

# ANNUAL VISITOR RESEARCH REPORT



2 0 0 1

**DBEDT**

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

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

**2001 ANNUAL VISITORS  
RESEARCH REPORT**

This report has been cataloged as follows:

Hawaii. Dept. of Business, Economic Development and Tourism. Research and Economic Analysis Division.

Annual visitor research report. Honolulu: 2000-

1. Tourist trade-Statistics-Hawaii  
G155.A1.H25.2001

# TABLE OF CONTENTS

|   |    |
|---|----|
| SUMMARY OF 2001 VISITORS TO HAWAII                        | 1  |
| OVERVIEW  | 2  |
| Total Expenditures  | 2  |
| Visitor Days  | 3  |
| Per Person Per Day Spending                               | 3  |
| Per Person Per Trip Spending                              | 3  |
| Island Visitor Patterns                                   | 4  |
| Monthly Visitation Pattern                                | 4  |
| VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS             | 11 |
| U.S. West   | 12 |
| U.S. East   | 13 |
| Japan   | 13 |
| Canada  | 14 |
| Europe  | 15 |
| Oceania - Australia and New Zealand                       | 15 |
| Other Asia  | 15 |
| Latin America   | 16 |
| VISITOR CHARACTERISTICS BY PURPOSE OF TRIP                | 39 |
| VISITOR CHARACTERISTICS BY ACCOMMODATION                  | 45 |
| VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS       | 51 |
| ISLAND SUPPLEMENT   | 55 |
| VISITOR EXPENDITURES BY CATEGORY                          | 79 |
| Visitor Spending Patterns by Selected MMAs                | 81 |
| Technical Notes   | 81 |
| HOTEL OCCUPANCY AND CRUISE SHIP DATA                      | 89 |
| VISITOR PLANT INVENTORY                                   | 93 |
| APPENDIX  | 97 |
| DEFINITIONS AND SOURCES OF DATA<br>FOR VISITOR STATISTICS | 98 |

# LIST OF TABLES

|          |  |    |
|----------|--|----|
| Table 1  | Summary of Visitor Statistics: 2001 vs. 2000                             | 5  |
| Table 2  | Summary of Visitor Characteristics: 2001 vs. 2000                        | 6  |
| Table 3  | Summary of Visitor Characteristics: 2001 vs. 2000 (% of Total)           | 7  |
| Table 4  | Visitor Days by Island: 2001 vs. 2000                                    | 8  |
| Table 5  | Visitor Days by Month: 2001 vs. 2000                                     | 8  |
| Table 6  | Average Daily Census by Island: 2001 vs. 2000                            | 9  |
| Table 7  | Average Daily Census by Month: 2001 vs. 2000                             | 9  |
| Table 8  | Visitors Staying Overnight or Longer: 1952-2001                          | 10 |
| Table 9  | 2001 Visitor Days by Month and MMA                                       | 17 |
| Table 10 | 2001 Visitor Arrivals by Month and MMA                                   | 19 |
| Table 11 | U.S. West MMA Visitor Characteristics: 2001 vs. 2000                     | 21 |
| Table 12 | 2001 Domestic U.S. West MMA Visitor Arrivals by Month and State          | 22 |
| Table 13 | U.S. East MMA Visitor Characteristics: 2001 vs. 2000                     | 23 |
| Table 14 | 2001 Domestic U.S. East MMA Visitor Arrivals by Month and State          | 24 |
| Table 15 | Domestic U.S. Visitors by State: 1992 – 2001                             | 26 |
| Table 16 | 2001 Domestic U.S. Visitor Characteristics by State                      | 27 |
| Table 17 | 2001 Market Penetration for Top U.S. MSAs                                | 28 |
| Table 18 | 2001 Japan MMA Visitor Characteristics                                   | 29 |
| Table 19 | 2001 International Japanese Visitor Characteristics by Region            | 30 |
| Table 20 | Canada MMA Visitor Characteristics: 2001 vs. 2000                        | 31 |
| Table 21 | Europe MMA Visitor Characteristics: 2001 vs. 2000                        | 32 |
| Table 22 | Oceania MMA Visitor Characteristics: 2001 vs. 2000                       | 33 |
| Table 23 | Other Asia MMA Visitor Characteristics: 2001 vs. 2000                    | 34 |
| Table 24 | Latin America MMA Visitor Characteristics: 2001 vs. 2000                 | 35 |
| Table 25 | Other MMA Visitor Characteristics: 2001 vs. 2000                         | 36 |
| Table 26 | 2001 Visitor Age Distribution by MMA (% of MMA Total)                    | 37 |
| Table 27 | Honeymoon Visitor Characteristics: 2001 vs. 2000                         | 42 |
| Table 28 | Meeting, Convention and Incentive Visitor Characteristics: 2001 vs. 2000 | 43 |

## LIST OF TABLES (continued)

|          |   |    |
|----------|---|----|
| Table 29 | Visiting Friends and Relatives Visitor Characteristics: 2001 vs. 2000             | 44 |
| Table 30 | Hotel Only Visitor Characteristics: 2001 vs. 2000                                 | 48 |
| Table 31 | Condo Only Visitor Characteristics: 2001 vs. 2000                                 | 49 |
| Table 32 | Cruise Ship Visitor Characteristics: 2001 vs. 2000                                | 50 |
| Table 33 | First-Time Visitor Characteristics: 2001 vs. 2000                                 | 53 |
| Table 34 | Repeat Visitor Characteristics: 2001 vs. 2000                                     | 54 |
| Table 35 | Visitor Arrivals by Island and Month: 2001 vs. 2000                               | 58 |
| Table 36 | 2001 Average Daily Census by Island and Month                                     | 61 |
| Table 37 | 2001 Domestic Visitor Arrivals by Island from Top U.S. MSAs                       | 62 |
| Table 38 | 2001 Domestic U.S. Visitor Arrivals by Island and State of Residence              | 63 |
| Table 39 | 2001 Domestic U.S. Visitor Arrivals by Island and State of Residence (% of Total) | 64 |
| Table 40 | 2001 Domestic U.S. Visitor Length of Stay by Island and State of Residence        | 65 |
| Table 41 | Oahu Visitor Characteristics: 2001 vs. 2000                                       | 66 |
| Table 42 | Maui County Visitor Characteristics: 2001 vs. 2000                                | 67 |
| Table 43 | Maui Island Visitor Characteristics: 2001 vs. 2000                                | 68 |
| Table 44 | Molokai Visitor Characteristics: 2001 vs. 2000                                    | 69 |
| Table 45 | Lanai Visitor Characteristics: 2001 vs. 2000                                      | 70 |
| Table 46 | Kauai Visitor Characteristics: 2001 vs. 2000                                      | 71 |
| Table 47 | Island of Hawaii (Big Island) Visitor Characteristics: 2001 vs. 2000              | 72 |
| Table 48 | Hilo Visitor Characteristics: 2001 vs. 2000                                       | 73 |
| Table 49 | Kona Visitor Characteristics: 2001 vs. 2000                                       | 74 |
| Table 50 | 2001 Visitor Days by Island and MMA   | 75 |
| Table 51 | 2001 Visitor Arrivals by Island and MMA   | 77 |
| Table 52 | Visitor Expenditures by Category: 2001 vs. 2000                                   | 83 |

## **LIST OF TABLES (continued)**

|          |   |    |
|----------|---|----|
| Table 53 | Domestic U.S. West Personal Daily Spending by Category:<br>2001 vs. 2000      | 84 |
| Table 54 | Domestic U.S. East Personal Daily Spending by Category:<br>2001 vs. 2000      | 85 |
| Table 55 | International Japanese Personal Daily Spending by Category:<br>2001 vs. 2000  | 86 |
| Table 56 | Other MMAs Personal Daily Spending by Category:<br>2001 vs. 2000 (In Dollars) | 87 |
| Table 57 | Package Expenditures and Components by MMA: 2001                              | 88 |
| Table 58 | State Hotel Occupancy Rate: 2001 vs. 2000                                     | 90 |
| Table 59 | Oahu Hotel Occupancy Rate: 2001 vs. 2000                                      | 90 |
| Table 60 | Maui Hotel Occupancy Rate: 2001 vs. 2000                                      | 90 |
| Table 61 | Kauai Hotel Occupancy Rate: 2001 vs. 2000                                     | 91 |
| Table 62 | Hawaii (Big Island) Hotel Occupancy Rate: 2001 vs. 2000                       | 91 |
| Table 63 | 2000 Visitor Arrivals by Out-Of-State Cruise Ships                            | 92 |
| Table 64 | 2001 Visitor Arrivals by Out-Of-State Cruise Ships                            | 92 |
| Table 65 | Total Visitor Arrivals: 2001 vs. 2000   | 92 |
| Table 66 | 2001 Visitor Plant Inventory - Existing Inventory<br>by Island and Type       | 94 |
| Table 67 | 2001 Visitor Plant Inventory - Class of Units by County                       | 95 |
| Table 68 | Visitor Plant Inventory - Available Units by County                           | 96 |

## **LIST OF FIGURES**

|          |   |    |
|----------|---|----|
| Figure 1 | Visitor Expenditures by Major Market Areas,<br>Calendar Year 2001 | 2  |
| Figure 2 | Visitor Days by Major Market Areas, Calendar Year 2001            | 3  |
| Figure 3 | 2001 U.S. West Visitor Age Distribution                           | 38 |
| Figure 4 | 2001 U.S. East Visitor Age Distribution                           | 38 |
| Figure 5 | 2001 Japan Visitor Age Distribution                               | 38 |

## **LIST OF FIGURES (continued)**

|           |  |    |
|-----------|--|----|
| Figure 6  | 2001 Canada Visitor Age Distribution                                   | 38 |
| Figure 7  | 2001 Visitor Arrivals by Purpose of Trip                               | 41 |
| Figure 8  | 2001 Visitor Arrivals by Accommodation                                 | 47 |
| Figure 9  | Length of Stay by Accommodation: 2001 vs. 2000                         | 47 |
| Figure 10 | Total Visitor Expenditures by Category: 2001 vs. 2000<br>(in millions) | 80 |
| Figure 11 | 2001 Per Person Per Day Spending by Category and<br>Selected MMA       | 82 |
| Figure 12 | Per Person Per Day Spending by Selected MMA: 2001 vs. 2000             | 82 |



## ABOUT THIS REPORT

This report has been produced by the staff of the Research and Economic Analysis Division of the Hawaii State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Dr. Seiji F. Naya. This report was prepared by Dr. Eugene Tian under the direction of the division administrator, Dr. Pearl Imada Iboshi, with the assistance of Cy Feng, Aaron Peterson, Minh-Chau Trinh, and Matthew Pennaz.

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

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

For further information on this report, contact the DBEDT Library at 586-2424, or e-mail [library@dbedt.hawaii.gov](mailto:library@dbedt.hawaii.gov).

# SUMMARY OF 2001 VISITORS TO HAWAII

## *OVERVIEW*

*Total Expenditures*

*Visitor Days*

*Per Person Per Day Spending*

*Per Person Per Trip Spending*

*Island Visitor Patterns*

*Monthly Visitation Pattern*

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

# OVERVIEW

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

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

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

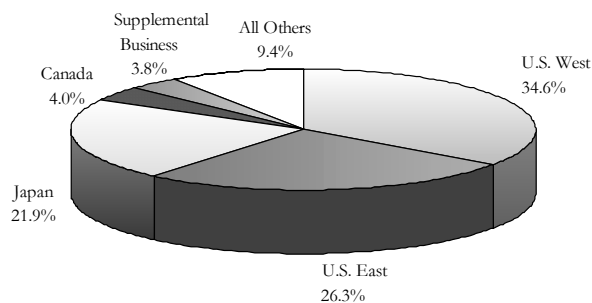
Another highlight for 2001 was Hawaii's cruise ship industry which continued to grow during the months following the attacks. The number of visitors who came by cruise ships and those who arrived by air to board cruise ships touring the islands in the last four months of 2001 jumped 66 percent to 49,883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

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

## TOTAL EXPENDITURES

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

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

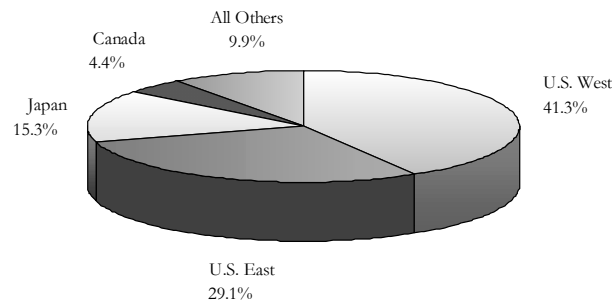


Source: DBEDT

## **VISITOR DAYS**

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

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



Source: DBEDT

## **PER PERSON PER DAY SPENDING**

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

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

## **PER PERSON PER TRIP SPENDING**

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

## **ISLAND VISITOR PATTERNS**

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

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

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

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

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

## **MONTHLY VISITATION PATTERN**

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

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

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

Source: DBEDT

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

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

NA: Not available  
Source: DBEDT

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

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

NA: Not available  
Source: DBEDT



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

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

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

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

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

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

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

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

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

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

Source: DBEDT

# VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

*U.S. WEST*

*U.S. EAST*

*JAPAN*

*CANADA*

*EUROPE*

*OCEANIA*

*OTHER ASIA*

*LATIN AMERICA*

# VISITOR CHARACTERISTICS BY MAJOR MARKET AREA

## U.S. West

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

Other facts about the U.S. West market:

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

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

## U.S. East

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

In addition:

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

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

## Japan

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

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

In addition:

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

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

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

## **Canada**

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

In addition:

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

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

## **Europe**

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

In addition:

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

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

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

In addition:

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

## **Other Asia**

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



In addition:

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

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

### **Latin America**

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

In addition:

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

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

TABLE 9: 2001 Visitor Days by Month and MMA

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

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

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

TABLE 10: 2001 Visitor Arrivals by Month and MMA

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

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

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

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

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

NA: Not available  
Source: DBEDT

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

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

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

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

NA: Not available  
Source: DBEDT



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

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

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

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

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

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

Source: DBEDT

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

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

Source: DBEDT

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

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

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

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

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

NA: Not available

Source: DBEDT

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

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

Source: DBEDT

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

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

NA: Not available  
Source: DBEDT



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

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

NA: Not available  
Source: DBEDT

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

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

NA: Not available  
Source: DBEDT

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

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

NA: Not available  
Source: DBEDT

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

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

NA: Not available  
Source: DBEDT

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

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

NA: Not available  
Source: DBEDT

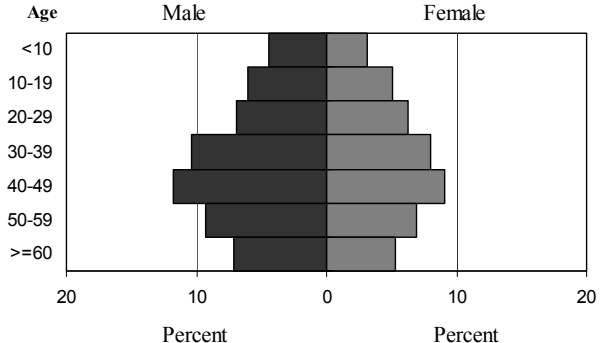
**TABLE 26: 2001 Visitor Age Distribution by MMA  
(% of MMA Total)**

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

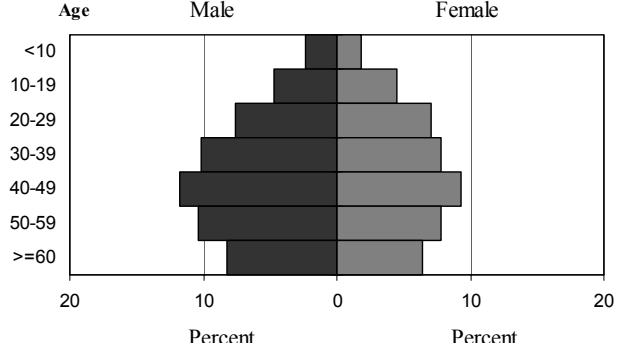
| Age             | Other Asia    |               |                | Latin America |              |               | Other          |                |                | Age <sup>1/</sup> | Japan          |                |                  |
|-----------------|---------------|---------------|----------------|---------------|--------------|---------------|---------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

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

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

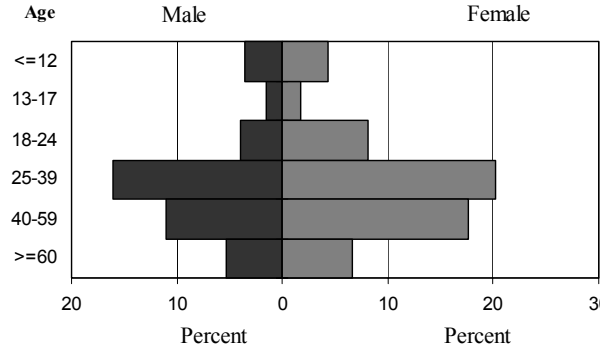


**FIGURE 4: 2001 U.S. East Visitor Age Distribution**

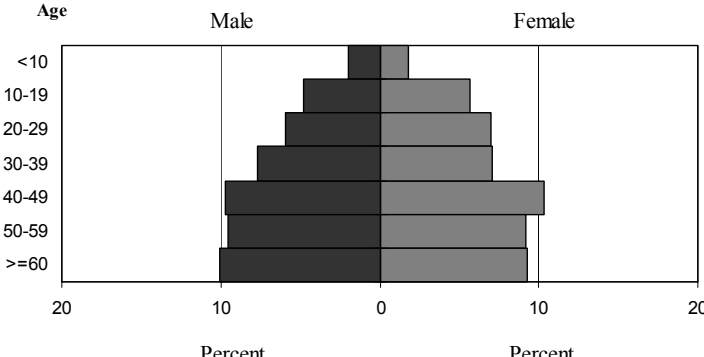


38

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



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



Source: DBEDT

# VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

*HONEYMOON VISITOR*

*MEETING, CONVENTION AND INCENTIVE  
VISITOR*

*VISITING FRIENDS AND RELATIVES*



## VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

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

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

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

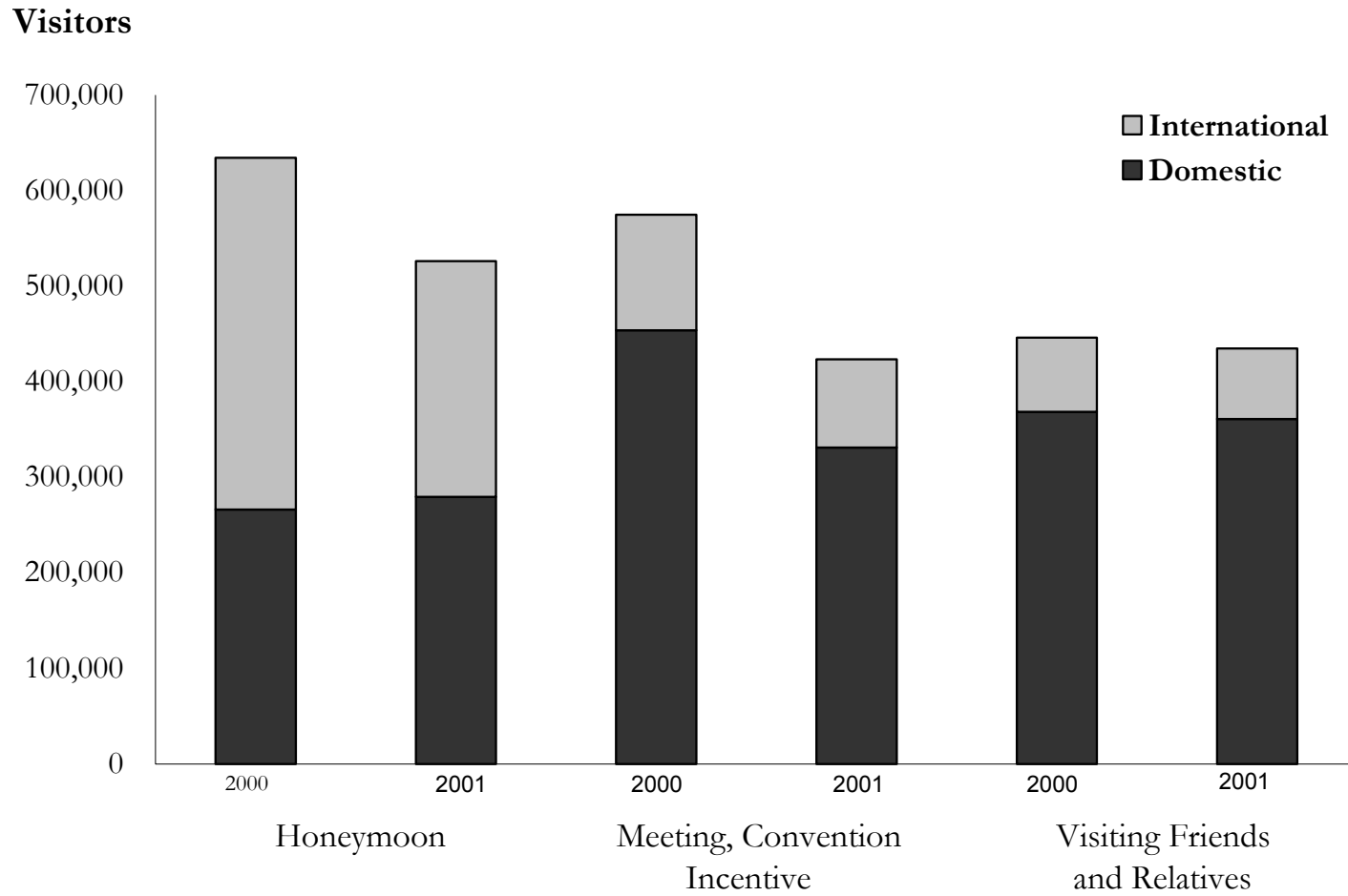
About 61 percent were repeat visitors to the islands. More than half (56.2%) of the MCI visitors came as true independents, while the remainder purchased package tour accommodations.

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

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

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

FIGURE 7: 2001 Visitor Arrivals by Purpose of Trip



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

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

NA: Not available  
Source: DBEDT

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

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

NA: Not available  
Source: DBEDT

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

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

NA: Not available  
Source: DBEDT

# VISITOR CHARACTERISTICS BY ACCOMMODATION

*HOTEL ONLY VISITOR*

*CONDOMINIUM ONLY VISITOR*

*CRUISE SHIP VISITOR*

## VISITOR CHARACTERISTICS BY ACCOMMODATION

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

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

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

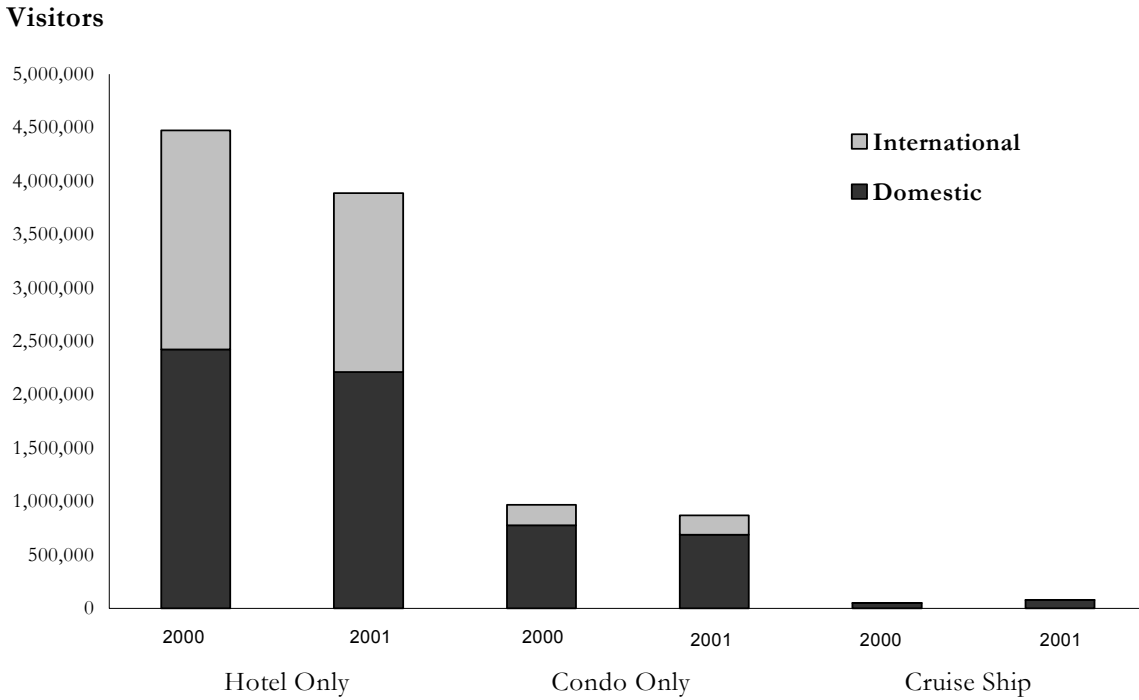
**CONDOMINIUMS ONLY:** A total of 872,162 visitors stayed exclusively in condominiums in 2001, down 10 percent from the previous year. The majority (78.9%) were from the domestic market and 69.8 percent were true independent travelers. Over half (51.4%) of the visitors went to Maui, 36.5 percent visited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

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

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

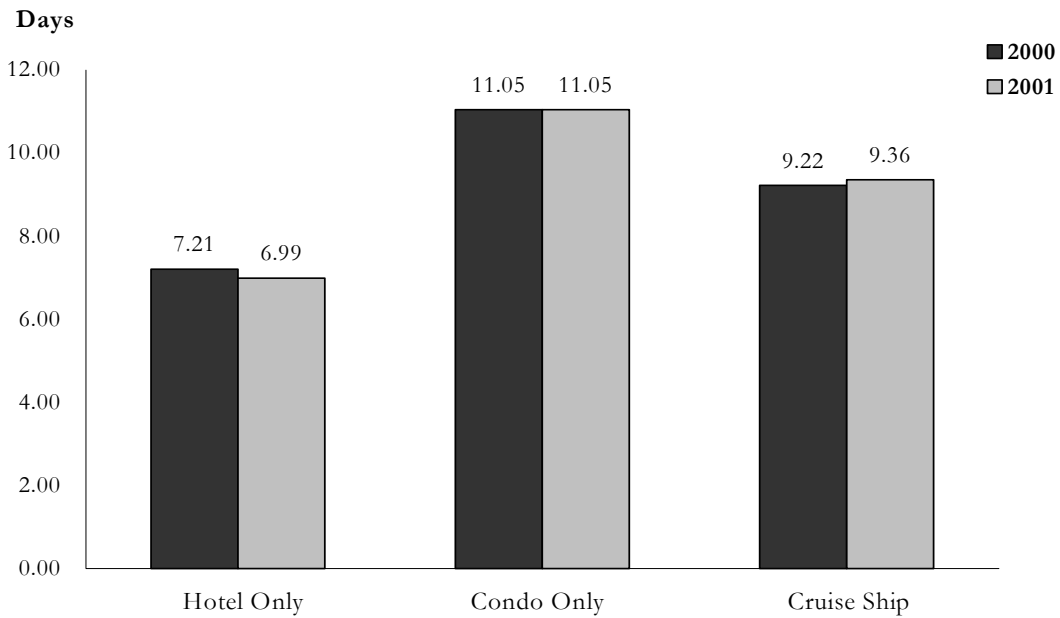
**CRUISE SHIPS:** A total of 135,744 visitors arrived by air to board cruise ships touring the islands in 2001. This was a 49.2 percent jump from the previous year. This increase combined with a longer length of stay (+3.9% to 9.58 days) led to 54.9 percent growth in visitor days. Over 89 percent of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

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



Source: DBEDT

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



Source: DBEDT



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

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

Source: DBEDT

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

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

Source: DBEDT

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

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

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

Source: DBEDT

# VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

*FIRST-TIME VISITOR*

*REPEAT VISITOR*

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

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

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

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

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

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

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

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

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

| First-Time              | TOTAL      |            |          | DOMESTIC   |            |          | INTERNATIONAL |           |          |
|-------------------------|------------|------------|----------|------------|------------|----------|---------------|-----------|----------|
|                         | 2001       | 2000       | % Change | 2001       | 2000       | % Change | 2001          | 2000      | % Change |
| Total Visitor Days      | 20,544,584 | 22,461,259 | -8.5%    | 13,783,178 | 14,805,667 | -6.9%    | 6,761,406     | 7,655,592 | -11.7%   |
| Total Visitors          | 2,451,968  | 2,850,357  | -14.0%   | 1,452,726  | 1,565,974  | -7.2%    | 999,242       | 1,284,383 | -22.2%   |
| <b>PARTY SIZE</b>       |            |            |          |            |            |          |               |           |          |
| One                     | 467,939    | 502,946    | -7.0%    | 321,586    | 344,546    | -6.7%    | 146,353       | 158,400   | -7.6%    |
| Two                     | 1,059,534  | 1,251,660  | -15.3%   | 704,512    | 783,832    | -10.1%   | 355,022       | 467,828   | -24.1%   |
| Three or more           | 924,495    | 1,095,751  | -15.6%   | 426,628    | 437,596    | -2.5%    | 497,867       | 658,155   | -24.4%   |
| Avg Party Size          | 2.06       | 2.12       | -2.8%    | 1.86       | 1.85       | 0.5%     | 2.36          | 2.46      | -4.0%    |
| <b>VISIT STATUS</b>     |            |            |          |            |            |          |               |           |          |
| First-Time              | 2,451,968  | 2,850,357  | -14.0%   | 1,452,726  | 1,565,974  | -7.2%    | 999,242       | 1,284,383 | -22.2%   |
| Average # of Trips      | 1.00       | 1.00       | 0.0%     | 1.00       | 1.00       | 0.0%     | 1.00          | 1.00      | 0.0%     |
| <b>TRAVEL METHOD</b>    |            |            |          |            |            |          |               |           |          |
| Group Tour              | 589,927    | 1,010,728  | -41.6%   | 183,760    | 219,005    | -16.1%   | 406,167       | 791,723   | -48.7%   |
| Package                 | 1,472,712  | 1,817,232  | -19.0%   | 666,202    | 744,899    | -10.6%   | 806,510       | 1,072,333 | -24.8%   |
| Group Tour & Pkg        | 537,572    | 944,777    | -43.1%   | 152,608    | 179,090    | -14.8%   | 384,964       | 765,688   | -49.7%   |
| True Independent        | 926,901    | 967,175    | -4.2%    | 755,372    | 781,160    | -3.3%    | 171,529       | 186,015   | -7.8%    |
| <b>ISLANDS VISITED</b>  |            |            |          |            |            |          |               |           |          |
| Oahu                    | 1,873,639  | 2,191,624  | -14.5%   | 946,277    | 1,007,622  | -6.1%    | 927,361       | 1,184,002 | -21.7%   |
| Maui County             | 806,683    | 942,282    | -14.4%   | 618,403    | 702,824    | -12.0%   | 188,280       | 239,458   | -21.4%   |
| ...Maui                 | 791,861    | 926,734    | -14.6%   | 608,076    | 690,494    | -11.9%   | 183,785       | 236,241   | -22.2%   |
| ...Molokai              | 28,768     | 25,465     | 13.0%    | 21,225     | 21,485     | -1.2%    | 7,543         | 3,980     | 89.5%    |
| ...Lanai                | 33,529     | 33,549     | -0.1%    | 28,824     | 29,002     | -0.6%    | 4,705         | 4,546     | 3.5%     |
| Kauai                   | 389,920    | 429,787    | -9.3%    | 309,588    | 328,563    | -5.8%    | 80,332        | 101,224   | -20.6%   |
| Big Island              | 439,533    | 484,823    | -9.3%    | 295,296    | 313,257    | -5.7%    | 144,237       | 171,566   | -15.9%   |
| ...Hilo                 | 173,984    | 171,802    | 1.3%     | 122,523    | 117,587    | 4.2%     | 51,461        | 54,215    | -5.1%    |
| ...Kona                 | 379,144    | 412,508    | -8.1%    | 254,670    | 269,228    | -5.4%    | 124,474       | 143,280   | -13.1%   |
| <b>LENGTH OF STAY</b>   |            |            |          |            |            |          |               |           |          |
| Oahu (days)             | 6.28       | 5.90       | 6.4%     | 6.90       | 6.73       | 2.4%     | 5.64          | 5.19      | 8.8%     |
| Maui (days)             | 5.75       | 5.51       | 4.4%     | 6.09       | 6.12       | -0.4%    | 4.62          | 3.74      | 23.5%    |
| Molokai (days)          | 3.02       | 3.66       | -17.4%   | 3.34       | 3.92       | -14.9%   | 2.14          | 2.26      | -5.4%    |
| Lanai (days)            | 3.53       | 3.93       | -10.2%   | 3.68       | 4.10       | -10.2%   | 2.62          | 2.87      | -8.6%    |
| Kauai (days)            | 4.90       | 4.73       | 3.5%     | 5.34       | 5.39       | -0.9%    | 3.19          | 2.61      | 22.2%    |
| Big Island (days)       | 5.61       | 4.89       | 14.6%    | 5.71       | 5.72       | -0.1%    | 5.38          | 3.37      | 59.6%    |
| ...Hilo (days)          | 3.06       | 3.06       | 0.0%     | 3.31       | 3.48       | -4.7%    | 2.47          | 2.17      | 13.9%    |
| ...Kona (days)          | 5.04       | 4.46       | 13.0%    | 5.03       | 5.14       | -2.1%    | 5.05          | 3.18      | 58.9%    |
| Statewide (days)        | 8.38       | 7.88       | 6.3%     | 9.49       | 9.45       | 0.4%     | 6.77          | 5.96      | 13.5%    |
| <b>ACCOMMODATIONS</b>   |            |            |          |            |            |          |               |           |          |
| Hotel                   | 1,880,441  | 2,246,583  | -16.3%   | 980,134    | 1,092,397  | -10.3%   | 900,307       | 1,154,185 | -22.0%   |
| ...Hotel Only           | 1,754,654  | 2,120,362  | -17.2%   | 883,677    | 993,804    | -11.1%   | 870,977       | 1,126,558 | -22.7%   |
| Condo                   | 263,483    | 315,616    | -16.5%   | 203,555    | 239,903    | -15.2%   | 59,928        | 75,713    | -20.8%   |
| ...Condo Only           | 213,060    | 254,259    | -16.2%   | 163,894    | 192,453    | -14.8%   | 49,166        | 61,805    | -20.5%   |
| Timeshare               | 100,624    | 89,655     | 12.2%    | 88,290     | 72,261     | 22.2%    | 12,334        | 17,394    | -29.1%   |
| ...Timeshare Only       | 78,650     | 71,007     | 10.8%    | 69,758     | 55,995     | 24.6%    | 8,891         | 15,012    | -40.8%   |
| Apartment               | 26,739     | 28,680     | -6.8%    | 20,309     | 21,332     | -4.8%    | 6,430         | 7,347     | -12.5%   |
| Bed & Breakfast         | 29,706     | 34,849     | -14.8%   | 24,855     | 26,838     | -7.4%    | 4,850         | 8,010     | -39.5%   |
| Cruise Ship             | 71,936     | 50,371     | 42.8%    | 66,213     | 43,936     | 50.7%    | 5,723         | 6,435     | -11.1%   |
| Friends or Relatives    | 132,438    | 133,861    | -1.1%    | 114,445    | 116,095    | -1.4%    | 17,992        | 17,766    | 1.3%     |
| <b>PURPOSE OF TRIP</b>  |            |            |          |            |            |          |               |           |          |
| Pleasure (Net)          | 2,040,971  | 2,391,964  | -14.7%   | 1,182,923  | 1,243,373  | -4.9%    | 858,048       | 1,148,591 | -25.3%   |
| ...Honeymoon            | 335,732    | 440,406    | -23.8%   | 161,560    | 175,992    | -8.2%    | 174,172       | 264,414   | -34.1%   |
| MC&I (Net)              | 164,040    | 230,825    | -28.9%   | 116,203    | 167,771    | -30.7%   | 47,837        | 63,054    | -24.1%   |
| ...Convention/Conf.     | 96,186     | 141,023    | -31.8%   | 71,608     | 111,163    | -35.6%   | 24,577        | 29,860    | -17.7%   |
| ...Corp. Meetings       | 32,049     | 42,931     | -25.3%   | 23,278     | 31,708     | -26.6%   | 8,771         | 11,223    | -21.8%   |
| ...Incentive            | 37,803     | 49,744     | -24.0%   | 22,477     | 26,725     | -15.9%   | 15,326        | 23,020    | -33.4%   |
| Other Business          | 50,328     | 54,226     | -7.2%    | 37,752     | 41,375     | -8.8%    | 12,576        | 12,851    | -2.1%    |
| Visit Friends/Relatives | 97,915     | 105,372    | -7.1%    | 80,420     | 82,853     | -2.9%    | 17,496        | 22,520    | -22.3%   |
| Government/Military     | 24,324     | 22,819     | 6.6%     | 16,519     | 17,807     | -7.2%    | 7,805         | 5,012     | 55.7%    |
| Attend School           | 10,700     | 7,860      | 36.1%    | 6,127      | 5,168      | 18.6%    | 4,572         | 2,692     | 69.9%    |

NA: Not available  
Source: DBEDT

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

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

NA: Not available  
Source: DBEDT

# ISLAND SUPPLEMENT

*OAHU VISITOR*

*MAUI COUNTY VISITOR*

*Maui Island*

*Molokai*

*Lanai*

*KAUAI VISITOR*

*HAWAII (BIG ISLAND) VISITOR*

*Hilo*

*Kona*





## ISLAND SUPPLEMENT

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Source: DBEDT

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

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

Source: DBEDT

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

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

Source: DBEDT

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

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

Source: DBEDT

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

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

Source: DBEDT

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

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

Source: DBEDT



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

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

Source: DBEDT

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

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

Source: DBEDT





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

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

Source: DBEDT

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

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

Source: DBEDT

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

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

Source: DBEDT





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

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

Source: DBEDT

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

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

Source: DBEDT

TABLE 49: Kona Visitor Characteristics: 2001 vs. 2000

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

Source: DBEDT

TABLE 50: 2001 Visitor Days by Island and MMA

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

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

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

**TABLE 51: 2001 Visitor Arrivals by Island and MMA**

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

77

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

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

# VISITOR EXPENDITURES BY CATEGORY

## *VISITOR SPENDING PATTERNS BY SELECTED MMA*

*Domestic U.S. West*

*Domestic U.S. East*

*International Japanese*





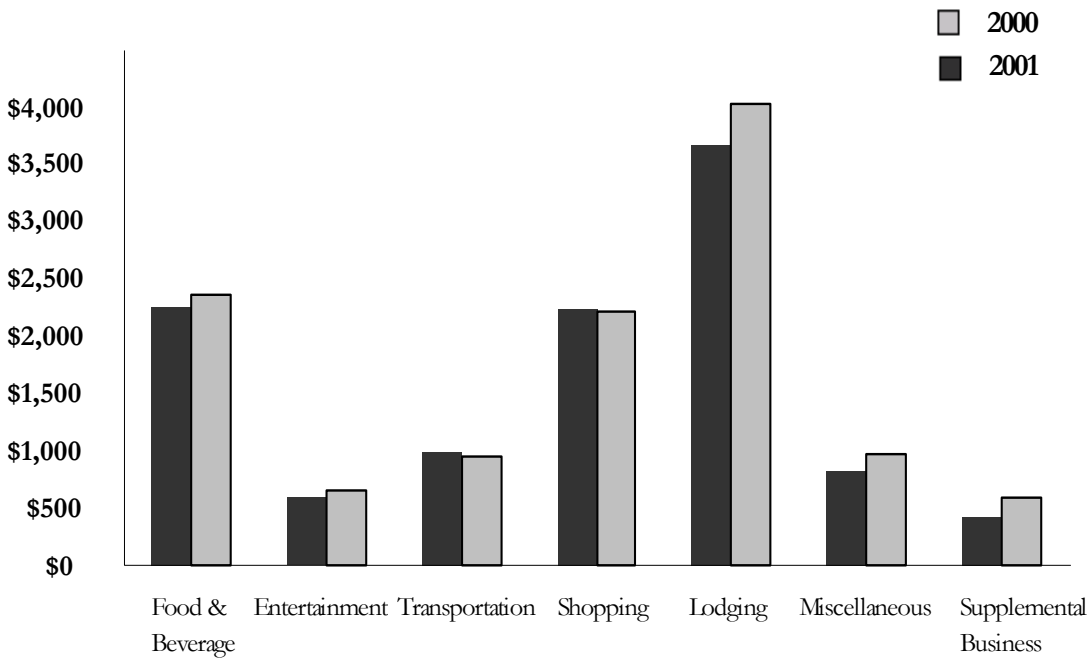
# VISITOR EXPENDITURES BY CATEGORY

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

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

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

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



Source: DBEDT

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

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

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

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

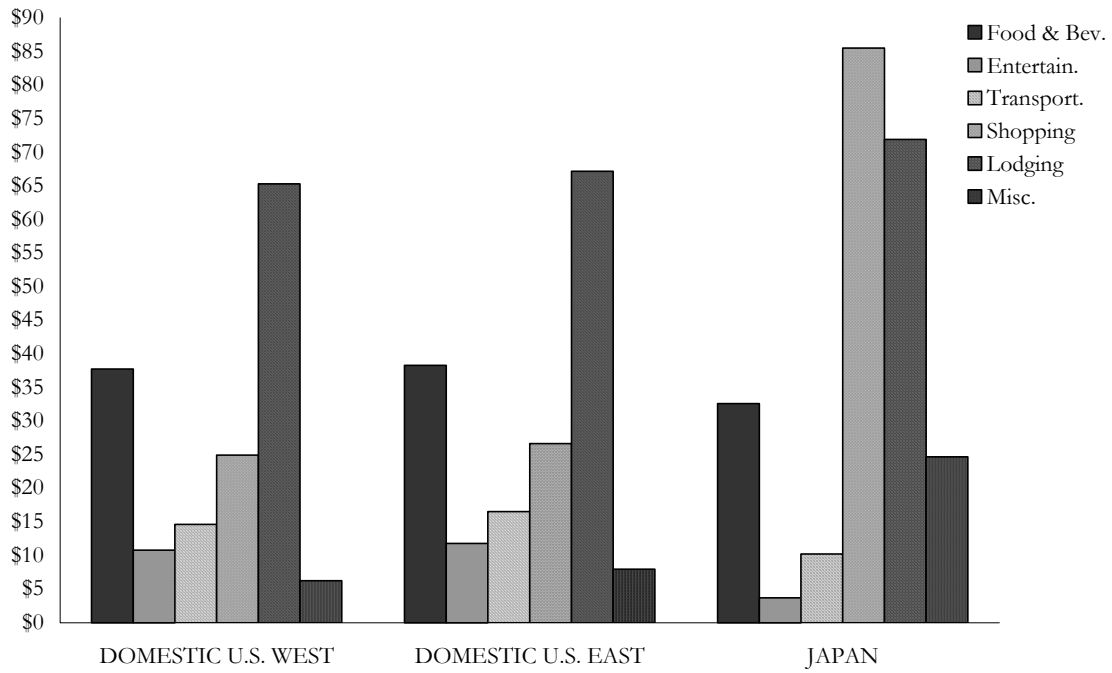
Lodging expenditures for this group of visitors declined (-6.9%) to comprised 38.7 percent of their total daily spending. Similar to U.S. West travelers, this group's spending on food and beverages also rose (+0.9%) to 22.1 percent of the total. Shopping fell (-3.1%) to a 15.4 percent share of total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

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

## TECHNICAL NOTES

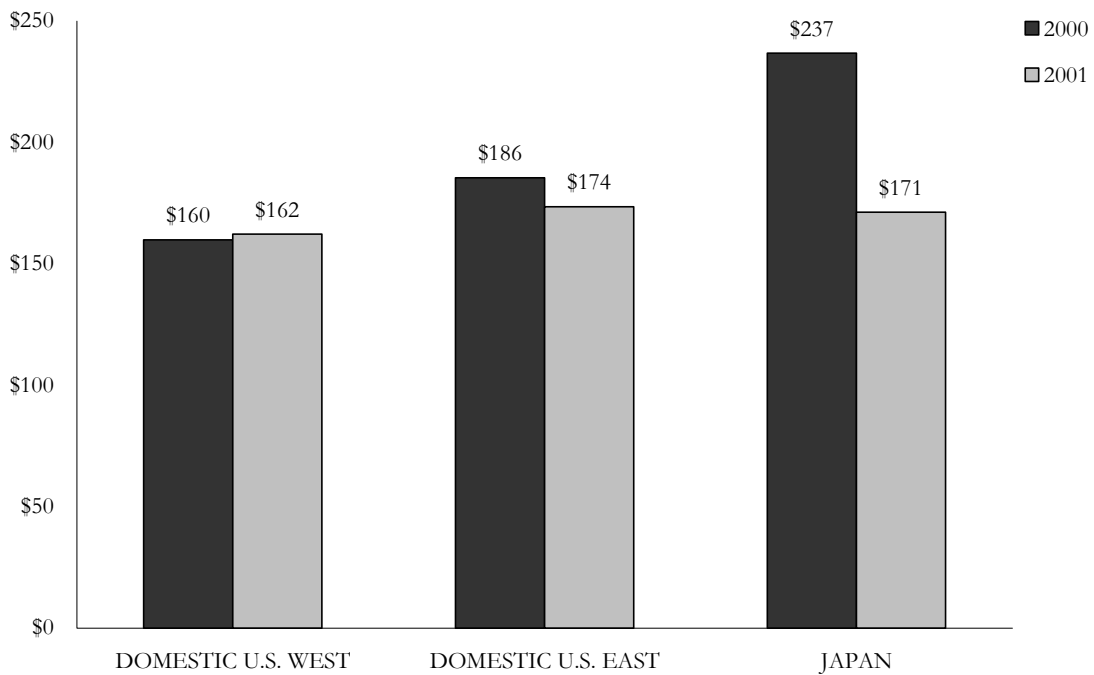
It must be noted that total lodging expenditures from the visitor surveys are higher than total revenues based on the transient accommodation tax (TAT). The lodging expenditures reported by visitors include taxes and tips, and may also include other purchases at the hotel. They also included payments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

**FIGURE 11: 2001 Per Person Per Day Spending by Category and Selected MMA**



Source: DBEDT

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



Source: DBEDT

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

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

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

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

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

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

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

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

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

Source: DBEDT

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

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

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

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

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

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



TABLE 57: 2001 Package Expenditures and Components by MMA

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

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

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

# HOTEL OCCUPANCY AND CRUISE SHIP DATA

## *HOTEL OCCUPANCY RATE*

*State*

*Oahu*

*Maui*

*Kauai*

*Hawaii (Big Island)*

## *VISITOR ARRIVALS BY CRUISE SHIPS*

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

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

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

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

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

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

<sup>1/</sup> June - December 2001 Data are preliminary.

<sup>2/</sup> Change represents absolute change in rates rather than percentage change in rates.

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

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

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

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

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

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

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

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

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

1/ Some ships came multiple times.

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

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

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

1/ Some ships came multiple times.

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

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

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

# VISITOR PLANT INVENTORY

*EXISTING INVENTORY*

*CLASS OF UNITS*

*AVAILABLE UNITS*

**TABLE 66: 2001 Visitor Plant Inventory – Existing Inventory by Island and Type**

| <b>ISLAND</b>      | <b>TYPE</b>              | <b>PROPERTIES</b> | <b>AVAILABLE UNITS</b> | <b>% CHANGE FROM 2000</b> |
|--------------------|--------------------------|-------------------|------------------------|---------------------------|
| <b>OAHU</b>        | APARTMENT/ HOTEL         | 15                | 647                    |                           |
|                    | BED & BREAKFAST          | 15                | 42                     |                           |
|                    | CONDOMINIUM HOTEL        | 25                | 3,245                  |                           |
|                    | HOSTEL                   | 7                 | 321                    |                           |
|                    | HOTEL                    | 82                | 31,546                 |                           |
|                    | INDIVIDUAL VACATION UNIT | 48                | 269                    |                           |
|                    | OTHER                    | 13                | 754                    |                           |
|                    | <b>TOTAL</b>             |                   | <b>205</b>             | <b>36,824</b>             |
| <b>HAWAII</b>      | BED & BREAKFAST          | 72                | 287                    |                           |
|                    | CONDOMINIUM HOTEL        | 29                | 1,956                  |                           |
|                    | HOSTEL                   | 2                 | 21                     |                           |
|                    | HOTEL                    | 32                | 7,073                  |                           |
|                    | INDIVIDUAL VACATION UNIT | 42                | 438                    |                           |
|                    | OTHER                    | 8                 | 169                    |                           |
|                    | <b>TOTAL</b>             |                   | <b>185</b>             | <b>9,944</b>              |
| <b>KAUAI</b>       | APARTMENT/ HOTEL         | 1                 | 4                      |                           |
|                    | BED & BREAKFAST          | 34                | 105                    |                           |
|                    | CONDOMINIUM HOTEL        | 37                | 2,879                  |                           |
|                    | HOSTEL                   | 1                 | 40                     |                           |
|                    | HOTEL                    | 14                | 2,689                  |                           |
|                    | INDIVIDUAL VACATION UNIT | 147               | 337                    |                           |
|                    | OTHER                    | 23                | 1,148                  |                           |
|                    | <b>TOTAL</b>             |                   | <b>257</b>             | <b>7,202</b>              |
| <b>MAUI</b>        | APARTMENT/ HOTEL         | 6                 | 93                     |                           |
|                    | BED & BREAKFAST          | 26                | 115                    |                           |
|                    | CONDOMINIUM HOTEL        | 107               | 7,987                  |                           |
|                    | HOSTEL                   | 2                 | 30                     |                           |
|                    | HOTEL                    | 29                | 8,399                  |                           |
|                    | INDIVIDUAL VACATION UNIT | 65                | 409                    |                           |
|                    | OTHER                    | 16                | 541                    |                           |
|                    | <b>TOTAL</b>             |                   | <b>251</b>             | <b>17,574</b>             |
| <b>MOLOKAI</b>     | BED & BREAKFAST          | 1                 | 1                      |                           |
|                    | CONDOMINIUM HOTEL        | 4                 | 116                    |                           |
|                    | HOTEL                    | 1                 | 45                     |                           |
|                    | OTHER                    | 2                 | 4                      |                           |
|                    | INDIVIDUAL VACATION UNIT | 2                 | 126                    |                           |
| <b>TOTAL</b>       |                          | <b>10</b>         | <b>292</b>             | <b>-31.9%</b>             |
| <b>LANAI</b>       | BED & BREAKFAST          | 1                 | 3                      |                           |
|                    | HOTEL                    | 3                 | 362                    |                           |
|                    | INDIVIDUAL VACATION UNIT | 2                 | 3                      |                           |
|                    | <b>TOTAL</b>             |                   | <b>6</b>               | <b>368</b>                |
| <b>STATE TOTAL</b> |                          | <b>914</b>        | <b>72,204</b>          | <b>1.0%</b>               |

Source: DBEDT

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

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

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

Source: DBEDT



**TABLE 68: Visitor Plant Inventory – Available Units by County**

| YEAR               | STATE TOTAL | OAHU   |         | HAWAII COUNTY |         | KAUAI COUNTY |         | MAUI COUNTY |         |
|--------------------|-------------|--------|---------|---------------|---------|--------------|---------|-------------|---------|
|                    |             | UNITS  | % SHARE | UNITS         | % SHARE | UNITS        | % SHARE | UNITS       | % SHARE |
| 1965               | 12,903      | 10,031 | 77.7    | 865           | 6.7     | 776          | 6.0     | 1,231       | 9.5     |
| 1966               | 14,827      | 11,083 | 74.7    | 1,387         | 9.4     | 860          | 5.8     | 1,497       | 10.1    |
| 1967               | 17,217      | 12,598 | 73.2    | 1,790         | 10.4    | 1,115        | 6.5     | 1,714       | 10.0    |
| 1968               | 18,657      | 13,166 | 70.6    | 2,188         | 11.7    | 1,260        | 6.8     | 2,043       | 11.0    |
| 1969               | 22,801      | 15,992 | 70.1    | 2,480         | 10.9    | 1,914        | 8.4     | 2,415       | 10.6    |
| 1970               | 26,923      | 18,449 | 68.5    | 3,166         | 11.8    | 2,565        | 9.5     | 2,743       | 10.2    |
| 1971               | 32,289      | 22,531 | 69.8    | 3,435         | 10.6    | 2,628        | 8.1     | 3,695       | 11.4    |
| 1972               | 35,797      | 24,742 | 69.1    | 4,241         | 11.8    | 2,719        | 7.6     | 4,095       | 11.4    |
| 1973               | 36,608      | 25,108 | 68.6    | 4,796         | 13.1    | 2,629        | 7.2     | 4,075       | 11.1    |
| 1974               | 38,675      | 25,365 | 65.6    | 5,234         | 13.5    | 2,868        | 7.4     | 5,208       | 13.5    |
| 1975               | 39,632      | 25,352 | 64.0    | 5,348         | 13.5    | 3,102        | 7.8     | 5,830       | 14.7    |
| 1976               | 42,648      | 25,851 | 60.6    | 6,045         | 14.2    | 3,520        | 8.3     | 7,232       | 17.0    |
| 1977               | 44,986      | 27,363 | 60.8    | 5,929         | 13.2    | 3,657        | 8.1     | 8,037       | 17.9    |
| 1978               | 47,070      | 28,546 | 60.6    | 6,002         | 12.8    | 3,786        | 8.0     | 8,736       | 18.6    |
| 1979               | 49,832      | 30,065 | 60.3    | 6,093         | 12.2    | 4,202        | 8.4     | 9,472       | 19.0    |
| 1980               | 54,246      | 34,334 | 63.3    | 5,889         | 10.9    | 4,322        | 8.0     | 9,701       | 17.9    |
| 1981               | 56,769      | 33,967 | 59.8    | 6,705         | 11.8    | 4,738        | 8.3     | 11,359      | 20.0    |
| 1982               | 57,968      | 33,492 | 57.8    | 7,167         | 12.4    | 5,147        | 8.9     | 12,162      | 21.0    |
| 1983               | 58,765      | 34,354 | 58.5    | 7,469         | 12.7    | 4,193        | 7.1     | 12,749      | 21.7    |
| 1984               | 62,448      | 36,848 | 59.0    | 7,149         | 11.4    | 5,313        | 8.5     | 13,138      | 21.0    |
| 1985               | 65,919      | 38,600 | 58.6    | 7,511         | 11.4    | 5,656        | 8.6     | 14,152      | 21.5    |
| 1986               | 66,308      | 39,010 | 58.8    | 7,280         | 11.0    | 5,922        | 8.9     | 14,096      | 21.3    |
| 1987               | 65,318      | 38,185 | 58.5    | 7,328         | 11.2    | 5,956        | 9.1     | 13,849      | 21.2    |
| 1988               | 69,012      | 37,841 | 54.8    | 8,823         | 12.8    | 7,180        | 10.4    | 15,168      | 22.0    |
| 1989               | 67,734      | 36,467 | 53.8    | 8,161         | 12.0    | 7,398        | 10.9    | 15,708      | 23.2    |
| 1990               | 71,266      | 36,899 | 51.8    | 8,952         | 12.6    | 7,546        | 10.6    | 17,869      | 25.1    |
| 1991               | 72,275      | 36,623 | 50.7    | 9,383         | 13.0    | 7,567        | 10.5    | 18,702      | 25.9    |
| 1992               | 73,089      | 36,851 | 50.4    | 9,170         | 12.5    | 7,778        | 10.6    | 19,290      | 26.4    |
| 1993               | 69,502      | 36,604 | 52.7    | 9,140         | 13.2    | 4,631        | 6.7     | 19,127      | 27.5    |
| 1994               | 70,463      | 36,194 | 51.4    | 9,595         | 13.6    | 5,870        | 8.3     | 18,804      | 26.7    |
| 1995 <sup>1/</sup> | NA          | NA     | NA      | NA            | NA      | NA           | NA      | NA          | NA      |
| 1996               | 70,288      | 36,146 | 51.4    | 9,558         | 13.6    | 6,760        | 9.6     | 17,824      | 25.4    |
| 1997               | 71,025      | 35,971 | 50.6    | 9,913         | 14.0    | 6,589        | 9.3     | 18,552      | 26.1    |
| 1998               | 71,480      | 36,206 | 50.7    | 9,655         | 13.5    | 6,969        | 9.7     | 18,650      | 26.1    |
| 1999               | 71,157      | 35,861 | 50.4    | 9,815         | 13.8    | 6,872        | 9.7     | 18,609      | 26.2    |
| 2000               | 71,506      | 36,303 | 50.8    | 9,774         | 13.7    | 7,159        | 10.1    | 18,270      | 25.6    |
| 2001               | 72,204      | 36,824 | 51.0    | 9,944         | 13.8    | 7,202        | 10.0    | 18,234      | 25.3    |

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

NA: Not available

Source: DBEDT and Hawaii Visitors & Convention Bureau

# APPENDIX

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



# DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

## DEFINITIONS

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

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

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

1. U.S. West – Pacific and Mountain States
2. U.S. East – Other States in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy, and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
8. Latin America – Argentina, Brazil and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories
10. Hawaii Convention Center

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

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

### ***International Visitor***

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

### ***Group Tour***

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

### ***Package***

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

### ***True Independent***

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

### ***Pleasure (Net)***

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

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

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

## **SOURCES OF DATA**

The data in this report come from ten sources:

1. Monthly passenger counts for each airline,
2. International visitors by country of residence from the U.S. Immigration and Naturalization Service (INS),
3. International visitor counts by visa type from the INS, Honolulu office,
4. U.S. Customs declaration forms,
5. An International Intercept Survey at the Honolulu International Airport,
6. A Domestic in-flight survey of passengers on flights originating in the Mainland U.S.,
7. Honolulu International Airport billing records,
8. A Visitor Expenditure Survey for domestic visitors,
9. Honolulu and Hilo Harbor cruise ship passenger counts, and
10. A Visitor Plant Inventory survey (refer to DBEDT's *2001 Visitor Plant Inventory Report*).

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

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

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

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

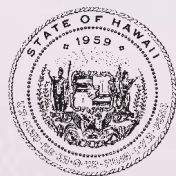
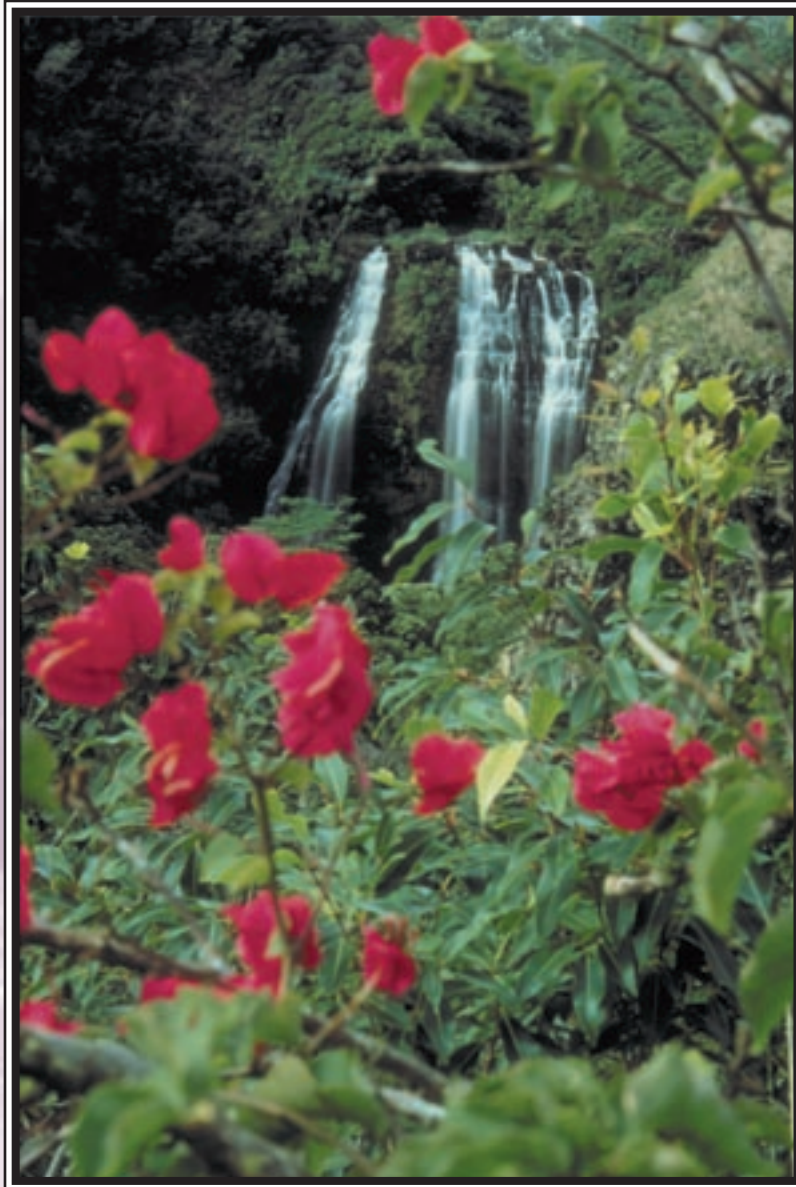
**International Intercept Survey:** The international intercept survey provides information on international visitor characteristics such as length of stay, island visitation patterns, accommodations, etc. The survey also collects information on visitor expenditures. It is distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport and the Kahului Airport on Maui. In 2001, a total of 46,884 such surveys were completed and processed.

**Domestic Survey:** The domestic survey form is on the reverse side of the Hawaii State Department of Agriculture's mandatory Plants and Animals declaration form. The dual-sided form is distributed to passengers on all flights from the U.S. mainland to Hawaii every day of the year. Hawaii-bound air carriers from the U.S. mainland reported carrying 5,071,551 passengers in 2001, excluding in-transit passengers who are only in Hawaii for a few hours. In 2001, there were 1,611,320 usable forms collected and processed. Each form represented an average party of 1.9 visitors, for a total of 3,061,508 surveyed passengers, which accounted for 60.4 percent of total passengers. The characteristics of respondents were attributed to non-respondents as well. All usable forms were optically scanned and tabulated to produce the results presented here.

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

**Domestic Visitor Expenditure Survey:** Approximately 2,300 surveys a month are sent to the place of accommodation of domestic visitors to obtain daily expenditure patterns. Only visitors who stay at least four days are selected. Beginning in 1999, the survey was sent to all types of accommodations on all islands. In 2001, there were 4,391 usable forms collected and processed.

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



Department of Business, Economic Development & Tourism  
P.O. Box 2359  
Honolulu, Hawaii 96804

Walk in address: 250 South Hotel Street, 4<sup>th</sup> Floor

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