Three or more	237,684	215,310	10.4%	36,652	35,220	4.1%	201,032	180,091	11.6%
Avg Party Size	2.29	2.75	-16.8%	1.95	1.95	0.0%	2.56	3.42	-25.1%
VISIT STATUS									
First-Time	456,935	426,998	7.0%	199,588	189,971	5.1%	257,347	237,027	8.6%
Repeat	253,677	234,258	8.3%	112,079	107,886	3.9%	141,598	126,372	12.0%
Average # of Trips	2.91	2.96	-1.5%	2.44	2.45	-0.2%	3.28	3.37	-2.8%
TRAVEL METHOD									
Group Tour	153,457	134,060	14.5%	9,655	10,486	-7.9%	143,803	123,574	16.4%
Package	508,401	471,609	7.8%	166,763	160,794	3.7%	341,639	310,815	9.9%
Group Tour & Pkg	139,107	122,984	13.1%	7,795	8,413	-7.3%	131,312	114,571	14.6%
True Independent	187,861	178,570	5.2%	143,044	134,990	6.0%	44,817	43,580	2.8%
ISLANDS VISITED									
Oahu	537,102	491,520	9.3%	150,525	142,608	5.6%	386,577	348,912	10.8%
Maui County	207,040	216,438	-4.3%	170,867	171,405	-0.3%	36,174	45,033	-19.7%
...Maui	203,151	209,251	-2.9%	168,568	168,403	0.1%	34,583	40,849	-15.3%
...Molokai	5,733	8,100	-29.2%	4,136	5,043	-18.0%	1,597	3,058	-47.8%
...Lanai	7,128	9,399	-24.2%	5,752	6,828	-15.8%	1,375	2,570	-46.5%
Kauai	104,103	104,706	-0.6%	88,308	88,060	0.3%	15,795	16,646	-5.1%
Big Island	103,321	98,969	4.4%	53,960	52,646	2.5%	49,361	46,323	6.6%
...Hilo	39,914	37,547	6.3%	19,836	20,150	-1.6%	20,078	17,397	15.4%
...Kona	85,581	78,846	8.5%	45,672	42,037	8.6%	39,910	36,809	8.4%
LENGTH OF STAY									
Oahu (days)	5.39	5.50	-2.1%	5.99	6.06	-1.0%	5.15	5.28	-2.4%
Maui (days)	6.38	6.47	-1.3%	6.96	7.09	-1.9%	3.59	3.89	-7.7%
Molokai (days)	2.79	2.64	5.6%	3.22	3.36	-4.2%	1.68	1.46	15.6%
Lanai (days)	3.01	3.14	-4.1%	3.06	3.86	-20.8%	2.82	1.23	129.6%
Kauai (days)	5.61	5.69	-1.4%	6.13	6.16	-0.5%	2.69	3.17	-15.2%
Big Island (days)	4.33	4.56	-5.2%	5.69	5.79	-1.7%	2.84	3.17	-10.6%
...Hilo (days)	2.12	2.57	-17.5%	2.94	3.36	-12.4%	1.32	1.67	-21.1%
...Kona (days)	4.23	4.45	-4.8%	5.44	5.64	-3.5%	2.85	3.09	-7.8%
Statewide (days)	7.49	7.93	-5.6%	9.48	9.90	-4.3%	5.93	6.32	-6.2%
ACCOMMODATIONS									
Hotel	619,700	572,917	8.2%	239,947	228,914	4.8%	379,753	344,004	10.4%
...Hotel Only	582,813	535,064	8.9%	209,293	197,960	5.7%	373,520	337,104	10.8%
Condo	64,374	66,736	-3.5%	47,323	47,214	0.2%	17,051	19,522	-12.7%
...Condo Only	45,231	47,159	-4.1%	32,515	31,963	1.7%	12,716	15,196	-16.3%
Timeshare	23,262	21,901	6.2%	21,962	20,598	6.6%	1,300	1,302	-0.2%
...Timeshare Only	15,411	14,122	9.1%	14,488	13,417	8.0%	922	706	30.7%
Rental House	12,190	9,818	24.2%	10,934	8,791	24.4%	1,256	1,027	22.3%
Bed & Breakfast	7,273	7,894	-7.9%	6,499	6,664	-2.5%	774	1,230	-37.0%
Cruise Ship	10,314	11,241	-8.2%	9,006	9,949	-9.5%	1,307	1,292	1.2%
Friends or Relatives	14,042	12,705	10.5%	10,934	10,688	2.3%	3,108	2,017	54.1%
PURPOSE OF TRIP									
Pleasure (Net)	710,612	661,256	7.5%	311,667	297,857	4.6%	398,946	363,399	11.0%
...Honeymoon/Get Married (Net)	710,612	661,256	7.5%	311,667	297,857	4.6%	398,946	363,399	11.0%
MC&I (Net)	5,977	6,499	-8.0%	3,679	3,661	0.5%	2,298	2,839	-19.1%
.....Convention/Conf.	2,456	2,909	-15.6%	2,165	2,204	-1.8%	291	705	-58.7%
.....Corp. Meetings	1,478	1,462	1.1%	927	1,097	-15.5%	552	365	51.0%
.....Incentive	3,129	2,927	6.9%	1,305	1,279	2.0%	1,824	1,648	10.7%
Other Business	2,342	2,115	10.7%	1,942	1,922	1.1%	400	193	106.8%
Visit Friends/Relatives	9,543	9,093	5.0%	7,850	7,008	12.0%	1,693	2,086	-18.8%
Government/Military	959	1,411	-32.0%	653	825	-20.8%	305	587	-47.9%
Attend School	676	538	25.5%	285	451	-36.7%	390	87	347.0%
Sport Events	2,980	1,415	110.7%	1,261	1,327	-5.0%	1,719	87	1868.5%

Source: DBEDT

**TABLE 28: Meetings, Convention and Incentive Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	3,696,353	3,892,665	-5.0%	3,011,811	3,208,332	-6.1%	684,542	684,333	0.0%
Total Visitors	458,754	473,549	-3.1%	360,389	370,910	-2.8%	98,366	102,639	-4.2%
PARTY SIZE									
One	113,956	124,817	-8.7%	87,482	95,298	-8.2%	26,474	29,519	-10.3%
Two	203,368	202,774	0.3%	178,999	180,132	-0.6%	24,369	22,642	7.6%
Three or more	141,430	145,958	-3.1%	93,908	95,480	-1.6%	47,523	50,478	-5.9%
Avg Party Size	1.86	1.84	1.1%	1.80	1.77	1.3%	2.11	2.10	0.4%
VISIT STATUS									
First-Time	177,115	186,896	-5.2%	131,871	135,193	-2.5%	45,245	51,703	-12.5%
Repeat	281,639	286,653	-1.7%	228,518	235,717	-3.1%	53,121	50,936	4.3%
Average # of Trips	4.06	4.10	-0.8%	4.28	4.23	1.3%	3.26	3.62	-10.0%
TRAVEL METHOD									
Group Tour	122,416	137,257	-10.8%	74,339	81,375	-8.6%	48,077	55,881	-14.0%
Package	180,832	193,877	-6.7%	125,382	134,344	-6.7%	55,450	59,533	-6.9%
Group Tour & Pkg	91,872	107,455	-14.5%	54,299	61,469	-11.7%	37,572	45,986	-18.3%
True Independent	247,378	249,870	-1.0%	214,967	216,660	-0.8%	32,411	33,211	-2.4%
ISLANDS VISITED									
Oahu	266,574	281,053	-5.2%	181,406	192,602	-5.8%	85,167	88,451	-3.7%
Maui County	158,931	170,674	-6.9%	140,854	153,277	-8.1%	18,078	17,397	3.9%
...Maui	153,943	164,550	-6.4%	136,528	148,498	-8.1%	17,415	16,052	8.5%
...Molokai	3,853	6,244	-38.3%	3,163	4,542	-30.4%	690	1,702	-59.5%
...Lanai	7,772	9,648	-19.4%	7,002	8,368	-16.3%	770	1,280	-39.8%
Kauai	57,351	57,480	-0.2%	52,036	51,614	0.8%	5,315	5,866	-9.4%
Big Island	94,389	99,109	-4.8%	81,547	80,848	0.9%	12,842	18,261	-29.7%
...Hilo	27,120	28,644	-5.3%	19,249	20,098	-4.2%	7,872	8,546	-7.9%
...Kona	81,994	84,502	-3.0%	71,342	69,195	3.1%	10,652	15,307	-30.4%
LENGTH OF STAY									
Oahu (days)	6.29	6.29	0.0%	6.53	6.65	-1.8%	5.79	5.52	4.9%
Maui (days)	6.59	6.75	-2.3%	6.80	6.87	-1.0%	4.96	5.65	-12.2%
Molokai (days)	3.73	2.81	32.7%	4.14	3.23	28.3%	1.85	1.71	8.7%
Lanai (days)	3.83	4.05	-5.5%	4.03	4.37	-7.7%	1.99	2.00	-0.1%
Kauai (days)	6.09	5.90	3.3%	6.22	6.11	1.9%	4.81	4.09	17.6%
Big Island (days)	6.47	6.24	3.8%	6.55	6.70	-2.3%	5.99	4.17	43.7%
...Hilo (days)	3.64	3.44	5.8%	3.56	4.12	-13.7%	3.83	1.83	109.5%
...Kona (days)	6.25	6.15	1.6%	6.52	6.63	-1.7%	4.39	3.95	11.1%
Statewide (days)	8.06	8.22	-2.0%	8.36	8.65	-3.4%	6.96	6.67	4.4%
ACCOMMODATIONS									
Hotel	415,555	426,272	-2.5%	325,275	335,069	-2.9%	90,280	91,203	-1.0%
...Hotel Only	380,098	389,469	-2.4%	295,006	305,978	-3.6%	85,091	83,491	1.9%
Condo	33,727	38,471	-12.3%	28,848	29,451	-2.0%	4,880	9,021	-45.9%
...Condo Only	17,101	17,828	-4.1%	14,612	15,020	-2.7%	2,489	2,807	-11.3%
Timeshare	9,618	9,105	5.6%	9,172	8,501	7.9%	445	605	-26.3%
...Timeshare Only	4,735	4,046	17.0%	4,540	3,882	16.9%	196	164	19.5%
Rental House	7,019	6,571	6.8%	6,469	5,772	12.1%	550	799	-31.2%
Bed & Breakfast	5,624	6,145	-8.5%	4,790	5,002	-4.2%	834	1,143	-27.0%
Cruise Ship	5,576	10,298	-45.9%	4,958	4,880	1.6%	618	5,418	-88.6%
Friends or Relatives	13,696	14,311	-4.3%	10,869	11,206	-3.0%	2,827	3,104	-8.9%
PURPOSE OF TRIP									
Pleasure (Net)	141,122	134,019	5.3%	122,458	116,590	5.0%	18,665	17,429	7.1%
...Honeymoon/Get Married (Net)	5,977	6,499	-8.0%	3,679	3,661	0.5%	2,298	2,839	-19.1%
MC&I (Net)	458,754	473,549	-3.1%	360,389	370,910	-2.8%	98,366	102,639	-4.2%
.....Convention/Conf.	276,821	292,640	-5.4%	230,766	242,707	-4.9%	46,055	49,933	-7.8%
.....Corp. Meetings	87,928	85,830	2.4%	67,607	68,555	-1.4%	20,321	17,275	17.6%
.....Incentive	111,310	112,611	-1.2%	77,088	74,789	3.1%	34,222	37,823	-9.5%
Other Business	9,218	9,833	-6.3%	8,503	8,800	-3.4%	715	1,033	-30.8%
Visit Friends/Relatives	9,768	9,924	-1.6%	9,050	9,098	-0.5%	717	826	-13.1%
Government/Military	5,844	4,102	42.5%	3,121	3,236	-3.6%	2,723	866	214.5%
Attend School	618	900	-31.3%	572	731	-21.8%	47	169	-72.4%
Sport Events	2,059	2,526	-18.5%	1,604	1,738	-7.7%	455	789	-42.3%

Source: DBEDT

**TABLE 29: Visiting Friends and Relatives Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	7,615,522	6,815,243	11.7%	6,298,764	5,857,774	7.5%	1,316,758	957,469	37.5%
Total Visitors	608,081	554,974	9.6%	530,054	475,742	11.4%	78,027	79,232	-1.5%
PARTY SIZE									
One	209,580	176,716	18.6%	165,525	150,717	9.8%	44,055	25,999	69.4%
Two	240,346	202,176	18.9%	194,902	174,492	11.7%	45,445	27,684	64.2%
Three or more	158,155	176,082	-10.2%	169,628	150,533	12.7%	-11,473	25,549	-144.9%
Avg Party Size	1.72	1.72	0.5%	1.72	1.72	0.5%	1.73	1.73	0.0%
VISIT STATUS									
First-Time	141,688	129,791	9.2%	122,457	108,278	13.1%	19,231	21,513	-10.6%
Repeat	466,393	425,183	9.7%	407,597	367,464	10.9%	58,796	57,719	1.9%
Average # of Trips	4.48	4.43	1.0%	4.28	4.23	1.3%	5.81	5.69	2.2%
TRAVEL METHOD									
Group Tour	15,646	16,601	-5.8%	6,474	7,133	-9.2%	9,172	9,468	-3.1%
Package	96,640	91,310	5.8%	76,814	70,593	8.8%	19,826	20,717	-4.3%
Group Tour & Pkg	10,801	12,239	-11.7%	4,111	4,684	-12.2%	6,690	7,555	-11.4%
True Independent	506,596	459,302	10.3%	450,877	402,700	12.0%	55,719	56,602	-1.6%
ISLANDS VISITED									
Oahu	438,867	404,320	8.5%	373,119	335,544	11.2%	65,748	68,776	-4.4%
Maui County	130,132	131,990	-1.4%	117,841	117,820	0.0%	12,291	14,170	-13.3%
...Maui	123,932	124,521	-0.5%	112,363	111,440	0.8%	11,569	13,081	-11.6%
...Molokai	8,043	9,732	-17.4%	6,833	8,235	-17.0%	1,210	1,497	-19.2%
...Lanai	5,576	7,633	-27.0%	5,184	6,299	-17.7%	392	1,334	-70.6%
Kauai	66,116	65,297	1.3%	60,584	59,353	2.1%	5,531	5,944	-6.9%
Big Island	117,369	110,774	6.0%	102,934	95,905	7.3%	14,434	14,869	-2.9%
...Hilo	55,256	51,871	6.5%	45,583	43,625	4.5%	9,673	8,246	17.3%
...Kona	88,024	82,587	6.6%	75,942	69,570	9.2%	12,082	13,016	-7.2%
LENGTH OF STAY									
Oahu (days)	9.96	9.95	0.0%	10.01	10.17	-1.5%	9.63	8.92	8.0%
Maui (days)	9.10	8.97	1.4%	9.04	8.89	1.6%	9.75	9.68	0.8%
Molokai (days)	5.33	5.56	-4.1%	5.85	5.67	3.2%	2.42	4.99	-51.6%
Lanai (days)	3.93	4.70	-16.5%	4.06	4.84	-16.0%	2.16	4.08	-47.1%
Kauai (days)	8.64	8.19	5.4%	8.65	8.28	4.5%	8.53	7.35	16.1%
Big Island (days)	9.31	9.46	-1.5%	9.34	9.25	1.0%	9.11	10.83	-15.8%
...Hilo (days)	6.84	6.38	7.3%	6.94	6.69	3.7%	6.40	4.73	35.3%
...Kona (days)	8.15	8.68	-6.2%	8.50	8.55	-0.6%	5.94	9.37	-36.6%
Statewide (days)	12.52	12.28	2.0%	11.88	12.31	-3.5%	16.88	12.08	39.6%
ACCOMMODATIONS									
Hotel	199,126	179,195	11.1%	164,249	146,382	12.2%	34,877	32,812	6.3%
...Hotel Only	127,154	114,566	11.0%	103,776	89,560	15.9%	23,378	25,006	-6.5%
Condo	65,765	60,655	8.4%	57,902	51,963	11.4%	7,863	8,692	-9.5%
...Condo Only	40,376	37,428	7.9%	35,573	31,117	14.3%	4,803	6,310	-23.9%
Timeshare	19,897	17,616	12.9%	18,953	16,813	12.7%	943	803	17.5%
...Timeshare Only	9,416	7,903	19.1%	8,957	7,509	19.3%	459	395	16.2%
Rental House	22,991	20,699	11.1%	21,325	17,959	18.7%	1,666	2,740	-39.2%
Bed & Breakfast	7,167	7,924	-9.6%	6,498	6,972	-6.8%	668	953	-29.8%
Cruise Ship	3,884	3,787	2.5%	3,471	3,598	-3.5%	412	189	118.3%
Friends or Relatives	378,337	345,947	9.4%	334,200	303,589	10.1%	44,136	42,358	4.2%
PURPOSE OF TRIP									
Pleasure (Net)	238,690	209,191	14.1%	211,626	183,780	15.2%	27,064	25,411	6.5%
...Honeymoon/Get Married (Net)	9,543	9,093	5.0%	7,850	7,008	12.0%	1,693	2,086	-18.8%
MC&I (Net)	9,768	9,924	-1.6%	9,050	9,098	-0.5%	717	826	-13.1%
.....Convention/Conf.	7,027	6,787	3.5%	6,050	6,241	-3.0%	976	547	78.6%
.....Corp. Meetings	2,438	2,454	-0.6%	2,109	2,128	-0.9%	329	326	0.9%
.....Incentive	1,996	1,920	3.9%	1,714	1,759	-2.6%	282	161	75.3%
Other Business	19,968	15,731	26.9%	16,697	14,937	11.8%	3,271	795	311.6%
Visit Friends/Relatives	608,081	554,974	9.6%	530,054	475,742	11.4%	78,027	79,232	-1.5%
Government/Military	4,290	3,793	13.1%	3,257	3,230	0.8%	1,033	562	83.8%
Attend School	2,053	1,824	12.6%	1,539	1,557	-1.1%	514	267	92.4%
Sport Events	7,409	5,453	35.9%	5,093	4,726	7.8%	2,316	727	218.6%

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTEL ONLY VISITOR

CONDOMINIUM ONLY VISITOR

CRUISE SHIP VISITOR

AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTELS ONLY: The number of air visitors who chose hotels as their only accommodation rose 9.9 percent to 4,169,795 visitors or 60.3 percent of the total air visitors to Hawaii in 2004. More domestic visitors (60.5%) than international visitors (39.5%) stayed exclusively in hotels. Over half (56.5%) of hotel only visitors were repeat visitors to Hawaii. Nearly 39 percent were true independent travelers while the majority purchased group or package tours.

The average length of stay by hotel only visitors was 7.31 days. This group spent the most time on Maui (6.18 days), followed by Oahu (5.91 days), Kauai (5.26 days), the Big Island (5.15 days), Lanai (3.43 days) and Molokai (2.63 days).

Pleasure was the primary reason given by 83.1 percent of all hotel only visitors for their trip to Hawaii. Those who got married or honeymooned in the islands accounted for 14 percent of the total from this group while MCI travelers comprised 9.1 percent (TABLE 30).

CONDOMINIUMS ONLY: About 13 percent of the total air visitors to the islands, or 883,050 visitors stayed exclusively in condominiums in 2004, 2.3 percent higher compared to the previous year. Close to 92 percent traveled to Hawaii for pleasure. The majority (83.7%) came from the domestic market while 69 percent were true independent travelers. More than half (52.8%) visited Maui, 28.8 percent visited Oahu, 17.2 percent visited Kauai while 14.4 percent visited the Big Island.

This group of visitors stayed longer in Hawaii (11.24 days) than their hotel-only counterpart.

Condominium-only visitors spent the most time on Maui (10.16 days), followed by the Big Island (9.68 days), Oahu (9.65 days), Kauai (9.18 days), Molokai (6.71 days) and Lanai (3.26 days) (TABLE 31).

CRUISE SHIPS: The number of air visitors who came to board cruise ships touring the islands decreased (-2.1%) to 177,667 visitors and comprised 2.6 percent of all visitors who came by air in 2004. Their average length of stay was 10.15 days. Nearly 87 percent of these visitors came from the domestic market while the remainder was from foreign countries. Over half (56.6%) were first-time visitors to Hawaii. In addition to cruise ships, 50.1 percent of the passengers also stayed in hotels (TABLE 32).

FIGURE 8: 2004 Visitor Arrivals by Accommodation

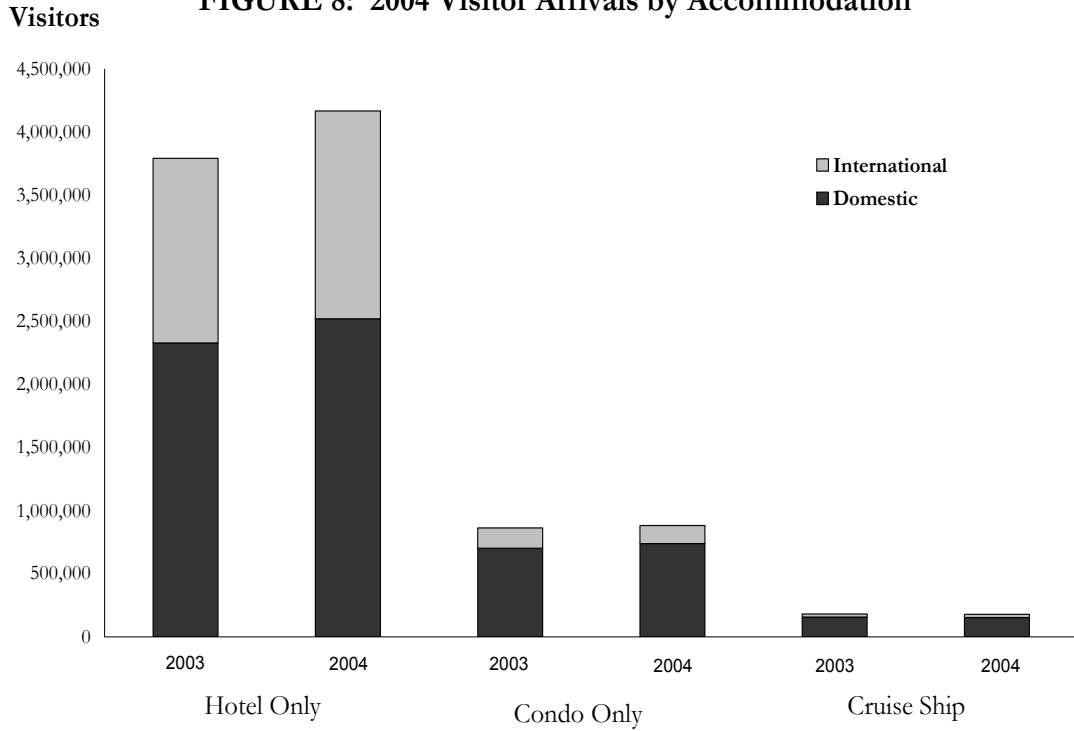
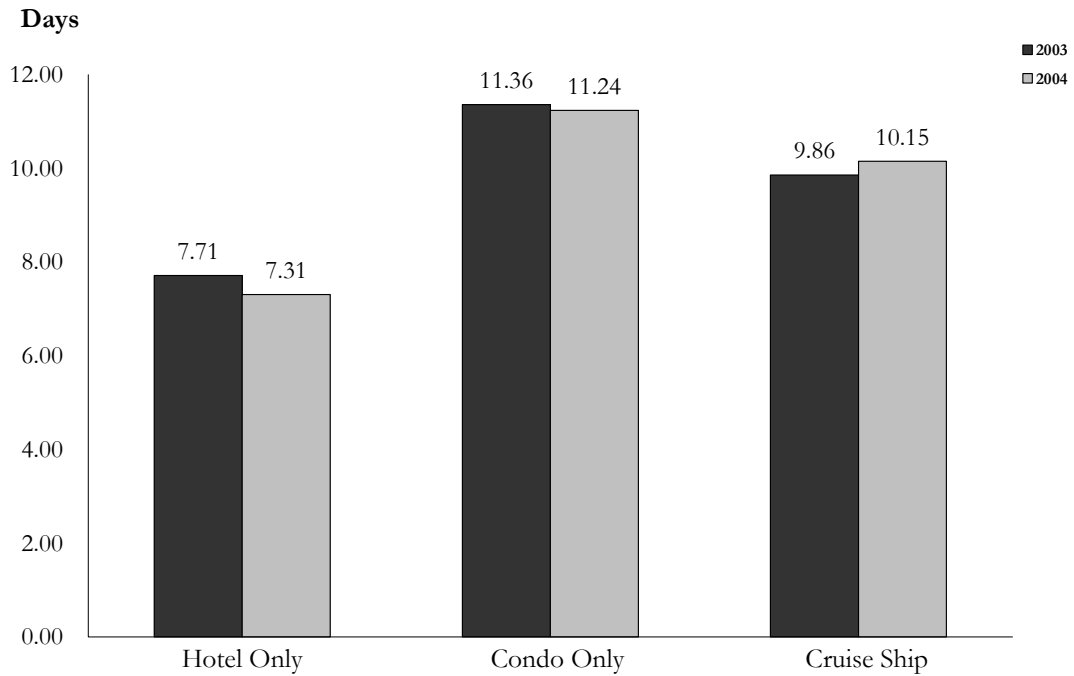


FIGURE 9: Length of Stay by Accommodation: 2004 vs. 2003



**TABLE 30: Hotel Only Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

Hotel Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	30,472,300	29,269,741	4.1%	20,740,984	20,221,896	2.6%	9,731,316	9,047,846	7.6%
Total Visitors	4,169,795	3,794,297	9.9%	2,521,528	2,329,138	8.3%	1,648,267	1,465,158	12.5%
PARTY SIZE									
One	673,040	640,960	5.0%	490,315	472,407	3.8%	182,724	168,553	8.4%
Two	1,703,807	1,568,266	8.6%	1,132,695	1,045,354	8.4%	571,112	522,912	9.2%
Three or more	1,792,949	1,585,071	13.1%	898,518	811,378	10.7%	894,431	773,693	15.6%
Avg Party Size	2.20	2.17	1.6%	1.97	1.94	1.2%	2.56	2.52	1.5%
VISIT STATUS									
First-Time	1,812,375	1,638,791	10.6%	1,017,573	922,283	10.3%	794,802	716,507	10.9%
Repeat	2,357,420	2,155,506	9.4%	1,503,955	1,406,855	6.9%	853,465	748,651	14.0%
Average # of Trips	3.86	3.92	-1.6%	4.24	4.27	-0.7%	3.28	3.37	-2.8%
TRAVEL METHOD									
Group Tour	890,768	816,550	9.1%	225,726	229,902	-1.8%	665,042	586,648	13.4%
Package	2,420,342	2,189,236	10.6%	1,151,191	1,059,223	8.7%	1,269,151	1,130,013	12.3%
Group Tour & Pkg	764,165	713,569	7.1%	180,337	186,139	-3.1%	583,828	527,430	10.7%
True Independent	1,622,850	1,502,079	8.0%	1,324,948	1,226,152	8.1%	297,902	275,927	8.0%
ISLANDS VISITED									
Oahu	3,107,010	2,780,484	11.7%	1,539,444	1,396,572	10.2%	1,567,565	1,383,912	13.3%
Maui County	1,088,990	1,097,701	-0.8%	918,461	914,126	0.5%	170,529	183,575	-7.1%
...Maui	1,061,754	1,055,917	0.6%	898,886	890,884	0.9%	162,868	165,033	-1.3%
...Molokai	27,728	41,642	-33.4%	19,550	26,515	-26.3%	8,177	15,127	-45.9%
...Lanai	37,323	50,158	-25.6%	31,446	38,126	-17.5%	5,877	12,032	-51.2%
Kauai	384,347	380,865	0.9%	314,522	315,193	-0.2%	69,826	65,673	6.3%
Big Island	643,505	609,658	5.6%	419,877	403,485	4.1%	223,628	206,173	8.5%
...Hilo	205,683	197,690	4.0%	112,712	116,111	-2.9%	92,971	81,579	14.0%
...Kona	534,955	504,108	6.1%	354,282	336,099	5.4%	180,672	168,010	7.5%
LENGTH OF STAY									
Oahu (days)	5.91	6.12	-3.4%	6.62	6.86	-3.5%	5.22	5.38	-3.0%
Maui (days)	6.18	6.34	-2.5%	6.64	6.79	-2.2%	3.63	3.90	-6.9%
Molokai (days)	2.63	2.54	3.5%	3.08	3.13	-1.5%	1.54	1.50	2.1%
Lanai (days)	3.43	3.48	-1.5%	3.63	4.01	-9.5%	2.34	1.79	30.6%
Kauai (days)	5.26	5.35	-1.6%	5.82	5.81	0.3%	2.75	3.15	-12.5%
Big Island (days)	5.15	5.30	-2.9%	6.14	6.27	-2.1%	3.29	3.42	-3.6%
...Hilo (days)	2.80	2.85	-1.5%	3.60	3.75	-4.0%	1.84	1.56	17.9%
...Kona (days)	5.11	5.30	-3.4%	6.13	6.23	-1.6%	3.13	3.44	-8.8%
Statewide (days)	7.31	7.71	-5.3%	8.23	8.68	-5.3%	5.90	6.18	-4.4%
ACCOMMODATIONS									
Hotel	4,169,795	3,794,297	9.9%	2,521,528	2,329,138	8.3%	1,648,267	1,465,158	12.5%
...Hotel Only	4,169,795	3,794,297	9.9%	2,521,528	2,329,138	8.3%	1,648,267	1,465,158	12.5%
PURPOSE OF TRIP									
Pleasure (Net)	3,465,168	3,097,103	11.9%	1,992,564	1,808,186	10.2%	1,472,604	1,288,917	14.3%
...Honeymoon/Get Married (Net)	582,813	535,064	8.9%	209,293	197,960	5.7%	373,520	337,104	10.8%
MC&I (Net)	380,098	389,469	-2.4%	295,006	305,978	-3.6%	85,091	83,491	1.9%
.....Convention/Conf.	222,085	236,496	-6.1%	185,364	197,796	-6.3%	36,722	38,699	-5.1%
.....Corp. Meetings	74,155	71,893	3.1%	55,345	56,089	-1.3%	18,809	15,804	19.0%
.....Incentive	98,367	95,124	3.4%	66,834	64,172	4.1%	31,533	30,952	1.9%
Other Business	177,940	164,601	8.1%	157,379	144,259	9.1%	20,562	20,342	1.1%
Visit Friends/Relatives	127,154	114,566	11.0%	103,776	89,560	15.9%	23,378	25,006	-6.5%
Government/Military	68,969	68,756	0.3%	52,964	51,146	3.6%	16,005	17,610	-9.1%
Attend School	6,214	5,180	20.0%	4,104	3,462	18.6%	2,110	1,718	22.8%
Sport Events	89,947	90,834	-1.0%	56,658	57,111	-0.8%	33,289	33,723	-1.3%

**TABLE 31: Condo Only Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

Condo Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	9,922,471	9,809,075	1.2%	8,288,665	8,022,064	3.3%	1,633,806	1,787,011	-8.6%
Total Visitors	883,050	863,570	2.3%	739,383	702,648	5.2%	143,668	160,922	-10.7%
PARTY SIZE									
One	105,324	105,068	0.2%	90,911	88,588	2.6%	14,413	16,480	-12.5%
Two	338,787	326,930	3.6%	297,610	281,848	5.6%	41,177	45,082	-8.7%
Three or more	438,939	431,571	1.7%	350,862	332,212	5.6%	88,078	99,359	-11.4%
Avg Party Size	2.32	2.33	-0.2%	2.27	2.26	0.4%	2.62	2.63	-0.4%
VISIT STATUS									
First-Time	211,477	208,640	1.4%	175,067	165,324	5.9%	36,410	43,315	-15.9%
Repeat	671,574	654,930	2.5%	564,316	537,324	5.0%	107,258	117,606	-8.8%
Average # of Trips	6.10	6.09	0.2%	6.09	6.08	0.3%	6.10	6.12	-0.4%
TRAVEL METHOD									
Group Tour	32,806	34,966	-6.2%	9,197	10,875	-15.4%	23,610	24,090	-2.0%
Package	263,859	268,471	-1.7%	212,356	212,025	0.2%	51,503	56,446	-8.8%
Group Tour & Pkg	23,095	26,889	-14.1%	6,499	8,120	-20.0%	16,597	18,770	-11.6%
True Independent	609,480	587,022	3.8%	524,329	487,867	7.5%	85,152	99,155	-14.1%
ISLANDS VISITED									
Oahu	254,088	261,341	-2.8%	151,281	149,255	1.4%	102,807	112,086	-8.3%
Maui County	473,284	478,093	-1.0%	434,916	428,771	1.4%	38,368	49,322	-22.2%
...Maui	466,595	470,767	-0.9%	429,181	423,067	1.4%	37,414	47,700	-21.6%
...Molokai	11,785	14,149	-16.7%	9,723	11,888	-18.2%	2,062	2,261	-8.8%
...Lanai	7,925	9,739	-18.6%	6,780	7,415	-8.6%	1,145	2,324	-50.7%
Kauai	151,538	145,012	4.5%	140,542	132,290	6.2%	10,996	12,722	-13.6%
Big Island	127,563	121,673	4.8%	110,086	100,890	9.1%	17,477	20,783	-15.9%
...Hilo	24,852	26,189	-5.1%	18,226	19,026	-4.2%	6,626	7,163	-7.5%
...Kona	116,793	110,027	6.1%	101,783	91,610	11.1%	15,011	18,417	-18.5%
LENGTH OF STAY									
Oahu (days)	9.65	9.30	3.7%	9.75	9.55	2.1%	9.50	8.97	6.0%
Maui (days)	10.16	10.18	-0.2%	10.02	10.09	-0.7%	11.75	11.03	6.5%
Molokai (days)	6.71	5.23	28.4%	6.97	5.52	26.2%	5.50	3.69	49.2%
Lanai (days)	3.26	3.45	-5.4%	3.51	3.81	-8.0%	1.80	2.28	-21.2%
Kauai (days)	9.18	9.01	1.9%	9.31	9.17	1.5%	7.56	7.32	3.3%
Big Island (days)	9.68	9.62	0.6%	10.13	10.13	-0.1%	6.89	7.16	-3.8%
...Hilo (days)	4.11	3.98	3.4%	4.56	4.71	-3.2%	2.89	2.04	41.5%
...Kona (days)	9.70	9.70	0.0%	10.14	10.18	-0.4%	6.75	7.29	-7.5%
Statewide (days)	11.24	11.36	-1.1%	11.21	11.42	-1.8%	11.37	11.10	2.4%
ACCOMMODATIONS									
Condo	883,050	863,570	2.3%	739,383	702,648	5.2%	143,668	160,922	-10.7%
...Condo Only	883,050	863,570	2.3%	739,383	702,648	5.2%	143,668	160,922	-10.7%
PURPOSE OF TRIP									
Pleasure (Net)	811,253	792,924	2.3%	680,427	646,544	5.2%	130,826	146,380	-10.6%
...Honeymoon/Get Married (Net)	45,231	47,159	-4.1%	32,515	31,963	1.7%	12,716	15,196	-16.3%
MC&I (Net)	17,101	17,828	-4.1%	14,612	15,020	-2.7%	2,489	2,807	-11.3%
.....Convention/Conf.	11,688	12,294	-4.9%	10,208	10,208	0.0%	1,480	2,086	-29.0%
.....Corp. Meetings	3,568	3,649	-2.2%	3,123	3,474	-10.1%	445	175	154.1%
.....Incentive	2,307	2,405	-4.1%	1,639	1,810	-9.5%	668	595	12.3%
Other Business	23,857	21,904	8.9%	22,546	19,935	13.1%	1,312	1,969	-33.4%
Visit Friends/Relatives	40,376	37,428	7.9%	35,573	31,117	14.3%	4,803	6,310	-23.9%
Government/Military	2,708	3,031	-10.7%	2,547	2,729	-6.7%	161	302	-46.6%
Attend School	2,146	1,225	75.2%	775	784	-1.2%	1,371	441	211.0%
Sport Events	13,512	15,180	-11.0%	8,648	8,131	6.4%	4,864	7,048	-31.0%

**TABLE 32: Cruise Ship Visitor Characteristics^{1/}: 2004 vs. 2003
(Arrivals by air)**

Cruise Ship	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	1,803,479	1,788,289	0.8%	1,608,479	1,567,451	2.6%	195,001	220,838	-11.7%
Total Visitors	177,667	181,410	-2.1%	153,951	157,275	-2.1%	23,715	24,135	-1.7%
PARTY SIZE									
One	27,834	30,793	-9.6%	25,443	24,027	5.9%	2,391	6,765	-64.7%
Two	104,906	110,172	-4.8%	94,067	97,394	-3.4%	10,839	12,778	-15.2%
Three or more	44,927	40,445	11.1%	34,441	35,853	-3.9%	10,485	4,592	128.3%
Avg Party Size	1.97	1.90	3.9%	1.90	1.93	-1.4%	2.42	1.70	42.7%
VISIT STATUS									
First-Time	100,620	107,727	-6.6%	90,590	90,979	-0.4%	10,030	16,747	-40.1%
Repeat	77,047	73,683	4.6%	63,361	66,296	-4.4%	13,686	7,388	85.2%
Average # of Trips	2.72	2.34	16.0%	2.33	2.40	-2.8%	5.24	1.99	163.4%
TRAVEL METHOD									
Group Tour	53,341	55,619	-4.1%	48,902	45,317	7.9%	4,439	10,302	-56.9%
Package	115,932	127,276	-8.9%	105,151	108,725	-3.3%	10,782	18,551	-41.9%
Group Tour & Pkg	44,859	49,385	-9.2%	41,495	39,824	4.2%	3,364	9,561	-64.8%
True Independent	53,253	47,901	11.2%	41,394	43,058	-3.9%	11,859	4,843	144.9%
ISLANDS VISITED									
Oahu	162,560	164,399	-1.1%	140,146	142,292	-1.5%	22,414	22,107	1.4%
Maui County	115,050	107,852	6.7%	104,476	96,062	8.8%	10,574	11,789	-10.3%
...Maui	113,989	106,051	7.5%	103,574	94,569	9.5%	10,416	11,482	-9.3%
...Molokai	6,299	7,480	-15.8%	5,651	6,341	-10.9%	648	1,139	-43.1%
...Lanai	9,702	9,869	-1.7%	8,420	8,209	2.6%	1,283	1,660	-22.7%
Kauai	98,712	89,863	9.8%	89,864	80,324	11.9%	8,848	9,539	-7.2%
Big Island	109,252	102,411	6.7%	99,600	91,437	8.9%	9,651	10,974	-12.1%
...Hilo	99,267	90,569	9.6%	91,093	81,955	11.2%	8,174	8,614	-5.1%
...Kona	90,587	58,691	54.3%	81,901	50,703	61.5%	8,686	7,988	8.7%
LENGTH OF STAY									
Oahu (days)	6.25	6.33	-1.3%	6.39	6.40	-0.1%	5.40	5.94	-9.1%
Maui (days)	2.61	2.58	1.2%	2.59	2.53	2.4%	2.77	2.95	-6.1%
Molokai (days)	1.93	2.31	-16.5%	1.94	2.46	-21.4%	1.89	1.48	27.7%
Lanai (days)	1.56	2.73	-43.0%	1.54	2.10	-26.6%	1.67	5.86	-71.5%
Kauai (days)	1.70	1.83	-7.3%	1.69	1.85	-8.6%	1.77	1.69	4.9%
Big Island (days)	2.70	2.59	4.4%	2.70	2.59	4.3%	2.72	2.57	5.7%
...Hilo (days)	1.46	1.60	-9.2%	1.46	1.60	-9.0%	1.44	1.62	-11.2%
...Kona (days)	1.66	2.04	-18.5%	1.66	2.08	-20.1%	1.66	1.78	-6.6%
Statewide (days)	10.15	9.86	3.0%	10.45	9.97	4.8%	8.22	9.15	-10.1%
ACCOMMODATIONS									
Hotel	89,070	97,585	-8.7%	77,247	84,376	-8.4%	11,823	13,209	-10.5%
Condo	3,149	7,897	-60.1%	2,531	2,936	-13.8%	618	4,961	-87.5%
Timeshare	2,670	2,972	-10.2%	2,340	2,474	-5.4%	330	498	-33.7%
Rental House	564	763	-26.1%	469	698	-32.8%	95	65	46.2%
Bed & Breakfast	761	999	-23.9%	609	716	-14.9%	152	283	-46.5%
Cruise Ship	177,667	181,410	-2.1%	153,951	157,275	-2.1%	23,715	24,135	-1.7%
Friends or Relatives	1,967	2,502	-21.4%	1,803	2,304	-21.8%	164	198	-17.0%
PURPOSE OF TRIP									
Pleasure (Net)	166,797	167,096	-0.2%	144,752	148,705	-2.7%	22,046	18,390	19.9%
...Honeymoon/Get Married (Net)	10,314	11,241	-8.2%	9,006	9,949	-9.5%	1,307	1,292	1.2%
MC&I (Net)	5,576	10,298	-45.9%	4,958	4,880	1.6%	618	5,418	-88.6%
.....Convention/Conf.	3,354	2,802	19.7%	2,998	2,199	36.3%	356	603	-40.9%
.....Corp. Meetings	571	902	-36.6%	528	729	-27.6%	44	173	-74.7%
.....Incentive	1,918	7,226	-73.5%	1,640	2,440	-32.8%	277	4,786	-94.2%
Other Business	3,800	2,693	41.1%	3,213	2,441	31.6%	588	252	133.5%
Visit Friends/Relatives	3,884	3,787	2.5%	3,471	3,598	-3.5%	412	189	118.3%
Government/Military	739	751	-1.6%	693	683	1.5%	46	68	-32.9%
Attend School	414	438	-5.5%	381	408	-6.8%	33	29	12.2%
Sport Events	606	826	-26.7%	503	781	-35.6%	103	45	126.8%

^{1/} Visitors arrived in Hawaii by air and boarded ships to cruise around the islands.

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITOR

REPEAT VISITOR

AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITORS: Close to 38 percent of the visitors who arrived by air in 2004 were first-time visitors to the islands, an increase of 8.8 percent over the previous year. Nearly 65 percent of these visitors arrived on domestic flights while the remainder came from foreign destinations.

First-time visitors comprised 22.6 percent of the U.S. West market, 48.9 percent of the U.S. East market, 45.4 percent of the Japanese market and 42.9 percent of the Canadian market but accounted for the majority of the smaller European (71.2%), Other Asia (69.6%) and Latin America (65.5%) and Oceania (53.8%) markets (TABLES 20-24).

Only 39.7 percent traveled as true independent while most purchased either group or package tour accommodations. About 77 percent of all first time visitors stayed in hotels. Oahu was the most popular destination, visited by 74.4 percent of the first timers to the State, followed by Maui (30.2%), the Big Island (17.6%) and Kauai (13.8%).

First time visitors stayed the longest on Oahu (6.22 days), followed by Maui (6.17 days), Kauai (5.32 days), the Big Island (5.22 days), Molokai (2.96 days) and Lanai (2.58 days). Most (85.7%) visited the islands for pleasure.

REPEAT VISITORS: The number of repeat visitors rose 8 percent to comprise 62.4 percent of total arrivals by air in the state. (TABLE 2). About 62 percent were independent travelers. The majority of the repeat visitors were from the U.S West where 77.4 percent reported that they have been to the islands before. (TABLE 11). Repeat visitors accounted for 51.1 percent of U.S. East arrivals (TABLE 13), 54.6 percent of Japanese arrivals and 57.1 percent of Canadian arrivals in 2004.

Nearly 59 of all repeat visitors went to Oahu, 31.8 percent visited Maui, 19.1 percent went to the Big Island and 15.3 percent went to Kauai. Repeat visitors stayed the longest on Maui (8.22 days), followed by the Big Island (7.49 days), Kauai (7.55 days), Oahu (7.36 days), Molokai (5.00 days) and Lanai (3.70 days).

62.5 percent of repeat visitors chose hotels for their accommodations, 20.1 percent stayed in condominiums, 11.4 percent stayed with friends and relatives and 8.2 percent stayed in timeshare properties. The majority (80.6%) returned to Hawaii for pleasure, 10.8 percent to visit friends or relatives and 6.5 percent for meetings, conventions and incentives.

**TABLE 33: First-Time Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	21,322,187	20,360,582	4.7%	15,558,250	14,927,140	4.2%	5,763,938	5,433,442	6.1%
Total Visitors	2,600,834	2,389,703	8.8%	1,688,929	1,547,360	9.1%	911,906	842,343	8.3%
PARTY SIZE									
One	450,102	430,420	4.6%	338,016	320,595	5.4%	112,086	109,825	2.1%
Two	1,149,631	1,060,922	8.4%	809,963	742,012	9.2%	339,668	318,910	6.5%
Three or more	1,001,101	898,361	11.4%	540,950	484,753	11.6%	460,152	413,608	11.3%
Avg Party Size	2.12	2.09	1.4%	1.92	1.90	1.0%	2.47	2.42	2.1%
VISIT STATUS									
First-Time	2,600,834	2,389,703	8.8%	1,688,929	1,547,360	9.1%	911,906	842,343	8.3%
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
TRAVEL METHOD									
Group Tour	535,774	500,222	7.1%	176,696	171,954	2.8%	359,078	328,268	9.4%
Package	1,486,054	1,378,177	7.8%	804,208	740,868	8.5%	681,846	637,309	7.0%
Group Tour & Pkg	452,524	435,064	4.0%	145,390	143,299	1.5%	307,134	291,766	5.3%
True Independent	1,031,531	946,368	9.0%	853,415	777,837	9.7%	178,116	168,531	5.7%
ISLANDS VISITED									
Oahu	1,934,324	1,757,240	10.1%	1,077,771	974,988	10.5%	856,553	782,252	9.5%
Maui County	798,362	798,864	-0.1%	689,736	674,393	2.3%	108,627	124,471	-12.7%
...Maui	784,913	775,993	1.1%	679,870	662,189	2.7%	105,043	113,805	-7.7%
...Molokai	25,655	35,977	-28.7%	20,916	24,688	-15.3%	4,739	11,288	-58.0%
...Lanai	26,860	33,682	-20.3%	23,084	26,394	-12.5%	3,777	7,288	-48.2%
Kauai	360,183	350,772	2.7%	313,864	302,911	3.6%	46,320	47,861	-3.2%
Big Island	456,484	432,059	5.7%	332,200	310,124	7.1%	124,284	121,936	1.9%
...Hilo	214,197	202,231	5.9%	150,809	143,255	5.3%	63,388	58,976	7.5%
...Kona	367,393	329,002	11.7%	266,935	231,763	15.2%	100,458	97,239	3.3%
LENGTH OF STAY									
Oahu (days)	6.22	6.31	-1.4%	6.87	7.07	-2.9%	5.40	5.36	0.9%
Maui (days)	6.17	6.30	-2.1%	6.40	6.57	-2.6%	4.70	4.77	-1.5%
Molokai (days)	2.96	3.11	-4.8%	3.14	3.43	-8.6%	2.20	2.41	-9.0%
Lanai (days)	2.58	3.08	-16.1%	2.63	3.18	-17.2%	2.30	2.73	-16.0%
Kauai (days)	5.32	5.42	-1.7%	5.54	5.65	-1.9%	3.81	3.90	-2.5%
Big Island (days)	5.22	5.25	-0.5%	5.83	5.81	0.4%	3.59	3.83	-6.3%
...Hilo (days)	2.81	2.96	-5.1%	3.30	3.44	-4.1%	1.65	1.80	-8.4%
...Kona (days)	4.85	5.07	-4.4%	5.40	5.65	-4.5%	3.40	3.71	-8.4%
Statewide (days)	8.20	8.52	-3.8%	9.21	9.65	-4.5%	6.32	6.45	-2.0%
ACCOMMODATIONS									
Hotel	2,012,740	1,838,291	9.5%	1,186,095	1,089,190	8.9%	826,645	749,101	10.4%
...Hotel Only	1,812,375	1,638,791	10.6%	1,017,573	922,283	10.3%	794,802	716,507	10.9%
Condo	294,770	294,256	0.2%	245,409	233,549	5.1%	49,361	60,708	-18.7%
...Condo Only	211,477	208,640	1.4%	175,067	165,324	5.9%	36,410	43,315	-15.9%
Timeshare	127,711	111,582	14.5%	118,264	103,024	14.8%	9,447	8,558	10.4%
...Timeshare Only	91,269	77,942	17.1%	84,635	72,645	16.5%	6,634	5,297	25.2%
Rental House	57,161	45,384	25.9%	51,160	41,192	24.2%	6,001	4,192	43.2%
Bed & Breakfast	30,036	29,191	2.9%	25,270	24,592	2.8%	4,765	4,599	3.6%
Cruise Ship	100,620	107,727	-6.6%	90,590	90,979	-0.4%	10,030	16,747	-40.1%
Friends or Relatives	156,594	146,424	6.9%	135,115	122,340	10.4%	21,479	24,084	-10.8%
PURPOSE OF TRIP									
Pleasure (Net)	2,229,701	2,016,643	10.6%	1,416,447	1,283,344	10.4%	813,253	733,299	10.9%
...Honeymoon/Get Married (Net)	456,935	426,998	7.0%	199,588	189,971	5.1%	257,347	237,027	8.6%
MC&I (Net)	177,115	186,896	-5.2%	131,871	135,193	-2.5%	45,245	51,703	-12.5%
.....Convention/Conf.	108,380	114,312	-5.2%	87,206	91,295	-4.5%	21,174	23,017	-8.0%
.....Corp. Meetings	27,580	27,005	2.1%	18,691	19,418	-3.7%	8,889	7,587	17.2%
.....Incentive	47,278	51,976	-9.0%	31,073	29,707	4.6%	16,204	22,269	-27.2%
Other Business	60,643	54,521	11.2%	50,061	43,968	13.9%	10,583	10,553	0.3%
Visit Friends/Relatives	141,688	129,791	9.2%	122,457	108,278	13.1%	19,231	21,513	-10.6%
Government/Military	27,123	29,307	-7.5%	20,166	20,021	0.7%	6,956	9,287	-25.1%
Attend School	8,509	7,025	21.1%	5,206	4,932	5.5%	3,303	2,092	57.9%
Sport Events	47,684	50,144	-4.9%	32,824	33,363	-1.6%	14,860	16,781	-11.4%

Source: DBEDT

**TABLE 34: Repeat Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	41,447,856	39,865,002	4.0%	32,884,071	31,548,838	4.2%	8,563,784	8,316,164	3.0%
Total Visitors	4,311,260	3,990,736	8.0%	3,204,032	2,983,929	7.4%	1,107,228	1,006,807	10.0%
PARTY SIZE									
One	758,645	722,626	5.0%	610,538	582,993	4.7%	148,107	139,633	6.1%
Two	1,673,392	1,560,088	7.3%	1,318,190	1,231,940	7.0%	355,202	328,148	8.2%
Three or more	1,879,222	1,708,021	10.0%	1,275,304	1,168,996	9.1%	603,919	539,025	12.0%
Avg Party Size	2.13	2.10	1.1%	2.02	2.00	0.8%	2.45	2.41	1.5%
VISIT STATUS									
Repeat	4,311,260	3,990,736	8.0%	3,204,032	2,983,929	7.4%	1,107,228	1,006,807	10.0%
Average # of Trips	6.76	6.59	2.6%	7.08	7.08	0.0%	5.85	5.15	13.6%
TRAVEL METHOD									
Group Tour	484,071	447,451	8.2%	128,369	136,643	-6.1%	355,702	310,807	14.4%
Package	1,560,394	1,435,235	8.7%	865,739	830,139	4.3%	694,655	605,096	14.8%
Group Tour & Pkg	406,745	380,667	6.9%	95,603	104,610	-8.6%	311,142	276,057	12.7%
True Independent	2,678,612	2,488,433	7.6%	2,305,113	2,121,473	8.7%	373,498	366,960	1.8%
ISLANDS VISITED									
Oahu	2,530,227	2,333,140	8.4%	1,533,901	1,440,295	6.5%	996,326	892,845	11.6%
Maui County	1,409,464	1,397,583	0.9%	1,247,998	1,225,782	1.8%	161,466	171,802	-6.0%
...Maui	1,370,648	1,349,428	1.6%	1,215,676	1,189,956	2.2%	154,972	159,472	-2.8%
...Molokai	46,444	58,130	-20.1%	37,064	45,935	-19.3%	9,380	12,194	-23.1%
...Lanai	46,528	57,763	-19.4%	40,067	46,279	-13.4%	6,461	11,483	-43.7%
Kauai	660,738	625,092	5.7%	592,225	558,666	6.0%	68,513	66,426	3.1%
Big Island	824,673	775,029	6.4%	650,415	612,019	6.3%	174,258	163,011	6.9%
...Hilo	267,710	257,357	4.0%	194,139	192,004	1.1%	73,571	65,354	12.6%
...Kona	705,540	648,142	8.9%	558,836	508,912	9.8%	146,704	139,230	5.4%
LENGTH OF STAY									
Oahu (days)	7.36	7.56	-2.7%	8.04	8.16	-1.5%	6.31	6.60	-4.3%
Maui (days)	8.22	8.28	-0.7%	8.43	8.47	-0.5%	6.59	6.89	-4.3%
Molokai (days)	5.00	4.33	15.7%	5.54	4.78	15.8%	2.90	2.60	11.3%
Lanai (days)	3.70	3.90	-5.3%	3.94	4.32	-8.9%	2.20	2.23	-1.2%
Kauai (days)	7.55	7.46	1.2%	7.88	7.75	1.7%	4.74	5.06	-6.3%
Big Island (days)	7.49	7.62	-1.8%	8.12	8.13	0.0%	5.11	5.74	-10.9%
...Hilo (days)	4.32	4.49	-3.9%	4.80	4.81	-0.2%	3.04	3.56	-14.6%
...Kona (days)	7.11	7.33	-3.0%	7.79	7.96	-2.2%	4.55	5.04	-9.8%
Statewide (days)	9.61	9.99	-3.8%	10.26	10.57	-2.9%	7.73	8.26	-6.4%
ACCOMMODATIONS									
Hotel	2,693,389	2,483,288	8.5%	1,792,514	1,687,133	6.2%	900,875	796,155	13.2%
...Hotel Only	2,357,420	2,155,482	9.4%	1,503,906	1,406,832	6.9%	853,514	748,651	14.0%
Condo	864,590	844,115	2.4%	729,385	698,750	4.4%	135,204	145,364	-7.0%
...Condo Only	671,574	654,930	2.5%	564,316	537,324	5.0%	107,258	117,606	-8.8%
Timeshare	351,950	305,883	15.1%	333,013	287,200	16.0%	18,938	18,683	1.4%
...Timeshare Only	253,382	216,282	17.2%	241,106	204,848	17.7%	12,276	11,434	7.4%
Rental House	151,577	123,702	22.5%	138,088	111,589	23.7%	13,489	12,113	11.4%
Bed & Breakfast	37,299	38,400	-2.9%	33,473	33,561	-0.3%	3,826	4,840	-20.9%
Cruise Ship	77,047	73,683	4.6%	63,361	66,296	-4.4%	13,686	7,388	85.2%
Friends or Relatives	489,739	455,439	7.5%	423,607	393,274	7.7%	66,133	62,165	6.4%
PURPOSE OF TRIP									
Pleasure (Net)	3,476,280	3,184,441	9.2%	2,529,369	2,337,158	8.2%	946,911	847,282	11.8%
...Honeymoon/Get Married (Net)	253,677	234,258	8.3%	112,075	107,886	3.9%	141,601	126,372	12.1%
MC&I (Net)	281,639	286,653	-1.7%	228,515	235,717	-3.1%	53,124	50,936	4.3%
.....Convention/Conf.	168,441	178,328	-5.5%	143,560	151,411	-5.2%	24,880	26,916	-7.6%
.....Corp. Meetings	60,348	58,825	2.6%	48,916	49,137	-0.4%	11,432	9,688	18.0%
.....Incentive	64,032	60,635	5.6%	46,012	45,082	2.1%	18,020	15,553	15.9%
Other Business	208,876	189,528	10.2%	186,393	170,519	9.3%	22,484	19,009	18.3%
Visit Friends/Relatives	466,393	425,180	9.7%	407,591	367,461	10.9%	58,803	57,719	1.9%
Government/Military	71,800	67,864	5.8%	54,150	52,755	2.6%	17,650	15,109	16.8%
Attend School	12,610	11,264	11.9%	8,463	7,442	13.7%	4,146	3,822	8.5%
Sport Events	75,222	74,067	1.6%	54,138	53,237	1.7%	21,084	20,830	1.2%

Source: DBEDT

ISLAND SUPPLEMENT

OAHU VISITORS BY AIR

MAUI COUNTY VISITORS BY AIR

Maui Island

Molokai

Lanai

KAUAI VISITORS BY AIR

HAWAII (BIG ISLAND) VISITORS BY AIR

Hilo

Kona



ISLAND SUPPLEMENT

ISLAND OF OAHU: Total arrivals by air to Oahu increased 9.1 percent to 4,464,551 visitors in 2004. Close to 70 percent of these visitors stayed exclusively on Oahu while the remainder also visited the neighbor islands. (TABLE 41).

Over half (58.5%) of the total Oahu visitors arrived on domestic flights while 41.5 percent came from foreign countries. Independent travelers accounted for 45.8 percent of all visitors to Oahu, while the remainder purchased group tours or package accommodations. There were more repeat visitors (56.7%) than first-time visitors (43.3%) to Oahu.

The majority (78.4%) of all visitors to Oahu stayed in hotels, 10.2 percent stayed with friends or relatives, 9.4 percent stayed in condominium and 3.6 percent stayed in timeshare properties. Oahu had the largest share of honeymoon/wedding visitors at 12%, but the bulk of the visitors, nearly 81 percent who visited Oahu, traveled for pleasure.

ISLAND OF MAUI: A total of 2,155,561 visitors came by air to the island of Maui in 2004, 1.4 percent higher compared to the previous year. Close to 57 percent of these visitors spent all their time on Maui while 43.5 percent also visited other islands in addition to Maui (TABLE 43).

Only 12.1 percent of the Maui visitors arrived on international flights while the majority came from the domestic markets. Repeat visitors comprised 63.6 percent of the total visitors to Maui compared to 36.4 percent of first-time visitors. There were more true independent travelers (58.2%) to Maui than those who purchased group tours or package accommodations.

Maui had the largest share of visitors staying in condominiums (28.5% of total Maui visitors). In addition, close to 61 percent of all visitors to Maui stayed in hotels, 8.5 percent stayed in timeshare properties and 6.2 percent stayed with friends or relatives. About 88 percent visited the island of Maui for pleasure.

ISLAND OF MOLOKAI: Total arrivals by air to Molokai declined 23.4 percent to 72,099 visitors in 2004. Most of those who visited Molokai also visited other islands but only 11.9 percent stayed on Molokai exclusively (TABLE 44).

The majority (80.4%) percent of all Molokai visitors arrived on domestic flights. About 64 percent were repeat visitors while 35.6 percent were first-timers to the state. Close to 61 percent of the visitors to Molokai were independent travelers. The remainder purchased group tour or package accommodations.

Over half (57.6%) stayed in hotels, 26 percent stayed in condominiums, 13 percent stayed with friends or relatives and 6.2 percent stayed in timeshare properties. Pleasure was the primary purpose for visitations to this island given by 82.5 percent of all Molokai visitors.

ISLAND OF LANAI: A total of 73,388 visitors came to Lanai in 2004, down 19.7 percent compared to the previous year. About 12.5 percent of these visitors spent their entire time on this island (TABLE 45).

About 86 percent of the Lanai visitors arrived on domestic flights while 13.9 percent came from foreign destinations. There were more repeat visitors (63%) than first timers (36.6%) on Lanai during the year. Similar to visitors on Maui and Molokai, there were more independent travelers to Lanai (59.9%) than those who purchased group tours or package accommodations.

Hotels were the primary choice for lodging by 68.6 percent of the visitors to Lanai, 17.3 percent stayed in condominiums and 8.6 percent stayed with friends or relatives. The majority (83.5%) of Lanai's visitors came for pleasure.

ISLAND OF KAUAI: Total arrivals to Kauai rose 4.6 percent to 1,020,920 visitors in 2004. Close to 44 percent of these visitors stayed on this island exclusively (TABLE 46).

There were more visitors to Kauai from the domestic market (88.8%) than those from foreign countries (11.2%). There were also a larger number of repeat visitors (64.7%) compared to first-time visitors (35.3%) during the year. Close to 62 percent of the Kauai visitors were independent travelers.

Of all the islands, Kauai had the largest share of visitors to stayed in timeshare properties (17.3% of total Kauai visitors). Over half (55.7%) of those who visited Kauai stayed in hotels, 23.2 percent stayed in condominium and 6.8 percent stayed with friends or relatives.

THE BIG ISLAND: Arrivals by air to the Big Island rose 6.1 percent from 2003 to 1,281,156 visitors. Those who stayed exclusively on this island comprised 39.9 percent of the total or 510,746 visitors (TABLE 47).

Nearly 77 percent of all Big Island visitors were from the domestic U.S. mainland while 23.3 percent were from foreign countries. Repeat visitors (64.4%) accounted for a larger proportion than first-time visitors (35.6%) among this group. There were also more visitors traveling independently (57.3%) than those who purchased group tours or package accommodations.

About 66.5 percent of all visitors to the Big Island stayed in hotels, 16.7 percent stayed in condominiums, 10.5 percent stayed with friends and relatives, 9.2 percent stayed in timeshare properties and 8.5 percent stayed on cruise ships. Compared to the other islands, the Big Island had the largest share of meetings, conventions and incentive visitors (7.4% of total visitors to the Big Island) while close to 85 percent of the visitors traveled to the Big Island for pleasure.

**TABLE 35: Visitor Arrivals by Island and Month: 2004 vs. 2003
(Arrivals by air)**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
JAN	518,105	517,270	0.2%	348,332	333,190	4.5%	169,773	184,080	-7.8%
FEB	540,406	502,989	7.4%	375,176	329,467	13.9%	165,230	173,522	-4.8%
MAR	580,702	542,619	7.0%	415,099	386,681	7.3%	165,603	155,938	6.2%
APR	549,158	482,012	13.9%	406,392	377,751	7.6%	142,766	104,261	36.9%
MAY	545,903	470,123	16.1%	393,443	360,588	9.1%	152,460	109,535	39.2%
JUN	617,527	549,229	12.4%	452,872	430,581	5.2%	164,655	118,648	38.8%
JUL	684,228	616,878	10.9%	505,912	470,782	7.5%	178,316	146,096	22.1%
AUG	646,631	627,272	3.1%	460,648	450,744	2.2%	185,983	176,528	5.4%
SEPT	522,080	474,981	9.9%	351,803	313,356	12.3%	170,277	161,625	5.4%
OCT	562,763	510,815	10.2%	386,205	349,352	10.5%	176,558	161,463	9.3%
NOV	527,982	501,480	5.3%	366,815	339,668	8.0%	161,167	161,812	-0.4%
DEC	616,610	584,773	5.4%	430,264	389,131	10.6%	186,346	195,642	-4.8%
TOTAL	6,912,094	6,380,439	8.3%	4,892,960	4,531,289	8.0%	2,019,134	1,849,150	9.2%
OAHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
JAN	330,187	344,521	-4.2%	182,613	181,730	0.5%	147,573	162,791	-9.3%
FEB	351,049	325,162	8.0%	202,759	173,419	16.9%	148,290	151,744	-2.3%
MAR	361,168	337,652	7.0%	214,143	202,452	5.8%	147,025	135,200	8.7%
APR	334,642	283,564	18.0%	204,559	191,540	6.8%	130,083	92,025	41.4%
MAY	348,327	294,127	18.4%	206,237	193,896	6.4%	142,090	100,231	41.8%
JUN	408,533	344,998	18.4%	250,822	234,003	7.2%	157,711	110,995	42.1%
JUL	442,161	389,352	13.6%	280,348	252,763	10.9%	161,813	136,588	18.5%
AUG	413,103	396,663	4.1%	244,121	237,980	2.6%	168,982	158,683	6.5%
SEPT	353,996	318,725	11.1%	194,503	169,860	14.5%	159,493	148,865	7.1%
OCT	371,699	337,098	10.3%	205,072	186,202	10.1%	166,626	150,896	10.4%
NOV	345,746	324,621	6.5%	194,012	177,472	9.3%	151,734	147,150	3.1%
DEC	403,942	393,999	2.5%	232,838	214,069	8.8%	171,103	179,930	-4.9%
TOTAL	4,464,551	4,090,483	9.1%	2,612,029	2,415,386	8.1%	1,852,523	1,675,097	10.6%
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
JAN	77,027	75,128	2.5%	65,914	62,029	6.3%	11,113	13,099	-15.2%
FEB	82,139	75,543	8.7%	66,978	61,913	8.2%	15,161	13,630	11.2%
MAR	83,131	81,065	2.5%	71,802	72,615	-1.1%	11,329	8,450	34.1%
APR	83,141	76,595	8.5%	74,031	70,089	5.6%	9,109	6,506	40.0%
MAY	82,780	80,759	2.5%	73,851	72,386	2.0%	8,928	8,373	6.6%
JUN	89,191	89,838	-0.7%	82,010	83,270	-1.5%	7,181	6,567	9.3%
JUL	107,259	97,410	10.1%	98,689	90,348	9.2%	8,570	7,062	21.4%
AUG	94,802	95,975	-1.2%	85,979	84,528	1.7%	8,822	11,447	-22.9%
SEPT	78,872	72,339	9.0%	70,747	64,064	10.4%	8,125	8,275	-1.8%
OCT	88,136	81,976	7.5%	77,808	71,518	8.8%	10,328	10,457	-1.2%
NOV	72,854	74,041	-1.6%	65,677	62,739	4.7%	7,177	11,302	-36.5%
DEC	81,590	75,199	8.5%	72,618	66,081	9.9%	8,972	9,118	-1.6%
TOTAL	1,020,921	975,868	4.6%	906,105	861,580	5.2%	114,816	114,287	0.5%

Source: DBEDT

TABLE 35: Visitor Arrivals by Island and Month: 2004 vs. 2003 (continued)
(Arrivals by air)

JAN	171,268	175,235	-2.3%	141,576	138,106	2.5%	29,692	37,129	-20.0%
FEB	172,047	176,108	-2.3%	145,889	140,732	3.7%	26,158	35,376	-26.1%
MAR	196,384	197,196	-0.4%	165,624	162,451	2.0%	30,760	34,745	-11.5%
APR	180,043	183,625	-2.0%	162,780	164,057	-0.8%	17,263	19,568	-11.8%
MAY	179,268	175,015	2.4%	157,610	155,879	1.1%	21,658	19,136	13.2%
JUN	189,820	198,513	-4.4%	172,507	183,356	-5.9%	17,313	15,157	14.2%
JUL	230,782	220,292	4.8%	207,973	201,224	3.4%	22,808	19,067	19.6%
AUG	210,022	211,689	-0.8%	183,751	186,925	-1.7%	26,271	24,764	6.1%
SEPT	156,327	148,009	5.6%	138,078	127,693	8.1%	18,249	20,316	-10.2%
OCT	178,237	168,382	5.9%	159,599	148,060	7.8%	18,638	20,322	-8.3%
NOV	161,934	159,439	1.6%	143,833	137,147	4.9%	18,102	22,292	-18.8%
DEC	181,695	182,945	-0.7%	158,578	154,543	2.6%	23,117	28,401	-18.6%
TOTAL	2,207,826	2,196,447	0.5%	1,937,797	1,900,174	2.0%	270,029	296,273	-8.9%
JAN	167,243	169,293	-1.2%	137,988	133,721	3.2%	29,255	35,572	-17.8%
FEB	166,427	170,632	-2.5%	142,156	136,661	4.0%	24,271	33,970	-28.6%
MAR	190,994	180,559	5.8%	161,199	157,750	2.2%	29,795	28,809	30.6%
APR	176,085	179,295	-1.8%	159,343	160,385	-0.6%	16,742	18,910	-11.5%
MAY	174,958	170,262	2.8%	154,488	152,532	1.3%	20,470	17,730	15.5%
JUN	185,542	193,225	-4.0%	168,716	179,076	-5.8%	16,826	14,150	18.9%
JUL	226,466	215,353	5.2%	204,286	197,019	3.7%	22,180	18,335	21.0%
AUG	205,455	205,879	-0.2%	180,339	182,510	-1.2%	25,116	23,369	7.5%
SEPT	153,100	144,141	6.2%	135,444	124,546	8.7%	17,656	19,594	-9.9%
OCT	174,238	164,117	6.2%	156,354	144,249	8.4%	17,884	19,868	-10.0%
NOV	157,980	155,592	1.5%	140,602	133,783	5.1%	17,378	21,809	-20.3%
DEC	177,070	177,072	0.0%	154,666	149,911	3.2%	22,404	27,161	-17.5%
TOTAL	2,155,561	2,125,421	1.4%	1,895,582	1,852,144	2.3%	259,979	273,277	-4.9%
JAN	6,143	7,958	-22.8%	5,493	6,078	-9.6%	650	1,880	-65.4%
FEB	7,536	7,507	0.4%	5,330	6,000	-11.2%	2,206	1,507	46.4%
MAR	7,010	14,309	-51.0%	5,142	5,998	-14.3%	1,868	8,311	-77.5%
APR	5,137	6,003	-14.4%	3,996	5,299	-24.6%	1,141	704	62.1%
MAY	5,364	7,341	-26.9%	4,323	5,575	-22.5%	1,041	1,766	-41.1%
JUN	5,554	7,544	-26.4%	4,872	6,478	-24.8%	682	1,065	-36.0%
JUL	6,856	8,751	-21.7%	5,857	7,089	-17.4%	999	1,661	-39.9%
AUG	5,809	8,310	-30.1%	4,741	6,142	-22.8%	1,067	2,169	-50.8%
SEPT	4,900	5,642	-13.1%	4,020	4,875	-17.5%	881	767	14.8%
OCT	5,904	6,670	-11.5%	4,715	5,708	-17.4%	1,189	962	23.6%
NOV	5,322	6,183	-13.9%	4,293	5,166	-16.9%	1,029	1,017	1.2%
DEC	6,566	7,889	-16.8%	5,207	6,215	-16.2%	1,360	1,674	-18.7%
TOTAL	72,099	94,106	-23.4%	57,987	70,624	-17.9%	14,112	23,483	-39.9%
JAN	5,738	8,482	-32.3%	5,044	6,599	-23.6%	694	1,883	-63.2%
FEB	6,652	7,537	-11.7%	4,820	5,843	-17.5%	1,833	1,694	8.2%
MAR	7,093	14,826	-52.2%	5,984	7,421	-19.4%	1,109	7,405	-85.0%
APR	6,087	7,933	-23.3%	4,975	6,709	-25.8%	1,112	1,224	-9.2%
MAY	6,119	6,487	-5.7%	5,027	5,414	-7.2%	1,093	1,073	1.8%
JUN	6,114	8,091	-24.4%	5,707	6,909	-17.4%	407	1,181	-65.6%
JUL	6,619	6,798	-2.6%	6,192	6,458	-4.1%	426	340	25.4%
AUG	6,091	7,334	-16.9%	5,265	6,502	-19.0%	826	831	-0.6%
SEPT	5,121	5,556	-7.8%	4,468	4,657	-4.1%	653	900	-27.4%
OCT	6,099	6,069	0.5%	5,445	5,534	-1.6%	654	534	22.3%
NOV	5,358	5,154	4.0%	4,750	4,663	1.9%	608	491	23.8%
DEC	6,298	7,179	-12.3%	5,494	5,964	-7.9%	804	1,215	-33.8%
TOTAL	73,388	91,445	-19.7%	63,172	72,674	-13.1%	10,217	18,772	-45.6%

Source: DBEDT

TABLE 35: Visitor Arrivals by Island and Month: 2004 vs. 2003 (continued)
(Arrivals by air)

BIG ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
JAN	98,991	104,029	-4.8%	74,789	72,588	3.0%	24,203	31,442	-23.0%
FEB	100,903	100,472	0.4%	74,624	71,990	3.7%	26,279	28,481	-7.7%
MAR	109,045	108,462	0.5%	83,585	81,548	2.5%	25,460	26,914	-5.4%
APR	102,335	95,158	7.5%	79,723	80,738	-1.3%	22,613	14,420	56.8%
MAY	93,325	88,946	4.9%	73,196	71,833	1.9%	20,129	17,113	17.6%
JUN	110,230	100,560	9.6%	88,679	84,894	4.5%	21,550	15,666	37.6%
JUL	126,250	117,886	7.1%	100,614	94,550	6.4%	25,635	23,335	9.9%
AUG	118,236	115,231	2.6%	86,821	85,572	1.5%	31,414	29,659	5.9%
SEPT	90,620	82,677	9.6%	66,127	59,103	11.9%	24,493	23,573	3.9%
OCT	110,843	98,543	12.5%	86,300	73,259	17.8%	24,543	25,284	-2.9%
NOV	101,902	89,752	13.5%	76,676	66,431	15.4%	25,226	23,322	8.2%
DEC	118,476	105,448	12.4%	91,569	79,712	14.9%	26,907	25,736	4.5%
TOTAL	1,281,156	1,207,164	6.1%	982,704	922,217	6.6%	298,452	284,946	4.7%
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
JAN	36,858	37,896	-2.7%	25,883	27,175	-4.8%	10,975	10,721	2.4%
FEB	37,155	38,597	-3.7%	24,401	26,312	-7.3%	12,754	12,285	3.8%
MAR	38,245	43,413	-11.9%	27,937	30,328	-7.9%	10,308	13,086	-21.2%
APR	38,071	37,308	2.0%	26,184	29,847	-12.3%	11,886	7,461	59.3%
MAY	34,577	36,603	-5.5%	24,602	28,531	-13.8%	9,975	8,072	23.6%
JUN	38,985	36,982	5.4%	28,172	29,705	-5.2%	10,813	7,277	48.6%
JUL	47,479	44,044	7.8%	37,492	33,048	13.4%	9,987	10,997	-9.2%
AUG	44,171	39,507	11.8%	31,026	29,081	6.7%	13,145	10,427	26.1%
SEPT	37,348	31,391	19.0%	26,325	21,106	24.7%	11,023	10,284	7.2%
OCT	43,929	39,189	12.1%	32,692	27,884	17.2%	11,237	11,305	-0.6%
NOV	41,170	33,209	24.0%	27,715	23,391	18.5%	13,455	9,817	37.0%
DEC	43,918	41,474	5.9%	32,561	28,876	12.8%	11,357	12,598	-9.8%
TOTAL	481,907	459,612	4.9%	344,992	335,283	2.9%	136,915	124,329	10.1%
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
JAN	81,529	86,740	-6.0%	61,056	58,681	4.0%	20,473	28,059	-27.0%
FEB	83,222	83,087	0.2%	61,112	58,469	4.5%	22,111	24,618	-10.2%
MAR	89,759	86,969	3.2%	68,275	65,744	3.8%	21,484	21,225	1.2%
APR	85,377	77,167	10.6%	66,956	65,461	2.3%	18,422	11,706	57.4%
MAY	77,661	70,893	9.5%	61,374	57,004	7.7%	16,286	13,889	17.3%
JUN	90,355	80,832	11.8%	74,445	67,901	9.6%	15,910	12,931	23.0%
JUL	106,514	95,538	11.5%	84,466	75,455	11.9%	22,047	20,082	9.8%
AUG	99,401	93,704	6.1%	73,545	68,528	7.3%	25,856	25,177	2.7%
SEPT	76,081	65,764	15.7%	55,992	47,164	18.7%	20,089	18,600	8.0%
OCT	95,504	79,655	19.9%	74,550	59,355	25.6%	20,955	20,300	3.2%
NOV	87,100	73,391	18.7%	66,141	53,683	23.2%	20,959	19,709	6.3%
DEC	100,431	83,455	20.3%	77,919	63,281	23.1%	22,512	20,174	11.6%
TOTAL	1,072,933	977,194	9.8%	825,830	740,726	11.5%	247,103	236,469	4.5%

Source: DBEDT

**TABLE 36: 2004 Average Daily Census by Island and Month
(Arrivals by air)**

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Oahu	82,595	82,623	79,466	71,990	73,295	95,236	100,415	93,522	77,521	74,720	75,265	97,416	83,718
Maui County	47,596	47,199	46,820	43,842	41,951	47,261	54,619	49,367	36,477	41,455	40,301	48,969	45,517
....Maui	45,854	45,492	45,167	42,548	40,698	45,717	53,089	47,823	35,345	40,086	38,876	47,127	44,014
....Molokai	1,101	997	843	683	610	822	910	863	665	773	819	1,037	844
....Lanai	641	709	810	612	643	722	620	681	466	596	606	806	660
Kauai	18,899	19,433	18,132	18,111	17,448	21,315	23,755	20,495	16,467	17,150	15,701	19,438	18,869
Big Island	25,507	24,295	22,005	21,517	18,861	24,308	25,767	24,430	18,956	22,496	23,575	28,691	23,376
....Hilo	5,492	4,530	4,222	4,046	3,962	5,144	5,459	5,629	4,152	4,634	4,689	5,582	4,800
...Kona	20,015	19,766	17,784	17,471	14,899	19,164	20,308	18,801	14,804	17,863	18,886	23,109	18,577
TOTAL DOM and INT'L	174,598	173,550	166,423	155,460	151,555	188,121	204,555	187,814	149,422	155,821	154,842	194,515	171,481
DOMESTIC													
Oahu	51,601	51,302	48,514	47,821	48,338	66,285	69,818	60,885	46,414	45,918	47,135	62,498	53,913
Maui County	40,200	41,341	40,970	40,752	37,842	44,952	50,760	44,229	33,265	38,747	37,343	43,872	41,212
....Maui	38,586	39,918	39,523	39,574	36,755	43,497	49,369	43,019	32,232	37,469	36,059	42,221	39,873
....Molokai	1,019	835	717	615	561	758	806	611	602	718	736	914	741
....Lanai	595	588	729	564	526	697	586	599	432	560	548	737	597
Kauai	16,743	17,063	16,448	16,988	16,315	20,428	22,325	19,254	15,510	16,120	14,750	17,956	17,500
Big Island	21,539	20,175	18,923	17,969	16,427	21,608	21,981	19,649	15,347	19,017	18,891	25,096	19,730
....Hilo	4,524	3,596	3,533	3,124	3,316	4,343	4,653	4,440	3,240	3,603	3,485	4,924	3,904
...Kona	17,015	16,579	15,389	14,845	13,111	17,265	17,327	15,208	12,107	15,415	15,406	20,172	15,826
TOTAL DOMESTIC	130,083	129,881	124,854	123,531	118,922	153,272	164,883	144,017	110,536	119,802	118,120	149,421	132,355
INTERNATIONAL													
Oahu	30,995	31,321	30,952	24,169	24,957	28,952	30,597	32,637	31,107	28,802	28,129	34,918	29,805
Maui County	7,396	5,858	5,851	3,090	4,109	2,310	3,859	5,138	3,211	2,708	2,958	5,098	4,306
....Maui	7,268	5,573	5,644	2,974	3,943	2,220	3,721	4,804	3,113	2,617	2,817	4,906	4,140
....Molokai	82	162	126	68	49	65	104	252	64	55	82	123	103
....Lanai	46	122	81	48	117	25	34	82	35	35	58	69	63
Kauai	2,156	2,370	1,683	1,123	1,134	887	1,430	1,241	958	1,030	951	1,483	1,369
Big Island	3,968	4,120	3,083	3,548	2,434	2,701	3,786	4,781	3,609	3,479	4,684	3,595	3,647
....Hilo	968	934	688	922	646	801	805	1,189	912	1,031	1,204	658	896
...Kona	3,000	3,186	2,395	2,626	1,787	1,900	2,981	3,593	2,697	2,448	3,480	2,937	2,751
TOTAL INT'L	44,515	43,669	41,569	31,929	32,633	34,849	39,672	43,797	38,886	36,019	36,722	45,094	39,126

Source: DBEDT

**TABLE 37: 2004 Domestic U.S. Visitor Arrivals by Island from Top U.S. MSAs
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Albuquerque	13,234	6,931	4,816	4,729	147	147	3,202	2,746	1,056	2,286
Anchorage	20,495	10,842	6,779	6,481	390	163	2,476	4,409	1,311	3,747
Atlanta	43,720	29,255	17,695	17,367	511	706	7,805	9,440	3,995	7,469
Austin	18,637	9,409	7,735	7,556	238	307	4,137	4,089	1,543	3,400
Bakersfield	13,544	6,994	5,043	4,942	145	145	2,208	2,295	731	1,931
Bellingham	7,077	2,608	3,068	3,018	61	64	1,362	1,341	373	1,164
Boise	12,229	4,896	5,539	5,427	176	137	2,255	2,326	726	2,047
Boston	62,282	36,904	28,248	27,784	793	1,025	15,621	15,394	6,370	12,633
Charlotte	10,356	6,376	4,400	4,320	87	205	2,004	2,540	985	2,141
Chicago	122,402	60,082	61,928	60,846	1,523	2,047	25,327	26,459	9,501	22,593
Cincinnati	21,859	14,882	10,247	10,047	381	390	4,848	5,371	2,620	4,354
Cleveland	22,027	13,173	10,616	10,445	281	296	4,909	5,344	2,442	4,282
Colorado Springs	13,908	7,962	4,577	4,463	169	151	2,743	2,847	1,103	2,295
Columbus	14,144	8,663	6,400	6,295	152	212	2,998	3,326	1,455	2,675
Dallas	75,647	38,609	34,278	33,690	783	1,274	14,159	13,955	4,996	11,614
Denver	86,007	37,249	34,910	34,122	1,007	1,181	19,995	19,618	5,811	17,361
Detroit	49,305	29,012	24,714	24,308	641	841	11,579	11,948	5,079	9,822
Eugene	11,514	4,409	4,965	4,833	204	99	2,121	2,463	679	2,197
Fresno	20,961	9,943	8,407	8,224	173	223	3,236	3,719	1,102	3,252
Grand Rapids	9,258	5,333	4,597	4,519	106	169	2,174	2,144	874	1,766
Hartford	13,079	8,446	5,768	5,574	255	236	3,109	3,298	1,365	2,700
Houston	52,717	30,202	23,982	23,602	635	981	8,940	9,836	4,213	7,767
Indianapolis	17,951	11,357	7,516	7,412	201	283	3,493	3,836	1,650	3,134
Kansas City	22,136	12,493	9,527	9,371	232	323	4,509	4,688	1,870	3,821
Las Vegas	59,430	35,258	19,962	19,576	555	605	8,530	9,574	3,482	7,855
Los Angeles	756,696	361,766	288,174	282,183	6,410	8,238	123,251	131,065	35,618	114,044
Miami	19,953	13,498	8,837	8,698	315	464	4,127	5,249	2,549	4,216
Milwaukee	16,274	9,377	7,769	7,601	238	259	3,771	4,162	1,695	3,398
Minneapolis	61,008	35,197	25,956	25,471	606	773	12,585	12,280	4,206	10,207
Modesto	13,797	6,109	5,610	5,511	120	128	2,240	2,262	675	1,988
Nashville	10,960	6,866	4,493	4,437	117	157	2,100	2,452	991	1,983
New York	171,172	106,870	81,604	79,833	2,407	3,541	42,379	43,175	17,139	35,507
Norfolk	16,462	13,309	3,906	3,766	169	242	2,148	2,856	1,382	2,148
Oklahoma City	10,403	6,166	4,052	3,972	104	121	1,767	2,062	782	1,689
Omaha	9,133	5,071	3,829	3,740	132	148	1,500	2,017	693	1,667
Orlando	14,174	9,716	5,794	5,714	172	256	2,925	3,545	1,627	2,857
Philadelphia	44,401	27,253	20,762	20,340	738	903	11,154	11,367	5,074	9,411
Phoenix	92,069	42,336	38,221	37,525	987	1,204	19,209	17,408	5,576	15,137
Pittsburgh	14,609	9,260	6,966	6,821	194	319	3,197	3,841	1,808	3,176
Portland	103,416	40,757	45,177	44,089	1,339	1,149	17,912	20,493	5,659	17,862
Provo	13,179	9,087	3,830	3,774	67	92	2,258	1,682	612	1,374
Raleigh	11,354	7,027	4,726	4,604	178	196	2,385	3,010	1,287	2,394
Reno	17,917	7,229	7,231	7,052	178	233	3,328	3,734	997	3,243
Sacramento	111,345	46,034	46,691	45,796	1,234	983	20,597	19,200	5,807	16,475
Saint Louis	26,293	15,700	12,107	11,890	420	434	5,461	5,885	2,416	4,974
Salinas	15,041	6,559	5,625	5,441	186	172	2,662	2,961	814	2,580
Salt Lake City	47,154	28,708	16,462	16,042	463	458	9,144	6,695	2,364	5,637
San Antonio	14,357	9,676	4,682	4,546	167	252	2,282	2,709	1,313	2,044
San Diego	158,683	77,088	55,561	54,294	1,512	1,602	31,511	27,998	8,417	24,192
San Francisco	554,670	233,265	212,041	207,178	5,333	5,565	95,634	104,944	26,997	92,663
San Luis/Obispo	13,534	4,796	5,162	4,978	229	129	3,166	3,143	1,058	2,716
Santa Barbara	22,094	8,750	7,951	7,647	311	227	4,885	4,665	1,119	4,207
Seattle	216,821	94,199	89,293	87,391	2,541	1,909	34,898	38,293	10,740	33,050
Spokane	14,188	5,816	6,449	6,323	178	181	2,289	2,487	639	2,177
Stockton	20,549	9,881	8,118	7,974	257	151	3,073	2,922	1,014	2,527
Tampa	17,285	11,642	7,251	7,115	252	303	3,482	4,409	2,067	3,460
Tucson	18,616	8,834	6,997	6,743	297	315	4,055	4,104	1,508	3,438
Tulsa	8,175	4,751	3,444	3,355	94	131	1,425	1,500	588	1,206
Washington	106,006	73,797	34,035	33,095	1,341	1,491	19,624	23,240	9,858	18,796

Source: DBEDT

**TABLE 38: 2004 Domestic U.S. Visitor Arrivals by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	21,300	15,738	7,127	6,981	282	319	3,516	4,375	2,076	3,485
Alaska	36,835	18,732	12,518	12,002	729	302	4,738	8,475	2,687	7,141
Arizona	127,014	59,163	50,988	49,841	1,584	1,723	26,759	24,901	8,276	21,453
Arkansas	14,435	8,881	5,751	5,640	176	216	2,600	2,866	1,203	2,298
California	1,767,696	797,262	674,735	659,866	16,806	18,233	305,436	319,466	87,706	279,035
Colorado	126,243	56,291	49,750	48,509	1,601	1,693	29,604	29,241	9,253	25,439
Connecticut	29,542	17,805	13,659	13,272	517	579	7,141	7,693	2,843	6,460
Delaware	5,422	3,571	2,209	2,165	90	83	1,189	1,427	591	1,192
Florida	105,560	72,314	43,218	42,362	1,606	2,227	22,632	27,421	13,153	21,841
Georgia	60,780	41,677	23,849	23,394	717	966	10,696	13,122	5,787	10,364
Idaho	28,598	12,768	11,889	11,604	408	280	5,559	5,557	1,657	4,869
Illinois	145,933	74,856	72,527	71,207	1,932	2,378	30,008	31,704	11,750	26,879
Indiana	49,681	31,218	21,576	21,183	661	719	9,931	10,757	4,794	8,674
Iowa	27,762	16,553	11,654	11,408	412	296	5,428	5,783	2,355	4,667
Kansas	24,824	14,428	10,508	10,257	327	372	4,768	5,244	2,124	4,203
Kentucky	26,543	17,541	11,646	11,454	415	413	4,991	5,813	2,703	4,741
Louisiana	19,348	12,646	7,543	7,417	280	334	3,329	4,258	1,942	3,384
Maine	9,070	6,141	3,019	2,916	150	132	1,692	1,973	933	1,512
Maryland	54,455	37,867	18,800	18,313	759	823	10,580	12,723	5,690	10,294
Massachusetts	57,438	33,791	26,319	25,845	777	968	14,542	14,333	5,992	11,704
Michigan	83,296	49,665	40,292	39,591	1,143	1,433	19,495	19,995	8,618	16,346
Minnesota	80,866	47,400	34,093	33,435	870	1,011	16,647	16,450	5,773	13,586
Mississippi	9,577	6,851	3,278	3,200	132	178	1,436	1,843	823	1,451
Missouri	47,504	28,524	20,480	20,129	644	720	9,503	10,195	4,207	8,466
Montana	16,774	7,433	6,856	6,702	252	129	3,409	3,757	1,164	3,214
Nebraska	16,644	9,805	6,835	6,682	229	211	2,853	3,778	1,415	3,020
Nevada	81,437	44,148	28,660	28,023	795	916	12,743	14,124	4,679	11,826
New Hampshire	10,549	6,259	4,253	4,185	129	182	2,498	2,668	1,064	2,180
New Jersey	75,139	47,781	36,082	35,392	1,078	1,538	18,944	18,970	8,026	15,517
New Mexico	24,030	12,505	8,460	8,262	315	303	5,663	5,244	2,012	4,328
New York	127,142	80,608	58,819	57,547	1,862	2,487	30,578	31,911	13,335	25,839
North Carolina	44,986	29,329	17,625	17,226	630	793	8,716	10,904	4,831	8,626
North Dakota	5,846	3,802	2,180	2,132	67	48	1,022	1,029	377	835
Ohio	82,869	52,612	38,230	37,555	1,153	1,390	18,299	20,454	9,484	16,514
Oklahoma	26,247	15,862	10,093	9,867	295	349	4,438	5,070	2,069	4,058
Oregon	135,943	51,834	58,873	57,409	1,951	1,401	24,839	28,319	7,852	24,857
Pennsylvania	72,640	46,771	33,203	32,538	1,096	1,435	16,791	18,940	8,835	15,306
Rhode Island	7,620	5,215	3,120	3,068	86	102	1,672	1,634	813	1,284
South Carolina	19,297	13,637	7,042	6,882	303	331	3,630	4,273	2,107	3,357
South Dakota	6,967	4,293	2,710	2,663	89	75	1,249	1,570	650	1,229
Tennessee	34,538	22,556	14,030	13,790	464	531	6,168	8,098	3,563	6,462
Texas	201,889	114,185	85,487	83,869	2,362	3,424	36,262	38,457	15,573	31,069
Utah	74,862	46,520	25,135	24,520	656	710	14,134	10,826	3,790	9,140
Vermont	4,843	2,692	1,776	1,738	87	64	1,150	1,275	558	991
Virginia	82,316	58,797	24,976	24,305	894	1,203	14,277	16,821	7,176	13,417
Washington	293,786	126,417	122,116	119,521	3,459	2,739	47,842	53,079	14,764	45,953
Washington, D.C.	7,345	4,791	2,291	2,191	129	132	1,422	1,633	692	1,301
West Virginia	6,502	4,459	2,426	2,371	130	107	1,197	1,667	730	1,343
Wisconsin	50,226	29,558	22,637	22,180	697	720	11,399	12,245	5,121	9,788
Wyoming	7,292	3,740	2,758	2,669	127	114	1,557	1,851	578	1,563

Source: DBEDT

**TABLE 39: 2004 Domestic U.S. Visitor Arrivals (% of Total) by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	0.5%	0.7%	0.4%	0.4%	0.5%	0.6%	0.4%	0.5%	0.7%	0.5%
Alaska	0.8%	0.8%	0.7%	0.7%	1.4%	0.5%	0.6%	0.9%	0.9%	0.9%
Arizona	2.8%	2.5%	2.8%	2.8%	3.0%	3.0%	3.2%	2.8%	2.6%	2.8%
Arkansas	0.3%	0.4%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%
California	39.5%	34.3%	37.4%	37.4%	32.1%	31.5%	36.1%	35.3%	27.9%	36.6%
Colorado	2.8%	2.4%	2.8%	2.7%	3.1%	2.9%	3.5%	3.2%	2.9%	3.3%
Connecticut	0.7%	0.8%	0.8%	0.8%	1.0%	1.0%	0.8%	0.9%	0.9%	0.8%
Delaware	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%
Florida	2.4%	3.1%	2.4%	2.4%	3.1%	3.9%	2.7%	3.0%	4.2%	2.9%
Georgia	1.4%	1.8%	1.3%	1.3%	1.4%	1.7%	1.3%	1.5%	1.8%	1.4%
Idaho	0.6%	0.5%	0.7%	0.7%	0.8%	0.5%	0.7%	0.6%	0.5%	0.6%
Illinois	3.3%	3.2%	4.0%	4.0%	3.7%	4.1%	3.6%	3.5%	3.7%	3.5%
Indiana	1.1%	1.3%	1.2%	1.2%	1.3%	1.2%	1.2%	1.2%	1.5%	1.1%
Iowa	0.6%	0.7%	0.6%	0.6%	0.8%	0.5%	0.6%	0.6%	0.7%	0.6%
Kansas	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%	0.6%
Kentucky	0.6%	0.8%	0.6%	0.6%	0.8%	0.7%	0.6%	0.6%	0.9%	0.6%
Louisiana	0.4%	0.5%	0.4%	0.4%	0.5%	0.6%	0.4%	0.5%	0.6%	0.4%
Maine	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%	0.2%
Maryland	1.2%	1.6%	1.0%	1.0%	1.4%	1.4%	1.3%	1.4%	1.8%	1.3%
Massachusetts	1.3%	1.5%	1.5%	1.5%	1.5%	1.7%	1.7%	1.6%	1.9%	1.5%
Michigan	1.9%	2.1%	2.2%	2.2%	2.2%	2.5%	2.3%	2.2%	2.7%	2.1%
Minnesota	1.8%	2.0%	1.9%	1.9%	1.7%	1.7%	2.0%	1.8%	1.8%	1.8%
Mississippi	0.2%	0.3%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%	0.3%	0.2%
Missouri	1.1%	1.2%	1.1%	1.1%	1.2%	1.2%	1.1%	1.1%	1.3%	1.1%
Montana	0.4%	0.3%	0.4%	0.4%	0.5%	0.2%	0.4%	0.4%	0.4%	0.4%
Nebraska	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%	0.5%	0.4%
Nevada	1.8%	1.9%	1.6%	1.6%	1.5%	1.6%	1.5%	1.6%	1.5%	1.6%
New Hampshire	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%
New Jersey	1.7%	2.1%	2.0%	2.0%	2.1%	2.7%	2.2%	2.1%	2.6%	2.0%
New Mexico	0.5%	0.5%	0.5%	0.5%	0.6%	0.5%	0.7%	0.6%	0.6%	0.6%
New York	2.8%	3.5%	3.3%	3.3%	3.6%	4.3%	3.6%	3.5%	4.2%	3.4%
North Carolina	1.0%	1.3%	1.0%	1.0%	1.2%	1.4%	1.0%	1.2%	1.5%	1.1%
North Dakota	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Ohio	1.9%	2.3%	2.1%	2.1%	2.2%	2.4%	2.2%	2.3%	3.0%	2.2%
Oklahoma	0.6%	0.7%	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%	0.7%	0.5%
Oregon	3.0%	2.2%	3.3%	3.3%	3.7%	2.4%	2.9%	3.1%	2.5%	3.3%
Pennsylvania	1.6%	2.0%	1.8%	1.8%	2.1%	2.5%	2.0%	2.1%	2.8%	2.0%
Rhode Island	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
South Carolina	0.4%	0.6%	0.4%	0.4%	0.6%	0.6%	0.4%	0.5%	0.7%	0.4%
South Dakota	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%
Tennessee	0.8%	1.0%	0.8%	0.8%	0.9%	0.9%	0.7%	0.9%	1.1%	0.8%
Texas	4.5%	4.9%	4.7%	4.8%	4.5%	5.9%	4.3%	4.3%	5.0%	4.1%
Utah	1.7%	2.0%	1.4%	1.4%	1.3%	1.2%	1.7%	1.2%	1.2%	1.2%
Vermont	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%
Virginia	1.8%	2.5%	1.4%	1.4%	1.7%	2.1%	1.7%	1.9%	2.3%	1.8%
Washington	6.6%	5.4%	6.8%	6.8%	6.6%	4.7%	5.7%	5.9%	4.7%	6.0%
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	1.1%	1.3%	1.3%	1.3%	1.3%	1.2%	1.3%	1.4%	1.6%	1.3%
Wyoming	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%

Source: DBEDT

**TABLE 40: 2004 Domestic U.S. Visitor Length of Stay by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	9.41	7.27	5.99	2.49	3.34	5.17	5.52	2.93	5.19
Alaska	13.45	9.94	11.02	10.00	3.78	10.46	14.03	10.46	12.72
Arizona	9.69	7.61	7.71	4.81	3.10	7.25	7.58	4.46	7.07
Arkansas	9.62	7.42	6.83	3.56	3.20	6.03	6.11	3.66	5.71
California	9.02	7.28	7.82	4.89	3.83	7.68	7.78	4.61	7.46
Colorado	10.26	7.29	8.21	5.14	3.65	8.02	8.03	4.34	7.65
Connecticut	11.08	7.41	7.29	4.77	3.56	6.11	6.58	3.73	6.20
Delaware	11.32	8.48	6.88	na	na	5.90	6.13	3.07	5.81
Florida	10.49	7.79	6.22	2.93	2.65	5.26	5.50	3.15	5.01
Georgia	9.42	6.97	6.25	2.99	2.65	5.36	5.62	3.16	5.35
Idaho	10.78	7.91	8.84	5.31	6.61	8.45	9.65	6.14	8.93
Illinois	10.03	6.91	7.61	4.57	3.08	6.23	6.34	3.19	6.08
Indiana	10.23	7.39	7.00	4.06	2.74	5.94	6.12	3.31	5.76
Iowa	10.30	7.59	7.32	5.43	2.67	6.62	6.55	3.53	6.33
Kansas	9.73	7.07	7.17	4.38	3.02	6.44	6.23	3.46	6.02
Kentucky	9.97	7.27	6.56	3.14	2.50	5.54	5.48	2.62	5.22
Louisiana	9.61	7.51	6.08	2.97	2.19	5.31	6.26	4.35	5.38
Maine	13.46	10.72	8.11	4.19	3.00	8.42	8.80	7.16	7.06
Maryland	10.25	7.89	6.41	3.57	3.07	5.71	5.99	3.29	5.58
Massachusetts	11.35	7.84	7.47	3.55	3.45	6.42	6.62	4.08	6.01
Michigan	11.15	7.29	7.58	5.11	4.16	6.33	6.55	3.36	6.24
Minnesota	10.73	7.15	8.23	4.51	3.12	7.44	7.46	4.26	7.21
Mississippi	9.51	7.70	6.04	2.73	3.30	5.10	5.78	3.15	5.56
Missouri	10.00	7.28	7.09	3.03	3.18	6.15	6.05	3.45	5.58
Montana	11.15	7.58	8.82	5.52	5.37	9.14	10.19	5.56	9.90
Nebraska	9.76	7.16	7.28	5.67	2.90	6.22	6.32	3.03	6.49
Nevada	9.53	7.90	7.76	4.53	3.30	7.27	7.80	4.68	7.47
New Hampshire	11.94	8.73	7.75	4.60	3.44	6.92	7.64	4.32	7.24
New Jersey	10.62	7.16	6.63	3.05	3.61	5.49	5.70	3.07	5.38
New Mexico	10.44	7.79	7.91	4.09	3.70	7.71	8.04	5.02	7.40
New York	10.81	7.42	6.83	3.43	3.48	5.72	6.07	3.56	5.66
North Carolina	10.31	7.84	6.54	3.23	2.95	5.84	6.03	3.36	5.74
North Dakota	10.54	7.93	7.53	na	na	7.36	7.09	3.68	7.08
Ohio	10.34	7.20	6.74	3.91	2.91	5.49	5.69	2.94	5.35
Oklahoma	9.71	7.65	6.93	3.95	3.68	6.37	6.77	4.00	6.42
Oregon	10.87	8.29	9.24	6.78	4.06	9.00	9.72	5.70	9.27
Pennsylvania	10.81	7.60	6.66	4.10	3.04	5.45	5.93	3.17	5.51
Rhode Island	11.14	7.95	7.26	na	2.94	5.84	5.85	3.71	5.10
South Carolina	10.10	7.67	6.33	2.98	2.31	5.74	5.65	3.40	5.07
South Dakota	10.65	7.49	7.37	na	na	6.82	8.40	6.22	7.43
Tennessee	9.91	7.51	6.44	3.05	3.03	5.42	5.88	3.12	5.65
Texas	9.23	7.16	6.77	3.27	3.10	6.19	6.15	3.40	5.91
Utah	9.39	7.29	7.32	4.14	3.77	7.14	7.24	3.83	6.98
Vermont	12.87	9.49	8.54	4.27	na	na	8.73	6.88	7.36
Virginia	10.24	8.24	6.66	4.03	2.98	6.01	6.13	3.35	5.90
Washington	10.95	8.60	9.63	7.18	3.89	9.06	9.58	5.83	9.20
Washington, D.C.	9.67	7.54	6.60	3.89	3.40	6.53	6.27	3.60	5.95
West Virginia	10.41	7.88	5.97	5.66	2.62	5.67	6.33	4.19	5.58
Wisconsin	10.80	7.19	7.53	4.78	3.24	6.53	6.77	3.92	6.42
Wyoming	10.76	7.74	8.08	10.11	2.81	7.43	7.99	4.59	7.77

Source: DBEDT

**TABLE 41: Oahu Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

Oahu	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	30,640,704	28,023,305	9.3%	19,732,132	17,947,045	9.9%	10,908,572	10,076,260	8.3%
Total Visitors	4,464,551	4,090,483	9.1%	2,612,029	2,415,386	8.1%	1,852,523	1,675,097	10.6%
PARTY SIZE									
One	855,452	814,285	5.1%	622,774	590,871	5.4%	232,677	223,414	4.1%
Two	1,719,184	1,580,968	8.7%	1,089,709	1,003,698	8.6%	629,474	577,270	9.0%
Three or more	1,889,916	1,695,230	11.5%	899,545	820,817	9.6%	990,371	874,413	13.3%
Avg Party Size	2.13	2.10	1.6%	1.87	1.86	0.8%	2.49	2.44	2.1%
VISIT STATUS									
First-Time	1,934,324	1,757,240	10.1%	1,077,771	974,988	10.5%	856,553	782,252	9.5%
Repeat	2,530,227	2,333,243	8.4%	1,534,257	1,440,398	6.5%	995,970	892,845	11.6%
Average # of Trips	4.22	4.31	-2.1%	4.65	4.71	-1.3%	3.60	3.72	-3.2%
TRAVEL METHOD									
Group Tour	906,745	824,549	10.0%	216,997	211,323	2.7%	689,748	613,227	12.5%
Package	2,291,721	2,071,943	10.6%	978,790	890,968	9.9%	1,312,931	1,180,975	11.2%
Group Tour & Pkg	775,199	719,841	7.7%	176,081	173,125	1.7%	599,118	546,716	9.6%
True Independent	2,046,011	1,913,831	6.9%	1,592,322	1,486,220	7.1%	453,689	427,611	6.1%
ISLANDS VISITED									
Oahu	4,464,551	4,090,483	9.1%	2,612,029	2,415,386	8.1%	1,852,523	1,675,097	10.6%
Maui County	756,016	789,395	-4.2%	571,542	590,399	-3.2%	184,474	198,996	-7.3%
...Maui	729,593	748,042	-2.5%	553,724	569,578	-2.8%	175,870	178,464	-1.5%
...Molokai	41,890	55,813	-24.9%	29,822	36,007	-17.2%	12,067	19,806	-39.1%
...Lanai	37,240	49,303	-24.5%	29,139	34,096	-14.5%	8,101	15,207	-46.7%
Kauai	430,415	434,383	-0.9%	343,405	345,762	-0.7%	87,011	88,622	-1.8%
Big Island	631,617	609,045	3.7%	399,722	394,215	1.4%	231,895	214,830	7.9%
...Hilo	324,934	308,864	5.2%	209,372	207,806	0.8%	115,562	101,058	14.4%
...Kona	492,064	448,730	9.7%	306,952	277,002	10.8%	185,111	171,729	7.8%
Oahu Only	3,142,267	2,751,653	14.2%	1,700,005	1,488,097	14.2%	1,442,262	1,263,556	14.1%
LENGTH OF STAY									
Oahu (days)	6.86	6.85	0.2%	7.55	7.43	1.7%	5.89	6.02	-2.1%
Maui (days)	4.50	4.51	-0.4%	4.79	4.79	0.0%	3.56	3.62	-1.6%
Molokai (days)	3.03	2.98	1.4%	3.31	3.37	-1.8%	2.33	2.29	1.9%
Lanai (days)	2.29	2.64	-13.3%	2.45	2.85	-14.0%	1.72	2.18	-21.0%
Kauai (days)	4.17	4.27	-2.3%	4.49	4.50	-0.3%	2.92	3.38	-13.6%
Big Island (days)	4.11	4.31	-4.7%	4.57	4.58	-0.3%	3.30	3.81	-13.3%
...Hilo (days)	2.40	2.64	-9.1%	2.70	2.79	-3.2%	1.84	2.32	-20.7%
...Kona (days)	3.69	4.04	-8.6%	4.11	4.43	-7.2%	2.99	3.40	-12.1%
Statewide (days)	8.63	9.02	-4.3%	9.92	10.33	-3.9%	6.80	7.12	-4.4%
ACCOMMODATIONS									
Hotel	3,501,451	3,171,316	10.4%	1,866,147	1,717,668	8.6%	1,635,305	1,453,648	12.5%
...Hotel Only	3,107,010	2,780,484	11.7%	1,539,444	1,396,572	10.2%	1,567,565	1,383,912	13.3%
Condo	421,667	430,039	-1.9%	284,916	281,270	1.3%	136,751	148,768	-8.1%
...Condo Only	254,088	261,341	-2.8%	151,281	149,255	1.4%	102,807	112,086	-8.3%
Timeshare	161,840	148,765	8.8%	145,453	132,856	9.5%	16,387	15,909	3.0%
...Timeshare Only	87,327	78,800	10.8%	77,670	70,506	10.2%	9,657	8,294	16.4%
Rental House	96,419	79,978	20.6%	82,489	67,554	22.1%	13,930	12,424	12.1%
Bed & Breakfast	34,283	34,117	0.5%	27,824	28,182	-1.3%	6,459	5,935	8.8%
Cruise Ship	162,560	164,399	-1.1%	140,146	142,292	-1.5%	22,414	22,107	1.4%
Friends or Relatives	454,561	425,921	6.7%	383,384	354,713	8.1%	71,177	71,208	0.0%
PURPOSE OF TRIP									
Pleasure (Net)	3,610,218	3,246,292	11.2%	1,986,001	1,810,801	9.7%	1,624,217	1,435,491	13.1%
...Honeymoon/Get Married (Net)	537,102	491,520	9.3%	150,525	142,608	5.6%	386,577	348,912	10.8%
MC&I (Net)	266,574	281,053	-5.2%	181,406	192,602	-5.8%	85,167	88,451	-3.7%
.....Convention/Conf.	170,481	182,673	-6.7%	132,041	141,211	-6.5%	38,440	41,463	-7.3%
.....Corp. Meetings	50,277	49,485	1.6%	31,674	34,157	-7.3%	18,603	15,328	21.4%
.....Incentive	52,853	56,568	-6.6%	22,899	23,132	-1.0%	29,954	33,435	-10.4%
Other Business	196,040	177,850	10.2%	167,041	151,370	10.4%	28,998	26,480	9.5%
Visit Friends/Relatives	438,867	404,320	8.5%	373,119	335,544	11.2%	65,748	68,776	-4.4%
Government/Military	91,105	89,748	1.5%	68,183	66,231	2.9%	22,922	23,517	-2.5%
Attend School	16,701	14,109	18.4%	10,318	9,182	12.4%	6,383	4,928	29.5%
Sport Events	95,011	99,414	-4.4%	56,433	59,272	-4.8%	38,578	40,142	-3.9%

**TABLE 42: Maui County Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

Maui County	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	16,659,327	16,246,284	2.5%	15,083,468	14,500,894	4.0%	1,575,859	1,745,390	-9.7%
Total Visitors	2,207,826	2,196,447	0.5%	1,937,797	1,900,174	2.0%	270,029	296,273	-8.9%
PARTY SIZE									
One	308,205	316,508	-2.6%	270,428	277,609	-2.6%	37,777	38,899	-2.9%
Two	1,031,357	1,019,540	1.2%	919,615	895,973	2.6%	111,742	123,567	-9.6%
Three or more	868,264	860,399	0.9%	747,754	726,592	2.9%	120,510	133,807	-9.9%
Avg Party Size	2.13	2.12	0.5%	2.11	2.10	0.9%	2.27	2.30	-1.5%
VISIT STATUS									
First-Time	798,362	798,864	-0.1%	689,736	674,393	2.3%	108,627	124,471	-12.7%
Repeat	1,409,464	1,397,583	0.9%	1,248,061	1,225,782	1.8%	161,403	171,802	-6.1%
Average # of Trips	4.59	4.56	0.6%	4.67	4.65	0.5%	4.01	4.01	-0.2%
TRAVEL METHOD									
Group Tour	193,987	203,499	-4.7%	126,665	132,552	-4.4%	67,322	70,947	-5.1%
Package	883,493	901,245	-2.0%	738,064	742,872	-0.6%	145,429	158,372	-8.2%
Group Tour & Pkg	157,779	171,409	-8.0%	101,398	108,550	-6.6%	56,381	62,858	-10.3%
True Independent	1,288,846	1,263,112	2.0%	1,174,466	1,133,300	3.6%	114,380	129,812	-11.9%
ISLANDS VISITED									
Oahu	756,016	789,395	-4.2%	571,542	590,399	-3.2%	184,474	198,996	-7.3%
Maui County	2,207,826	2,196,447	0.5%	1,937,797	1,900,174	2.0%	270,029	296,273	-8.9%
...Maui	2,156,242	2,125,421	1.5%	1,895,582	1,852,144	2.3%	260,660	273,277	-4.6%
...Molokai	72,134	94,106	-23.3%	57,987	70,624	-17.9%	14,147	23,483	-39.8%
...Lanai	73,424	91,445	-19.7%	63,172	72,674	-13.1%	10,253	18,772	-45.4%
Kauai	315,367	319,715	-1.4%	278,891	281,052	-0.8%	36,476	38,663	-5.7%
Big Island	343,917	351,324	-2.1%	290,366	291,022	-0.2%	53,550	60,302	-11.2%
...Hilo	200,244	200,109	0.1%	161,609	161,210	0.2%	38,634	38,900	-0.7%
...Kona	277,868	254,540	9.2%	233,558	207,132	12.8%	44,311	47,408	-6.5%
Maui Only	1,217,987	1,156,517	5.3%	1,145,099	1,078,848	6.1%	72,888	77,669	-6.2%
Molokai Only	8,590	8,536	0.6%	8,295	7,811	6.2%	295	725	-59.2%
Lanai Only	9,178	9,986	-8.1%	8,530	9,261	-7.9%	648	725	-10.7%
LENGTH OF STAY									
Oahu (days)	4.81	4.92	-2.2%	4.77	4.87	-2.2%	4.96	5.06	-2.0%
Maui (days)	7.47	7.33	1.9%	7.70	7.53	2.2%	5.83	6.00	-2.9%
Molokai (days)	4.28	3.67	16.6%	4.68	4.06	15.2%	2.66	2.51	6.0%
Lanai (days)	3.29	3.41	-3.4%	3.46	3.65	-5.3%	2.24	2.44	-8.4%
Kauai (days)	3.66	3.78	-3.4%	3.72	3.85	-3.3%	3.14	3.32	-5.2%
Big Island (days)	3.89	4.00	-2.7%	3.98	4.04	-1.6%	3.44	3.81	-9.9%
...Hilo (days)	2.08	2.25	-7.7%	2.16	2.34	-7.8%	1.74	1.87	-7.4%
...Kona (days)	3.32	3.75	-11.5%	3.45	3.86	-10.5%	2.64	3.31	-20.3%
Statewide (days)	10.32	10.59	-2.5%	10.32	10.60	-2.6%	10.32	10.50	-1.7%
ACCOMMODATIONS									
Hotel	1,351,104	1,357,696	-0.5%	1,150,182	1,142,094	0.7%	200,922	215,602	-6.8%
...Hotel Only	1,088,990	1,097,701	-0.8%	918,461	914,126	0.5%	170,529	183,575	-7.1%
Condo	625,163	631,946	-1.1%	569,350	562,926	1.1%	55,812	69,021	-19.1%
...Condo Only	473,284	478,093	-1.0%	434,916	428,771	1.4%	38,368	49,322	-22.2%
Timeshare	185,439	165,063	12.3%	177,074	155,331	14.0%	8,365	9,732	-14.0%
...Timeshare Only	127,455	111,191	14.6%	122,433	106,058	15.4%	5,022	5,132	-2.1%
Rental House	54,624	49,232	11.0%	50,447	44,655	13.0%	4,177	4,577	-8.7%
Bed & Breakfast	27,469	29,082	-5.5%	24,526	25,420	-3.5%	2,943	3,662	-19.6%
Cruise Ship	115,050	107,852	6.7%	104,476	96,062	8.8%	10,574	11,789	-10.3%
Friends or Relatives	141,700	144,866	-2.2%	124,053	128,235	-3.3%	17,647	16,632	6.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,940,829	1,911,147	1.6%	1,707,493	1,656,550	3.1%	233,336	254,597	-8.4%
...Honeymoon/Get Married (Net)	207,040	216,438	-4.3%	170,867	171,405	-0.3%	36,174	45,033	-19.7%
MC&I (Net)	158,931	170,674	-6.9%	140,854	153,277	-8.1%	18,078	17,397	3.9%
.....Convention/Conf.	88,404	101,707	-13.1%	79,321	91,668	-13.5%	9,083	10,039	-9.5%
.....Corp. Meetings	30,998	31,014	-0.1%	28,094	28,539	-1.6%	2,904	2,476	17.3%
.....Incentive	47,767	46,873	1.9%	41,142	41,323	-0.4%	6,624	5,549	19.4%
Other Business	63,661	65,115	-2.2%	60,334	59,293	1.8%	3,327	5,823	-42.9%
Visit Friends/Relatives	130,132	131,990	-1.4%	117,841	117,820	0.0%	12,291	14,170	-13.3%
Government/Military	10,088	10,311	-2.2%	6,042	7,703	-21.6%	4,046	2,608	55.1%
Attend School	3,751	4,291	-12.6%	2,752	2,668	3.1%	999	1,623	-38.4%
Sport Events	26,132	24,724	5.7%	20,229	18,537	9.1%	5,904	6,187	-4.6%

Source: DBEDT

**TABLE 43: Maui Island Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

Maui	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	16,109,009	15,589,099	3.3%	14,593,692	13,948,570	4.6%	1,515,317	1,640,530	-7.6%
Total Visitors	2,155,561	2,125,421	1.4%	1,895,582	1,852,144	2.3%	259,979	273,277	-4.9%
PARTY SIZE									
One	297,728	303,554	-1.9%	261,511	267,518	-2.2%	36,216	36,036	0.5%
Two	1,007,060	988,572	1.9%	898,757	872,832	3.0%	108,303	115,741	-6.4%
Three or more	850,773	833,295	2.1%	735,313	711,795	3.3%	115,460	121,500	-5.0%
Avg Party Size	2.14	2.12	0.6%	2.12	2.10	0.9%	2.26	2.28	-0.9%
VISIT STATUS									
First-Time	784,913	775,993	1.1%	679,870	662,189	2.7%	105,043	113,805	-7.7%
Repeat	1,370,648	1,349,429	1.6%	1,215,712	1,189,956	2.2%	154,936	159,472	-2.8%
Average # of Trips	4.55	4.53	0.3%	4.62	4.60	0.5%	3.99	4.05	-1.5%
TRAVEL METHOD									
Group Tour	188,127	191,736	-1.9%	124,314	129,513	-4.0%	63,813	62,223	2.6%
Package	867,172	871,071	-0.4%	728,045	730,060	-0.3%	139,128	141,011	-1.3%
Group Tour & Pkg	152,911	160,884	-5.0%	99,765	106,278	-6.1%	53,145	54,607	-2.7%
True Independent	1,253,853	1,223,499	2.5%	1,142,988	1,098,849	4.0%	110,864	124,650	-11.1%
ISLANDS VISITED									
Oahu	729,593	748,042	-2.5%	553,724	569,578	-2.8%	175,870	178,464	-1.5%
Maui County	2,155,561	2,125,421	1.4%	1,895,582	1,852,144	2.3%	259,979	273,277	-4.9%
...Maui	2,155,561	2,125,421	1.4%	1,895,582	1,852,144	2.3%	259,979	273,277	-4.9%
...Molokai	43,485	56,134	-22.5%	36,020	46,500	-22.5%	7,466	9,633	-22.5%
...Lanai	48,244	54,543	-11.5%	41,772	46,506	-10.2%	6,472	8,037	-19.5%
Kauai	307,459	309,025	-0.5%	272,266	272,141	0.0%	35,192	36,884	-4.6%
Big Island	333,773	332,258	0.5%	282,108	278,734	1.2%	51,664	53,524	-3.5%
...Hilo	195,478	190,226	2.8%	158,347	156,106	1.4%	37,131	34,120	8.8%
...Kona	269,847	240,934	12.0%	226,994	197,335	15.0%	42,854	43,599	-1.7%
Maui Only	1,217,987	1,156,517	5.3%	1,145,099	1,078,848	6.1%	72,888	77,669	-6.2%
LENGTH OF STAY									
Oahu (days)	4.77	4.90	-2.7%	4.73	4.83	-2.2%	4.89	5.11	-4.2%
Maui (days)	7.47	7.33	1.9%	7.70	7.53	2.2%	5.83	6.00	-2.9%
Molokai (days)	2.55	2.48	2.9%	2.68	2.55	5.1%	1.92	2.11	-9.4%
Lanai (days)	2.14	2.57	-16.9%	2.22	2.56	-13.3%	1.58	2.63	-39.9%
Kauai (days)	3.59	3.73	-3.7%	3.66	3.78	-3.3%	3.09	3.34	-7.2%
Big Island (days)	3.84	3.95	-2.7%	3.91	3.94	-0.6%	3.42	4.00	-14.3%
...Hilo (days)	2.05	2.21	-7.3%	2.13	2.27	-6.3%	1.74	1.97	-11.5%
...Kona (days)	3.26	3.69	-11.7%	3.38	3.77	-10.2%	2.62	3.37	-22.2%
Statewide (days)	10.29	10.57	-2.7%	10.29	10.55	-2.5%	10.32	10.72	-3.8%
ACCOMMODATIONS									
Hotel	1,317,475	1,307,831	0.7%	1,124,857	1,111,867	1.2%	192,619	195,965	-1.7%
...Hotel Only	1,061,754	1,055,917	0.6%	898,886	890,884	0.9%	162,868	165,033	-1.3%
Condo	615,271	620,584	-0.9%	560,704	554,040	1.2%	54,567	66,544	-18.0%
...Condo Only	466,595	470,767	-0.9%	429,181	423,067	1.4%	37,414	47,700	-21.6%
Timeshare	182,738	161,892	12.9%	174,513	152,403	14.5%	8,225	9,489	-13.3%
...Timeshare Only	125,984	109,434	15.1%	121,001	104,397	15.9%	4,982	5,037	-1.1%
Rental House	51,154	46,042	11.1%	47,162	41,744	13.0%	3,992	4,298	-7.1%
Bed & Breakfast	26,536	27,946	-5.0%	23,680	24,391	-2.9%	2,856	3,555	-19.7%
Cruise Ship	113,989	106,051	7.5%	103,574	94,569	9.5%	10,416	11,482	-9.3%
Friends or Relatives	134,703	135,950	-0.9%	117,495	120,629	-2.6%	17,208	15,321	12.3%
PURPOSE OF TRIP									
Pleasure (Net)	1,900,347	1,854,516	2.5%	1,674,938	1,619,356	3.4%	225,409	235,160	-4.1%
...Honeymoon/Get Married (Net)	203,151	209,251	-2.9%	168,568	168,403	0.1%	34,583	40,849	-15.3%
MC&I (Net)	153,943	164,550	-6.4%	136,528	148,498	-8.1%	17,415	16,052	8.5%
.....Convention/Conf.	85,592	98,607	-13.2%	76,838	88,871	-13.5%	8,755	9,736	-10.1%
.....Corp. Meetings	30,077	29,659	1.4%	27,182	27,426	-0.9%	2,895	2,233	29.6%
.....Incentive	46,267	44,800	3.3%	39,971	40,072	-0.3%	6,296	4,728	33.2%
Other Business	60,414	61,346	-1.5%	57,495	56,226	2.3%	2,919	5,121	-43.0%
Visit Friends/Relatives	123,932	124,521	-0.5%	112,363	111,440	0.8%	11,569	13,081	-11.6%
Government/Military	9,655	9,403	2.7%	5,614	7,115	-21.1%	4,041	2,288	76.6%
Attend School	3,563	4,027	-11.5%	2,566	2,466	4.1%	997	1,561	-36.2%
Sport Events	25,133	23,111	8.8%	19,625	17,731	10.7%	5,509	5,380	2.4%

Source: DBEDT

**TABLE 44: Molokai Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

Molokai	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	308,865	345,733	-10.7%	271,239	286,753	-5.4%	37,626	58,979	-36.2%
Total Visitors	72,099	94,106	-23.4%	57,987	70,624	-17.9%	14,112	23,483	-39.9%
PARTY SIZE									
One	13,942	18,089	-22.9%	12,023	14,126	-14.9%	1,919	3,963	-51.6%
Two	34,366	41,698	-17.6%	28,409	33,854	-16.1%	5,956	7,845	-24.1%
Three or more	23,791	34,319	-30.7%	17,554	22,644	-22.5%	6,237	11,674	-46.6%
Avg Party Size	1.97	2.02	-2.3%	1.89	1.92	-1.6%	2.30	2.31	-0.5%
VISIT STATUS									
First-Time	25,655	35,977	-28.7%	20,916	24,688	-15.3%	4,739	11,288	-58.0%
Repeat	46,444	58,130	-20.1%	37,071	45,935	-19.3%	9,373	12,194	-23.1%
Average # of Trips	5.14	5.00	2.9%	5.17	5.30	-2.5%	5.05	4.11	22.9%
TRAVEL METHOD									
Group Tour	9,071	12,604	-28.0%	5,220	6,125	-14.8%	3,851	6,478	-40.6%
Package	26,250	38,576	-32.0%	18,830	24,306	-22.5%	7,421	14,271	-48.0%
Group Tour & Pkg	7,450	11,075	-32.7%	4,004	4,940	-18.9%	3,445	6,135	-43.8%
True Independent	44,263	54,001	-18.0%	37,942	45,133	-15.9%	6,321	8,869	-28.7%
ISLANDS VISITED									
Oahu	41,890	55,813	-24.9%	29,822	36,007	-17.2%	12,067	19,806	-39.1%
Maui County	72,099	94,106	-23.4%	57,987	70,624	-17.9%	14,112	23,483	-39.9%
...Maui	43,485	56,134	-22.5%	36,020	46,500	-22.5%	7,466	9,633	-22.5%
...Molokai	72,099	94,106	-23.4%	57,987	70,624	-17.9%	14,112	23,483	-39.9%
...Lanai	16,226	21,422	-24.3%	13,072	16,915	-22.7%	3,154	4,507	-30.0%
Kauai	19,855	26,216	-24.3%	16,014	21,046	-23.9%	3,841	5,171	-25.7%
Big Island	22,999	32,681	-29.6%	18,718	24,873	-24.7%	4,281	7,808	-45.2%
...Hilo	17,408	23,071	-24.5%	13,660	17,969	-24.0%	3,748	5,102	-26.5%
...Kona	19,715	27,127	-27.3%	15,852	20,238	-21.7%	3,862	6,888	-43.9%
Molokai Only	8,590	8,536	0.6%	8,295	7,811	6.2%	295	725	-59.2%
LENGTH OF STAY									
Oahu (days)	6.17	5.27	17.2%	5.85	5.62	4.2%	6.96	4.63	50.4%
Maui (days)	5.31	5.65	-6.1%	5.45	5.57	-2.2%	4.62	6.04	-23.5%
Molokai (days)	4.28	3.67	16.6%	4.68	4.06	15.2%	2.67	2.51	6.2%
Lanai (days)	1.70	2.05	-17.3%	1.76	2.09	-16.0%	1.45	1.90	-23.9%
Kauai (days)	3.42	3.41	0.1%	3.56	3.65	-2.3%	2.81	2.45	14.6%
Big Island (days)	4.57	4.67	-2.1%	4.55	4.99	-8.8%	4.65	3.64	27.8%
...Hilo (days)	2.23	2.51	-11.1%	2.45	2.77	-11.7%	1.47	1.61	-8.9%
...Kona (days)	3.36	3.48	-3.6%	3.27	3.67	-11.0%	3.73	2.93	27.2%
Statewide (days)	13.85	13.39	3.4%	13.92	14.19	-1.9%	13.52	11.00	22.9%
ACCOMMODATIONS									
Hotel	41,546	57,533	-27.8%	31,329	39,805	-21.3%	10,217	17,728	-42.4%
...Hotel Only	27,728	41,642	-33.4%	19,550	26,515	-26.3%	8,177	15,127	-45.9%
Condo	18,748	21,815	-14.1%	15,471	18,153	-14.8%	3,277	3,661	-10.5%
...Condo Only	11,785	14,149	-16.7%	9,723	11,888	-18.2%	2,062	2,261	-8.8%
Timeshare	4,452	5,748	-22.5%	4,251	5,232	-18.8%	201	516	-61.0%
...Timeshare Only	2,347	3,401	-31.0%	2,305	3,055	-24.6%	43	346	-87.6%
Rental House	4,763	4,428	7.6%	4,384	4,012	9.3%	379	416	-8.9%
Bed & Breakfast	2,000	2,476	-19.2%	1,823	2,107	-13.5%	177	369	-51.9%
Cruise Ship	6,299	7,480	-15.8%	5,651	6,341	-10.9%	648	1,139	-43.1%
Friends or Relatives	9,381	12,214	-23.2%	8,076	9,787	-17.5%	1,306	2,427	-46.2%
PURPOSE OF TRIP									
Pleasure (Net)	59,477	76,277	-22.0%	48,054	58,320	-17.6%	11,424	17,958	-36.4%
...Honeymoon/Get Married (Net)	5,733	8,100	-29.2%	4,136	5,043	-18.0%	1,597	3,058	-47.8%
MC&I (Net)	3,853	6,244	-38.3%	3,163	4,542	-30.4%	690	1,702	-59.5%
.....Convention/Conf.	2,407	3,770	-36.2%	2,046	2,855	-28.3%	361	915	-60.6%
.....Corp. Meetings	703	1,201	-41.4%	577	971	-40.6%	126	229	-45.2%
.....Incentive	960	1,620	-40.8%	697	1,061	-34.3%	263	560	-53.1%
Other Business	3,878	3,925	-1.2%	3,474	3,581	-3.0%	404	344	17.3%
Visit Friends/Relatives	8,043	9,732	-17.4%	6,833	8,235	-17.0%	1,210	1,497	-19.2%
Government/Military	719	1,930	-62.7%	522	840	-37.8%	197	1,090	-82.0%
Attend School	430	473	-9.1%	310	359	-13.6%	120	114	5.0%
Sport Events	1,186	1,735	-31.7%	895	1,045	-14.4%	291	690	-57.8%

TABLE 45: Lanai Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)

Lanai	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	241,453	311,452	-22.5%	218,537	265,571	-17.7%	22,916	45,881	-50.1%
TOTAL Visitors	73,388	91,445	-19.7%	63,172	72,674	-13.1%	10,216	18,772	-45.6%
PARTY SIZE									
One	11,954	14,378	-16.9%	10,184	12,164	-16.3%	1,770	2,214	-20.1%
Two	38,123	45,664	-16.5%	33,929	38,088	-10.9%	4,195	7,576	-44.6%
Three or more	23,311	31,402	-25.8%	19,059	22,422	-15.0%	4,252	8,981	-52.7%
Avg Party Size	2.01	2.07	-2.8%	1.98	1.98	0.2%	2.19	2.42	-9.6%
VISIT STATUS									
First-Time	26,860	33,683	-20.3%	23,084	26,394	-12.5%	3,777	7,288	-48.2%
Repeat	46,528	57,763	-19.5%	40,088	46,279	-13.4%	6,440	11,483	-43.9%
Average # of Trips	5.10	4.83	5.6%	5.10	4.93	3.5%	5.13	4.46	15.0%
TRAVEL METHOD									
Group Tour	9,488	13,282	-28.6%	6,969	7,707	-9.6%	2,519	5,575	-54.8%
Package	27,376	38,485	-28.9%	22,781	26,448	-13.9%	4,595	12,037	-61.8%
Group Tour & Pkg	7,402	11,465	-35.4%	5,480	6,261	-12.5%	1,922	5,204	-63.1%
True Independent	43,962	51,144	-14.0%	38,902	44,780	-13.1%	5,060	6,363	-20.5%
ISLANDS VISITED									
Oahu	37,240	49,303	-24.5%	29,139	34,096	-14.5%	8,101	15,207	-46.7%
Maui County	73,388	91,445	-19.7%	63,172	72,674	-13.1%	10,216	18,772	-45.6%
...Maui	48,244	54,543	-11.5%	41,772	46,506	-10.2%	6,472	8,037	-19.5%
...Molokai	16,226	21,422	-24.3%	13,072	16,915	-22.7%	3,154	4,507	-30.0%
...Lanai	73,388	91,445	-19.7%	63,172	72,674	-13.1%	10,216	18,772	-45.6%
Kauai	23,034	28,026	-17.8%	19,209	23,164	-17.1%	3,824	4,862	-21.3%
Big Island	27,031	37,703	-28.3%	22,195	28,016	-20.8%	4,836	9,687	-50.1%
...Hilo	19,845	26,864	-26.1%	15,502	19,227	-19.4%	4,343	7,637	-43.1%
...Kona	23,840	29,497	-19.2%	19,397	23,146	-16.2%	4,443	6,351	-30.0%
Lanai Only	9,178	9,986	-8.1%	8,530	9,261	-7.9%	648	725	-10.7%
LENGTH OF STAY									
Oahu (days)	5.54	4.96	11.6%	5.30	5.16	2.7%	6.40	4.52	41.6%
Maui (days)	5.30	5.35	-1.0%	5.37	5.28	1.8%	4.80	5.76	-16.7%
Molokai (days)	1.79	2.31	-22.4%	1.86	2.31	-19.1%	1.49	2.34	-36.1%
Lanai (days)	3.29	3.41	-3.4%	3.46	3.65	-5.3%	2.24	2.44	-8.2%
Kauai (days)	3.15	3.26	-3.2%	3.18	3.43	-7.4%	3.02	2.42	24.5%
Big Island (days)	4.04	4.39	-8.1%	4.13	4.62	-10.6%	3.58	3.72	-3.6%
...Hilo (days)	1.85	2.17	-14.6%	2.02	2.48	-18.3%	1.23	1.39	-11.2%
...Kona (days)	3.04	3.64	-16.6%	3.11	3.54	-12.1%	2.70	4.00	-32.6%
Statewide (days)	12.45	12.82	-2.9%	12.26	13.12	-6.5%	13.60	11.66	16.6%
ACCOMMODATIONS									
Hotel	50,327	64,669	-22.2%	42,380	50,272	-15.7%	7,947	14,397	-44.8%
...Hotel Only	37,323	50,158	-25.6%	31,446	38,126	-17.5%	5,877	12,032	-51.2%
Condo	12,682	15,438	-17.8%	10,585	11,997	-11.8%	2,097	3,440	-39.1%
...Condo Only	7,925	9,739	-18.6%	6,780	7,415	-8.6%	1,145	2,324	-50.7%
Timeshare	4,512	4,816	-6.3%	4,150	4,519	-8.2%	362	297	22.0%
...Timeshare Only	2,608	2,857	-8.7%	2,380	2,724	-12.6%	228	133	71.4%
Rental House	2,186	2,157	1.3%	2,042	2,009	1.6%	144	148	-2.7%
Bed & Breakfast	1,292	1,707	-24.3%	1,141	1,421	-19.7%	152	286	-46.9%
Cruise Ship	9,702	9,869	-1.7%	8,420	8,209	2.6%	1,283	1,660	-22.7%
Friends or Relatives	6,329	8,603	-26.4%	5,829	7,143	-18.4%	500	1,460	-65.8%
PURPOSE OF TRIP							0		
Pleasure (Net)	61,269	75,919	-19.3%	53,034	59,932	-11.5%	8,234	15,987	-48.5%
...Honeymoon/Get Married (Net)	7,128	9,399	-24.2%	5,752	6,828	-15.8%	1,375	2,570	-46.5%
MC&I (Net)	7,772	9,648	-19.4%	7,002	8,368	-16.3%	770	1,280	-39.8%
.....Convention/Conf.	4,020	4,955	-18.9%	3,703	4,629	-20.0%	317	326	-2.5%
.....Corp. Meetings	1,591	2,133	-25.4%	1,532	1,853	-17.3%	60	280	-78.8%
.....Incentive	2,734	3,388	-19.3%	2,272	2,692	-15.6%	462	696	-33.6%
Other Business	3,030	3,832	-20.9%	2,678	3,177	-15.7%	352	655	-46.3%
Visit Friends/Relatives	5,576	7,633	-27.0%	5,184	6,299	-17.7%	392	1,334	-70.6%
Government/Military	449	884	-49.2%	421	662	-36.5%	28	222	-87.3%
Attend School	262	344	-23.8%	216	324	-33.3%	46	20	132.0%
Sport Events	965	1,157	-16.5%	551	755	-27.1%	415	402	3.3%

Source: DBEDT

TABLE 46: Kauai Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)

Kauai	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	6,906,206	6,507,320	6.1%	6,405,086	5,984,480	7.0%	501,120	522,840	-4.2%
TOTAL VISITORS	1,020,921	975,867	4.6%	906,105	861,580	5.2%	114,816	114,287	0.5%
PARTY SIZE									
One	140,873	141,443	-0.4%	127,314	128,003	-0.5%	13,559	13,439	0.9%
Two	524,482	500,480	4.8%	471,994	450,346	4.8%	52,488	50,134	4.7%
Three or more	355,566	333,945	6.5%	306,797	283,231	8.3%	48,769	50,714	-3.8%
Avg Party Size	2.08	2.06	1.0%	2.06	2.03	1.4%	2.30	2.33	-1.1%
VISIT STATUS									
First-Time	360,183	350,772	2.7%	313,864	302,911	3.6%	46,320	47,861	-3.2%
Repeat	660,738	625,092	5.7%	592,241	558,666	6.0%	68,497	66,426	3.1%
Average # of Trips	4.99	4.81	3.7%	5.10	4.93	3.5%	4.11	3.94	4.3%
TRAVEL METHOD									
Group Tour	98,542	94,610	4.2%	66,543	63,463	4.9%	31,999	31,147	2.7%
Package	367,367	358,162	2.6%	303,443	298,219	1.8%	63,924	59,944	6.6%
Group Tour & Pkg	81,643	79,442	2.8%	53,727	52,338	2.7%	27,916	27,104	3.0%
True Independent	636,952	602,538	5.7%	589,846	552,237	6.8%	47,106	50,301	-6.4%
ISLANDS VISITED									
Oahu	430,415	434,383	-0.9%	343,405	345,762	-0.7%	87,011	88,622	-1.8%
Maui County	315,367	319,715	-1.4%	278,891	281,052	-0.8%	36,476	38,663	-5.7%
...Maui	307,459	309,025	-0.5%	272,266	272,141	0.0%	35,192	36,884	-4.6%
...Molokai	19,855	26,216	-24.3%	16,014	21,046	-23.9%	3,841	5,171	-25.7%
...Lanai	23,034	28,026	-17.8%	19,209	23,164	-17.1%	3,824	4,862	-21.3%
Kauai	1,020,921	975,867	4.6%	906,105	861,580	5.2%	114,816	114,287	0.5%
Big Island	241,768	239,071	1.1%	203,694	204,122	-0.2%	38,073	34,949	8.9%
...Hilo	155,281	150,039	3.5%	127,403	126,159	1.0%	27,879	23,879	16.7%
...Kona	199,412	170,531	16.9%	167,173	142,599	17.2%	32,238	27,932	15.4%
Kauai Only	444,357	388,196	14.5%	423,774	371,916	13.9%	20,583	16,279	26.4%
LENGTH OF STAY									
Oahu (days)	4.79	4.79	0.2%	4.65	4.78	-2.8%	5.36	4.79	12.0%
Maui (days)	4.36	4.43	-1.6%	4.43	4.49	-1.4%	3.77	3.93	-4.1%
Molokai (days)	2.37	2.95	-19.6%	2.41	2.70	-10.8%	2.24	3.99	-43.9%
Lanai (days)	1.82	2.37	-23.3%	1.90	2.50	-24.1%	1.40	1.73	-19.0%
Kauai (days)	6.76	6.67	1.4%	7.07	6.95	1.8%	4.36	4.57	-7.0%
Big Island (days)	3.89	3.96	-1.6%	3.97	4.04	-1.9%	3.50	3.47	1.0%
...Hilo (days)	1.95	2.17	-9.8%	2.02	2.21	-8.6%	1.64	1.93	-15.0%
...Kona (days)	3.20	3.65	-12.2%	3.29	3.83	-14.1%	2.72	2.69	1.2%
Statewide (days)	11.12	11.38	-2.3%	11.14	11.44	-2.7%	10.97	10.87	0.9%
ACCOMMODATIONS									
Hotel	568,862	557,012	2.1%	480,971	474,439	1.4%	87,891	82,573	6.4%
...Hotel Only	384,347	380,865	0.9%	314,522	315,193	-0.2%	69,826	65,673	6.3%
Condo	236,570	226,378	4.5%	218,407	207,107	5.5%	18,163	19,270	-5.7%
...Condo Only	151,538	145,012	4.5%	140,542	132,290	6.2%	10,996	12,722	-13.6%
Timeshare	176,631	157,668	12.0%	169,063	149,813	12.8%	7,568	7,854	-3.6%
...Timeshare Only	119,175	104,098	14.5%	114,773	99,989	14.8%	4,402	4,109	7.1%
Rental House	64,513	52,610	22.6%	60,859	49,745	22.3%	3,654	2,865	27.5%
Bed & Breakfast	20,294	20,337	-0.2%	17,963	18,375	-2.2%	2,331	1,962	18.8%
Cruise Ship	98,712	89,863	9.8%	89,864	80,324	11.9%	8,848	9,539	-7.2%
Friends or Relatives	69,836	73,739	-5.3%	64,038	64,811	-1.2%	5,798	8,928	-35.1%
PURPOSE OF TRIP									
Pleasure (Net)	914,151	866,372	5.5%	812,841	767,100	6.0%	101,309	99,272	2.1%
...Honeymoon/Get Married (Net)	104,103	104,706	-0.6%	88,308	88,060	-10.7%	15,795	16,646	-5.1%
MC&I (Net)	57,351	57,480	-0.2%	52,036	51,614	0.8%	5,315	5,866	-9.4%
.....Convention/Conf.	36,206	35,878	0.9%	33,052	33,120	-0.2%	3,153	2,759	14.3%
.....Corp. Meetings	9,345	10,673	-12.4%	8,563	8,988	-4.7%	781	1,686	-53.6%
.....Incentive	15,069	13,448	12.1%	13,224	11,935	10.8%	1,845	1,513	22.0%
Other Business	27,582	27,269	1.1%	26,203	25,493	2.8%	1,379	1,776	-22.4%
Visit Friends/Relatives	66,116	65,297	1.3%	60,584	59,353	2.1%	5,531	5,944	-6.9%
Government/Military	6,411	6,154	4.2%	5,190	5,737	-9.5%	1,222	417	192.7%
Attend School	2,293	1,746	31.4%	1,336	1,411	-5.3%	957	335	185.6%
Sport Events	7,409	7,852	-5.6%	5,350	5,517	-3.0%	2,059	2,335	-11.8%

Source: DBEDT

**TABLE 47: Island of Hawaii (Big Island) Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)**

Hawaii (Big Island)	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	8,555,752	8,005,790	6.9%	7,221,078	6,604,563	9.3%	1,334,674	1,401,227	-4.7%
Total Visitors	1,281,156	1,207,164	6.1%	982,704	922,217	6.6%	298,452	284,946	4.7%
PARTY SIZE									
One	204,401	195,827	4.4%	169,629	163,085	4.0%	34,772	32,742	6.2%
Two	584,566	548,042	6.7%	470,811	441,770	6.6%	113,755	106,272	7.0%
Three or more	492,189	463,295	6.2%	342,264	317,362	7.8%	149,926	145,933	2.7%
Avg Party Size	2.11	2.10	0.2%	2.00	1.99	0.6%	2.47	2.48	-0.6%
VISIT STATUS									
First-Time	456,484	432,059	5.7%	332,200	310,124	7.1%	124,284	121,936	1.9%
Repeat	824,673	775,105	6.4%	650,505	612,094	6.3%	174,168	163,011	6.8%
Average # of Trips	4.77	4.76	0.2%	5.06	5.07	-0.3%	3.83	3.76	1.7%
TRAVEL METHOD									
Group Tour	184,456	178,894	3.1%	85,109	83,449	2.0%	99,348	95,445	4.1%
Package	515,061	487,998	5.5%	320,058	307,368	4.1%	195,003	180,630	8.0%
Group Tour & Pkg	152,367	152,124	0.2%	67,220	67,903	-1.0%	85,147	84,221	1.1%
True Independent	734,675	692,395	6.1%	644,757	599,303	7.6%	89,918	93,092	-3.4%
ISLANDS VISITED									
Oahu	631,617	609,045	3.7%	399,722	394,215	1.4%	231,895	214,830	7.9%
Maui County	343,917	351,324	-2.1%	290,366	291,022	-0.2%	53,550	60,302	-11.2%
...Maui	333,773	332,258	0.5%	282,108	278,734	1.2%	51,664	53,524	-3.5%
...Molokai	22,999	32,681	-29.6%	18,718	24,873	-24.7%	4,281	7,808	-45.2%
...Lanai	27,031	37,703	-28.3%	22,195	28,016	-20.8%	4,836	9,687	-50.1%
Kauai	241,768	239,071	1.1%	203,694	204,122	-0.2%	38,073	34,949	8.9%
Big Island	1,281,156	1,207,164	6.1%	982,704	922,217	6.6%	298,452	284,946	4.7%
...Hilo	483,503	459,612	5.2%	344,992	335,283	2.9%	138,511	124,329	11.4%
...Kona	1,075,233	977,195	10.0%	825,830	740,726	11.5%	249,403	236,469	5.5%
Big Island Only	510,746	452,120	13.0%	453,415	394,261	15.0%	57,330	57,860	-0.9%
LENGTH OF STAY									
Oahu (days)	4.83	4.95	-2.5%	5.14	5.18	-0.8%	4.29	4.53	-5.5%
Maui (days)	4.06	4.14	-2.0%	4.22	4.23	-0.3%	3.16	3.66	-13.5%
Molokai (days)	2.34	2.71	-13.7%	2.48	2.93	-15.2%	1.71	2.02	-15.3%
Lanai (days)	1.91	2.43	-21.3%	2.03	2.72	-25.2%	1.36	1.59	-14.8%
Kauai (days)	3.33	3.45	-3.5%	3.44	3.59	-4.2%	2.73	2.63	3.7%
Big Island (days)	6.68	6.63	0.6%	7.35	7.16	2.6%	4.47	4.92	-14.3%
...Hilo (days)	3.64	3.82	-4.6%	4.14	4.22	-1.9%	2.40	2.73	-12.0%
...Kona (days)	6.33	6.57	-3.6%	7.01	7.24	-3.1%	4.08	4.49	-9.2%
Statewide (days)	10.84	11.24	-3.6%	11.46	11.80	-2.9%	8.80	9.46	-6.9%
ACCOMMODATIONS									
Hotel	851,390	805,781	5.7%	597,511	572,631	4.3%	253,879	233,150	8.9%
...Hotel Only	643,505	609,658	5.6%	419,877	403,485	4.1%	223,628	206,173	8.5%
Condo	214,396	203,976	5.1%	183,890	171,309	7.3%	30,506	32,666	-6.6%
...Condo Only	127,563	121,673	4.8%	110,086	100,890	9.1%	17,477	20,783	-15.9%
Timeshare	118,151	104,147	13.4%	108,982	96,295	13.2%	9,168	7,852	16.8%
...Timeshare Only	73,794	64,860	13.8%	68,909	60,607	13.7%	4,885	4,253	14.9%
Rental House	49,146	41,539	18.3%	45,345	37,829	19.9%	3,801	3,710	2.5%
Bed & Breakfast	34,281	33,421	2.6%	30,722	28,900	6.3%	3,559	4,521	-21.3%
Cruise Ship	109,252	102,411	6.7%	99,600	91,437	8.9%	9,651	10,974	-12.1%
Friends or Relatives	134,185	131,537	2.0%	117,013	111,780	4.7%	17,172	19,757	-13.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,087,483	1,008,898	7.8%	822,202	765,427	7.4%	265,282	243,471	9.0%
...Honeymoon/Get Married (Net)	103,321	98,969	4.4%	53,960	52,646	2.5%	49,361	46,323	6.6%
MC&I (Net)	94,389	99,109	-4.8%	81,547	80,848	0.9%	12,842	18,261	-29.7%
.....Convention/Conf.	59,848	62,216	-3.8%	53,149	52,151	1.9%	6,699	10,065	-33.4%
.....Corp. Meetings	16,584	15,840	4.7%	14,361	13,655	5.2%	2,224	2,185	1.8%
.....Incentive	21,909	24,922	-12.1%	17,632	18,454	-4.5%	4,278	6,468	-33.9%
Other Business	52,275	45,551	14.8%	45,652	40,877	11.7%	6,624	4,675	41.7%
Visit Friends/Relatives	117,369	110,774	6.0%	102,934	95,905	7.3%	14,434	14,869	-2.9%
Government/Military	6,414	8,255	-22.3%	5,201	6,087	-14.6%	1,213	2,168	-44.0%
Attend School	5,280	4,751	11.1%	3,597	3,349	7.4%	1,683	1,402	20.0%
Sport Events	21,421	21,318	0.5%	15,251	14,790	3.1%	6,170	6,527	-5.5%

Source: DBEDT

TABLE 48: Hilo Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)

Hilo	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	1,756,681	1,725,147	1.8%	1,428,858	1,386,128	3.1%	327,823	339,020	-3.3%
Total Visitors	481,907	459,612	4.9%	344,992	335,283	2.9%	136,915	124,329	10.1%
PARTY SIZE									
One	87,541	84,871	3.1%	67,695	67,122	0.9%	19,847	17,750	11.8%
Two	227,034	215,134	5.5%	173,406	166,702	4.0%	53,628	48,432	10.7%
Three or more	167,331	159,606	4.8%	103,891	101,459	2.4%	63,440	58,148	9.1%
Avg Party Size	2.03	2.01	0.8%	1.91	1.90	0.3%	2.34	2.31	1.1%
VISIT STATUS									
First-Time	214,197	202,231	5.9%	150,809	143,255	5.3%	63,388	58,976	7.5%
Repeat	267,710	257,382	4.0%	194,182	192,028	1.1%	73,527	65,354	12.5%
Average # of Trips	3.95	3.97	-0.6%	4.02	4.12	-2.3%	3.76	3.58	5.0%
TRAVEL METHOD									
Group Tour	92,929	86,251	7.7%	48,657	45,356	7.3%	44,272	40,896	8.3%
Package	218,981	208,916	4.8%	135,919	133,208	2.0%	83,062	75,708	9.7%
Group Tour & Pkg	78,155	75,664	3.3%	40,173	38,480	4.4%	37,983	37,183	2.1%
True Independent	248,483	240,108	3.5%	200,588	195,199	2.8%	47,895	44,909	6.6%
ISLANDS VISITED									
Oahu	324,934	308,864	5.2%	209,372	207,806	0.8%	115,562	101,058	14.4%
Maui County	200,244	200,109	0.1%	161,609	161,210	0.2%	38,634	38,900	-0.7%
...Maui	195,478	190,226	2.8%	158,347	156,106	1.4%	37,131	34,120	8.8%
...Molokai	17,408	23,071	-24.5%	13,660	17,969	-24.0%	3,748	5,102	-26.5%
...Lanai	19,845	26,864	-26.1%	15,502	19,227	-19.4%	4,343	7,637	-43.1%
Kauai	155,281	150,039	3.5%	127,403	126,159	1.0%	27,879	23,879	16.7%
Big Island	481,907	459,612	4.9%	344,992	335,283	2.9%	136,915	124,329	10.1%
...Hilo	481,907	459,612	4.9%	344,992	335,283	2.9%	136,915	124,329	10.1%
...Kona	274,804	229,642	19.7%	188,118	153,791	22.3%	86,686	75,851	14.3%
LENGTH OF STAY									
Oahu (days)	5.23	5.33	-1.8%	5.49	5.47	0.5%	4.76	5.04	-5.6%
Maui (days)	3.34	3.42	-2.4%	3.34	3.33	0.3%	3.33	3.83	-13.2%
Molokai (days)	2.38	2.40	-0.9%	2.17	2.66	-18.3%	3.14	1.50	109.1%
Lanai (days)	1.66	2.06	-19.4%	1.64	2.23	-26.4%	1.72	1.63	5.9%
Kauai (days)	2.31	2.71	-14.7%	2.53	2.73	-7.2%	1.30	2.61	-50.0%
Big Island (days)	5.20	5.90	-11.9%	6.19	6.15	0.6%	2.69	5.20	-48.2%
...Hilo (days)	3.65	3.75	-2.9%	4.14	4.13	0.2%	2.39	2.73	-12.2%
...Kona (days)	3.33	4.16	-20.0%	3.75	4.21	-10.9%	2.40	4.05	-40.7%
Statewide (days)	9.77	12.02	-18.7%	12.15	12.39	-1.9%	3.77	11.01	-65.8%
ACCOMMODATIONS									
Hotel	321,893	306,394	5.1%	208,292	207,532	0.4%	113,600	98,863	14.9%
...Hotel Only	205,683	197,690	4.0%	112,712	116,111	-2.9%	92,971	81,579	14.0%
Condo	55,350	55,084	0.5%	42,035	42,124	-0.2%	13,314	12,960	2.7%
...Condo Only	24,852	26,189	-5.1%	18,226	19,026	-4.2%	6,626	7,163	-7.5%
Timeshare	25,316	22,560	12.2%	20,515	19,578	4.8%	4,801	2,981	61.0%
...Timeshare Only	12,762	11,444	11.5%	10,706	10,345	3.5%	2,056	1,099	87.1%
Rental House	19,802	15,653	26.5%	17,780	14,864	19.6%	2,022	789	156.3%
Bed & Breakfast	22,066	21,244	3.9%	19,141	17,713	8.1%	2,925	3,531	-17.2%
Cruise Ship	99,267	90,569	9.6%	91,093	81,955	11.2%	8,174	8,614	-5.1%
Friends or Relatives	63,312	63,014	0.5%	51,450	50,627	1.6%	11,862	12,387	-4.2%
PURPOSE OF TRIP									
Pleasure (Net)	406,422	380,658	6.8%	289,528	278,422	4.0%	116,894	102,235	14.3%
...Honeymoon/Get Married (Net)	39,914	37,547	6.3%	19,836	20,150	-1.6%	20,078	17,397	15.4%
MC&I (Net)	27,120	28,644	-5.3%	19,249	20,098	-4.2%	7,872	8,546	-7.9%
.....Convention/Conf.	17,991	18,664	-3.6%	13,717	13,713	0.0%	4,274	4,951	-13.7%
.....Corp. Meetings	3,862	4,095	-5.7%	2,806	3,196	-12.2%	1,056	900	17.4%
.....Incentive	6,202	7,056	-12.1%	3,507	4,148	-15.5%	2,695	2,907	-7.3%
Other Business	20,970	18,956	10.6%	17,261	16,364	5.5%	3,709	2,592	43.1%
Visit Friends/Relatives	55,256	51,871	6.5%	45,583	43,625	4.5%	9,673	8,246	17.3%
Government/Military	3,926	5,103	-23.1%	2,927	3,628	-19.3%	999	1,475	-32.3%
Attend School	3,106	2,936	5.8%	1,823	1,818	0.3%	1,284	1,118	14.8%
Sport Events	6,387	6,366	0.3%	3,789	3,787	0.0%	2,598	2,579	0.8%

Source: DBEDT

TABLE 49: Kona Visitor Characteristics: 2004 vs. 2003
(Arrivals by air)

Kona	TOTAL			DOMESTIC			INTERNATIONAL		
	2004	2003	% Change	2004	2003	% Change	2004	2003	% Change
Total Visitor Days	6,799,071	6,280,643	8.3%	5,792,219	5,218,436	11.0%	1,006,851	1,062,207	-5.2%
Total Visitors	1,072,933	977,195	9.8%	825,830	740,726	11.5%	247,103	236,469	4.5%
PARTY SIZE									
One	163,016	150,877	8.0%	133,853	123,755	8.2%	29,163	27,121	7.5%
Two	493,010	444,714	10.9%	397,491	355,732	11.7%	95,519	88,982	7.3%
Three or more	416,907	381,604	9.3%	294,486	261,238	12.7%	122,421	120,366	1.7%
Avg Party Size	2.12	2.13	-0.1%	2.03	2.02	0.7%	2.44	2.47	-1.2%
VISIT STATUS									
First-Time	367,393	329,002	11.7%	266,935	231,763	15.2%	100,458	97,239	3.3%
Repeat	705,540	648,193	8.8%	558,895	508,963	9.8%	146,645	139,230	5.3%
Average # of Trips	4.86	4.93	-1.4%	5.17	5.29	-2.2%	3.83	3.82	0.3%
TRAVEL METHOD									
Group Tour	147,266	136,398	8.0%	69,919	61,885	13.0%	77,348	74,513	3.8%
Package	424,590	382,414	11.0%	267,969	237,528	12.8%	156,621	144,886	8.1%
Group Tour & Pkg	120,759	115,149	4.9%	55,237	50,009	10.5%	65,522	65,139	0.6%
True Independent	622,378	573,531	8.5%	543,180	491,322	10.6%	79,198	82,209	-3.7%
ISLANDS VISITED									
Oahu	492,064	448,730	9.7%	306,952	277,002	10.8%	185,111	171,729	7.8%
Maui County	277,868	254,540	9.2%	233,558	207,132	12.8%	44,311	47,408	-6.5%
...Maui	269,847	240,934	12.0%	226,994	197,335	15.0%	42,854	43,599	-1.7%
...Molokai	19,715	27,127	-27.3%	15,852	20,238	-21.7%	3,862	6,888	-43.9%
...Lanai	23,840	29,497	-19.2%	19,397	23,146	-16.2%	4,443	6,351	-30.0%
Kauai	199,412	170,531	16.9%	167,173	142,599	17.2%	32,238	27,932	15.4%
Big Island	1,072,933	977,195	9.8%	825,830	740,726	11.5%	247,103	236,469	4.5%
...Hilo	274,804	229,642	19.7%	188,118	153,791	22.3%	86,686	75,851	14.3%
...Kona	1,072,933	977,195	9.8%	825,830	740,726	11.5%	247,103	236,469	4.5%
LENGTH OF STAY									
Oahu (days)	4.60	4.73	-2.7%	4.87	4.92	-1.0%	4.17	4.43	-5.8%
Maui (days)	4.05	4.37	-7.5%	4.18	4.48	-6.7%	3.36	3.91	-14.1%
Molokai (days)	2.46	2.62	-5.8%	2.29	2.79	-18.1%	3.18	2.09	52.0%
Lanai (days)	1.94	2.49	-21.8%	2.01	2.71	-25.8%	1.65	1.67	-1.3%
Kauai (days)	3.07	3.69	-16.7%	3.40	3.86	-11.9%	1.37	2.79	-51.0%
Big Island (days)	6.34	7.21	-12.1%	7.01	7.80	-10.0%	4.07	5.38	-24.3%
...Hilo (days)	3.15	2.73	15.7%	2.40	2.70	-11.3%	4.80	2.78	73.0%
...Kona (days)	6.34	6.43	-1.4%	7.01	7.05	-0.4%	4.07	4.49	-9.3%
Statewide (days)	9.63	11.25	-14.4%	11.30	11.73	-3.7%	4.08	9.76	-58.2%
ACCOMMODATIONS									
Hotel	707,863	652,768	8.4%	499,622	460,634	8.5%	208,241	192,134	8.4%
...Hotel Only	534,955	504,108	6.1%	354,282	336,099	5.4%	180,672	168,010	7.5%
Condo	192,864	181,340	6.4%	165,695	151,668	9.2%	27,169	29,671	-8.4%
...Condo Only	116,793	110,027	6.1%	101,783	91,610	11.1%	15,011	18,417	-18.5%
Timeshare	108,808	94,742	14.8%	100,198	87,282	14.8%	8,609	7,459	15.4%
...Timeshare Only	68,906	60,030	14.8%	64,369	55,971	15.0%	4,536	4,059	11.8%
Rental House	39,771	31,181	27.5%	36,750	30,021	22.4%	3,021	1,160	160.4%
Bed & Breakfast	26,686	26,136	2.1%	23,594	21,969	7.4%	3,092	4,167	-25.8%
Cruise Ship	90,587	58,691	54.3%	81,901	50,703	61.5%	8,686	7,988	8.7%
Friends or Relatives	101,281	98,419	2.9%	85,958	80,937	6.2%	15,323	17,481	-12.3%
PURPOSE OF TRIP									
Pleasure (Net)	919,479	822,554	11.8%	700,234	620,593	12.8%	219,244	201,962	8.6%
...Honeymoon/Get Married (Net)	85,581	78,846	8.5%	45,672	42,037	8.6%	39,910	36,809	8.4%
MC&I (Net)	81,994	84,502	-3.0%	71,342	69,195	3.1%	10,652	15,307	-30.4%
.....Convention/Conf.	51,845	52,800	-1.8%	45,909	44,037	4.2%	5,937	8,763	-32.3%
.....Corp. Meetings	14,498	13,695	5.9%	12,853	11,942	7.6%	1,645	1,753	-6.2%
.....Incentive	19,218	21,400	-10.2%	15,825	16,207	-2.4%	3,393	5,192	-34.7%
Other Business	41,305	34,496	19.7%	35,630	30,990	15.0%	5,675	3,506	61.9%
Visit Friends/Relatives	88,024	82,587	6.6%	75,942	69,570	9.2%	12,082	13,016	-7.2%
Government/Military	4,076	5,533	-26.3%	3,215	3,617	-11.1%	861	1,916	-55.1%
Attend School	4,037	3,365	20.0%	2,528	2,242	12.8%	1,509	1,123	34.4%
Sport Events	18,150	18,201	-0.3%	13,097	12,673	3.4%	5,052	5,529	-8.6%

Source: DBEDT

**TABLE 50: 2004 Visitor Days by Island and MMA
(Arrivals by air)**

2004	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	9,574,575	8,414,748	7,406,753	1,229,725	446,277	46,497	191,833	33,774	45,114	763,495	734,759	135,777	870,536
Maui	8,494,726	5,181,772	371,716	940,350	127,854	24,277	101,586	21,801	27,991	303,509	104,205	31,763	135,968
Molokai	158,423	92,413	9,689	16,468	7,897	748	3,814	350	843	13,653	2,224	902	3,126
Lanai	109,326	92,335	10,460	9,858	2,540	510	1,494	614	712	5,871	1,566	573	2,139
Kauai	3,858,689	2,200,110	103,838	300,362	63,440	7,625	44,885	6,839	9,597	132,387	36,459	15,582	52,041
Big Island	4,223,520	2,518,683	697,391	354,454	82,786	17,794	72,411	8,344	18,793	200,129	69,115	25,532	94,647
...Hilo	727,697	601,656	146,241	67,916	22,219	6,598	21,890	2,471	4,838	58,016	21,737	6,206	27,943
...Kona	3,495,822	1,917,027	551,150	286,538	60,567	11,196	50,521	5,874	13,955	142,113	47,378	19,326	66,704
STATE	26,419,258	18,500,060	8,599,847	2,851,218	730,794	97,452	416,022	71,723	103,050	1,419,042	948,328	210,129	1,158,457
DOMESTIC													
Oahu	9,338,539	8,124,734	64,851	290,687	378,197	43,257	166,639	31,634	39,807	659,535	129,901	22,036	151,937
Maui	8,400,543	5,130,840	8,207	254,308	116,247	21,290	93,690	20,274	26,570	278,073	15,006	3,721	18,727
Molokai	155,856	91,159	184	4,144	2,359	417	3,701	350	812	7,639	360	40	400
Lanai	108,480	91,622	150	2,903	1,969	179	1,494	268	712	4,623	376	10	386
Kauai	3,810,928	2,175,879	2,952	76,087	59,620	7,493	43,412	6,581	9,043	126,150	6,103	1,387	7,490
Big Island	4,148,887	2,466,732	7,452	115,390	73,139	16,396	70,162	7,361	17,200	184,258	10,720	2,432	13,152
...Hilo	706,583	582,140	2,370	19,984	18,372	5,850	20,915	1,713	4,284	51,134	3,119	584	3,703
...Kona	3,442,305	1,884,592	5,082	95,406	54,767	10,545	49,248	5,648	12,916	133,124	7,601	1,848	9,449
STATE	25,963,233	18,080,965	83,795	743,519	631,532	89,033	379,099	66,469	94,145	1,260,278	162,466	29,626	192,092
INTERNATIONAL													
Oahu	236,036	290,014	7,341,902	939,037	68,079	3,240	25,193	2,140	5,307	103,960	604,858	113,741	718,599
Maui	94,183	50,932	363,510	686,042	11,606	2,986	7,896	1,527	1,421	25,436	89,199	28,042	117,241
Molokai	2,567	1,254	9,505	12,324	5,539	331	113	0	31	6,013	1,864	862	2,727
Lanai	846	713	10,310	6,956	571	331	0	346	0	1,248	1,189	563	1,752
Kauai	47,761	24,231	100,887	224,276	3,821	132	1,472	258	554	6,237	30,356	14,196	44,552
Big Island	74,632	51,951	689,939	239,064	9,648	1,399	2,248	983	1,593	15,871	58,395	23,100	81,495
...Hilo	21,115	19,516	143,871	47,932	3,848	748	975	757	554	6,882	18,618	5,622	24,239
...Kona	53,518	32,435	546,067	191,131	5,800	651	1,273	226	1,039	8,989	39,777	17,478	57,255
STATE	456,025	419,096	8,516,053	2,107,698	99,263	8,419	36,923	5,254	8,906	158,765	785,862	180,504	966,365

TABLE 50: 2004 Visitor Days by Island and MMA (continued)
(Arrivals by air)

2004	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	148,520	31,719	290,424	29,452	96,488	596,602	10,793	29,978	40,192	80,964	1,703,306	30,640,704
Maui	11,984	7,275	28,425	2,525	22,615	72,825	8,355	12,381	17,347	38,083	570,060	16,109,009
Molokai	1,479	77	913	207	479	3,155	67	574	366	1,007	10,932	308,865
Lanai	504	92	796	93	305	1,790	141	272	332	745	8,929	241,453
Kauai	4,776	3,195	6,864	2,377	3,128	20,340	1,593	4,229	5,981	11,802	226,637	6,906,206
Big Island	11,279	9,014	31,263	3,287	12,279	67,123	1,835	4,894	11,600	18,329	381,477	8,555,752
...Hilo	4,738	3,579	6,330	876	4,952	20,474	685	835	2,357	3,877	102,861	1,756,681
...Kona	6,541	5,435	24,933	2,412	7,328	46,649	1,151	4,059	9,242	14,452	278,617	6,799,071
STATE	178,541	51,372	358,685	37,941	135,295	761,834	22,784	52,329	75,819	150,931	2,901,341	62,761,989
DOMESTIC												
Oahu	94,748	9,449	45,209	5,564	15,370	170,341	10,461	28,496	38,304	77,262	854,246	19,732,132
Maui	8,861	2,440	5,276	843	3,278	20,698	8,355	11,872	16,816	37,043	445,254	14,593,692
Molokai	473	23	314	83	139	1,032	67	376	366	808	10,017	271,239
Lanai	339	78	615	18	245	1,295	141	256	309	705	8,374	218,537
Kauai	3,867	1,566	1,553	558	1,262	8,806	1,593	3,472	5,914	10,979	185,817	6,405,086
Big Island	6,628	1,895	7,505	1,301	2,083	19,413	1,835	4,513	11,339	17,687	248,106	7,221,078
...Hilo	2,942	482	965	329	647	5,365	685	784	2,269	3,737	53,843	1,428,858
...Kona	3,686	1,413	6,540	973	1,436	14,048	1,151	3,730	9,070	13,950	194,263	5,792,219
STATE	114,916	15,450	60,473	8,367	22,378	221,585	22,451	48,985	73,048	144,484	1,751,814	48,441,764
INTERNATIONAL												
Oahu	53,772	22,270	245,214	23,888	81,118	426,261	332	1,482	1,888	3,703	849,060	10,908,572
Maui	3,123	4,835	23,149	1,682	19,337	52,127	0	510	531	1,041	124,806	1,515,317
Molokai	1,006	54	599	124	340	2,123	0	199	0	199	914	37,626
Lanai	166	14	181	74	60	495	0	16	24	40	555	22,916
Kauai	908	1,630	5,311	1,820	1,866	11,534	0	757	66	823	40,820	501,120
Big Island	4,650	7,119	23,758	1,986	10,196	47,709	0	380	261	642	133,372	1,334,674
...Hilo	1,796	3,097	5,364	547	4,304	15,109	0	51	89	140	49,018	327,823
...Kona	2,855	4,022	18,393	1,439	5,892	32,601	0	329	172	501	84,354	1,006,851
STATE	63,625	35,922	298,212	29,574	112,917	540,250	332	3,344	2,771	6,447	1,149,527	14,320,225

**TABLE 51: 2004 Visitor Arrivals by Island and MMA
(Arrivals by air)**

2004	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	1,274,318	1,133,855	1,418,747	123,099	51,401	5,382	20,001	3,751	3,686	84,220	106,832	17,922	124,754
Maui	1,040,229	745,518	119,050	93,140	17,893	2,754	12,173	2,688	2,701	38,208	19,896	3,770	23,666
Molokai	30,003	24,306	6,512	2,931	887	179	721	97	178	2,061	1,251	348	1,599
Lanai	29,283	29,999	4,241	2,754	963	147	454	171	144	1,879	1,159	259	1,418
Kauai	488,668	366,691	54,904	39,005	9,539	1,173	7,336	1,128	1,241	20,415	9,010	1,868	10,878
Big Island	513,078	406,490	214,066	43,213	11,315	2,247	9,335	1,173	1,950	26,019	15,508	2,784	18,292
...Hilo	151,636	175,883	77,520	18,161	5,287	1,106	4,146	436	905	11,880	12,712	2,277	14,989
...Kona	447,053	329,932	170,511	37,119	9,102	1,690	7,376	987	1,606	20,761	14,373	2,526	16,900
STATE	2,768,002	1,805,377	1,482,085	217,163	66,921	8,165	28,061	6,080	5,722	114,948	112,960	19,170	132,130
DOMESTIC													
Oahu	1,236,812	1,090,478	10,835	30,212	42,203	4,775	18,226	3,510	3,168	71,882	22,511	3,470	25,981
Maui	1,028,927	736,350	1,220	25,659	15,631	2,289	11,286	2,541	2,483	34,230	2,684	493	3,177
Molokai	28,684	23,668	47	863	672	113	688	97	168	1,737	115	19	134
Lanai	28,545	29,287	49	854	742	80	454	102	144	1,523	94	8	102
Kauai	482,283	362,689	535	10,222	9,092	1,107	6,921	1,068	1,125	19,313	1,018	210	1,228
Big Island	504,842	399,373	1,079	13,534	10,358	1,969	8,920	1,096	1,723	24,066	1,840	352	2,193
...Hilo	144,419	169,775	314	5,075	4,504	895	3,731	359	678	10,167	700	112	812
...Kona	438,818	323,684	871	11,664	8,211	1,413	6,960	910	1,389	18,884	1,385	272	1,657
STATE	2,720,509	1,756,940	12,186	57,947	56,702	7,231	25,950	5,725	5,065	100,672	24,590	3,905	28,495
INTERNATIONAL													
Oahu	37,506	43,376	1,407,912	92,886	9,197	607	1,775	241	518	12,339	84,321	14,452	98,773
Maui	11,301	9,168	117,830	67,482	2,262	465	887	147	218	3,978	17,212	3,277	20,489
Molokai	1,319	638	6,466	2,069	215	66	33	0	10	324	1,136	329	1,465
Lanai	738	713	4,191	1,900	221	66	0	69	0	356	1,064	252	1,316
Kauai	6,384	4,002	54,370	28,783	447	66	415	60	115	1,103	7,992	1,657	9,650
Big Island	8,236	7,117	212,986	29,679	957	277	416	77	227	1,953	13,668	2,432	16,100
...Hilo	7,217	6,108	77,206	13,086	783	211	416	77	227	1,713	12,012	2,165	14,177
...Kona	8,236	6,247	169,640	25,455	891	277	416	77	216	1,878	12,988	2,255	15,243
STATE	47,493	48,437	1,469,899	159,216	10,219	934	2,111	355	657	14,276	88,370	15,265	103,635

TABLE 51: 2004 Visitor Arrivals by Island and MMA (continued)
(Arrivals by air)

2004	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	32,410	4,089	34,843	3,663	14,941	89,946	1,046	3,122	5,535	9,703	205,909	4,464,551
Maui	3,321	1,664	7,941	476	3,525	16,926	765	1,560	2,869	5,194	73,630	2,155,561
Molokai	499	40	449	151	362	1,501	26	86	115	227	2,958	72,084
Lanai	301	50	196	89	75	712	41	90	134	264	2,838	73,382
Kauai	1,072	661	1,474	570	950	4,726	224	559	1,079	1,862	33,771	1,020,915
Big Island	3,326	1,418	4,143	850	3,338	13,074	270	637	1,964	2,870	44,054	1,281,156
...Hilo	2,264	1,149	2,427	500	2,588	8,926	114	299	828	1,241	21,671	481,907
...Kona	2,230	1,259	3,629	812	2,774	10,704	214	518	1,655	2,387	37,566	1,072,933
STATE	34,216	5,621	38,394	4,088	16,161	98,480	1,677	4,080	8,003	13,760	280,148	6,912,094
DOMESTIC												
Oahu	21,703	1,316	6,775	646	2,191	32,632	1,016	2,975	5,265	9,257	103,940	2,612,029
Maui	1,997	432	1,025	152	572	4,179	747	1,484	2,733	4,964	56,876	1,895,582
Molokai	249	17	46	27	22	361	26	57	115	199	2,295	57,972
Lanai	135	36	27	15	27	240	41	73	122	236	2,337	63,166
Kauai	782	226	279	72	215	1,575	219	511	1,013	1,743	26,517	906,099
Big Island	1,627	266	593	175	383	3,044	248	602	1,832	2,682	31,892	982,704
...Hilo	903	84	229	69	160	1,445	98	264	751	1,113	11,873	344,992
...Kona	1,028	227	436	138	274	2,103	196	483	1,536	2,215	25,934	825,830
STATE	23,026	1,829	7,578	856	2,720	36,009	1,634	3,905	7,675	13,214	166,987	4,892,960
INTERNATIONAL												
Oahu	10,708	2,773	28,068	3,016	12,750	57,314	30	146	270	447	101,970	1,852,523
Maui	1,323	1,232	6,916	323	2,952	12,747	18	76	136	230	16,754	259,979
Molokai	250	22	404	124	340	1,140	0	29	0	29	663	14,112
Lanai	166	14	170	74	49	473	0	16	12	28	501	10,216
Kauai	291	434	1,194	498	734	3,152	5	48	66	120	7,254	114,816
Big Island	1,699	1,152	3,550	674	2,956	10,030	22	35	131	189	12,161	298,452
...Hilo	1,361	1,065	2,198	430	2,427	7,481	16	35	77	128	9,799	136,915
...Kona	1,202	1,032	3,193	674	2,500	8,601	17	35	119	172	11,632	247,103
STATE	11,190	3,792	30,816	3,232	13,441	62,471	43	175	328	546	113,161	2,019,134

AIR VISITOR EXPENDITURES BY CATEGORY

*AIR VISITOR SPENDING PATTERNS BY SELECTED
MMA:*

U.S. WEST

U.S. EAST

JAPAN

CANADA

EUROPE

OCEANIA

OTHER ASIA

LATIN AMERICA

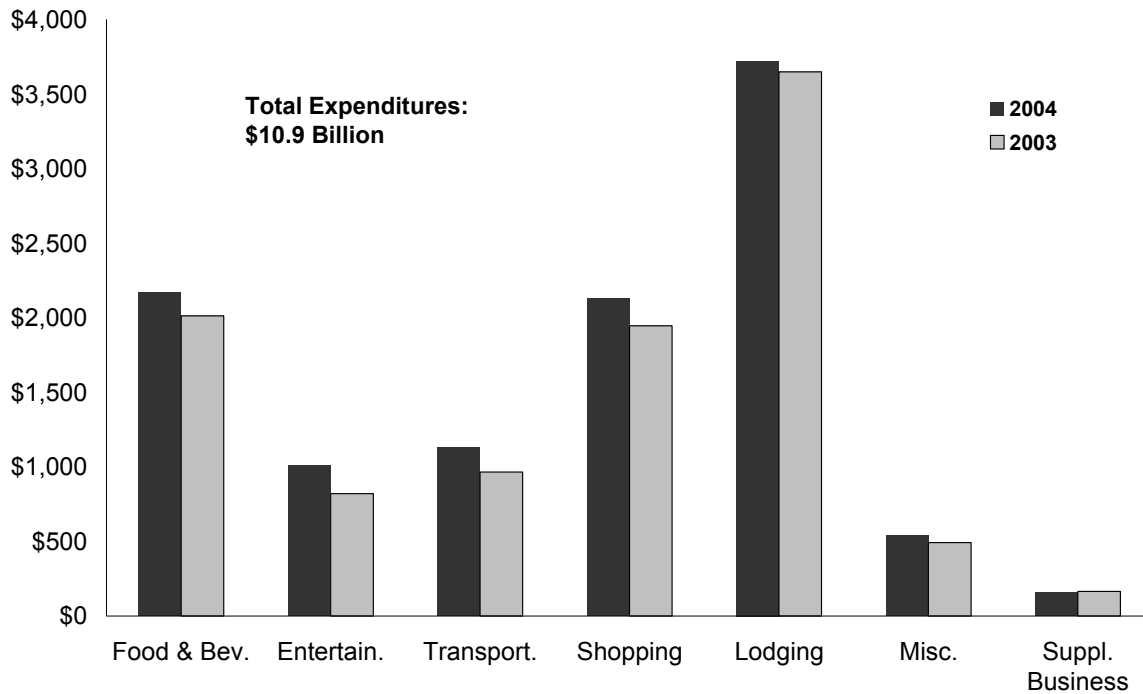
OTHER

VISITOR EXPENDITURES BY CATEGORY

Total expenditures by visitors who arrived in the islands by air rose 8 percent to \$10.9 billion due to increased visitor days in 2004 (TABLE 52).

Lodging, the largest expenditure category increased 2 percent to \$3.7 billion and comprised 34.3 percent of total air visitor expenditures. Food and beverage, the second largest category, rose (+7.8%) to \$2.2 billion or 20 percent of the total. Shopping was the next biggest expense at \$2.1 billion (+9.5%), followed by transportation at \$1.1 billion (+16.9%). Entertainment and recreation expenses totaled \$1 billion.

FIGURE 10: Total Visitor Expenditures by Category: 2004 vs. 2003
(in millions)



DAILY VISITOR SPENDING PATTERNS BY SELECTED MMAS

U.S. West: Daily spending by U.S. West air visitors in 2004 was \$148 per person, down from \$153 per person in the previous year (TABLE 53). Lodging expenditures by these visitors averaged \$58 per person per day, 11.1 percent lower compared to 2003. This group also spent less on food and beverages (-2.1% to \$31 per person) and shopping (-3.4% to \$21 per person) than those who came during the previous year.

U.S. East: Per day expenditures by U.S. East air visitors rose from \$163 per person to \$173 per person in 2004 (TABLE 54), ranking third among the visitor markets. Lodging expenditures for this group were 1.3 percent lower than in 2003 to average \$63 per person on a daily basis. Food and beverages was the next largest expense for these visitors at \$36 per person (+2.2%), followed by shopping at \$25 per person (-2.1%).

Japan: Spending by air visitors from Japan grew from \$240 per person to \$252 per person per day (TABLE 55). In contrast to other visitor groups, the largest expense by Japanese visitors was shopping which increased 10 percent to \$99 per person per day. Japanese visitors spent over three times as much per day shopping than those from the U.S. mainland, Canada and Europe. Japanese visitor spending on lodging, at \$60 per person, was 1.7 percent lower than in 2003. These visitors spent \$43 per person on food and beverages (+4%).

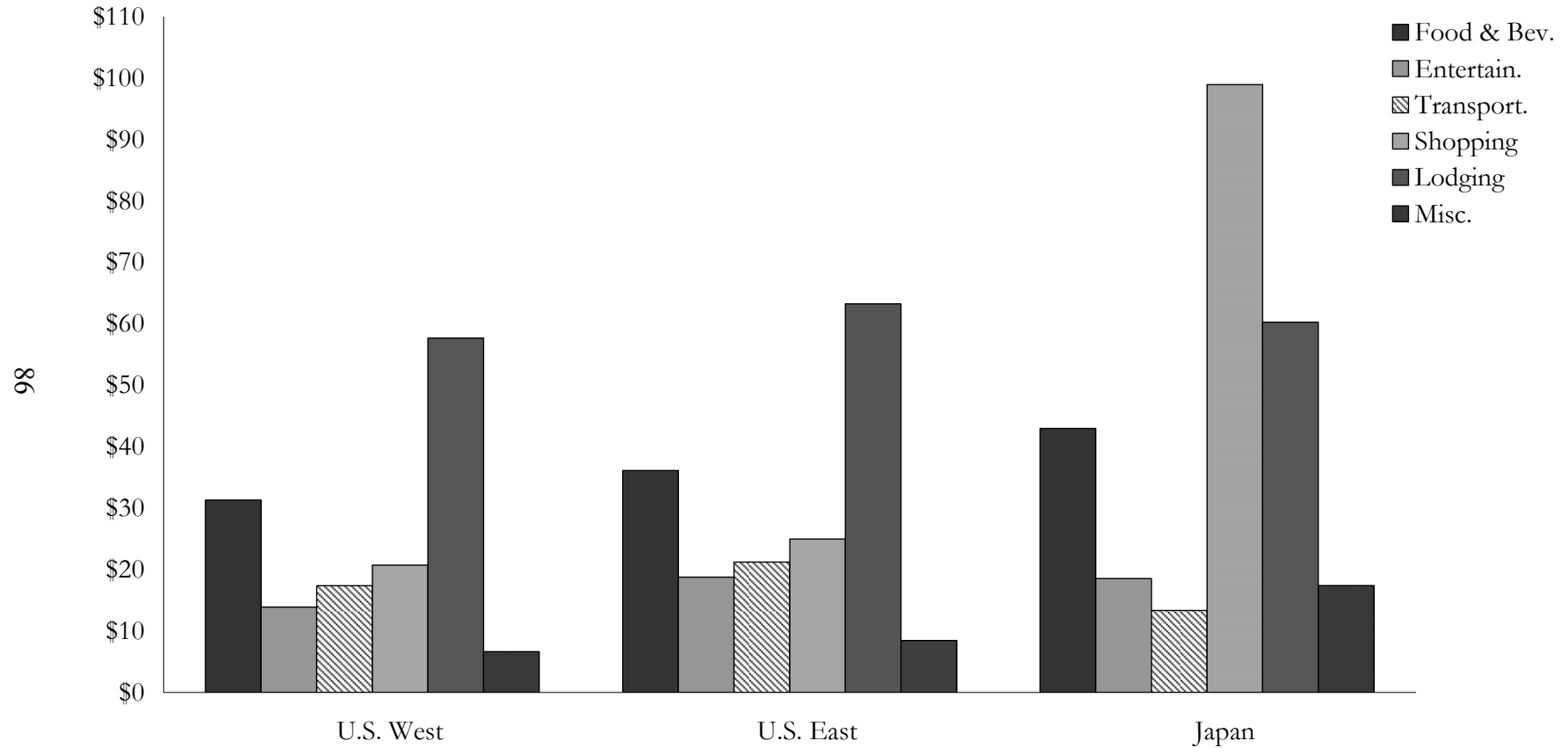
Canada: Daily spending by Canadian air visitors in 2004 was \$128 per person compared to \$122 per person in the previous year (TABLE 56). Lodging expenditures by these visitors averaged \$55 per person per day, up 5.7 percent compared to 2003. Food and beverages expenses rose 7 percent to \$28 per person, while shopping expenses averaged \$15 per person, up 11.3 percent from the previous year.

Europe: Daily spending by air visitors from Europe averaged \$152 per person, down from \$159 per person in 2003. (TABLE 57). Lodging expenditures by these visitors increased 1.7 percent to \$55 per person per day. Spending on food and beverages and shopping were \$35 per person and \$22 per person, respectively, lower than in 2003.

Oceania: Daily spending by air visitors from Oceania grew from \$157 per person to \$166 per person in 2004. (TABLE 58). Lodging (-2.5% to \$57 per person) decreased while shopping (+15.4% to \$37 per person) expenses and food and beverage expenses were higher (+14.8%, to \$36 per person) compared to 2003.

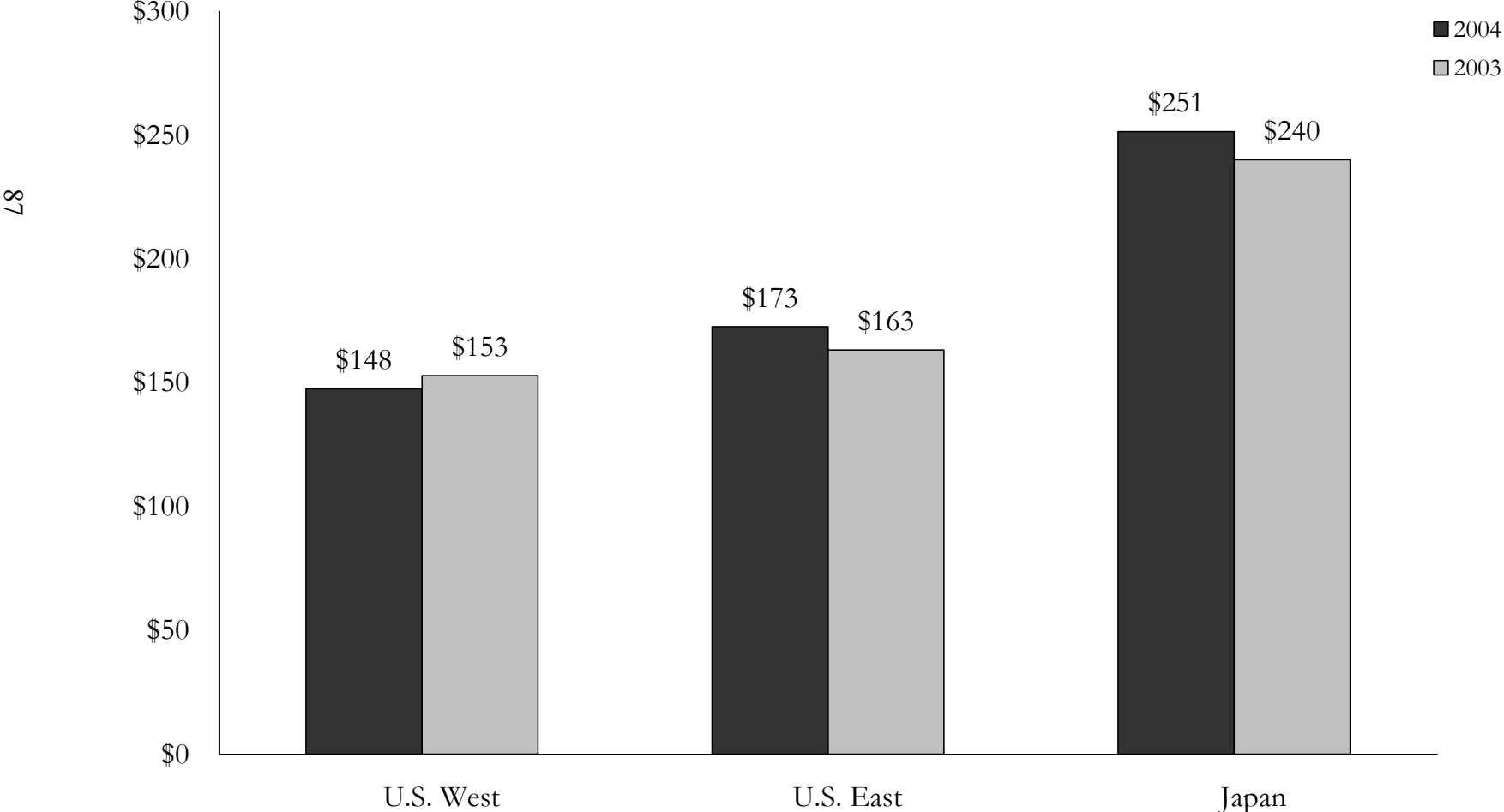
Other Asia: Ranked second in daily spending were visitors from Other Asia at \$185 per person, up from \$176 per person in the previous year. (TABLE 59). Lodging expenditures by these visitors dropped 8.9 percent to \$49 per person per day. Shopping expenses rose (+13.4%) to \$48 per person, while food and beverages expenses averaged \$38 per person (+15.5%).

FIGURE 11: 2004 Visitor Per Person Per Day Spending by Category and Selected MMA



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

**FIGURE 12: Per Person Per Day Visitor Spending by Selected MMA:
2004 vs. 2003**



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Source: DBEDT

TABLE 52: Visitor Expenditures by Category: 2004 and 2003
(in millions of dollars)

Expenditure Type	2004	2003	% change
GRAND TOTAL	10,861.8	10,054.5	8.0
Total Food and beverage	2,171.4	2,013.9	7.8
Restaurant food	1,480.4	1,378.7	7.4
Dinner shows and cruises	253.4	258.1	-1.8
Groceries and snacks	437.7	377.1	16.1
Entertainment & Recreation	1,009.5	820.9	23.0
Total Transportation	1,128.1	965.4	16.9
Interisland airfare	306.3	246.5	24.3
Ground transportation	107.2	94.6	13.3
Rental vehicles	641.6	563.5	13.9
Gasoline, parking, etc.	72.9	60.9	19.9
Total Shopping	2,131.7	1,946.0	9.5
Fashion and clothing	713.2	656.1	8.7
Jewelry and watches	403.7	358.1	12.7
Cosmetics, perfume	81.7	67.5	21.0
Leather goods	337.1	273.4	23.3
Hawaii food products	213.1	198.8	7.2
Souvenirs	382.9	392.1	-2.3
Lodging	3,723.7	3,650.5	2.0
All other expenses	537.7	492.6	9.2
Supplemental business	159.8	165.2	-3.3

**TABLE 53: U.S. West Visitor Personal Daily Spending by Category:
2004 vs. 2003 (in dollars)
(Arrivals by air)**

Expenditure Type	2004	2003	% change
GRAND TOTAL	147.6	153.0	-3.5
Total Food and beverage	31.3	32.0	-2.1
Restaurant food	20.9	21.6	-3.1
Dinner shows and cruises	3.3	4.1	-19.8
Groceries and snacks	7.1	6.3	12.7
Entertainment & Recreation	13.9	12.1	15.3
Total Transportation	17.4	16.2	7.1
Interisland airfare	3.7	2.7	38.6
Ground transportation	0.8	0.8	-9.2
Rental vehicles	11.6	11.5	1.4
Gasoline, parking, etc.	1.2	1.2	6.5
Total Shopping	20.7	21.4	-3.4
Fashion and clothing	8.0	8.1	-0.4
Jewelry and watches	4.4	4.5	-2.1
Cosmetics, perfume	0.4	0.3	8.8
Leather goods	0.5	0.4	28.2
Hawaii food products	2.3	2.2	7.6
Souvenirs	5.0	5.9	-15.4
Lodging	57.7	64.9	-11.1
All other expenses	6.6	6.5	2.6

**TABLE 54: U.S. East Visitor Personal Daily Spending by Category:
2004 vs. 2003 (in dollars)
(Arrivals by air)**

Expenditure Type	2004	2003	% change
GRAND TOTAL	172.7	163.3	5.8
Total Food and beverage	36.1	35.4	2.2
Restaurant food	25.8	25.6	0.6
Dinner shows and cruises	4.4	4.6	-5.0
Groceries and snacks	5.9	5.1	16.6
Entertainment & Recreation	18.8	14.7	27.7
Total Transportation	21.2	17.5	21.3
Interisland airfare	6.5	5.1	27.1
Ground transportation	1.0	0.8	30.4
Rental vehicles	12.2	10.5	16.6
Gasoline, parking, etc.	1.5	1.2	25.5
Total Shopping	25.0	25.5	-2.1
Fashion and clothing	8.6	9.0	-4.8
Jewelry and watches	6.4	5.7	11.3
Cosmetics, perfume	0.5	0.3	35.3
Leather goods	0.5	0.4	31.1
Hawaii food products	2.3	2.6	-12.1
Souvenirs	6.7	7.4	-9.2
Lodging	63.3	64.1	-1.3
All other expenses	8.4	6.2	35.7

**TABLE 55: Japanese Visitor Personal Daily Spending by Category:
2004 vs. 2003 (in dollars)
(Arrivals by air)**

Expenditure Type	2004	2003	% change
GRAND TOTAL	251.5	240.1	4.7
Total Food and beverage	43.0	41.3	4.0
Restaurant food	29.8	27.9	7.0
Dinner shows and cruises	5.5	5.6	-1.5
Groceries and snacks	7.7	7.9	-2.6
Entertainment & Recreation	18.5	18.2	2.0
Total Transportation	13.4	12.6	6.2
Interisland airfare	5.6	4.8	17.9
Ground transportation	5.0	4.7	5.9
Rental vehicles	2.4	2.8	-12.3
Gasoline, parking, etc.	0.3	0.3	-2.8
Total Shopping	98.9	89.9	10.0
Fashion and clothing	24.6	22.4	10.0
Jewelry and watches	14.5	12.6	15.8
Cosmetics, perfume	5.8	5.4	7.2
Leather goods	34.6	30.4	13.8
Hawaii food products	10.1	9.7	3.7
Souvenirs	9.3	9.5	-1.9
Lodging	60.3	61.3	-1.7
All other expenses	17.4	16.7	4.0

**TABLE 56: Canadian Visitor Personal Daily Spending by Category:
2004 vs. 2003 (in dollars)
(Arrivals by air)**

Expenditure Type	2004	2003	% change
GRAND TOTAL	127.5	121.5	4.9
Total Food and beverage	27.8	26.0	7.0
Restaurant food	15.7	14.8	6.0
Dinner shows and cruises	3.1	2.9	6.3
Groceries and snacks	9.0	8.2	9.1
Entertainment & Recreation	10.4	10.6	-1.8
Total Transportation	14.9	14.4	3.7
Interisland airfare	2.5	2.6	-3.9
Ground transportation	1.1	1.0	7.7
Rental vehicles	9.9	9.6	2.8
Gasoline, parking, etc.	1.4	1.1	25.1
Total Shopping	14.9	13.4	11.3
Fashion and clothing	7.0	6.5	7.0
Jewelry and watches	2.2	1.9	17.3
Cosmetics, perfume	0.3	0.2	28.4
Leather goods	0.4	0.2	106.8
Hawaii food products	1.5	1.3	18.1
Souvenirs	3.6	3.3	7.4
Lodging	55.1	52.1	5.7
All other expenses	4.4	5.1	-13.9

**TABLE 57: European Visitor Personal Daily Spending by Category:
2004 vs. 2003 (in dollars)
(Arrivals by air)**

Expenditure Type	2004	2003	% change
GRAND TOTAL	151.8	159.2	-4.7
Total Food and beverage	34.9	45.5	-23.3
Restaurant food	25.6	33.5	-23.8
Dinner shows and cruises	2.7	3.8	-29.2
Groceries and snacks	6.6	8.1	-18.5
Entertainment & Recreation	15.3	13.8	11.3
Total Transportation	22.5	18.0	25.1
Interisland airfare	5.6	4.1	36.1
Ground transportation	5.1	3.9	31.9
Rental vehicles	10.3	8.9	16.2
Gasoline, parking, etc.	1.5	1.1	32.7
Total Shopping	21.7	23.5	-7.6
Fashion and clothing	12.3	9.4	30.8
Jewelry and watches	3.0	6.1	-51.4
Cosmetics, perfume	0.3	0.9	-64.5
Leather goods	0.1	0.4	-71.5
Hawaii food products	1.1	1.5	-27.6
Souvenirs	4.9	5.2	-5.6
Lodging	55.3	54.4	1.7
All other expenses	2.0	4.1	-50.6

**TABLE 58: Oceania Visitor Personal Daily Spending by Category:
2004 vs. 2003 (in dollars)
(Arrivals by air)**

Expenditure Type	2004	2003	% change
GRAND TOTAL	165.5	157.4	5.1
Total Food and beverage	35.7	31.1	14.8
Restaurant food	24.7	20.6	19.6
Dinner shows and cruises	4.0	2.9	37.9
Groceries and snacks	7.0	7.5	-7.3
Entertainment & Recreation	15.1	12.6	19.8
Total Transportation	12.2	13.6	-10.1
Interisland airfare	3.9	4.6	-15.4
Ground transportation	2.7	2.8	-3.9
Rental vehicles	4.8	5.4	-12.3
Gasoline, parking, etc.	0.8	0.7	17.5
Total Shopping	37.2	32.2	15.4
Fashion and clothing	20.0	17.9	11.2
Jewelry and watches	6.6	4.6	42.5
Cosmetics, perfume	3.0	1.7	75.2
Leather goods	1.3	0.7	72.2
Hawaii food products	1.0	1.3	-23.2
Souvenirs	5.3	5.9	-9.1
Lodging	56.6	58.0	-2.5
All other expenses	8.7	9.8	-11.7

**TABLE 59: Other Asian Visitor Personal Daily Spending by Category:
2004 vs. 2003 (in dollars)
(Arrivals by air)**

Expenditure Type	2004	2003	% change
GRAND TOTAL	185.2	176.2	5.1
Total Food and beverage	38.0	32.9	15.5
Restaurant food	24.2	21.9	10.5
Dinner shows and cruises	5.9	5.1	15.9
Groceries and snacks	7.9	5.9	33.7
Entertainment & Recreation	26.6	21.6	23.2
Total Transportation	17.7	17.3	2.1
Interisland airfare	7.6	7.1	6.7
Ground transportation	3.2	4.2	-25.1
Rental vehicles	6.2	5.0	23.2
Gasoline, parking, etc.	0.7	0.9	-22.7
Total Shopping	47.9	42.2	13.4
Fashion and clothing	14.5	14.0	3.4
Jewelry and watches	6.2	5.7	8.7
Cosmetics, perfume	4.6	3.9	19.9
Leather goods	5.6	6.2	-9.7
Hawaii food products	8.5	6.3	35.8
Souvenirs	8.5	6.2	37.1
Lodging	48.8	53.6	-8.9
All other expenses	6.2	8.6	-27.4

**TABLE 60: Latin American Visitor Personal Daily Spending by Category:
2004 vs. 2003 (in dollars)
(Arrivals by air)**

Expenditure Type	2004	2003	% change
GRAND TOTAL	129.8	125.8	3.2
Total Food and beverage	23.4	24.9	-6.0
Restaurant food	13.9	17.3	-19.3
Dinner shows and cruises	6.6	3.1	112.2
Groceries and snacks	2.9	4.5	-36.0
Entertainment & Recreation	13.7	6.6	107.3
Total Transportation	11.1	10.8	1.9
Interisland airfare	2.8	1.7	58.7
Ground transportation	1.3	1.7	-20.4
Rental vehicles	5.5	6.9	-19.4
Gasoline, parking, etc.	1.4	0.6	155.9
Total Shopping	37.2	26.5	40.2
Fashion and clothing	17.0	17.6	-3.0
Jewelry and watches	9.2	5.6	na
Cosmetics, perfume	1.6	0.6	162.8
Leather goods	2.1	0.6	na
Hawaii food products	0.4	0.1	265.8
Souvenirs	6.8	2.0	235.3
Lodging	41.6	43.6	-4.4
All other expenses	2.8	13.4	-78.8

**TABLE 61: Other Visitor Personal Daily Spending by Category:
2004 vs. 2003 (in dollars)
(Arrivals by air)**

Expenditure Type	2004	2003	% change
GRAND TOTAL	158.0	168.3	-6.1
Total Food and beverage	33.7	30.6	10.1
Restaurant food	20.8	18.3	13.8
Dinner shows and cruises	4.6	3.8	19.1
Groceries and snacks	8.3	8.5	-1.8
Entertainment & Recreation	8.9	11.7	-23.5
Total Transportation	18.3	23.3	-21.2
Interisland airfare	4.0	7.5	-46.8
Ground transportation	2.5	2.4	5.7
Rental vehicles	10.8	12.1	-10.9
Gasoline, parking, etc.	1.0	1.3	-20.0
Total Shopping	34.5	41.9	-17.6
Fashion and clothing	17.8	21.4	-16.9
Jewelry and watches	5.1	7.8	-34.8
Cosmetics, perfume	1.8	1.3	39.4
Leather goods	2.6	2.6	1.1
Hawaii food products	2.8	3.8	-26.9
Souvenirs	4.5	5.0	-11.3
Lodging	55.3	42.6	29.6
All other expenses	7.3	18.3	-59.8

TABLE 62: 2004 Visitor Expenditures by Island and MMA
(in \$millions)

2004	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
Oahu	1,312.7	1,364.0	1,945.9	150.9	105.9	152.4	113.5	12.9	320.0	5,478.2
Maui	1,428.8	1,078.3	69.7	135.3	61.4	18.9	10.4	4.0	68.5	2,875.3
Molokai	12.4	8.3	0.9	1.9	1.4	0.2	0.2	0.0	0.7	26.0
Lanai	26.0	20.9	3.7	2.8	1.2	0.4	0.5	0.2	2.3	57.9
Kauai	597.1	397.7	17.9	39.0	20.7	6.7	3.7	1.3	28.2	1,112.4
Big Island	591.0	422.5	138.9	43.9	29.4	16.4	17.0	2.1	50.8	1,312.0
STATE	3,968.0	3,291.7	2,177.0	373.8	219.9	195.0	145.3	20.5	470.5	10,861.8

Note: Visitor Expenditures by Island includes business supplement expenses and expenditures by cruise visitors in Hawaii.

TABLE 63: 2004 Visitor Expenditures by Island and MMA
(% share of State Total)

2004	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
Oahu	33.1%	41.4%	89.4%	40.4%	48.1%	78.1%	78.1%	62.9%	68.0%	50.4%
Maui	36.0%	32.8%	3.2%	36.2%	27.9%	9.7%	7.2%	19.4%	14.6%	26.5%
Molokai	0.3%	0.3%	0.0%	0.5%	0.6%	0.1%	0.2%	0.2%	0.1%	0.2%
Lanai	0.7%	0.6%	0.2%	0.8%	0.5%	0.2%	0.3%	0.8%	0.5%	0.5%
Kauai	15.0%	12.1%	0.8%	10.4%	9.4%	3.5%	2.5%	6.3%	6.0%	10.2%
Big Island	14.9%	12.8%	6.4%	11.7%	13.4%	8.4%	11.7%	10.4%	10.8%	12.1%
STATE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

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CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIPS

LENGTH OF STAY

CRUISE VISITOR DAYS

TOTAL CRUISE PASSENGERS BY MMA

DAILY SPENDING BY CATEGORY AND BY

MMA



CRUISE SHIP PASSENGERS IN HAWAII

In addition to the 79,833 out-of-state visitors who arrived by cruise ships, another 160,967 out-of-state visitors also came by air to board cruise ships touring the islands in 2004. Combined, there were 240,800 cruise visitors to the state, 4.5 percent higher compared to the previous year.

There were 64 out-of-state cruise ships in the islands in 2004. These ships combined with the U.S. flagged, Hawaii home-ported ship *Pride of Aloha*, made 146 tours around the islands during the year. In 2003, there were 46 out-of-state cruise ships which made 125 tours carrying 230,495 out-of-state visitors.

Several more U.S. flagged ships will be added to Hawaii's inter-island cruise routes in 2005 and 2006, further expanding Hawaii's cruise visitor industry.

Point of Origin and Island Visitation

In total there were 244,377 passengers aboard cruise ships in the islands during 2004, 99 percent were out-of-state visitors while 3,577 passengers were Hawaii residents.

By the nature of the cruise routes, these passengers went to most of the neighbor islands. Mostly all (99.8%) of the cruise passengers visited Oahu, 97.6 percent visited the Big Island, 95.7 percent visited Maui, and 94.3 percent visited Kauai. In addition to their cruise itinerary, 8,988 passengers visited Lanai while 7,645 visited Molokai.

Visitors from the U.S. East comprised the largest percentage of out-of-state passengers (53%), followed by visitors from U.S. West (27.9%), Canada (6.7%), Europe (3.2%) and others (9.2%).

Close to 58 percent of the out-of-state passengers were repeat visitors to the islands, while 41.7 percent came to Hawaii for the first time.

The majority (81.6%) of the out-of-state passengers cruised the islands for leisure, 8.5 percent visited friends and relatives, 4.5 percent were on their honeymoon while 4.7 percent played golf.

Length of Stay and Type of Accommodation

The total average length of stay by out-of-state cruise passengers in 2004 was 8.06 days. In addition to the average of 5.39 days these passengers spent aboard ship touring the islands and the 1.10 days they spent on shore after their cruise was over, visitors who arrived in Hawaii by air stayed an average of 1.57 days in Hawaii before their cruise.

Passengers from Canada spent the most time in the islands at 8.87 days. Their average length of cruise was 5.22 days and they also spent 2.17 days on shore after their cruise was over. The average length of stay by European visitors was 8.41 total days, of which 4.94 days were spent on ship and 1.50 days were spent post cruise. U.S. West visitors spent an average of 8.13 total days in the islands, 5.28 days aboard ship and 1.26 days after cruise. The average length of stay by U.S. East visitors was 7.85 days, 5.50 days of which were spent on ship and 0.82 spent after the cruise was over.

Of those out-of-state who spent extra nights in Hawaii either before or after their shipboard cruises, 57.9 percent chose to stay in hotels. Other types of lodging used by cruise visitors during their extra nights included condominiums (6.2%), timeshare properties (5.4%) and staying with friends and relatives (4.4%).

Cruise Visitor Expenditures

The average out-of-state cruise visitor in 2004 spent approximately \$94 per person per day (PPPD) while on shore in Hawaii. This amount is comprised of tour costs and other on-land expenditures such as lodging, food and beverages, shopping, transportation and entertainment.

U.S. East cruise visitors spent the most at \$103 PPPD, followed by visitors from Europe (\$91), Canada (\$90), and the U.S. West (\$82). In contrast, daily spending by Hawaii resident cruise passengers was only \$65 per person.

U.S. East, U.S. West, Canadian and European cruise visitors spent more on shore tours than on shopping and food and beverages.

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

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

TABLE 64: 2003 Cruise Ship Visitors

2003	NUMBER OF VISITORS					AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
	SHIP ARRIVALS FROM OUT-OF-STATE 1/	NUMBER OF TOURS	ARRIVED BY SHIPS	ARRIVED BY AIR	TOTAL		
JANUARY	5	12	4,892	14,079	18,971	7.50	142,195
FEBRUARY	3	10	3,529	14,143	17,672	7.08	125,113
MARCH	6	14	8,556	16,784	25,340	7.12	180,455
APRIL	9	20	12,521	20,823	33,343	7.35	245,223
MAY	6	15	10,260	18,731	28,991	6.88	199,558
JUNE	0	5	0	12,476	12,476	6.95	86,644
JULY	0	4	0	10,014	10,014	6.95	69,598
AUGUST	0	4	0	9,959	9,959	6.94	69,133
SEPTEMBER	4	9	4,611	11,251	15,862	7.89	125,224
OCTOBER	4	12	6,194	16,491	22,685	7.56	171,571
NOVEMBER	3	7	5,311	9,060	14,371	7.55	108,473
DECEMBER	6	13	5,707	15,103	20,810	6.89	143,306
TOTAL	46	125	61,581	168,914	230,495	7.23	1,666,494

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

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

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

TABLE 65: 2004 Cruise Ship Visitors

2004	NUMBER OF VISITORS					AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
	SHIP ARRIVALS FROM OUT-OF-STATE 1/	NUMBER OF TOURS	ARRIVED BY SHIPS	ARRIVED BY AIR	TOTAL		
JANUARY	7	12	4,767	10,616	15,383	7.39	113,667
FEBRUARY	6	11	4,851	11,938	16,789	7.22	121,183
MARCH	8	13	7,828	10,349	18,177	7.09	128,865
APRIL	8	14	7,828	15,541	23,369	7.37	172,148
MAY	6	13	8,674	9,415	18,089	8.06	145,864
JUNE	3	5	2,253	3,758	6,011	7.72	46,427
JULY	1	7	0	14,471	14,471	9.38	135,764
AUGUST	1	9	645	16,745	17,390	9.22	160,357
SEPTEMBER	3	12	6,000	15,180	21,180	8.60	182,144
OCTOBER	8	20	13,576	21,865	35,441	8.45	299,308
NOVEMBER	8	17	14,479	16,023	30,502	8.15	248,536
DECEMBER	5	13	8,932	15,066	23,998	8.27	198,413
TOTAL	64	146	79,833	160,967	240,800	8.11	1,952,674

1/ Ship arrivals excludes Hawaii home-ported ships (Pride of Aloha).

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

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

Table 66: 2004 Total Cruise Passengers by MMA

	Passenger Type			Visitors by MMA				
	Total	Out-of- State	Hawaii	US West	US East	Canada	Europe	Other
		Visitors	Residents					
Total Passengers	244,377	240,800	3,577	67,271	127,532	16,240	7,700	22,057
Island Visitation (Number of Passengers)								
Oahu	243,920	240,343	3,577	67,143	127,290	16,209	7,685	22,016
Kauai	230,558	226,981	3,577	63,410	120,213	15,308	7,258	20,792
Maui County	233,971	230,394	3,577	64,364	122,021	15,538	7,367	21,104
Maui	233,971	230,394	3,577	64,364	122,021	15,538	7,367	21,104
Molokai	7,645	7,573	72	2,733	3,850	520	134	335
Lanai	8,988	8,971	17	3,215	4,639	536	188	393
Big Island	238,445	234,868	3,577	65,614	124,390	15,840	7,510	21,514
Purpose of Trip (Number of Passengers)								
Honeymoon	10,852	10,717	135	3,017	5,780	623	331	966
Wedding	3,756	3,756	0	1,105	1,655	315	299	383
Convention / Conference	5,249	5,124	125	1,319	3,030	332	156	287
Business	4,614	4,486	128	1,509	2,239	233	71	433
Visit Friends or Relatives	21,356	20,521	834	8,548	9,051	1,359	245	1,318
Play Golf	11,384	11,287	96	3,074	6,230	652	443	889
Leisure	198,782	196,386	2,396	52,890	104,955	13,344	6,453	18,745
Type of Accomodation Before or After Cruise (Number of Passengers)								
Hotel	139,814	139,522	292	32,502	77,019	10,548	5,090	14,364
Hotel only	122,084	121,931	153	25,527	69,329	9,015	4,833	13,228
Condo	15,133	14,841	292	6,004	6,296	1,450	83	1,007
Condo only	3,026	2,754	271	933	1,083	413	0	325
Timeshare	12,950	12,950	0	4,593	6,508	987	285	577
Timeshare Only	2,513	2,513	0	896	1,279	195	66	78
Bed & Breakfast	7,826	7,826	0	2,684	4,016	617	86	424
Bed & Breakfast only	145	145	0	20	78	19	0	29
Friends & relatives	10,894	10,637	258	3,992	5,029	744	93	779
Friends only	1,993	1,799	194	619	851	47	0	282
Other accomodation	12,998	11,897	1,101	4,044	6,117	771	119	847
Other accomodation only	4,454	3,448	1,005	1,209	1,719	274	44	202
Average Length of Stay (days)								
Total Length of Stay in Hawaii	8.02	8.06	4.84	8.13	7.85	8.87	8.41	10.66
LOS in Hawaii Before Cruise	1.55	1.57	0.08	1.59	1.53	1.49	1.96	2.17
LOS in Hawaii During Cruise	5.38	5.39	4.66	5.28	5.50	5.22	4.94	6.75
LOS in Hawaii After Cruise	1.09	1.10	0.10	1.26	0.82	2.17	1.50	1.74
Type of Visitors								
First Timers	100,790	100,493	297	14,906	67,086	6,181	4,613	9,050
Repeat Visitors	143,587	140,307	3,280	52,365	60,446	10,059	3,087	13,007

Source: DBEDT

Table 67. 2004 Per Person Per Day Cruise Passenger Spending by Category and by MMA

	Passenger Type		Visitors by MMA Expenditure				
	Resident in		US West	US East	Canada	Europe	Other
Visitor	Hawaii						
Total Lodging	\$15.7	\$8.1	\$11.1	\$16.7	\$22.5	\$21.0	\$21.5
Total Food & Beverage	\$12.2	\$9.1	\$10.7	\$12.8	\$14.5	\$12.8	\$14.7
Food at Restaurants	\$5.7	\$5.4	\$4.7	\$5.9	\$8.5	\$6.1	\$7.1
Dinner Shows	\$3.4	\$1.1	\$3.3	\$3.8	\$2.6	\$1.5	\$4.4
Groceries	\$1.2	\$1.8	\$1.4	\$1.1	\$1.9	\$1.5	\$1.4
Other Food Expenditures	\$1.8	\$0.7	\$1.3	\$2.0	\$1.6	\$3.7	\$1.8
Total Entertainment	\$4.0	\$2.0	\$3.8	\$4.1	\$3.3	\$2.9	\$5.5
Total Transportation	\$9.3	\$8.1	\$8.3	\$10.3	\$8.0	\$9.1	\$10.9
Inter-island airfare	\$3.9	\$4.0	\$3.2	\$4.4	\$2.7	\$5.7	\$4.5
Ground transportation	\$1.7	\$0.7	\$1.4	\$1.7	\$1.6	\$1.6	\$2.9
Rental vehicles	\$3.2	\$2.6	\$3.2	\$3.5	\$3.2	\$1.6	\$3.1
Other transportation	\$0.5	\$0.8	\$0.6	\$0.6	\$0.5	\$0.2	\$0.4
Total Shopping	\$17.8	\$14.4	\$17.3	\$18.5	\$16.6	\$15.7	\$22.5
Fashion and Clothing	\$5.2	\$5.2	\$5.0	\$5.1	\$5.4	\$4.7	\$7.6
Jewelry / Watch	\$4.6	\$2.3	\$4.5	\$5.0	\$3.2	\$3.9	\$5.6
Cosmetics / Perfumes	\$0.4	\$0.4	\$0.4	\$0.4	\$0.3	\$0.4	\$1.0
Leather Goods	\$0.2	\$0.2	\$0.2	\$0.2	\$0.3	\$0.4	\$0.5
Hawaii food Products	\$1.6	\$0.9	\$1.7	\$1.8	\$1.6	\$0.8	\$1.5
Souvenirs	\$4.3	\$4.1	\$4.0	\$4.7	\$3.9	\$3.5	\$4.2
Other Shopping	\$1.5	\$1.4	\$1.5	\$1.4	\$1.8	\$2.0	\$2.1
All Other Expenses	\$9.1	\$13.8	\$8.7	\$10.0	\$7.4	\$5.5	\$10.8
Shore Tour Spending	\$25.5	\$9.5	\$22.2	\$30.4	\$17.1	\$23.7	\$23.6
Shore Tour: Honolulu (Oahu)	\$3.8	\$0.5	\$3.3	\$4.6	\$2.9	\$2.2	\$3.7
Lahaina (Maui)	\$4.3	\$1.4	\$3.7	\$5.3	\$2.6	\$4.6	\$3.6
Kahului (Maui)	\$3.1	\$1.4	\$2.4	\$3.9	\$1.7	\$2.9	\$2.8
Kona side (Big Island)	\$3.7	\$1.9	\$3.4	\$4.3	\$2.6	\$4.6	\$3.3
Hilo side (Big Island)	\$5.2	\$2.3	\$4.6	\$6.0	\$3.7	\$4.4	\$5.4
Nawiliwili (Kauai)	\$5.4	\$2.0	\$4.8	\$6.3	\$3.7	\$5.1	\$4.8
Unallocated Expenditures	\$31.8	\$24.5	\$26.5	\$38.2	\$19.5	\$27.8	\$19.0
Total Spending Per Person Per Day	\$125.3	\$89.5	\$108.7	\$140.9	\$109.0	\$118.5	\$128.6

Source: DBEDT

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



Table 68: Total Visitor Arrivals 2004 vs. 2003

	2004			2003			% CHANGE		
	By Air	By Ship	Total	By Air	By ship	Total	By Air	By ship	Total
STATE	6,912,094	79,833	6,991,927	6,380,439	61,581	6,442,020	8.3%	29.6%	8.5%
OAHU	4,464,551	79,376	4,543,927	4,090,483	61,581	4,152,064	9.1%	28.9%	9.4%
MAUI COUNTY	2,207,826	69,427	2,277,253	2,196,447	43,514	2,239,961	0.5%	59.6%	1.7%
...Maui	2,155,561	69,427	2,224,988	2,125,421	43,514	2,168,935	1.4%	59.6%	2.6%
...Molokai	72,099	7,573	79,672	94,106	5,090	99,196	-23.4%	48.8%	-19.7%
...Lanai	73,388	8,971	82,359	91,445	6,009	97,454	-19.7%	49.3%	-15.5%
KAUAI	1,020,921	66,014	1,086,935	975,867	38,660	1,014,527	4.6%	70.8%	7.1%
BIG ISLAND	1,281,156	73,901	1,355,057	1,207,164	40,548	1,247,712	6.1%	82.3%	8.6%
...Hilo	481,907	71,991	553,898	459,612	40,548	500,160	4.9%	77.5%	10.7%
...Kona	1,072,933	70,730	1,143,663	977,195	36,899	1,014,093	9.8%	91.7%	12.8%

Source: DBEDT

HOTEL OCCUPANCY AND ROOM RATE

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

STATE

OAHU

MAUI

KAUAI

HAWAII (Big Island)

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

TABLE 69: State Hotel Occupancy Rate: 2004 vs. 2003

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2004	2003	Absolute Change	2004	2003	% Change	2004	2003	% Change
JANUARY	76.5	71.2	5.3	151.77	149.90	1.3	116.14	106.76	8.8
FEBRUARY	83.5	78.4	5.1	152.52	148.68	2.6	127.37	116.59	9.2
MARCH	80.7	73.6	7.1	155.13	150.65	3.0	125.12	110.81	12.9
APRIL	74.1	66.4	7.7	154.25	148.94	3.6	114.25	98.89	15.5
MAY	72.5	64.4	8.1	142.82	137.22	4.1	103.57	88.35	17.2
JUNE	80.4	70.4	10.0	151.78	142.45	6.5	122.03	100.35	21.6
JULY	86.1	79.1	7.0	159.21	147.43	8.0	137.02	116.61	17.5
AUGUST	83.6	82.9	0.7	160.66	150.59	6.7	134.29	124.85	7.6
SEPTEMBER	74.9	70.2	4.7	138.77	134.41	3.2	103.94	94.31	10.2
OCTOBER	77.0	71.7	5.3	140.96	135.01	4.4	108.54	96.84	12.1
NOVEMBER	72.0	69.4	2.6	142.29	134.52	5.8	102.42	93.32	9.8
DECEMBER	71.1	72.9	-1.8	167.61	157.52	6.4	119.23	114.88	3.8
TOTAL	77.8	72.7	5.1	150.86	144.16	4.6	117.36	104.85	11.9

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 70: Oahu Hotel Occupancy Rate: 2004 vs. 2003

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2004	2003	Absolute Change	2004	2003	% Change	2004	2003	% Change
JANUARY	77.7	73.7	4.0	122.77	118.57	3.5	95.39	87.39	9.2
FEBRUARY	86.3	80.4	5.9	122.72	117.37	4.6	105.91	94.37	12.2
MARCH	80.2	71.9	8.3	119.76	114.02	5.0	96.05	81.98	17.2
APRIL	71.4	62.8	8.6	119.28	113.63	5.0	85.17	71.36	19.3
MAY	72.5	61.6	10.9	118.11	111.19	6.2	85.63	68.49	25.0
JUNE	83.5	69.0	14.5	121.37	110.47	9.9	101.34	76.22	33.0
JULY	89.8	77.2	12.6	127.66	112.79	13.2	114.64	87.07	31.7
AUGUST	85.0	82.5	2.5	128.69	119.57	7.6	109.39	98.65	10.9
SEPTEMBER	78.3	74.1	4.2	119.01	116.15	2.5	93.18	86.07	8.3
OCTOBER	80.8	73.7	7.1	122.12	116.21	5.1	98.67	85.65	15.2
NOVEMBER	75.5	72.6	2.9	121.05	113.65	6.5	91.39	82.51	10.8
DECEMBER	76.5	79.0	-2.5	134.42	125.65	7.0	102.83	99.26	3.6
TOTAL	79.7	73.2	6.5	123.23	116.27	7.0	98.21	85.11	15.4

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 71: Maui Hotel Occupancy Rate: 2004 vs. 2003

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2004	2003	Absolute Change	2004	2003	% Change	2004	2003	% Change
JANUARY	77.5	72.4	5.1	193.57	195.40	-0.9	150.02	141.47	6.0
FEBRUARY	83.4	79.9	3.5	199.22	196.73	1.3	166.15	157.19	5.7
MARCH	83.0	78.4	4.6	207.04	198.95	4.1	171.84	155.98	10.2
APRIL	80.9	74.1	6.8	198.21	191.98	3.2	160.35	142.26	12.7
MAY	76.8	71.8	5.0	175.81	169.69	3.6	135.02	121.84	10.8
JUNE	79.0	75.3	3.7	201.21	186.22	8.0	158.96	140.22	13.4
JULY	82.4	83.8	-1.4	214.99	196.51	9.4	177.15	164.68	7.6
AUGUST	82.9	84.2	-1.3	212.71	197.17	7.9	176.34	166.02	6.2
SEPTEMBER	73.5	67.1	6.4	168.25	161.66	4.1	123.66	108.47	14.0
OCTOBER	74.9	70.2	4.7	168.63	159.47	5.7	126.30	111.95	12.8
NOVEMBER	70.7	67.6	3.1	173.46	165.16	5.0	122.64	111.65	9.8
DECEMBER	69.4	70.6	-1.2	218.79	206.53	5.9	151.84	145.81	4.1
TOTAL	78.0	74.8	4.3	192.23	183.58	4.7	149.94	137.32	9.2

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 72: Kauai Hotel Occupancy Rate: 2004 vs. 2003

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2004	2003	Absolute Change	2004	2003	% Change	2004	2003	% Change
JANUARY	74.4	65.0	9.4	181.48	180.28	0.7	135.02	117.18	15.2
FEBRUARY	80.3	72.4	7.9	182.46	176.40	3.4	146.52	127.71	14.7
MARCH	81.8	72.5	9.3	182.39	176.32	3.4	149.20	127.83	16.7
APRIL	76.2	68.6	7.6	180.94	169.00	7.1	137.88	115.93	18.9
MAY	77.5	74.3	3.2	167.54	158.56	5.7	129.84	117.81	10.2
JUNE	82.0	78.5	3.5	183.79	169.19	8.6	150.71	132.81	13.5
JULY	87.4	85.7	1.7	190.07	175.18	8.5	166.12	150.13	10.7
AUGUST	87.0	87.4	-0.4	185.59	171.51	8.2	161.46	149.90	7.7
SEPTEMBER	76.3	77.7	-1.4	167.00	159.58	4.6	127.42	123.99	2.8
OCTOBER	80.5	80.2	0.3	163.30	158.71	2.9	131.46	127.29	3.3
NOVEMBER	71.5	70.0	1.5	161.99	156.72	3.4	115.82	109.70	5.6
DECEMBER	62.5	63.8	-1.3	188.76	181.07	4.2	117.98	115.52	2.1
TOTAL	78.6	75.1	3.5	175.02	166.84	4.9	137.57	125.30	9.8

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 73: Island of Hawaii (Big Island) Hotel Occupancy Rate: 2004 vs. 2003

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2004	2003	Absolute Change	2004	2003	% Change	2004	2003	% Change
JANUARY	72.0	64.4	7.6	163.99	165.67	-1.0	118.07	106.69	10.7
FEBRUARY	75.7	72.6	3.1	162.16	156.94	3.3	122.76	113.94	7.7
MARCH	77.5	71.3	6.2	168.02	167.44	0.3	130.22	119.38	9.1
APRIL	70.1	63.9	6.2	172.07	166.60	3.3	120.62	106.46	13.3
MAY	61.8	54.2	7.6	153.32	144.54	6.1	94.75	78.34	20.9
JUNE	70.9	61.4	9.5	156.35	150.04	4.2	110.85	92.12	20.3
JULY	78.5	72.7	5.8	160.41	153.80	4.3	125.92	111.81	12.6
AUGUST	77.8	79.2	-1.4	167.08	160.24	4.3	129.99	126.91	2.4
SEPTEMBER	65.0	56.7	8.3	143.01	139.51	2.5	92.96	79.10	17.5
OCTOBER	65.9	62.2	3.7	149.00	145.02	2.7	98.19	90.20	8.9
NOVEMBER	62.5	60.7	1.8	154.62	145.25	6.5	96.64	88.17	9.6
DECEMBER	61.1	61.4	-0.3	194.30	185.44	4.8	118.72	113.86	4.3
TOTAL	70.2	65.7	4.5	161.65	156.74	3.1	113.48	102.98	10.2

Source: Smith Travel Research, Hospitality Advisors LLC

VISITOR PLANT INVENTORY

EXISTING INVENTORY

CLASS OF UNITS

AVAILABLE UNITS



TABLE 74: 2004 Visitor Plant Inventory – Existing Inventory by Island by Type

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	% CHANGE FROM 2003
OAHU	APARTMENT/ HOTEL	14	333	
	BED & BREAKFAST	21	41	
	CONDOMINIUM HOTEL	29	3,407	
	HOSTEL	7	251	
	HOTEL	74	30,088	
	INDIVIDUAL VACATION UNIT	60	273	
	TIMESHARE	-	1135	
	OTHER	15	459	
	TOTAL		220	35,987
HAWAII	APARTMENT/ HOTEL	1	1	
	BED & BREAKFAST	90	348	
	CONDOMINIUM HOTEL	38	1,147	
	HOSTEL	2	21	
	HOTEL	31	6,513	
	INDIVIDUAL VACATION UNIT	74	445	
	TIMESHARE	-	1338	
	OTHER	13	224	
	TOTAL		249	10,037
KAUAI	APARTMENT/ HOTEL	3	78	
	BED & BREAKFAST	34	104	
	CONDOMINIUM HOTEL	52	2,119	
	HOSTEL	1	40	
	HOTEL	15	3,081	
	INDIVIDUAL VACATION UNIT	285	566	
	TIMESHARE	-	2034	
	OTHER	22	83	
	TOTAL		412	8,105
MAUI	APARTMENT/ HOTEL	8	45	
	BED & BREAKFAST	27	144	
	CONDOMINIUM HOTEL	114	7,085	
	HOSTEL	2	30	
	HOTEL	31	8,065	
	INDIVIDUAL VACATION UNIT	90	549	
	TIMESHARE	-	1512	
	OTHER	16	387	
	TOTAL		288	17,817
MOLOKAI	BED & BREAKFAST	2	3	
	CONDOMINIUM HOTEL	6	140	
	HOTEL	2	114	
	INDIVIDUAL VACATION UNIT	22	31	
	TIMESHARE	-	7	
	OTHER	1	4	
TOTAL		33	299	0.0%
LANAI	APARTMENT/ HOTEL	1	1	
	BED & BREAKFAST	1	3	
	HOTEL	3	362	
	INDIVIDUAL VACATION UNIT	2	3	
	TOTAL		7	369
STATEWIDE	APARTMENT/ HOTEL	27	458	
	BED & BREAKFAST	175	643	
	CONDOMINIUM HOTEL	239	13,898	
	HOSTEL	12	342	
	HOTEL	156	48,223	
	INDIVIDUAL VACATION UNIT	533	1867	
	TIMESHARE	-	6026	
	OTHER	67	1157	
STATE TOTAL		1,209	72,614	2.3%

Source: DBEDT

TABLE 75: 2004 Visitor Plant Inventory – Class of Units by County

ISLAND	CLASS	AVAILABLE UNITS	PERCENT	NUMBER RESPONDING
OAHU	BUDGET (UP TO \$100)	3,578	10.1%	
	STANDARD (\$101 TO \$250)	17,800	50.4%	
	DELUXE (\$251 TO \$500)	12,656	35.8%	
	LUXURY (OVER \$500/NIGHT)	1,283	3.6%	
	TOTAL	35,317	100.0%	207
HAWAII	BUDGET (UP TO \$100)	1,915	19.4%	
	STANDARD (\$101 TO \$250)	3,482	35.3%	
	DELUXE (\$251 TO \$500)	3,295	33.4%	
	LUXURY (OVER \$500/NIGHT)	1,162	11.8%	
	TOTAL	9,854	100.0%	236
KAUAI	BUDGET (UP TO \$100)	956	11.9%	
	STANDARD (\$101 TO \$250)	3,696	46.1%	
	DELUXE (\$251 TO \$500)	2,532	31.6%	
	LUXURY (OVER \$500/NIGHT)	829	10.3%	
	TOTAL	8,013	100.0%	396
MAUI	BUDGET (UP TO \$100)	1,970	11.4%	
	STANDARD (\$101 TO \$250)	5,958	34.4%	
	DELUXE (\$251 TO \$500)	6,932	40.0%	
	LUXURY (OVER \$500/NIGHT)	2,467	14.2%	
	TOTAL	17,327	100.0%	275
MOLOKAI	BUDGET (UP TO \$100)	66	28.0%	
	STANDARD (\$101 TO \$250)	103	43.6%	
	DELUXE (\$251 TO \$500)	67	28.4%	
	LUXURY (OVER \$500/NIGHT)	0	0.0%	
	TOTAL	236	100.0%	29
LANAI	BUDGET (UP TO \$100)	7	2.0%	
	STANDARD (\$101 TO \$250)	11	3.0%	
	DELUXE (\$251 TO \$500)	160	43.3%	
	LUXURY (OVER \$500/NIGHT)	191	51.7%	
	TOTAL	369	100.0%	7
STATE TOTAL		71,116		1,150

NOTE: Based on 1,150 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.

TABLE 76: 1965-2004 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 ^{1/}	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	36,146	51.4	9,558	13.6	6,760	9.6	17,824	25.4
1997	71,025	35,971	50.6	9,913	14.0	6,589	9.3	18,552	26.1
1998	71,480	36,206	50.7	9,655	13.5	6,969	9.7	18,650	26.1
1999	71,157	35,861	50.4	9,815	13.8	6,872	9.7	18,609	26.2
2000	71,506	36,303	50.8	9,774	13.7	7,159	10.1	18,270	25.6
2001	72,204	36,824	51.0	9,944	13.8	7,202	10.0	18,234	25.3
2002	70,783	36,457	51.5	9,297	13.1	7,037	9.9	17,992	25.4
2003	70,742	35,664	50.4	9,478	13.4	7,257	10.3	18,343	25.9
2004	72,614	35,987	49.6	10,037	13.8	8,105	11.2	18,485	25.5

^{1/} No survey was conducted in 1995.

NA: Not available

Source: DBEDT and Hawaii Visitors & Convention Bureau

**TOTAL AIR SEATS OPERATED TO
HAWAII**

TOTAL AIR SETS

DOMESTIC AIR SEATS

INTERNATIONAL AIR SEATS



TABLE 77: Total Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2004	%Chge	2004	%Chge	2004	%Chge	2004	%Chge	2004	%Chge
TOTAL SEATS	9,631,650	8.5%	7,050,064	6.9%	1,631,999	10.2%	614,920	22.6%	334,667	11.8%
Scheduled Seats	9,317,245	8.9%	6,817,343	7.4%	1,590,819	10.1%	596,376	23.6%	312,707	10.9%
Charter seats	314,405	-1.5%	232,721	-5.3%	41,180	12.9%	18,544	-4.3%	21,960	25.6%

TABLE 78: Domestic Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2004	%Chge	2004	%Chge	2004	%Chge	2004	%Chge	2004	%Chge
DOMESTIC SEATS	6,834,198	10.1%	4,406,691	7.9%	1,594,958	12.2%	497,882	23.1%	334,667	11.8%
Scheduled Seats	6,576,993	10.5%	4,231,170	8.5%	1,553,778	12.2%	479,338	24.5%	312,707	10.9%
Charter seats	257,205	-0.3%	175,521	-5.0%	41,180	12.9%	18,544	-4.3%	21,960	25.6%
US West	5,295,351	6.2%	3,178,604	1.5%	1,324,702	11.5%	479,338	24.5%	312,707	10.9%
...Burbank	78,368	-6.2%	45,384	0.3%	32,984	-13.9%				
...Denver	98,887	14.1%	88,860	10.2%			10,027	66.9%		
...Las Vegas	98,688	58.9%	98,564	58.7%	124	na				
...Los Angeles	2,239,562	0.5%	1,265,686	-3.5%	545,667	-3.0%	254,348	22.1%	173,861	18.4%
...Oakland	161,282	24.5%	61,736	34.9%	50,318	11.2%	39,060	18.0%	10,168	86.4%
...Ontario	13,570	-79.4%	13,570	-79.4%						
...Orange County	136,028	20.2%	45,384	0.0%	45,384	0.3%	45,260	100.5%		
...Phoenix	127,578	-0.7%	105,979	-0.2%	21,599	-3.1%				
...Portland	136,518	10.7%	87,988	2.2%	48,530	30.2%				
...Sacramento	98,316	17.1%	84,180	0.3%	14,136	na				
...Salt Lake City	105,042	0.3%	105,042	0.3%						
...San Diego	106,758	11.6%	84,180	0.3%	22,578	92.5%				
...San Francisco	1,376,569	9.6%	777,912	9.3%	339,336	13.3%	130,643	13.6%	128,678	-0.7%
...San Jose	105,916	6.1%	57,960	6.9%	47,956	5.2%				
...Seattle	412,269	26.5%	256,179	4.3%	156,090	94.7%				
US East	1,281,642	33.0%	1,052,566	37.3%	229,076	16.2%				
...Atlanta	106,892	227.0%	106,318	225.3%	574	na				
...Chicago	291,696	100.1%	209,739	136.4%	81,957	43.6%				
...Cincinnati	104,468	496.7%	104,468	496.7%						
...Dallas	232,952	-5.5%	155,379	-1.7%	77,573	-12.2%				
...Detroit	15,930	-31.4%	15,930	-31.4%						
...Houston	252,772	16.4%	183,800	1.7%	68,972	89.6%				
...Minneapolis	190,350	71.4%	190,350	71.4%						
...Newark	86,582	-2.3%	86,582	-2.3%						
...St. Louis	0	na	0	na	0	na				

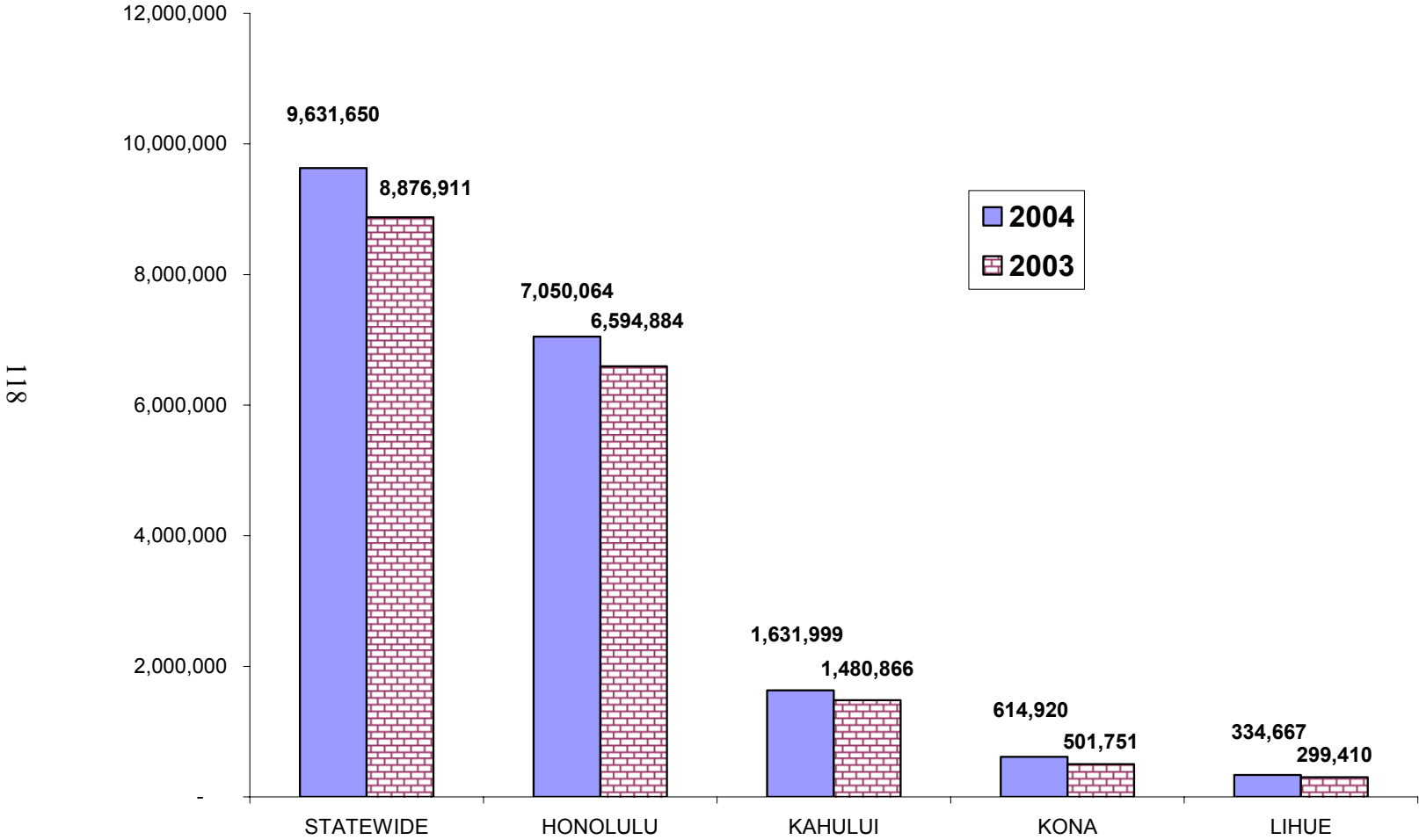
Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

TABLE 79: International Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2004	%Chge	2004	%Chge	2004	%Chge	2004	%Chge	2004	%Chge
INTERNATIONAL SEATS	2,797,452	4.9%	2,643,373	5.3%	37,041	-37.5%	117,038	20.2%		
Scheduled Seats	2,740,252	5.1%	2,586,173	5.6%	37,041	-37.5%	117,038	20.2%		
Charter seats	57,200	-6.4%	57,200	-6.4%						
Japan	1,857,465	4.0%	1,744,201	3.2%			113,264	18.8%		
...Fukuoka	105,336	-9.2%	105,336	-9.2%						
...Nagoya	148,924	2.5%	148,924	2.5%						
...Osaka	412,442	4.7%	412,442	4.7%						
...Tokyo-NRT	1,190,763	18.8%	1,077,499	18.8%			113,264	18.8%		
Canada	290,725	-2.9%	249,910	4.9%	37,041	-37.5%	3,774	88.7%		
...Vancouver	290,725	15.1%	249,910	22.2%	37,041	-19.5%	3,774	88.7%		
Other Asia	103,809	10.0%	103,809	10.0%						
...Seoul	74,109	-10.0%	74,109	-10.0%						
...Taipei	29,700	146.2%	29,700	146.2%						
Oceania	228,608	20.6%	228,608	20.6%						
...Auckland	34,632	-5.1%	34,632	-5.1%						
...Sydney	193,976	26.7%	193,976	26.7%						
Other	259,645	9.3%	259,645	9.3%						
...Apia	13,278	62.7%	13,278	62.7%						
...Guam	96,958	5.8%	96,958	5.8%						
...Kwajalein	12,524	na	12,524	na						
...Majuro	26,120	2.3%	26,120	2.3%						
...Manila	41,448	41.1%	41,448	41.1%						
...Nadi	12,600	-36.1%	12,600	-36.1%						
...Pago Pago	41,382	47.4%	41,382	47.4%						
...Papeete	12,190	-10.0%	12,190	-10.0%						
...Tongatapu	3,145	240.0%	3,145	240.0%						

Source: OAG schedules and State of Hawaii DOT Airports Division

Figure 13: Air Seats Operated to Hawaii by Island: 2004 vs. 2003



Source: OAG schedules and State of Hawaii DOT Airports Division

APPENDIX

DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS



TECHNICAL NOTES, 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. Total domestic arrivals include U.S. residents and international visitors who came to Hawaii on domestic flights. A foreign resident arriving from the U.S. mainland is counted as a domestic visitor.

International Visitor

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

Group Tour

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

Package

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

True Independent

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

Pleasure (Net)

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

MC&I (Net)

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

SOURCES OF DATA

The data in this report come from eleven sources:

1. Monthly passenger counts for each airline,
2. International visitors by country of residence from the Bureau of Customs & Border Protection, U.S. Department of Homeland Security,
3. International visitor counts by visa type from the Bureau of Customs & Border Protection, Honolulu office,
4. U.S. Customs declaration forms,
5. An International Intercept Survey at the Honolulu International Airport,
6. A Domestic in-flight survey of passengers on flights originating in the Mainland U.S.,
7. Honolulu International Airport billing records,
8. A Visitor Expenditure Survey for domestic visitors,
9. Honolulu and Hilo Harbor cruise ship passenger counts, and
10. A Visitor Plant Inventory survey (refer to DBEDT's *2004 Visitor Plant Inventory Report*).
11. Hospitality Advisors hotel report.

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

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

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

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

International Intercept Survey: The international intercept survey provides information on international visitor characteristics such as length of stay, island visitation patterns, accommodations, etc. The survey also collects information on visitor expenditures. It is distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport and the Kahului Airport on Maui. In 2004, a total of 82,920 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 5,911,004 passengers in 2004, excluding in-transit passengers who are only in Hawaii for a few hours. In 2004, there were 2,273,194 usable forms collected and processed. Each form represented an average party of 1.98 visitors, for a total of 4,892,960 surveyed passengers, which accounted for 82.8 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.

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.

TECHNICAL NOTES

In a continuing effort to improve the accuracy and timeliness of our visitor research data series, DBEDT implemented changes to the methodology used to collect and process visitor expenditure statistics in 2004.

Prior to 2004, statewide visitor expenditures were collected using a daily visitor expenditure diary survey. Based names and addresses provided on the completed Department of Agriculture Plants and Animal Declaration forms, a randomly selected group of 2,300 domestic visitors per month had diaries sent to their place of accommodations to obtain

daily expenditure patterns. Only visitors who stayed at least four days were selected. In 2003, there were 5,920 usable expenditure diaries were collected and processed.

In 2004 the visitor diary surveys was discontinued. Visitor expenditure statistics were now calculated based on surveys of domestic and international visitor departing from airports on Oahu, Maui, Lanai, Molokai, Kauai and the Big Island which yielded a much larger sample size and provided improved data for visitor expenditures by island. In 2004 a total of 42,818 usable forms were collected and processed.

Due to these changes, 2004 visitor expenditure statistics may not be entirely comparable to data report in 2003 and in earlier years.



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