

**2006 ANNUAL VISITOR
RESEARCH REPORT**

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ABOUT THIS REPORT

This report was produced by the staff of the Research and Economic Analysis Division of the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Mr. Theodore E. Liu. This report was prepared by Mr. Daniel Nahoopii, Mr. Cy Feng, Ms. Minh-Chau T. Chun, Mr. Lawrence Liu, and Ms. Sarah Takemoto under the direction of the Division Administrator, Dr. Pearl Imada Iboshi.

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Mr. David Hiromoto provided the photograph of the Hawaiian Tree Fern and designed the cover for this report.

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

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SUMMARY OF 2006 VISITORS TO HAWAII

OVERVIEW:

ALL VISITORS

VISITORS BY AIR:

EXPENDITURES

TOTAL SPENDING BY TOP FOUR

VISITOR MARKETS

PER PERSON PER DAY SPENDING

PER PERSON PER TRIP SPENDING

VISITOR DAYS AND ARRIVALS

OTHER CHARACTERISTICS OF AIR VISITORS

VISITORS BY CRUISE SHIPS

HOTEL OCCUPANCY AND ROOM RATES

VISITOR PLANT INVENTORY

TOTAL AIR SEATS OPERATED TO HAWAII



OVERVIEW

ALL VISITORS

After two years of exceptional growth in 2004 and 2005, Hawai'i's visitor industry reported more modest increases in 2006 by visitors who came by air to the islands, particularly in terms of total visitor expenditures, visitor days, and arrivals. Growth in visitors who came to Hawai'i by cruise ships, on the other hand, rose significantly from the previous year.

Combined expenditures by visitors who came to the islands by air or by cruise ships rose 4 percent from 2005, to a new record of \$12.4 billion¹. (TABLE 1). Total visitor days by air and cruise visitors grew 1.4 percent to 69.2 million days in 2006. A total of 7.56 million visitors came in 2006, .9 percent more than last year. A total of 7,461,299 visitors arrived by air while 100,012 visitors entered Hawai'i on board a cruise ship.²

Of the \$12.4 billion in visitor expenditures by both air and cruise visitors in 2006, \$5.7 billion were spent on O'ahu, slightly lower (-.6%) compared to 2005. Spending by Japanese visitors on O'ahu decreased 12.6 percent from 2005 to \$1.8 billion. Spending by U.S. West (+6.3% to \$1.51 billion) and the U.S. East (+5.4% to \$1.46 billion) visitors on this island increased from the previous year (TABLES 55 and 56).³

Combined, air and cruise visitor expenditures on Maui rose 11.6 percent to \$3.6 billion in 2006. U.S. West visitors spent the most on Maui at \$1.8 billion, up 14.7 percent from 2005. Spending by U.S. East visitors on Maui was second highest at \$1.2 billion (-2.7%). Spending by Canadians (+32.2% to \$213.1 million) and Japanese (+65.5% to \$93.2 million) visitors on Maui were significantly higher compared to 2005.

Spending on the Big Island by air and cruise cruises declined slightly by .9 percent from 2005 to \$1.65 billion. Of this amount, U.S. West visitors spent \$759.3 million (+1.1%), U.S. East visitors spent \$521.6 million (-6.3%) and Japanese visitors spent \$165.1 million (+23%).

Expenditures by air and cruise visitors on Kaua'i totaled \$1.3 billion in 2006, an increase of 11 percent from the previous year. Spending by U.S. West visitors and U.S. East visitors on Kaua'i rose to \$695.5 million (+13.3%) and \$450.9 million (+7.1%), respectively. Canadian visitors spent \$40.8 million (-13%). Japanese visitors spent \$18.4 million on Kaua'i, twice as much compared to \$9.2 million in 2005.

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

² This report primarily details the characteristics and expenditures of visitors who arrived by air. Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported here and in the Cruise Visitors section.

³ Small sample size for Lāna'i and Moloka'i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

VISITORS BY AIR

TOTAL SPENDING BY TOP FOUR VISITOR MARKETS:

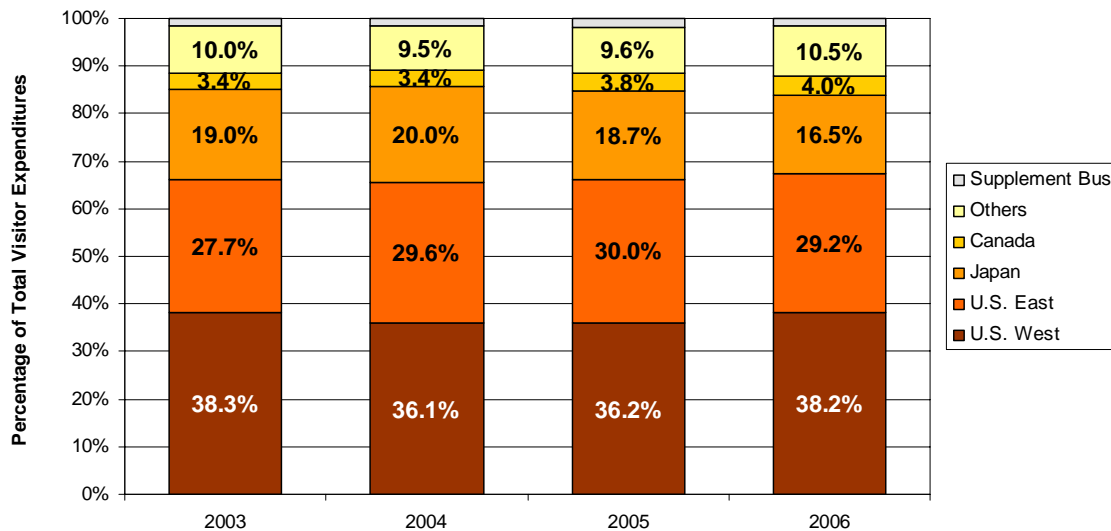
Expenditures by visitors who came by air totaled \$12.3 billion, up 3.9 percent from 2005, with increases from U.S. West, U.S. East, Canadian, Oceania, Europe, Other Asia and Latin America visitors offsetting lower spending by air visitors from Japan.

Spending by U.S. West visitors who came by air in 2006, increased 9.8 percent from 2005 to \$4.7 billion. U.S. West expenditures comprised the largest portion of total expenditures among the visitor markets. U.S. West share of total visitor spending increased from 36.2 percent in 2005 to 38.2 percent in 2006.

Spending by U.S. East visitors rose 1.3 percent and ranked second at \$3.6 billion. U.S. East visitors' share of total expenditures has been fluctuating from 27.7 percent in 2003 to a high of 30 percent in 2005 and slightly down to 29.2 percent of the total in 2006.

Japanese expenditures decreased 8 percent and followed in third place at \$2 billion. Japanese visitor share of total spending has been declining from 20 percent in 2004 to 16.5 percent in 2006. Spending by Canadian visitors rose 9.4 percent to \$493.5 million or 4 percent of total expenditures by air visitors.

**Figure 1: 2003-2006 Air Visitor Expenditures by Major Market Areas
Percent of Total Visitor Expenditures**



Combined, these four MMAs accounted for nearly 88 percent of total air visitor expenditures for the year. Supplemental business expenditures of \$185.5 million or 1.5 percent of total expenditures, were 10.7 percent lower than in 2005. These expenditures represent additional business expenses spent locally on conventions and corporate meetings for out-of-state visitors (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending.

PER PERSON PER DAY SPENDING

Average per person per day (PPPD) expenditures by air visitors in 2006 rose to \$180 per person from \$175 per person. Japanese visitors' daily spending continued to be the highest compared to all other visitor groups at \$267 per person. Visitors from Other Asia (\$208 per day) ranked second followed by those from Oceania (\$202 per day), the U.S. East (\$181 per day), Europe (\$169 per day), Latin America (\$160 per day) and the U.S. West (\$157 per day). Visitors from Canada spent the least at \$143 per day.

PER PERSON PER TRIP SPENDING

Average spending per trip by air visitors in 2006 was \$1,651 per person, an increase of 3.3 percent from 2005. European visitors spent the most on a per trip basis, averaging \$2,100 per person, followed by visitors from the U.S. East at \$1,861 per person, Latin America at \$1,833, Canada at \$1,804 per person, Oceania at \$1,765 per person, Other Asia at \$1,613 per person and Japan at \$1,495 per person. U.S. West visitors spent the least per trip at \$1,476 per person.

VISITOR DAYS AND ARRIVALS

Total visitor days (visitor arrivals multiplied by the length of stay) of those who came to the islands on domestic or international flights increased 1.2 percent in 2006. A total of 7,461,299 visitors arrived by air to the state, up .6 percent compared to 2005.

By Island (Table 1 and 4):

Visitor days on O'ahu decreased 1.8 percent due to a 2.2 percent drop in arrivals. In 2006, 62 percent of visitors by air went to O'ahu, compared to 63.8 percent of air visitors in 2005.

Visitation to the Island of Maui rose 5.7 percent from 2005 contributing to a 4.4 percent increase in visitor days. Of all visitors to the State, 32.5 percent went to Maui in 2006. The majority (88%) of the visitors arrived on domestic flights.

Arrivals to the Big Island were 5 percent higher than in 2005, however visitor days rose by only 0.9 percent, due to a decreased average length of stay. In 2006, 21.4 percent of all visitors by air went to the Big Island.

Visitor days for Kaua'i increased 6.7 percent, thanks to a 10.4 percent growth in arrivals to this island. Those who visited Kaua'i comprised 16.1 percent of the total air visitors to the state.

Arrivals to Moloka'i increased 15.6 percent while visitor days rose 4.7 percent from 2005. Visitor days on Lāna'i jumped 20.9 percent due to a 27.1 percent growth in arrivals to this island.

The top four Major Market Areas (MMAs):

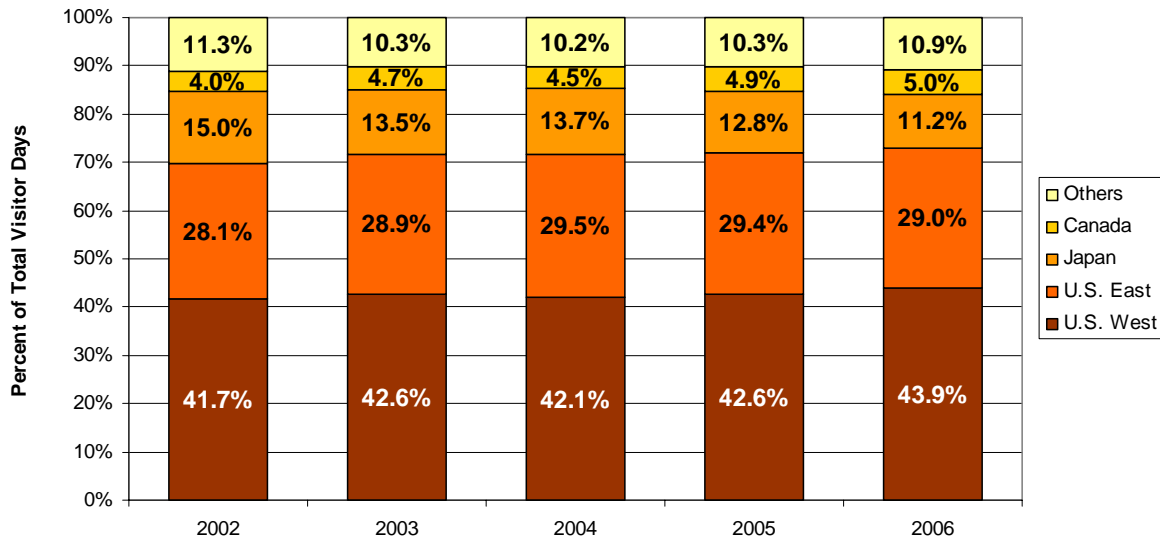
The number of visitors from the U.S. West, Hawai'i's primary market, rose 5.3 percent from 2005, while visitor days increased 4.2 percent. U.S. West visitors' share of total visitor days has been increasing from 42.1 percent in 2004 to 43.9 percent in 2006. Visitors from California comprised 63 percent of the total arrivals from the U.S. West in 2006.

Arrivals from the U.S. East, Hawai'i's second largest market, rose slightly by 0.2 percent. U.S. East visitor days dipped slightly (-0.2%) due to a shorter length of stay. U.S. East's share of total visitor days has been steady since 2004 with 29 percent of total visitor days in 2006. Texas, Illinois, New York, and Florida were the largest markets in the U.S. East.

Japanese visitor days declined 11.8 percent due to a 10.2 percent drop in arrivals from 2005. Japanese visitors' share of total visitor days decreased from 15 percent in 2002 to 11.2 percent in 2006.

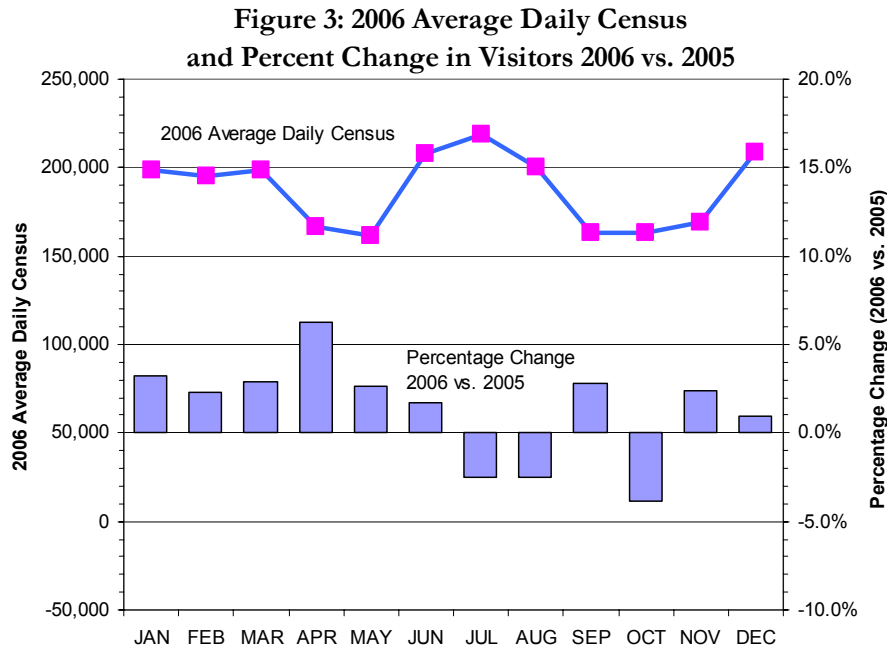
Arrivals from the Canada rose by 10 percent. Visitor days rose less (+4.8%) due to a decreased length of stay in 2006 (-4.7%).

**Figure 2: 2002 - 2006 Air Visitor Days by Major Market Areas
Percent of Total Visitor Days**



By Month (Table 6, 9 and 10):

July continued to be the busiest month of the year for visitor arrivals to the islands. The average daily census showed that 218,579 visitors were present on any given day in July 2006.



The summer peak season flattened out with slight a decrease in average daily census for July (-2.5%) and August (-2.5%), and an increase in June (+1.7%). The average daily census showed higher growth during the first six month of 2006, particularly in April (+6.2%). This growth helped to boost up the trough season and sustain a constant level of visitors in the first quarter of 2006. We saw a decline in the number of visitors arriving in October (-4.1%) but an increase in January visitor arrivals (+3.4%) and visitor days (+3.2%).

OTHER CHARACTERISTICS OF AIR VISITORS:

Although hotels remained the primary choice for lodging by visitors to the state, fewer visitors stayed in hotels compared to 2005. More visitors stayed in condominiums, timeshare and cruise ships compared to the previous year. The number of visitors who stayed in hotels declined by 4.0 percent while condominium usage increased 3.0 percent and timeshare usage increased 16.9 percent (Table 2).

Average party size for visitors to Hawai'i increased 2.1 percent to 2.15 persons per party. The volume of first-time visitors decreased by 1.9 percent. Correspondingly, the average number of trips increased by 1.7 percent. The number of true independent visitors grew 4.1 percent

There was a distinct decline in honeymoon visitors (down 10.2 percent) and visitors who came to get married (-8.2%). Convention and conference visitors where also down 12.4 percent.

VISITORS BY CRUISE SHIPS

A total of 100,012 visitors arrived into the state by cruise ships⁴, an increase of 28.8 percent from 2005. Spending by visitors who arrived by cruise ships climbed 26.4 percent from the previous year to \$58.2 million in 2006. This amount included on-shore spending only and did not include on-board ship spending since spending on foreign flagged cruise ships is not taxable by the State of Hawai'i.

In addition, another 315,955 visitors flew to the state and boarded cruise ships in Hawai'i after their arrivals, 32.3 percent higher compared to 2005. The characteristics and spending of these cruise passengers who arrived by air are included in the visitor arrivals by air tables.

Combined, total spending by all cruise visitors, including those who came by cruise ships and those who arrived by air to board cruise ships was \$854.6 million in 2006, an increase of 58.9 percent compared to 2005. (TABLES 71 to 77).

HOTEL OCCUPANCY AND ROOM RATES

The statewide hotel occupancy rate for 2006 was 79.8 percent (TABLE 78), down from 81.2 percent in 2005. Maui hotel occupancy rate rose slightly to 80 percent (from 79.6% in 2005) but occupancy rates decreased for O'ahu (83.1%, down from 85.6%), Kaua'i (75.1%, down from 76.7%) and the Big Island (71.1%, down from 72.2%) compared to 2005.

The statewide average room rate was 10.8 percent higher compared to 2005 at \$184.81 with increases on all islands. Room rates on Maui were the highest at \$241.08 (+12.4%), followed by the Big Island at \$189.35 (+9%), Kaua'i at \$188.74 (+2.5%) and O'ahu at \$155.77 (+16.1%).

VISITOR PLANT INVENTORY

Total statewide visitor plant inventory in 2006 decreased slightly by 0.8 percent from the previous year to 72,516 visitor units (Table 83). Kaua'i county reported a drop of 2.7 percent and O'ahu (City and Count of Honolulu) reported a slight decline of 1.0 percent. Maui and Hawai'i counties both reported minor decreases of 0.2 percent.

The inventory of hotel rooms, statewide, decreased 5.3 percent from the previous year while the number of visitor units in condo/hotel properties increased by 13.0 percent. Moreover, timeshare units increased by 5.0 percent. Bed & breakfasts units (-4.3%), apartment/hotel

⁴ Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

(-3.9%) and other (-4.3%) all decreased less than 5.0 percent. The number of visitor units at hostels decreased only slightly (-1.4%) while the number of individual vacation units statewide decreased by 17.4 percent.

TOTAL AIR SEATS OPERATED TO HAWAI'I

Total air seats operated to Hawai'i for 2006 rose 2.8 percent from 2005 to 10,593,096 seats. Overall, seat capacity to the Honolulu International Airport was virtually unchanged from 2005 at 7,440,409 total seats. The next largest capacity was the Kahului Airport with 1,993,762 total seats (+5.4% from 2005) followed by the Kona International Airport with 680,932 seats (+9.1% from 2005). The Lihue and Hilo airports with only domestic flights have 435,818 seats and 42,175 seats, respectively.

Increases in domestic seats to the Honolulu International (+2%), Kahului (+3.9%), Kona (+21.7%), and Lihue (+22.3%) airports, plus new domestic flights to the Hilo Airport in 2006, offset fewer international seats to the Honolulu International (-3.2%) and Kona International (-34.9%) Airports. (TABLES 86 TO 88)

Figure 4: Air Seats Operated to Hawai'i by Island: 2005 vs. 2006

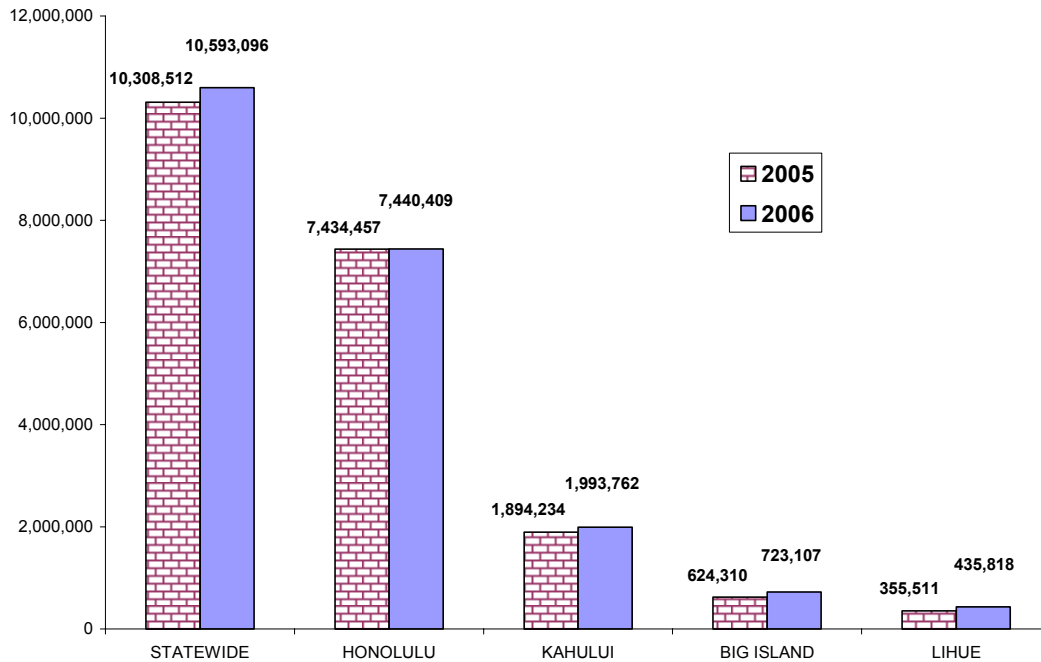


TABLE 1: Summary of Visitor Characteristics: 2006 vs. 2005

CATEGORY AND MMA	2006	2005	(%) Change
TOTAL EXPENDITURES (\$mil.)	12,381.0	11,904.0	4.0
Visitor arrivals by air	12,322.8	11,857.9	3.9
U.S. West	4,710.0	4,289.2	9.8
U.S. East	3,597.9	3,551.5	1.3
Japan	2,036.9	2,214.4	-8.0
Canada	493.5	451.0	9.4
Europe	220.2	202.1	8.9
Oceania	238.6	210.9	13.1
Other Asia	188.3	162.9	15.6
Latin America	34.4	27.5	25.0
Other	617.6	540.8	14.2
Supplemental business (all MMAs)	185.5	207.8	-10.7
Visitor arrivals by cruise ships	58.2	46.0	26.4
TOTAL VISITOR DAYS	69,216,267	68,241,986	1.4
Visitor arrivals by air	68,477,196	67,687,479	1.2
U.S. West	30,086,583	28,860,468	4.2
U.S. East	19,858,637	19,902,690	-0.2
Japan	7,644,084	8,669,558	-11.8
Canada	3,451,210	3,291,654	4.8
Europe	1,305,545	1,385,956	-5.8
Oceania	1,182,584	1,148,678	3.0
Other Asia	904,522	824,928	9.6
Latin America	215,576	168,950	27.6
Other	3,828,455	3,434,597	11.5
Visitor arrivals by cruise ships	739,071	554,507	33.3
VISITOR ARRIVALS	7,561,311	7,494,236	0.9
Visitor arrivals by air	7,461,299	7,416,574	0.6
U.S. West	3,191,709	3,032,492	5.3
U.S. East	1,933,182	1,929,294	0.2
Japan	1,362,708	1,517,439	-10.2
Canada	273,529	248,617	10.0
Europe	104,841	112,370	-6.7
Oceania	135,191	142,391	-5.1
Other Asia	116,716	107,121	9.0
Latin America	18,765	14,655	28.0
Other	324,657	312,194	4.0
Visitor arrivals by cruise ships	100,012	77,662	28.8
AVERAGE LENGTH OF STAY (days)	9.15	9.11	0.5
Visitor arrivals by air	9.18	9.13	0.6
U.S. West	9.43	9.52	-1.0
U.S. East	10.27	10.32	-0.4
Japan	5.61	5.71	-1.8
Canada	12.62	13.24	-4.7
Europe	12.45	12.33	1.0
Oceania	8.75	8.07	8.4
Other Asia	7.75	7.70	0.6
Latin America	11.49	11.53	-0.4
Other	11.79	11.00	7.2
Visitor arrivals by cruise ships	7.39	7.14	3.5

Source: DBEDT

TABLE 1: Summary of Visitor Characteristics: 2006 vs. 2005

CATEGORY AND MMA	2006	2005	(%) Change
PER PERSON PER DAY SPENDING (\$)	178.9	174.4	2.5
Visitor arrivals by air	180.0	175.2	2.7
U.S. West	156.5	148.6	5.3
U.S. East	181.2	178.4	1.5
Japan	266.5	255.4	4.3
Canada	143.0	137.0	4.4
Europe	168.7	145.8	15.6
Oceania	201.8	183.6	9.9
Other Asia	208.2	197.4	5.4
Latin America	159.6	162.9	-2.1
Other	161.3	157.4	2.5
Visitor arrivals by cruise ships	78.7	83.0	-5.1
PER PERSON PER TRIP SPENDING (\$)	1,637.4	1,588.4	3.1
Visitor arrivals by air	1,651.6	1,598.8	3.3
U.S. West	1,475.7	1,414.4	4.3
U.S. East	1,861.1	1,840.8	1.1
Japan	1,494.8	1,459.3	2.4
Canada	1,804.1	1,814.2	-0.6
Europe	2,100.2	1,798.8	16.8
Oceania	1,764.9	1,481.0	19.2
Other Asia	1,613.2	1,520.2	6.1
Latin America	1,833.0	1,878.4	-2.4
Other	1,902.2	1,732.1	9.8
Visitor arrivals by cruise ships	581.8	592.6	-1.8
TOTAL EXPENDITURES (\$mil.)	12,381.0	11,904.0	4.0
O'ahu	5,736.1	5,770.0	-0.6
Maui	3,591.5	3,218.3	11.6
Moloka'i	34.7	33.1	5.0
Lāna'i	78.2	54.0	44.8
Kaua'i	1,288.4	1,161.6	10.9
Big Island	1,652.0	1,667.0	-0.9
PER PERSON PER DAY SPENDING (\$)			
O'ahu	178.7	175.2	2.0
Maui	201.0	186.2	7.9
Moloka'i	102.7	105.9	-3.0
Lāna'i	280.8	234.0	20.0
Kaua'i	168.1	159.9	5.1
Big Island	161.6	163.0	-0.9
VISITOR ARRIVALS (AIR + SHIP)			
O'ahu	4,727,496	4,809,505	-1.7
Maui	2,516,215	2,338,211	7.6
Moloka'i	95,510	78,596	21.5
Lāna'i	105,575	79,301	33.1
Kaua'i	1,270,013	1,128,807	12.5
Big Island	1,687,986	1,562,085	8.1
VISITOR ARRIVALS BY AIR			
O'ahu	4,627,484	4,731,843	-2.2
Maui	2,426,395	2,294,697	5.7
Moloka'i	85,003	73,506	15.6
Lāna'i	93,171	73,292	27.1
Kaua'i	1,203,264	1,090,147	10.4
Big Island	1,597,056	1,521,537	5.0
VISITOR ARRIVALS BY SHIP			
O'ahu	100,012	77,662	28.8
Maui	89,820	43,514	106.4
Moloka'i	6,966	5,090	36.8
Lāna'i	9,254	6,009	54.0
Kaua'i	66,749	38,660	72.7
Big Island	90,930	40,548	124.3

Source: DBEDT

**TABLE 2: Summary of Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	68,477,196	67,687,479	1.2%	54,039,432	52,704,668	2.5%	14,437,764	14,982,811	-3.6%
Total Visitors	7,461,299	7,416,574	0.6%	5,495,813	5,313,281	3.4%	1,965,486	2,103,293	-6.6%
PARTY SIZE									
One	1,194,813	1,254,215	-4.7%	1,039,047	1,012,503	2.6%	155,767	241,712	-35.6%
Two	3,067,908	3,079,234	-0.4%	2,383,685	2,324,964	2.5%	684,223	754,270	-9.3%
Three or more	3,198,578	3,083,125	3.7%	2,073,082	1,975,814	4.9%	1,125,496	1,107,311	1.6%
Avg Party Size	2.15	2.11	2.1%	2.00	1.99	0.5%	2.76	2.50	10.5%
VISIT STATUS									
First-Time	2,695,005	2,747,833	-1.9%	1,803,576	1,792,676	0.6%	891,430	955,157	-6.7%
Repeat	4,766,294	4,668,741	2.1%	3,692,238	3,520,605	4.9%	1,074,056	1,148,136	-6.5%
Average # of Trips	4.73	4.65	1.7%	5.17	5.06	2.0%	3.50	3.60	-2.7%
TRAVEL METHOD									
Group Tour	1,058,765	1,048,611	1.0%	316,975	330,713	-4.2%	741,789	717,898	3.3%
Package	3,111,396	3,215,042	-3.2%	1,725,933	1,762,618	-2.1%	1,385,462	1,452,423	-4.6%
Group Tour & Pkg	908,004	881,754	3.0%	246,398	258,533	-4.7%	661,606	623,220	6.2%
True Independent	4,199,143	4,034,675	4.1%	3,699,303	3,478,483	6.3%	499,840	556,192	-10.1%
ISLANDS VISITED									
O'ahu	4,627,484	4,731,843	-2.2%	2,840,061	2,808,467	1.1%	1,787,423	1,923,376	-7.1%
Maui County	2,477,316	2,346,480	5.6%	2,182,608	2,080,731	4.9%	294,708	265,749	10.9%
...Maui	2,426,395	2,294,697	5.7%	2,138,430	2,040,855	4.8%	287,965	253,843	13.4%
...Moloka'i	85,003	73,506	15.6%	60,095	58,515	2.7%	24,908	14,991	66.2%
...Lāna'i	93,171	73,292	27.1%	71,444	65,013	9.9%	21,728	8,279	162.4%
Kaua'i	1,203,264	1,090,147	10.4%	1,090,346	988,304	10.3%	112,918	101,843	10.9%
Big Island	1,597,056	1,521,537	5.0%	1,272,618	1,173,629	8.4%	324,439	347,907	-6.7%
...Hilo	668,904	593,067	12.8%	504,756	433,152	16.5%	164,148	159,915	2.6%
...Kona	1,344,426	1,285,248	4.6%	1,103,713	1,011,978	9.1%	240,713	273,270	-11.9%
LENGTH OF STAY									
O'ahu (days)	6.93	6.91	0.2%	7.45	7.58	-1.7%	6.09	5.93	2.7%
Maui (days)	7.36	7.46	-1.3%	7.54	7.65	-1.4%	6.02	5.91	1.8%
Moloka'i (days)	3.98	4.39	-9.5%	4.77	4.77	-0.1%	2.06	2.91	-29.3%
Lāna'i (days)	2.99	3.14	-4.9%	3.51	3.25	8.1%	1.27	2.31	-45.2%
Kaua'i (days)	6.37	6.59	-3.3%	6.65	6.84	-2.9%	3.66	4.11	-11.0%
Big Island (days)	6.40	6.66	-3.9%	7.04	7.28	-3.2%	3.87	4.58	-15.4%
...Hilo (days)	3.23	3.47	-6.7%	3.58	3.86	-7.2%	2.16	2.40	-10.0%
...Kona (days)	5.99	6.29	-4.7%	6.48	6.79	-4.5%	3.74	4.42	-15.4%
Statewide (days)	9.18	9.13	0.6%	9.83	9.92	-0.9%	7.35	7.12	3.1%
ACCOMMODATIONS									
Hotel	4,776,824	4,978,189	-4.0%	3,120,152	3,178,442	-1.8%	1,656,672	1,799,747	-7.9%
...Hotel Only	4,150,400	4,374,061	-5.1%	2,575,842	2,654,209	-3.0%	1,574,558	1,719,852	-8.4%
Condo	1,269,461	1,232,099	3.0%	1,083,008	1,037,318	4.4%	186,453	194,781	-4.3%
...Condo Only	977,209	945,667	3.3%	830,712	789,115	5.3%	146,497	156,552	-6.4%
Timeshare	630,726	539,706	16.9%	592,867	509,923	16.3%	37,859	29,783	27.1%
...Timeshare Only	470,740	390,677	20.5%	443,556	371,778	19.3%	27,184	18,899	43.8%
Rental House	276,067	244,662	12.8%	256,508	225,375	13.8%	19,558	19,287	1.4%
Bed & Breakfast	73,415	74,879	-2.0%	65,574	63,385	3.5%	7,841	11,494	-31.8%
Cruise Ship	333,787	255,148	30.8%	308,586	230,769	33.7%	25,201	24,379	3.4%
Friends or Relatives	726,439	688,941	5.4%	639,012	609,353	4.9%	87,427	79,589	9.8%
PURPOSE OF TRIP									
Pleasure (Net)	6,067,511	6,006,765	1.0%	4,416,108	4,257,846	3.7%	1,651,404	1,748,918	-5.6%
....Vacation	5,561,946	5,443,120	2.2%	4,141,987	3,984,270	4.0%	1,419,959	1,458,850	-2.7%
....Honeymoon	481,905	536,803	-10.2%	278,709	279,117	-0.1%	203,196	257,685	-21.1%
....Get Married	153,554	167,354	-8.2%	66,585	67,013	-0.6%	86,968	100,341	-13.3%
MC&I (Net)	551,924	584,005	-5.5%	414,482	425,279	-2.5%	137,442	158,726	-13.4%
....Convention/Conf.	318,458	363,608	-12.4%	263,008	274,549	-4.2%	55,450	89,059	-37.7%
....Corp. Meetings	108,197	100,851	7.3%	81,394	80,836	0.7%	26,802	20,015	33.9%
....Incentive	144,154	139,234	3.5%	85,650	86,118	-0.5%	58,504	53,116	10.1%
Other Business	283,456	277,716	2.1%	255,372	247,113	3.3%	28,084	30,604	-8.2%
Visit Friends/Relatives	681,274	660,109	3.2%	605,212	580,008	4.3%	76,061	80,101	-5.0%
Government/Military	97,062	117,481	-17.4%	83,693	78,055	7.2%	13,370	39,426	-66.1%
Attend School	22,327	20,374	9.6%	12,845	13,242	-3.0%	9,482	7,132	33.0%
Sport Events	133,689	146,877	-9.0%	84,436	98,850	-14.6%	49,253	48,027	2.6%
EXPENDITURES									
Total Expenditures (\$ mil.)	12,137.3	11,650.2	4.2%	8,979.3	8,444.2	6.3%	3,158.1	3,205.9	-1.5%
Per Person Per Day (\$)	177.2	172.1	3.0%	166.2	160.2	3.7%	218.7	214.0	2.2%
Per Person Per Trip (\$)	1,626.7	1,570.8	3.6%	1,633.9	1,589.3	2.8%	1,606.8	1,524.3	5.4%

Source: DBEDT

**TABLE 3: Summary of Visitor Characteristics [% of Total] 2006 vs. 2005
(Arrivals by air)**

2006 & 2005 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2006	2005	2006	2005	2006	2005
Total Visitors	7,461,299	7,416,574	5,495,813	5,313,281	1,965,486	2,103,293
PARTY SIZE						
One	16.0%	16.9%	18.9%	19.1%	7.9%	11.5%
Two	41.1%	41.5%	43.4%	43.8%	34.8%	35.9%
Three or more	42.9%	41.6%	37.7%	37.2%	57.3%	52.6%
Avg Party Size	2.15	2.11	2.00	1.99	2.76	2.50
VISIT STATUS						
First-Time	36.1%	37.0%	32.8%	33.7%	45.4%	45.4%
Repeat	63.9%	63.0%	67.2%	66.3%	54.6%	54.6%
Average # of Trips	4.73	4.65	5.17	5.06	3.50	3.60
TRAVEL METHOD						
Group Tour	14.2%	14.1%	5.8%	6.2%	37.7%	34.1%
Package	41.7%	43.3%	31.4%	33.2%	70.5%	69.1%
Group Tour & Pkg	12.2%	11.9%	4.5%	4.9%	33.7%	29.6%
True Independent	56.3%	54.4%	67.3%	65.5%	25.4%	26.4%
ISLANDS VISITED						
O'ahu	62.0%	63.8%	51.7%	52.9%	90.9%	91.4%
Maui County	33.2%	31.6%	39.7%	39.2%	15.0%	12.6%
...Maui	32.5%	30.9%	38.9%	38.4%	14.7%	12.1%
...Moloka'i	1.1%	1.0%	1.1%	1.1%	1.3%	0.7%
...Lāna'i	1.2%	1.0%	1.3%	1.2%	1.1%	0.4%
Kaua'i	16.1%	14.7%	19.8%	18.6%	5.7%	4.8%
Big Island	21.4%	20.5%	23.2%	22.1%	16.5%	16.5%
...Hilo	9.0%	8.0%	9.2%	8.2%	8.4%	7.6%
...Kona	18.0%	17.3%	20.1%	19.0%	12.2%	13.0%
ACCOMMODATIONS						
Hotel	64.0%	67.1%	56.8%	59.8%	84.3%	85.6%
...Hotel Only	55.6%	59.0%	46.9%	50.0%	80.1%	81.8%
Condo	17.0%	16.6%	19.7%	19.5%	9.5%	9.3%
...Condo Only	13.1%	12.8%	15.1%	14.9%	7.5%	7.4%
Timeshare	8.5%	7.3%	10.8%	9.6%	1.9%	1.4%
...Timeshare Only	6.3%	5.3%	8.1%	7.0%	1.4%	0.9%
Apartment	3.7%	3.3%	4.7%	4.2%	1.0%	0.9%
Bed & Breakfast	1.0%	1.0%	1.2%	1.2%	0.4%	0.5%
Cruise Ship	4.5%	3.4%	5.6%	4.3%	1.3%	1.2%
Friends or Relatives	9.7%	9.3%	11.6%	11.5%	4.4%	3.8%
PURPOSE OF TRIP						
Pleasure (Net)	81.3%	81.0%	80.4%	80.1%	84.0%	83.2%
.....Vacation	74.5%	73.4%	75.4%	75.0%	72.2%	69.4%
.....Honeymoon	6.5%	7.2%	5.1%	5.3%	10.3%	12.3%
.....Get Married	2.1%	2.3%	1.2%	1.3%	4.4%	4.8%
MC&I (Net)	7.4%	7.9%	7.5%	8.0%	7.0%	7.5%
.....Convention/Conf.	4.3%	4.9%	4.8%	5.2%	2.8%	4.2%
.....Corp. Meetings	1.5%	1.4%	1.5%	1.5%	1.4%	1.0%
.....Incentive	1.9%	1.9%	1.6%	1.6%	3.0%	2.5%
Other Business	3.8%	3.7%	4.6%	4.7%	1.4%	1.5%
Visit Friends/Relatives	9.1%	8.9%	11.0%	10.9%	3.9%	3.8%
Government/Military	1.3%	1.6%	1.5%	1.5%	0.7%	1.9%
Attend School	0.3%	0.3%	0.2%	0.2%	0.5%	0.3%
Sport Events	1.8%	2.0%	1.5%	1.9%	2.5%	2.3%

Source: DBEDT

**TABLE 4: Visitor Days by Island: 2006 vs. 2005
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
TOTAL STATE	68,477,196	67,687,479	1.2%	54,039,432	52,704,668	2.5%	14,437,764	14,982,811	-3.6%
O'AHU	32,102,888	32,699,641	-1.8%	21,163,079	21,292,227	-0.6%	10,939,809	11,407,414	-4.1%
MAUI COUNTY	18,487,582	17,671,183	4.6%	16,666,270	16,106,987	3.5%	1,821,312	1,564,195	16.4%
MAUI	17,870,934	17,117,940	4.4%	16,128,808	15,616,562	3.3%	1,742,126	1,501,379	16.0%
MOLOKA'I	338,252	322,994	4.7%	286,706	279,300	2.7%	51,546	43,694	18.0%
LĀNA'I	278,395	230,248	20.9%	250,756	211,126	18.8%	27,639	19,123	44.5%
KAUA'I	7,662,790	7,181,290	6.7%	7,247,553	6,762,313	7.2%	415,237	418,977	-0.9%
BIG ISLAND	10,223,937	10,135,366	0.9%	8,962,531	8,543,141	4.9%	1,261,407	1,592,225	-20.8%
HILO	2,165,346	2,056,039	5.3%	1,808,909	1,672,089	8.2%	356,437	383,950	-7.2%
KONA	8,058,591	8,079,326	-0.3%	7,153,622	6,871,052	4.1%	904,969	1,208,274	-25.1%

Source: DBEDT

**TABLE 5: Visitor Days by Month: 2006 vs. 2005
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JANUARY	6,146,236	5,955,054	3.2%	4,776,409	4,501,775	6.1%	1,369,827	1,453,279	-5.7%
FEBRUARY	5,476,974	5,355,389	2.3%	4,196,385	4,098,918	2.4%	1,280,588	1,256,472	1.9%
MARCH	6,152,840	5,980,895	2.9%	4,474,890	4,605,170	-2.8%	1,677,949	1,375,725	22.0%
APRIL	5,000,816	4,706,970	6.2%	4,016,866	3,661,430	9.7%	983,951	1,045,540	-5.9%
MAY	5,010,273	4,882,235	2.6%	3,971,301	3,846,990	3.2%	1,038,972	1,035,245	0.4%
JUNE	6,223,689	6,120,621	1.7%	5,265,049	5,020,744	4.9%	958,640	1,099,876	-12.8%
JULY	6,775,941	6,950,956	-2.5%	5,603,089	5,584,150	0.3%	1,172,852	1,366,807	-14.2%
AUGUST	6,196,523	6,352,687	-2.5%	4,874,252	4,929,426	-1.1%	1,322,271	1,423,261	-7.1%
SEPTEMBER	4,906,546	4,772,839	2.8%	3,777,623	3,637,506	3.9%	1,128,924	1,135,333	-0.6%
OCTOBER	5,048,100	5,252,430	-3.9%	3,997,500	4,003,153	-0.1%	1,050,600	1,249,277	-15.9%
NOVEMBER	5,080,633	4,961,161	2.4%	3,986,507	3,914,538	1.8%	1,094,126	1,046,623	4.5%
DECEMBER	6,458,626	6,396,241	1.0%	5,099,562	4,900,869	4.1%	1,359,064	1,495,371	-9.1%
TOTAL	68,477,196	67,687,479	1.2%	54,039,432	52,704,668	2.5%	14,437,764	14,982,811	-3.6%

Source: DBEDT

**TABLE 6: Average Daily Census by Island: 2006 vs. 2005
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
TOTAL STATE	187,609	185,445	1.2%	148,053	144,396	2.5%	39,556	41,049	-3.6%
O'AHU	87,953	89,588	-1.8%	57,981	58,335	-0.6%	29,972	31,253	-4.1%
MAUI COUNTY	50,651	48,414	4.6%	45,661	44,129	3.5%	4,990	4,285	16.4%
MAUI	48,961	46,898	4.4%	44,189	42,785	3.3%	4,773	4,113	16.0%
MOLOKA'I	927	885	4.7%	785	765	2.7%	141	120	18.0%
LĀNA'I	763	631	20.9%	687	578	18.8%	76	52	44.5%
KAUA'I	20,994	19,675	6.7%	19,856	18,527	7.2%	1,138	1,148	-0.9%
BIG ISLAND	28,011	27,768	0.9%	24,555	23,406	4.9%	3,456	4,362	-20.8%
HILO	5,932	5,633	5.3%	4,956	4,581	8.2%	977	1,052	-7.2%
KONA	22,078	22,135	-0.3%	19,599	18,825	4.1%	2,479	3,310	-25.1%

Source: DBEDT

**TABLE 7: Average Daily Census by Month: 2006 vs. 2005
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JANUARY	198,266	192,099	3.2%	154,078	145,219	6.1%	44,188	46,880	-5.7%
FEBRUARY	195,606	191,264	2.3%	149,871	146,390	2.4%	45,735	44,874	1.9%
MARCH	198,479	192,932	2.9%	144,351	148,554	-2.8%	54,127	44,378	22.0%
APRIL	166,694	156,899	6.2%	133,896	122,048	9.7%	32,798	34,851	-5.9%
MAY	161,622	157,491	2.6%	128,106	124,096	3.2%	33,515	33,395	0.4%
JUNE	207,456	204,021	1.7%	175,502	167,358	4.9%	31,955	36,663	-12.8%
JULY	218,579	224,224	-2.5%	180,745	180,134	0.3%	37,834	44,091	-14.2%
AUGUST	199,888	204,925	-2.5%	157,234	159,014	-1.1%	42,654	45,912	-7.1%
SEPTEMBER	163,552	159,095	2.8%	125,921	121,250	3.9%	37,631	37,844	-0.6%
OCTOBER	162,842	169,433	-3.9%	128,952	129,134	-0.1%	33,890	40,299	-15.9%
NOVEMBER	169,354	165,372	2.4%	132,884	130,485	1.8%	36,471	34,887	4.5%
DECEMBER	208,343	206,330	1.0%	164,502	158,093	4.1%	43,841	48,238	-9.1%
TOTAL	187,609	185,445	1.2%	148,053	144,396	2.5%	39,556	41,049	-3.6%

Source: DBEDT

**TABLE 8: Visitors Staying Overnight or Longer: 1952-2006
(Arrivals by air)**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1952	60,436	17.4%	51,383	13.6%	9,054	45.2%
1953	80,237	32.8%	67,726	31.8%	12,511	38.2%
1954	91,166	13.6%	77,281	14.1%	13,885	11.0%
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%
2002	6,389,058	1.4%	4,358,850	3.2%	2,030,208	-2.4%
2003	6,380,439	-0.1%	4,531,289	4.0%	1,849,150	-8.9%
2004	6,912,094	8.3%	4,892,960	8.0%	2,019,134	9.2%
2005	7,416,574	7.3%	5,313,281	8.6%	2,103,293	4.2%
2006	7,461,299	0.6%	5,495,813	3.4%	1,965,486	-6.6%

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

U.S. WEST

U.S. EAST

JAPAN

CANADA

EUROPE

OCEANIA

OTHER ASIA

LATIN AMERICA

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA (MMA)

U.S. West Visitors by Air:

The U.S. West continued to be Hawai'i's primary visitor market and the largest of the MMAs in terms of total expenditures, visitor days and visitor arrivals. Expenditures by U.S. West visitors increased 9.8 percent from 2005 to \$4.7 billion. Daily spending by this group was \$157 per person compared to \$149 per person in 2005 (TABLES 1 & 11). Visitor arrivals rose 5.3 percent and contributed to the increase in U.S. West visitor spending and a 4.2 percent growth in U.S. West visitor days. The average length of stay by these visitors was 9.43 days, down slightly from 9.52 days in 2005.

- There were 3,191,709 U.S. West visitors to Hawai'i in 2006. Of these, 78.5 percent were repeat visitors to the islands (compared to 77.9 percent in 2005). This market continued to have the highest percentage of repeat visitors among all the MMAs.
- True independent travelers comprised 70.3 percent of all U.S. West visitors in 2006, reflecting the fact that the many repeat visitors were familiar enough with Hawai'i to arrange their own trip.
- O'ahu was visited by 44.8 percent of all U.S. West visitors in 2006, while 37.4 percent went to Maui, 21.3 percent went to the Big Island and 18.7 percent went to Kaua'i. All destinations experienced growth in visitor arrivals from the U.S. West but the largest increase was Hilo, up 20.5 percent from 2005.
- Half (51.5%) of U.S. West visitors stayed in hotels, 23.2 percent stayed in condominiums, 12.4 percent stayed with friends and relatives and 12.2 percent stayed in timeshare properties. Slightly fewer U.S. West visitors stayed in hotels (-.4%) compared to 2005. The most noticeable increase was in visitors who stayed in timeshare properties which jumped 20.8 percent from 2005.
- More U.S. West visitors came to vacation (+6.2%), to honeymoon (+2.8%) or to visit friends or relatives (+5.3%) while fewer came for conventions (-2.7%) and incentives (-8.6%) than in 2005.
- More than half (52.3%) of the visitors from this MMA were female and 47.7 percent were male. The largest age group was between 41 to 59 years (32.2%), followed by the 25 to 40 years group (24.6%) and those 60 years and older (15.6%) (TABLE 26).

California remained the largest contributor (62%) to U.S. West arrivals. Arrivals from California increased 3.1 percent to 1.98 million visitors compared to the previous year (1.92 million visitors in 2005). California was also the largest market nationally, accounting for 36 percent of all domestic visitors (TABLE 12). Washington and Oregon, the second and third largest contributors to U.S. West arrivals, also rose to 334,037 (+4%) and 163,733 (+7.4%) visitors, respectively. The Western state with the strongest growth was Arizona, increasing 29.8 percent to 196,868 visitors.

U.S. East Visitors by Air:

Hawai'i's second largest visitor market was the U.S. East. In 2006 total expenditures by U.S. East visitors increased 1.3 percent from the previous year, to \$3.6 billion. Daily spending grew to \$181 per person from \$178 per person in 2005 (TABLE 13). Total U.S. East arrivals rose slightly (+0.2%) to 1,933,182 visitors. However, a decreased length of stay (10.27 days versus 10.32 days in 2005) caused a slight dip in total visitor days of .2 percent.

- O'ahu hosted 60.9 percent of the U.S. East visitors who came in 2006, while 42 percent visited Maui, 26.1 percent visited the Big Island and 22.3 percent visited Kaua'i.
- More U.S. East visitors went to Kaua'i (+8.0%), Lāna'i (+7.4%), the Big Island (+6.5%) and Maui (+1.8%) than in 2005.
- These visitors stayed the longest on O'ahu (7.37 days), followed by Maui (6.8 days), the Big Island (6.03 days), Kaua'i (5.63 days), Moloka'i (3.99 days) and Lāna'i (3.14 days).
- Similar to their U.S. West counterpart, more U.S. East visitors came to vacation (+0.9%), and to visit friends or relatives (+2.3%) in 2006. Fewer U.S. East visitors came for conventions (-9.8%) and corporate meetings (-5.5%) compared to 2005. Incentive visits were up 4.5 percent.
- Over half (53.4%) of all U.S. East visitors have been to Hawai'i at least once before.
- Of the U.S. East visitors who came in 2006, 65.6 percent were true independent travelers.
- Hotels accommodated 63.6 percent of the U.S. East visitors, while 15 percent stayed in condominiums, 10.9 percent stayed with friends or relatives and 9.5 percent stayed in timeshare properties. Fewer U.S. East visitors stayed in hotels (-4.3%) compared to 2005.
- Over half (52.4%) of U.S. East visitors were female. Those between 41 to 59 years old were the largest age group (35.5%), followed by those between the ages 25 to 40 (24.6%) and those 60 years and older (17.7%) (TABLE 26).

Japanese Visitors by Air:

Ranked third in terms of total visitor expenditures, visitor days and arrivals was the Japanese market. After two years of increases in 2004 and 2005, total Japanese visitor expenditures declined 8 percent to \$2 billion due to lower visitor arrivals in 2006. Daily spending by Japanese visitors continued to be the highest among all visitors to Hawai'i at \$267 per person, up from \$255 per person in the previous year (TABLE 18). A 10.2 percent decrease in arrivals resulted in an 11.8 percent drop in Japanese visitor days. The average length of stay was 5.61 days, compared to 5.71 days in 2005.

- Nearly all of the 1,362,708 Japanese visitors in 2006 came to O'ahu (95.6%), 15.4 percent visited the Big Island, 7 percent visited the island of Maui and 2.5 percent visited Kaua'i.
- Japanese visitors stayed the longest on O'ahu (5.13 days), followed by the Big Island (2.91 days), Maui (2.83 days), Lāna'i (1.98 days), Kaua'i (1.89 days) and Moloka'i (1.16 days).
- Most Japanese visitors came on packaged tours (83.6%), while only 11.3 percent were true independent travelers.
- Over half (55.4%) of the arrivals were repeat visitors to the islands.

- The most popular choice of lodging among Japanese visitors continued to be hotels, which accommodated 92.1 percent of those who came in 2006. Due to the decline in arrivals, fewer visitors stayed in hotels (-10.3%) compared to 2005. On the other hand, Japanese visitors who stayed in timeshare properties jumped 57.7 percent from 2005.
- The number of Japanese visitors who came for meetings, conventions and incentives (+13.1%) increased compared to the previous year.
- There were more female (59.5%) visitors from Japan than male. The largest age group was younger than in the U.S. market, 25 to 40 years olds (36.1%), followed by those between 41 to 59 years (25.3%) and those over 60 years old (15.7%) (TABLE 26).

Most (99.3%) of the 1,362,708 Japanese visitors came to Hawai'i on international flights. Three central regions: Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya) together, contributed to 41.7 percent of total Japanese arrivals in 2006. Unlike previous years, there were more Chubu visitors than Kinki visitors in 2006 (TABLES 18 & 19).

Canadian Visitors by Air:

Total expenditures by Canadian visitors, the State's fourth largest visitor market, grew 9.4 percent to \$493.5 million in 2006. Daily visitor spending rose from \$137 per person to \$143 per person (TABLE 20). Contributing to the growth in total spending was a 10 percent increase in arrivals compared to 2005, to 273,529 visitors. The average length of stay by these visitors was the longest among Hawai'i's visitor groups at 12.62 days (down from 13.24 days in 2005). Total visitor days grew 4.8 percent from 2005.

- O'ahu and Maui were the two most popular islands, visited by 56.6 percent and 48.6 percent of the Canadians, respectively, while 23.5 percent visited the Big Island. All islands experienced growth in arrivals by Canadian visitors with Lāna'i (+63.5%) and Maui (+25.2%) reporting the largest increase compared to 2005.
- Canadian visitors spent the most time on Maui (9.35 days), followed by O'ahu (9.33 days), the Big Island (7.08 days), Kaua'i (5.84 days), Moloka'i (3.77 days) and Lāna'i (2.15 days).
- Of all Canadian visitors who came during the year, 66.1 percent were true independent travelers.
- Repeat visitors comprised 60.4 percent of the Canadian visitors in 2006.
- Over half (56.3%) of Canadians visitors stayed in hotels, 30.5 percent stayed in condominiums, 9.3 percent stayed in timeshare properties and 5.6 percent stayed with friends and relatives.
- A greater number of Canadian visitors were in Hawai'i for pleasure (+11.2%), for convention/conference (+11.2%) and to get married (+14.3%) compared to 2005.
- Similar to U.S. visitors, the largest age group for Canadian visitors was between 41 to 59 years (35.3%), followed by those 25 to 40 years (21.6%) and those over 60 years old (21%). Nearly 54 percent of the visitors were female (TABLE 26).

Of the 273,529 total Canadian visitors to the state, 33.1 percent arrived on flights from the U.S. mainland while the remainder flew direct from Canada or from other international ports.

European Visitors by Air:

Total expenditures by European visitors of \$220.2 million, were 8.9 percent higher than in 2005. The average daily spending by visitors from this market jumped from \$146 per person in 2005 to \$169 per person. (TABLE 21). European total visitor days declined 5.8 percent due to fewer arrivals (-6.7%) compared to 2005. The average length of stay was 12.45 days (12.33 days in 2005).

- The United Kingdom (54.2%) and Germany (24.6%) comprised the majority of the total 104,841 European visitors in 2006 (TABLE 10).
- 89.1 percent of Europeans arrived in the islands on flights from U.S. cities.
- O‘ahu was visited by 71.3 percent of the Europeans, followed by Maui (34.7%), the Big Island (26.1%) and Kaua‘i (19.2%).
- European visitors stayed the longest on O‘ahu (8.98 days), followed by Maui (8.13 days), the Big Island (7.45 days), Kaua‘i (6.11 days), Moloka‘i (4.63 days) and Lāna‘i (3.46 days).
- First time visitors accounted for 69 percent of all European visitors to Hawai‘i in 2006.
- Over half purchased packages for at least their air and hotel accommodations while 47.4 percent of the European visitors made independent travel arrangements.
- More European visitors came to visit friends or relatives (+5.3%) for corporate meetings (+23.4%) and for incentives (+11.4%) compared to 2005.
- Hotels were the lodging choice for 74.2 percent of the European visitors, 9 percent stayed with friends and relatives, while 8.1 percent stayed in condominium properties.
- Those between 25 to 40 years old comprised the largest age group (33.3%) of European visitors, followed by those between 41 to 59 years (31.8%) and those over 60 years old (17.3%). There were slightly more male (50.6%) than female (49.4%) European visitors in 2006 (TABLE 26).

Oceania — Australia and New Zealand Visitors by Air:

Total expenditures by visitors from Oceania rose 13.1 percent to \$239 million. The average daily spending by this group of visitors increased from \$184 per person to \$202 per person, to rank third highest among all visitor markets. (TABLE 22). Arrivals decreased 5.1 percent to 135,191 visitors. However those who came stayed longer, 8.75 days compared to 8.07 days in 2005, contributing to a 3 percent growth in visitor days for this group.

- Growth in arrivals was stronger in the first half of the year (up 5.5% for January through June)
- Of the 135,191 visitors from this market, 86.2 percent were from Australia while the remaining 13.8 percent were from New Zealand (TABLE 10).
- First time visitors comprised more than half (55.4%) of all Oceania visitors to the islands.
- Most (92.3%) of the visitors from this market went to O‘ahu during their stay, 22.1 percent visited Maui and 20.1 percent went to the Big Island.
- The majority (87.2%) of the visitors from Oceania stayed in hotels.
- A higher number of visitors from this market came to honeymoon (+38.2%), to get married (+119%) and to visit friends or relatives (+11%) compared to 2005.
- Only 39.1 percent of the visitors were true independent travelers while the remainder purchased air and hotel package accommodations.

- The largest age group for visitors from Oceania were those 41 to 59 years (33.1%) followed by those between 25 to 40 years old (25.7%). Over half (53.4%) of the visitors from this market were female (TABLE 26).

Other Asian Visitors by Air:

Visitor expenditures by visitors from Other Asia increased 15.6 percent to \$188.3 million in 2006. Daily spending by these visitors rose from \$197 per person to \$208 per person, ranking second highest among all visitor groups (TABLE 23). Contributing to the growth in visitor spending was a 9 percent increase in visitor arrivals and a longer average length of stay (7.75 days compared to 7.70 days in 2005). Visitor days from this group rose 9.6 percent compared to 2005.

- Visitors from China (46.5%), Korea (32.4%), and Taiwan (13.3%) combined made up 92.2 percent of the total 116,716 visitors from Other Asia (TABLE 10).
- O‘ahu welcomed 91.4 percent of the visitors from this market.
- The average length of stay by these visitors was the longest on O‘ahu (6.76 days), followed by the Big Island (5.06 days), Maui (4.42 days), Kaua‘i (3.84 days), Moloka‘i (1.64 days) and Lāna‘i (1.34 days).
- The majority (72.8%) of the visitors from Other Asia came to Hawai‘i for the first time.
- Group tours and package trips remained the most popular form of travel for this group of visitors. Only 29.9 percent were true independent travelers.
- Hotels accommodated 85 percent of the Other Asian visitors.
- Those between 41 to 59 years old (44.1%) and between 25 to 40 years (35.1%) were the two largest age groups from Other Asia. Close to 61 percent of the visitors were male (TABLE 26).
- The majority of the visitors from Other Asia came from international points of origin while 36.4 percent arrived in Hawai‘i through the U.S. mainland.

Latin American Visitors by Air:

Total expenditures by visitors from Latin America rose 25 percent to \$34 million, due to a 27.6 percent growth in visitor days. Visitor arrivals increased 28 percent from 2005. The average length of stay by those who came in 2006 was relative unchanged from the prior year at 11.49 days. Daily spending by these visitors was \$160 per person, slightly lower than \$163 per person in 2005 (TABLE 24).

- Of the 18,765 visitors from Latin America in 2006, 51.8 percent were from Mexico, 34.3 percent were from Brazil and 13.9 percent were from Argentina.
- First time visitors comprised 66.5 percent of all visitors from this market.
- Over half (54.1%) were true independent travelers.
- O‘ahu was visited by 69.3 percent of the visitors from Latin America in 2006.
- Hotels accommodated 68 percent of the visitors from this market.
- Pleasure trips continued to be the primary purpose of travel for the majority of visitors from this market (78.5%).

**TABLE 9: 2006 Visitor Days by Month and MMA
(Arrivals by air)**

2006	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	2,268,643	2,082,592	673,113	458,031	47,058	7,216	27,476	6,217	8,955	96,921	104,451	9,237	113,688
Feb	2,040,475	1,834,041	573,440	474,748	38,948	8,186	27,194	4,815	8,187	87,329	54,856	10,666	65,522
Mar	2,253,163	1,896,700	674,979	564,454	45,463	7,045	30,766	3,219	11,450	97,943	71,933	6,362	78,295
Apr	2,380,099	1,348,688	549,982	229,397	51,445	7,005	24,216	4,768	8,943	96,378	88,238	15,755	103,993
May	2,255,134	1,463,317	560,844	170,942	44,912	6,753	26,433	4,654	7,439	90,191	93,088	12,691	105,778
Jun	3,008,974	1,991,648	550,736	113,340	42,600	6,774	15,822	6,703	8,167	80,065	84,525	16,002	100,527
Jul	3,191,432	2,018,181	660,740	159,626	58,226	10,913	30,975	10,640	17,529	128,283	81,306	20,993	102,300
Aug	3,023,672	1,511,189	841,652	161,995	68,480	12,123	46,416	26,158	7,240	160,417	82,124	22,215	104,339
Sep	2,213,755	1,302,822	679,291	137,643	70,453	6,914	38,528	9,261	14,486	139,641	90,054	22,921	112,975
Oct	2,265,852	1,368,051	622,357	201,816	46,851	9,393	42,680	7,995	12,807	119,725	75,354	16,348	91,702
Nov	2,342,619	1,307,806	595,457	277,042	46,377	8,144	34,033	6,689	9,002	104,246	81,585	9,256	90,841
Dec	2,842,765	1,733,601	661,492	502,174	46,132	8,969	31,881	8,447	8,976	104,406	98,139	14,484	112,623
TOTAL	30,086,583	19,858,637	7,644,084	3,451,210	606,944	99,436	376,420	99,566	123,180	1,305,545	1,005,654	176,930	1,182,584
DOMESTIC													
Jan	2,243,394	2,057,713	4,440	172,971	33,640	6,866	25,474	5,700	7,961	79,640	26,284	3,698	29,982
Feb	2,013,643	1,810,297	3,996	128,093	30,599	6,695	24,408	4,627	7,422	73,750	7,840	1,574	9,415
Mar	2,224,345	1,866,131	5,099	123,679	38,040	6,383	29,554	3,078	10,595	87,650	9,344	1,148	10,492
Apr	2,357,793	1,333,523	4,223	65,706	41,677	6,118	21,973	4,696	7,623	82,087	12,733	2,606	15,340
May	2,227,802	1,437,399	4,845	46,378	33,164	5,768	25,713	4,626	6,812	76,083	15,317	2,794	18,111
Jun	2,972,443	1,961,343	5,259	30,728	39,126	5,295	15,182	6,444	7,727	73,773	16,223	3,276	19,498
Jul	3,154,523	1,991,572	7,123	60,180	54,976	9,509	29,539	10,311	16,066	120,401	18,817	4,083	22,901
Aug	2,949,591	1,476,318	7,634	65,697	61,744	11,067	44,833	25,182	7,002	149,829	13,543	3,882	17,425
Sep	2,094,110	1,286,470	5,840	55,579	68,355	5,913	37,553	9,037	11,786	132,644	21,799	4,072	25,871
Oct	2,236,618	1,348,487	4,923	86,925	44,600	8,408	40,593	7,690	12,074	113,365	23,495	4,027	27,522
Nov	2,314,901	1,288,923	3,942	101,914	42,988	6,966	32,767	6,525	7,982	97,227	11,286	2,439	13,725
Dec	2,823,917	1,714,320	5,907	203,302	41,730	8,346	31,139	8,097	8,234	97,547	10,779	2,860	13,638
TOTAL	29,613,079	19,572,496	63,231	1,141,153	530,637	87,334	358,728	96,014	111,284	1,183,997	187,460	36,460	223,920
INTERNATIONAL													
Jan	25,249	24,879	668,673	285,060	13,418	350	2,002	517	994	17,281	78,167	5,539	83,706
Feb	26,832	23,744	569,444	346,655	8,349	1,491	2,786	188	765	13,579	47,015	9,092	56,108
Mar	28,818	30,569	669,880	440,775	7,423	662	1,212	141	855	10,293	62,590	5,214	67,803
Apr	22,306	15,165	545,759	163,691	9,768	888	2,243	72	1,320	14,291	75,505	13,149	88,654
May	27,332	25,919	556,000	124,564	11,748	985	720	28	627	14,108	77,770	9,897	87,668
Jun	36,531	30,305	545,477	82,613	3,475	1,479	640	259	440	6,292	68,302	12,726	81,028
Jul	36,909	26,609	653,616	99,446	3,250	1,404	1,436	329	1,463	7,882	62,489	16,910	79,399
Aug	74,082	34,871	834,019	96,298	6,736	1,056	1,583	976	238	10,589	68,581	18,333	86,914
Sep	119,645	16,352	673,451	82,064	2,098	1,001	975	223	2,700	6,997	68,255	18,849	87,104
Oct	29,235	19,564	617,434	114,891	2,251	985	2,087	306	732	6,360	51,859	12,321	64,181
Nov	27,718	18,883	591,515	175,129	3,390	1,178	1,266	165	1,020	7,019	70,299	6,816	77,115
Dec	18,848	19,281	655,586	298,873	4,401	623	742	350	742	6,858	87,360	11,624	98,985
TOTAL	473,504	286,141	7,580,853	2,310,057	76,307	12,102	17,692	3,553	11,895	121,548	818,194	140,471	958,664

TABLE 9: 2006 Visitor Days by Month and MMA (continued)
(Arrivals by air)

2006	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	17,012	4,311	81,461	2,474	18,594	123,852	3,906	6,911	4,974	15,791	313,604	6,146,236
Feb	15,849	10,324	33,597	1,855	7,803	69,428	2,387	7,203	4,146	13,735	318,255	5,476,974
Mar	14,491	1,137	28,987	3,058	11,111	58,785	2,570	4,907	4,435	11,912	516,609	6,152,840
Apr	18,405	7,989	18,863	2,505	7,024	54,787	2,296	5,604	9,578	17,477	220,015	5,000,816
May	36,401	9,936	17,103	3,035	7,511	73,986	2,911	4,603	7,167	14,681	275,399	5,010,273
Jun	19,718	3,394	24,877	1,918	8,960	58,867	2,718	4,131	7,472	14,320	305,211	6,223,689
Jul	19,351	6,362	26,381	2,462	16,166	70,723	2,340	6,599	16,020	24,959	419,698	6,775,941
Aug	22,749	19,877	38,476	2,557	16,623	100,282	2,287	5,832	6,465	14,583	278,393	6,196,523
Sep	28,601	1,489	16,503	1,929	8,617	57,139	1,652	6,172	6,505	14,329	248,951	4,906,546
Oct	26,984	2,294	19,489	1,963	5,458	56,187	2,219	6,218	7,974	16,410	305,998	5,048,100
Nov	53,026	2,368	19,215	2,140	17,374	94,123	1,394	8,994	5,967	16,355	252,144	5,080,633
Dec	21,626	2,708	22,918	3,943	35,168	86,363	14,164	14,255	12,603	41,022	374,179	6,458,626
TOTAL	294,214	72,189	347,871	29,841	160,407	904,522	40,843	81,429	93,304	215,576	3,828,455	68,477,196
DOMESTIC												
Jan	8,181	958	7,655	525	1,087	18,406	2,814	6,911	4,890	14,615	155,246	4,776,409
Feb	9,350	696	5,113	259	642	16,060	2,120	7,101	4,059	13,280	127,852	4,196,385
Mar	9,830	620	4,005	874	1,270	16,599	2,383	4,836	4,374	11,593	129,303	4,474,890
Apr	11,031	889	3,535	484	1,077	17,016	2,006	5,494	9,484	16,984	124,194	4,016,866
May	14,100	1,000	4,336	1,211	1,592	22,239	2,729	4,534	7,108	14,371	124,073	3,971,301
Jun	10,644	927	5,067	628	1,270	18,536	2,445	4,027	7,384	13,856	169,612	5,265,049
Jul	9,383	1,752	5,197	1,274	1,524	19,130	1,875	6,422	15,869	24,165	203,093	5,603,089
Aug	8,444	1,484	5,473	720	2,833	18,954	1,612	5,832	6,465	13,908	174,896	4,874,252
Sep	15,532	575	3,966	764	1,687	22,523	1,652	5,632	6,505	13,789	140,797	3,777,623
Oct	16,310	718	2,581	761	987	21,356	2,219	6,218	7,449	15,885	142,418	3,997,500
Nov	17,760	695	4,260	356	879	23,951	1,394	8,604	5,847	15,845	126,080	3,986,507
Dec	15,576	1,014	6,116	1,146	1,742	25,594	13,759	14,255	12,603	40,617	174,720	5,099,562
TOTAL	146,142	11,328	57,304	9,003	16,589	240,365	37,006	79,866	92,036	208,909	1,792,284	54,039,432
INTERNATIONAL												
Jan	8,831	3,353	73,806	1,949	17,507	105,446	1,092	0	84	1,176	158,358	1,369,827
Feb	6,499	9,628	28,484	1,596	7,160	53,368	267	102	86	455	190,404	1,280,588
Mar	4,661	517	24,982	2,184	9,841	42,185	187	71	61	319	387,306	1,677,949
Apr	7,374	7,100	15,328	2,021	5,947	37,770	290	110	94	494	95,821	983,951
May	22,301	8,936	12,767	1,824	5,920	51,747	182	69	59	310	151,325	1,038,972
Jun	9,074	2,467	19,811	1,290	7,690	40,331	273	104	88	465	135,599	958,640
Jul	9,968	4,610	21,185	1,188	14,642	51,593	466	177	151	794	216,605	1,172,852
Aug	14,306	18,393	33,003	1,837	13,789	81,328	675	0	0	675	103,496	1,322,271
Sep	13,070	914	12,537	1,165	6,930	34,615	0	540	0	540	108,155	1,128,924
Oct	10,674	1,576	16,908	1,203	4,471	34,831	0	0	525	525	163,580	1,050,600
Nov	35,266	1,673	14,956	1,784	16,495	70,173	0	390	120	510	126,065	1,094,126
Dec	6,050	1,694	16,802	2,798	33,426	60,769	405	0	0	405	199,459	1,359,064
TOTAL	148,072	60,861	290,568	20,838	143,818	664,156	3,836	1,563	1,268	6,667	2,036,172	14,437,764

Source: DBEDT

TABLE 10: 2006 Visitor Arrivals by Month and MMA
(Arrivals by air)

2006	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	209,252	170,573	123,393	33,089	4,709	487	1,565	436	419	7,615	11,985	1,354	13,340
Feb	214,193	176,461	101,884	35,885	3,813	614	1,867	396	385	7,075	6,098	668	6,766
Mar	248,418	196,198	122,480	39,837	4,445	520	2,241	314	463	7,982	7,512	736	8,247
Apr	271,359	145,731	98,754	19,081	4,665	591	1,766	386	504	7,913	10,438	1,526	11,964
May	250,425	148,226	101,939	15,233	4,450	591	2,285	450	458	8,235	11,661	1,530	13,191
Jun	309,425	191,025	104,015	10,174	3,971	432	1,219	568	444	6,634	10,204	1,946	12,149
Jul	333,398	197,807	116,263	13,648	5,364	828	2,001	818	977	9,989	10,341	2,503	12,844
Aug	331,033	148,984	134,562	14,610	6,278	944	2,693	2,146	434	12,495	8,505	2,316	10,821
Sep	236,174	131,313	117,411	12,029	6,670	528	2,824	796	646	11,463	10,920	2,159	13,078
Oct	244,201	136,991	112,889	17,089	4,600	742	2,903	627	816	9,688	9,566	1,513	11,078
Nov	255,074	130,564	111,164	22,803	4,017	572	2,270	590	514	7,963	8,555	947	9,502
Dec	288,757	159,309	117,956	40,052	3,850	644	2,141	636	518	7,789	10,724	1,486	12,210
TOTAL	3,191,709	1,933,182	1,362,708	273,529	56,832	7,493	25,775	8,162	6,579	104,841	116,507	18,684	135,191
DOMESTIC													
Jan	205,104	166,845	665	11,691	2,872	417	1,411	392	348	5,439	3,895	551	4,447
Feb	211,130	173,121	620	9,904	2,890	543	1,668	380	334	5,815	1,237	182	1,419
Mar	244,601	192,250	819	10,385	3,489	479	2,039	302	406	6,714	1,515	128	1,642
Apr	268,542	142,827	653	5,972	4,066	536	1,651	374	438	7,066	2,041	352	2,393
May	247,132	144,858	751	4,093	3,440	530	2,195	443	401	7,010	2,397	388	2,785
Jun	305,099	185,992	777	2,462	3,607	381	1,155	546	400	6,089	2,408	420	2,827
Jul	328,973	193,160	896	5,063	4,974	741	1,894	790	887	9,287	2,766	555	3,321
Aug	326,327	144,675	1,050	5,878	5,705	848	2,587	2,085	402	11,627	2,129	516	2,645
Sep	233,612	129,123	935	4,704	6,415	466	2,759	777	601	11,017	3,312	557	3,868
Oct	240,839	133,950	799	6,987	4,276	681	2,786	601	775	9,119	3,547	526	4,072
Nov	252,137	127,791	710	7,782	3,634	499	2,139	576	446	7,294	1,627	271	1,898
Dec	285,107	155,978	858	15,587	3,347	555	1,982	611	465	6,960	1,425	295	1,720
TOTAL	3,148,603	1,890,570	9,531	90,507	48,715	6,676	24,266	7,876	5,904	93,437	28,297	4,741	33,038
INTERNATIONAL													
Jan	4,148	3,728	122,728	21,398	1,837	70	154	44	71	2,176	8,090	803	8,893
Feb	3,063	3,340	101,264	25,981	923	71	199	16	51	1,260	4,861	486	5,347
Mar	3,817	3,948	121,661	29,452	956	41	202	12	57	1,268	5,997	608	6,605
Apr	2,817	2,904	98,101	13,109	599	55	115	12	66	847	8,397	1,174	9,571
May	3,293	3,368	101,188	11,140	1,010	61	90	7	57	1,225	9,264	1,142	10,406
Jun	4,326	5,033	103,238	7,712	364	51	64	22	44	545	7,796	1,526	9,322
Jul	4,425	4,647	115,367	8,585	390	87	107	28	90	702	7,575	1,948	9,523
Aug	4,706	4,309	133,512	8,732	573	96	106	61	32	868	6,376	1,800	8,176
Sep	2,562	2,190	116,476	7,325	255	62	65	19	45	446	7,608	1,602	9,210
Oct	3,362	3,041	112,090	10,102	324	61	117	26	41	569	6,019	987	7,006
Nov	2,937	2,773	110,454	15,021	383	73	131	14	68	669	6,928	676	7,604
Dec	3,650	3,331	117,098	24,465	503	89	159	25	53	829	9,299	1,191	10,490
TOTAL	43,106	42,612	1,353,177	183,022	8,117	817	1,509	286	675	11,404	88,210	13,943	102,153

TABLE 10: 2006 Visitor Arrivals by Month and MMA (continued)
(Arrivals by air)

2006	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	3,255	601	5,981	344	2,420	12,600	301	589	465	1,356	24,558	595,775
Feb	2,854	281	3,227	206	1,167	7,736	202	521	481	1,204	23,911	575,116
Mar	3,130	292	2,660	471	958	7,512	218	437	517	1,172	24,985	656,833
Apr	4,527	484	2,845	343	1,027	9,225	228	549	1,120	1,897	30,715	596,638
May	4,807	502	2,438	335	1,301	9,383	258	477	799	1,535	28,232	576,398
Jun	3,628	388	2,654	282	1,323	8,274	197	338	661	1,197	30,251	673,145
Jul	3,870	668	3,493	339	1,712	10,081	186	695	1,502	2,383	31,322	727,736
Aug	3,765	599	3,102	254	1,971	9,691	223	545	774	1,542	26,139	689,875
Sep	6,688	297	2,396	264	1,185	10,830	145	526	757	1,427	25,519	559,244
Oct	6,359	312	2,435	248	858	10,211	187	549	756	1,492	26,277	569,916
Nov	6,961	364	3,042	294	678	11,339	104	512	603	1,218	23,612	573,238
Dec	4,474	452	3,504	523	880	9,833	359	696	1,287	2,343	29,136	667,384
TOTAL	54,318	5,240	37,777	3,903	15,480	116,716	2,608	6,434	9,723	18,765	324,657	7,461,299
DOMESTIC												
Jan	1,347	122	887	73	124	2,552	217	589	423	1,230	12,001	409,973
Feb	1,391	115	725	38	94	2,364	176	514	468	1,157	11,608	417,139
Mar	2,078	98	494	107	201	2,979	199	432	508	1,139	13,108	473,639
Apr	2,500	129	467	62	128	3,285	199	541	1,106	1,846	13,547	446,130
May	2,989	164	566	107	211	4,037	240	472	790	1,503	12,683	424,851
Jun	2,217	131	718	67	165	3,297	170	330	648	1,149	14,605	522,298
Jul	1,916	207	704	141	154	3,121	140	682	1,479	2,301	19,180	565,303
Aug	1,711	205	790	87	309	3,102	148	545	774	1,467	16,920	513,689
Sep	3,178	94	462	102	177	4,013	145	490	757	1,391	13,922	402,585
Oct	3,774	115	386	84	152	4,510	187	549	721	1,457	13,898	415,631
Nov	4,054	113	516	46	118	4,847	104	482	573	1,158	12,479	416,095
Dec	3,082	140	831	134	207	4,394	314	696	1,287	2,298	15,578	488,479
TOTAL	30,237	1,633	7,546	1,048	2,040	42,502	2,240	6,322	9,534	18,095	169,529	5,495,813
INTERNATIONAL												
Jan	1,908	479	5,094	271	2,296	10,048	84	0	42	126	12,557	185,802
Feb	1,463	166	2,502	168	1,073	5,372	26	8	13	47	12,303	157,977
Mar	1,052	194	2,166	364	757	4,533	18	5	9	33	11,877	183,194
Apr	2,027	355	2,378	281	899	5,940	29	8	14	51	17,168	150,508
May	1,818	338	1,872	228	1,090	5,346	18	5	9	32	15,549	151,547
Jun	1,411	257	1,936	215	1,158	4,977	27	8	13	48	15,646	150,847
Jul	1,954	461	2,789	198	1,558	6,960	46	13	23	82	12,142	162,433
Aug	2,054	394	2,312	167	1,662	6,589	75	0	0	75	9,219	176,186
Sep	3,510	203	1,934	162	1,008	6,817	0	36	0	36	11,597	156,659
Oct	2,585	197	2,049	164	706	5,701	0	0	35	35	12,379	154,285
Nov	2,907	251	2,526	248	560	6,492	0	30	30	60	11,133	157,143
Dec	1,392	312	2,673	389	673	5,439	45	0	0	45	13,558	178,905
TOTAL	24,081	3,607	30,231	2,855	13,440	74,214	368	113	189	670	155,128	1,965,486

Source: DBEDT

**TABLE 11: U.S. West MMA Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	30,086,583	28,860,468	4.2%	29,613,079	28,395,133	4.3%	473,504	465,335	1.8%
Total Visitors	3,191,709	3,032,492	5.3%	3,148,603	2,987,368	5.4%	43,106	45,124	-4.5%
PARTY SIZE									
One	546,041	531,460	2.7%	539,063	520,294	3.6%	6,978	11,166	-37.5%
Two	1,283,284	1,224,784	4.8%	1,266,594	1,209,260	4.7%	16,690	15,524	7.5%
Three or more	1,362,384	1,276,248	6.7%	1,342,946	1,257,814	6.8%	19,437	18,433	5.4%
Avg Party Size	2.09	2.07	0.8%	2.09	2.07	0.7%	2.20	1.94	13.6%
VISIT STATUS									
First-Time	686,574	669,369	2.6%	679,040	657,022	3.4%	7,534	12,347	-39.0%
Repeat	2,505,135	2,363,123	6.0%	2,469,563	2,330,346	6.0%	35,572	32,777	8.5%
Average # of Trips	6.37	6.28	1.4%	6.37	6.30	1.1%	6.36	4.91	29.5%
TRAVEL METHOD									
Group Tour	110,195	120,455	-8.5%	107,680	115,845	-7.0%	2,515	4,609	-45.4%
Package	919,936	940,520	-2.2%	909,482	929,662	-2.2%	10,454	10,858	-3.7%
Group Tour & Pkg	80,910	90,466	-10.6%	79,200	87,217	-9.2%	1,710	3,249	-47.3%
True Independent	2,242,488	2,061,983	8.8%	2,210,641	2,029,078	8.9%	31,848	32,905	-3.2%
ISLANDS VISITED									
O'ahu	1,430,018	1,378,411	3.7%	1,395,142	1,341,703	4.0%	34,876	36,708	-5.0%
Maui County	1,218,973	1,147,581	6.2%	1,209,245	1,137,351	6.3%	9,728	10,230	-4.9%
...Maui	1,192,620	1,124,292	6.1%	1,183,084	1,114,125	6.2%	9,536	10,167	-6.2%
...Moloka'i	31,446	29,202	7.7%	30,283	28,779	5.2%	1,163	422	175.4%
...Lāna'i	34,257	30,223	13.3%	33,423	29,361	13.8%	834	862	-3.3%
Kaua'i	598,149	529,432	13.0%	590,725	527,177	12.1%	7,423	2,254	229.3%
Big Island	679,774	617,493	10.1%	672,838	612,319	9.9%	6,936	5,174	34.0%
...Hilo	226,879	188,334	20.5%	222,125	183,525	21.0%	4,754	4,809	-1.1%
...Kona	597,881	544,789	9.7%	592,381	539,947	9.7%	5,500	4,842	13.6%
LENGTH OF STAY									
O'ahu (days)	7.38	7.50	-1.7%	7.38	7.52	-2.0%	7.47	6.71	11.3%
Maui (days)	7.97	8.12	-1.9%	7.98	8.12	-1.7%	6.77	8.37	-19.2%
Moloka'i (days)	5.28	5.44	-2.9%	5.43	5.48	-0.9%	1.33	2.53	-47.4%
Lāna'i (days)	3.74	3.57	4.8%	3.81	3.64	4.8%	1.00	1.34	-25.2%
Kaua'i (days)	7.40	7.68	-3.7%	7.42	7.69	-3.4%	5.26	6.07	-13.3%
Big Island (days)	7.72	8.19	-5.8%	7.74	8.07	-4.1%	5.45	22.80	-76.1%
...Hilo (days)	4.16	4.60	-9.4%	4.19	4.59	-8.8%	1.78	5.34	-66.8%
...Kona (days)	7.18	7.88	-8.9%	7.22	7.59	-4.9%	5.33	19.06	-72.0%
Statewide (days)	9.43	9.52	-1.0%	9.41	9.51	-1.1%	10.98	10.31	6.5%
ACCOMMODATIONS									
Hotel	1,644,846	1,652,225	-0.4%	1,617,708	1,621,031	-0.2%	27,138	31,194	-13.0%
...Hotel Only	1,387,875	1,410,296	-1.6%	1,365,158	1,381,327	-1.2%	22,718	28,969	-21.6%
Condo	739,836	700,979	5.5%	733,402	696,293	5.3%	6,434	4,685	37.3%
...Condo Only	594,655	561,802	5.8%	589,534	557,370	5.8%	5,121	4,432	15.6%
Timeshare	390,071	322,776	20.8%	386,217	321,450	20.1%	3,853	1,326	190.7%
...Timeshare Only	302,181	245,375	23.2%	299,517	244,495	22.5%	2,664	880	202.7%
Rental House	163,707	142,227	15.1%	161,748	140,696	15.0%	1,959	1,530	28.0%
Bed & Breakfast	29,911	28,557	4.7%	29,718	27,775	7.0%	192	781	-75.4%
Cruise Ship	105,268	69,757	50.9%	104,698	69,689	50.2%	570	68	740.6%
Friends or Relatives	394,512	371,005	6.3%	388,236	364,389	6.5%	6,276	6,616	-5.1%
PURPOSE OF TRIP									
Pleasure (Net)	2,598,220	2,451,554	6.0%	2,569,185	2,425,126	5.9%	29,035	26,428	9.9%
.....Vacation	2,479,083	2,334,620	6.2%	2,452,019	2,310,259	6.1%	27,064	24,362	11.1%
.....Honeymoon	118,573	115,387	2.8%	116,518	114,657	1.6%	2,055	730	181.3%
.....Get Married	37,379	37,527	-0.4%	36,713	36,191	1.4%	666	1,336	-50.2%
MC&I (Net)	182,483	186,641	-2.2%	180,570	181,716	-0.6%	1,914	4,924	-61.1%
.....Convention/Conf.	112,311	115,388	-2.7%	111,625	111,070	0.5%	686	4,317	-84.1%
.....Corp. Meetings	42,767	41,715	2.5%	42,365	41,299	2.6%	402	416	-3.4%
.....Incentive	33,740	36,920	-8.6%	32,915	36,160	-9.0%	826	760	8.7%
Other Business	159,943	156,657	2.1%	158,139	154,248	2.5%	1,803	2,409	-25.1%
Visit Friends/Relatives	366,122	347,542	5.3%	360,778	341,831	5.5%	5,343	5,711	-6.4%
Government/Military	32,611	32,032	1.8%	31,854	28,788	10.7%	757	3,244	-76.7%
Attend School	7,483	7,605	-1.6%	6,551	7,072	-7.4%	933	533	75.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	4,710.0	4,289.2	9.8%	4,635.9	4,220.0	9.9%	74.1	69.2	7.2%
Per Person Per Day (\$)	156.5	148.6	5.3%	156.5	148.6	5.3%	156.5	148.6	5.3%
Per Person Per Trip (\$)	1,475.7	1,414.4	4.3%	1,472.4	1,412.6	4.2%	1,719.6	1,532.6	12.2%

Source: DBEDT

**TABLE 12: 2006 Domestic U.S. West MMA Visitor Arrivals by Month and State
(Arrivals by air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	158,238	166,367	176,446	220,170	191,200	239,722	269,674	282,750	188,993	188,324	205,142	230,184	2,517,210
Alaska	5,306	5,423	6,450	2,687	2,034	1,642	1,666	1,643	1,653	2,377	3,698	5,657	40,236
California	110,476	113,960	120,302	172,061	152,916	201,120	232,880	245,601	154,886	147,519	154,382	173,101	1,979,204
Oregon	14,706	13,892	19,176	11,215	12,602	12,724	11,097	11,782	10,730	12,419	16,331	17,059	163,733
Washington	27,751	33,092	30,518	34,207	23,647	24,236	24,030	23,724	21,724	26,009	30,732	34,367	334,037
MOUNTAIN	46,866	44,763	68,155	48,372	55,932	65,377	59,300	43,577	44,619	52,515	46,995	54,922	631,393
Arizona	10,769	10,425	19,339	12,185	19,629	23,142	23,816	13,948	16,318	18,960	13,050	15,285	196,868
Colorado	10,823	10,427	19,175	9,991	12,007	13,874	11,651	8,829	9,208	11,386	10,956	12,158	140,485
Idaho	3,919	3,809	5,588	2,276	2,571	2,844	2,152	1,892	1,965	2,766	3,109	3,732	36,621
Montana	2,796	2,761	3,020	1,695	1,245	1,230	850	861	735	1,191	1,379	2,040	19,804
Nevada	6,441	6,716	7,364	9,881	7,648	10,599	9,721	8,775	7,684	7,463	7,623	9,046	98,960
New Mexico	2,070	1,775	3,109	1,880	3,309	3,461	3,220	1,923	2,147	2,081	2,297	2,968	30,241
Utah	9,177	8,050	9,147	9,684	8,903	9,521	7,298	6,865	6,169	8,167	7,778	8,764	99,523
Wyoming	872	800	1,413	781	619	706	591	484	393	501	804	928	8,891
TOTAL U.S. WEST	205,104	211,130	244,601	268,542	247,132	305,099	328,973	326,327	233,612	240,839	252,137	285,107	3,148,603

**TABLE 13: U.S. East MMA Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	19,858,637	19,902,690	-0.2%	19,572,496	19,563,409	0.0%	286,141	339,281	-15.7%
Total Visitors	1,933,182	1,929,294	0.2%	1,890,570	1,885,180	0.3%	42,612	44,114	-3.4%
PARTY SIZE									
One	402,062	400,654	0.4%	395,593	389,623	1.5%	6,469	11,031	-41.4%
Two	943,599	944,134	-0.1%	923,076	925,466	-0.3%	20,523	18,668	9.9%
Three or more	587,521	584,506	0.5%	571,901	570,091	0.3%	15,620	14,415	8.4%
Avg Party Size	1.89	1.89	0.2%	1.89	1.89	-0.2%	2.12	1.84	15.2%
VISIT STATUS									
First-Time	900,770	921,621	-2.3%	884,217	901,891	-2.0%	16,552	19,730	-16.1%
Repeat	1,032,413	1,007,673	2.5%	1,006,353	983,289	2.3%	26,060	24,384	6.9%
Average # of Trips	3.54	3.45	2.6%	3.54	3.46	2.5%	3.42	3.22	6.0%
TRAVEL METHOD									
Group Tour	154,717	161,188	-4.0%	150,592	159,162	-5.4%	4,124	2,026	103.5%
Package	634,341	650,862	-2.5%	623,855	643,530	-3.1%	10,486	7,332	43.0%
Group Tour & Pkg	123,724	128,910	-4.0%	119,599	127,239	-6.0%	4,124	1,671	146.7%
True Independent	1,267,848	1,246,155	1.7%	1,235,722	1,209,728	2.1%	32,126	36,427	-11.8%
ISLANDS VISITED									
O'ahu	1,176,607	1,202,244	-2.1%	1,139,272	1,162,942	-2.0%	37,336	39,302	-5.0%
Maui County	826,651	811,047	1.9%	819,687	802,500	2.1%	6,965	8,547	-18.5%
...Maui	811,793	797,089	1.8%	804,828	788,829	2.0%	6,965	8,260	-15.7%
...Moloka'i	24,509	25,555	-4.1%	24,271	24,267	0.0%	238	1,288	-81.6%
...Lāna'i	33,079	30,796	7.4%	31,957	30,176	5.9%	1,122	620	80.9%
Kaua'i	430,337	398,597	8.0%	425,933	395,199	7.8%	4,404	3,398	29.6%
Big Island	505,041	474,380	6.5%	498,692	468,021	6.6%	6,349	6,358	-0.2%
...Hilo	242,448	216,936	11.8%	238,212	211,048	12.9%	4,236	5,888	-28.1%
...Kona	431,362	399,298	8.0%	426,139	393,667	8.2%	5,223	5,631	-7.2%
LENGTH OF STAY									
O'ahu (days)	7.37	7.48	-1.5%	7.43	7.53	-1.2%	5.36	5.98	-10.5%
Maui (days)	6.80	6.90	-1.4%	6.82	6.90	-1.2%	4.74	6.22	-23.8%
Moloka'i (days)	3.99	3.88	2.9%	4.02	4.04	-0.3%	1.00	1.00	0.0%
Lāna'i (days)	3.14	2.83	11.1%	3.22	2.86	12.7%	1.00	1.54	-35.0%
Kaua'i (days)	5.63	5.76	-2.2%	5.64	5.78	-2.5%	4.89	3.45	41.8%
Big Island (days)	6.03	6.19	-2.6%	6.05	6.19	-2.3%	4.75	6.09	-22.1%
...Hilo (days)	2.98	3.15	-5.3%	2.98	3.19	-6.5%	2.91	1.60	81.6%
...Kona (days)	5.38	5.64	-4.6%	5.41	5.65	-4.3%	3.41	5.20	-34.5%
Statewide (days)	10.27	10.32	-0.4%	10.35	10.38	-0.2%	6.72	7.69	-12.7%
ACCOMMODATIONS									
Hotel	1,230,006	1,285,913	-4.3%	1,196,701	1,254,054	-4.6%	33,305	31,860	4.5%
...Hotel Only	978,279	1,040,303	-6.0%	949,251	1,010,837	-6.1%	29,027	29,466	-1.5%
Condo	290,010	286,552	1.2%	287,628	283,270	1.5%	2,382	3,282	-27.4%
...Condo Only	195,093	190,042	2.7%	194,266	188,309	3.2%	827	1,733	-52.3%
Timeshare	183,260	167,014	9.7%	181,333	166,041	9.2%	1,926	973	98.0%
...Timeshare Only	127,100	112,186	13.3%	125,560	111,435	12.7%	1,540	751	105.1%
Rental House	77,243	69,411	11.3%	76,477	68,810	11.1%	766	601	27.4%
Bed & Breakfast	27,310	27,575	-1.0%	27,019	26,796	0.8%	291	778	-62.6%
Cruise Ship	174,667	136,092	28.3%	173,298	135,926	27.5%	1,369	166	727.0%
Friends or Relatives	210,457	205,964	2.2%	205,592	201,346	2.1%	4,865	4,618	5.4%
PURPOSE OF TRIP									
Pleasure (Net)	1,510,134	1,500,406	0.6%	1,477,594	1,475,377	0.2%	32,540	25,029	30.0%
....Vacation	1,379,785	1,367,580	0.9%	1,348,764	1,344,726	0.3%	31,022	22,854	35.7%
....Honeymoon	134,961	137,413	-1.8%	133,356	135,560	-1.6%	1,605	1,853	-13.4%
....Get Married	25,451	26,752	-4.9%	25,132	26,042	-3.5%	319	710	-55.0%
MC&I (Net)	202,275	215,988	-6.3%	200,371	210,695	-4.9%	1,904	5,293	-64.0%
....Convention/Conf.	131,625	145,864	-9.8%	129,936	140,974	-7.8%	1,689	4,890	-65.5%
....Corp. Meetings	33,082	35,015	-5.5%	33,082	34,402	-3.8%	0	613	-100.0%
....Incentive	45,485	43,538	4.5%	45,270	43,538	4.0%	215	0	NA
Other Business	78,520	77,438	1.4%	77,187	75,011	2.9%	1,334	2,427	-45.1%
Visit Friends/Relatives	207,789	203,072	2.3%	204,302	199,107	2.6%	3,486	3,965	-12.1%
Government/Military	48,000	50,430	-4.8%	46,033	43,940	4.8%	1,967	6,491	-69.7%
Attend School	4,393	5,020	-12.5%	4,329	4,289	0.9%	64	731	-91.2%
Sport Events	32,950	36,513	-9.8%	32,683	35,616	-8.2%	267	897	-70.2%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,597.9	3,551.5	1.3%	3,546.0	3,490.9	1.6%	51.8	60.5	-14.4%
Per Person Per Day (\$)	181.2	178.4	1.5%	181.2	178.4	1.5%	181.2	178.4	1.5%
Per Person Per Trip (\$)	1,861.1	1,840.8	1.1%	1,875.6	1,851.8	1.3%	1,216.6	1,372.4	-11.4%

**TABLE 14: 2006 Domestic U.S. East MMA Visitor Arrivals by Month and State
(Arrivals by Air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	30,194	28,735	32,664	13,866	14,499	17,779	17,179	11,316	11,941	13,285	13,181	19,413	224,051
Iowa	4,344	4,191	4,266	1,630	1,503	1,948	2,153	1,265	1,405	1,519	1,704	2,575	28,504
Kansas	2,689	2,577	3,875	1,408	2,463	3,073	3,283	1,496	1,758	1,746	1,515	2,380	28,264
Minnesota	13,201	12,597	15,105	5,897	3,563	4,248	3,591	3,790	3,267	4,273	5,095	7,353	81,981
Missouri	5,117	4,942	5,548	3,131	4,535	6,208	5,527	3,253	3,862	3,763	2,807	3,874	52,567
Nebraska	2,218	2,237	1,966	955	1,398	1,512	1,672	979	1,043	1,261	1,131	1,747	18,119
N. Dakota	1,140	1,053	977	296	459	334	282	209	263	293	426	602	6,334
S. Dakota	1,484	1,138	926	549	577	455	672	324	342	429	504	882	8,282
W.S. CENTRAL	18,062	17,872	27,739	17,556	30,100	38,855	37,119	20,426	22,138	19,632	19,714	23,150	292,362
Arkansas	1476	1235	1532	918	1313	2173	1897	1031	1171	1149	1199	1180	16,274
Louisiana	1136	1527	1346	1984	2165	3073	3003	1646	1750	1726	2020	1544	22,919
Oklahoma	2237	1939	3096	1450	3303	3426	3575	1848	2056	2103	2031	2373	29,438
Texas	13,212	13,170	21,765	13,204	23,320	30,184	28,643	15,901	17,162	14,654	14,464	18,053	223,732
E.N. CENTRAL	43,447	45,228	51,441	32,905	25,707	37,146	36,281	26,912	26,647	29,099	30,281	38,708	423,803
Illinois	15,015	14,029	18,850	10,268	9,612	14,159	13,672	10,923	9,805	9,820	10,707	15,918	152,777
Indiana	4,881	4,541	6,352	3,186	3,305	4,971	4,670	2,597	3,205	3,642	5,364	4,445	51,158
Michigan	8,700	11,785	9,693	7,075	4,697	5,433	5,859	4,853	4,792	5,255	5,325	7,334	80,801
Ohio	7,400	7,524	8,431	7,375	5,390	9,174	8,964	5,680	6,332	6,874	5,566	6,784	85,494
Wisconsin	7,453	7,349	8,115	5,001	2,704	3,409	3,116	2,859	2,514	3,508	3,319	4,226	53,572
E.S. CENTRAL	7,814	7,566	9,853	6,954	9,540	11,948	11,103	5,595	7,391	8,009	7,537	7,291	100,601
Alabama	1,791	1,652	2,417	1,636	2,355	2,856	2,636	1,308	1,793	1,961	1,514	1,660	23,580
Kentucky	2,312	1,976	2,284	1,889	2,299	3,167	3,125	1,430	1,935	2,016	2,490	1,969	26,891
Mississippi	708	702	940	818	1,148	1,320	1,240	602	724	709	813	774	10,499
Tennessee	3,002	3,237	4,212	2,611	3,737	4,604	4,103	2,255	2,939	3,323	2,720	2,889	39,632
NEW ENGLAND	11,173	14,421	11,785	11,194	7,630	9,040	11,822	11,736	8,484	9,202	8,181	10,234	124,901
Connecticut	2,339	3,189	2,685	2,881	1,878	2,301	3,431	3,352	1,982	1,988	1,800	2,317	30,143
Maine	1,016	1,199	1,237	903	576	558	642	581	585	668	645	686	9,297
Massachusetts	5,488	6,905	5,388	5,114	3,674	4,422	5,591	6,145	4,190	4,661	4,018	5,269	60,866
New Hampshire	1,130	1,399	1,100	1,024	716	805	890	730	813	926	745	878	11,157
Rhode Island	647	979	742	697	449	628	795	614	631	601	511	608	7,903
Vermont	553	749	632	574	336	326	473	314	283	358	461	476	5,536

TABLE 14: 2006 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)
(Arrivals by air)

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MID ATLANTIC	22,406	25,590	21,805	23,686	18,638	22,792	31,039	33,800	19,452	21,643	18,737	22,644	282,232
New Jersey	5,347	5,836	5,090	6,674	4,995	5,898	8,901	10,220	4,818	5,158	5,176	5,490	73,603
New York	10,414	12,291	9,490	11,231	8,052	9,062	13,649	16,274	8,778	9,646	7,940	11,640	128,466
Pennsylvania	6,644	7,463	7,225	5,781	5,591	7,833	8,489	7,306	5,856	6,839	5,621	5,514	80,162
S. ATLANTIC	33,749	33,711	36,964	36,667	38,745	48,431	48,617	34,891	33,069	33,079	30,160	34,538	442,620
Delaware	544	631	533	510	342	576	613	456	476	474	367	445	5,966
Washington, D.C.	650	610	613	525	617	605	681	1,106	505	572	626	956	8,067
Florida	9,374	9,024	10,432	9,575	12,756	15,171	13,255	8,265	9,804	9,981	8,443	9,907	125,987
Georgia	4,564	5,798	6,743	5,714	7,041	8,570	8,431	4,070	5,462	5,014	5,153	5,265	71,828
Maryland	4,945	5,011	4,780	4,919	4,293	5,922	7,343	6,400	4,452	4,392	4,228	4,438	61,123
N. Carolina	3,937	3,715	4,505	4,387	4,534	5,858	5,917	3,774	3,937	3,991	3,384	4,086	52,025
S. Carolina	1,820	1,533	1,720	2,356	2,026	2,760	2,313	1,513	1,613	1,639	1,409	1,865	22,567
Virginia	7,352	6,827	6,996	8,001	6,481	8,187	9,320	8,757	6,194	6,487	6,099	7,108	87,808
West Virginia	563	563	642	678	655	783	744	550	626	528	450	467	7,249
TOTAL U.S. EAST	166,845	173,121	192,250	142,827	144,858	185,992	193,160	144,675	129,123	133,950	127,791	155,978	1,890,570

TABLE 15: Domestic U.S. Visitors by State: 1997 – 2006
(Arrivals by air)

	2006	2005	2004	2003	2002	2001	2000	1999	1998	1997
PACIFIC COAST	2,517,210	2,432,433	2,234,261	2,103,543	2,001,726	1,908,057	1,938,247	1,844,511	1,705,992	1,663,760
Alaska	40,236	39,349	36,835	36,954	41,630	41,545	43,224	41,737	37,579	30,970
California	1,979,204	1,919,548	1,767,696	1,666,672	1,570,367	1,468,881	1,456,666	1,355,754	1,269,623	1,262,570
Oregon	163,733	152,462	135,943	128,894	121,245	123,511	135,883	147,220	128,510	121,700
Washington	334,037	321,074	293,786	271,022	268,483	274,120	302,474	299,802	270,279	248,520
MOUNTAIN	631,393	554,935	486,249	459,975	430,499	390,046	391,037	363,898	341,950	339,620
Arizona	196,868	151,642	127,014	123,746	110,926	97,564	100,589	94,289	89,333	85,600
Colorado	140,485	135,564	126,243	124,514	121,257	107,933	110,480	98,218	90,828	95,370
Idaho	36,621	32,752	28,598	26,550	24,013	24,568	23,931	24,522	21,092	20,940
Montana	19,804	19,391	16,774	15,902	15,393	15,264	15,019	13,273	12,269	11,690
Nevada	98,960	91,186	81,437	69,986	61,486	54,879	55,621	46,772	45,397	43,140
New Mexico	30,241	27,699	24,030	23,678	21,595	18,549	20,509	19,803	19,643	18,630
Utah	99,523	88,584	74,862	68,734	69,565	65,648	58,460	61,635	58,332	58,940
Wyoming	8,891	8,117	7,292	6,865	6,265	5,640	6,428	5,386	5,057	5,310
W.N. CENTRAL	224,051	224,273	210,413	194,497	183,216	193,575	206,468	191,856	172,518	166,100
Iowa	28,504	28,221	27,762	24,269	21,938	22,236	24,544	23,772	20,830	18,660
Kansas	28,264	28,442	24,824	23,109	20,880	22,579	23,869	21,695	20,182	19,740
Minnesota	81,981	84,560	80,866	74,975	72,706	79,592	84,262	76,502	66,034	63,310
Missouri	52,567	50,363	47,504	44,829	43,136	45,285	48,170	45,279	42,131	42,320
Nebraska	18,119	18,429	16,644	15,421	13,936	13,170	14,280	14,199	13,710	12,540
N. Dakota	6,334	6,356	5,846	5,173	4,370	4,806	5,160	4,727	4,819	4,800
S. Dakota	8,282	7,901	6,967	6,721	6,249	5,907	6,182	5,682	4,813	4,730
W.S. CENTRAL	292,362	272,439	261,919	247,914	233,376	219,875	229,067	217,433	208,235	191,440
Arkansas	16,274	15,886	14,435	12,776	12,645	11,590	11,690	12,001	11,022	10,220
Louisiana	22,919	20,237	19,348	18,138	16,782	15,529	16,750	16,401	15,593	14,180
Oklahoma	29,438	26,746	26,247	24,355	25,548	21,587	22,838	21,902	19,916	19,830
Texas	223,732	209,570	201,889	192,644	178,400	171,169	177,789	167,129	161,704	147,200
E.N. CENTRAL	423,803	436,299	412,006	376,857	369,468	378,159	402,799	374,582	358,967	334,600
Illinois	152,777	151,806	145,933	139,209	132,686	132,909	138,588	132,675	128,745	122,880
Indiana	51,158	52,721	49,681	41,640	41,267	42,441	43,346	41,724	40,563	38,890
Michigan	80,801	84,412	83,296	75,321	75,659	84,999	88,413	78,946	76,217	69,100
Ohio	85,494	88,463	82,869	74,957	74,538	72,644	78,393	75,441	70,824	64,980
Wisconsin	53,572	58,897	50,226	45,729	45,317	45,166	54,059	45,795	42,619	38,750
E.S. CENTRAL	100,601	99,269	91,958	82,810	81,117	70,810	78,366	76,409	71,242	67,500
Alabama	23,580	23,524	21,300	21,989	22,588	15,640	18,573	17,746	16,445	15,250
Kentucky	26,891	26,759	26,543	21,314	22,623	19,199	20,993	19,150	18,194	18,490
Mississippi	10,499	9,768	9,577	8,376	7,302	7,661	8,581	8,092	7,961	6,810
Tennessee	39,632	39,218	34,538	31,132	28,604	28,310	30,220	31,421	28,642	26,950
NEW ENGLAND	124,901	130,519	119,060	111,412	106,158	105,925	110,355	97,204	92,070	90,190
Connecticut	30,143	31,556	29,542	27,068	25,598	26,050	27,672	26,653	24,710	24,000
Maine	9,297	9,987	9,070	7,505	7,314	6,637	7,159	6,663	6,426	5,980
Massachusetts	60,866	62,914	57,438	55,620	53,890	53,597	55,894	44,878	43,867	44,200
New Hampshire	11,157	11,719	10,549	9,787	8,962	9,290	8,996	8,783	7,981	7,550
Rhode Island	7,903	8,339	7,620	6,752	6,300	6,251	6,407	6,121	5,690	5,190
Vermont	5,536	6,003	4,843	4,680	4,095	4,100	4,225	4,106	3,397	3,280
MID ATLANTIC	282,232	290,955	274,922	253,302	231,823	240,063	256,975	241,256	220,845	203,840
New Jersey	73,603	77,295	75,139	69,991	62,465	65,654	70,559	66,806	58,958	54,310
New York	128,466	134,627	127,142	118,881	108,392	113,547	117,496	107,906	102,379	94,920
Pennsylvania	80,162	79,032	72,640	64,431	60,965	60,862	68,920	66,544	59,508	54,610
S. ATLANTIC	442,620	431,427	386,662	345,012	324,573	316,337	339,509	318,863	290,888	270,350
Delaware	5,966	5,897	5,422	4,726	4,257	4,576	4,948	4,518	3,913	3,790
Washington, D.C.	8,067	7,930	7,345	6,724	6,918	6,309	6,594	5,928	5,945	5,460
Florida	125,987	121,877	105,560	93,543	87,385	83,717	87,514	84,007	77,474	70,550
Georgia	71,828	67,544	60,780	56,765	56,378	53,781	62,041	54,025	50,635	50,930
Maryland	61,123	60,660	54,455	48,981	44,653	43,543	47,525	44,226	40,298	38,260
N. Carolina	52,025	49,633	44,986	37,690	35,417	36,595	40,666	38,848	33,435	31,430
S. Carolina	22,567	21,450	19,297	16,275	16,091	16,114	16,479	15,901	14,666	13,130
Virginia	87,808	89,226	82,316	74,461	68,145	66,277	68,202	65,683	59,587	52,710
West Virginia	7,249	7,210	6,502	5,848	5,328	5,425	5,541	5,727	4,935	4,090
UNITED STATES	5,039,173	4,872,548	4,477,449	4,175,321	3,961,956	3,822,845	3,952,823	3,726,012	3,462,708	3,327,400

**TABLE 16: 2006 Domestic U.S. Visitor Characteristics by State
(Arrivals by air)**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	% ISLES VISITED	# OF TRIPS
PACIFIC COAST	2,517,210	9.33	23,476,500	84.0%	56.4%	19.6%	43.8%	19.1%	5.4%	3.5%	1.22	6.67
Alaska	40,236	13.03	524,137	80.1%	49.3%	18.6%	33.9%	24.6%	6.7%	3.3%	1.25	6.90
California	1,979,204	8.89	17,595,379	84.4%	56.1%	19.6%	46.2%	17.7%	5.3%	3.5%	1.22	6.67
Oregon	163,733	10.64	1,741,359	82.2%	60.2%	20.6%	33.8%	23.3%	6.5%	3.6%	1.24	6.34
Washington	334,037	10.82	3,615,625	83.4%	56.8%	19.2%	35.8%	25.2%	5.8%	3.6%	1.22	6.79
MOUNTAIN	631,393	9.72	6,136,579	79.0%	53.0%	29.4%	41.5%	17.0%	6.9%	4.4%	1.31	5.18
Arizona	196,868	9.33	1,836,026	79.1%	53.9%	31.5%	42.6%	15.3%	6.2%	4.6%	1.33	4.80
Colorado	140,485	10.27	1,442,758	76.9%	57.1%	28.4%	40.3%	18.1%	7.1%	4.3%	1.33	5.20
Idaho	36,621	10.41	381,339	80.8%	57.3%	30.2%	37.1%	22.5%	7.4%	4.1%	1.27	4.93
Montana	19,804	11.13	220,505	78.4%	59.8%	32.4%	36.7%	23.2%	8.8%	4.3%	1.31	4.64
Nevada	98,960	9.42	932,429	82.1%	48.6%	25.6%	44.7%	14.9%	6.2%	4.5%	1.27	6.27
New Mexico	30,241	10.19	308,050	77.6%	53.0%	35.4%	41.4%	15.5%	8.9%	4.2%	1.34	4.47
Utah	99,523	9.26	921,506	78.8%	46.9%	27.1%	40.2%	18.1%	7.1%	4.2%	1.31	5.30
Wyoming	8,891	10.57	93,967	77.0%	52.9%	38.6%	40.7%	18.7%	8.4%	5.8%	1.35	4.05
WEST NORTH CENTRAL	224,051	10.40	2,330,543	69.4%	44.2%	43.5%	47.6%	13.9%	10.9%	5.9%	1.47	3.70
Iowa	28,504	10.38	295,996	67.7%	42.1%	48.6%	47.4%	13.9%	11.1%	6.0%	1.51	3.32
Kansas	28,264	9.86	278,762	70.5%	43.0%	44.4%	48.8%	12.1%	11.5%	6.0%	1.48	3.51
Minnesota	81,981	10.83	888,090	69.5%	46.7%	39.1%	46.1%	15.2%	10.3%	5.7%	1.44	4.09
Missouri	52,567	10.09	530,378	68.5%	43.2%	46.0%	47.6%	13.6%	10.5%	6.6%	1.51	3.51
Nebraska	18,119	9.85	178,382	71.3%	45.2%	43.9%	50.0%	13.2%	12.6%	5.5%	1.43	3.65
North Dakota	6,334	10.93	69,247	70.7%	37.4%	48.9%	51.7%	12.5%	12.7%	5.6%	1.40	3.34
South Dakota	8,282	10.83	89,688	70.1%	40.5%	45.9%	50.5%	12.7%	12.3%	5.1%	1.45	3.52
WEST SOUTH CENTRAL	292,362	9.53	2,785,912	72.2%	42.0%	43.7%	51.9%	10.5%	10.1%	6.0%	1.45	3.78
Arkansas	16,274	9.78	159,146	72.2%	37.7%	51.0%	49.2%	11.3%	11.0%	5.8%	1.48	3.18
Louisiana	22,919	9.48	217,293	67.4%	34.7%	57.7%	50.9%	9.2%	12.4%	7.7%	1.58	2.74
Oklahoma	29,438	9.79	288,176	72.9%	40.2%	45.4%	51.4%	12.3%	11.4%	6.1%	1.44	3.55
Texas	223,732	9.48	2,121,297	72.5%	43.3%	41.5%	52.3%	10.3%	9.7%	5.8%	1.43	3.96
EAST NORTH CENTRAL	423,803	10.49	4,447,756	65.7%	44.4%	46.2%	48.7%	12.6%	9.9%	7.3%	1.56	3.48
Illinois	152,777	10.12	1,546,131	68.7%	50.6%	41.2%	51.9%	12.5%	9.8%	7.4%	1.49	3.94
Indiana	51,158	10.24	523,845	65.5%	39.8%	49.1%	48.2%	12.6%	9.7%	6.7%	1.58	3.22
Michigan	80,801	11.21	906,135	63.9%	43.4%	47.8%	44.8%	13.6%	9.7%	7.8%	1.59	3.31
Ohio	85,494	10.44	892,607	62.8%	37.4%	51.3%	48.2%	11.0%	10.1%	7.4%	1.64	3.03
Wisconsin	53,572	10.81	579,039	64.5%	43.4%	47.4%	46.7%	14.4%	10.1%	6.6%	1.57	3.40
EAST SOUTH CENTRAL	100,601	9.81	987,179	67.9%	35.1%	51.6%	52.5%	9.8%	12.0%	6.3%	1.54	3.10
Alabama	23,580	9.75	229,902	69.0%	31.1%	51.9%	54.3%	8.7%	12.5%	5.9%	1.53	3.15
Kentucky	26,891	9.98	268,278	66.6%	37.2%	51.5%	51.1%	11.4%	10.2%	6.8%	1.54	3.07
Mississippi	10,499	9.56	100,321	71.6%	32.7%	55.9%	54.9%	9.2%	15.1%	5.6%	1.49	2.92
Tennessee	39,632	9.81	388,678	67.2%	36.6%	50.5%	51.8%	9.5%	12.0%	6.3%	1.56	3.14
NEW ENGLAND	124,901	11.55	1,442,725	64.4%	42.2%	45.7%	46.9%	10.6%	10.1%	8.2%	1.56	3.77
Connecticut	30,143	11.22	338,209	62.7%	41.8%	46.2%	50.2%	9.5%	10.9%	8.4%	1.59	3.64
Maine	9,297	12.48	116,033	70.3%	39.1%	42.2%	42.2%	12.7%	9.4%	5.4%	1.45	4.19
Massachusetts	60,866	11.40	693,867	63.5%	43.6%	46.3%	47.3%	10.4%	10.2%	9.3%	1.57	3.74
New Hampshire	11,157	12.23	136,491	66.5%	41.6%	45.9%	43.8%	11.8%	8.9%	6.5%	1.55	3.59
Rhode Island	7,903	11.37	89,832	63.2%	33.2%	47.7%	46.2%	9.7%	9.3%	7.9%	1.62	3.67
Vermont	5,536	12.34	68,293	71.8%	48.7%	38.0%	39.0%	14.6%	8.8%	4.2%	1.42	4.55
MIDDLE ATLANTIC	282,232	10.75	3,034,303	60.6%	37.1%	51.1%	51.6%	7.8%	9.8%	9.7%	1.66	3.24
New Jersey	73,603	10.65	784,131	58.6%	36.3%	48.7%	53.5%	7.4%	9.9%	9.8%	1.67	3.33
New York	128,466	10.79	1,386,560	61.3%	38.1%	50.7%	51.7%	7.9%	8.9%	10.5%	1.63	3.35
Pennsylvania	80,162	10.77	863,612	61.3%	36.0%	53.8%	49.6%	8.0%	10.9%	8.2%	1.68	2.96
SOUTH ATLANTIC	442,620	10.27	4,544,079	66.7%	33.6%	47.4%	51.4%	7.6%	11.8%	6.3%	1.57	3.60
Delaware	5,966	11.38	67,862	63.8%	36.3%	51.7%	46.9%	8.2%	11.1%	7.7%	1.62	3.20
D.C.	8,067	9.65	77,815	70.0%	34.9%	41.1%	55.6%	6.9%	15.1%	6.7%	1.43	4.15
Florida	125,987	10.56	1,330,246	63.0%	34.0%	48.5%	48.9%	7.2%	11.1%	6.3%	1.67	3.52
Georgia	71,828	9.55	685,618	68.5%	34.7%	48.2%	53.9%	8.9%	12.7%	6.1%	1.52	3.32
Maryland	61,123	10.27	627,855	66.7%	33.4%	47.3%	52.5%	7.1%	12.0%	6.3%	1.55	3.63
North Carolina	52,025	10.40	541,287	66.7%	36.4%	51.4%	49.0%	8.0%	12.7%	6.9%	1.57	3.20
South Carolina	22,567	10.39	234,376	65.8%	33.4%	51.9%	48.7%	8.1%	11.6%	6.1%	1.61	3.12
Virginia	87,808	10.29	903,751	70.7%	30.3%	41.1%	54.2%	7.2%	11.3%	5.9%	1.46	4.35
West Virginia	7,249	10.38	75,268	67.4%	34.0%	58.7%	50.8%	8.5%	11.0%	6.6%	1.58	2.68

**TABLE 17: 2006 Market Penetration for Top U.S. MSAs
(Arrivals by air)**

RANK	METRO AREA	2006	2005	% CHNG	Population (1000) ¹	Est. 2006 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	855,095	822,983	3.90%	17,776	48.1
2	San Francisco/Oakland/San Jose, CA	603,931	592,377	1.95%	7,229	83.5
3	Seattle/Tacoma/Bremington, WA	244,849	234,264	4.52%	3,876	63.2
4	San Diego, CA	182,576	178,018	2.56%	2,941	62.1
5	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	169,198	177,088	-4.46%	NA	NA
6	Phoenix/Mesa, AZ	148,782	110,552	34.58%	NA	NA
7	Portland/Salem, OR/WA	126,645	118,116	7.22%	NA	NA
8	Sacramento/Yolo, CA	126,603	123,732	2.32%	NA	NA
9	Chicago/Gary/Kenosha, IL/IN/WI	126,514	126,151	0.29%	NA	NA
10	Washington/Baltimore, DC/MD/VA/WV	116,486	117,114	-0.54%	NA	NA
11	Denver/Boulder/Greeley, CO	93,407	90,788	2.89%	2,928	31.9
12	Dallas/Fort Worth, TX	82,001	76,425	7.30%	6,360	12.9
13	Las Vegas, NV/AZ	73,905	66,627	10.92%	NA	NA
14	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	65,536	68,115	-3.79%	7,466	8.8
15	Salt Lake City/Ogden, UT	61,902	55,713	11.11%	1,068	58.0
16	Minneapolis/Saint Paul, MN/WI	60,946	63,253	-3.65%	3,175	19.2
17	Houston/Galveston/Brazoria, TX	56,665	54,233	4.48%	5,641	10.0
18	Atlanta, GA	51,869	49,149	5.53%	5,138	10.1
19	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	47,219	47,953	-1.53%	6,383	7.4
20	Detroit/Ann Arbor/Flint, MI	46,496	50,100	-7.19%	5,410	8.6
21	Saint Louis, MO/IL	29,701	27,581	7.69%	2,796	10.6
22	Kansas City, MO/KS	25,525	24,753	3.12%	1,967	13.0
23	Fresno, CA	25,077	23,000	9.03%	892	28.1
24	Tucson, AZ	25,018	21,687	15.36%	946	26.4
25	Stockton-Lodi, CA	24,097	22,603	6.61%	673	35.8
26	Santa Barbara/Santa Maria/Lompoc, CA	23,602	22,672	4.10%	400	59.0
27	Miami/Fort Lauderdale, FL	23,107	22,296	3.64%	5,464	4.2
28	Cleveland/Akron, OH	22,337	23,542	-5.12%	2,918	7.7
29	Cincinnati/Hamilton, OH/KY/IN	22,109	23,573	-6.21%	2,148	10.3
30	Austin/San Marcos, TX	21,992	20,659	6.45%	1,514	14.5
31	Anchorage, AK	21,967	21,362	2.83%	359	61.2
32	Reno, NV	20,529	19,931	3.00%	401	51.3
33	Tampa/Saint Petersburg/Clearwater, FL	20,276	19,711	2.87%	2,698	7.5
34	Orlando, FL	18,010	16,934	6.36%	1,985	9.1
35	Provo/Orem, UT	17,879	15,856	12.76%	474	37.7
36	Norfolk/Virginia Beach/Newport News, VA/NC	17,543	17,817	-1.54%	NA	NA
37	San Antonio, TX	17,497	16,092	8.73%	1,942	9.0
38	Milwaukee/Racine, WI	17,174	18,182	-5.55%	1,706	10.1
39	Bakersfield, CA	17,053	15,686	8.72%	780	21.9
40	Indianapolis, IN	16,626	17,600	-5.53%	1,666	10.0
41	Albuquerque, NM	16,541	14,900	11.02%	817	20.3
42	Modesto, CA	16,391	15,924	2.94%	512	32.0
43	Colorado Springs, CO	16,104	15,380	4.71%	599	26.9
44	Boise City, ID	16,089	14,462	11.25%	568	28.3
45	Salinas, CA	15,936	15,905	0.20%	410	38.8
46	Pittsburgh, PA	15,832	15,715	0.74%	2,371	6.7
47	Spokane, WA	15,701	15,974	-1.71%	447	35.1
48	Columbus, OH	15,297	14,871	2.87%	1,726	8.9
49	San Luis/Obispo/Atascadero/Paso Robles, CA	15,040	14,607	2.96%	257	58.5
50	Hartford, CT	13,616	13,935	-2.29%	1,189	11.5
51	Eugene/Springfield, OR	13,518	12,794	5.66%	338	40.0
52	Raleigh/Durham/Chapel Hill, NC	12,992	12,388	4.88%	995	13.1
53	Charlotte/Gastonia/Rock Hill, NC/SC	12,657	11,387	11.15%	1,583	8.0
54	Nashville, TN	12,543	12,706	-1.28%	1,455	8.6
55	Oklahoma City, OK	12,042	10,865	10.83%	1,172	10.3
56	Omaha, NE/IA	10,015	9,580	4.54%	823	12.2
57	Grand Rapids/Muskegon/Holland, MI	9,773	9,859	-0.88%	774	12.6
58	Tulsa, OK	8,901	8,330	6.86%	898	9.9
59	Bellingham, WA	8,669	8,372	3.54%	186	46.6

¹ Based on July, 1 2006 population data

NA: Population Data Not available.

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

**TABLE 18: Japan MMA Visitor Characteristics 2006 vs. 2005
(Arrivals by air)**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	7,644,084	8,669,558	-11.8%	63,231	71,512	-11.6%	7,580,853	8,598,046	-11.8%
Total Visitors	1,362,708	1,517,439	-10.2%	9,531	10,595	-10.0%	1,353,177	1,506,844	-10.2%
PARTY SIZE									
One	88,886	130,654	-32.0%	3,272	3,371	-2.9%	85,613	127,283	-32.7%
Two	427,323	515,996	-17.2%	3,527	4,162	-15.3%	423,796	511,834	-17.2%
Three or more	846,500	870,790	-2.8%	2,732	3,063	-10.8%	843,767	867,727	-2.8%
Avg Party Size	3.00	2.72	10.3%	1.67	1.71	-2.3%	3.01	2.73	10.3%
VISIT STATUS									
First-Time	607,768	672,401	-9.6%	3,233	3,614	-10.5%	604,535	668,787	-9.6%
Repeat	754,940	845,038	-10.7%	6,298	6,981	-9.8%	748,642	838,057	-10.7%
Average # of Trips	3.56	3.72	-4.4%	5.27	5.06	4.1%	3.55	3.71	-4.5%
TRAVEL METHOD									
Group Tour	653,198	646,686	1.0%	1,423	1,899	-25.1%	651,775	644,787	1.1%
Package	1,138,603	1,230,287	-7.5%	3,615	4,298	-15.9%	1,134,988	1,225,990	-7.4%
Group Tour & Pkg	583,212	561,424	3.9%	1,078	1,417	-23.9%	582,134	560,007	4.0%
True Independent	154,119	201,890	-23.7%	5,571	5,815	-4.2%	148,548	196,074	-24.2%
ISLANDS VISITED									
O'ahu	1,303,374	1,456,376	-10.5%	8,685	9,634	-9.9%	1,294,689	1,446,741	-10.5%
Maui County	97,922	110,075	-11.0%	780	839	-7.0%	97,142	109,237	-11.1%
...Maui	94,709	104,212	-9.1%	767	807	-5.0%	93,942	103,405	-9.2%
...Moloka'i	3,926	6,502	-39.6%	14	40	-65.3%	3,912	6,462	-39.5%
...Lana'i	1,767	1,375	28.5%	12	27	-56.1%	1,755	1,347	30.2%
Kaua'i	33,638	43,713	-23.0%	311	370	-16.0%	33,327	43,343	-23.1%
Big Island	210,251	243,420	-13.6%	829	898	-7.7%	209,422	242,522	-13.6%
...Hilo	86,289	88,788	-2.8%	233	262	-11.2%	86,057	88,526	-2.8%
...Kona	144,756	180,822	-19.9%	680	734	-7.3%	144,076	180,088	-20.0%
LENGTH OF STAY									
O'ahu (days)	5.13	5.16	-0.5%	5.99	5.96	0.6%	5.13	5.15	-0.5%
Maui (days)	2.83	3.11	-9.2%	5.92	6.28	-5.9%	2.80	3.09	-9.3%
Moloka'i (days)	1.16	1.14	1.8%	1.80	6.00	-69.9%	1.16	1.11	4.4%
Lana'i (days)	1.98	2.09	-5.6%	4.80	6.22	-22.8%	1.96	2.01	-2.6%
Kaua'i (days)	1.89	1.89	0.1%	5.62	5.66	-0.7%	1.85	1.85	0.0%
Big Island (days)	2.91	3.04	-4.2%	5.83	7.29	-20.0%	2.90	3.02	-4.1%
...Hilo (days)	1.58	1.61	-1.5%	3.85	4.24	-9.3%	1.58	1.60	-1.4%
...Kona (days)	3.28	3.30	-0.5%	5.78	7.40	-21.9%	3.27	3.28	-0.4%
Statewide (days)	5.61	5.71	-1.8%	6.63	6.75	-1.7%	5.60	5.71	-1.8%
ACCOMMODATIONS									
Hotel	1,254,749	1,399,606	-10.3%	7,433	8,591	-13.5%	1,247,316	1,391,015	-10.3%
...Hotel Only	1,229,517	1,375,861	-10.6%	7,107	8,218	-13.5%	1,222,410	1,367,643	-10.6%
Condo	96,234	109,331	-12.0%	969	1,128	-14.1%	95,265	108,203	-12.0%
...Condo Only	80,499	93,121	-13.6%	787	893	-11.8%	79,712	92,228	-13.6%
Timeshare	10,362	6,571	57.7%	143	118	21.3%	10,219	6,453	58.4%
...Timeshare Only	7,918	4,549	74.1%	118	68	74.3%	7,800	4,481	74.1%
Rental House	2,127	3,529	-39.7%	164	94	73.7%	1,964	3,435	-42.8%
Bed & Breakfast	1,137	1,909	-40.5%	21	69	-69.6%	1,115	1,840	-39.4%
Cruise Ship	1,390	1,085	28.0%	65	81	-19.7%	1,325	1,004	31.9%
Friends or Relatives	14,579	15,772	-7.6%	864	730	18.4%	13,715	15,042	-8.8%
PURPOSE OF TRIP									
Pleasure (Net)	1,197,494	1,368,640	-12.5%	7,885	8,934	-11.7%	1,189,609	1,359,706	-12.5%
....Vacation	996,533	1,107,332	-10.0%	6,409	7,183	-10.8%	990,124	1,100,150	-10.0%
....Honeymoon	175,963	231,510	-24.0%	1,508	1,797	-16.1%	174,455	229,713	-24.1%
....Get Married	74,163	92,368	-19.7%	55	99	-44.6%	74,108	92,270	-19.7%
MC&I (Net)	82,272	72,759	13.1%	434	465	-6.6%	81,838	72,295	13.2%
....Convention/Conf.	15,403	16,955	-9.2%	213	267	-20.2%	15,190	16,688	-9.0%
....Corp. Meetings	16,775	11,369	47.5%	188	170	10.6%	16,587	11,199	48.1%
....Incentive	52,271	45,758	14.2%	56	54	5.2%	52,215	45,705	14.2%
Other Business	10,328	9,824	5.1%	398	348	14.3%	9,929	9,476	4.8%
Visit Friends/Relatives	22,776	24,716	-7.9%	872	881	-1.0%	21,903	23,835	-8.1%
Government/Military	612	1,265	-51.6%	90	126	-28.7%	522	1,139	-54.2%
Attend School	969	1,737	-44.2%	61	59	3.6%	908	1,679	-45.9%
Sport Events	42,589	34,983	21.7%	94	110	-15.0%	42,496	34,873	21.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,036.9	2,214.4	-8.0%	16.8	18.3	-7.8%	2,020.1	2,196.1	-8.0%
Per Person Per Day (\$)	266.5	255.4	4.3%	266.5	255.4	4.3%	266.5	255.4	4.3%
Per Person Per Trip (\$)	1,494.8	1,459.3	2.4%	1,767.8	1,723.9	2.5%	1,492.8	1,457.4	2.4%

Source: DBEDT

**TABLE 19: 2006 International Japanese Visitor Characteristics by Region
(Arrivals by air)**

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
	Visitor Counts	123,598	115,834	35,902	328,474	31,100	17,478	34,566	31,493	1,889
PARTY SIZE										
One	6,263	6,666	1,715	21,328	1,332	818	1,487	1,635	264	44,105
Two	41,475	36,105	10,075	102,489	8,880	3,942	9,639	10,613	431	200,147
Three or more	75,860	73,064	24,112	204,657	20,887	12,718	23,439	19,245	1,194	164,942
Avg Party Size	3.00	3.01	3.46	2.90	3.28	3.64	3.37	3.06	2.68	3.00
VISIT STATUS										
First-Time	57,370	50,808	18,125	109,543	15,116	8,922	19,396	14,699	981	309,575
Repeat	66,228	65,027	17,777	218,931	15,983	8,556	15,170	16,795	908	323,268
Average # of Trips	3.12	3.53	2.93	4.96	2.72	2.68	2.76	3.17	1.96	3.06
TRAVEL METHOD										
Group Tour	56,115	53,942	19,474	142,747	17,559	10,520	19,102	15,571	861	315,883
Package	107,323	98,649	31,038	261,862	27,820	14,864	30,183	28,800	1,444	533,006
Group Tour & Pkg	50,773	49,422	16,836	130,174	16,534	8,946	17,612	14,903	811	276,123
True Independent	10,933	12,666	2,225	54,038	2,254	1,041	2,893	2,026	394	60,077
ISLANDS VISITED										
O'ahu	118,818	111,909	35,004	308,649	30,133	17,183	33,571	30,021	1,878	607,522
Maui County	8,306	9,078	3,028	26,253	3,033	779	2,835	3,323	73	40,436
...Maui	8,118	8,890	2,911	25,613	2,960	766	2,505	3,166	73	38,941
...Moloka'i	223	253	117	908	99	13	138	77	0	2,084
...Lāna'i	122	81	80	467	67	0	192	93	0	654
Kaua'i	3,464	2,833	1,142	9,788	950	562	811	701	14	13,062
Big Island	20,365	17,079	4,178	58,545	6,689	3,148	6,390	3,841	162	89,024
...Hilo	10,407	7,573	2,224	19,537	4,491	1,564	3,339	1,467	98	35,355
...Kona	11,528	11,619	2,551	44,006	3,605	1,893	4,123	2,600	64	62,086
LENGTH OF STAY										
O'ahu (days)	4.90	5.14	4.87	5.37	4.76	4.82	4.85	5.28	6.74	5.09
Maui (days)	2.49	2.71	1.87	3.27	1.66	2.76	1.42	2.64	1.78	2.85
Moloka'i (days)	1.00	1.00	1.00	1.14	2.93	1.00	1.00	1.36	1.36	1.13
Lāna'i (days)	1.00	3.37	1.00	2.09	1.00	4.79	1.00	1.00	1.00	2.50
Kaua'i (days)	1.52	1.93	1.00	2.06	1.26	1.08	2.12	2.42	3.00	1.88
Big Island (days)	2.28	2.74	2.40	3.37	3.25	2.02	2.17	3.03	1.72	2.84
...Hilo (days)	1.23	1.44	1.29	1.51	3.11	1.04	1.17	2.42	1.00	1.60
...Kona (days)	2.92	3.09	2.80	3.82	2.16	2.51	2.41	3.11	2.82	3.15
Statewide (days)	5.29	5.62	5.22	5.97	5.52	5.26	5.30	5.73	6.94	5.51
ACCOMMODATIONS										
Hotel	115,272	107,317	34,206	288,992	29,413	16,797	32,532	29,946	1,571	591,271
...Hotel Only	113,114	105,615	33,930	281,686	29,063	16,489	31,748	29,430	1,561	579,775
Condo	8,262	7,241	1,477	35,242	1,076	587	2,176	1,573	164	37,466
...Condo Only	6,716	6,005	1,410	29,791	1,076	560	1,635	1,287	164	31,067
Timeshare	633	1,080	153	4,526	219	56	214	180	28	3,132
...Timeshare Only	558	893	96	3,388	179	14	118	153	28	2,374
Rental House	214	96	11	744	56	107	0	0	0	736
Bed & Breakfast	58	51	25	240	0	0	53	28	11	650
Cruise Ship	352	28	0	285	13	0	23	0	0	624
Friends or Relatives	752	1,171	204	4,322	501	158	144	163	112	6,187
PURPOSE OF TRIP										
Pleasure (Net)	110,516	103,835	28,592	289,429	27,031	14,764	29,419	28,898	1,540	555,587
....Vacation	88,945	88,053	23,253	254,530	22,232	11,836	24,166	23,598	1,172	452,338
....Honeymoon	18,256	14,507	4,843	28,874	3,956	2,405	4,908	4,833	281	91,591
....Get Married	7,316	7,250	1,200	16,735	2,030	983	1,393	1,998	171	35,032
MC&I (Net)	6,642	5,225	5,362	14,502	2,788	1,814	2,872	1,656	119	40,857
....Convention/Conf.	849	1,082	881	2,155	1,337	489	1,041	466	84	6,807
....Corp. Meetings	1,076	1,377	1,101	3,131	333	144	290	205	25	8,904
....Incentive	5,090	2,766	3,380	9,704	1,280	1,234	1,594	1,009	11	26,147
Other Business	1,060	448	385	1,693	54	22	85	61	34	6,086
Visit Friends/Relatives	1,332	2,084	356	6,327	407	83	720	373	178	10,042
Government/Military	43	0	0	196	0	0	0	0	0	283
Attend School	66	85	11	155	11	14	0	0	28	538
Sport Events	2,823	4,236	454	13,643	589	872	974	961	163	17,781

**TABLE 20: Canada MMA Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	3,451,210	3,291,654	4.8%	1,141,153	1,079,991	5.7%	2,310,057	2,211,663	4.4%
Total Visitors	273,529	248,617	10.0%	90,507	81,425	11.2%	183,022	167,192	9.5%
PARTY SIZE									
One	31,841	44,176	-27.9%	16,455	15,114	8.9%	15,387	29,062	-47.1%
Two	135,239	125,134	8.1%	45,125	40,882	10.4%	90,114	84,252	7.0%
Three or more	106,449	79,307	34.2%	28,928	25,429	13.8%	77,521	53,878	43.9%
Avg Party Size	2.18	1.95	11.4%	1.95	1.93	0.8%	2.29	1.97	16.6%
VISIT STATUS									
First-Time	108,297	109,918	-1.5%	42,413	36,713	15.5%	65,885	73,205	-10.0%
Repeat	165,232	138,699	19.1%	48,095	44,712	7.6%	117,137	93,987	24.6%
Average # of Trips	3.75	3.53	6.1%	3.48	3.71	-6.3%	3.88	3.44	12.7%
TRAVEL METHOD									
Group Tour	17,797	20,031	-11.2%	7,236	6,442	12.3%	10,561	13,588	-22.3%
Package	89,737	84,672	6.0%	31,483	27,454	14.7%	58,255	57,218	1.8%
Group Tour & Pkg	14,719	17,004	-13.4%	5,977	5,419	10.3%	8,742	11,584	-24.5%
True Independent	180,714	160,918	12.3%	57,765	52,948	9.1%	122,948	107,970	13.9%
ISLANDS VISITED									
O'ahu	154,849	143,225	8.1%	46,845	45,606	2.7%	108,003	97,618	10.6%
Maui County	134,254	108,164	24.1%	43,488	36,272	19.9%	90,765	71,892	26.3%
...Maui	132,903	106,175	25.2%	42,921	35,648	20.4%	89,982	70,527	27.6%
...Moloka'i	3,965	3,058	29.6%	1,223	1,274	-4.0%	2,741	1,784	53.6%
...Lāna'i	5,018	3,068	63.5%	1,686	1,484	13.6%	3,332	1,585	110.3%
Kaua'i	48,692	46,289	5.2%	20,263	15,962	26.9%	28,429	30,328	-6.3%
Big Island	64,153	61,293	4.7%	27,253	22,579	20.7%	36,900	38,714	-4.7%
...Hilo	34,723	27,239	27.5%	12,606	10,016	25.9%	22,117	17,222	28.4%
...Kona	58,627	54,469	7.6%	24,565	20,160	21.9%	34,062	34,309	-0.7%
LENGTH OF STAY									
O'ahu (days)	9.33	9.89	-5.7%	8.94	9.73	-8.1%	9.50	9.97	-4.7%
Maui (days)	9.35	9.69	-3.6%	8.79	9.42	-6.6%	9.61	9.84	-2.3%
Moloka'i (days)	3.77	6.64	-43.3%	4.52	5.05	-10.3%	3.43	7.77	-55.9%
Lāna'i (days)	2.15	3.37	-36.2%	2.68	2.66	0.8%	1.88	4.03	-53.4%
Kaua'i (days)	5.84	6.81	-14.2%	6.29	6.56	-4.1%	5.53	6.94	-20.4%
Big Island (days)	7.08	8.15	-13.2%	7.61	8.22	-7.5%	6.68	8.11	-17.6%
...Hilo (days)	2.34	3.26	-28.4%	2.79	3.17	-11.9%	2.08	3.32	-37.3%
...Kona (days)	6.36	7.54	-15.7%	7.01	7.63	-8.2%	5.89	7.49	-21.3%
Statewide (days)	12.62	13.24	-4.7%	12.61	13.26	-4.9%	12.62	13.23	-4.6%
ACCOMMODATIONS									
Hotel	154,037	136,436	12.9%	49,532	44,355	11.7%	104,506	92,081	13.5%
...Hotel Only	114,632	99,694	15.0%	35,814	32,082	11.6%	78,818	67,613	16.6%
Condo	83,323	70,421	18.3%	24,462	22,713	7.7%	58,861	47,708	23.4%
...Condo Only	63,334	54,371	16.5%	18,899	17,422	8.5%	44,434	36,949	20.3%
Timeshare	25,313	22,762	11.2%	8,301	7,736	7.3%	17,012	15,026	13.2%
...Timeshare Only	17,710	15,607	13.5%	5,908	5,319	11.1%	11,802	10,288	14.7%
Rental House	11,185	9,965	12.2%	4,010	3,309	21.2%	7,175	6,656	7.8%
Bed & Breakfast	4,760	4,481	6.2%	1,683	1,570	7.2%	3,077	2,911	5.7%
Cruise Ship	23,353	27,365	-14.7%	11,566	9,316	24.2%	11,787	18,050	-34.7%
Friends or Relatives	15,213	16,877	-9.9%	5,943	5,692	4.4%	9,270	11,185	-17.1%
PURPOSE OF TRIP							0	0	
Pleasure (Net)	244,755	220,079	11.2%	79,839	71,871	11.1%	164,916	148,208	11.3%
.....Vacation	233,287	208,772	11.7%	75,237	67,881	10.8%	158,050	140,891	12.2%
.....Honeymoon	10,719	11,812	-9.3%	4,739	4,202	12.8%	5,980	7,611	-21.4%
.....Get Married	3,068	2,683	14.3%	915	891	2.8%	2,153	1,792	20.1%
MC&I (Net)	18,639	18,096	3.0%	7,030	6,084	15.6%	11,610	12,012	-3.4%
.....Convention/Conf.	13,547	12,181	11.2%	5,010	4,155	20.6%	8,537	8,026	6.4%
.....Corp. Meetings	2,357	2,401	-1.8%	936	838	11.6%	1,421	1,563	-9.1%
.....Incentive	3,578	4,082	-12.3%	1,419	1,288	10.2%	2,159	2,794	-22.7%
Other Business	3,334	4,158	-19.8%	1,531	1,403	9.1%	1,803	2,754	-34.5%
Visit Friends/Relatives	12,431	13,885	-10.5%	5,103	4,723	8.0%	7,328	9,163	-20.0%
Government/Military	515	673	-23.4%	312	228	37.1%	203	445	-54.4%
Attend School	381	426	-10.5%	165	162	2.2%	216	264	-18.3%
Sport Events	3,726	6,152	-39.4%	1,856	2,139	-13.2%	1,871	4,013	-53.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	493.5	451.0	9.4%	163.2	148.0	10.3%	330.3	303.1	9.0%
Per Person Per Day (\$)	143.0	137.0	4.4%	143.0	137.0	4.4%	143.0	137.0	4.4%
Per Person Per Trip (\$)	1,804.1	1,814.2	-0.6%	1,802.9	1,817.4	-0.8%	1,804.8	1,812.6	-0.4%

Source: DBEDT

TABLE 21: Europe MMA Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	1,305,545	1,385,956	-5.8%	1,183,997	1,281,168	-7.6%	121,548	104,787	16.0%
Total Visitors	104,841	112,370	-6.7%	93,437	101,822	-8.2%	11,404	10,548	8.1%
PARTY SIZE									
One	24,188	26,445	-8.5%	22,479	24,661	-8.8%	1,708	1,785	-4.3%
Two	55,874	60,242	-7.2%	48,952	53,808	-9.0%	6,922	6,434	7.6%
Three or more	24,779	25,683	-3.5%	22,005	23,353	-5.8%	2,773	2,330	19.0%
Avg Party Size	1.79	1.77	0.8%	1.77	1.76	0.5%	1.93	1.89	1.8%
VISIT STATUS									
First-Time	72,339	80,613	-10.3%	63,935	72,180	-11.4%	8,404	8,432	-0.3%
Repeat	32,502	31,757	2.3%	29,502	29,641	-0.5%	3,000	2,116	41.8%
Average # of Trips	2.38	2.24	6.5%	2.42	2.28	6.3%	2.03	1.80	12.7%
TRAVEL METHOD									
Group Tour	10,565	13,725	-23.0%	10,197	12,473	-18.2%	368	1,253	-70.6%
Package	52,630	59,298	-11.2%	47,563	54,391	-12.6%	5,067	4,907	3.3%
Group Tour & Pkg	8,043	10,549	-23.8%	7,837	9,426	-16.9%	206	1,122	-81.6%
True Independent	49,688	49,894	-0.4%	43,514	44,384	-2.0%	6,175	5,510	12.1%
ISLANDS VISITED									
O'ahu	74,704	82,090	-9.0%	64,524	71,971	-10.3%	10,181	10,120	0.6%
Maui County	37,217	39,072	-4.7%	34,566	36,407	-5.1%	2,650	2,664	-0.5%
...Maui	36,386	38,205	-4.8%	33,848	35,695	-5.2%	2,537	2,510	1.1%
...Moloka'i	1,517	1,836	-17.4%	1,463	1,593	-8.2%	54	243	-77.8%
...Lāna'i	1,605	1,728	-7.1%	1,496	1,514	-1.2%	109	214	-49.1%
Kaua'i	20,143	21,062	-4.4%	18,858	19,620	-3.9%	1,285	1,442	-10.9%
Big Island	27,366	29,162	-6.2%	25,346	27,195	-6.8%	2,020	1,967	2.7%
...Hilo	12,681	13,440	-5.6%	11,315	11,709	-3.4%	1,366	1,731	-21.1%
...Kona	22,299	24,142	-7.6%	20,696	22,175	-6.7%	1,602	1,967	-18.5%
LENGTH OF STAY									
O'ahu (days)	8.98	8.93	0.5%	9.18	9.15	0.4%	7.65	7.42	3.1%
Maui (days)	8.13	7.81	4.0%	8.04	8.00	0.5%	9.30	5.20	78.7%
Moloka'i (days)	4.63	4.03	14.7%	4.72	4.14	14.0%	2.07	3.32	-37.7%
Lāna'i (days)	3.46	2.89	19.7%	3.41	3.15	8.1%	4.08	1.00	308.0%
Kaua'i (days)	6.11	6.01	1.6%	6.14	6.16	-0.5%	5.69	3.91	45.5%
Big Island (days)	7.45	7.37	1.0%	7.56	7.54	0.3%	6.03	5.05	19.3%
...Hilo (days)	4.37	4.31	1.3%	4.41	4.56	-3.3%	4.03	2.65	52.1%
...Kona (days)	6.66	6.51	2.3%	6.85	6.84	0.1%	4.17	2.72	53.1%
Statewide (days)	12.45	12.33	1.0%	12.67	12.58	0.7%	10.66	9.93	7.3%
ACCOMMODATIONS									
Hotel	77,788	85,529	-9.1%	69,292	77,678	-10.8%	8,496	7,852	8.2%
...Hotel Only	66,243	73,397	-9.7%	58,546	66,627	-12.1%	7,697	6,770	13.7%
Condo	8,471	8,096	4.6%	7,399	7,447	-0.6%	1,072	649	65.4%
...Condo Only	5,935	5,512	7.7%	5,157	5,058	2.0%	778	454	71.5%
Timeshare	2,757	2,649	4.1%	2,685	2,601	3.2%	72	48	47.5%
...Timeshare Only	1,936	1,836	5.4%	1,898	1,829	3.8%	38	7	411.3%
Rental House	4,761	4,584	3.8%	4,368	4,237	3.1%	393	347	13.1%
Bed & Breakfast	4,053	4,187	-3.2%	3,491	3,679	-5.1%	563	508	10.8%
Cruise Ship	6,881	7,157	-3.9%	6,629	6,962	-4.8%	252	195	29.3%
Friends or Relatives	9,392	9,073	3.5%	8,547	8,446	1.2%	845	627	34.7%
PURPOSE OF TRIP									
Pleasure (Net)	89,277	96,753	-7.7%	79,578	87,268	-8.8%	9,699	9,485	2.3%
.....Vacation	78,720	85,397	-7.8%	69,739	76,556	-8.9%	8,981	8,842	1.6%
.....Honeymoon	10,777	11,638	-7.4%	10,138	11,014	-7.9%	639	624	2.3%
.....Get Married	1,406	1,665	-15.5%	1,326	1,545	-14.2%	80	119	-33.1%
MC&I (Net)	6,285	7,115	-11.7%	6,028	6,759	-10.8%	257	356	-27.7%
.....Convention/Conf.	3,972	5,197	-23.6%	3,783	4,842	-21.9%	189	356	-46.8%
.....Corp. Meetings	1,084	878	23.4%	1,016	878	15.6%	68	0	na
.....Incentive	1,489	1,337	11.4%	1,489	1,337	11.4%	0	0	na
Other Business	2,075	2,219	-6.5%	1,919	2,049	-6.3%	156	170	-8.1%
Visit Friends/Relatives	8,480	8,050	5.3%	7,401	7,456	-0.7%	1,079	594	81.6%
Government/Military	534	434	23.1%	534	434	23.1%	0	0	na
Attend School	684	612	11.8%	624	537	16.3%	61	76	-20.2%
Sport Events	2,144	2,942	-27.1%	2,112	2,637	-19.9%	31	304	-89.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	220.2	202.1	8.9%	199.7	186.8	6.9%	20.5	15.3	34.1%
Per Person Per Day (\$)	168.7	145.8	15.6%	168.7	145.8	15.6%	168.7	145.8	15.6%
Per Person Per Trip (\$)	2,100.2	1,798.8	16.8%	2,137.1	1,835.0	16.5%	1,797.6	1,448.8	24.1%

Source: DBEDT

TABLE 22: Oceania MMA Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	1,182,584	1,148,678	3.0%	223,920	237,879	-5.9%	958,664	910,799	5.3%
Total Visitors	135,191	142,391	-5.1%	33,038	35,643	-7.3%	102,153	106,748	-4.3%
PARTY SIZE									
One	12,400	18,824	-34.1%	6,439	7,573	-15.0%	5,961	11,251	-47.0%
Two	71,436	67,638	5.6%	14,223	15,224	-6.6%	57,213	52,414	9.2%
Three or more	51,355	55,929	-8.2%	12,376	12,846	-3.7%	38,979	43,083	-9.5%
Avg Party Size	2.23	2.15	3.4%	1.98	1.93	2.6%	2.31	2.23	3.6%
VISIT STATUS									
First-Time	74,936	76,150	-1.6%	15,780	17,275	-8.7%	59,157	58,875	0.5%
Repeat	60,254	66,241	-9.0%	17,258	18,368	-6.0%	42,996	47,873	-10.2%
Average # of Trips	2.45	2.52	-2.6%	2.82	2.76	2.3%	2.33	2.44	-4.3%
TRAVEL METHOD									
Group Tour	4,763	5,800	-17.9%	927	1,218	-23.9%	3,836	4,582	-16.3%
Package	81,579	80,693	1.1%	17,977	19,202	-6.4%	63,602	61,490	3.4%
Group Tour & Pkg	4,063	4,993	-18.6%	700	956	-26.7%	3,363	4,038	-16.7%
True Independent	52,911	60,891	-13.1%	14,834	16,178	-8.3%	38,077	44,714	-14.8%
ISLANDS VISITED									
O'ahu	124,800	136,780	-8.8%	30,263	32,833	-7.8%	94,537	103,946	-9.1%
Maui County	30,753	22,797	34.9%	3,787	3,900	-2.9%	26,965	18,897	42.7%
...Maui	29,819	22,278	33.8%	3,695	3,811	-3.0%	26,123	18,467	41.5%
...Moloka'i	3,148	1,715	83.5%	96	153	-37.5%	3,053	1,562	95.4%
...Lāna'i	3,530	1,749	101.9%	95	118	-19.6%	3,435	1,630	110.7%
Kaua'i	15,987	10,633	50.4%	1,490	1,523	-2.2%	14,497	9,110	59.1%
Big Island	27,212	18,852	44.3%	2,765	2,840	-2.7%	24,448	16,012	52.7%
...Hilo	18,117	14,687	23.4%	1,106	1,062	4.1%	17,011	13,625	24.9%
...Kona	22,849	17,531	30.3%	2,154	2,231	-3.5%	20,695	15,300	35.3%
LENGTH OF STAY									
O'ahu (days)	6.87	6.56	4.8%	5.90	5.75	2.5%	7.18	6.81	5.5%
Maui (days)	4.84	4.99	-3.2%	5.73	6.22	-7.8%	4.71	4.74	-0.7%
Moloka'i (days)	1.52	2.69	-43.3%	3.50	5.16	-32.3%	1.46	2.44	-40.2%
Lāna'i (days)	1.22	1.26	-3.4%	3.24	3.75	-13.6%	1.16	1.08	7.5%
Kaua'i (days)	3.60	3.74	-3.8%	5.36	5.63	-4.9%	3.42	3.42	-0.1%
Big Island (days)	4.19	4.97	-15.7%	5.66	5.43	4.2%	4.03	4.89	-17.6%
...Hilo (days)	2.12	1.76	20.5%	4.13	3.91	5.8%	1.99	1.59	25.0%
...Kona (days)	3.31	3.87	-14.5%	5.14	5.05	1.7%	3.12	3.70	-15.6%
Statewide (days)	8.75	8.07	8.4%	6.78	6.67	1.6%	9.38	8.53	10.0%
ACCOMMODATIONS									
Hotel	117,904	125,094	-5.7%	28,535	30,969	-7.9%	89,369	94,126	-5.1%
...Hotel Only	103,029	114,551	-10.1%	27,309	29,817	-8.4%	75,720	84,734	-10.6%
Condo	10,090	9,736	3.6%	1,563	1,498	4.3%	8,528	8,238	3.5%
...Condo Only	6,437	5,912	8.9%	1,195	1,150	3.9%	5,241	4,763	10.1%
Timeshare	2,831	2,667	6.2%	494	509	-3.0%	2,337	2,157	8.3%
...Timeshare Only	1,387	1,399	-0.9%	356	359	-0.9%	1,031	1,040	-0.8%
Apartment	2,438	2,078	17.3%	480	396	21.1%	1,958	1,682	16.4%
Bed & Breakfast	1,083	1,002	8.2%	234	239	-2.0%	849	763	11.3%
Cruise Ship	7,447	3,446	116.1%	508	344	47.8%	6,939	3,102	123.7%
Friends or Relatives	5,705	5,414	5.4%	1,658	1,773	-6.5%	4,047	3,641	11.1%
PURPOSE OF TRIP									
Pleasure (Net)	123,256	129,268	-4.7%	30,138	32,556	-7.4%	93,119	96,713	-3.7%
.....Vacation	113,668	122,524	-7.2%	28,711	31,352	-8.4%	84,957	91,173	-6.8%
.....Honeymoon	9,295	6,727	38.2%	1,539	1,312	17.3%	7,756	5,415	43.2%
.....Get Married	1,267	578	119.0%	125	133	-5.9%	1,142	445	156.3%
MC&I (Net)	3,859	5,183	-25.5%	835	878	-4.9%	3,024	4,305	-29.8%
.....Convention/Conf.	3,135	4,534	-30.9%	559	572	-2.3%	2,576	3,961	-35.0%
.....Corp. Meetings	436	266	63.7%	174	170	2.5%	262	97	171.1%
.....Incentive	387	411	-5.8%	135	165	-18.3%	253	247	2.5%
Other Business	1,243	2,339	-46.8%	676	646	4.6%	567	1,693	-66.5%
Visit Friends/Relatives	5,782	5,210	11.0%	1,567	1,663	-5.8%	4,215	3,547	18.8%
Government/Military	256	302	-15.5%	196	171	14.6%	60	132	-54.5%
Attend School	187	119	57.8%	19	32	-41.6%	168	86	95.2%
Sport Events	1,435	2,575	-44.3%	133	330	-59.8%	1,303	2,245	-42.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	238.6	210.9	13.1%	45.2	43.7	3.5%	193.4	167.2	15.7%
Per Person Per Day (\$)	201.8	183.6	9.9%	201.8	183.6	9.9%	201.8	183.6	9.9%
Per Person Per Trip (\$)	1,764.9	1,481.0	19.2%	1,367.4	1,225.2	11.6%	1,893.4	1,566.4	20.9%

**TABLE 23: Other Asia MMA Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	904,522	824,928	9.6%	240,365	221,511	8.5%	664,156	603,417	10.1%
Total Visitors	116,716	107,121	9.0%	42,502	38,009	11.8%	74,214	69,112	7.4%
PARTY SIZE									
One	14,989	16,834	-11.0%	9,002	8,386	7.3%	5,987	8,448	-29.1%
Two	25,688	27,622	-7.0%	7,665	7,488	2.4%	18,023	20,134	-10.5%
Three or more	76,039	62,666	21.3%	25,835	22,135	16.7%	50,204	40,530	23.9%
Avg Party Size	2.86	2.56	11.8%	2.40	2.32	3.6%	3.12	2.69	16.2%
VISIT STATUS									
First-Time	84,983	75,187	13.0%	31,847	28,325	12.4%	53,136	46,862	13.4%
Repeat	31,733	31,934	-0.6%	10,655	9,685	10.0%	21,078	22,250	-5.3%
Average # of Trips	2.01	2.05	-2.0%	2.21	2.19	1.0%	1.90	1.98	-4.0%
TRAVEL METHOD									
Group Tour	60,345	52,004	16.0%	24,375	20,688	17.8%	35,970	31,315	14.9%
Package	76,347	65,481	16.6%	28,101	23,853	17.8%	48,246	41,628	15.9%
Group Tour & Pkg	54,821	45,315	21.0%	21,006	17,200	22.1%	33,815	28,114	20.3%
True Independent	34,846	34,951	-0.3%	11,033	10,668	3.4%	23,812	24,283	-1.9%
ISLANDS VISITED									
O'ahu	106,671	97,529	9.4%	38,680	34,277	12.8%	67,992	63,252	7.5%
Maui County	19,776	16,040	23.3%	5,125	4,592	11.6%	14,651	11,448	28.0%
...Maui	19,141	15,219	25.8%	4,939	4,369	13.1%	14,201	10,851	30.9%
...Moloka'i	1,676	789	112.4%	258	262	-1.5%	1,418	527	169.0%
...Lāna'i	1,353	1,010	34.0%	183	173	5.8%	1,170	837	39.8%
Kaua'i	4,715	4,151	13.6%	1,908	1,646	15.9%	2,807	2,506	12.0%
Big Island	15,759	12,578	25.3%	3,535	3,212	10.0%	12,224	9,366	30.5%
...Hilo	8,885	8,365	6.2%	1,702	1,557	9.3%	7,183	6,808	5.5%
...Kona	11,605	10,308	12.6%	2,574	2,264	13.7%	9,031	8,044	12.3%
LENGTH OF STAY									
O'ahu (days)	6.76	6.39	5.7%	4.93	4.99	-1.2%	7.80	7.16	9.0%
Maui (days)	4.42	4.26	3.9%	4.48	4.86	-7.9%	4.40	4.01	9.6%
Moloka'i (days)	1.64	15.10	-89.1%	2.98	2.76	7.9%	1.40	21.24	-93.4%
Lāna'i (days)	1.34	5.26	-74.5%	2.98	4.02	-26.0%	1.08	5.52	-80.4%
Kaua'i (days)	3.84	4.35	-11.7%	4.59	5.62	-18.4%	3.33	3.51	-5.1%
Big Island (days)	5.06	8.05	-37.2%	5.23	5.81	-9.9%	5.00	8.82	-43.2%
...Hilo (days)	3.57	4.54	-21.5%	3.07	4.22	-27.3%	3.69	4.62	-20.2%
...Kona (days)	4.13	6.13	-32.6%	5.16	5.34	-3.3%	3.84	6.36	-39.6%
Statewide (days)	7.75	7.70	0.6%	5.66	5.83	-3.0%	8.95	8.73	2.5%
ACCOMMODATIONS									
Hotel	99,114	88,409	12.1%	37,061	33,074	12.1%	62,053	55,335	12.1%
...Hotel Only	94,252	81,647	15.4%	35,340	31,507	12.2%	58,912	50,140	17.5%
Condo	5,745	7,601	-24.4%	1,601	1,323	21.0%	4,144	6,278	-34.0%
...Condo Only	3,826	5,332	-28.3%	1,120	977	14.7%	2,706	4,355	-37.9%
Timeshare	1,272	835	52.4%	559	511	9.3%	713	323	120.6%
...Timeshare Only	983	462	112.9%	400	332	20.8%	583	130	347.5%
Rental House	1,660	1,458	13.8%	502	443	13.2%	1,158	1,015	14.1%
Bed & Breakfast	2,341	3,131	-25.2%	821	698	17.6%	1,520	2,434	-37.5%
Cruise Ship	1,693	1,535	10.3%	818	775	5.6%	875	760	15.1%
Friends or Relatives	7,923	9,148	-13.4%	2,423	2,316	4.6%	5,501	6,832	-19.5%
PURPOSE OF TRIP									
Pleasure (Net)	73,993	39,687	86.4%	29,788	26,869	10.9%	44,205	12,818	244.9%
.....Vacation	67,192	31,394	114.0%	28,781	25,930	11.0%	38,411	5,464	603.0%
.....Honeymoon	6,466	7,897	-18.1%	1,038	935	11.0%	5,429	6,962	-22.0%
.....Get Married	647	694	-6.7%	184	202	-9.0%	463	492	-5.8%
MC&I (Net)	14,342	41,923	-65.8%	2,995	2,842	5.4%	11,348	39,081	-71.0%
.....Convention/Conf.	8,069	36,114	-77.7%	1,195	1,451	-17.6%	6,873	34,663	-80.2%
.....Corp. Meetings	3,245	3,818	-15.0%	621	598	3.8%	2,624	3,220	-18.5%
.....Incentive	3,651	3,135	16.5%	1,214	919	32.1%	2,437	2,216	10.0%
Other Business	14,922	8,735	70.8%	6,890	5,560	23.9%	8,032	3,176	152.9%
Visit Friends/Relatives	6,496	9,744	-33.3%	2,403	2,640	-9.0%	4,094	7,103	-42.4%
Government/Military	3,530	6,716	-47.4%	1,168	1,003	16.4%	2,362	5,713	-58.6%
Attend School	2,991	1,145	161.2%	151	214	-29.3%	2,840	931	205.0%
Sport Events	563	2,011	-72.0%	208	278	-25.2%	355	1,733	-79.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	188.3	162.9	15.6%	50.0	43.7	14.4%	138.3	119.1	16.1%
Per Person Per Day (\$)	208.2	197.4	5.4%	208.2	197.4	5.4%	208.2	197.4	5.4%
Per Person Per Trip (\$)	1,613.2	1,520.2	6.1%	1,177.2	1,150.5	2.3%	1,862.9	1,723.6	8.1%

Source: DBEDT

TABLE 24: Latin America MMA Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	215,576	168,950	27.6%	208,909	162,746	28.4%	6,667	6,204	7.5%
Total Visitors	18,765	14,655	28.0%	18,095	14,186	27.6%	670	469	42.9%
PARTY SIZE									
One	4,580	3,813	20.1%	4,511	3,690	22.3%	69	123	-43.5%
Two	7,652	5,628	36.0%	7,317	5,506	32.9%	335	122	174.7%
Three or more	6,533	5,214	25.3%	6,267	4,990	25.6%	265	224	18.4%
Avg Party Size	1.87	1.85	1.3%	1.86	1.85	1.0%	2.17	1.99	9.3%
VISIT STATUS									
First-Time	12,486	9,477	31.8%	12,053	9,278	29.9%	433	199	117.6%
Repeat	6,279	5,178	21.3%	6,042	4,908	23.1%	237	270	-12.3%
Average # of Trips	2.42	2.47	-1.8%	2.41	2.45	-1.7%	2.82	2.96	-4.9%
TRAVEL METHOD									
Group Tour	2,341	1,677	39.6%	2,341	1,526	53.4%	0	152	-100.0%
Package	8,125	6,327	28.4%	7,960	6,015	32.3%	166	312	-46.9%
Group Tour & Pkg	1,851	1,242	49.0%	1,851	1,090	69.8%	0	152	-100.0%
True Independent	10,150	7,893	28.6%	9,645	7,736	24.7%	504	157	221.0%
ISLANDS VISITED									
O'ahu	12,997	10,252	26.8%	12,371	9,788	26.4%	627	463	35.2%
Maui County	7,294	5,621	29.8%	7,229	5,610	28.9%	65	11	510.9%
...Maui	7,153	5,518	29.6%	7,088	5,507	28.7%	65	11	510.9%
...Moloka'i	281	158	77.6%	281	157	79.6%	0	2	-100.0%
...Lāna'i	320	223	43.4%	320	221	44.5%	0	2	-100.0%
Kaua'i	2,760	1,959	40.8%	2,760	1,952	41.4%	0	8	-100.0%
Big Island	4,577	3,428	33.5%	4,353	3,334	30.6%	224	94	137.8%
...Hilo	2,256	1,438	56.8%	2,066	1,344	53.7%	189	94	100.9%
...Kona	3,960	2,927	35.3%	3,736	2,920	28.0%	224	8	2886.8%
LENGTH OF STAY									
O'ahu (days)	8.75	9.08	-3.6%	8.84	8.93	-0.9%	6.98	12.37	-43.6%
Maui (days)	7.99	7.77	2.9%	7.97	7.78	2.3%	11.00	0.00	na
Moloka'i (days)	3.34	2.99	11.6%	3.34	3.03	10.3%	0	0.00	NA
Lāna'i (days)	3.84	2.83	35.7%	3.84	2.85	34.6%	0	0.00	NA
Kaua'i (days)	4.83	5.50	-12.2%	4.83	5.52	-12.5%	0	0.00	na
Big Island (days)	6.36	6.15	3.3%	6.33	6.19	2.2%	7.04	5.00	40.8%
...Hilo (days)	3.00	3.13	-4.2%	3.13	3.00	4.2%	1.62	5.00	-67.6%
...Kona (days)	5.64	5.67	-0.5%	5.64	5.68	-0.8%	5.67	0.00	na
Statewide (days)	11.49	11.53	-0.4%	11.54	11.47	0.6%	9.95	13.23	-24.8%
ACCOMMODATIONS									
Hotel	12,752	9,919	28.6%	12,271	9,547	28.5%	481	372	29.3%
...Hotel Only	10,981	8,746	25.6%	10,534	8,380	25.7%	447	366	21.9%
Condo	1,506	1,037	45.2%	1,369	1,023	33.9%	137	14	845.5%
...Condo Only	1,210	809	49.6%	1,109	795	39.5%	102	14	605.3%
Timeshare	612	528	15.9%	612	528	15.9%	0	0	NA
...Timeshare Only	443	404	9.6%	443	404	9.6%	0	0	NA
Rental House	917	774	18.6%	917	774	18.6%	0	0	NA
Bed & Breakfast	186	171	8.4%	186	171	8.4%	0	0	NA
Cruise Ship	1,901	1,166	63.1%	1,901	1,166	63.1%	0	0	NA
Friends or Relatives	1,936	1,864	3.9%	1,936	1,781	8.7%	0	83	-100.0%
PURPOSE OF TRIP									
Pleasure (Net)	14,728	11,256	30.8%	14,313	11,024	29.8%	415	232	78.8%
.....Vacation	13,245	9,949	33.1%	12,830	9,722	32.0%	415	227	83.3%
.....Honeymoon	1,507	1,340	12.4%	1,507	1,334	12.9%	0	6	-100.0%
.....Get Married	163	154	6.2%	163	148	10.3%	0	6	-100.0%
MC&I (Net)	1,971	1,665	18.4%	1,841	1,473	24.9%	131	192	-31.8%
.....Convention/Conf.	1,278	1,009	26.6%	1,147	872	31.5%	131	137	-4.5%
.....Corp. Meetings	284	305	-6.9%	284	250	13.5%	0	55	-100.0%
.....Incentive	493	410	20.3%	493	410	20.3%	0	0	NA
Other Business	626	442	41.6%	567	442	28.3%	58	0	NA
Visit Friends/Relatives	1,476	1,263	16.9%	1,476	1,217	21.3%	0	46	-100.0%
Government/Military	99	176	-43.5%	99	123	-19.1%	0	53	-100.0%
Attend School	115	179	-35.9%	115	133	-13.5%	0	46	-100.0%
Sport Events	461	579	-20.4%	461	579	-20.4%	0	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	34.4	27.5	25.0%	33.3	26.5	25.7%	1.1	1.0	5.2%
Per Person Per Day (\$)	159.6	162.9	-2.1%	159.6	162.9	-2.1%	159.6	162.9	-2.1%
Per Person Per Trip (\$)	1,833.0	1,878.4	-2.4%	1,842.1	1,869.2	-1.5%	1,587.8	2,155.3	-26.3%

Source: DBEDT

**TABLE 25: Other MMA Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	3,828,455	3,434,597	11.5%	1,792,284	1,691,318	6.0%	2,036,172	1,743,279	16.8%
Total Visitors	324,657	312,194	4.0%	169,529	159,052	6.6%	155,128	153,142	1.3%
PARTY SIZE									
One	69,827	81,355	-14.2%	42,233	39,792	6.1%	27,594	41,564	-33.6%
Two	117,812	108,058	9.0%	67,206	63,168	6.4%	50,606	44,890	12.7%
Three or more	137,019	122,781	11.6%	60,091	56,092	7.1%	76,928	66,688	15.4%
Avg Party Size	2.03	1.89	7.3%	1.87	1.86	0.2%	2.21	1.93	14.8%
VISIT STATUS									
First-Time	146,851	133,097	10.3%	71,058	66,378	7.1%	75,793	66,719	13.6%
Repeat	177,806	179,097	-0.7%	98,472	92,674	6.3%	79,335	86,423	-8.2%
Average # of Trips	4.20	4.44	-5.3%	4.78	4.80	-0.4%	3.57	4.06	-12.2%
TRAVEL METHOD									
Group Tour	44,845	27,045	65.8%	12,204	11,459	6.5%	32,640	15,586	109.4%
Package	110,097	96,902	13.6%	55,898	54,213	3.1%	54,199	42,689	27.0%
Group Tour & Pkg	36,662	21,852	67.8%	9,151	8,569	6.8%	27,512	13,284	107.1%
True Independent	206,379	210,099	-1.8%	110,578	101,948	8.5%	95,801	108,151	-11.4%
ISLANDS VISITED									
O'ahu	243,464	224,937	8.2%	104,281	99,712	4.6%	139,182	125,225	11.1%
Maui County	104,477	86,082	21.4%	58,701	53,259	10.2%	45,776	32,823	39.5%
...Maui	101,873	81,709	24.7%	57,260	52,064	10.0%	44,613	29,645	50.5%
...Moloka'i	14,535	4,690	209.9%	2,206	1,991	10.8%	12,329	2,700	356.7%
...Lāna'i	12,244	3,120	292.4%	2,272	1,938	17.2%	9,972	1,182	743.7%
Kaua'i	48,844	34,311	42.4%	28,098	24,856	13.0%	20,746	9,455	119.4%
Big Island	62,922	60,932	3.3%	37,007	33,231	11.4%	25,915	27,701	-6.4%
...Hilo	36,626	33,840	8.2%	15,390	12,628	21.9%	21,236	21,212	0.1%
...Kona	51,086	50,964	0.2%	30,788	27,881	10.4%	20,299	23,083	-12.1%
LENGTH OF STAY									
O'ahu (days)	9.59	9.31	3.0%	8.28	8.41	-1.5%	10.56	10.03	5.3%
Maui (days)	7.35	7.62	-3.5%	7.87	7.97	-1.3%	6.69	7.00	-4.4%
Moloka'i (days)	2.70	2.76	-2.4%	4.60	4.27	7.9%	2.36	1.65	42.5%
Lāna'i (days)	1.55	2.84	-45.6%	3.86	3.89	-0.8%	1.02	1.12	-9.2%
Kaua'i (days)	5.15	6.54	-21.2%	6.55	6.73	-2.7%	3.26	6.03	-46.0%
Big Island (days)	6.93	7.74	-10.4%	7.45	7.66	-2.8%	6.20	7.84	-20.9%
...Hilo (days)	4.16	4.35	-4.4%	4.31	4.39	-1.9%	4.05	4.32	-6.3%
...Kona (days)	5.56	6.37	-12.7%	6.80	7.14	-4.8%	3.67	5.43	-32.3%
Statewide (days)	11.79	11.00	7.2%	10.57	10.63	-0.6%	13.13	11.38	15.3%
ACCOMMODATIONS									
Hotel	185,628	195,058	-4.8%	101,620	99,144	2.5%	84,007	95,914	-12.4%
...Hotel Only	165,592	169,565	-2.3%	86,782	85,414	1.6%	78,810	84,151	-6.3%
Condo	34,245	38,348	-10.7%	24,615	22,623	8.8%	9,630	15,724	-38.8%
...Condo Only	26,220	28,766	-8.8%	18,646	17,142	8.8%	7,575	11,624	-34.8%
Timeshare	14,248	13,903	2.5%	12,521	10,427	20.1%	1,727	3,476	-50.3%
...Timeshare Only	11,084	8,861	25.1%	9,357	7,539	24.1%	1,727	1,322	30.6%
Rental House	12,028	10,635	13.1%	7,842	6,615	18.6%	4,186	4,020	4.1%
Bed & Breakfast	2,634	3,866	-31.9%	2,401	2,387	0.6%	233	1,480	-84.3%
Cruise Ship	11,186	7,545	48.3%	9,103	6,510	39.8%	2,084	1,035	101.4%
Friends or Relatives	66,722	53,826	24.0%	23,814	22,881	4.1%	42,908	30,945	38.7%
PURPOSE OF TRIP									
Pleasure (Net)	215,654	189,122	14.0%	127,788	118,821	7.5%	87,866	70,301	25.0%
.....Vacation	200,433	175,552	14.2%	119,497	110,662	8.0%	80,936	64,890	24.7%
.....Honeymoon	13,645	13,079	4.3%	8,367	8,307	0.7%	5,278	4,771	10.6%
.....Get Married	10,008	4,932	102.9%	1,971	1,761	11.9%	8,037	3,171	153.5%
MC&I (Net)	39,796	34,635	14.9%	14,379	14,367	0.1%	25,417	20,269	25.4%
.....Convention/Conf.	29,119	26,366	10.4%	9,540	10,346	-7.8%	19,579	16,021	22.2%
.....Corp. Meetings	8,168	5,084	60.7%	2,729	2,231	22.4%	5,439	2,853	90.6%
.....Incentive	3,059	3,643	-16.0%	2,660	2,248	18.3%	399	1,395	-71.4%
Other Business	12,465	15,906	-21.6%	8,065	7,406	8.9%	4,400	8,500	-48.2%
Visit Friends/Relatives	49,921	46,627	7.1%	21,310	20,490	4.0%	28,612	26,136	9.5%
Government/Military	10,906	25,452	-57.2%	3,408	3,243	5.1%	7,498	22,209	-66.2%
Attend School	5,123	3,530	45.1%	830	744	11.5%	4,293	2,786	54.1%
Sport Events	3,183	5,818	-45.3%	3,183	3,462	-8.1%	0	2,356	-100.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	617.6	540.8	14.2%	289.1	266.3	8.6%	328.5	274.5	19.7%
Per Person Per Day (\$)	161.3	157.4	2.5%	161.3	157.4	2.5%	161.3	157.4	2.5%
Per Person Per Trip (\$)	1,902.2	1,732.1	9.8%	1,705.4	1,674.2	1.9%	2,117.3	1,792.3	18.1%

**TABLE 26: 2006 Visitor Age Distribution by MMA (% of MMA Total)
(Arrivals by air)**

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	6.4	6.7	13.1	3.9	4.3	8.2	4.4	4.6	9.0	4.2	4.5	8.7	2.7	2.9	5.7
13-17	3.0	3.4	6.5	2.7	3.1	5.7	1.0	1.5	2.5	2.7	3.2	5.9	1.9	2.0	3.9
18-24	3.5	4.6	8.1	3.5	4.7	8.2	3.6	7.8	11.5	3.1	4.4	7.5	3.6	4.4	8.1
25-40	11.6	13.0	24.6	11.8	12.7	24.6	14.7	21.3	36.1	9.7	11.9	21.6	17.2	16.1	33.3
41-59	15.5	16.8	32.2	16.9	18.6	35.5	10.3	15.0	25.3	16.2	19.2	35.3	16.2	15.6	31.8
>60	7.8	7.8	15.6	8.8	8.9	17.7	6.4	9.3	15.7	10.3	10.7	21.0	8.9	8.4	17.3
Total	47.7	52.3	100.0	47.6	52.4	100.0	40.5	59.5	100.0	46.2	53.8	100.0	50.6	49.4	100.0
Visitors	1,523,938	1,667,771	3,191,709	920,864	1,012,318	1,933,182	551,403	811,305	1,362,708	126,328	147,202	273,529	53,025	51,815	104,841

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	4.3	4.5	8.8	3.4	2.8	6.1	3.6	3.9	7.5	4.8	6.9	11.7	5.1	5.5	10.6
13-17	2.6	2.8	5.3	1.0	1.3	2.3	2.7	2.8	5.5	2.1	2.6	4.7	2.5	2.9	5.3
18-24	3.6	5.6	9.2	1.4	2.5	3.9	6.9	7.4	14.3	3.8	4.5	8.4	3.5	5.2	8.7
25-40	12.2	13.5	25.7	18.9	16.3	35.1	18.6	17.0	35.6	15.5	15.3	30.8	12.5	14.6	27.2
41-59	15.0	18.2	33.1	31.4	12.7	44.1	13.6	13.5	27.1	15.2	14.9	30.1	15.2	16.9	32.0
>60	9.1	8.7	17.8	4.6	3.9	8.4	4.9	5.0	9.9	7.0	7.2	14.2	7.8	8.4	16.2
Total	46.6	53.4	100.0	60.6	39.4	100.0	50.4	49.6	100.0	48.5	51.5	100.0	46.6	53.4	100.0
Visitors	63,050	72,141	135,191	70,760	45,956	116,716	9,460	9,306	18,765	157,318	167,339	324,657	3,476,145	3,985,154	7,461,299

Figure 5: 2006 Visitor Age Distribution: U.S. West

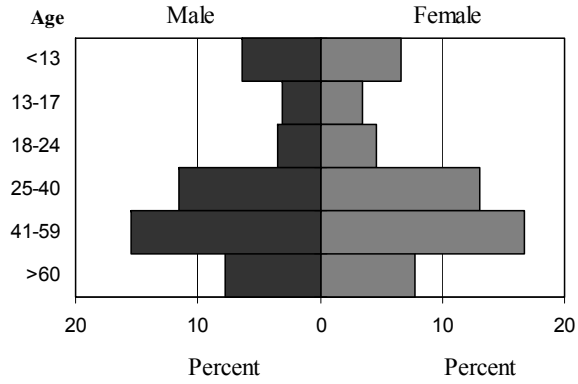


Figure 7: 2006 Visitor Age Distribution: Japan

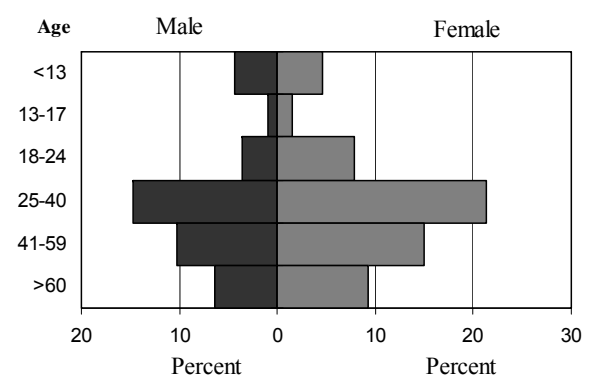


Figure 6: 2006 Visitor Age Distribution: U.S. East

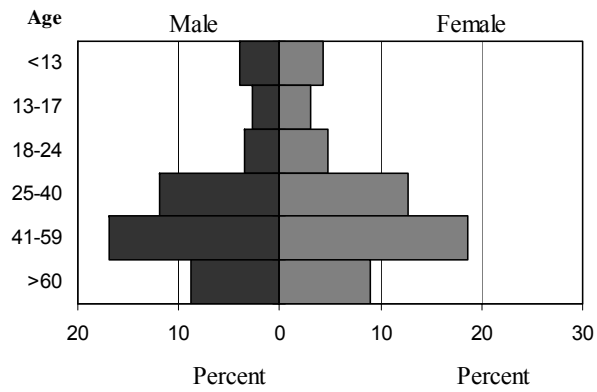
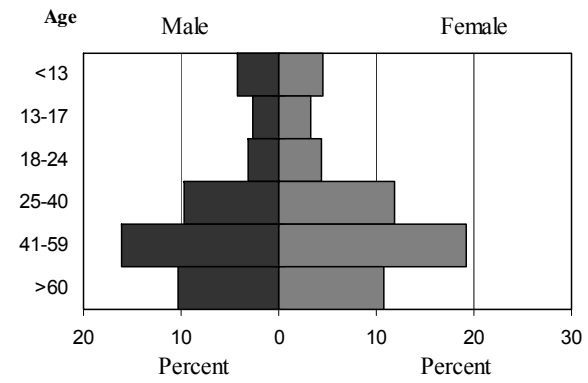


Figure 8: 2006 Visitor Age Distribution: Canada



AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON VISITOR

GET MARRIED VISITOR

*MEETINGS, CONVENTION AND INCENTIVE
VISITOR*

VISITING FRIENDS AND RELATIVES

AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON: Air visitors who came to honeymoon in the islands spent \$930 million in 2006, 14.1 percent lower compared to 2005. Daily spending by this group was \$244 per person, down from \$258 per person in the previous year.

Total visitor days for honeymoon visitors decreased 9.1 percent. A total of 481,905 honeymooners visited Hawai'i in 2006, 10.2 percent lower than in the previous year. The majority (69.8%) were first-time visitors to the state. Only 30.4 percent traveled as true independent while the remainder purchased group or packaged tours (TABLES 27 AND 28). This group represented 6.5 percent of total air visitors to the islands. Japanese visitors (36.5%) comprised the largest share of honeymoon visitors in 2006, followed by those from the U.S. East (28%) and the U.S. West (24.6%).

Only Lāna'i experienced growth (+5.4%) in the number of honeymooners from 2005. O'ahu was visited by the majority of the Honeymoon visitors (68.5%) followed by Maui at 36 percent. The average length of stay by this group in the state was 7.92 days.

Hotels were the primary choice for lodging among 84.6 percent of the honeymooners, followed by condominiums (9.4%), timeshare properties (4.8%) and cruise ships (4.1%). However fewer stayed in hotels (-12.8%) while there was a significant increase in honeymoon visitors who stayed on cruise ships (+34.5%). More honeymooners also stayed in timeshare (+9.7%) and condominium (+3.1%) properties than in 2005.

GET MARRIED: Total spending by visitors who flew to the islands to get married in 2006 rose slightly by .7 percent from 2005 to \$302 million. This group spent \$244 per person on a daily basis, up from \$232 per person in the previous year.

Total visitor days for this group declined 4.4 percent. There were 153,554 visitors who came to get married in 2006, down 8.2 percent from the previous year. This group comprised 2.1 percent of total air visitors to Hawai'i. Japanese visitors comprised 48.3 percent of all visitors who came to get married in 2006, followed by those from the U.S. West (24.3%) and the U.S. East (16.6%).

Over half (52.7%) of the get-married visitors in 2006 were first-timers to the islands. True independent travelers comprised only 32 percent, while the majority purchased group or packaged tours (TABLES 27 AND 29). The average party size rose 3.3 percent from 2005 to 3.52 persons. Nearly three out of four (73.9%) get-married visitors came to O'ahu, 25.2 percent visited Maui, 14.4 percent visited the Big Island and 11.6 percent visited Kaua'i. The average length of stay by this group in the state was 8.06 days.

The majority (81.5%) stayed in hotels while 12.9 percent chose condominiums. However, fewer get-married visitors stayed in hotels (-10.5%) and condominiums (-5.3%), while more stayed in rental homes (+16.1%), timeshare properties (+13.4%) and on cruise ships (+25.5%) compared to 2005.

MEETINGS, CONVENTION AND INCENTIVE (MCI): Visitors who flew to the state for meetings, conventions and incentives spent \$913 million in 2006, 2.6 percent lower than the previous year. Daily spending by this group of visitors averaged \$210 per person, up from \$203 per person in 2005.

MCI visitor days decreased 5.7 percent from 2005, due to a 5.5 percent drop in arrivals to 551,924 MCI visitors. MCI visitors accounted for 7.4 percent of total air visitors in 2006. Visitors from the U.S. East (36.6%) made up the largest share of all MCI visitors in 2006, followed by visitors from the U.S. West (+33.1%) and Japan (14.9%).

Repeat visitors comprised 61.4 percent of all MCI visitors, while 38.6 were first time visitors to the islands. Over half (52.1%) came as true independents, while the remainder purchased either group or package tour accommodations. The average party size of MCI visitors rose 5.8 percent to 2.12 persons.

O'ahu was visited by 59.7 percent of all MCI visitors to the state, while 31 percent visited Maui. A greater number of MCI visitors went to Lāna'i (+20.6%), Moloka'i (+10%), Kaua'i (+4.4%) and Maui (+3.5%) compared to 2005. MCI visitors stayed an average of 7.87 days in Hawai'i. Hotels remained the most popular lodging choice for 90.7% of all MCI travelers during their stay (TABLES 27 AND 30). More MCI visitors stayed in timeshare (+7.6%) compared to 2005.

VISITING FRIENDS AND RELATIVES: Total spending by visitors in the islands to see friends and family increased 18.3 percent from 2005 to \$703 million. This group of visitors also spent \$85 per person on a daily basis, up from \$77 per person in the previous year.

Total visitor days for those who came by air to visit friends and relatives increased 7.9 percent due to a 3.2 percent increase in arrivals to 681,274 visitors. This group comprised 9.1 percent of all visitors who flew to the state in 2006. Over half (53.7%) of all friends and family visitors were from the U.S. West, 30.5 percent were from the U.S. East and 3.3 percent were from Japan.

The majority (77.3%) were repeat visitors to Hawai'i and 85.1 percent were independent travelers. Of this group of visitors, 70.6 percent went to O'ahu, 21.5 percent visited Maui and 20.4 percent visited the Big Island. All islands experienced increased arrivals from those visiting friends and relatives compared to 2005.

The average party size for this group of visitors was 1.73 person, similar to 2005. Their average length of stay was 12.14 days, longer than the average 9.18 days for all air visitors to the state. The majority (61.8%) of this group of visitors stayed with their friends and relatives, 29.9 percent stayed in hotels and 11 percent stayed in condominiums (TABLES 27 AND 31).

**TABLE 27: 2006 Visitors by Selected Purpose of Trip by MMA (Arrivals by Air)
and % of Total Purpose of Trip by MMA**

Purpose of Trip	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	5,561,946	2,479,083	1,379,785	996,533	233,287	78,720	113,668	67,192	13,245	200,433
Honeymoon	481,905	118,573	134,961	175,963	10,719	10,777	9,295	6,466	1,507	13,645
Get Married	153,554	37,379	25,451	74,163	3,068	1,406	1,267	647	163	10,008
Meetings, Conventions & Incentives	551,924	182,483	202,275	82,272	18,639	6,285	3,859	14,342	1,971	39,796
Visit Friends/Relatives	681,274	366,122	207,789	22,776	12,431	8,480	5,782	6,496	1,476	49,921

Purpose of Trip	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	100%	44.6%	24.8%	17.9%	4.2%	1.4%	2.0%	1.2%	0.2%	3.6%
Honeymoon	100%	24.6%	28.0%	36.5%	2.2%	2.2%	1.9%	1.3%	0.3%	2.8%
Get Married	100%	24.3%	16.6%	48.3%	2.0%	0.9%	0.8%	0.4%	0.1%	6.5%
Meetings, Conventions & Incentives	100%	33.1%	36.6%	14.9%	3.4%	1.1%	0.7%	2.6%	0.4%	7.2%
Visit Friends/Relatives	100%	53.7%	30.5%	3.3%	1.8%	1.2%	0.8%	1.0%	0.2%	7.3%

**TABLE 28: Honeymoon Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	3,817,652	4,201,629	-9.1%	2,593,243	2,627,263	-1.3%	1,224,408	1,574,366	-22.2%
Total Visitors	481,905	536,803	-10.2%	278,709	279,117	-0.1%	203,196	257,685	-21.1%
PARTY SIZE									
One	22,012	23,231	-5.2%	20,306	19,795	2.6%	1,706	3,436	-50.4%
Two	387,238	424,726	-8.8%	234,272	235,503	-0.5%	152,967	189,223	-19.2%
Three or more	72,655	88,846	-18.2%	24,131	23,819	1.3%	48,524	65,027	-25.4%
Avg Party Size	2.13	2.26	-5.9%	1.94	2.15	-9.4%	2.38	2.39	-0.4%
VISIT STATUS									
First-Time	336,140	372,419	-9.7%	184,592	186,596	-1.1%	151,547	185,823	-18.4%
Repeat	145,766	164,383	-11.3%	94,117	92,521	1.7%	51,649	71,862	-28.1%
Average # of Trips	2.01	1.83	10.2%	2.25	1.81	24.5%	1.68	1.85	-8.9%
TRAVEL METHOD									
Group Tour	65,733	81,762	-19.6%	7,984	8,384	-4.8%	57,749	73,377	-21.3%
Package	331,917	376,513	-11.8%	147,812	151,502	-2.4%	184,105	225,011	-18.2%
Group Tour & Pkg	62,169	75,362	-17.5%	6,347	6,661	-4.7%	55,823	68,701	-18.7%
True Independent	146,425	153,890	-4.9%	129,260	125,892	2.7%	17,165	27,998	-38.7%
ISLANDS VISITED									
O'ahu	330,250	386,443	-14.5%	134,845	136,218	-1.0%	195,405	250,225	-21.9%
Maui County	175,677	178,503	-1.6%	152,538	151,344	0.8%	23,139	27,159	-14.8%
...Maui	173,323	175,600	-1.3%	150,613	149,596	0.7%	22,710	26,004	-12.7%
...Moloka'i	4,370	5,554	-21.3%	3,607	3,637	-0.8%	763	1,917	-60.2%
...Lāna'i	5,497	5,217	5.4%	5,151	4,988	3.3%	346	230	50.8%
Kaua'i	87,900	89,920	-2.2%	82,084	80,498	2.0%	5,816	9,422	-38.3%
Big Island	90,862	101,200	-10.2%	59,609	54,995	8.4%	31,253	46,205	-32.4%
...Hilo	38,992	39,512	-1.3%	27,038	22,571	19.8%	11,954	16,941	-29.4%
...Kona	74,424	84,095	-11.5%	51,709	47,548	8.7%	22,715	36,547	-37.8%
LENGTH OF STAY									
O'ahu (days)	5.48	5.51	-0.6%	5.81	5.94	-2.2%	5.25	5.27	-0.5%
Maui (days)	6.32	6.34	-0.3%	6.65	6.79	-2.1%	4.14	3.73	11.1%
Moloka'i (days)	3.32	2.52	31.7%	3.65	3.26	11.9%	1.75	1.12	57.3%
Lāna'i (days)	2.91	2.64	10.0%	3.02	2.60	16.1%	1.22	3.53	-65.5%
Kaua'i (days)	5.51	5.52	-0.2%	5.69	5.88	-3.2%	2.96	2.46	20.2%
Big Island (days)	4.39	4.31	1.8%	5.25	5.54	-5.3%	2.75	2.85	-3.6%
...Hilo (days)	2.07	2.07	-0.3%	2.40	2.70	-11.3%	1.31	1.23	6.9%
...Kona (days)	4.27	4.21	1.4%	4.80	5.12	-6.4%	3.09	3.03	1.8%
Statewide (days)	7.92	7.83	1.2%	9.30	9.41	-1.2%	6.03	6.11	-1.4%
ACCOMMODATIONS									
Hotel	407,791	467,652	-12.8%	209,755	217,701	-3.6%	198,036	249,951	-20.8%
...Hotel Only	371,719	433,421	-14.2%	177,809	187,348	-5.1%	193,910	246,072	-21.2%
Condo	45,286	43,923	3.1%	40,704	38,903	4.6%	4,582	5,020	-8.7%
...Condo Only	29,968	28,869	3.8%	26,981	25,527	5.7%	2,988	3,342	-10.6%
Timeshare	23,000	20,961	9.7%	22,165	20,215	9.6%	835	746	11.9%
...Timeshare Only	15,305	13,945	9.7%	15,024	13,516	11.2%	280	429	-34.7%
Rental House	9,437	10,355	-8.9%	8,968	8,458	6.0%	469	1,897	-75.3%
Bed & Breakfast	7,652	6,969	9.8%	6,565	6,188	6.1%	1,087	780	39.2%
Cruise Ship	19,539	14,528	34.5%	18,295	12,993	40.8%	1,244	1,535	-19.0%
Friends or Relatives	9,489	9,017	5.2%	8,529	8,349	2.2%	960	668	43.7%
PURPOSE OF TRIP									
Pleasure (Net)	481,905	536,803	-10.2%	278,709	279,117	-0.1%	203,196	257,685	-21.1%
.....Vacation	51,009	54,968	-7.2%	35,152	35,547	-1.1%	15,857	19,421	-18.4%
.....Honeymoon	481,905	536,803	-10.2%	278,709	279,117	-0.1%	203,196	257,685	-21.1%
.....Get Married	52,206	60,817	-14.2%	24,258	25,274	-4.0%	27,948	35,543	-21.4%
MC&I (Net)	5,003	5,937	-15.7%	3,165	3,474	-8.9%	1,838	2,463	-25.4%
.....Convention/Conf.	1,974	2,618	-24.6%	1,804	2,157	-16.4%	170	461	-63.2%
.....Corp. Meetings	740	725	2.2%	739	675	9.6%	1	50	-98.2%
.....Incentive	2,884	3,189	-9.6%	1,210	1,235	-2.0%	1,674	1,954	-14.3%
Other Business	1,470	1,844	-20.3%	1,451	1,639	-11.4%	19	205	-90.9%
Visit Friends/Relatives	6,375	6,468	-1.4%	6,153	6,269	-1.9%	221	199	11.5%
Government/Military	800	1,392	-42.5%	599	521	14.9%	201	871	-76.9%
Attend School	322	334	-3.6%	299	321	-6.8%	23	13	76.0%
Sport Events	1,859	1,546	20.2%	1,103	1,227	-10.1%	756	319	136.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	929.9	1,083.0	-14.1%	516.1	532.3	-3.0%	413.9	550.7	-24.8%
Per Person Per Day (\$)	243.6	257.8	-5.5%	199.0	202.6	-1.8%	338.0	349.8	-3.4%
Per Person Per Trip (\$)	1,930	2,017	-4.4%	1,852	1,907	-2.9%	2,037	2,137	-4.7%

Source: DBEDT

**TABLE 29: Get Married Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	1,236,917	1,294,337	-4.4%	661,897	675,934	-2.1%	575,020	618,403	-7.0%
Total Visitors	153,554	167,354	-8.2%	66,585	67,013	-0.6%	86,968	100,341	-13.3%
PARTY SIZE									
One	10,811	11,877	-9.0%	9,396	9,762	-3.7%	1,415	2,115	-33.1%
Two	51,587	56,330	-8.4%	34,959	35,641	-1.9%	16,628	20,689	-19.6%
Three or more	91,155	99,147	-8.1%	22,230	21,610	2.9%	68,925	77,537	-11.1%
Avg Party Size	3.52	3.40	3.3%	2.07	2.05	1.0%	4.62	4.31	7.4%
VISIT STATUS									
First-Time	80,909	90,695	-10.8%	28,865	30,218	-4.5%	52,044	60,477	-13.9%
Repeat	72,645	76,659	-5.2%	37,720	36,795	2.5%	34,924	39,864	-12.4%
Average # of Trips	2.92	2.86	2.2%	3.89	3.70	5.3%	2.17	2.29	-5.2%
TRAVEL METHOD									
Group Tour	39,457	42,715	-7.6%	1,688	1,976	-14.6%	37,769	40,739	-7.3%
Package	102,414	113,543	-9.8%	25,907	28,110	-7.8%	76,506	85,433	-10.4%
Group Tour & Pkg	37,393	38,837	-3.7%	1,189	1,451	-18.1%	36,204	37,386	-3.2%
True Independent	49,076	49,932	-1.7%	40,178	38,377	4.7%	8,898	11,555	-23.0%
ISLANDS VISITED									
O'ahu	113,443	125,116	-9.3%	29,046	29,126	-0.3%	84,397	95,990	-12.1%
Maui County	39,590	44,371	-10.8%	33,336	33,683	-1.0%	6,254	10,688	-41.5%
...Maui	38,661	43,061	-10.2%	32,731	33,121	-1.2%	5,930	9,940	-40.3%
...Moloka'i	1,244	1,909	-34.8%	941	985	-4.4%	303	924	-67.2%
...Lāna'i	1,254	1,160	8.1%	1,150	1,150	0.0%	105	10	922.2%
Kaua'i	17,842	18,472	-3.4%	15,631	15,900	-1.7%	2,212	2,573	-14.0%
Big Island	22,069	24,256	-9.0%	12,847	12,181	5.5%	9,221	12,074	-23.6%
...Hilo	9,808	11,412	-14.1%	4,874	4,430	10.0%	4,934	6,981	-29.3%
...Kona	16,170	17,087	-5.4%	11,097	10,602	4.7%	5,073	6,485	-21.8%
LENGTH OF STAY									
O'ahu (days)	6.43	5.91	8.8%	7.16	7.25	-1.2%	6.19	5.51	12.3%
Maui (days)	7.12	7.29	-2.3%	7.71	7.84	-1.6%	3.87	5.48	-29.4%
Moloka'i (days)	4.11	4.39	-6.4%	5.08	7.29	-30.3%	1.08	1.30	-16.4%
Lāna'i (days)	3.50	4.68	-25.0%	3.54	4.68	-24.4%	3.12	4.10	-24.0%
Kaua'i (days)	6.49	6.23	4.1%	6.92	6.86	0.8%	3.45	2.34	47.2%
Big Island (days)	4.82	4.60	4.7%	6.58	6.86	-4.1%	2.36	2.32	1.8%
...Hilo (days)	2.34	2.11	11.2%	3.35	3.53	-5.2%	1.35	1.20	12.3%
...Kona (days)	5.16	5.13	0.6%	6.15	6.41	-4.0%	2.99	3.03	-1.5%
Statewide (days)	8.06	7.73	4.2%	9.94	10.09	-1.4%	6.61	6.16	7.3%
ACCOMMODATIONS									
Hotel	125,144	139,845	-10.5%	41,694	44,001	-5.2%	83,449	95,844	-12.9%
...Hotel Only	114,085	129,551	-11.9%	33,069	35,299	-6.3%	81,016	94,252	-14.0%
Condo	19,769	20,867	-5.3%	16,171	15,860	2.0%	3,598	5,007	-28.1%
...Condo Only	13,858	14,717	-5.8%	11,400	10,891	4.7%	2,458	3,826	-35.8%
Timeshare	4,896	4,318	13.4%	4,557	4,047	12.6%	339	271	25.4%
...Timeshare Only	3,005	2,775	8.3%	2,896	2,610	10.9%	109	165	-33.9%
Rental House	6,329	5,452	16.1%	5,839	5,014	16.5%	490	438	11.9%
Bed & Breakfast	1,609	1,552	3.7%	1,414	1,476	-4.2%	195	76	154.9%
Cruise Ship	2,602	2,073	25.5%	2,395	1,964	21.9%	206	109	89.1%
Friends or Relatives	5,915	5,193	13.9%	5,099	4,965	2.7%	816	228	257.9%
PURPOSE OF TRIP									
Pleasure (Net)	153,554	167,354	-8.2%	66,585	67,013	-0.6%	86,968	100,341	-13.3%
.....Vacation	43,214	43,981	-1.7%	22,468	22,732	-1.2%	20,746	21,249	-2.4%
.....Honeymoon	52,206	60,817	-14.2%	24,258	25,274	-4.0%	27,948	35,543	-21.4%
.....Get Married	153,554	167,354	-8.2%	66,585	67,013	-0.6%	86,968	100,341	-13.3%
MC&I (Net)	3,300	4,311	-23.4%	1,663	1,783	-6.7%	1,637	2,528	-35.2%
.....Convention/Conf.	1,007	1,130	-10.9%	883	1,001	-11.8%	124	129	-4.2%
.....Corp. Meetings	573	604	-5.1%	537	441	21.9%	35	163	-78.3%
.....Incentive	2,192	3,176	-31.0%	714	779	-8.4%	1,478	2,397	-38.3%
Other Business	1,070	1,120	-4.5%	946	975	-2.9%	124	145	-14.9%
Visit Friends/Relatives	4,724	4,465	5.8%	4,469	4,201	6.4%	255	264	-3.5%
Government/Military	406	297	36.6%	406	296	37.3%	0	1	-100.0%
Attend School	246	653	-62.3%	246	240	2.5%	0	412	-100.0%
Sport Events	1,154	1,223	-5.6%	676	769	-12.0%	478	454	5.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	302.2	300.2	0.7%	150.3	149.6	0.5%	152.0	150.6	0.9%
Per Person Per Day (\$)	244.4	231.9	5.4%	227.0	221.3	2.6%	264.3	243.5	8.5%
Per Person Per Trip (\$)	1,968.4	1,793.6	9.7%	2,256.9	2,232.2	1.1%	1,747.4	1,500.7	16.4%

Source: DBEDT

**TABLE 30: Meeting, Convention and Incentive Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	4,345,992	4,611,088	-5.7%	3,390,561	3,523,358	-3.8%	955,431	1,087,730	-12.2%
Total Visitors	551,924	584,005	-5.5%	414,482	425,279	-2.5%	137,442	158,726	-13.4%
PARTY SIZE									
One	120,538	132,524	-9.0%	103,465	106,834	-3.2%	17,072	25,690	-33.5%
Two	226,567	246,061	-7.9%	200,897	209,895	-4.3%	25,669	36,166	-29.0%
Three or more	204,820	205,420	-0.3%	110,120	108,550	1.4%	94,700	96,871	-2.2%
Avg Party Size	2.12	2.01	5.8%	1.79	1.78	0.7%	3.13	2.62	19.2%
VISIT STATUS									
First-Time	212,969	238,269	-10.6%	140,676	151,111	-6.9%	72,293	87,158	-17.1%
Repeat	338,955	345,736	-2.0%	273,807	274,168	-0.1%	65,148	71,568	-9.0%
Average # of Trips	4.08	3.97	2.8%	4.52	4.36	3.6%	2.77	2.93	-5.7%
TRAVEL METHOD									
Group Tour	165,204	164,638	0.3%	77,865	86,806	-10.3%	87,339	77,832	12.2%
Package	220,607	235,746	-6.4%	127,391	141,509	-10.0%	93,216	94,237	-1.1%
Group Tour & Pkg	121,264	122,956	-1.4%	53,189	60,754	-12.5%	68,075	62,201	9.4%
True Independent	287,377	306,577	-6.3%	262,415	257,719	1.8%	24,962	48,858	-48.9%
ISLANDS VISITED									
O'ahu	329,244	365,224	-9.9%	209,776	225,204	-6.9%	119,467	140,020	-14.7%
Mauui County	175,800	170,941	2.8%	149,456	146,420	2.1%	26,344	24,521	7.4%
...Mauui	170,891	165,141	3.5%	145,198	143,349	1.3%	25,693	21,792	17.9%
...Moloka'i	6,404	5,823	10.0%	2,778	2,897	-4.1%	3,626	2,926	23.9%
...Lāna'i	7,341	6,085	20.6%	6,657	5,158	29.1%	684	926	-26.2%
Kaua'i	61,661	59,087	4.4%	55,945	52,105	7.4%	5,717	6,982	-18.1%
Big Island	123,374	135,092	-8.7%	101,005	108,523	-6.9%	22,369	26,570	-15.8%
...Hilo	34,840	41,538	-16.1%	22,826	24,780	-7.9%	12,014	16,757	-28.3%
...Kona	106,906	116,994	-8.6%	90,326	96,593	-6.5%	16,579	20,402	-18.7%
LENGTH OF STAY									
O'ahu (days)	6.15	6.36	-3.4%	6.44	6.65	-3.1%	5.63	5.91	-4.7%
Mauui (days)	6.76	6.50	4.0%	6.81	6.75	1.0%	6.44	4.85	33.0%
Moloka'i (days)	2.28	2.61	-12.4%	3.87	3.41	13.3%	1.07	1.81	-40.9%
Lāna'i (days)	3.91	3.54	10.4%	4.12	3.52	17.0%	1.86	3.64	-49.0%
Kaua'i (days)	5.90	5.76	2.4%	6.15	6.04	1.8%	3.40	3.63	-6.4%
Big Island (days)	6.17	6.20	-0.5%	6.61	6.60	0.2%	4.16	4.56	-8.9%
...Hilo (days)	3.34	3.36	-0.7%	3.54	3.70	-4.2%	2.95	2.87	3.0%
...Kona (days)	6.03	5.96	1.1%	6.50	6.47	0.5%	3.47	3.58	-3.2%
Statewide (days)	7.87	7.90	-0.3%	8.18	8.28	-1.3%	6.95	6.85	1.4%
ACCOMMODATIONS									
Hotel	500,324	524,242	-4.6%	373,451	385,027	-3.0%	126,872	139,215	-8.9%
...Hotel Only	459,792	479,923	-4.2%	337,642	349,962	-3.5%	122,150	129,961	-6.0%
Condo	38,076	42,311	-10.0%	32,133	31,834	0.9%	5,943	10,477	-43.3%
...Condo Only	18,978	23,241	-18.3%	15,988	15,833	1.0%	2,990	7,408	-59.6%
Timeshare	11,786	10,951	7.6%	11,071	10,297	7.5%	716	654	9.5%
...Timeshare Only	5,850	5,272	11.0%	5,545	4,862	14.0%	305	410	-25.6%
Rental House	8,418	9,159	-8.1%	8,027	7,310	9.8%	391	1,849	-78.8%
Bed & Breakfast	5,724	8,445	-32.2%	5,092	5,155	-1.2%	632	3,291	-80.8%
Cruise Ship	6,751	8,176	-17.4%	6,360	7,137	-10.9%	391	1,039	-62.4%
Friends or Relatives	17,198	20,653	-16.7%	13,187	12,425	6.1%	4,011	8,229	-51.3%
PURPOSE OF TRIP									
Pleasure (Net)	167,173	168,606	-0.8%	141,186	144,190	-2.1%	25,987	24,416	6.4%
.....Vacation	163,043	163,634	-0.4%	139,376	142,033	-1.9%	23,667	21,601	9.6%
.....Honeymoon	3,501	5,937	-41.0%	1,663	3,474	-52.1%	1,838	2,463	-25.4%
.....Get Married	3,420	4,311	-20.7%	1,783	1,783	0.0%	1,637	2,528	-35.2%
MC&I (Net)	551,924	584,005	-5.5%	414,482	425,279	-2.5%	137,442	158,726	-13.4%
.....Convention/Conf.	318,458	363,608	-12.4%	263,008	274,549	-4.2%	55,450	89,059	-37.7%
.....Corp. Meetings	108,197	100,851	7.3%	81,394	80,836	0.7%	26,802	20,015	33.9%
.....Incentive	144,154	139,234	3.5%	85,650	86,118	-0.5%	58,504	53,116	10.1%
Other Business	10,944	9,934	10.2%	9,052	9,008	0.5%	1,892	926	104.3%
Visit Friends/Relatives	11,540	12,348	-6.5%	11,271	10,577	6.6%	269	1,770	-84.8%
Government/Military	4,601	5,243	-12.2%	3,304	3,713	-11.0%	1,297	1,530	-15.2%
Attend School	492	597	-17.6%	492	561	-12.4%	0	36	-100.0%
Sport Events	2,777	2,862	-3.0%	1,934	1,900	1.8%	843	962	-12.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	912.6	936.7	-2.6%	685.9	681.8	0.6%	226.7	255.0	-11.1%
Per Person Per Day (\$)	210.0	203.1	3.4%	202.3	193.5	4.5%	237.3	234.4	1.2%
Per Person Per Trip (\$)	1,653.4	1,604.0	3.1%	1,654.8	1,603.1	3.2%	1,649.3	1,606.3	2.7%

Source: DBEDT

**TABLE 31: Visiting Friends and Relatives Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	8,270,841	7,668,054	7.9%	7,058,736	6,821,411	3.5%	1,212,106	846,643	43.2%
Total Visitors	681,274	660,109	3.2%	605,212	580,008	4.3%	76,061	80,101	-5.0%
PARTY SIZE									
One	208,956	201,827	3.5%	189,058	178,375	6.0%	19,898	23,452	-15.2%
Two	255,323	237,627	7.4%	224,362	213,805	4.9%	30,961	23,822	30.0%
Three or more	216,994	220,656	-1.7%	191,792	187,829	2.1%	25,202	32,827	-23.2%
Avg Party Size	1.73	1.75	-1.0%	1.72	1.73	-0.6%	1.82	1.88	-3.2%
VISIT STATUS									
First-Time	154,528	155,905	-0.9%	133,353	130,921	1.9%	21,175	24,984	-15.2%
Repeat	526,746	504,204	4.5%	471,860	449,087	5.1%	54,886	55,117	-0.4%
Average # of Trips	7.40	7.24	2.3%	7.65	7.53	1.7%	5.42	5.16	5.1%
TRAVEL METHOD									
Group Tour	14,004	22,545	-37.9%	6,794	6,889	-1.4%	7,210	15,656	-53.9%
Package	98,159	112,558	-12.8%	75,858	81,360	-6.8%	22,301	31,199	-28.5%
Group Tour & Pkg	10,486	18,343	-42.8%	4,149	4,167	-0.4%	6,337	14,176	-55.3%
True Independent	579,597	543,349	6.7%	526,710	495,926	6.2%	52,887	47,422	11.5%
ISLANDS VISITED									
O'ahu	480,947	473,292	1.6%	414,970	404,580	2.6%	65,976	68,712	-4.0%
Maui County	153,813	138,691	10.9%	137,337	128,345	7.0%	16,476	10,346	59.3%
...Maui	146,559	132,565	10.6%	131,198	122,735	6.9%	15,361	9,830	56.3%
...Moloka'i	9,987	7,831	27.5%	7,801	7,064	10.4%	2,186	767	185.1%
...Lāna'i	6,859	5,621	22.0%	5,544	5,198	6.7%	1,315	423	210.6%
Kaua'i	75,027	68,645	9.3%	70,646	64,642	9.3%	4,382	4,002	9.5%
Big Island	139,236	128,408	8.4%	128,397	116,166	10.5%	10,839	12,242	-11.5%
...Hilo	66,898	60,362	10.8%	59,170	52,367	13.0%	7,729	7,995	-3.3%
...Kona	103,810	97,191	6.8%	96,049	86,923	10.5%	7,761	10,268	-24.4%
LENGTH OF STAY									
O'ahu (days)	10.35	9.86	4.9%	9.75	9.90	-1.5%	14.07	9.61	46.5%
Maui (days)	8.95	8.91	0.4%	8.91	9.02	-1.2%	9.32	7.61	22.6%
Moloka'i (days)	6.13	6.21	-1.3%	5.74	5.94	-3.3%	7.50	8.65	-13.2%
Lāna'i (days)	3.77	3.98	-5.4%	4.31	4.04	6.5%	1.51	3.27	-53.7%
Kaua'i (days)	8.15	8.35	-2.4%	8.27	8.49	-2.6%	6.22	6.10	2.0%
Big Island (days)	9.23	9.25	-0.2%	9.27	9.44	-1.8%	8.76	7.44	17.7%
...Hilo (days)	6.78	6.48	4.7%	6.75	6.90	-2.2%	7.00	3.72	88.3%
...Kona (days)	8.01	8.24	-2.8%	8.23	8.45	-2.7%	5.25	6.38	-17.7%
Statewide (days)	12.14	11.62	4.5%	11.66	11.76	-0.8%	15.94	10.57	50.8%
ACCOMMODATIONS									
Hotel	203,595	217,541	-6.4%	175,376	178,358	-1.7%	28,220	39,183	-28.0%
...Hotel Only	130,571	144,203	-9.5%	107,990	111,328	-3.0%	22,581	32,874	-31.3%
Condo	75,193	71,432	5.3%	66,779	62,988	6.0%	8,414	8,444	-0.4%
...Condo Only	46,327	43,872	5.6%	40,502	38,331	5.7%	5,825	5,541	5.1%
Timeshare	25,659	21,308	20.4%	24,995	20,704	20.7%	664	604	9.9%
...Timeshare Only	12,401	10,108	22.7%	12,241	9,926	23.3%	160	182	-12.2%
Apartment	32,012	29,261	9.4%	29,660	26,384	12.4%	2,352	2,877	-18.2%
Bed & Breakfast	8,645	8,179	5.7%	7,965	7,572	5.2%	680	607	12.1%
Cruise Ship	7,030	5,673	23.9%	6,814	4,872	39.9%	216	801	-73.0%
Friends or Relatives	421,024	398,135	5.7%	381,975	363,549	5.1%	39,049	34,586	12.9%
PURPOSE OF TRIP									
Pleasure (Net)	260,928	254,062	2.7%	238,120	231,661	2.8%	22,808	22,400	1.8%
.....Vacation	257,694	250,816	2.7%	235,142	228,721	2.8%	22,552	22,095	2.1%
.....Honeymoon	6,375	6,468	-1.4%	6,153	6,269	-1.9%	221	199	11.5%
.....Get Married	4,724	4,465	5.8%	4,469	4,201	6.4%	255	264	-3.5%
MC&I (Net)	11,540	12,348	-6.5%	11,271	10,577	6.6%	269	1,770	-84.8%
.....Convention/Conf.	7,497	8,229	-8.9%	7,370	6,997	5.3%	128	1,232	-89.6%
.....Corp. Meetings	2,759	3,000	-8.1%	2,759	2,592	6.4%	0	408	-100.0%
.....Incentive	2,156	2,050	5.2%	2,014	1,912	5.4%	141	138	2.5%
Other Business	19,789	19,074	3.8%	18,915	17,943	5.4%	874	1,131	-22.7%
Visit Friends/Relatives	681,274	660,109	3.2%	605,212	580,008	4.3%	76,061	80,101	-5.0%
Government/Military	3,765	3,662	2.8%	3,488	3,191	9.3%	277	471	-41.2%
Attend School	1,344	1,462	-8.1%	1,310	1,305	0.4%	33	157	-78.7%
Sport Events	6,043	7,475	-19.1%	5,339	6,217	-14.1%	704	1,257	-44.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	702.5	593.7	18.3%	549.4	493.2	11.4%	153.1	100.5	52.3%
Per Person Per Day (\$)	84.9	77.4	9.7%	77.8	72.3	7.6%	126.3	118.7	6.4%
Per Person Per Trip (\$)	1,031.1	899.4	14.6%	907.7	850.3	6.8%	2,012.5	1,254.6	60.4%

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTEL ONLY VISITOR

CONDOMINIUM ONLY VISITOR

TIMESHARE ONLY VISITOR



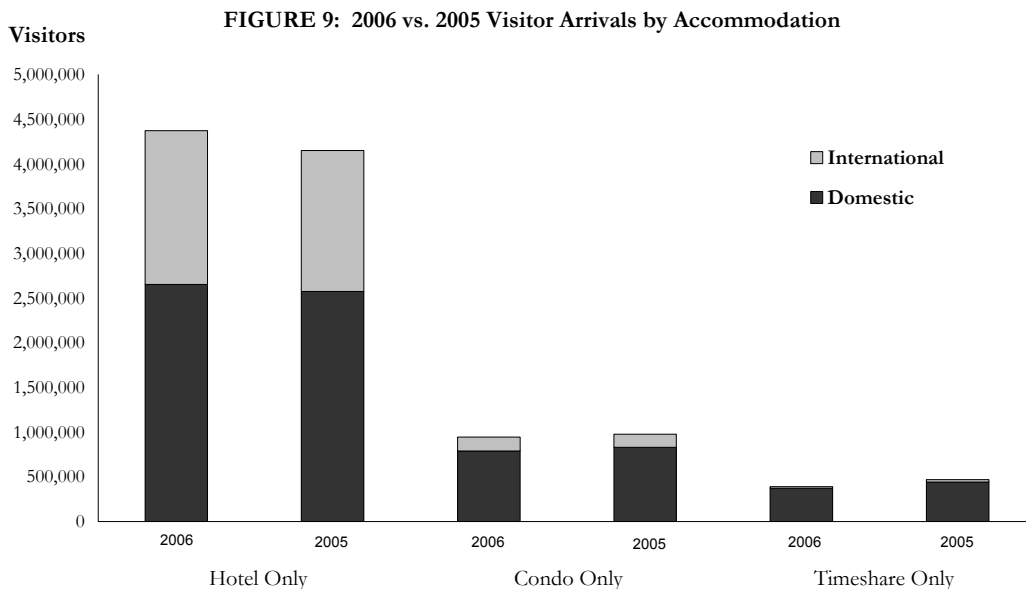
AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTEL-ONLY: Air visitors who stayed exclusively in hotels during their stay in the islands spent \$6.9 billion, 4.6 percent higher compared to 2005. Daily spending by this group of visitors was \$227 per person, up from \$206 per person in the same period last year.

Total visitor days by hotel-only visitors decreased 4.9 percent from 2005. The number of visitors who stayed exclusively in hotels decreased 5.1 percent from 2005 to 4,150,400 visitors. This group of visitors comprised 55.6 percent of the total air visitors to Hawai'i in 2006 down from 59 percent of the total air visitors to Hawai'i in 2005. More domestic visitors (62.1%) than international visitors (37.9%) stayed only in hotels. Over half (57.7%) of hotels-only visitors have been to Hawai'i before. True independent travelers comprised 40.4 percent, while the majority of the hotels-only visitors purchased group or package tours.

The average length of stay by hotel-only visitors statewide was 7.30 days virtually unchanged from 2005. O'ahu (72.4%) had the largest percentage of hotels-only visitors in 2006, followed by Maui (24.5%), the Big Island (16.9%), Kaua'i (8.8%) and Lāna'i (.9%). There were more hotels only visitors to Moloka'i and Lāna'i compared to the previous year.

Pleasure was the reason given by the most (80.4%) of the hotel-only visitors for their trip to Hawai'i. MCI travelers comprised 11.1 percent, while 9 percent of the total from this group were honeymoon visitors. (TABLE 32). More hotel-only visitors came for corporate meetings (+11.9%) and incentives (+5.8%) compared to 2005.



CONDOMINIUM-ONLY: Air visitors who stayed only in condominium properties while in Hawai'i spent \$1.67 billion in 2006, an increase of 2.9 percent from the previous year. This

group of visitors spent an average of \$155 per person on a daily basis, compared to \$152 per person in 2005.

Total visitor days by those who stayed exclusively in condominiums rose .9 percent compared to 2005. Of the total number of air visitors to Hawai'i in 2006, 13.1 percent or 977,209 visitors stayed only in condominiums, 3.3 percent higher compared to 2005. Most (91.3%) traveled to Hawai'i for pleasure while 4.7 percent came to visit friends or relatives. More condominiums-only visitors were from the domestic market (85%) while 71.6 percent were true independent travelers.

Maui had the largest percentage of condominium-only visitors (52.7%), followed by O'ahu (26.7%), the Big Island (16.2%) and Kaua'i (16.1%). All islands except O'ahu experienced more condo-only visitors in 2006 than in the previous year. This group of visitors stayed longer in Hawai'i (11 days) than their hotel-only counterpart. (TABLE 33).

Figure 10: Daily Visitor Spending by Accommodation: 2005 vs. 2006



TIMESHARE-ONLY: Air visitors who stayed only in timeshare properties in the islands during 2006 spent \$553 million, up 46 percent from 2005. This group of visitors spent \$122 per person daily, 6.3 percent higher than in the previous year.

Total visitor days by those who stayed only in timeshare properties during their visit to the islands climbed 37.3 percent compared to 2005. Timeshare-only visitors jumped 20.5 percent to 470,740 visitors and accounted for 6.3 percent of all visitors who came by air in 2006. Timeshare-only visitors comprised 5.3 percent of all air visitors to Hawai'i in 2005. Nearly all (96.6%) traveled to Hawai'i for pleasure, 2.6 percent came to visit friends and relatives. Most (94.2%) came from the domestic market while 88 percent were true independent travelers.

Maui also had the largest share of timeshare-only visitors at 37.6 percent, followed by Kaua'i (30.7%), O'ahu (26.1%) and the Big Island (21.6%). Moloka'i experienced a 4.4 percent increase while the other islands showed double digit growth in timeshare only visitors compared to 2005. The average length of stay by this group of visitors was 9.66 days.

**TABLE 32: Hotel-Only Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Hotel Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	30,309,319	31,875,017	-4.9%	20,723,196	21,692,681	-4.5%	9,586,122	10,182,336	-5.9%
Total Visitors	4,150,400	4,374,061	-5.1%	2,575,842	2,654,209	-3.0%	1,574,558	1,719,852	-8.4%
PARTY SIZE									
One	601,465	680,676	-11.6%	497,941	510,786	-2.5%	103,524	169,891	-39.1%
Two	1,690,348	1,819,690	-7.1%	1,140,996	1,191,611	-4.2%	549,352	628,079	-12.5%
Three or more	1,858,587	1,873,695	-0.8%	936,904	951,813	-1.6%	921,682	921,882	0.0%
Avg Party Size	2.32	2.21	4.8%	1.98	1.97	0.2%	2.88	2.58	11.5%
VISIT STATUS									
First-Time	1,753,789	1,868,191	-6.1%	981,167	1,040,530	-5.7%	772,622	827,661	-6.6%
Repeat	2,396,611	2,505,870	-4.4%	1,594,674	1,613,679	-1.2%	801,937	892,191	-10.1%
Average # of Trips	3.92	3.92	0.1%	4.44	4.33	2.5%	3.07	3.28	-6.3%
TRAVEL METHOD									
Group Tour	907,996	904,264	0.4%	210,513	235,170	-10.5%	697,483	669,093	4.2%
Package	2,360,422	2,520,720	-6.4%	1,088,118	1,177,072	-7.6%	1,272,304	1,343,648	-5.3%
Group Tour & Pkg	792,999	772,007	2.7%	163,413	183,733	-11.1%	629,586	588,274	7.0%
True Independent	1,674,981	1,721,084	-2.7%	1,440,623	1,425,700	1.0%	234,357	295,384	-20.7%
ISLANDS VISITED									
O'ahu	3,005,630	3,228,838	-6.9%	1,516,575	1,595,392	-4.9%	1,489,055	1,633,446	-8.8%
Maui County	1,040,891	1,077,167	-3.4%	878,294	920,162	-4.6%	162,596	157,005	3.6%
...Maui	1,016,462	1,052,524	-3.4%	858,235	903,510	-5.0%	158,227	149,014	6.2%
...Moloka'i	27,256	25,830	5.5%	17,163	17,535	-2.1%	10,093	8,294	21.7%
...Lāna'i	38,192	32,156	18.8%	31,955	27,718	15.3%	6,236	4,438	40.5%
Kaua'i	364,932	370,728	-1.6%	316,209	314,461	0.6%	48,724	56,267	-13.4%
Big Island	700,469	744,012	-5.9%	468,070	481,734	-2.8%	232,399	262,277	-11.4%
...Hilo	225,205	231,643	-2.8%	118,190	122,509	-3.5%	107,015	109,134	-1.9%
...Kona	565,883	614,690	-7.9%	404,526	413,568	-2.2%	161,357	201,122	-19.8%
LENGTH OF STAY									
O'ahu (days)	5.99	5.96	0.6%	6.60	6.66	-1.0%	5.38	5.27	2.0%
Maui (days)	6.28	6.26	0.4%	6.66	6.67	0.0%	4.21	3.78	11.4%
Moloka'i (days)	2.55	2.59	-1.6%	3.29	3.21	2.4%	1.30	1.28	0.8%
Lāna'i (days)	3.64	3.44	5.9%	4.04	3.59	12.4%	1.59	2.44	-35.0%
Kaua'i (days)	5.51	5.38	2.4%	5.97	5.90	1.2%	2.54	2.50	1.6%
Big Island (days)	5.17	5.21	-0.8%	6.26	6.30	-0.6%	2.98	3.22	-7.2%
...Hilo (days)	2.69	2.68	0.3%	3.54	3.65	-2.9%	1.74	1.59	9.6%
...Kona (days)	5.33	5.30	0.6%	6.21	6.25	-0.8%	3.14	3.33	-5.7%
Statewide (days)	7.30	7.29	0.2%	8.05	8.17	-1.6%	6.09	5.92	2.8%
ACCOMMODATIONS									
Hotel	4,150,400	4,374,061	-5.1%	2,575,842	2,654,209	-3.0%	1,574,558	1,719,852	-8.4%
...Hotel Only	4,150,400	4,374,061	-5.1%	2,575,842	2,654,209	-3.0%	1,574,558	1,719,852	-8.4%
PURPOSE OF TRIP									
Pleasure (Net)	3,338,591	3,529,750	-5.4%	1,997,712	2,065,940	-3.3%	1,340,879	1,463,810	-8.4%
.....Vacation	2,944,047	3,067,342	-4.0%	1,822,236	1,880,891	-3.1%	1,121,812	1,186,451	-5.4%
.....Honeymoon	371,719	433,421	-14.2%	177,809	187,348	-5.1%	193,910	246,072	-21.2%
.....Get Married	114,085	129,551	-11.9%	33,069	35,299	-6.3%	81,016	94,252	-14.0%
MC&I (Net)	459,792	479,923	-4.2%	337,642	349,962	-3.5%	122,150	129,961	-6.0%
.....Convention/Conf.	254,663	291,778	-12.7%	210,617	223,169	-5.6%	44,046	68,609	-35.8%
.....Corp. Meetings	90,879	81,242	11.9%	66,412	66,622	-0.3%	24,467	14,620	67.4%
.....Incentive	130,207	123,034	5.8%	73,620	73,636	0.0%	56,587	49,398	14.6%
Other Business	183,126	181,762	0.8%	161,423	159,296	1.3%	21,703	22,466	-3.4%
Visit Friends/Relatives	130,571	144,203	-9.5%	107,990	111,328	-3.0%	22,581	32,874	-31.3%
Government/Military	69,536	77,853	-10.7%	58,499	54,793	6.8%	11,036	23,060	-52.1%
Attend School	6,991	6,653	5.1%	3,456	3,907	-11.5%	3,536	2,746	28.8%
Sport Events	97,161	106,257	-8.6%	56,848	68,273	-16.7%	40,313	37,984	6.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	6,882.4	6,577.0	4.6%	4,578.2	4,327.7	5.8%	2,304.2	2,249.3	2.4%
Per Person Per Day (\$)	227.1	206.3	10.0%	220.9	199.5	10.7%	240.4	220.9	8.8%
Per Person Per Trip (\$)	1,658.2	1,503.6	10.3%	1,777.4	1,630.5	9.0%	1,463.4	1,307.8	11.9%

**TABLE 33: Condo-Only Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Condo Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	10,750,481	10,654,600	0.9%	9,201,541	8,870,305	3.7%	1,548,940	1,784,295	-13.2%
Total Visitors	977,209	945,667	3.3%	830,712	789,115	5.3%	146,497	156,552	-6.4%
PARTY SIZE									
One	111,967	111,339	0.6%	100,546	96,061	4.7%	11,422	15,278	-25.2%
Two	381,201	364,245	4.7%	338,082	321,484	5.2%	43,118	42,760	0.8%
Three or more	484,040	470,083	3.0%	392,084	371,570	5.5%	91,957	98,513	-6.7%
Avg Party Size	2.34	2.33	0.2%	2.27	2.26	0.2%	2.72	2.67	1.9%
VISIT STATUS									
First-Time	222,046	216,470	2.6%	186,996	179,335	4.3%	35,050	37,135	-5.6%
Repeat	755,163	729,196	3.6%	643,716	609,780	5.6%	111,446	119,417	-6.7%
Average # of Trips	6.21	6.13	1.2%	6.26	6.21	0.8%	5.91	5.74	3.0%
TRAVEL METHOD									
Group Tour	28,669	104,265	-72.5%	7,768	81,935	-90.5%	20,902	22,331	-6.4%
Package	269,994	321,305	-16.0%	218,249	268,556	-18.7%	51,745	52,750	-1.9%
Group Tour & Pkg	21,469	96,639	-77.8%	5,025	79,507	-93.7%	16,444	17,132	-4.0%
True Independent	700,014	616,735	13.5%	609,720	518,132	17.7%	90,294	98,603	-8.4%
ISLANDS VISITED									
O'ahu	260,758	263,801	-1.2%	162,083	155,768	4.1%	98,676	108,033	-8.7%
Maui County	522,327	504,137	3.6%	477,439	460,957	3.6%	44,888	43,180	4.0%
...Maui	515,110	498,258	3.4%	471,498	455,516	3.5%	43,611	42,742	2.0%
...Moloka'i	11,541	10,181	13.4%	9,863	9,457	4.3%	1,678	724	131.7%
...Lāna'i	8,939	7,478	19.5%	7,335	6,737	8.9%	1,605	741	116.6%
Kaua'i	157,108	148,241	6.0%	149,231	140,039	6.6%	7,877	8,202	-4.0%
Big Island	158,015	146,398	7.9%	137,877	126,046	9.4%	20,138	20,352	-1.1%
...Hilo	29,300	27,370	7.0%	21,938	20,178	8.7%	7,361	7,192	2.4%
...Kona	144,705	133,780	8.2%	128,747	117,046	10.0%	15,958	16,734	-4.6%
LENGTH OF STAY									
O'ahu (days)	9.37	10.05	-6.7%	9.93	10.13	-1.9%	8.45	9.93	-14.9%
Maui (days)	10.13	10.24	-1.0%	10.00	10.10	-1.0%	11.54	11.66	-1.1%
Moloka'i (days)	7.87	7.38	6.6%	7.46	7.35	1.5%	10.26	7.82	31.2%
Lāna'i (days)	2.92	2.91	0.4%	3.28	3.04	7.8%	1.29	1.69	-24.1%
Kaua'i (days)	9.29	9.31	-0.2%	9.38	9.38	0.0%	7.52	7.95	-5.4%
Big Island (days)	9.57	9.75	-1.8%	10.00	10.20	-2.0%	6.63	6.94	-4.4%
...Hilo (days)	4.08	3.93	3.7%	4.40	4.41	-0.3%	3.12	2.59	20.6%
...Kona (days)	9.62	9.86	-2.4%	9.96	10.22	-2.6%	6.93	7.33	-5.4%
Statewide (days)	11.00	11.27	-2.4%	11.08	11.24	-1.5%	10.57	11.40	-7.2%
ACCOMMODATIONS									
Condo	977,209	945,667	3.3%	830,712	789,115	5.3%	146,497	156,552	-6.4%
...Condo Only	977,209	945,667	3.3%	830,712	789,115	5.3%	146,497	156,552	-6.4%
PURPOSE OF TRIP									
Pleasure (Net)	892,413	861,685	3.6%	759,636	722,865	5.1%	132,777	138,820	-4.4%
.....Vacation	859,748	831,247	3.4%	731,103	696,202	5.0%	128,645	135,045	-4.7%
.....Honeymoon	29,968	28,869	3.8%	26,981	25,527	5.7%	2,988	3,342	-10.6%
.....Get Married	13,858	14,717	-5.8%	11,400	10,891	4.7%	2,458	3,826	-35.8%
MC&I (Net)	18,978	23,241	-18.3%	15,988	15,833	1.0%	2,990	7,408	-59.6%
.....Convention/Conf.	12,689	16,808	-24.5%	10,952	10,984	-0.3%	1,737	5,823	-70.2%
.....Corp. Meetings	4,193	3,902	7.5%	3,563	3,349	6.4%	630	553	14.0%
.....Incentive	2,440	2,866	-14.8%	1,814	1,816	-0.1%	626	1,050	-40.3%
Other Business	26,966	27,318	-1.3%	25,933	24,917	4.1%	1,033	2,401	-57.0%
Visit Friends/Relatives	46,327	43,872	5.6%	40,502	38,331	5.7%	5,825	5,541	5.1%
Government/Military	3,613	4,458	-19.0%	3,555	2,961	20.1%	57	1,497	-96.2%
Attend School	1,214	1,258	-3.5%	957	846	13.1%	258	412	-37.5%
Sport Events	14,044	13,909	1.0%	9,513	10,131	-6.1%	4,531	3,778	19.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	1,665.9	1,618.2	2.9%	1,414.9	1,365.1	3.6%	251.0	253.0	-0.8%
Per Person Per Day (\$)	155.0	151.9	2.0%	153.8	153.9	-0.1%	162.0	141.8	14.3%
Per Person Per Trip (\$)	1,704.7	1,711.1	-0.4%	1,703.2	1,730.0	-1.5%	1,713.2	1,616.2	6.0%

**TABLE 34: Timeshare-Only Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Timeshare Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	4,545,372	3,309,965	37.3%	4,264,106	3,109,385	37.1%	281,266	200,579	40.2%
Total Visitors	470,740	390,677	20.5%	443,556	371,778	19.3%	27,184	18,899	43.8%
PARTY SIZE									
One	44,800	38,915	15.1%	43,788	36,970	18.4%	1,012	1,944	-47.9%
Two	216,032	186,557	15.8%	204,932	177,820	15.2%	11,100	8,738	27.0%
Three or more	209,908	165,205	27.1%	194,836	156,988	24.1%	15,071	8,217	83.4%
Avg Party Size	2.30	2.25	2.2%	2.28	2.25	1.3%	2.66	2.25	18.5%
VISIT STATUS									
First-Time	110,097	99,027	11.2%	104,427	93,275	12.0%	5,671	5,752	-1.4%
Repeat	360,643	291,650	23.7%	339,130	278,503	21.8%	21,513	13,147	63.6%
Average # of Trips	5.45	5.27	3.4%	5.44	5.24	3.8%	5.62	5.96	-5.6%
TRAVEL METHOD									
Group Tour	2,261	2,043	10.6%	1,810	1,652	9.5%	450	391	15.3%
Package	55,254	51,469	7.4%	52,698	48,806	8.0%	2,557	2,663	-4.0%
Group Tour & Pkg	1,018	989	2.9%	727	698	4.3%	291	292	-0.3%
True Independent	414,243	338,154	22.5%	389,776	322,017	21.0%	24,468	16,137	51.6%
ISLANDS VISITED									
O'ahu	122,868	92,298	33.1%	105,780	82,144	28.8%	17,088	10,154	68.3%
Maui County	178,568	147,042	21.4%	172,717	142,478	21.2%	5,852	4,563	28.2%
...Maui	176,806	145,544	21.5%	170,968	141,028	21.2%	5,838	4,516	29.3%
...Moloka'i	2,600	2,491	4.4%	2,515	2,406	4.5%	86	85	1.2%
...Lāna'i	NA	2,749	NA	NA	2,672	NA	NA	78	NA
Kaua'i	144,539	128,841	12.2%	139,642	125,233	11.5%	4,897	3,607	35.7%
Big Island	101,795	87,259	16.7%	95,148	82,650	15.1%	6,646	4,608	44.2%
...Hilo	NA	13,812	NA	NA	12,801	NA	NA	1,011	NA
...Kona	95,932	81,996	17.0%	89,598	77,624	15.4%	6,334	4,371	44.9%
LENGTH OF STAY									
O'ahu (days)	7.26	7.10	2.2%	7.13	6.94	2.6%	8.06	8.37	-3.6%
Maui (days)	8.61	8.61	0.0%	8.61	8.59	0.2%	8.63	9.30	-7.2%
Moloka'i (days)	3.31	8.44	-60.8%	3.32	8.56	-61.2%	2.78	4.98	-44.1%
Lāna'i (days)	2.74	3.43	-20.1%	2.76	3.49	-20.8%	1.55	1.37	12.7%
Kaua'i (days)	8.83	3.05	189.3%	8.83	2.85	209.8%	8.72	10.02	-13.0%
Big Island (days)	8.24	8.80	-6.4%	8.29	8.85	-6.3%	7.54	8.02	-6.0%
...Hilo (days)	3.36	8.01	-58.1%	3.58	8.41	-57.5%	1.90	2.95	-35.6%
...Kona (days)	8.15	3.83	112.8%	8.21	3.61	127.7%	7.25	7.78	-6.8%
Statewide (days)	9.66	8.47	14.0%	9.61	8.36	14.9%	10.35	10.61	-2.5%
ACCOMMODATIONS									
Timeshare	470,740	390,677	20.5%	443,556	371,778	19.3%	27,184	18,899	43.8%
...Timeshare Only	470,740	390,677	20.5%	443,556	371,778	19.3%	27,184	18,899	43.8%
PURPOSE OF TRIP									
Pleasure (Net)	454,567	377,715	20.3%	428,360	359,455	19.2%	26,207	18,260	43.5%
....Vacation	440,099	364,679	20.7%	414,156	346,926	19.4%	25,944	17,753	46.1%
....Honeymoon	15,305	13,945	9.7%	15,024	13,516	11.2%	280	429	-34.7%
....Get Married	3,005	2,775	8.3%	2,896	2,610	10.9%	109	165	-33.9%
MC&I (Net)	5,850	5,272	11.0%	5,545	4,862	14.0%	305	410	-25.6%
....Convention/Conf.	3,050	3,274	-6.8%	3,009	2,911	3.3%	41	362	-88.7%
....Corp. Meetings	1,550	1,156	34.0%	1,507	1,124	34.0%	43	32	34.7%
....Incentive	1,365	924	47.8%	1,144	905	26.4%	221	19	1082.0%
Other Business	5,586	4,419	26.4%	5,325	4,175	27.5%	261	244	6.9%
Visit Friends/Relatives	12,401	10,108	22.7%	12,241	9,926	23.3%	160	182	-12.2%
Government/Military	469	352	33.3%	436	341	28.0%	33	11	194.2%
Attend School	153	127	20.6%	153	127	20.6%	0	0	NA
Sport Events	1,769	1,764	0.3%	1,473	1,534	-4.0%	296	230	28.6%
EXPENDITURES									
Total Expenditures (\$ mil.)	553.4	379.1	46.0%	513.3	352.9	45.5%	40.1	26.2	53.1%
Per Person Per Day (\$)	121.8	114.5	6.3%	120.4	113.5	6.1%	142.6	130.6	9.2%
Per Person Per Trip (\$)	1,175.7	970.4	21.2%	1,157.3	949.3	21.9%	1,475.0	1,386.1	6.4%

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITOR

REPEAT VISITOR

AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITORS: First time visitors spent \$4.4 billion in 2006, 1.1 percent higher compared to 2005. Their daily spending was \$195 per person, up from \$190 per person in the previous year. A total of 2,695,005 visitors, or 36.1 percent of total air visitors in 2006, were first-time visitors to the state, 1.9 percent lower than 2005 (TABLE 2). Their total visitor days decreased 1.7 percent. More of these visitors arrived on domestic flights (66.9%) than from foreign destinations (33.1%).

First-time visitors accounted for 21.5 percent of the U.S. West market (TABLE 11), 46.6 percent of the U.S. East market (TABLE 13), 44.6 percent of the Japanese market (TABLE 18) and 39.6 percent of the Canadian market, but made up the majority of the smaller Other Asia (72.8%), European (69%), Latin America (66.5%) and Oceania (55.4%) markets (TABLES 20-24). More than half purchased either group or package tours, while 41.4 percent traveled as true independent. Nearly 3 out of 4 (73.8%) first time visitors stayed in hotels, 11.4 percent stayed in condominium properties and 5.5 percent stayed in timeshare properties. Fewer stayed in hotels (-5.3%) while more stayed in condominiums (+2.2%), cruise ships (+27.2%) and time share (+7.9%) compared to 2005.

O'ahu was visited by 72.6 percent of the first timers to the state, followed by Maui (32%), the Big Island (21.1%) and Kaua'i (15.3%). More first time visitors went to Lāna'i (+13.5%), Kaua'i (+7.4%), Maui (+4.7%) and the Big Island (+4.3%) in 2006. The average length of stay by first time visitors in 2006 was 8.33 days, unchanged from 2005. The majority (70.9%) percent came to vacation, 12.5 percent came to honeymoon while 7.9 percent came for meetings, conventions and incentives. More first time visitors vacationed (+.4%) and attended corporate meetings (+14.6%), while fewer came for honeymoon (-9.7%) and to get married (-10.8%).

REPEAT VISITORS: Repeat visitors to the islands spent \$8 billion, an increase of 5.5 percent compared to 2005. Daily spending by this group increased from \$168 per person to \$173 per person in 2006. Of the total arrivals by air in the state, 63.9 percent or 4,766,294 were repeat visitors, up 2.1 percent from 2005. Visitor days rose 2.6 percent compare to 2005.

The largest share of repeat visitors were from the U.S West (78.5%) (TABLE 11). Repeat visitors comprised 53.4 percent of U.S. East arrivals (TABLE 13), 55.4 percent of Japanese arrivals (TABLE 18) and 60.4 percent of Canadian arrivals (TABLE 20) in 2006. The majority (64.7%) were independent travelers. Hotels accommodated 58.5 percent of the repeat visitors, 20.2 percent stayed in condominiums, 11.6 percent stayed with friends and relatives and 10.1 percent stayed in timeshare properties. Fewer repeat visitors stayed in hotels (-3.1%) while more stayed in condominium (+3.3%), timeshare properties (+19.9%) or on cruise ships (+35.9%) compared to 2005.

Over half (56%) of all repeat visitors went to O'ahu, 32.8 percent visited Maui, 21.6 percent went to the Big Island and 16.6 percent went to Kaua'i. All islands except O'ahu reported increased arrivals from repeat visitors. The average length of stay by repeat visitors was 9.66 days, similar to 2005. Most (80%) returned to Hawai'i for pleasure, 11.1 percent to visit friends or relatives and 7.1 percent for meetings, conventions and incentives.

**TABLE 35: First-Time Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	22,458,177	22,850,554	-1.7%	16,610,532	16,610,854	0.0%	5,847,645	6,239,701	-6.3%
Total Visitors	2,695,005	2,747,833	-1.9%	1,803,576	1,792,676	0.6%	891,430	955,157	-6.7%
PARTY SIZE									
One	416,334	462,204	-9.9%	352,772	352,054	0.2%	63,562	110,150	-42.3%
Two	1,193,060	1,236,106	-3.5%	858,911	861,298	-0.3%	334,150	374,808	-10.8%
Three or more	1,085,611	1,049,523	3.4%	591,893	579,324	2.2%	493,718	470,199	5.0%
Avg Party Size	2.22	2.12	4.9%	1.94	1.93	0.4%	2.78	2.46	13.1%
VISIT STATUS									
First-Time	2,695,005	2,747,833	-1.9%	1,803,576	1,792,676	0.6%	891,430	955,157	-6.7%
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
TRAVEL METHOD									
Group Tour	559,798	540,626	3.5%	182,009	187,395	-2.9%	377,789	353,231	7.0%
Package	1,509,130	1,545,746	-2.4%	809,308	833,250	-2.9%	699,823	712,495	-1.8%
Group Tour & Pkg	488,725	458,609	6.6%	149,627	153,190	-2.3%	339,098	305,419	11.0%
True Independent	1,114,802	1,120,070	-0.5%	961,886	925,221	4.0%	152,916	194,849	-21.5%
ISLANDS VISITED									
O'ahu	1,957,186	2,033,289	-3.7%	1,124,806	1,139,675	-1.3%	832,380	893,614	-6.9%
Maui County	874,737	841,669	3.9%	754,248	730,174	3.3%	120,489	111,495	8.1%
...Maui	862,993	824,635	4.7%	744,358	720,973	3.2%	118,635	103,662	14.4%
...Moloka'i	28,073	29,469	-4.7%	21,856	21,834	0.1%	6,217	7,635	-18.6%
...Lāna'i	33,625	29,632	13.5%	26,382	25,453	3.7%	7,242	4,180	73.3%
Kaua'i	411,568	383,097	7.4%	373,028	341,075	9.4%	38,540	42,022	-8.3%
Big Island	569,389	546,013	4.3%	431,727	396,082	9.0%	137,662	149,931	-8.2%
...Hilo	296,229	269,488	9.9%	222,813	190,820	16.8%	73,416	78,668	-6.7%
...Kona	464,604	446,403	4.1%	367,748	333,061	10.4%	96,856	113,342	-14.5%
LENGTH OF STAY									
O'ahu (days)	6.23	6.28	-0.8%	6.76	6.90	-2.0%	5.51	5.49	0.3%
Maui (days)	6.09	6.17	-1.3%	6.20	6.34	-2.1%	5.37	5.01	7.2%
Moloka'i (days)	2.84	2.88	-1.5%	3.18	3.25	-2.1%	1.64	1.84	-11.1%
Lāna'i (days)	2.36	2.52	-6.4%	2.65	2.51	5.6%	1.30	2.60	-50.0%
Kaua'i (days)	4.86	5.05	-3.7%	5.00	5.22	-4.1%	3.53	3.68	-4.1%
Big Island (days)	5.01	5.31	-5.7%	5.51	5.72	-3.7%	3.41	4.21	-19.1%
...Hilo (days)	2.62	2.78	-5.8%	2.78	3.01	-7.8%	2.12	2.21	-3.7%
...Kona (days)	4.47	4.82	-7.3%	4.79	5.08	-5.7%	3.23	4.04	-20.0%
Statewide (days)	8.33	8.32	0.2%	9.21	9.27	-0.6%	6.56	6.53	0.4%
ACCOMMODATIONS									
Hotel	1,990,261	2,101,061	-5.3%	1,183,770	1,235,943	-4.2%	806,491	865,117	-6.8%
...Hotel Only	1,753,789	1,868,191	-6.1%	981,167	1,040,530	-5.7%	772,622	827,661	-6.6%
Condo	306,624	300,034	2.2%	257,806	250,784	2.8%	48,819	49,250	-0.9%
...Condo Only	222,046	216,470	2.6%	186,996	179,335	4.3%	35,050	37,135	-5.6%
Timeshare	147,130	136,412	7.9%	139,067	128,211	8.5%	8,063	8,201	-1.7%
...Timeshare Only	110,097	99,027	11.2%	104,427	93,275	12.0%	5,671	5,752	-1.4%
Rental House	77,555	68,497	13.2%	70,429	61,607	14.3%	7,126	6,891	3.4%
Bed & Breakfast	31,633	33,865	-6.6%	27,223	26,415	3.1%	4,410	7,450	-40.8%
Cruise Ship	188,853	148,515	27.2%	175,942	134,234	31.1%	12,911	14,281	-9.6%
Friends or Relatives	174,028	171,427	1.5%	147,921	144,866	2.1%	26,107	26,561	-1.7%
PURPOSE OF TRIP									
Pleasure (Net)	2,253,309	2,284,295	-1.4%	1,508,586	1,495,965	0.8%	744,723	788,330	-5.5%
.....Vacation	1,909,736	1,901,714	0.4%	1,330,569	1,316,219	1.1%	579,168	585,495	-1.1%
.....Honeymoon	336,140	372,419	-9.7%	184,592	186,596	-1.1%	151,547	185,823	-18.4%
.....Get Married	80,909	90,695	-10.8%	28,865	30,218	-4.5%	52,044	60,477	-13.9%
MC&I (Net)	212,969	238,269	-10.6%	140,676	151,111	-6.9%	72,293	87,158	-17.1%
.....Convention/Conf.	120,604	151,472	-20.4%	90,770	102,635	-11.6%	29,834	48,838	-38.9%
.....Corp. Meetings	36,403	31,773	14.6%	21,340	20,984	1.7%	15,063	10,789	39.6%
.....Incentive	62,526	61,479	1.7%	33,879	32,449	4.4%	28,647	29,030	-1.3%
Other Business	67,765	61,792	9.7%	52,422	50,063	4.7%	15,343	11,729	30.8%
Visit Friends/Relatives	154,528	155,905	-0.9%	133,353	130,921	1.9%	21,175	24,984	-15.2%
Government/Military	29,370	39,129	-24.9%	22,273	20,570	8.3%	7,097	18,559	-61.8%
Attend School	7,302	9,563	-23.7%	4,613	4,901	-5.9%	2,688	4,663	-42.3%
Sport Events	48,363	54,933	-12.0%	31,208	35,804	-12.8%	17,155	19,129	-10.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	4,377.6	4,330.4	1.1%	3,265.1	3,126.2	4.4%	1,112.5	1,204.3	-7.6%
Per Person Per Day (\$)	194.9	189.5	2.9%	196.6	188.2	4.4%	190.2	193.0	-1.4%
Per Person Per Trip (\$)	1,624.3	1,575.9	3.1%	1,810.4	1,743.9	3.8%	1,248.0	1,260.8	-1.0%

Source: DBEDT

**TABLE 36: Repeat Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	46,019,019	44,836,486	2.6%	37,428,900	36,093,546	3.7%	8,590,119	8,742,940	-1.7%
Total Visitors	4,766,294	4,668,741	2.1%	3,692,238	3,520,605	4.9%	1,074,056	1,148,136	-6.5%
PARTY SIZE									
One	778,479	791,995	-1.7%	686,275	660,432	3.9%	92,205	131,562	-29.9%
Two	1,874,847	1,843,100	1.7%	1,524,774	1,463,638	4.2%	350,073	379,462	-7.7%
Three or more	2,112,967	2,033,646	3.9%	1,481,189	1,396,534	6.1%	631,778	637,112	-0.8%
Avg Party Size	2.19	2.14	2.1%	2.03	2.02	0.5%	2.74	2.53	8.3%
VISIT STATUS									
Repeat	4,766,294	4,210,425	13.2%	3,692,238	3,203,618	15.3%	1,074,056	1,006,807	6.7%
Average # of Trips	6.84	6.75	1.2%	7.20	7.08	1.7%	5.58	5.76	-3.2%
TRAVEL METHOD									
Group Tour	498,967	507,985	-1.8%	134,966	143,318	-5.8%	364,000	364,667	-0.2%
Package	1,602,265	1,669,296	-4.0%	916,626	929,368	-1.4%	685,640	739,928	-7.3%
Group Tour & Pkg	419,279	423,145	-0.9%	96,771	105,343	-8.1%	322,508	317,801	1.5%
True Independent	3,084,341	2,914,561	5.8%	2,737,417	2,553,219	7.2%	346,924	361,343	-4.0%
ISLANDS VISITED									
O'ahu	2,670,298	2,698,524	-1.0%	1,715,255	1,668,762	2.8%	955,043	1,029,762	-7.3%
Maui County	1,602,579	1,504,803	6.5%	1,428,360	1,350,549	5.8%	174,219	154,255	12.9%
...Maui	1,563,402	1,470,056	6.3%	1,394,071	1,319,875	5.6%	169,331	150,180	12.8%
...Moloka'i	56,931	44,018	29.3%	38,239	36,662	4.3%	18,691	7,357	154.1%
...Lāna'i	59,547	43,647	36.4%	45,061	39,548	13.9%	14,486	4,099	253.4%
Kaua'i	791,697	707,024	12.0%	717,318	647,202	10.8%	74,379	59,822	24.3%
Big Island	1,027,668	975,498	5.3%	840,891	777,521	8.2%	186,776	197,976	-5.7%
...Hilo	372,675	323,576	15.2%	281,943	242,329	16.3%	90,732	81,247	11.7%
...Kona	879,822	838,822	4.9%	735,965	678,895	8.4%	143,857	159,927	-10.0%
LENGTH OF STAY									
O'ahu (days)	7.44	7.38	0.7%	7.90	8.05	-1.8%	6.60	6.31	4.6%
Maui (days)	8.06	8.18	-1.5%	8.26	8.37	-1.4%	6.48	6.54	-0.9%
Moloka'i (days)	4.54	5.41	-16.1%	5.68	5.68	-0.1%	2.20	4.03	-45.4%
Lāna'i (days)	3.34	3.56	-6.2%	4.02	3.73	7.8%	1.25	2.01	-37.9%
Kaua'i (days)	7.15	7.42	-3.7%	7.50	7.70	-2.5%	3.73	4.42	-15.6%
Big Island (days)	7.17	7.42	-3.3%	7.83	8.07	-3.0%	4.21	4.85	-13.2%
...Hilo (days)	3.73	4.04	-7.8%	4.22	4.53	-6.8%	2.19	2.59	-15.4%
...Kona (days)	6.80	7.07	-3.8%	7.33	7.63	-4.0%	4.09	4.69	-12.9%
Statewide (days)	9.66	9.60	0.5%	10.14	10.25	-1.1%	8.00	7.61	5.0%
ACCOMMODATIONS									
Hotel	2,786,564	2,877,129	-3.1%	1,936,383	1,942,499	-0.3%	850,181	934,630	-9.0%
...Hotel Only	2,396,611	2,505,871	-4.4%	1,594,674	1,613,680	-1.2%	801,937	892,191	-10.1%
Condo	962,837	932,059	3.3%	825,202	786,528	4.9%	137,635	145,531	-5.4%
...Condo Only	755,163	729,190	3.6%	643,716	609,773	5.6%	111,446	119,417	-6.7%
Timeshare	483,596	403,294	19.9%	453,800	381,712	18.9%	29,796	21,582	38.1%
...Timeshare Only	360,643	291,650	23.7%	339,130	278,503	21.8%	21,513	13,147	63.6%
Apartment	198,512	176,165	12.7%	186,079	163,768	13.6%	12,433	12,396	0.3%
Bed & Breakfast	41,782	41,014	1.9%	38,351	36,970	3.7%	3,431	4,044	-15.2%
Cruise Ship	144,935	106,633	35.9%	132,644	96,534	37.4%	12,290	10,099	21.7%
Friends or Relatives	552,411	517,514	6.7%	491,091	464,487	5.7%	61,320	53,028	15.6%
PURPOSE OF TRIP									
Pleasure (Net)	3,814,202	3,722,458	2.5%	2,907,521	2,761,870	5.3%	906,681	960,588	-5.6%
.....Vacation	3,652,209	3,541,393	3.1%	2,811,418	2,668,038	5.4%	840,791	873,355	-3.7%
.....Honeymoon	145,766	164,383	-11.3%	94,117	92,521	1.7%	51,649	71,862	-28.1%
.....Get Married	72,645	76,659	-5.2%	37,720	36,795	2.5%	34,924	39,864	-12.4%
MC&I (Net)	338,955	345,737	-2.0%	273,807	274,169	-0.1%	65,148	71,568	-9.0%
.....Convention/Conf.	197,855	212,136	-6.7%	172,238	171,915	0.2%	25,616	40,221	-36.3%
.....Corp. Meetings	71,794	69,078	3.9%	60,054	59,852	0.3%	11,739	9,226	27.2%
.....Incentive	81,629	77,755	5.0%	51,771	53,669	-3.5%	29,858	24,086	24.0%
Other Business	215,691	215,925	-0.1%	202,950	197,050	3.0%	12,741	18,875	-32.5%
Visit Friends/Relatives	526,746	504,198	4.5%	471,860	449,080	5.1%	54,886	55,117	-0.4%
Government/Military	67,692	78,352	-13.5%	61,419	57,485	6.8%	6,273	20,867	-69.9%
Attend School	15,025	10,810	39.0%	8,231	8,341	-1.3%	6,794	2,469	175.1%
Sport Events	85,326	91,945	-7.2%	53,228	63,047	-15.6%	32,098	28,898	11.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	7,945.2	7,528.5	5.5%	6,435.1	5,904.9	9.0%	1,510.1	1,623.6	-7.0%
Per Person Per Day (\$)	172.6	167.9	2.8%	171.9	163.6	5.1%	175.8	185.7	-5.3%
Per Person Per Trip (\$)	1,667.0	1,612.5	3.4%	1,742.9	1,677.2	3.9%	1,405.9	1,414.1	-0.6%

Source: DBEDT

**ISLAND
SUPPLEMENT**

O‘AHU VISITORS BY AIR

MAUI COUNTY VISITORS BY AIR

Maui Island

Moloka‘i

Lāna‘i

KAUA‘I VISITORS BY AIR

HAWAII (BIG ISLAND) VISITORS BY AIR

Hilo

Kona

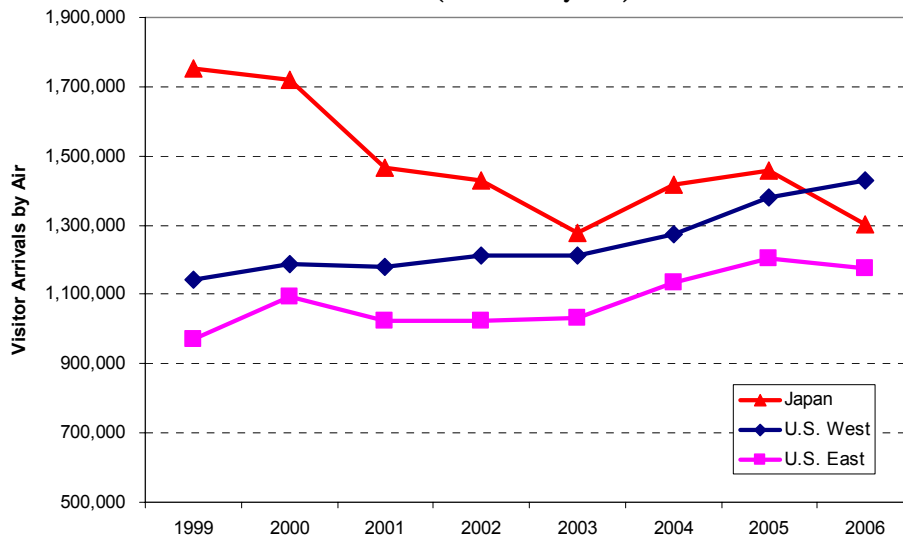


ISLAND SUPPLEMENT

ISLAND OF O‘AHU: A total of 4,627,484 visitors flew to O‘ahu in 2006, 2.2 percent lower than in 2005. Of these visitors, 69.3 percent stayed exclusively on O‘ahu while the remainder also visited other islands. The average daily census showed that 87,953 visitors were on O‘ahu on any given day in 2006, 1.8 percent lower compared to 2005. July was the busiest month on this island with an average of 102,943 visitors daily.

For the first time since visitors were classified into major market areas, there were more U.S. West visitors (1,430,018 or 30.9% of all visitors to O‘ahu) than Japanese visitors (1,303,374 or 28.2%) on O‘ahu in 2006. U.S. East visitors accounted for 25.4 percent, while Canadians comprised 3.3 percent of all visitors to O‘ahu during the year.

**Figure 11: 1999-2006 Total Visitors to O‘ahu - U.S. vs. Japan
(Arrivals by Air)**



Over half of all visitors to O‘ahu purchased group tours or package accommodations while 47.7 percent were independent travelers. There were more repeat visitors (57.7%) than first-time visitors (42.3%) on this island.

Of those who visited O‘ahu in 2006, 74.9 percent stayed in hotels, 10.8 percent stayed with friends or relatives, 9.3 percent stayed in condominiums, 6.4 percent stayed on cruise ships, and 4.5 percent stayed in timeshare properties. However, fewer stayed in hotels (-5.8%) and condominium properties (-1.2%) while more stayed on cruise ships (+27.2%), in timeshare properties (+19.3%), in rental homes (+10.3%) and with friends and relatives (+4%) compared to 2005.

Nearly 3 out of 4 (71.3%) of the O‘ahu visitors came to the state for vacation, 10.8 percent visited friends or relatives, 7.1 percent came to honeymoon, and 7.1 percent for meetings, conventions and incentives. (TABLES 6, 38, 43 and 53).

ISLAND OF MAUI: Arrivals by air to the island of Maui rose 5.7 percent from 2005 to 2,426,395 visitors. Over half (56.3%) of these visitors stayed only on Maui, while 43.7 percent also visited other islands. The average daily census on Maui increased 4.4 percent since 2005, to 48,961 visitors on any given day. July was also the busiest month with an average of 56,165 visitors daily on this island, followed closely by June with 56,126 visitors daily.

The largest percentage of visitors to Maui were from the U.S. West (49.2%), followed by the U.S. East (33.5%), Canada (5.5%), Japan (3.9%) and Europe (1.5%). Repeat visitors accounted for 64.4 percent of the total visitors to Maui compared to 35.6 percent of first-time visitors. There were more true independent travelers (60.1%) to Maui than those who purchased group tours or package accommodations.

More than half (55.4%) of all visitors to Maui stayed in hotels, 27.7 percent stayed in condominiums, 11 percent stayed on cruise ships, 10.2 percent stayed in timeshare properties and 6.7 percent stayed with friends or relatives. Maui visitors who stayed in hotels were down slightly (-.6%), while those who stayed in condominium (+2.8%), time share (+18%), rental homes (+16.7%), with friends and relatives (+14.5%), or on cruise ships (+44.1%) increased compared to 2005.

In 2006, 80.7 percent of the Maui visitors came to Hawai'i for vacation, 7.1 percent came to honeymoon and 7 percent for meetings, conventions and incentives. Fewer Maui visitors came to the state for honeymoons (-1.3%) and to get married (-10.2%) but more came to vacation (+6.3%), conventions (+5.7%), incentives (+1.8%) and to visit friends and relatives (+10.6%) in 2006. (TABLES 6, 38, 45 and 53).

ISLAND OF MOLOKA'I¹: A total of 85,003 visitors came by air to Moloka'i in 2006, an increase of 15.6 percent from 2005. Most of those who visited Moloka'i also visited other islands while only 11.1 percent stayed on Moloka'i exclusively. The average daily census increased 4.7 percent from 2005 to 927 visitors per day on this island. January was the peak month in 2006 for Moloka'i with an average of 1,736 visitors daily.

The U.S. West (37%) and the U.S. East (28.8%) comprised the two largest visitor markets to this island in 2006. Repeat visitors comprised 67 percent, while 33 percent were first-timers to the state. Of the visitors to Moloka'i, 63.2 percent were independent travelers while the remainder purchased group tour or package accommodations.

Over half (51.3%) stayed in hotels, 21.7 percent stayed in condominiums, 21.1 percent stayed with friends or relatives and 5.3 percent stayed in timeshare properties. Except for rental homes which showed a 9.5 percent decline, all other types of accommodation showed increases in Moloka'i visitors compared to 2005. More Moloka'i visitors came to the state for vacation (+18.8%), conventions (+72.5%), incentives (+40.4%) and to visit friends or relatives (+27.5%) compared to 2005. (TABLES 6, 38, 46 and 53).

¹ Small sample size for Lāna'i and Moloka'i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

ISLAND OF LĀNAʻI¹: Air arrivals to Lānaʻi rose 27.1 percent from 2005 to 93,171 visitors in 2006. Of these visitors, 12 percent spent their entire time on this island. The average daily census on Lānaʻi was 763 visitors per day in 2006, compared to 631 visitors in the previous year. December was the busiest month on this island with 992 visitors daily.

U.S. West visitors accounted for 36.8 percent of the visitors to Lānaʻi, followed by U.S. East visitors at 35.5 percent. There were more repeat visitors (63.9%) than first timers (36.1%) on Lānaʻi. Similar to visitors on Maui and Molokaʻi, there were more independent travelers to Lānaʻi (62.4%) than those who purchased group tours or package accommodations.

Over half (58.9%) of the visitors to Lānaʻi stayed in hotels, 14.4 percent stayed in condominiums and 16.2 percent stayed with friends or relatives. Except for a small drop from bed and breakfast properties (-.8%) all other accommodations noted increases in Lānaʻi visitors compared to 2005. Of the visitors who went to Lānaʻi in 2006, 7.9 percent were in the islands for meetings, conventions and incentives. (TABLES 6, 38, 47 and 53).

ISLAND OF KAUAʻI: A total of 1,203,264 visitors flew to Kauaʻi in 2006, 10.4 percent higher than in 2005. Of these visitors, 42.2 percent stayed on this island exclusively. The average daily census increased 6.7 percent from 2005 to 20,994 visitors per day on this island. July was the peak month in 2006 for Kauaʻi with an average of 25,249 visitors daily.

The largest percentage of the visitors were from the U.S. West (49.7%), followed by the U.S. East (35.8%), Canada (4%) and Japan (2.8%). There were also a larger number of repeat visitors (65.8%) compared to first-time visitors (34.2%). Independent travelers comprised 63.1 percent of the visitors to Kauaʻi. (TABLES 6, 38, 48 and 53).

Over half (50.6%) of those who visited Kauaʻi stayed in hotels, 20.5 percent stayed in condominium, 19.5 percent stayed on cruise ships, 17.4 percent stayed in timeshare properties and 7.4 percent stayed with friends or relatives. All types of accommodations showed increases in Kauaʻi visitors compared to 2005, led by cruise ships (+41.6%), rental homes (+12.5%), timeshare (+8.9%), condominiums (+5.2%) and hotels (+2.9%).

7.3 percent of visitors to Kauaʻi came for honeymoon. Fewer Kauaʻi visitors came to the state to honeymoon (-2.2%) and to get married (-3.4%) but more came for meetings, conventions, incentives (+4.4%) and to visit friends and relatives (+9.3%) in 2006.

THE BIG ISLAND: Arrivals by air to the Big Island increased 5 percent from 2005 to 1,597,056 visitors. Those who stayed only on this island comprised 41.3 percent of the total or 659,158 visitors. The average daily census showed a slight increase of .9 percent from 2005 to 28,011 visitors per day. July was also the busiest month on this island with an average of 32,460 visitors daily.

¹ Small sample size for Lānaʻi and Molokaʻi resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

The U.S. West contributed the most visitors to the Big Island at 42.6 percent, followed by the U.S. East (31.6%), Japan (13.2%) and Canada (4%). Repeat visitors (64.3%) accounted for a larger proportion than first-time visitors (35.7%) among this group. There were also more visitors traveling independently (57.8%) than those who purchased group tours or package accommodations.

Hotels accommodated 61.2 percent of all visitors to the Big Island, 15.9 percent stayed in condominiums, 15.7 percent stayed on cruise ships, 10.4 percent stayed with friends and relatives and 9.6 percent stayed in timeshare properties. Fewer Big Island visitors stayed in hotels (-2.2%) while more stayed in condominiums (+6.8%), timeshare properties (+13.2%) and on cruise ships (+41.9%) compared to 2005. In 2006, 7.7 percent of the total visitors to the Big Island came for meetings, conventions and incentives, 5.7 percent honeymooned in the state while 1.4 percent came to get married. (TABLES 6, 38, 49 and 53)

THE BIG ISLAND (HILO SIDE): A total of 668,904 air visitors went to the Hilo side of the Big Island in 2006, 12.8 percent higher than in 2005. The average daily census was 5,932 visitors, up 5.3 percent from the previous year. July was the peak month for Hilo in 2006 with an average of 7,427 visitors daily.

The largest percentage of the visitors to Hilo were from the U.S. East (36.2%), followed by the U.S. West (33.9%), Japan (12.9%) and Canada (5.2%). Repeat visitors accounted for 55.7 percent of the total air visitors to Hilo in 2006 while 48.9 percent traveled independently.

The majority of the visitors to Hilo stayed in hotels (59.9%), 34.7 percent stayed on cruise ships, 12.2 percent stayed with friends and relatives, 9.7 percent stayed in condominium properties and 4.6 percent stayed in timeshare. Except for a minor dip in bed and breakfast (-.1%) all other accommodations showed increases from Hilo visitors compared to 2005. (TABLES 6, 38, 50 and 53).

THE BIG ISLAND (KONA SIDE): A total of 1,344,426 air visitors went to the Kona side of the Big Island in 2006, up 4.6 percent from the previous year. The average daily census was 22,078 visitors, slightly lower (-.3%) compared to 2005. February was the busiest month for Kona in 2006 with an average of 25,263 visitors daily.

The largest group of visitors to Kona were from the U.S. West (44.5%), followed by those from the U.S. East (32.1%), Japan (10.8%) and Canada (4.4%). Repeat visitors accounted for 65.4 of the Kona visitors. There were also more visitors traveling independently (58.7%) than those who purchased group tours or package accommodations.

The majority of the visitors to Kona stayed in hotels (60.1%), 17.1 percent stayed on cruise ships, 17.1 percent stayed in condominiums, 10.6 percent stayed in timeshares and 9.3 percent stayed with friends and relatives. Fewer Kona visitors stayed in hotels (-3.3%) while more stayed on cruise ships (+41.3%), in condominiums (+7.2%), timeshare properties (+13.7%) and with friends and relatives (+13%) compared to 2005. (TABLES 6, 38, 51 and 53)

**TABLE 37: Visitor Arrivals by Island and Month: 2006 vs. 2005
(Arrivals by air)**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	595,775	576,294	3.4%	409,973	387,921	5.7%	185,802	188,373	-1.4%
FEB	575,116	574,473	0.1%	417,139	404,815	3.0%	157,977	169,658	-6.9%
MAR	656,833	670,384	-2.0%	473,639	486,968	-2.7%	183,194	183,416	-0.1%
APR	596,638	548,434	8.8%	446,130	396,892	12.4%	150,508	151,542	-0.7%
MAY	576,398	575,891	0.1%	424,851	413,146	2.8%	151,547	162,745	-6.9%
JUN	673,145	662,721	1.6%	522,298	494,511	5.6%	150,847	168,210	-10.3%
JUL	727,736	739,805	-1.6%	565,303	559,258	1.1%	162,433	180,547	-10.0%
AUG	689,875	696,924	-1.0%	513,689	509,181	0.9%	176,186	187,743	-6.2%
SEPT	559,244	559,172	0.0%	402,585	383,986	4.8%	156,659	175,186	-10.6%
OCT	569,916	594,170	-4.1%	415,631	415,034	0.1%	154,285	179,136	-13.9%
NOV	573,238	562,484	1.9%	416,095	401,303	3.7%	157,143	161,181	-2.5%
DEC	667,384	655,822	1.8%	488,479	460,266	6.1%	178,905	195,556	-8.5%
TOTAL	7,461,299	7,416,574	0.6%	5,495,813	5,313,281	3.4%	1,965,486	2,103,293	-6.6%
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	368,129	369,426	-0.4%	206,098	198,377	3.9%	162,031	171,049	-5.3%
FEB	353,845	363,257	-2.6%	217,525	212,765	2.2%	136,320	150,492	-9.4%
MAR	396,181	413,350	-4.2%	233,116	248,850	-6.3%	163,065	164,500	-0.9%
APR	352,166	338,907	3.9%	216,570	201,536	7.5%	135,596	137,371	-1.3%
MAY	353,693	363,071	-2.6%	212,366	211,594	0.4%	141,328	151,477	-6.7%
JUN	415,739	432,180	-3.8%	275,086	275,125	0.0%	140,653	157,055	-10.4%
JUL	452,183	474,095	-4.6%	302,257	306,391	-1.3%	149,926	167,703	-10.6%
AUG	428,516	448,991	-4.6%	265,455	279,288	-5.0%	163,062	169,703	-3.9%
SEPT	356,537	370,167	-3.7%	211,747	204,831	3.4%	144,790	165,336	-12.4%
OCT	362,157	379,507	-4.6%	216,514	217,729	-0.6%	145,643	161,778	-10.0%
NOV	365,788	357,899	2.2%	221,459	208,258	6.3%	144,329	149,641	-3.5%
DEC	422,550	420,994	0.4%	261,869	243,724	7.4%	160,681	177,271	-9.4%
TOTAL	4,627,484	4,731,843	-2.2%	2,840,061	2,808,467	1.1%	1,787,423	1,923,376	-7.1%
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	90,920	80,163	13.4%	79,936	69,200	15.5%	10,984	10,963	0.2%
FEB	86,043	81,678	5.3%	76,685	71,029	8.0%	9,357	10,649	-12.1%
MAR	110,003	90,945	21.0%	97,274	81,415	19.5%	12,730	9,530	33.6%
APR	88,288	82,238	7.4%	82,025	75,512	8.6%	6,263	6,727	-6.9%
MAY	82,744	83,263	-0.6%	76,884	75,535	1.8%	5,861	7,728	-24.2%
JUN	113,509	98,102	15.7%	105,018	91,552	14.7%	8,492	6,551	29.6%
JUL	123,921	110,956	11.7%	116,197	102,697	13.1%	7,723	8,259	-6.5%
AUG	109,508	102,234	7.1%	101,708	93,436	8.9%	7,800	8,798	-11.3%
SEPT	94,912	89,068	6.6%	87,405	81,586	7.1%	7,507	7,482	0.3%
OCT	104,189	96,470	8.0%	90,785	87,451	3.8%	13,404	9,019	48.6%
NOV	91,921	81,132	13.3%	80,941	74,041	9.3%	10,980	7,091	54.8%
DEC	107,306	93,898	14.3%	95,487	84,852	12.5%	11,819	9,046	30.7%
TOTAL	1,203,264	1,090,147	10.4%	1,090,346	988,304	10.3%	112,918	101,843	10.9%

TABLE 37: Visitor Arrivals by Island and Month: 2006 vs. 2005 (continued)
(Arrivals by air)

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	197,696	178,561	10.7%	165,387	152,652	8.3%	32,309	25,909	24.7%
FEB	190,854	183,394	4.1%	162,447	157,896	2.9%	28,407	25,497	11.4%
MAR	211,401	217,759	-2.9%	185,105	192,831	-4.0%	26,296	24,928	5.5%
APR	195,177	176,655	10.5%	175,862	155,934	12.8%	19,314	20,721	-6.8%
MAY	182,195	181,130	0.6%	163,723	163,775	0.0%	18,472	17,355	6.4%
JUN	241,433	203,299	18.8%	212,777	182,740	16.4%	28,656	20,558	39.4%
JUL	248,814	239,859	3.7%	229,085	220,679	3.8%	19,729	19,180	2.9%
AUG	224,400	223,309	0.5%	202,725	198,792	2.0%	21,675	24,517	-11.6%
SEPT	182,750	170,673	7.1%	160,436	153,980	4.2%	22,315	16,693	33.7%
OCT	198,775	197,365	0.7%	173,570	171,171	1.4%	25,205	26,194	-3.8%
NOV	184,713	179,165	3.1%	162,051	160,121	1.2%	22,662	19,044	19.0%
DEC	219,108	195,313	12.2%	189,440	170,159	11.3%	29,668	25,154	17.9%
TOTAL	2,477,316	2,346,480	5.6%	2,182,608	2,080,731	4.9%	294,708	265,749	10.9%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	191,710	174,294	10.0%	161,450	148,950	8.4%	30,260	25,345	19.4%
FEB	186,034	179,351	3.7%	158,585	154,387	2.7%	27,448	24,965	9.9%
MAR	206,980	213,011	-2.8%	181,172	189,037	-4.2%	25,808	23,975	7.6%
APR	191,321	172,293	11.0%	172,217	152,717	12.8%	19,104	19,577	-2.4%
MAY	178,524	176,796	1.0%	160,522	160,967	-0.3%	18,002	15,829	13.7%
JUN	237,339	197,892	19.9%	209,064	179,162	16.7%	28,275	18,731	51.0%
JUL	244,111	235,393	3.7%	225,097	217,245	3.6%	19,014	18,148	4.8%
AUG	220,072	220,074	0.0%	198,931	195,783	1.6%	21,141	24,290	-13.0%
SEPT	179,673	167,511	7.3%	157,421	151,246	4.1%	22,252	16,265	36.8%
OCT	195,595	193,666	1.0%	170,561	168,148	1.4%	25,034	25,519	-1.9%
NOV	180,758	175,421	3.0%	158,295	156,871	0.9%	22,463	18,550	21.1%
DEC	214,279	188,993	13.4%	185,115	166,342	11.3%	29,164	22,651	28.8%
TOTAL	2,426,395	2,294,697	5.7%	2,138,430	2,040,855	4.8%	287,965	253,843	13.4%
MOLO-KA'I	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	8,259	6,370	29.7%	5,378	5,151	4.4%	2,882	1,220	136.3%
FEB	7,104	5,754	23.5%	5,165	4,976	3.8%	1,939	778	149.2%
MAR	5,861	6,284	-6.7%	4,898	5,075	-3.5%	963	1,210	-20.4%
APR	6,877	6,246	10.1%	4,405	4,258	3.4%	2,473	1,988	24.4%
MAY	5,215	6,364	-18.1%	4,139	4,344	-4.7%	1,075	2,020	-46.8%
JUN	6,509	6,331	2.8%	5,524	5,242	5.4%	985	1,089	-9.6%
JUL	7,612	6,380	19.3%	6,142	5,476	12.2%	1,470	904	62.6%
AUG	6,150	5,706	7.8%	4,829	5,214	-7.4%	1,321	492	168.7%
SEPT	5,152	4,742	8.6%	4,627	4,156	11.3%	525	586	-10.4%
OCT	12,831	5,889	117.9%	4,868	5,008	-2.8%	7,963	881	803.6%
NOV	5,497	5,590	-1.7%	4,616	4,503	2.5%	881	1,087	-19.0%
DEC	7,936	7,850	1.1%	5,505	5,112	7.7%	2,432	2,737	-11.2%
TOTAL	85,003	73,506	15.6%	60,095	58,515	2.7%	24,908	14,991	66.2%
LĀNA'I	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	6,919	5,705	21.3%	6,220	5,228	19.0%	699	477	46.7%
FEB	7,127	5,970	19.4%	5,879	5,365	9.6%	1,248	604	106.4%
MAR	7,168	6,485	10.5%	6,039	5,795	4.2%	1,129	689	63.8%
APR	6,238	6,099	2.3%	5,271	5,290	-0.3%	967	809	19.5%
MAY	5,335	5,736	-7.0%	4,818	4,920	-2.1%	517	816	-36.6%
JUN	7,606	7,010	8.5%	6,372	5,597	13.8%	1,234	1,413	-12.6%
JUL	9,031	7,319	23.4%	7,075	6,256	13.1%	1,956	1,063	84.0%
AUG	7,737	6,232	24.1%	6,138	5,641	8.8%	1,599	592	170.2%
SEPT	6,122	5,173	18.3%	5,359	4,917	9.0%	763	256	198.1%
OCT	14,061	6,014	133.8%	5,648	5,317	6.2%	8,413	697	1107.3%
NOV	6,508	5,639	15.4%	5,800	5,012	15.7%	707	627	12.9%
DEC	9,320	5,911	57.7%	6,825	5,675	20.3%	2,495	236	956.6%
TOTAL	93,171	73,292	27.1%	71,444	65,013	9.9%	21,728	8,279	162.4%

Source: DBEDT

TABLE 37: Visitor Arrivals by Island and Month: 2006 vs. 2005 (continued)
(Arrivals by air)

BIG ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	132,540	125,331	5.8%	98,560	93,387	5.5%	33,980	31,944	6.4%
FEB	129,573	120,556	7.5%	100,009	92,884	7.7%	29,563	27,672	6.8%
MAR	132,002	133,850	-1.4%	104,419	104,388	0.0%	27,584	29,462	-6.4%
APR	118,663	107,251	10.6%	98,818	85,024	16.2%	19,845	22,226	-10.7%
MAY	108,156	113,042	-4.3%	89,177	84,689	5.3%	18,979	28,353	-33.1%
JUN	146,543	130,085	12.7%	121,913	105,539	15.5%	24,630	24,546	0.3%
JUL	161,570	154,732	4.4%	136,348	125,079	9.0%	25,221	29,653	-14.9%
AUG	146,811	137,818	6.5%	116,707	107,167	8.9%	30,104	30,650	-1.8%
SEPT	124,671	110,263	13.1%	96,202	80,944	18.9%	28,470	29,320	-2.9%
OCT	133,767	127,468	4.9%	102,514	97,834	4.8%	31,253	29,634	5.5%
NOV	120,710	118,823	1.6%	94,511	88,152	7.2%	26,199	30,672	-14.6%
DEC	142,050	142,317	-0.2%	113,438	108,541	4.5%	28,612	33,776	-15.3%
TOTAL	1,597,056	1,521,537	5.0%	1,272,618	1,173,629	8.4%	324,439	347,907	-6.7%
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	56,052	48,158	16.4%	37,365	31,565	18.4%	18,687	16,593	12.6%
FEB	50,388	45,695	10.3%	36,178	31,523	14.8%	14,209	14,172	0.3%
MAR	51,261	48,539	5.6%	38,901	35,484	9.6%	12,359	13,054	-5.3%
APR	44,255	42,384	4.4%	35,136	31,060	13.1%	9,119	11,324	-19.5%
MAY	39,411	44,516	-11.5%	31,667	30,671	3.2%	7,743	13,845	-44.1%
JUN	62,654	47,721	31.3%	49,889	37,049	34.7%	12,766	10,672	19.6%
JUL	67,920	58,722	15.7%	56,850	45,814	24.1%	11,069	12,907	-14.2%
AUG	60,144	54,352	10.7%	46,597	42,289	10.2%	13,546	12,063	12.3%
SEPT	56,762	47,763	18.8%	40,994	33,240	23.3%	15,768	14,523	8.6%
OCT	63,574	53,198	19.5%	43,655	39,158	11.5%	19,918	14,040	41.9%
NOV	52,317	45,175	15.8%	38,231	33,344	14.7%	14,086	11,831	19.1%
DEC	64,167	56,845	12.9%	49,292	41,955	17.5%	14,876	14,890	-0.1%
TOTAL	668,904	593,067	12.8%	504,756	433,152	16.5%	164,148	159,915	2.6%
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
JAN	113,028	104,109	8.6%	85,619	80,658	6.2%	27,409	23,452	16.9%
FEB	108,705	99,090	9.7%	87,412	80,050	9.2%	21,293	19,040	11.8%
MAR	111,653	113,130	-1.3%	90,716	89,304	1.6%	20,936	23,826	-12.1%
APR	100,763	90,361	11.5%	86,407	73,532	17.5%	14,356	16,829	-14.7%
MAY	91,251	95,830	-4.8%	76,790	72,502	5.9%	14,461	23,328	-38.0%
JUN	122,473	110,576	10.8%	105,582	89,885	17.5%	16,891	20,692	-18.4%
JUL	136,199	131,739	3.4%	118,068	107,389	9.9%	18,131	24,350	-25.5%
AUG	122,538	116,971	4.8%	101,589	92,274	10.1%	20,949	24,697	-15.2%
SEPT	104,688	90,491	15.7%	83,675	69,986	19.6%	21,013	20,506	2.5%
OCT	113,997	109,396	4.2%	88,708	85,741	3.5%	25,289	23,656	6.9%
NOV	100,612	101,173	-0.6%	82,238	76,827	7.0%	18,374	24,346	-24.5%
DEC	118,519	122,382	-3.2%	96,908	93,832	3.3%	21,610	28,550	-24.3%
TOTAL	1,344,426	1,285,248	4.6%	1,103,713	1,011,978	9.1%	240,713	273,270	-11.9%

**TABLE 38: 2006 Average Daily Census by Island and Month
(Arrivals by air)**

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	89,983	88,871	96,766	74,214	77,669	94,443	102,943	98,039	78,562	74,120	81,377	97,790	87,953
Maui County	54,788	55,176	50,840	48,283	43,510	57,866	57,927	51,624	41,758	44,923	44,821	56,415	50,651
....Maui	52,260	53,237	49,333	46,842	42,301	56,126	56,165	50,130	40,547	43,123	43,217	54,377	48,961
....Moloka'i	1,736	1,141	745	738	618	934	929	770	645	952	871	1,046	927
....Lāna'i	792	798	762	703	591	806	833	723	566	848	733	992	763
Kaua'i	21,702	20,034	23,362	19,222	18,150	24,087	25,249	21,711	18,707	18,306	18,667	22,532	20,994
Big Island	31,793	31,525	27,511	24,976	22,292	31,059	32,460	28,514	24,525	25,493	24,489	31,607	28,011
....Hilo	7,205	6,263	5,288	4,743	4,429	7,142	7,427	6,299	5,048	5,195	5,073	7,054	5,932
...Kona	24,588	25,263	22,223	20,232	17,862	23,917	25,033	22,215	19,477	20,298	19,416	24,553	22,078
TOTAL DOM and INT'L	198,266	195,606	198,479	166,694	161,622	207,456	218,579	199,888	163,552	162,842	169,354	208,343	187,609
DOMESTIC													
O'ahu	59,214	57,340	53,410	49,780	50,707	70,775	72,802	63,432	49,348	48,587	53,506	66,533	57,981
Maui County	47,645	46,946	45,406	43,760	39,882	53,455	54,618	47,575	37,402	41,269	40,396	49,457	45,661
....Maui	45,815	45,176	43,990	42,476	38,764	51,815	53,020	46,216	36,250	40,022	38,915	47,664	44,189
....Moloka'i	1,086	1,048	699	627	559	882	833	706	621	682	777	923	785
....Lāna'i	744	722	718	656	559	759	765	653	530	564	704	870	687
Kaua'i	20,143	18,865	21,707	18,231	17,301	23,286	24,298	20,936	17,884	17,538	17,124	20,773	19,856
Big Island	27,076	26,720	23,828	22,125	20,217	27,985	29,027	25,290	21,287	21,557	21,857	27,739	24,555
....Hilo	5,795	4,908	4,322	3,734	4,030	5,929	6,078	5,507	4,316	4,403	4,410	5,987	4,956
...Kona	21,281	21,813	19,506	18,390	16,188	22,056	22,949	19,783	16,970	17,154	17,447	21,752	19,599
TOTAL DOMESTIC	154,078	149,871	144,351	133,896	128,106	175,502	180,745	157,234	125,921	128,952	132,884	164,502	148,053
INTERNATIONAL													
O'ahu	30,770	31,531	43,355	24,434	26,962	23,668	30,141	34,607	29,214	25,532	27,871	31,256	29,972
Maui County	7,143	8,230	5,433	4,523	3,629	4,411	3,309	4,049	4,356	3,654	4,425	6,958	4,990
....Maui	6,445	8,062	5,343	4,366	3,537	4,311	3,145	3,915	4,296	3,100	4,302	6,713	4,773
....Moloka'i	649	92	47	111	59	53	96	64	24	270	94	123	141
....Lāna'i	48	76	44	46	33	48	68	71	36	284	29	122	76
Kaua'i	1,559	1,170	1,655	991	850	801	951	774	822	768	1,542	1,758	1,138
Big Island	4,716	4,805	3,683	2,851	2,074	3,074	3,433	3,224	3,239	3,936	2,632	3,868	3,456
....Hilo	1,410	1,355	966	1,009	400	1,213	1,348	791	732	792	664	1,067	977
...Kona	3,307	3,450	2,717	1,842	1,675	1,862	2,085	2,432	2,507	3,144	1,969	2,801	2,479
TOTAL INT'L	44,188	45,735	54,127	32,798	33,515	31,955	37,834	42,654	37,631	33,890	36,471	43,841	39,556

Source: DBEDT

**TABLE 39: 2006 Domestic U.S. Visitor Arrivals by Island from Top U.S. MSAs
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	BIG ISLAND	HILO	KONA
Albuquerque	16,541	7,817	6,286	6,185	178	198	3,882	3,977	1,815	3,348
Anchorage	21,967	11,624	7,741	7,469	410	121	2,670	4,738	1,520	3,987
Atlanta	51,869	32,951	21,269	20,847	627	877	9,677	13,764	6,291	11,904
Austin	21,992	11,129	8,776	8,555	223	360	4,943	5,621	2,337	4,777
Bakersfield	17,053	8,269	6,553	6,458	121	143	2,863	3,493	1,264	3,072
Bellingham	8,669	3,113	3,608	3,547	88	55	1,838	1,824	554	1,636
Boise	16,089	6,470	6,686	6,603	138	160	3,184	3,650	1,082	3,327
Boston	65,536	37,556	29,029	28,491	842	1,149	16,880	17,951	8,338	15,272
Charlotte	12,657	7,863	5,341	5,236	137	260	2,785	3,496	1,720	3,045
Chicago	126,514	60,233	64,367	63,348	1,484	2,278	27,726	30,972	12,456	27,341
Cincinnati	22,109	14,375	10,143	9,966	347	300	5,222	5,864	3,003	5,030
Cleveland	22,337	13,526	10,617	10,446	309	403	5,260	6,427	3,347	5,358
Colorado Springs	16,104	8,896	5,368	5,208	190	198	3,392	3,693	1,558	3,107
Columbus	15,297	9,119	7,078	6,934	287	242	3,544	4,214	1,999	3,653
Dallas	82,001	41,149	36,128	35,514	721	1,301	17,454	18,337	7,400	16,116
Denver	93,407	39,143	37,283	36,464	995	1,243	22,237	24,136	8,151	21,610
Detroit	46,496	26,261	23,275	22,987	607	789	11,612	12,258	5,665	10,672
Eugene	13,518	5,038	5,390	5,245	202	144	2,712	3,446	1,172	2,987
Fresno	25,077	11,599	9,984	9,847	248	257	4,838	5,316	2,027	4,722
Grand Rapids	9,773	5,308	4,834	4,764	161	185	2,535	2,428	1,198	2,068
Hartford	13,616	8,484	6,194	6,078	175	282	3,190	3,661	1,668	3,127
Houston	56,665	34,265	23,445	22,934	705	1,046	11,724	13,289	6,463	10,991
Indianapolis	16,626	9,563	8,209	8,051	230	331	3,591	4,080	1,993	3,544
Kansas City	25,525	14,004	11,062	10,907	254	471	5,363	6,106	2,622	5,309
Las Vegas	73,905	41,256	26,672	26,135	724	834	11,673	14,191	6,044	11,885
Los Angeles	855,095	390,645	324,057	317,520	6,628	9,258	151,268	173,147	52,786	154,249
Miami	23,107	15,059	10,746	10,610	334	477	5,735	7,374	4,112	6,332
Milwaukee	17,174	9,843	8,116	7,991	229	261	4,392	4,915	2,284	4,269
Minneapolis	60,946	31,546	26,724	26,151	651	812	12,860	14,260	5,212	12,396
Modesto	16,391	6,965	6,578	6,462	153	146	2,893	3,266	1,126	2,891
Nashville	12,543	7,420	5,589	5,525	145	214	2,485	3,240	1,592	2,784
New York	169,198	103,647	79,445	77,859	2,095	3,334	42,332	47,788	20,577	40,830
Norfolk	17,543	13,845	4,623	4,527	179	203	2,945	3,510	1,852	2,869
Oklahoma City	12,042	7,057	4,806	4,695	152	201	2,262	2,749	1,255	2,333
Omaha	10,015	5,450	4,236	4,149	86	135	1,946	2,176	817	1,907
Orlando	18,010	11,500	7,820	7,698	213	403	4,331	5,202	2,607	4,502
Philadelphia	47,219	28,794	21,828	21,315	697	856	11,846	13,844	6,688	11,839
Phoenix	148,782	68,074	60,974	59,992	1,329	1,886	33,256	32,025	12,401	28,365
Pittsburgh	15,832	9,809	7,284	7,195	225	299	3,826	4,767	2,537	4,116
Portland	126,645	52,635	51,745	50,339	1,711	1,373	23,410	27,183	8,636	23,684
Provo	17,879	10,963	5,588	5,510	145	155	3,419	3,220	1,252	2,858
Raleigh	12,992	7,664	5,319	5,206	162	228	3,000	3,797	1,730	3,172
Reno	20,529	7,794	8,376	8,215	191	197	3,827	4,850	1,370	4,381
Sacramento	126,603	50,479	53,551	52,701	1,053	1,162	24,753	24,764	8,656	21,516
Saint Louis	29,701	16,781	13,657	13,473	346	494	6,894	7,429	3,516	6,424
Salinas	15,936	7,158	5,610	5,455	229	141	2,715	3,668	1,100	3,218
Salt Lake City	61,902	31,569	23,164	22,782	597	537	11,717	13,726	4,860	12,278
San Antonio	17,497	11,671	5,705	5,549	180	264	2,969	3,801	1,862	3,138
San Diego	182,576	82,040	69,825	68,158	1,730	2,142	36,410	35,197	11,725	30,883
San Francisco	603,931	257,960	222,344	216,981	5,118	6,544	106,541	132,356	42,085	116,209
San Luis/Obispo	15,040	5,145	5,796	5,599	239	155	3,555	3,988	1,347	3,501
Santa Barbara	23,602	9,112	8,285	8,005	288	270	5,538	5,470	1,488	4,894
Seattle	244,849	107,432	98,268	96,189	2,548	2,013	41,618	47,353	14,405	41,692
Spokane	15,701	6,603	6,344	6,247	135	128	2,902	3,488	1,131	3,110
Stockton	24,097	11,005	10,128	9,929	269	249	3,736	4,322	1,598	3,722
Tampa	20,276	13,249	8,900	8,711	318	446	4,930	6,042	3,281	5,102
Tucson	25,018	11,773	9,251	9,011	289	310	6,018	6,239	2,539	5,397
Tulsa	8,901	5,072	3,725	3,683	95	116	1,848	2,064	1,039	1,781
Washington	116,486	78,445	39,137	38,185	1,325	1,714	24,040	29,198	13,679	24,448

Source: DBEDT

**TABLE 40: 2006 Domestic U.S. Visitor Arrivals by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	BIG ISLAND	HILO	KONA
Alabama	23,580	16,241	8,463	8,315	294	335	4,874	5,963	3,194	4,943
Alaska	40,236	20,405	14,064	13,506	789	261	5,477	9,693	3,274	8,109
Arizona	196,868	90,696	78,774	77,336	1,946	2,483	44,529	43,873	17,251	38,581
Arkansas	16,274	10,134	6,372	6,285	163	256	3,286	4,033	2,185	3,446
California	1,979,204	868,631	751,810	735,594	16,940	21,235	360,604	412,785	131,775	364,231
Colorado	140,485	60,226	54,685	53,404	1,676	1,835	33,821	36,346	12,802	32,163
Connecticut	30,143	17,555	14,075	13,843	404	590	7,151	8,482	3,592	7,253
Delaware	5,966	3,798	2,489	2,431	97	107	1,459	1,780	911	1,514
Florida	125,987	83,155	54,506	53,530	1,913	2,636	30,719	38,079	20,564	32,381
Georgia	71,828	46,879	28,413	27,871	894	1,239	13,315	19,079	8,918	16,434
Idaho	36,621	15,622	14,321	14,058	368	363	7,417	8,839	2,811	7,904
Illinois	152,777	75,498	76,422	75,228	1,827	2,717	34,190	38,432	16,234	33,743
Indiana	51,158	30,796	24,307	23,959	692	844	11,129	13,238	6,528	11,392
Iowa	28,504	16,504	12,634	12,392	412	346	6,314	7,170	3,339	6,224
Kansas	28,264	16,119	12,068	11,891	303	507	6,180	6,946	3,386	6,080
Kentucky	26,891	16,892	12,151	11,975	362	402	5,397	6,477	3,231	5,611
Louisiana	22,919	14,973	9,914	9,747	356	452	4,781	5,980	3,429	4,991
Maine	9,297	5,661	3,341	3,220	149	159	2,000	2,254	1,038	1,807
Maryland	61,123	40,689	22,413	21,943	754	967	13,630	16,971	8,472	14,292
Massachusetts	60,866	34,314	27,292	26,763	787	1,072	15,772	16,634	7,682	14,196
Michigan	80,801	45,731	39,538	39,009	1,108	1,320	20,184	21,015	9,968	18,150
Minnesota	81,981	43,659	36,056	35,329	936	1,042	17,529	19,355	7,350	16,823
Mississippi	10,499	7,066	4,057	3,997	156	189	1,821	2,428	1,332	2,042
Missouri	52,567	29,846	23,357	23,040	666	814	11,785	13,435	6,236	11,554
Montana	19,804	7,960	8,118	7,939	349	221	4,088	5,330	1,771	4,694
Nebraska	18,119	9,927	7,710	7,557	175	259	3,693	4,382	1,888	3,765
Nevada	98,960	50,897	36,662	35,941	932	1,061	16,401	20,063	7,732	17,195
New Hampshire	11,157	6,521	4,522	4,441	154	191	2,839	3,149	1,503	2,627
New Jersey	73,603	46,866	34,971	34,240	939	1,355	18,838	21,006	9,612	17,845
New Mexico	30,241	14,215	11,043	10,807	368	420	7,108	7,564	3,395	6,339
New York	128,466	79,463	58,817	57,580	1,662	2,516	31,829	36,344	16,451	31,212
North Carolina	52,025	33,064	20,886	20,473	685	975	11,677	14,548	7,393	12,274
North Dakota	6,334	3,967	2,418	2,390	68	56	1,128	1,273	473	1,093
Ohio	85,494	53,484	39,905	39,244	1,329	1,396	20,226	24,268	12,562	20,599
Oklahoma	29,438	17,592	11,541	11,327	343	422	5,718	6,865	3,371	5,857
Oregon	163,733	65,158	66,061	64,276	2,254	1,733	31,723	37,682	11,885	33,017
Pennsylvania	80,162	51,274	36,458	35,814	1,221	1,525	20,380	24,766	13,091	21,091
Rhode Island	7,903	5,279	3,387	3,332	90	102	1,902	2,083	1,133	1,736
South Carolina	22,567	15,019	9,379	9,242	309	428	4,996	6,419	3,556	5,415
South Dakota	8,282	4,931	3,443	3,390	101	95	1,558	1,918	821	1,625
Tennessee	39,632	25,124	16,851	16,620	504	590	8,383	10,714	5,509	9,137
Texas	223,732	126,879	91,449	89,575	2,472	3,724	46,376	51,947	23,856	44,226
Utah	99,523	52,852	35,697	35,115	944	857	19,378	21,340	7,840	19,011
Vermont	5,536	2,838	2,033	1,975	94	79	1,387	1,462	649	1,195
Virginia	87,808	61,191	27,983	27,355	959	1,165	17,278	20,573	9,895	17,186
Washington	334,037	144,287	134,788	131,973	3,606	2,826	58,262	66,832	20,703	58,963
Washington, D.C.	8,067	5,252	2,568	2,491	92	137	1,638	1,930	842	1,570
West Virginia	7,249	4,784	2,891	2,839	96	139	1,471	2,109	1,128	1,763
Wisconsin	53,572	30,306	24,607	24,175	707	811	13,099	15,184	6,890	13,048
Wyoming	8,891	4,192	3,221	3,135	110	128	1,916	2,491	886	2,173

Source: DBEDT

**TABLE 41: 2006 Domestic U.S. Visitor Arrivals (% of Total) by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	BIG ISLAND	HILO	KONA
Alabama	0.5%	0.6%	0.4%	0.4%	0.5%	0.5%	0.5%	0.5%	0.7%	0.5%
Alaska	0.8%	0.8%	0.7%	0.7%	1.4%	0.4%	0.5%	0.8%	0.7%	0.8%
Arizona	3.9%	3.6%	3.9%	3.9%	3.6%	3.8%	4.4%	3.7%	3.7%	3.8%
Arkansas	0.3%	0.4%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.5%	0.3%
California	39.3%	34.3%	37.1%	37.0%	31.1%	32.5%	35.5%	35.2%	28.6%	35.8%
Colorado	2.8%	2.4%	2.7%	2.7%	3.1%	2.8%	3.3%	3.1%	2.8%	3.2%
Connecticut	0.6%	0.7%	0.7%	0.7%	0.7%	0.9%	0.7%	0.7%	0.8%	0.7%
Delaware	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%
Florida	2.5%	3.3%	2.7%	2.7%	3.5%	4.0%	3.0%	3.3%	4.5%	3.2%
Georgia	1.4%	1.8%	1.4%	1.4%	1.6%	1.9%	1.3%	1.6%	1.9%	1.6%
Idaho	0.7%	0.6%	0.7%	0.7%	0.7%	0.6%	0.7%	0.8%	0.6%	0.8%
Illinois	3.0%	3.0%	3.8%	3.8%	3.3%	4.2%	3.4%	3.3%	3.5%	3.3%
Indiana	1.0%	1.2%	1.2%	1.2%	1.3%	1.3%	1.1%	1.1%	1.4%	1.1%
Iowa	0.6%	0.7%	0.6%	0.6%	0.8%	0.5%	0.6%	0.6%	0.7%	0.6%
Kansas	0.6%	0.6%	0.6%	0.6%	0.6%	0.8%	0.6%	0.6%	0.7%	0.6%
Kentucky	0.5%	0.7%	0.6%	0.6%	0.7%	0.6%	0.5%	0.6%	0.7%	0.6%
Louisiana	0.5%	0.6%	0.5%	0.5%	0.7%	0.7%	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%	0.2%	0.2%
Maryland	1.2%	1.6%	1.1%	1.1%	1.4%	1.5%	1.3%	1.4%	1.8%	1.4%
Massachusetts	1.2%	1.4%	1.3%	1.3%	1.4%	1.6%	1.6%	1.4%	1.7%	1.4%
Michigan	1.6%	1.8%	1.9%	2.0%	2.0%	2.0%	2.0%	1.8%	2.2%	1.8%
Minnesota	1.6%	1.7%	1.8%	1.8%	1.7%	1.6%	1.7%	1.7%	1.6%	1.7%
Mississippi	0.2%	0.3%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%	0.3%	0.2%
Missouri	1.0%	1.2%	1.2%	1.2%	1.2%	1.2%	1.2%	1.1%	1.4%	1.1%
Montana	0.4%	0.3%	0.4%	0.4%	0.6%	0.3%	0.4%	0.5%	0.4%	0.5%
Nebraska	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%
Nevada	2.0%	2.0%	1.8%	1.8%	1.7%	1.6%	1.6%	1.7%	1.7%	1.7%
New Hampshire	0.2%	0.3%	0.2%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
New Jersey	1.5%	1.8%	1.7%	1.7%	1.7%	2.1%	1.9%	1.8%	2.1%	1.8%
New Mexico	0.6%	0.6%	0.5%	0.5%	0.7%	0.6%	0.7%	0.6%	0.7%	0.6%
New York	2.5%	3.1%	2.9%	2.9%	3.0%	3.8%	3.1%	3.1%	3.6%	3.1%
North Carolina	1.0%	1.3%	1.0%	1.0%	1.3%	1.5%	1.1%	1.2%	1.6%	1.2%
North Dakota	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Ohio	1.7%	2.1%	2.0%	2.0%	2.4%	2.1%	2.0%	2.1%	2.7%	2.0%
Oklahoma	0.6%	0.7%	0.6%	0.6%	0.6%	0.6%	0.6%	0.6%	0.7%	0.6%
Oregon	3.2%	2.6%	3.3%	3.2%	4.1%	2.7%	3.1%	3.2%	2.6%	3.2%
Pennsylvania	1.6%	2.0%	1.8%	1.8%	2.2%	2.3%	2.0%	2.1%	2.8%	2.1%
Rhode Island	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
South Carolina	0.4%	0.6%	0.5%	0.5%	0.6%	0.7%	0.5%	0.5%	0.8%	0.5%
South Dakota	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%
Tennessee	0.8%	1.0%	0.8%	0.8%	0.9%	0.9%	0.8%	0.9%	1.2%	0.9%
Texas	4.4%	5.0%	4.5%	4.5%	4.5%	5.7%	4.6%	4.4%	5.2%	4.3%
Utah	2.0%	2.1%	1.8%	1.8%	1.7%	1.3%	1.9%	1.8%	1.7%	1.9%
Vermont	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
Virginia	1.7%	2.4%	1.4%	1.4%	1.8%	1.8%	1.7%	1.8%	2.1%	1.7%
Washington	6.6%	5.7%	6.6%	6.6%	6.6%	4.3%	5.7%	5.7%	4.5%	5.8%
Washington, D.C.	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
West Virginia	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
Wisconsin	1.1%	1.2%	1.2%	1.2%	1.3%	1.2%	1.3%	1.3%	1.5%	1.3%
Wyoming	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%

**TABLE 42: 2006 Domestic U.S. Visitor Length of Stay by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	BIG ISLAND	HILO	KONA
Alabama	9.75	7.66	5.73	3.80	2.89	5.12	5.16	2.64	4.51
Alaska	13.03	9.53	10.50	10.40	4.30	10.02	12.75	8.57	11.78
Arizona	9.33	7.12	7.43	5.15	3.44	6.58	6.93	3.47	6.33
Arkansas	9.78	7.43	6.39	5.07	2.86	5.13	6.26	2.94	5.46
California	8.89	7.09	7.65	4.97	3.84	7.19	7.38	4.01	6.92
Colorado	10.27	7.43	8.17	5.10	3.85	7.75	7.74	4.07	7.13
Connecticut	11.22	7.80	7.40	4.57	3.32	5.81	6.31	3.15	5.82
Delaware	11.38	8.19	6.94	4.06	3.16	5.67	6.11	2.72	5.55
Florida	10.56	7.65	6.04	3.27	2.87	4.82	5.49	2.75	4.72
Georgia	9.55	7.19	6.15	3.04	2.77	4.95	5.52	2.76	4.91
Idaho	10.41	7.66	8.65	7.13	3.90	7.96	8.72	4.71	8.08
Illinois	10.12	6.94	7.48	4.50	3.37	5.94	6.21	2.77	5.74
Indiana	10.24	7.08	6.78	3.85	2.62	5.36	5.96	2.86	5.28
Iowa	10.38	7.30	7.16	5.22	2.65	6.05	6.36	2.98	5.73
Kansas	9.86	7.26	6.90	3.46	3.26	5.86	5.88	2.65	5.24
Kentucky	9.98	7.29	6.56	3.41	2.41	5.23	5.57	2.53	4.98
Louisiana	9.48	7.13	5.86	3.09	2.56	4.42	5.01	2.60	4.21
Maine	12.48	9.41	8.33	5.14	6.20	7.50	8.50	6.06	7.13
Maryland	10.27	7.83	6.12	3.69	2.85	5.39	5.67	2.70	5.13
Massachusetts	11.40	7.97	7.44	4.56	3.28	6.43	6.79	3.52	6.05
Michigan	11.21	7.33	7.63	4.98	3.30	6.27	6.51	3.23	5.76
Minnesota	10.83	7.23	8.29	5.07	3.65	7.16	7.53	4.07	6.88
Mississippi	9.56	7.65	5.94	3.26	2.54	4.72	5.32	2.77	4.52
Missouri	10.09	7.22	6.97	3.88	3.34	5.79	6.03	2.86	5.47
Montana	11.13	7.64	9.03	5.74	2.74	8.58	9.45	4.68	8.96
Nebraska	9.85	7.04	7.15	3.76	3.44	6.03	7.00	3.36	6.46
Nevada	9.42	7.84	7.53	4.77	3.81	6.72	7.19	3.62	6.76
New Hampshire	12.23	8.81	7.49	5.97	3.79	6.95	7.75	4.32	6.82
New Jersey	10.65	7.09	6.52	3.60	3.65	5.21	5.81	2.95	5.25
New Mexico	10.19	7.60	7.83	4.51	2.88	7.69	7.64	4.15	6.90
New York	10.79	7.44	6.76	4.02	3.55	5.48	5.95	3.13	5.27
North Carolina	10.40	7.77	6.28	3.55	3.32	5.46	5.93	3.01	5.21
North Dakota	10.93	8.10	7.93	6.05	3.36	7.03	7.58	4.17	7.02
Ohio	10.44	7.22	6.57	4.02	3.16	5.13	5.56	2.56	4.99
Oklahoma	9.79	7.63	6.73	4.44	2.85	5.62	6.24	3.26	5.44
Oregon	10.64	8.01	9.08	6.31	4.05	8.58	9.09	5.32	8.45
Pennsylvania	10.77	7.52	6.28	3.33	3.05	5.04	5.72	2.82	4.97
Rhode Island	11.37	7.86	7.08	3.89	3.19	5.45	6.59	3.38	5.70
South Carolina	10.39	7.80	6.03	3.09	2.66	4.85	5.47	2.89	4.59
South Dakota	10.83	7.82	7.68	7.10	2.72	6.41	7.36	4.27	6.52
Tennessee	9.81	7.26	6.19	3.71	2.80	4.84	5.53	2.56	4.95
Texas	9.48	7.20	6.68	4.01	3.33	5.92	6.02	3.01	5.44
Utah	9.26	7.38	7.09	4.14	3.13	6.68	6.86	3.53	6.24
Vermont	12.34	9.07	8.77	5.82	2.50	8.14	9.03	6.15	7.71
Virginia	10.29	8.07	6.48	3.76	3.76	5.76	6.07	2.97	5.56
Virgn Islands	9.75	6.97	7.58	6.60	4.50	6.56	6.72	4.23	5.01
Washington	10.82	8.38	9.49	6.59	4.09	8.72	9.14	4.89	8.64
Washington D.C.	9.65	7.63	6.26	3.36	3.95	5.71	6.20	3.65	5.66
West Virginia	10.38	7.77	6.44	4.19	3.39	4.95	5.53	2.82	4.80
Wisconsin	10.81	7.09	7.36	5.02	3.23	6.13	6.57	3.06	6.04
Wyoming	10.57	7.73	8.03	7.81	4.73	7.28	8.42	6.10	7.17

Source: DBEDT

TABLE 43: O'ahu Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)

O'ahu	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	32,102,888	32,699,641	-1.8%	21,163,079	21,292,227	-0.6%	10,939,809	11,407,414	-4.1%
Total Visitors	4,627,484	4,731,843	-2.2%	2,840,061	2,808,467	1.1%	1,787,423	1,923,376	-7.1%
PARTY SIZE									
One	797,069	871,049	-8.5%	662,788	655,530	1.1%	134,281	215,519	-37.7%
Two	1,800,445	1,868,400	-3.6%	1,186,622	1,181,698	0.4%	613,823	686,702	-10.6%
Three or more	2,029,970	1,992,393	1.9%	990,651	971,239	2.0%	1,039,319	1,021,154	1.8%
Avg Party Size	2.24	2.14	4.7%	1.89	1.88	0.2%	2.81	2.52	11.4%
VISIT STATUS									
First-Time	1,957,186	2,033,289	-3.7%	1,124,806	1,139,675	-1.3%	832,380	893,614	-6.9%
Repeat	2,670,298	2,698,554	-1.0%	1,715,255	1,668,792	2.8%	955,043	1,029,762	-7.3%
Average # of Trips	4.26	4.22	0.9%	4.77	4.68	2.0%	3.44	3.54	-2.9%
TRAVEL METHOD									
Group Tour	939,446	925,422	1.5%	222,749	232,707	-4.3%	716,697	692,715	3.5%
Package	2,301,965	2,408,169	-4.4%	992,133	1,023,506	-3.1%	1,309,832	1,384,664	-5.4%
Group Tour & Pkg	819,024	791,720	3.4%	178,399	186,626	-4.4%	640,624	605,094	5.9%
True Independent	2,205,096	2,189,972	0.7%	1,803,578	1,738,881	3.7%	401,518	451,091	-11.0%
ISLANDS VISITED									
O'ahu	4,627,484	4,731,843	-2.2%	2,840,061	2,808,467	1.1%	1,787,423	1,923,376	-7.1%
Maui County	853,082	792,737	7.6%	665,711	624,273	6.6%	187,370	168,464	11.2%
...Maui	830,821	766,540	8.4%	648,604	607,066	6.8%	182,217	159,474	14.3%
...Moloka'i	52,932	44,423	19.2%	32,013	31,267	2.4%	20,919	13,155	59.0%
...Lāna'i	52,248	37,447	39.5%	33,631	32,456	3.6%	18,616	4,991	273.0%
Kaua'i	537,788	477,215	12.7%	445,008	399,274	11.5%	92,780	77,941	19.0%
Big Island	777,810	741,807	4.9%	519,442	471,109	10.3%	258,368	270,699	-4.6%
...Hilo	470,432	404,477	16.3%	323,193	272,065	18.8%	147,239	132,412	11.2%
...Kona	610,115	585,305	4.2%	427,772	381,362	12.2%	182,343	203,943	-10.6%
O'ahu Only	3,204,847	3,271,109	-2.0%	1,824,311	1,828,846	-0.2%	1,380,536	1,442,262	-4.3%
LENGTH OF STAY									
O'ahu (days)	6.94	6.91	0.4%	7.45	7.58	-1.7%	6.12	5.93	3.2%
Maui (days)	4.19	4.39	-4.3%	4.41	4.63	-4.8%	3.44	3.45	-0.4%
Moloka'i (days)	2.79	3.13	-11.0%	3.35	3.39	-1.4%	1.94	2.52	-23.1%
Lāna'i (days)	1.97	2.30	-14.3%	2.43	2.36	2.8%	1.13	1.85	-39.0%
Kaua'i (days)	3.66	3.90	-6.0%	3.83	4.14	-7.6%	2.86	2.64	8.4%
Big Island (days)	3.75	4.00	-6.3%	4.15	4.42	-6.2%	2.96	3.27	-9.7%
...Hilo (days)	2.08	2.29	-9.1%	2.23	2.46	-9.2%	1.75	1.94	-9.8%
...Kona (days)	3.18	3.49	-9.0%	3.35	3.71	-9.7%	2.77	3.08	-10.0%
Statewide (days)	8.79	8.69	1.2%	9.88	9.98	-1.0%	7.05	6.81	3.6%
ACCOMMODATIONS ^{1/}									
Hotel	3,465,035	3,679,569	-5.8%	1,903,614	1,973,549	-3.5%	1,561,421	1,706,019	-8.5%
...Hotel Only	3,005,630	3,228,838	-6.9%	1,516,575	1,595,392	-4.9%	1,489,055	1,633,446	-8.8%
Condo	428,446	433,618	-1.2%	296,813	293,125	1.3%	131,633	140,492	-6.3%
...Condo Only	260,758	263,801	-1.2%	162,083	155,768	4.1%	98,676	108,033	-8.7%
Timeshare	207,380	173,808	19.3%	182,292	155,558	17.2%	25,088	18,250	37.5%
...Timeshare Only	122,868	92,298	33.1%	105,780	82,144	28.8%	17,088	10,154	68.3%
Rental House	127,889	115,966	10.3%	113,384	101,965	11.2%	14,505	14,002	3.6%
Bed & Breakfast	34,930	38,986	-10.4%	29,121	29,808	-2.3%	5,810	9,178	-36.7%
Cruise Ship	296,764	233,255	27.2%	273,313	210,689	29.7%	23,451	22,567	3.9%
Friends or Relatives	497,570	478,391	4.0%	424,504	414,439	2.4%	73,066	63,952	14.3%
PURPOSE OF TRIP									
Pleasure (Net)	3,649,933	3,727,125	-2.1%	2,142,822	2,115,888	1.3%	1,507,111	1,611,237	-6.5%
.....Vacation	3,298,432	3,315,459	-0.5%	2,014,037	1,986,083	1.4%	1,284,395	1,329,376	-3.4%
.....Honeymoon	330,250	386,443	-14.5%	134,845	136,218	-1.0%	195,405	250,225	-21.9%
.....Get Married	113,443	125,116	-9.3%	29,046	29,126	-0.3%	84,397	95,990	-12.1%
MC&I (Net)	329,244	365,224	-9.9%	209,776	225,204	-6.9%	119,467	140,020	-14.7%
.....Convention/Conf.	194,570	245,820	-20.8%	151,877	169,763	-10.5%	42,693	76,058	-43.9%
.....Corp. Meetings	62,616	55,152	13.5%	37,726	37,385	0.9%	24,890	17,768	40.1%
.....Incentive	81,269	73,193	11.0%	26,515	24,357	8.9%	54,753	48,837	12.1%
Other Business	200,526	197,777	1.4%	175,603	170,812	2.8%	24,924	26,965	-7.6%
Visit Friends/Relatives	480,947	473,292	1.6%	414,970	404,580	2.6%	65,976	68,712	-4.0%
Government/Military	88,799	106,338	-16.5%	76,072	70,840	7.4%	12,727	35,498	-64.1%
Attend School	18,531	16,312	13.6%	9,607	9,976	-3.7%	8,923	6,336	40.8%
Sport Events	105,199	115,287	-8.7%	60,588	71,586	-15.4%	44,611	43,701	2.1%

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

**TABLE 44: Maui County Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Maui County	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	18,487,582	17,671,183	4.6%	16,666,270	16,106,987	3.5%	1,821,312	1,564,195	16.4%
Total Visitors	2,477,316	2,346,480	5.6%	2,182,608	2,080,731	4.9%	294,708	265,749	10.9%
PARTY SIZE									
One	324,634	316,986	2.4%	298,177	286,069	4.2%	26,457	30,917	-14.4%
Two	1,155,133	1,106,921	4.4%	1,031,135	994,897	3.6%	123,997	112,023	10.7%
Three or more	997,550	922,573	8.1%	853,296	799,764	6.7%	144,254	122,809	17.5%
Avg Party Size	2.17	2.14	1.2%	2.13	2.12	0.5%	2.47	2.35	5.1%
VISIT STATUS									
First-Time	874,737	841,669	3.9%	754,248	730,174	3.3%	120,489	111,495	8.1%
Repeat	1,602,579	1,504,811	6.5%	1,428,360	1,350,556	5.8%	174,219	154,255	12.9%
Average # of Trips	4.69	4.61	1.6%	4.78	4.71	1.7%	3.98	3.90	1.9%
TRAVEL METHOD									
Group Tour	211,850	195,732	8.2%	144,894	139,995	3.5%	66,956	55,737	20.1%
Package	946,940	917,377	3.2%	791,931	777,452	1.9%	155,009	139,924	10.8%
Group Tour & Pkg	176,021	162,412	8.4%	116,491	113,275	2.8%	59,530	49,137	21.2%
True Independent	1,494,547	1,395,784	7.1%	1,362,275	1,276,559	6.7%	132,272	119,225	10.9%
ISLANDS VISITED									
O'ahu	853,082	792,737	7.6%	665,711	624,273	6.6%	187,370	168,464	11.2%
Maui County	2,477,316	2,346,480	5.6%	2,182,608	2,080,731	4.9%	294,708	265,749	10.9%
...Maui	2,426,395	2,294,697	5.7%	2,138,430	2,040,855	4.8%	287,965	253,843	13.4%
...Moloka'i	85,003	73,487	15.7%	60,095	58,496	2.7%	24,908	14,991	66.2%
...Lana'i	93,171	73,280	27.1%	71,444	65,001	9.9%	21,728	8,279	162.4%
Kaua'i	447,471	371,445	20.5%	387,312	331,367	16.9%	60,159	40,078	50.1%
Big Island	499,821	415,165	20.4%	420,341	359,072	17.1%	79,480	56,093	41.7%
...Hilo	345,166	266,291	29.6%	283,162	224,384	26.2%	62,004	41,907	48.0%
...Kona	433,033	354,731	22.1%	365,075	307,424	18.8%	67,958	47,307	43.7%
Maui County Only	1,420,643	1,274,651	11.5%	1,325,383	1,190,809	11.3%	95,260	83,843	13.6%
LENGTH OF STAY									
O'ahu (days)	4.72	4.82	-2.1%	4.63	4.78	-3.1%	5.00	4.94	1.3%
Maui (days)	7.37	7.46	-1.3%	7.64	7.65	-0.2%	6.18	5.91	4.5%
Moloka'i (days)	3.98	4.39	-9.4%	4.77	4.77	-0.1%	2.06	2.91	-29.3%
Lana'i (days)	2.99	3.14	-4.9%	3.51	3.25	8.1%	1.27	2.31	-45.2%
Kaua'i (days)	3.00	3.29	-8.9%	3.13	3.37	-7.2%	2.17	2.65	-18.2%
Big Island (days)	3.65	3.91	-6.7%	3.67	3.87	-5.2%	3.52	4.13	-14.9%
...Hilo (days)	1.83	2.07	-11.2%	1.83	1.97	-6.9%	1.85	2.59	-28.7%
...Kona (days)	2.75	3.02	-9.1%	2.81	3.09	-9.1%	2.43	2.60	-6.8%
Statewide (days) ^{1/}	10.36	10.37	-0.1%	10.31	10.38	-0.7%	10.72	10.29	4.2%
ACCOMMODATIONS ^{1/}									
Hotel	1,375,835	1,386,669	-0.8%	1,173,539	1,196,392	-1.9%	202,296	190,277	6.3%
...Hotel Only	1,040,891	1,077,167	-3.4%	878,294	920,162	-4.6%	162,596	157,005	3.6%
Condo	682,532	662,515	3.0%	620,817	603,641	2.8%	61,715	58,874	4.8%
...Condo Only	522,327	504,137	3.6%	477,439	460,957	3.6%	44,888	43,180	4.0%
Timeshare	250,592	212,596	17.9%	240,792	203,434	18.4%	9,800	9,162	7.0%
...Timeshare Only	178,568	147,042	21.4%	172,717	142,478	21.2%	5,852	4,563	28.2%
Rental House	75,368	65,195	15.6%	69,181	59,566	16.1%	6,188	5,629	9.9%
Bed & Breakfast	30,599	28,924	5.8%	27,579	26,084	5.7%	3,020	2,840	6.3%
Cruise Ship	267,630	185,997	43.9%	244,760	170,364	43.7%	22,870	15,633	46.3%
Friends or Relatives	169,752	151,341	12.2%	144,356	134,030	7.7%	25,396	17,310	46.7%
PURPOSE OF TRIP									
Pleasure (Net)	2,169,020	2,055,809	5.5%	1,924,026	1,834,612	4.9%	244,993	221,198	10.8%
.....Vacation	1,994,628	1,878,172	6.2%	1,773,645	1,686,170	5.2%	220,982	192,002	15.1%
.....Honeymoon	175,677	178,503	-1.6%	152,538	151,344	0.8%	23,139	27,159	-14.8%
.....Get Married	39,590	44,371	-10.8%	33,336	33,683	-1.0%	6,254	10,688	-41.5%
MC&I (Net)	175,800	170,941	2.8%	149,456	146,420	2.1%	26,344	24,521	7.4%
.....Convention/Conf.	101,379	96,001	5.6%	84,151	79,756	5.5%	17,228	16,245	6.1%
.....Corp. Meetings	32,657	35,471	-7.9%	30,823	31,277	-1.5%	1,833	4,193	-56.3%
.....Incentive	49,048	47,647	2.9%	41,183	42,795	-3.8%	7,864	4,853	62.1%
Other Business	69,029	66,047	4.5%	64,923	62,389	4.1%	4,106	3,658	12.2%
Visit Friends/Relatives	153,813	138,691	10.9%	137,337	128,345	7.0%	16,476	10,346	59.3%
Government/Military	7,058	12,932	-45.4%	6,674	6,367	4.8%	384	6,565	-94.2%
Attend School	3,723	3,615	3.0%	2,602	2,411	7.9%	1,122	1,203	-6.8%
Sport Events	27,479	30,339	-9.4%	19,091	24,707	-22.7%	8,388	5,633	48.9%

^{1/} Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui County but statewide

**TABLE 45: Maui Island Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Maui	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	17,870,934	17,117,940	4.4%	16,128,808	15,616,562	3.3%	1,742,126	1,501,379	16.0%
Total Visitors	2,426,395	2,294,697	5.7%	2,138,430	2,040,855	4.8%	287,965	253,843	13.4%
PARTY SIZE									
One	314,009	307,292	2.2%	289,229	277,601	4.2%	24,779	29,691	-16.5%
Two	1,131,910	1,083,500	4.5%	1,009,373	974,878	3.5%	122,537	108,622	12.8%
Three or more	980,476	903,906	8.5%	839,828	788,376	6.5%	140,649	115,530	21.7%
Avg Party Size	2.17	2.15	1.3%	2.13	2.12	0.5%	2.48	2.33	6.3%
VISIT STATUS									
First-Time	862,993	824,635	4.7%	744,358	720,973	3.2%	118,635	103,662	14.4%
Repeat	1,563,402	1,470,062	6.3%	1,394,071	1,319,882	5.6%	169,331	150,180	12.8%
Average # of Trips	4.65	4.58	1.5%	4.74	4.66	1.7%	3.96	3.92	1.0%
TRAVEL METHOD									
Group Tour	207,450	190,386	9.0%	142,387	137,988	3.2%	65,063	52,398	24.2%
Package	933,899	901,838	3.6%	782,289	768,416	1.8%	151,609	133,422	13.6%
Group Tour & Pkg	172,772	158,117	9.3%	114,781	111,903	2.6%	57,992	46,214	25.5%
True Independent	1,457,819	1,360,590	7.1%	1,328,534	1,246,353	6.6%	129,284	114,237	13.2%
ISLANDS VISITED									
O'ahu	830,821	766,540	8.4%	648,604	607,066	6.8%	182,217	159,474	14.3%
Maui County	2,426,395	2,294,697	5.7%	2,138,430	2,040,855	4.8%	287,965	253,843	13.4%
...Maui	2,426,395	2,294,697	5.7%	2,138,430	2,040,855	4.8%	287,965	253,843	13.4%
...Moloka'i	57,592	43,099	33.6%	38,276	37,200	2.9%	19,317	5,899	227.4%
...Lāna'i	68,262	50,879	34.2%	48,106	45,536	5.6%	20,156	5,343	277.3%
Kaua'i	441,192	364,506	21.0%	381,330	325,475	17.2%	59,862	39,031	53.4%
Big Island	489,582	403,451	21.3%	412,277	351,186	17.4%	77,305	52,265	47.9%
...Hilo	340,301	260,078	30.8%	280,236	221,638	26.4%	60,064	38,440	56.3%
...Kona	424,469	344,813	23.1%	358,314	300,880	19.1%	66,154	43,933	50.6%
Maui Only	1,365,846	1,312,716	4.0%	1,276,163	1,231,500	3.6%	89,683	81,217	10.4%
LENGTH OF STAY									
O'ahu (days)	4.68	4.79	-2.4%	4.60	4.75	-3.2%	4.95	4.95	0.0%
Maui (days)	7.37	7.46	-1.3%	7.54	7.65	-1.4%	6.05	5.91	2.3%
Moloka'i (days)	2.25	2.67	-16.0%	2.78	2.84	-2.0%	1.19	1.66	-28.2%
Lāna'i (days)	1.95	2.11	-7.7%	2.29	2.18	5.2%	1.12	1.53	-26.7%
Kaua'i (days)	2.95	3.24	-9.1%	3.07	3.31	-7.2%	2.13	2.64	-19.3%
Big Island (days)	3.59	3.85	-6.8%	3.62	3.81	-5.1%	3.45	4.14	-16.7%
...Hilo (days)	1.81	2.05	-11.8%	1.81	1.94	-6.6%	1.79	2.68	-33.1%
...Kona (days)	2.69	2.96	-9.2%	2.75	3.02	-9.0%	2.40	2.58	-7.0%
Statewide (days)	10.33	10.35	-0.2%	10.28	10.35	-0.6%	10.68	10.36	3.2%
ACCOMMODATIONS ^{1/}									
Hotel	1,344,789	1,353,125	-0.6%	1,147,389	1,173,363	-2.2%	197,399	179,762	9.8%
...Hotel Only	1,016,462	1,052,524	-3.4%	858,235	903,510	-5.0%	158,227	149,014	6.2%
Condo	671,827	653,389	2.8%	611,963	595,240	2.8%	59,864	58,149	2.9%
...Condo Only	515,110	498,258	3.4%	471,498	455,516	3.5%	43,611	42,742	2.0%
Timeshare	247,785	209,945	18.0%	237,999	200,926	18.5%	9,787	9,020	8.5%
...Timeshare Only	176,806	145,544	21.5%	170,968	141,028	21.2%	5,838	4,516	29.3%
Rental House	71,452	61,224	16.7%	65,482	55,994	16.9%	5,970	5,230	14.1%
Bed & Breakfast	29,269	27,901	4.9%	26,697	25,173	6.1%	2,572	2,728	-5.7%
Cruise Ship	266,514	184,971	44.1%	243,644	169,473	43.8%	22,870	15,498	47.6%
Friends or Relatives	162,221	141,732	14.5%	137,192	126,777	8.2%	25,029	14,955	67.4%
PURPOSE OF TRIP									
Pleasure (Net)	2,130,410	2,016,515	5.6%	1,889,743	1,803,393	4.8%	240,666	213,122	12.9%
....Vacation	1,958,526	1,841,912	6.3%	1,741,309	1,656,684	5.1%	217,217	185,227	17.3%
....Honeymoon	173,323	175,600	-1.3%	150,613	149,596	0.7%	22,710	26,004	-12.7%
....Get Married	38,661	43,061	-10.2%	32,731	33,121	-1.2%	5,930	9,940	-40.3%
MC&I (Net)	170,891	165,141	3.5%	145,198	143,349	1.3%	25,693	21,792	17.9%
....Convention/Conf.	99,323	94,007	5.7%	82,152	78,166	5.1%	17,170	15,840	8.4%
....Corp. Meetings	31,506	32,755	-3.8%	29,672	30,381	-2.3%	1,833	2,374	-22.8%
....Incentive	47,142	46,330	1.8%	39,871	42,039	-5.2%	7,271	4,291	69.4%
Other Business	66,166	63,252	4.6%	62,245	59,775	4.1%	3,922	3,477	12.8%
Visit Friends/Relatives	146,559	132,565	10.6%	131,198	122,735	6.9%	15,361	9,830	56.3%
Government/Military	6,596	11,936	-44.7%	6,212	5,952	4.4%	384	5,985	-93.6%
Attend School	3,535	3,452	2.4%	2,458	2,283	7.7%	1,076	1,169	-7.9%
Sport Events	26,583	29,310	-9.3%	18,560	24,022	-22.7%	8,023	5,289	51.7%

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

**TABLE 46: Moloka'i Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Moloka'i	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	338,252	322,994	4.7%	286,706	279,300	2.7%	51,546	43,694	18.0%
Total Visitors	85,003	73,506	15.6%	60,095	58,515	2.7%	24,908	14,991	66.2%
PARTY SIZE									
One	15,050	13,301	13.2%	12,093	11,659	3.7%	2,957	1,642	80.1%
Two	36,508	35,571	2.6%	30,163	30,039	0.4%	6,345	5,532	14.7%
Three or more	33,446	24,635	35.8%	17,839	16,817	6.1%	15,606	7,817	99.6%
Avg Party Size	2.17	2.05	5.6%	1.90	1.89	0.2%	2.83	2.68	5.4%
VISIT STATUS									
First-Time	28,073	29,469	-4.7%	21,856	21,834	0.1%	6,217	7,635	-18.6%
Repeat	56,931	44,037	29.3%	38,239	36,681	4.2%	18,691	7,357	154.1%
Average # of Trips	5.26	4.89	7.5%	5.23	5.08	2.9%	5.34	4.16	28.4%
TRAVEL METHOD									
Group Tour	9,226	9,370	-1.5%	5,372	5,361	0.2%	3,854	4,010	-3.9%
Package	29,603	27,144	9.1%	19,158	19,183	-0.1%	10,445	7,961	31.2%
Group Tour & Pkg	7,587	7,753	-2.1%	4,125	4,179	-1.3%	3,462	3,574	-3.1%
True Independent	53,761	44,745	20.1%	39,689	38,150	4.0%	14,072	6,595	113.4%
ISLANDS VISITED									
O'ahu	52,932	44,423	19.2%	32,013	31,267	2.4%	20,919	13,155	59.0%
Maui County	85,003	73,487	15.7%	60,095	58,496	2.7%	24,908	14,991	66.2%
...Maui	57,592	43,099	33.6%	38,276	37,200	2.9%	19,317	5,899	227.4%
...Moloka'i	85,003	73,506	15.6%	60,095	58,515	2.7%	24,908	14,991	66.2%
...Lāna'i	29,768	16,267	83.0%	15,220	14,545	4.6%	14,548	1,722	744.8%
Kaua'i	33,605	21,804	54.1%	18,679	17,574	6.3%	14,925	4,230	252.8%
Big Island	38,708	26,106	48.3%	21,367	20,467	4.4%	17,341	5,640	207.5%
...Hilo	33,340	20,813	60.2%	16,535	15,524	6.5%	16,805	5,289	217.7%
...Kona	35,820	23,221	54.3%	18,954	18,076	4.9%	16,866	5,146	227.8%
Moloka'i Only	9,406	8,665	8.6%	8,664	8,212	5.5%	742	453	63.7%
LENGTH OF STAY									
O'ahu (days)	6.85	5.75	19.2%	6.12	6.03	1.5%	7.97	5.08	56.8%
Maui (days)	4.28	5.39	-20.6%	5.32	5.35	-0.7%	2.23	5.64	-60.5%
Moloka'i (days)	3.98	4.39	-9.4%	4.77	4.77	0.0%	2.07	2.91	-29.0%
Lāna'i (days)	1.48	1.82	-19.0%	1.90	1.86	2.0%	1.03	1.48	-30.1%
Kaua'i (days)	2.73	3.32	-17.8%	3.70	3.56	3.8%	1.52	2.32	-34.5%
Big Island (days)	5.32	4.69	13.4%	5.38	5.15	4.4%	5.25	3.03	73.4%
...Hilo (days)	2.89	2.44	18.6%	2.96	2.75	7.6%	2.83	1.53	85.2%
...Kona (days)	3.06	3.09	-1.1%	3.48	3.47	0.4%	2.57	1.75	47.5%
Statewide (days)	15.16	14.09	7.6%	14.96	14.74	1.5%	15.65	11.56	35.4%
ACCOMMODATIONS ^{1/}									
Hotel	43,571	42,384	2.8%	29,900	30,785	-2.9%	13,671	11,599	17.9%
...Hotel Only	27,256	25,830	5.5%	17,163	17,535	-2.1%	10,093	8,294	21.7%
Condo	18,452	16,782	10.0%	15,614	15,377	1.5%	2,838	1,405	102.1%
...Condo Only	11,541	10,181	13.4%	9,863	9,457	4.3%	1,678	724	131.7%
Timeshare	4,541	4,528	0.3%	4,422	4,317	2.5%	118	212	-44.1%
...Timeshare Only	2,600	2,491	4.4%	2,515	2,406	4.5%	86	85	1.2%
Rental House	5,220	5,770	-9.5%	4,999	4,834	3.4%	220	935	-76.4%
Bed & Breakfast	2,606	1,946	33.9%	2,069	1,816	13.9%	537	130	314.3%
Cruise Ship	11,381	8,782	29.6%	9,222	8,144	13.2%	2,159	638	238.4%
Friends or Relatives	17,897	11,224	59.5%	8,840	8,340	6.0%	9,057	2,884	214.0%
PURPOSE OF TRIP									
Pleasure (Net)	68,622	59,711	14.9%	49,980	48,944	2.1%	18,642	10,767	73.1%
.....Vacation	64,392	54,203	18.8%	46,586	45,636	2.1%	17,806	8,567	107.9%
.....Honeymoon	4,370	5,554	-21.3%	3,607	3,637	-0.8%	763	1,917	-60.2%
.....Get Married	1,244	1,909	-34.8%	941	985	-4.4%	303	924	-67.2%
MC&I (Net)	6,404	5,823	10.0%	2,778	2,897	-4.1%	3,626	2,926	23.9%
.....Convention/Conf.	4,235	2,456	72.5%	1,697	1,850	-8.3%	2,539	606	319.0%
.....Corp. Meetings	757	2,465	-69.3%	565	576	-1.9%	192	1,889	-89.8%
.....Incentive	1,615	1,151	40.4%	649	704	-7.8%	966	447	116.3%
Other Business	4,038	3,560	13.4%	3,389	3,321	2.0%	649	239	172.2%
Visit Friends/Relatives	9,987	7,831	27.5%	7,801	7,064	10.4%	2,186	767	185.1%
Government/Military	638	1,705	-62.6%	638	593	7.7%	0	1,112	-100.0%
Attend School	400	388	3.3%	310	256	20.9%	91	132	-31.0%
Sport Events	1,083	1,384	-21.8%	689	917	-24.9%	394	467	-15.6%

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

**TABLE 47: Lānaʻi Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Lānaʻi	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	278,395	230,248	20.9%	250,756	211,126	18.8%	27,639	19,123	44.5%
Total Visitors	93,171	73,292	27.1%	71,444	65,013	9.9%	21,728	8,279	162.4%
PARTY SIZE									
One	13,447	12,244	9.8%	11,929	10,734	11.1%	1,519	1,511	0.5%
Two	44,728	38,739	15.5%	37,819	35,549	6.4%	6,909	3,190	116.6%
Three or more	34,996	22,309	56.9%	21,696	18,731	15.8%	13,300	3,578	271.7%
Avg Party Size	2.20	1.97	11.5%	1.97	1.96	0.7%	2.95	2.08	41.8%
VISIT STATUS									
First-Time	33,625	29,632	13.5%	26,382	25,453	3.7%	7,242	4,180	73.3%
Repeat	59,547	43,660	36.4%	45,061	39,560	13.9%	14,486	4,099	253.4%
Average # of Trips	4.81	4.69	2.5%	4.89	4.76	2.8%	4.54	4.18	8.5%
TRAVEL METHOD									
Group Tour	9,874	8,920	10.7%	7,902	7,812	1.2%	1,972	1,108	78.0%
Package	33,133	28,092	17.9%	25,750	24,818	3.8%	7,383	3,274	125.5%
Group Tour & Pkg	7,994	7,207	10.9%	6,196	6,361	-2.6%	1,798	846	112.7%
True Independent	58,158	43,488	33.7%	43,987	38,745	13.5%	14,171	4,743	198.8%
ISLANDS VISITED									
Oʻahu	52,248	37,447	39.5%	33,631	32,456	3.6%	18,616	4,991	273.0%
Maui County	93,171	73,280	27.1%	71,444	65,001	9.9%	21,728	8,279	162.4%
...Maui	68,262	50,879	34.2%	48,106	45,536	5.6%	20,156	5,343	277.3%
...Molokaʻi	29,768	16,267	83.0%	15,220	14,545	4.6%	14,548	1,722	744.8%
...Lānaʻi	93,171	73,292	27.1%	71,444	65,013	9.9%	21,728	8,279	162.4%
Kauaʻi	39,396	26,299	49.8%	23,875	22,793	4.8%	15,521	3,506	342.7%
Big Island	45,139	31,675	42.5%	27,941	26,938	3.7%	17,199	4,738	263.0%
...Hilo	37,601	24,107	56.0%	20,771	19,813	4.8%	16,830	4,294	291.9%
...Kona	42,448	28,572	48.6%	25,490	24,233	5.2%	16,958	4,339	290.8%
Lānaʻi Only	11,198	7,878	42.1%	10,845	7,322	48.1%	353	556	-36.5%
LENGTH OF STAY									
Oʻahu (days)	6.19	5.37	15.4%	5.49	5.39	1.7%	7.47	5.20	43.8%
Maui (days)	4.59	5.35	-14.1%	5.38	5.37	0.2%	2.73	5.20	-47.6%
Molokaʻi (days)	1.61	1.81	-10.8%	2.14	1.87	14.7%	1.06	1.30	-18.5%
Lānaʻi (days)	2.99	3.14	-4.9%	3.51	3.25	8.1%	1.27	2.31	-44.9%
Kauaʻi (days)	2.43	3.06	-20.6%	3.22	3.02	6.8%	1.20	3.31	-63.6%
Big Island (days)	4.72	4.48	5.5%	4.65	4.50	3.4%	4.84	4.34	11.5%
...Hilo (days)	2.48	2.14	15.7%	2.43	2.25	7.9%	2.54	1.64	55.0%
...Kona (days)	2.83	3.16	-10.4%	3.12	3.16	-1.3%	2.38	3.11	-23.4%
Statewide (days)	13.66	13.03	4.8%	13.07	13.04	0.2%	15.59	12.95	20.4%
ACCOMMODATIONS ^{1/}									
Hotel	54,850	47,628	15.2%	44,672	41,555	7.5%	10,179	6,073	67.6%
...Hotel Only	38,192	32,156	18.8%	31,955	27,718	15.3%	6,236	4,438	40.5%
Condo	13,392	11,975	11.8%	11,258	10,934	3.0%	2,134	1,041	104.9%
...Condo Only	8,939	7,478	19.5%	7,335	6,737	8.9%	1,605	741	116.6%
Timeshare	NA	4,974	NA	NA	4,582	NA	NA	391	NA
...Timeshare Only	NA	2,749	NA	NA	2,672	NA	NA	78	NA
Rental House	2,668	2,348	13.6%	2,521	2,102	19.9%	146	246	-40.5%
Bed & Breakfast	1,408	1,419	-0.8%	1,361	1,286	5.8%	47	133	-64.4%
Cruise Ship	17,797	14,439	23.3%	13,870	13,127	5.7%	3,927	1,312	199.3%
Friends or Relatives	15,137	6,984	116.7%	6,583	6,013	9.5%	8,554	971	780.9%
PURPOSE OF TRIP									
Pleasure (Net)	79,619	62,118	28.2%	60,077	55,540	8.2%	19,542	6,577	197.1%
.....Vacation	74,359	57,192	30.0%	55,225	50,819	8.7%	19,134	6,373	200.2%
.....Honeymoon	5,497	5,217	5.4%	5,151	4,988	3.3%	346	230	50.8%
.....Get Married	1,254	1,160	8.1%	1,150	1,150	0.0%	105	10	922.2%
MC&I (Net)	7,341	6,085	20.6%	6,657	5,158	29.1%	684	926	-26.2%
.....Convention/Conf.	3,284	3,091	6.3%	2,960	2,369	24.9%	325	722	-55.0%
.....Corp. Meetings	1,822	1,527	19.3%	1,751	1,445	21.2%	71	83	-13.7%
.....Incentive	2,744	1,945	41.1%	2,397	1,750	37.0%	347	195	77.4%
Other Business	3,578	2,946	21.4%	3,071	2,784	10.3%	507	162	213.4%
Visit Friends/Relatives	6,859	5,621	22.0%	5,544	5,198	6.7%	1,315	423	210.6%
Government/Military	524	595	-11.9%	524	437	20.0%	0	158	-100.0%
Attend School	261	248	4.9%	238	165	44.4%	23	84	-72.9%
Sport Events	661	741	-10.8%	545	588	-7.4%	116	153	-23.8%

^{1/} Accommodations here do not indicate the number of visitors who used a particular accommodation just on Lānaʻi but statewide

**TABLE 48: Kaua'i Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Kaua'i	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	7,662,790	7,181,290	6.7%	7,247,553	6,762,313	7.2%	415,237	418,977	-0.9%
Total Visitors	1,203,264	1,090,146	10.4%	1,090,346	988,304	10.3%	112,918	101,843	10.9%
PARTY SIZE									
One	156,189	144,225	8.3%	148,459	133,265	11.4%	7,730	10,960	-29.5%
Two	616,067	567,312	8.6%	566,742	518,090	9.4%	49,325	49,222	0.2%
Three or more	431,009	378,610	13.8%	375,145	336,948	11.3%	55,864	41,661	34.1%
Avg Party Size	2.12	2.09	1.3%	2.07	2.07	0.1%	2.57	2.30	12.0%
VISIT STATUS									
First-Time	411,568	383,097	7.4%	373,028	341,075	9.4%	38,540	42,022	-8.3%
Repeat	791,697	707,051	12.0%	717,318	647,229	10.8%	74,379	59,822	24.3%
Average # of Trips	4.87	4.66	4.6%	4.89	4.76	2.8%	4.68	3.70	26.5%
TRAVEL METHOD									
Group Tour	108,380	103,535	4.7%	87,304	76,878	13.6%	21,075	26,657	-20.9%
Package	426,226	398,607	6.9%	375,327	342,170	9.7%	50,899	56,437	-9.8%
Group Tour & Pkg	90,538	86,712	4.4%	72,328	64,031	13.0%	18,211	22,681	-19.7%
True Independent	759,197	674,717	12.5%	700,042	633,287	10.5%	59,155	41,430	42.8%
ISLANDS VISITED									
O'ahu	537,788	477,215	12.7%	445,008	399,274	11.5%	92,780	77,941	19.0%
Maui County	447,471	371,445	20.5%	387,312	331,367	16.9%	60,159	40,078	50.1%
...Maui	441,192	364,506	21.0%	381,330	325,475	17.2%	59,862	39,031	53.4%
...Moloka'i	33,605	21,804	54.1%	18,679	17,574	6.3%	14,925	4,230	252.8%
...Lāna'i	39,396	26,299	49.8%	23,875	22,793	4.8%	15,521	3,506	342.7%
Kaua'i	1,203,264	1,090,146	10.4%	1,090,346	988,304	10.3%	112,918	101,843	10.9%
Big Island	376,067	303,216	24.0%	321,624	265,972	20.9%	54,444	37,244	46.2%
...Hilo	287,450	215,395	33.5%	240,781	187,056	28.7%	46,669	28,339	64.7%
...Kona	334,531	264,657	26.4%	285,445	234,203	21.9%	49,086	30,454	61.2%
Kaua'i Only	508,192	460,876	10.3%	495,007	446,378	10.9%	13,185	14,499	-9.1%
LENGTH OF STAY									
O'ahu (days)	4.59	4.68	-1.8%	4.45	4.65	-4.3%	5.29	4.83	9.4%
Maui (days)	3.73	4.03	-7.5%	3.91	4.09	-4.6%	2.59	3.48	-25.6%
Moloka'i (days)	1.83	2.19	-16.4%	2.45	2.36	3.9%	1.04	1.45	-28.0%
Lāna'i (days)	1.62	1.83	-11.6%	1.99	1.90	4.7%	1.05	1.40	-24.8%
Kaua'i (days)	6.37	6.59	-3.3%	6.65	6.84	-2.9%	3.68	4.11	-10.6%
Big Island (days)	3.50	3.80	-7.9%	3.56	3.80	-6.2%	3.14	3.84	-18.3%
...Hilo (days)	1.66	1.90	-12.9%	1.70	1.84	-7.3%	1.41	2.31	-39.1%
...Kona (days)	2.51	2.81	-10.6%	2.58	2.84	-9.4%	2.14	2.55	-15.8%
Statewide (days)	10.98	11.13	-1.3%	10.96	11.18	-1.9%	11.18	10.66	4.8%
ACCOMMODATIONS ^{1/}									
Hotel	608,312	590,911	2.9%	531,972	515,865	3.1%	76,340	75,047	1.7%
...Hotel Only	364,932	370,728	-1.6%	316,209	314,461	0.6%	48,724	56,267	-13.4%
Condo	246,107	233,888	5.2%	230,054	218,874	5.1%	16,053	15,014	6.9%
...Condo Only	157,108	148,241	6.0%	149,231	140,039	6.6%	7,877	8,202	-4.0%
Timeshare	208,857	191,808	8.9%	200,296	184,359	8.6%	8,561	7,449	14.9%
...Timeshare Only	144,539	128,841	12.2%	139,642	125,233	11.5%	4,897	3,607	35.7%
Rental House	76,843	68,325	12.5%	74,700	65,657	13.8%	2,143	2,668	-19.7%
Bed & Breakfast	19,543	19,502	0.2%	17,966	17,555	2.3%	1,577	1,947	-19.0%
Cruise Ship	234,373	165,521	41.6%	214,937	152,318	41.1%	19,437	13,203	47.2%
Friends or Relatives	88,730	72,194	22.9%	73,908	67,087	10.2%	14,822	5,106	190.3%
PURPOSE OF TRIP									
Pleasure (Net)	1,080,257	978,931	10.4%	980,726	889,635	10.2%	99,531	89,296	11.5%
.....Vacation	994,863	891,835	11.6%	901,925	812,547	11.0%	92,939	79,288	17.2%
.....Honeymoon	87,900	89,920	-2.2%	82,084	80,498	2.0%	5,816	9,422	-38.3%
.....Get Married	17,842	18,472	-3.4%	15,631	15,900	-1.7%	2,212	2,573	-14.0%
MC&I (Net)	61,661	59,087	4.4%	55,945	52,105	7.4%	5,717	6,982	-18.1%
.....Convention/Conf.	36,786	36,699	0.2%	33,679	32,682	3.1%	3,107	4,017	-22.7%
.....Corp. Meetings	11,344	10,364	9.5%	10,660	9,534	11.8%	685	830	-17.5%
.....Incentive	16,081	14,239	12.9%	14,069	12,032	16.9%	2,012	2,207	-8.8%
Other Business	32,491	28,942	12.3%	30,568	28,159	8.6%	1,924	783	145.7%
Visit Friends/Relatives	75,027	68,645	9.3%	70,646	64,642	9.3%	4,382	4,002	9.5%
Government/Military	7,290	8,686	-16.1%	7,198	5,971	20.5%	92	2,715	-96.6%
Attend School	2,299	1,375	67.2%	1,323	1,185	11.7%	976	190	412.6%
Sport Events	6,976	7,407	-5.8%	5,012	6,218	-19.4%	1,963	1,190	65.0%

^{1/} Accommodations here do not indicate the number of visitors who used a particular accommodation just on Kaua'i but statewide

**TABLE 49: Big Island Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Hawai'i (Big Island)	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	10,223,937	10,135,366	0.9%	8,962,531	8,543,141	4.9%	1,261,407	1,592,225	-28.8%
Total Visitors	1,597,056	1,521,537	5.0%	1,272,618	1,173,629	8.4%	324,439	347,907	-6.7%
PARTY SIZE									
One	235,933	233,144	1.2%	209,753	196,527	6.7%	26,180	36,617	-28.5%
Two	737,134	707,430	4.2%	609,761	568,919	7.2%	127,373	138,510	-8.0%
Three or more	623,989	580,963	7.4%	453,104	408,183	11.0%	170,885	172,780	-1.1%
Avg Party Size	2.15	2.12	1.5%	2.02	2.01	0.8%	2.64	2.49	6.4%
VISIT STATUS									
First-Time	569,389	546,013	4.3%	431,727	396,082	9.0%	137,662	149,931	-8.2%
Repeat	1,027,668	975,523	5.3%	840,891	777,547	8.1%	186,776	197,976	-5.7%
Average # of Trips	4.76	4.70	1.2%	5.02	5.06	-0.8%	3.74	3.49	6.9%
TRAVEL METHOD									
Group Tour	217,737	229,044	-4.9%	113,243	112,979	0.2%	104,494	116,065	-10.0%
Package	641,997	636,295	0.9%	427,831	404,757	5.7%	214,167	231,539	-7.5%
Group Tour & Pkg	185,679	188,551	-1.5%	91,164	91,190	0.0%	94,515	97,362	-2.9%
True Independent	923,001	844,749	9.3%	822,708	747,083	10.1%	100,293	97,666	2.7%
ISLANDS VISITED									
O'ahu	777,810	741,807	4.9%	519,442	471,109	10.3%	258,368	270,699	-4.6%
Maui County	499,821	415,165	20.4%	420,341	359,072	17.1%	79,480	56,093	41.7%
...Maui	489,582	403,451	21.3%	412,277	351,186	17.4%	77,305	52,265	47.9%
...Moloka'i	38,708	26,106	48.3%	21,367	20,467	4.4%	17,341	5,640	207.5%
...Lāna'i	45,139	31,675	42.5%	27,941	26,938	3.7%	17,199	4,738	263.0%
Kaua'i	376,067	303,216	24.0%	321,624	265,972	20.9%	54,444	37,244	46.2%
Big Island	1,597,056	1,521,537	5.0%	1,272,618	1,173,629	8.4%	324,439	347,907	-6.7%
...Hilo	668,904	593,067	12.8%	504,756	433,152	16.5%	164,148	159,915	2.6%
...Kona	1,344,426	1,077,078	24.8%	1,103,713	1,011,979	9.1%	240,713	65,099	269.8%
Big Island Only	659,158	618,523	6.6%	603,740	561,193	7.6%	55,418	57,330	-3.3%
LENGTH OF STAY									
O'ahu (days)	4.78	4.83	-1.0%	4.82	5.06	-4.8%	4.70	4.43	6.3%
Maui (days)	3.64	3.89	-6.6%	3.80	4.00	-4.8%	2.76	3.22	-14.2%
Moloka'i (days)	2.31	2.30	0.3%	2.51	2.47	1.5%	2.05	1.66	23.6%
Lāna'i (days)	1.69	1.96	-13.6%	2.08	2.07	0.6%	1.07	1.35	-20.9%
Kaua'i (days)	2.80	3.07	-8.8%	2.87	3.11	-7.6%	2.39	2.82	-15.2%
Big Island (days)	6.40	6.66	-4.0%	7.04	7.28	-3.3%	3.89	4.58	-15.0%
...Hilo (days)	3.23	3.47	-6.7%	3.58	3.86	-7.2%	2.16	2.40	-10.0%
...Kona (days)	5.99	6.65	-9.9%	6.48	6.79	-4.5%	3.74	4.42	-15.4%
Statewide (days)	10.61	10.74	-1.3%	11.06	11.30	-2.2%	8.84	8.85	-0.1%
ACCOMMODATIONS ^{1/}									
Hotel	977,715	1,000,094	-2.2%	708,743	704,619	0.6%	268,972	295,475	-9.0%
...Hotel Only	700,469	744,012	-5.9%	468,070	481,734	-2.8%	232,399	262,277	-11.4%
Condo	254,419	238,257	6.8%	220,321	206,392	6.7%	34,098	31,865	7.0%
...Condo Only	158,015	146,398	7.9%	137,877	126,046	9.4%	20,138	20,352	-1.1%
Timeshare	153,103	135,250	13.2%	142,871	126,955	12.5%	10,232	8,295	23.3%
...Timeshare Only	101,795	87,259	16.7%	95,148	82,650	15.1%	6,646	4,608	44.2%
Rental House	68,332	62,519	9.3%	65,245	57,257	13.9%	3,087	5,262	-41.3%
Bed & Breakfast	38,559	39,229	-1.7%	34,831	34,247	1.7%	3,727	4,981	-25.2%
Cruise Ship	250,662	176,623	41.9%	228,639	162,220	40.9%	22,023	14,403	52.9%
Friends or Relatives	166,246	147,864	12.4%	145,628	131,092	11.1%	20,618	16,772	22.9%
PURPOSE OF TRIP									
Pleasure (Net)	1,348,874	1,268,437	6.3%	1,069,204	976,563	9.5%	279,670	291,874	-4.2%
....Vacation	1,260,068	1,167,451	7.9%	1,013,534	925,188	9.5%	246,534	242,263	1.8%
....Honeymoon	90,862	101,200	-10.2%	59,609	54,995	8.4%	31,253	46,205	-32.4%
....Get Married	22,069	24,256	-9.0%	12,847	12,181	5.5%	9,221	12,074	-23.6%
MC&I (Net)	123,374	135,092	-8.7%	101,005	108,523	-6.9%	22,369	26,570	-15.8%
....Convention/Conf.	76,492	78,753	-2.9%	63,552	65,060	-2.3%	12,939	13,693	-5.5%
....Corp. Meetings	22,662	25,562	-11.3%	19,709	20,364	-3.2%	2,953	5,198	-43.2%
....Incentive	28,949	36,416	-20.5%	21,734	27,883	-22.1%	7,215	8,533	-15.4%
Other Business	58,687	59,231	-0.9%	54,331	52,239	4.0%	4,355	6,992	-37.7%
Visit Friends/Relatives	139,236	128,409	8.4%	128,397	116,166	10.5%	10,839	12,242	-11.5%
Government/Military	7,707	11,070	-30.4%	6,374	5,747	10.9%	1,333	5,324	-75.0%
Attend School	4,438	4,851	-8.5%	3,369	3,411	-1.2%	1,069	1,440	-25.7%
Sport Events	24,173	27,554	-12.3%	17,334	19,968	-13.2%	6,839	7,587	-9.9%

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

**TABLE 50: Hilo Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Hilo	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	2,165,346	2,056,039	5.3%	1,808,909	1,672,089	8.2%	356,437	383,950	-7.2%
Total Visitors	668,904	593,067	12.8%	504,756	433,152	16.5%	164,148	159,915	2.6%
PARTY SIZE									
One	102,879	97,764	5.2%	87,734	78,530	11.7%	15,145	19,234	-21.3%
Two	319,792	281,181	13.7%	257,741	222,461	15.9%	62,051	58,720	5.7%
Three or more	246,233	214,122	15.0%	159,281	132,161	20.5%	86,952	81,961	6.1%
Avg Party Size	2.13	2.09	2.1%	1.97	1.94	1.4%	2.64	2.49	6.0%
VISIT STATUS									
First-Time	296,229	269,488	9.9%	222,813	190,820	16.8%	73,416	78,668	-6.7%
Repeat	372,675	323,579	15.2%	281,943	242,332	16.3%	90,732	81,247	11.7%
Average # of Trips	3.79	3.69	2.7%	3.84	3.92	-1.8%	3.64	3.09	17.7%
TRAVEL METHOD									
Group Tour	127,054	119,853	6.0%	72,618	63,893	13.7%	54,436	55,960	-2.7%
Package	326,291	287,520	13.5%	220,858	186,650	18.3%	105,433	100,870	4.5%
Group Tour & Pkg	111,276	99,713	11.6%	61,239	54,107	13.2%	50,037	45,605	9.7%
True Independent	326,836	285,407	14.5%	272,519	236,717	15.1%	54,317	48,690	11.6%
ISLANDS VISITED									
O'ahu	470,432	404,477	16.3%	323,193	272,065	18.8%	147,239	132,412	11.2%
Maui County	345,166	266,291	29.6%	283,162	224,384	26.2%	62,004	41,907	48.0%
...Maui	340,301	260,078	30.8%	280,236	221,638	26.4%	60,064	38,440	56.3%
...Moloka'i	33,340	20,813	60.2%	16,535	15,524	6.5%	16,805	5,289	217.7%
...Lāna'i	37,601	24,107	56.0%	20,771	19,813	4.8%	16,830	4,294	291.9%
Kaua'i	287,450	215,395	33.5%	240,781	187,056	28.7%	46,669	28,339	64.7%
Big Island	668,904	593,067	12.8%	504,756	433,152	16.5%	164,148	159,915	2.6%
...Hilo	668,904	593,067	12.8%	504,756	433,152	16.5%	164,148	159,915	2.6%
...Kona	416,274	356,778	16.7%	335,851	271,501	23.7%	80,422	85,277	-5.7%
LENGTH OF STAY									
O'ahu (days)	4.94	5.23	-5.5%	4.82	5.28	-8.8%	5.19	5.10	1.8%
Maui (days)	2.96	3.19	-7.1%	3.12	3.20	-2.5%	2.20	3.08	-28.5%
Moloka'i (days)	2.13	1.96	8.9%	2.21	2.08	6.3%	2.05	1.60	28.5%
Lāna'i (days)	1.47	1.66	-11.1%	1.82	1.74	4.3%	1.05	1.25	-16.4%
Kaua'i (days)	2.25	2.39	-6.0%	2.25	2.34	-3.7%	2.23	2.74	-18.8%
Big Island (days)	5.10	5.56	-8.4%	5.66	5.99	-5.5%	3.37	4.42	-23.8%
...Hilo (days)	3.24	3.47	-6.6%	3.58	3.86	-7.2%	2.17	2.40	-9.6%
...Kona (days)	2.99	3.49	-14.2%	3.12	3.39	-8.1%	2.46	3.79	-35.0%
Statewide (days)	11.23	11.53	-2.6%	11.70	12.11	-3.4%	9.78	9.96	-1.8%
ACCOMMODATIONS ^{1/}									
Hotel	400,610	387,891	3.3%	267,366	254,791	4.9%	133,245	133,100	0.1%
...Hotel Only	225,205	231,643	-2.8%	118,190	122,509	-3.5%	107,015	109,134	-1.9%
Condo	65,093	59,116	10.1%	51,635	46,788	10.4%	13,458	12,327	9.2%
...Condo Only	29,300	27,370	7.0%	21,938	20,178	8.7%	7,361	7,192	2.4%
Timeshare	31,095	26,070	19.3%	27,574	24,047	14.7%	3,521	2,023	74.1%
...Timeshare Only	NA	13,812	NA	NA	12,801	NA	NA	1,011	NA
Rental House	28,445	25,740	10.5%	26,642	22,627	17.7%	1,803	3,113	-42.1%
Bed & Breakfast	25,757	25,789	-0.1%	22,665	21,846	3.7%	3,093	3,943	-21.6%
Cruise Ship	231,988	164,546	41.0%	210,849	150,898	39.7%	21,139	13,649	54.9%
Friends or Relatives	81,825	68,320	19.8%	65,797	57,655	14.1%	16,028	10,665	50.3%
PURPOSE OF TRIP									
Pleasure (Net)	570,165	488,615	16.7%	432,258	366,751	17.9%	137,907	121,864	13.2%
.....Vacation	532,521	449,842	18.4%	407,963	346,696	17.7%	124,558	103,146	20.8%
.....Honeymoon	38,992	39,512	-1.3%	27,038	22,571	19.8%	11,954	16,941	-29.4%
.....Get Married	9,808	11,412	-14.1%	4,874	4,430	10.0%	4,934	6,981	-29.3%
MC&I (Net)	34,840	41,538	-16.1%	22,826	24,780	-7.9%	12,014	16,757	-28.3%
.....Convention/Conf.	22,608	25,836	-12.5%	15,532	16,502	-5.9%	7,075	9,333	-24.2%
.....Corp. Meetings	5,340	7,298	-26.8%	3,958	3,932	0.7%	1,381	3,366	-59.0%
.....Incentive	8,240	10,043	-18.0%	4,139	5,260	-21.3%	4,101	4,783	-14.3%
Other Business	24,202	25,115	-3.6%	21,463	20,185	6.3%	2,739	4,930	-44.4%
Visit Friends/Relatives	66,898	60,362	10.8%	59,170	52,367	13.0%	7,729	7,995	-3.3%
Government/Military	4,568	7,435	-38.6%	3,669	3,416	7.4%	898	4,018	-77.6%
Attend School	2,473	3,048	-18.8%	1,902	1,790	6.2%	571	1,257	-54.5%
Sport Events	6,269	7,785	-19.5%	3,780	4,682	-19.3%	2,488	3,103	-19.8%

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

**TABLE 51: Kona Visitor Characteristics: 2006 vs. 2005
(Arrivals by air)**

Kona	TOTAL			DOMESTIC			INTERNATIONAL		
	2006	2005	% Change	2006	2005	% Change	2006	2005	% Change
Total Visitor Days	8,058,591	8,079,326	-0.3%	7,153,622	6,871,052	4.1%	904,969	1,208,274	-25.1%
Total Visitors	1,344,426	1,285,248	4.6%	1,103,713	1,011,978	9.1%	240,713	273,270	-11.9%
PARTY SIZE									
One	190,639	189,434	0.6%	171,333	159,676	7.3%	19,306	29,758	-35.1%
Two	632,115	611,380	3.4%	533,557	495,573	7.7%	98,558	115,807	-14.9%
Three or more	521,672	484,434	7.7%	398,824	356,728	11.8%	122,848	127,705	-3.8%
Avg Party Size	2.15	2.11	1.7%	2.05	2.03	0.8%	2.59	2.40	7.9%
VISIT STATUS									
First-Time	464,604	446,403	4.1%	367,748	333,061	10.4%	96,856	113,342	-14.5%
Repeat	879,822	838,845	4.9%	735,965	678,917	8.4%	143,857	159,927	-10.0%
Average # of Trips	4.87	4.80	1.5%	5.06	5.12	-1.2%	4.00	3.61	11.0%
TRAVEL METHOD									
Group Tour	168,534	180,529	-6.6%	100,664	99,841	0.8%	67,870	80,688	-15.9%
Package	528,128	529,858	-0.3%	378,423	355,048	6.6%	149,705	174,810	-14.4%
Group Tour & Pkg	141,785	149,452	-5.1%	81,091	80,900	0.2%	60,695	68,553	-11.5%
True Independent	789,549	724,313	9.0%	705,716	637,989	10.6%	83,833	86,324	-2.9%
ISLANDS VISITED									
O'ahu	610,115	585,305	4.2%	427,772	381,362	12.2%	182,343	203,943	-10.6%
Maui County	433,033	354,731	22.1%	365,075	307,424	18.8%	67,958	47,307	43.7%
...Maui	424,469	344,813	23.1%	358,314	300,880	19.1%	66,154	43,933	50.6%
...Moloka'i	35,820	23,221	54.3%	18,954	18,076	4.9%	16,866	5,146	227.8%
...Lāna'i	42,448	28,572	48.6%	25,490	24,233	5.2%	16,958	4,339	290.8%
Kaua'i	334,531	264,657	26.4%	285,445	234,203	21.9%	49,086	30,454	61.2%
Big Island	1,344,426	1,285,248	4.6%	1,103,713	1,011,978	9.1%	240,713	273,270	-11.9%
...Hilo	416,274	356,778	16.7%	335,851	271,501	23.7%	80,422	85,277	-5.7%
...Kona	1,344,426	1,285,248	4.6%	1,103,713	1,011,978	9.1%	240,713	273,270	-11.9%
LENGTH OF STAY									
O'ahu (days)	4.60	4.67	-1.5%	4.57	4.83	-5.5%	4.69	4.37	7.2%
Maui (days)	3.55	3.80	-6.5%	3.71	3.87	-4.2%	2.73	3.36	-18.7%
Moloka'i (days)	2.26	2.25	0.4%	2.44	2.41	1.2%	2.06	1.71	20.9%
Lāna'i (days)	1.66	1.94	-14.3%	2.06	2.05	0.5%	1.06	1.33	-20.0%
Kaua'i (days)	2.66	2.93	-9.0%	2.76	2.98	-7.4%	2.10	2.52	-16.8%
Big Island (days)	6.64	6.92	-4.0%	7.12	7.39	-3.6%	4.44	5.19	-14.5%
...Hilo (days)	2.10	2.28	-8.1%	2.10	2.22	-5.5%	2.09	2.48	-15.7%
...Kona (days)	5.99	6.29	-4.6%	6.48	6.79	-4.5%	3.76	4.42	-15.0%
Statewide (days)	10.63	10.75	-1.2%	10.90	11.14	-2.2%	9.39	9.33	0.6%
ACCOMMODATIONS ^{1/}									
Hotel	807,559	835,300	-3.3%	613,375	605,772	1.3%	194,183	229,528	-15.4%
...Hotel Only	565,883	614,690	-7.9%	404,526	413,568	-2.2%	161,357	201,122	-19.8%
Condo	229,983	214,602	7.2%	201,119	187,118	7.5%	28,865	27,484	5.0%
...Condo Only	144,705	133,780	8.2%	128,747	117,046	10.0%	15,958	16,734	-4.6%
Timeshare	142,527	125,360	13.7%	132,719	117,474	13.0%	9,808	7,886	24.4%
...Timeshare Only	95,932	81,996	17.0%	89,598	77,624	15.4%	6,334	4,371	44.9%
Rental House	55,275	50,846	8.7%	52,776	46,169	14.3%	2,499	4,676	-46.6%
Bed & Breakfast	30,215	30,572	-1.2%	27,129	26,387	2.8%	3,086	4,185	-26.2%
Cruise Ship	230,433	163,067	41.3%	209,693	149,577	40.2%	20,741	13,490	53.7%
Friends or Relatives	125,409	111,016	13.0%	107,911	97,546	10.6%	17,498	13,470	29.9%
PURPOSE OF TRIP									
Pleasure (Net)	1,151,532	1,086,587	6.0%	941,741	853,128	10.4%	209,791	233,459	-10.1%
.....Vacation	1,079,842	1,003,610	7.6%	893,286	808,451	10.5%	186,557	195,159	-4.4%
.....Honeymoon	74,424	84,095	-11.5%	51,709	47,548	8.7%	22,715	36,547	-37.8%
.....Get Married	16,170	17,087	-5.4%	11,097	10,602	4.7%	5,073	6,485	-21.8%
MC&I (Net)	106,906	116,994	-8.6%	90,326	96,593	-6.5%	16,579	20,402	-18.7%
66...Convention/Conf.	66,388	67,060	-1.0%	56,066	56,628	-1.0%	10,322	10,432	-1.1%
.....Corp. Meetings	19,542	22,660	-13.8%	17,748	18,312	-3.1%	1,794	4,348	-58.7%
.....Incentive	24,941	32,564	-23.4%	20,206	26,090	-22.6%	4,735	6,474	-26.9%
Other Business	45,928	45,647	0.6%	43,054	40,977	5.1%	2,874	4,670	-38.5%
Visit Friends/Relatives	103,810	97,191	6.8%	96,049	86,923	10.5%	7,761	10,268	-24.4%
Government/Military	4,798	8,448	-43.2%	4,115	3,598	14.4%	683	4,850	-85.9%
Attend School	3,298	3,721	-11.4%	2,307	2,375	-2.9%	991	1,346	-26.4%
Sport Events	20,412	23,946	-14.8%	15,556	17,729	-12.3%	4,856	6,217	-21.9%

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

**TABLE 52: 2006 Visitor Days by Island and MMA
(Arrivals by air)**

2006	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
O'ahu	10,596,626	8,667,560	6,694,116	1,446,987	350,402	53,901	161,419	44,587	60,286	670,596	734,317	124,049	858,366
Maui	9,513,455	5,519,802	267,243	1,241,313	118,616	20,654	95,301	31,290	29,742	295,603	117,580	26,368	143,948
Moloka'i	166,191	97,908	4,557	14,931	2,705	448	2,081	854	927	7,014	4,533	259	4,792
Lāna'i	128,366	103,953	3,490	10,790	3,033	400	1,187	382	544	5,546	3,921	383	4,304
Kaua'i	4,430,786	2,424,566	62,802	282,825	54,300	6,369	40,310	10,801	11,166	122,946	49,882	7,076	56,958
Big Island	5,251,159	3,044,848	611,876	454,363	77,887	17,664	76,122	11,653	20,514	203,841	95,422	18,795	114,217
...Hilo	939,973	722,773	136,776	81,237	20,040	5,026	22,271	3,415	4,626	55,377	32,200	6,285	38,485
...Kona	4,311,185	2,322,075	475,100	373,127	57,848	12,638	53,851	8,238	15,889	148,463	63,222	12,511	75,732
STATE	30,086,583	19,858,637	7,644,084	3,451,210	606,944	99,436	376,420	99,566	123,180	1,305,545	1,005,654	176,930	1,182,584
DOMESTIC													
O'ahu	10,290,957	8,467,206	52,038	419,016	301,194	42,109	152,588	43,153	53,551	592,596	151,813	26,667	178,479
Maui	9,437,953	5,486,845	4,535	377,370	104,285	20,521	90,083	29,702	27,450	272,040	16,577	4,605	21,182
Moloka'i	164,378	97,671	25	5,536	2,618	448	2,056	854	927	6,902	288	47	335
Lāna'i	127,389	102,831	58	4,525	2,614	400	1,162	382	544	5,101	199	109	308
Kaua'i	4,385,535	2,403,261	1,745	127,365	49,180	6,369	39,914	10,801	9,447	115,710	6,441	1,539	7,980
Big Island	5,206,866	3,014,683	4,830	207,341	70,747	17,487	72,925	11,122	19,366	191,647	12,143	3,493	15,636
...Hilo	930,063	710,420	896	35,159	17,409	4,849	19,897	3,415	4,296	49,866	3,538	1,034	4,572
...Kona	4,276,803	2,304,263	3,934	172,182	53,338	12,638	53,028	7,707	15,070	141,781	8,604	2,459	11,064
STATE	29,613,079	19,572,496	63,231	1,141,153	530,637	87,334	358,728	96,014	111,284	1,183,997	187,460	36,460	223,920
INTERNATIONAL													
O'ahu	305,669	200,354	6,642,078	1,027,971	49,209	11,792	8,831	1,434	6,735	78,000	582,504	97,382	679,886
Maui	75,502	32,957	262,708	863,943	14,331	133	5,218	1,588	2,292	23,563	101,003	21,764	122,767
Moloka'i	1,813	238	4,532	9,396	87	0	25	0	0	112	4,245	212	4,457
Lāna'i	977	1,122	3,433	6,265	419	0	25	0	0	444	3,722	274	3,996
Kaua'i	45,250	21,305	61,058	155,460	5,121	0	396	0	1,719	7,236	43,441	5,536	48,978
Big Island	44,292	30,165	607,046	247,022	7,140	177	3,197	531	1,149	12,194	83,279	15,302	98,581
...Hilo	9,910	12,353	135,880	46,078	2,630	177	2,374	0	330	5,511	28,661	5,251	33,912
...Kona	34,382	17,812	471,166	200,945	4,510	0	823	531	819	6,682	54,617	10,051	64,669
STATE	473,504	286,141	7,580,853	2,310,057	76,307	12,102	17,692	3,553	11,895	121,548	818,194	140,471	958,664

TABLE 52: 2006 Visitor Days by Island and MMA (continued)
(Arrivals by air)

2006	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
O'ahu	235,542	50,873	269,268	24,905	138,130	718,719	18,371	50,404	46,177	114,952	2,334,967	32,102,888
Maui	30,132	10,525	35,017	1,536	6,822	84,033	17,683	17,623	21,870	57,176	748,362	17,870,934
Moloka'i	951	31	994	32	735	2,743	232	282	425	940	39,176	338,252
Lāna'i	665	40	936	54	113	1,809	156	330	741	1,227	18,910	278,395
Kaua'i	5,518	2,406	6,657	831	2,477	17,889	1,713	5,393	6,229	13,336	250,681	7,662,790
Big Island	21,406	8,313	34,998	2,483	12,129	79,329	2,688	7,397	17,862	27,946	436,359	10,223,937
...Hilo	9,613	1,849	15,246	790	4,134	31,633	600	1,823	4,210	6,633	152,459	2,165,346
...Kona	11,792	6,464	19,752	1,693	7,995	47,696	2,088	5,573	13,652	21,313	283,900	8,058,591
STATE	294,214	72,189	347,871	29,841	160,407	904,522	40,843	81,429	93,304	215,576	3,828,455	68,477,196
DOMESTIC												
O'ahu	122,367	7,310	43,300	5,171	11,759	189,907	14,534	49,557	45,318	109,409	863,472	21,163,079
Maui	10,021	1,969	6,065	1,536	2,431	22,022	17,683	16,907	21,870	56,460	450,401	16,128,808
Moloka'i	356	31	275	32	70	764	232	282	425	940	10,156	286,706
Lāna'i	302	40	78	54	69	544	156	330	741	1,227	8,772	250,756
Kaua'i	4,166	717	2,089	831	911	8,714	1,713	5,393	6,229	13,336	183,906	7,247,553
Big Island	8,930	1,261	5,495	1,378	1,349	18,414	2,688	7,397	17,453	27,537	275,577	8,962,531
...Hilo	3,189	250	1,094	320	347	5,200	600	1,823	4,035	6,458	66,276	1,808,909
...Kona	5,741	1,011	4,402	1,059	1,002	13,214	2,088	5,573	13,418	21,079	209,301	7,153,622
STATE	146,142	11,328	57,304	9,003	16,589	240,365	37,006	79,866	92,036	208,909	1,792,284	54,039,432
INTERNATIONAL												
O'ahu	113,175	43,563	225,968	19,734	126,371	528,812	3,836	847	859	5,543	1,471,495	10,939,809
Maui	20,111	8,556	28,952	0	4,391	62,010	0	716	0	716	297,961	1,742,126
Moloka'i	595	0	719	0	665	1,979	0	0	0	0	29,020	51,546
Lāna'i	363	0	858	0	44	1,265	0	0	0	0	10,138	27,639
Kaua'i	1,352	1,689	4,568	0	1,566	9,175	0	0	0	0	66,775	415,237
Big Island	12,476	7,052	29,502	1,104	10,781	60,915	0	0	409	409	160,782	1,261,407
...Hilo	6,424	1,600	14,152	470	3,788	26,433	0	0	175	175	86,184	356,437
...Kona	6,052	5,453	15,350	634	6,993	34,482	0	0	234	234	74,599	904,969
STATE	148,072	60,861	290,568	20,838	143,818	664,156	3,836	1,563	1,268	6,667	2,036,172	14,437,764

**TABLE 53: 2006 Visitor Arrivals by Island and MMA
(Arrivals by air)**

2006	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
O'ahu	1,430,018	1,176,607	1,303,374	154,849	42,698	4,999	17,577	4,987	4,443	74,704	108,047	16,752	124,800
Maui	1,192,620	811,793	94,709	132,903	15,867	2,485	11,346	3,571	3,117	36,386	25,761	4,058	29,819
Moloka'i	31,446	24,509	3,926	3,965	599	98	525	141	154	1,517	2,917	231	3,148
Lāna'i	34,257	33,079	1,767	5,018	847	79	401	135	143	1,605	3,257	273	3,530
Kaua'i	598,149	430,337	33,638	48,692	9,243	1,102	6,645	1,547	1,606	20,143	13,962	2,025	15,987
Big Island	679,774	505,041	210,251	64,153	11,896	2,183	9,289	1,639	2,359	27,366	24,101	3,111	27,212
...Hilo	226,879	242,448	86,289	34,723	5,812	991	4,217	638	1,022	12,681	16,048	2,069	18,117
...Kona	597,881	431,362	144,756	58,627	9,901	1,561	7,492	1,365	1,980	22,299	20,318	2,530	22,849
STATE	3,191,709	1,933,182	1,362,708	273,529	56,832	7,493	25,775	8,162	6,579	104,841	116,507	18,684	135,191
DOMESTIC													
O'ahu	1,395,142	1,139,272	8,685	46,845	35,279	4,182	16,507	4,777	3,779	64,524	26,161	4,102	30,263
Maui	1,183,084	804,828	767	42,921	14,629	2,351	10,660	3,419	2,788	33,848	3,007	688	3,695
Moloka'i	30,283	24,271	14	1,223	570	98	500	141	154	1,463	77	19	96
Lāna'i	33,423	31,957	12	1,686	763	79	376	135	143	1,496	65	30	95
Kaua'i	590,725	425,933	311	20,263	8,392	1,102	6,540	1,547	1,277	18,858	1,218	272	1,490
Big Island	672,838	498,692	829	27,253	10,750	2,007	8,952	1,563	2,074	25,346	2,332	432	2,765
...Hilo	222,125	238,212	233	12,606	5,084	815	3,935	638	844	11,315	938	168	1,106
...Kona	592,381	426,139	680	24,565	8,936	1,561	7,193	1,290	1,717	20,696	1,826	328	2,154
STATE	3,148,603	1,890,570	9,531	90,507	48,715	6,676	24,266	7,876	5,904	93,437	28,297	4,741	33,038
INTERNATIONAL													
O'ahu	34,876	37,336	1,294,689	108,003	7,418	817	1,070	210	665	10,181	81,887	12,650	94,537
Maui	9,536	6,965	93,942	89,982	1,238	134	685	152	329	2,537	22,754	3,370	26,123
Moloka'i	1,163	238	3,912	2,741	29	0	25	0	0	54	2,841	212	3,053
Lāna'i	834	1,122	1,755	3,332	84	0	25	0	0	109	3,192	242	3,435
Kaua'i	7,423	4,404	33,327	28,429	852	0	105	0	328	1,285	12,744	1,753	14,497
Big Island	6,936	6,349	209,422	36,900	1,145	177	337	76	285	2,020	21,768	2,679	24,448
...Hilo	4,754	4,236	86,057	22,117	728	177	282	0	178	1,366	15,110	1,901	17,011
...Kona	5,500	5,223	144,076	34,062	965	0	300	76	262	1,602	18,492	2,203	20,695
STATE	43,106	42,612	1,353,177	183,022	8,117	817	1,509	286	675	11,404	88,210	13,943	102,153

TABLE 53: 2006 Visitor Arrivals by Island and MMA (continued)
(Arrivals by air)

2006	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
O'ahu	51,013	4,603	32,908	3,588	14,560	106,671	1,690	4,841	6,466	12,997	243,464	4,627,484
Maui	5,135	1,254	9,861	223	2,668	19,141	1,119	2,251	3,783	7,153	101,873	2,426,395
Moloka'i	598	11	645	8	415	1,676	30	110	142	281	14,535	85,003
Lāna'i	473	12	788	16	64	1,353	36	121	163	320	12,244	93,171
Kaua'i	1,779	380	1,746	122	687	4,715	244	929	1,587	2,760	48,844	1,203,264
Big Island	5,344	1,867	5,364	457	2,727	15,759	476	1,152	2,950	4,577	62,922	1,597,056
...Hilo	3,294	711	3,050	168	1,661	8,885	269	573	1,413	2,256	36,626	668,904
...Kona	3,436	1,487	4,022	319	2,342	11,605	404	958	2,599	3,960	51,086	1,344,426
STATE	54,318	5,240	37,777	3,903	15,480	116,716	2,608	6,434	9,723	18,765	324,657	7,461,299
DOMESTIC												
O'ahu	28,597	1,250	6,481	733	1,619	38,680	1,322	4,772	6,277	12,371	104,281	2,840,061
Maui	2,587	342	1,334	223	453	4,939	1,119	2,186	3,783	7,088	57,260	2,138,430
Moloka'i	170	11	52	8	17	258	30	110	142	281	2,206	60,095
Lāna'i	109	12	26	16	20	183	36	121	163	320	2,272	71,444
Kaua'i	1,074	135	386	122	191	1,908	244	929	1,587	2,760	28,098	1,090,346
Big Island	2,090	246	688	205	306	3,535	310	1,152	2,892	4,353	37,007	1,272,618
...Hilo	1,098	92	298	74	139	1,702	138	573	1,354	2,066	15,390	504,756
...Kona	1,481	185	509	160	239	2,574	238	958	2,540	3,736	30,788	1,103,713
TOTAL	30,237	1,633	7,546	1,048	2,040	42,502	2,240	6,322	9,534	18,095	169,529	5,495,813
INTERNATIONAL												
O'ahu	22,416	3,352	26,427	2,855	12,941	67,992	368	69	189	627	139,182	1,787,423
Maui	2,548	912	8,527	0	2,215	14,201	0	65	0	65	44,613	287,965
Moloka'i	427	0	593	0	398	1,418	0	0	0	0	12,329	24,908
Lāna'i	364	0	762	0	44	1,170	0	0	0	0	9,972	21,728
Kaua'i	705	245	1,360	0	497	2,807	0	0	0	0	20,746	112,918
Big Island	3,254	1,622	4,675	253	2,421	12,224	166	0	58	224	25,915	324,439
...Hilo	2,196	619	2,753	94	1,522	7,183	131	0	58	189	21,236	164,148
...Kona	1,955	1,302	3,513	159	2,103	9,031	166	0	58	224	20,299	240,713
STATE	24,081	3,607	30,231	2,855	13,440	74,214	368	113	189	670	155,128	1,965,486

VISITOR EXPENDITURES

*AIR AND CRUISE VISITOR - TOTAL SPENDING
BY CATEGORY*

*AIR AND CRUISE VISITOR - TOTAL SPENDING
BY ISLAND BY MMA*

*AIR VISITOR - DAILY SPENDING BY MMAs
AIR VISITOR - DAILY SPENDING BY
ACCOMMODATIONS*



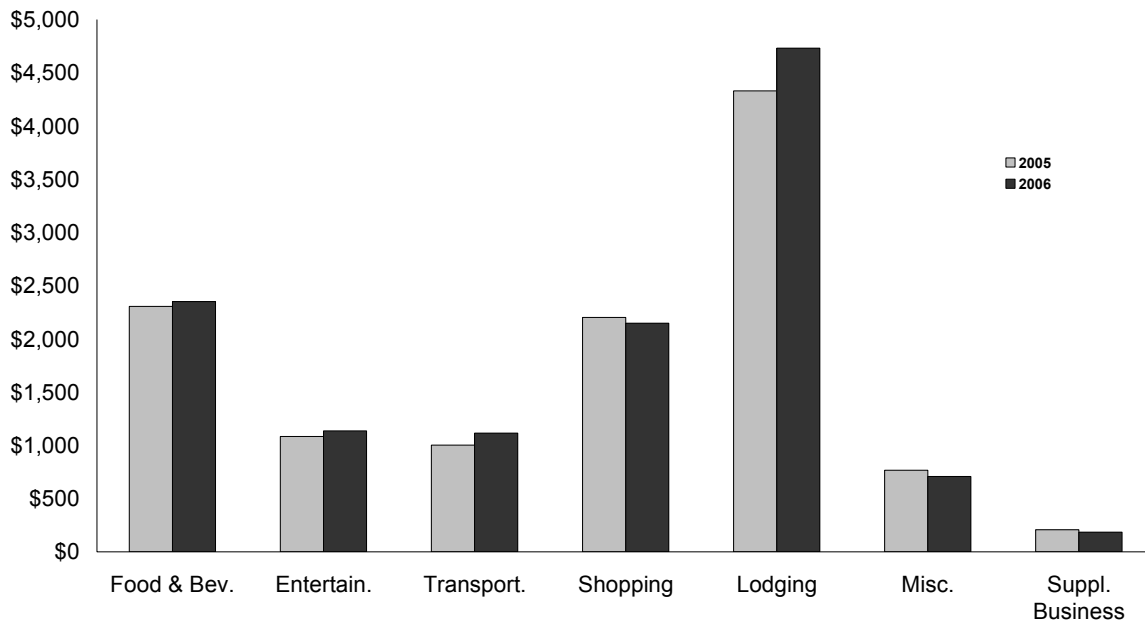
ALL VISITOR EXPENDITURES

AIR AND CRUISE VISITOR TOTAL EXPENDITURES BY CATEGORY

Total expenditures by all visitors who traveled by air or came by cruise ship to Hawai'i in 2006 increased 4 percent from 2005 to \$12.4 billion, due to increases in the average daily visitor spending and in visitor days (TABLE 54).

Lodging, the largest expenditure category increased 9.3 percent to \$4.8 billion and comprised 38.2 percent of total visitor expenditures. Food and beverage, the second largest category, rose (+1.9%) to \$2.4 billion or accounted for 19 percent of the total. Shopping decreased 2.5 percent to \$2.1 billion, followed by entertainment and recreation at \$1.1 billion (+4.9%) and transportation at \$1.1 billion (+11.1%).

FIGURE 12: Total Visitor Expenditures by Category: 2005 vs. 2006
(in millions)



AIR AND CRUISE VISITOR TOTAL EXPENDITURES BY ISLAND AND MMA:

Island of O'ahu: Of the \$12.4 billion in visitor spending by both air and cruise visitors in 2006, \$5.7 billion were spent on O'ahu, slightly lower (-.6%) than in 2005 (TABLES 55 and 56). Visitor spending on O'ahu accounted for 46.3 percent of the state total in 2006. Japanese visitors in 2006 spent the most (\$1.8 billion) on O'ahu, followed by visitors from the U.S. West (\$1.51 billion), U.S. East (\$1.46 billion), Canada (\$188.9 million), Oceania (\$167.3 million), Other Asia (\$155.5 million) and Europe (\$106.5 million).

Island of Maui: Visitor spending on Maui increased 11.7 percent from 2005 to \$3.6 billion or 29 percent of the state total. U.S. West visitors (\$1.8 billion) spent the most on Maui, followed by U.S. East visitors (\$1.2 billion), Canadians (\$213.1 million), Japanese (\$93.2 million), Europeans (\$61.7 million), Oceanian (\$36.9 million) and Other Asian (\$23.9 million) visitors.

The Big Island: Spending on the Big Island was the third highest at \$1.7 billion, .9 percent lower compared to 2005. Of this amount U.S. West visitors spent \$759.3 million, U.S. East visitors spent \$521.6 million, Japanese visitors spent \$165.1 million, Canadian visitors spent \$60.3 million and European visitors spent (\$32.9 million).

Island of Kauaʻi: Visitors spent \$1.3 billion on Kauaʻi in 2006, 10.9 percent higher compared to 2005. U.S. West visitors (\$695.5 million) spent the most on this island, followed by U.S. East (\$450.9 million), Canadian (\$40.8 million), European (\$21.6 million), and Japanese (\$18.4 million) visitors.

Island of Lānaʻi: Visitor spending on Lānaʻi rose 44.8 percent from 2005 to \$78.2 million. U.S. West visitors (\$33 million) spent the most on this island, followed by U.S. East (\$31.6 million), Canadians (\$2.5 million) and Japanese (\$1.7 million) visitors.

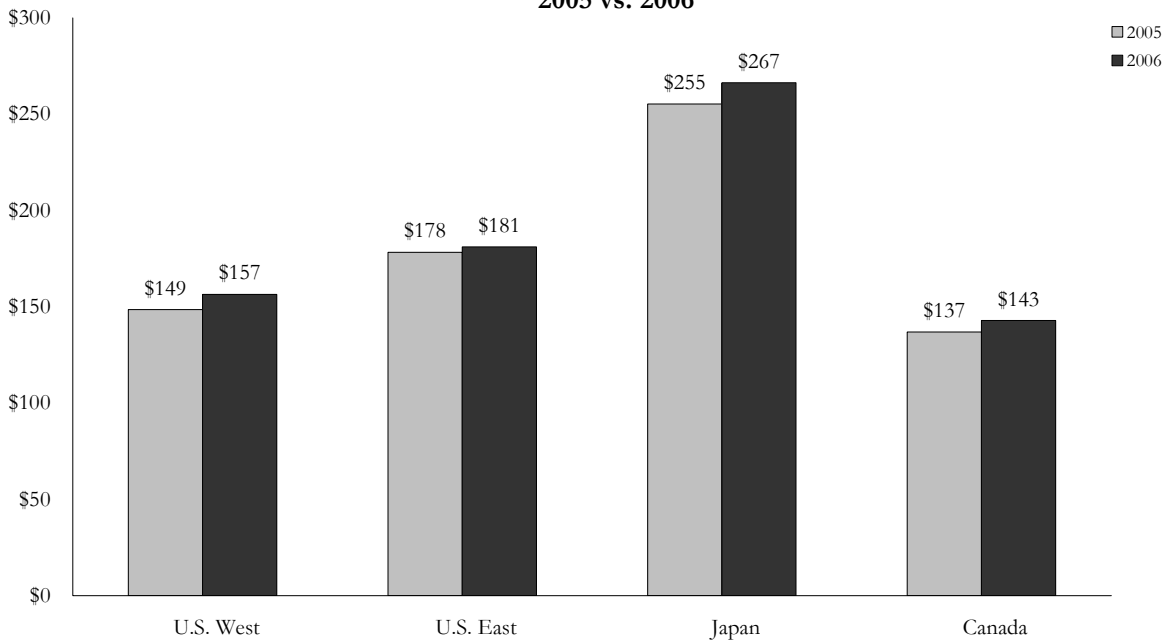
Island of Molokaʻi: Visitor spending on Molokaʻi totaled \$34.7 million in 2006, up 4.8 percent from the previous year. U.S. West visitors spent \$15.8 million while U.S. East visitors spent \$11 million on this island.

AIR VISITOR PERSONAL DAILY SPENDING BY MMA

U.S. West: Daily spending by U.S. West air visitors in 2006 increased to \$157 per person, compared to \$149 per person in 2005 (TABLE 57). Daily spending by this group of visitors was the second lowest among the visitor markets. Lodging expenditures by these visitors averaged \$64 per person per day, 7.1 percent higher compared to the previous year. This group also spent more on food and beverages (+3% to \$32 per person), shopping (+1.1% to \$21 per person), entertainment and recreation (+7% to \$15 per person) and transportation (+17.4% to \$17 per person) than those who came in 2005.

U.S. East: Per day expenditures by U.S. East air visitors increased from \$178 per person to \$181 per person in 2006 (TABLE 58), ranking fourth among the visitor markets. Lodging expenditures, the largest expense for this group, rose 6.4 percent from 2005 to average \$74 per person on a daily basis. Those who came in 2006 spent less per day on food and beverages (-1.6% to \$35 per person) and shopping (-3.7% to \$23 per person) but more on entertainment and recreation (+4.5% to \$19 per person) and transportation (+3.6% to \$18 per person) compared to U.S. East visitors in the previous year.

**FIGURE 13: Visitor Personal Daily Spending by Select MMA:
2005 vs. 2006**



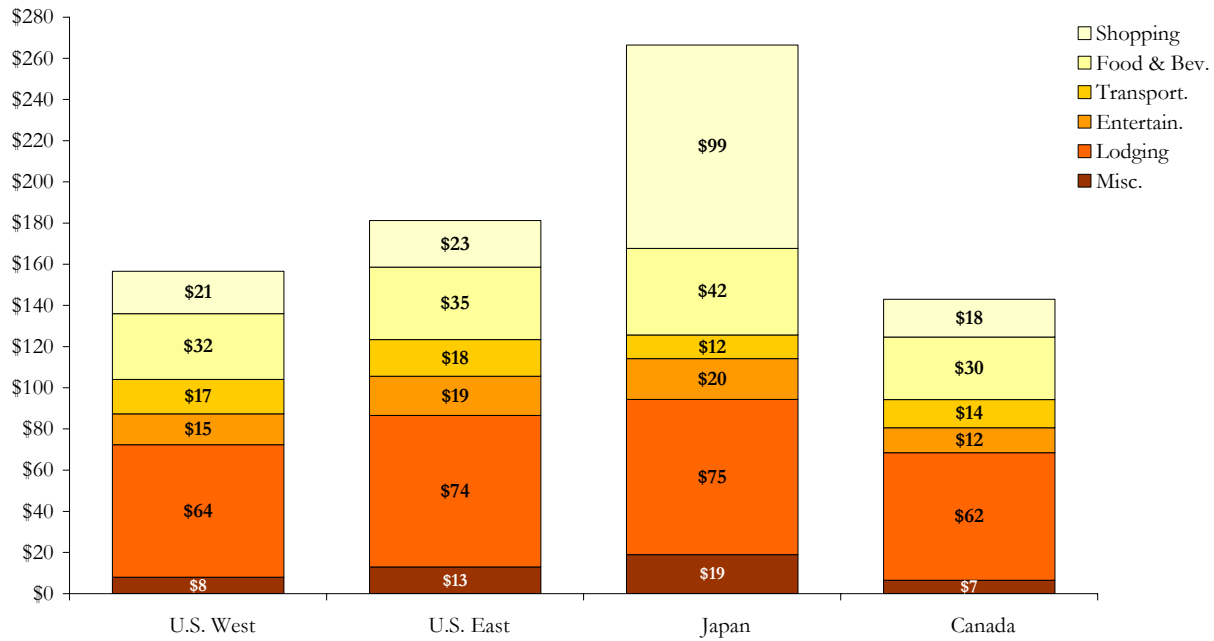
Japan: Daily spending by air visitors from Japan rose to \$267 per person (TABLE 59) from \$255 per person in 2005. In contrast to other visitor groups, the largest expense by Japanese visitors was shopping which averaged \$99 per person per day (-.4%). Japanese visitors spent over four times as much per day shopping as those from the U.S. mainland, Canada and Europe. Japanese visitor spending on lodging, at \$75 per person, was 9.5 percent higher than in 2005. These visitors spent \$42 per person on food and beverages (-1.1%), \$20 per person on entertainment and recreation (+2.6%) and \$12 per person on transportation (+4.4%).

Canada: Per day spending by Canadian air visitors in 2006 was \$143 per person compared to \$137 per person in the previous year (TABLE 60). Lodging expenditures by these visitors increased 2.5 percent to \$62 per person per day. Food and beverages expenses averaged \$30 per person (+8.3%), while shopping expenses averaged \$18 per person, up 14.4 percent from 2005.

Europe: Daily spending by European air visitors rose from \$146 per person in 2005 to \$169 per person in 2006 (TABLE 61). Lodging expenditures by these visitors jumped 27.3 percent to \$79 per person. Spending on food and beverages (+23.8%) and shopping (+25.2%) also rose significantly to \$37 per person and \$21 per person, respectively.

Oceania: Daily spending by air visitors from Oceania increased to \$202 per person, ranking third among the visitor markets, compared to \$184 per person in 2005 (TABLE 62). This group spent more on lodging (+10.2% to \$75 per person), food and beverage (+21%, to \$46 per person), shopping (+1.2% to \$41 per person), entertainment and recreation (+22.7% to \$19 per person) and transportation (+9.7% to \$13 per person) compared to 2005.

FIGURE 14: 2006 Visitor Personal Daily Spending by Category and Select MMA



Other Asia: Ranked second in daily spending were visitors from Other Asia at \$208 per person, up from \$197 per person in the previous year (TABLE 63). Lodging expenditures by these visitors rose 13.8 percent to \$66 per person per day while shopping expenses increased (+12.1%) to \$59 per person. This group spent less on food and beverage (-2.7% to \$40 per person) and entertainment and recreation (-10.5% to \$20 per person) compared to the previous year.

Latin America: Per day spending by air visitors from Latin America in 2006 was \$160 per person compared to \$163 per person in the previous year (TABLE 64). Lodging expenditures by these visitors increased 10 percent to \$61 per person per day. Food and beverages expenses averaged \$33 per person (+10.6%), while shopping expenses averaged \$26 per person, 21.3 percent lower compare to 2005.

AIR AND CRUISE VISITOR PERSONAL DAILY SPENDING BY ISLAND:

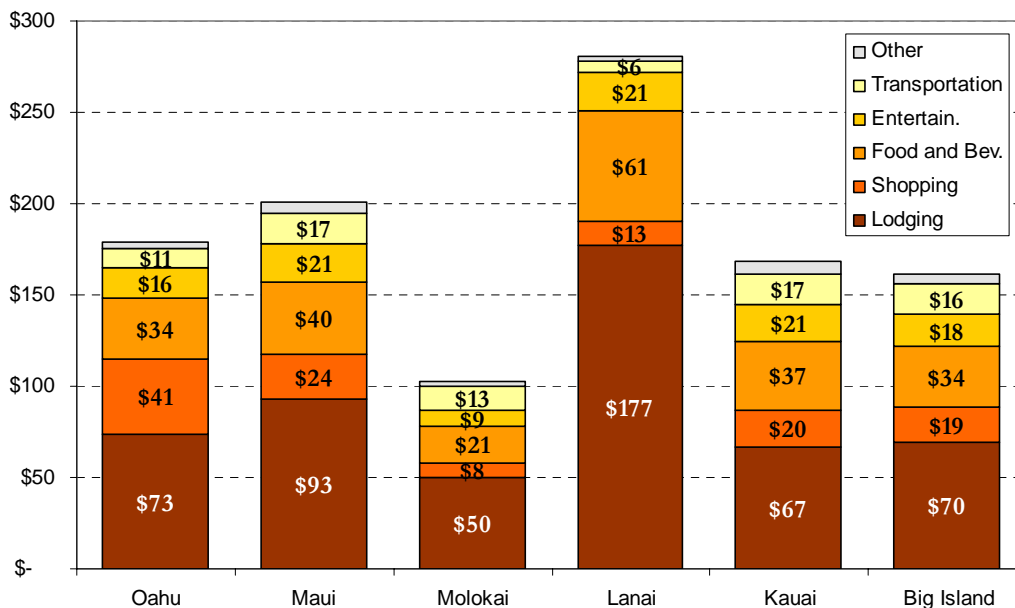
Air and cruise visitors on Lānaʻi in 2006 spent the most on a daily basis at \$281 per person, followed by air and cruise visitors on Maui (\$201 per person), Oʻahu (\$179 per person), Kauaʻi (\$168 per person) the Big Island (\$162 per person) and Molokaʻi (\$103 per person). (TABLE 66)

Lodging was the largest expense for these visitors across all islands with the highest being on Lānaʻi (\$177 person), followed by Maui (\$93 per person), Oʻahu (\$73 per person), the Big Island (\$70 per person), Kauaʻi (\$67 per person) and Molokaʻi (\$50 per person).

Visitors to O‘ahu (\$41 per person) spent nearly twice as much per day shopping as visitors to Maui (\$24 per person), Kaua‘i (\$20 per day), and the Big Island (\$19 per person) and over three times as much compared to those who visited Lāna‘i (\$13 per person) and Moloka‘i (\$8 per person). Air and cruise Visitors on Lāna‘i (\$61 per person), Kaua‘i (\$37 per person), and Maui (\$40 per person) spent more than those on O‘ahu (\$34 per person), the Big Island (\$34 per person) and Moloka‘i (\$21 per person) on food and beverage in 2006. Moloka‘i visitors spent more on groceries and snacks than visitors to the other islands.

Air and cruise Visitors on Lāna‘i, Kaua‘i and Maui spent almost the same amount daily on entertainment and recreation at \$21 per person while visitors to the Big Island and O‘ahu spent \$18 per person and \$16 per person, respectively.

Figure 15: 2006 Visitor Personal Daily Spending by Category and Island



AIR VISITOR PERSONAL DAILY SPENDING BY SELECT ACCOMMODATIONS

Hotel-Only Air Visitors: Lodging was the largest expenses across all islands for hotels only visitors, with the highest being on Lāna‘i at \$200 per person per day. Daily spending on lodging on Maui was the next highest at \$130 per person, followed by the Big Island at \$109 per person, Kaua‘i at \$103 per person, O‘ahu at \$84 per person and Moloka‘i at \$72 per person.

Food and beverage was the second largest expenses for hotels only visitors on all islands except O‘ahu. Hotel-only visitors on Lāna‘i spent the most on food and beverage at \$65 per person per day, followed by visitors on Maui at \$49 per person, Kaua‘i at \$45 per person and the Big Island at \$43 per person. Hotels only visitors on O‘ahu spent \$37 per person per day on food and beverage in 2006. (TABLE 67)

Hotel-only visitors on O‘ahu spent more on shopping (\$48 per person) than on food and beverage (\$37 per person) compared to those on the neighbor islands. Hotel-only visitors on Lāna‘i and Kaua‘i spent more on entertainment than on shopping in 2006.

Condominium-Only Air Visitors: Condominium-only visitors on Maui spent \$79 per person per day on lodging), those on Kaua‘i spent \$73 per person, those on the Big Island spent \$66 per person and those on O‘ahu spent \$64 per person.

Similar to hotel-only visitors, condo-only visitors on O‘ahu spent more on shopping (\$29 per person) than on food and beverage (\$25 per person), while those on the neighbor islands spent more on food and beverage than on shopping. (TABLE 68)

Timeshare-Only Air Visitors: Timeshare-only visitors on O‘ahu spent the most on lodging (primarily maintenance expenses) on a daily basis (\$26 per person) followed by timeshare-only visitors on Maui (\$25 per person), the Big Island (\$21 per person) and Kaua‘i (\$17 per person).

Food and beverage was the second largest expense for timeshare-only visitors across all islands led by Maui (\$33 per person). Those who stayed in timeshare only, on the Big Island and on Kaua‘i, spent \$29 per person per day on food and beverage while visitors to O‘ahu spent \$26 per person per day.

Shopping was the third largest expenses for this group. Timeshare-only visitors spent the most shopping on Maui (\$23 per person) while those who visited the Big Island and O‘ahu spent \$20 per person per day. (TABLE 69)

TABLE 54: Total Visitor Expenditures by Category: 2006 and 2005
(Total Air and Cruise Visitor Spending in millions of dollars)

Expenditure Type	2006	2005	% change
GRAND TOTAL	12,380.9	11,904.0	4.0
Total Food and beverage	2,351.1	2,306.4	1.9
Restaurant food	1,605.4	1,578.0	1.7
Dinner shows and cruises	264.2	259.8	1.7
Groceries and snacks	481.5	468.6	2.7
Entertainment & Recreation	1,137.6	1,084.5	4.9
Total Transportation	1,114.9	1,003.6	11.1
Interisland airfare	224.7	179.1	25.5
Ground transportation	96.1	103.2	-6.8
Rental vehicles	700.0	637.6	9.8
Gasoline, parking, etc.	94.0	83.7	12.4
Total Shopping	2,149.3	2,203.5	-2.5
Fashion and clothing	742.8	746.3	-0.5
Jewelry and watches	431.9	415.7	3.9
Cosmetics, perfume	72.1	79.2	-9.0
Leather goods	303.3	340.2	-10.9
Hawai'i food products	211.4	217.8	-2.9
Souvenirs	387.8	404.2	-4.1
Lodging	4,733.9	4,331.5	9.3
All other expenses 1/	708.7	766.7	-7.6
Supplemental business	185.5	207.8	-10.7

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

TABLE 55: 2006 Total Visitor Expenditures by Island and MMA
(Total Air and Cruise Visitor Spending in \$millions)

2006	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	1,506.4	1,459.7	1,775.5	188.9	106.5	167.3	155.5	17.1	359.1	5,736.1
Maui	1,777.8	1,222.0	93.2	213.1	61.7	36.9	23.9	11.2	151.9	3,591.5
Moloka'i	15.8	11.0	0.8	1.3	0.7	0.6	0.4	0.1	4.0	34.7
Lāna'i	33.0	31.6	1.7	2.5	1.6	1.5	0.7	0.3	5.3	78.2
Kaua'i	695.5	450.9	18.4	40.8	21.6	12.3	4.3	2.2	42.6	1,288.4
Big Island	759.3	521.6	165.1	60.3	32.9	22.6	17.5	4.2	68.3	1,652.0
STATE	4,787.8	3,696.8	2,054.6	507.0	225.0	241.3	202.2	35.2	631.2	12,381.0

TABLE 56: 2006 Total Visitor Expenditures by Island and MMA
(% share of State Total)

2006	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	31.5%	39.5%	86.4%	37.3%	47.3%	69.4%	76.9%	48.7%	56.9%	46.3%
Maui	37.1%	33.1%	4.5%	42.0%	27.4%	15.3%	11.8%	31.8%	24.1%	29.0%
Moloka'i	0.3%	0.3%	0.0%	0.3%	0.3%	0.3%	0.2%	0.3%	0.6%	0.3%
Lāna'i	0.7%	0.9%	0.1%	0.5%	0.7%	0.6%	0.3%	0.9%	0.8%	0.6%
Kaua'i	14.5%	12.2%	0.9%	8.0%	9.6%	5.1%	2.1%	6.2%	6.8%	10.4%
Big Island	15.9%	14.1%	8.0%	11.9%	14.6%	9.4%	8.6%	12.0%	10.8%	13.3%
STATE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

**TABLE 57: U.S. West Visitor Personal Daily Spending by Category:
2006 vs. 2005 (in dollars)
(Arrivals by air)**

Expenditure Type	2006	2005	% change
GRAND TOTAL	156.5	148.6	5.3
Total Food and beverage	31.9	31.0	3.0
Restaurant food	21.3	20.6	2.9
Dinner shows and cruises	3.3	3.2	3.1
Groceries and snacks	7.4	7.2	3.0
Entertainment & Recreation	15.0	14.0	7.0
Total Transportation	16.8	14.3	17.4
Interisland airfare	2.9	1.9	56.0
Ground transportation	0.7	0.7	-5.7
Rental vehicles	11.6	10.3	11.8
Gasoline, parking, etc.	1.5	1.3	18.5
Total Shopping	20.6	20.3	1.1
Fashion and clothing	7.9	7.8	1.1
Jewelry and watches	5.1	4.7	8.6
Cosmetics, perfume	0.3	0.3	0.0
Leather goods	0.6	0.6	-11.5
Hawai'i food products	2.1	2.1	-2.9
Souvenirs	4.6	4.7	-3.0
Lodging	64.3	60.1	7.1
All other expenses 1/	8.0	8.9	-10.3

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

**TABLE 58: U.S. East Visitor Personal Daily Spending by Category:
2006 vs. 2005 (in dollars)
(Arrivals by air)**

Expenditure Type	2006	2005	% change
GRAND TOTAL	181.2	178.4	1.5
Total Food and beverage	35.2	35.8	-1.6
Restaurant food	24.8	25.5	-2.7
Dinner shows and cruises	4.4	4.4	-0.4
Groceries and snacks	6.1	5.9	2.2
Entertainment & Recreation	19.1	18.3	4.5
Total Transportation	17.8	17.2	3.6
Interisland airfare	3.3	3.1	5.9
Ground transportation	1.0	1.0	-2.3
Rental vehicles	11.8	11.5	2.6
Gasoline, parking, etc.	1.7	1.5	9.6
Total Shopping	22.5	23.4	-3.7
Fashion and clothing	7.9	8.0	-1.1
Jewelry and watches	6.0	5.7	4.1
Cosmetics, perfume	0.3	0.3	7.9
Leather goods	0.5	0.5	11.3
Hawai'i food products	2.0	2.2	-10.4
Souvenirs	5.8	6.7	-12.9
Lodging	73.6	69.1	6.4
All other expenses 1/	13.0	14.6	-11.4

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

**TABLE 59: Japanese Visitor Personal Daily Spending by Category:
2006 vs. 2005 (in dollars)
(Arrivals by air)**

Expenditure Type	2006	2005	% change
GRAND TOTAL	266.5	255.4	4.3
Total Food and beverage	42.0	42.5	-1.1
Restaurant food	29.1	29.5	-1.4
Dinner shows and cruises	5.3	5.5	3.6
Groceries and snacks	7.6	7.5	1.2
Entertainment & Recreation	19.7	19.2	2.6
Total Transportation	11.6	11.1	4.4
Interisland airfare	3.7	3.6	3.6
Ground transportation	4.8	4.7	3.1
Rental vehicles	2.7	2.5	9.4
Gasoline, parking, etc.	0.3	0.3	-8.0
Total Shopping	98.8	99.1	-0.4
Fashion and clothing	26.1	25.5	2.3
Jewelry and watches	13.6	14.1	-3.3
Cosmetics, perfume	5.6	5.7	-2.0
Leather goods	33.7	34.3	-1.7
Hawai'i food products	10.7	10.4	3.2
Souvenirs	9.0	9.2	-1.4
Lodging	75.4	68.8	9.5
All other expenses 1/	19.0	14.6	29.7

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

**TABLE 60: Canadian Visitor Personal Daily Spending by Category:
2006 vs. 2005 (in dollars)
(Arrivals by air)**

Expenditure Type	2006	2005	% change
GRAND TOTAL	143.0	137.0	4.4
Total Food and beverage	30.4	28.1	8.3
Restaurant food	19.6	17.0	15.4
Dinner shows and cruises	2.8	3.0	-7.6
Groceries and snacks	8.0	8.1	-0.7
Entertainment & Recreation	12.2	11.2	8.4
Total Transportation	13.6	13.3	2.1
Interisland airfare	2.4	2.1	14.4
Ground transportation	1.0	1.0	-6.7
Rental vehicles	8.9	8.9	0.8
Gasoline, parking, etc.	1.3	1.3	-2.0
Total Shopping	18.4	16.1	14.4
Fashion and clothing	9.2	7.8	17.8
Jewelry and watches	3.0	2.5	19.7
Cosmetics, perfume	0.6	0.3	107.7
Leather goods	0.6	0.4	53.5
Hawai'i food products	1.6	1.5	2.4
Souvenirs	3.5	3.6	-3.3
Lodging	62.0	60.5	2.5
All other expenses 1/	6.5	7.9	-17.8

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

**TABLE 61: European Visitor Personal Daily Spending by Category:
2006 vs. 2005 (in dollars)
(Arrivals by air)**

Expenditure Type	2006	2005	% change
GRAND TOTAL	168.7	145.8	15.6
Total Food and beverage	36.5	29.5	23.8
Restaurant food	26.0	21.4	21.4
Dinner shows and cruises	4.0	2.0	96.4
Groceries and snacks	6.5	6.1	8.0
Entertainment & Recreation	11.4	11.8	-4.0
Total Transportation	17.2	17.7	-3.1
Interisland airfare	3.9	3.5	11.4
Ground transportation	1.8	2.5	-25.9
Rental vehicles	10.4	10.8	-3.6
Gasoline, parking, etc.	1.0	0.9	10.0
Total Shopping	20.8	16.6	25.2
Fashion and clothing	9.6	7.6	25.9
Jewelry and watches	3.3	3.2	1.2
Cosmetics, perfume	0.7	0.4	77.8
Leather goods	0.4	0.5	-23.5
Hawai'i food products	1.0	0.9	11.0
Souvenirs	5.8	3.9	48.0
Lodging	78.5	61.7	27.3
All other expenses 1/	4.3	8.5	-49.4

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

**TABLE 62: Oceania Visitor Personal Daily Spending by Category:
2006 vs. 2005 (in dollars)
(Arrivals by air)**

Expenditure Type	2006	2005	% change
GRAND TOTAL	201.8	183.6	9.9
Total Food and beverage	45.7	37.8	21.0
Restaurant food	34.6	25.7	34.9
Dinner shows and cruises	4.1	4.3	-3.7
Groceries and snacks	7.0	7.8	-11.3
Entertainment & Recreation	18.7	15.2	22.7
Total Transportation	13.1	11.9	9.7
Interisland airfare	3.7	3.3	12.1
Ground transportation	2.2	2.6	-13.8
Rental vehicles	6.5	5.3	22.3
Gasoline, parking, etc.	0.7	0.8	-7.4
Total Shopping	41.2	40.7	1.2
Fashion and clothing	22.8	22.5	1.8
Jewelry and watches	7.1	7.1	-0.5
Cosmetics, perfume	2.7	2.8	-2.8
Leather goods	2.1	1.8	21.4
Hawai'i food products	1.1	1.3	-18.3
Souvenirs	5.3	5.2	1.4
Lodging	75.2	68.3	10.2
All other expenses 1/	7.9	9.7	-18.7

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

**TABLE 63: Other Asian Visitor Personal Daily Spending by Category:
2006 vs. 2005 (in dollars)
(Arrivals by air)**

Expenditure Type	2006	2005	% change
GRAND TOTAL	208.2	197.4	5.4
Total Food and beverage	39.8	40.9	-2.7
Restaurant food	28.5	26.6	7.3
Dinner shows and cruises	5.9	6.7	-11.5
Groceries and snacks	5.3	7.6	-29.8
Entertainment & Recreation	20.0	22.4	-10.5
Total Transportation	14.1	13.9	1.2
Interisland airfare	4.7	5.2	-9.6
Ground transportation	2.8	2.6	6.8
Rental vehicles	6.0	5.5	8.3
Gasoline, parking, etc.	0.7	0.6	4.1
Total Shopping	58.6	52.2	12.1
Fashion and clothing	18.7	16.3	14.6
Jewelry and watches	12.4	10.0	24.3
Cosmetics, perfume	3.9	5.9	-33.9
Leather goods	11.6	7.2	60.5
Hawai'i food products	5.7	6.7	-14.8
Souvenirs	6.3	6.1	2.3
Lodging	65.6	57.6	13.8
All other expenses 1/	10.1	10.4	-2.5

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

**TABLE 64: Latin American Visitor Personal Daily Spending by Category:
2006 vs. 2005 (in dollars)
(Arrivals by air)**

Expenditure Type	2006	2005	% change
GRAND TOTAL	159.6	162.9	-2.1
Total Food and beverage	33.0	29.8	10.6
Restaurant food	22.6	19.2	17.5
Dinner shows and cruises	4.2	4.4	-6.0
Groceries and snacks	6.2	6.2	1.0
Entertainment & Recreation	14.7	16.2	-9.3
Total Transportation	14.9	14.3	3.8
Interisland airfare	3.8	2.8	35.8
Ground transportation	1.6	1.6	1.0
Rental vehicles	7.6	8.5	-11.3
Gasoline, parking, etc.	1.9	1.4	36.1
Total Shopping	26.1	33.1	-21.3
Fashion and clothing	12.9	19.5	-33.8
Jewelry and watches	3.7	2.6	NA
Cosmetics, perfume	0.9	1.2	-21.9
Leather goods	0.5	0.7	NA
Hawai'i food products	2.0	2.6	-23.9
Souvenirs	6.0	6.6	-8.6
Lodging	60.7	55.1	10.0
All other expenses 1/	10.3	14.3	-28.1

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

**TABLE 65: Other Visitor Personal Daily Spending by Category:
2006 vs. 2005 (in dollars)
(Arrivals by air)**

Expenditure Type	2006	2005	% change
GRAND TOTAL	161.3	157.4	2.5
Total Food and beverage	29.9	32.0	-6.7
Restaurant food	19.4	21.9	-11.5
Dinner shows and cruises	2.7	2.3	20.5
Groceries and snacks	7.8	7.9	-1.4
Entertainment & Recreation	10.7	13.6	-21.6
Total Transportation	16.1	15.0	7.6
Interisland airfare	4.6	2.6	78.4
Ground transportation	1.4	2.2	-36.5
Rental vehicles	9.2	8.8	4.1
Gasoline, parking, etc.	1.0	1.4	-30.7
Total Shopping	28.2	30.6	-7.9
Fashion and clothing	13.2	17.0	-22.0
Jewelry and watches	3.6	2.6	36.9
Cosmetics, perfume	0.6	1.1	-42.9
Leather goods	0.7	1.6	-54.6
Hawai'i food products	2.9	1.8	59.8
Souvenirs	7.1	6.5	9.0
Lodging	73.5	58.3	26.0
All other expenses 1/	2.9	7.9	-62.8

Note: On-ship spending by cruise visitors on U.S. Flagged Hawai'i home-ported ships are included in the specific expenditure categories

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

**TABLE 66: 2006 Visitor Personal Daily Spending by Category by Island (in dollars):
(Total Air and Cruise Visitor Arrivals)**

Expenditure Type	O'ahu	Mauī	Moloka'i	Lāna'i	Kaua'i	Big Island
GRAND TOTAL	178.7	201.0	102.7	280.8	168.1	161.6
Total Food and beverage	33.8	39.8	20.5	60.8	37.2	33.5
Restaurant food	22.9	27.0	10.1	57.0	24.8	22.9
Dinner shows and cruises	4.5	4.4	0.3	0.4	3.5	2.8
Groceries and snacks	6.3	8.4	10.2	3.3	8.9	7.8
Entertainment & Recreation	16.1	20.5	8.6	21.3	20.7	17.7
Total Transportation	10.7	16.9	12.8	5.7	16.5	16.4
Interisland airfare	2.3	3.1	1.9	1.5	2.6	2.9
Ground transportation	1.4	0.5	0.2	1.1	0.3	0.6
Rental vehicles	6.1	12.0	9.1	2.8	12.1	11.1
Gasoline, parking, etc.	0.9	1.4	1.6	0.3	1.4	1.8
Total Shopping	41.3	24.1	7.5	12.7	20.2	18.9
Fashion and clothing	15.1	9.9	2.5	6.1	7.5	6.5
Jewelry and watches	7.8	6.1	0.7	2.5	5.0	4.0
Cosmetics, perfume	1.7	0.4	0.1	0.2	0.4	0.3
Leather goods	6.0	0.6	0.0	0.1	0.2	0.4
Hawai'i food products	2.3	1.8	1.6	0.6	1.8	2.8
Souvenirs	8.4	5.3	2.6	3.2	5.3	4.9
Lodging	73.4	93.4	50.3	177.3	67.0	69.5
All other expenses 1/	3.5	6.3	3.1	3.1	6.5	5.6

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

**Table 67: 2006 Hotel-Only Visitor Personal Daily Spending by Category (in dollars):
(Arrivals by air)**

Expenditure Type	O'ahu	Mauī	Moloka'i	Lāna'i	Kaua'i	Big Island
GRAND TOTAL	201.2	256.9	143.6	309.6	220.0	216.9
Total Food and beverage	37.2	49.3	31.2	64.7	44.9	42.5
Restaurant food	26.5	38.3	24.7	62.1	35.6	34.7
Dinner shows and cruises	5.3	5.9	0.3	0.5	4.1	3.1
Groceries and snacks	5.4	5.1	6.2	2.1	5.1	4.8
Entertainment & Recreation	18.7	26.9	11.6	23.5	25.1	23.3
Total Transportation	10.7	17.3	19.0	5.8	17.4	15.9
Ground transportation	2.2	0.9	0.3	1.7	0.6	0.9
Rental vehicles	7.6	14.9	17.1	3.9	15.2	13.2
Gasoline, parking, etc.	0.9	1.5	1.6	0.3	1.6	1.8
Total Shopping	47.8	28.5	7.6	12.8	23.6	22.3
Fashion and clothing	17.1	11.6	1.9	6.9	9.1	8.0
Jewelry and watches	9.1	7.8	0.6	1.5	6.1	4.6
Cosmetics, perfume	2.0	0.5	0.1	0.2	0.3	0.4
Leather goods	7.9	0.7	0.0	0.1	0.3	0.8
Hawai'i food products	2.1	1.7	1.3	0.5	1.9	2.6
Souvenirs	9.5	6.1	3.6	3.5	5.8	6.0
Lodging	83.5	130.0	71.8	200.3	102.9	108.8
All other expenses 1/	3.3	5.0	2.5	2.5	6.1	4.1

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

Source: DBEDT

**Table 68: 2006 Condo-Only Personal Daily Spending by Category (in dollars):
(Arrivals by air)**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Big Island
GRAND TOTAL	142.0	160.3	99.6	174.2	161.1	142.6
Total Food and beverage	25.3	29.4	16.5	33.6	31.9	28.4
Restaurant food	13.9	17.2	6.7	23.3	19.6	16.5
Dinner shows and cruises	2.9	3.2	0.2	0.0	2.7	3.7
Groceries and snacks	8.5	9.0	9.7	10.3	9.7	8.2
Entertainment & Recreation	11.2	14.5	7.3	1.7	17.6	15.9
Total Transportation	10.0	14.4	12.0	1.3	14.9	15.0
Ground transportation	1.2	0.3	0.2	0.0	0.3	0.4
Rental vehicles	7.6	12.7	10.3	0.0	13.3	12.7
Gasoline, parking, etc.	1.2	1.4	1.5	1.3	1.4	1.9
Total Shopping	28.6	17.9	5.7	3.8	17.2	15.5
Fashion and clothing	11.8	7.4	2.0	2.5	6.4	5.1
Jewelry and watches	4.9	4.0	0.4	1.3	3.8	4.1
Cosmetics, perfume	1.8	0.3	0.0	0.0	0.2	0.3
Leather goods	3.2	0.6	0.0	0.0	0.1	0.2
Hawai'i food products	1.4	1.5	1.5	0.0	1.7	2.2
Souvenirs	5.5	4.2	1.7	0.0	4.9	3.7
Lodging	64.0	78.8	56.1	133.8	73.3	65.6
All other expenses 1/	3.0	5.4	1.9	0.0	6.0	2.2

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

**Table 69: 2006 Timeshare-Only Visitor Personal Daily Spending (in dollars):
(Arrivals by air)**

Expenditure Type	O'ahu	Maui	Moloka'i	Kaua'i	Big Island
GRAND TOTAL	100.1	117.6	71.6	102.9	113.4
Total Food and beverage	26.2	32.5	16.2	29.0	29.3
Restaurant food	16.6	21.0	8.6	17.0	16.6
Dinner shows and cruises	3.9	4.1	0.0	3.7	3.9
Groceries and snacks	5.6	7.4	7.6	8.3	8.8
Entertainment & Recreation	13.9	16.7	13.1	19.3	18.1
Total Transportation	11.5	15.3	14.3	14.8	17.4
Ground transportation	1.1	0.5	0.0	0.2	0.4
Rental vehicles	8.9	13.3	12.5	13.0	14.5
Gasoline, parking, etc.	1.5	1.4	1.8	1.6	2.4
Total Shopping	19.8	22.7	7.4	17.2	20.0
Fashion and clothing	6.5	9.5	1.9	6.2	6.4
Jewelry and watches	5.7	6.3	0.8	4.6	5.3
Cosmetics, perfume	0.5	0.4	0.0	0.2	0.6
Leather goods	1.3	0.4	0.2	0.1	0.2
Hawai'i food products	1.9	1.8	2.0	1.6	2.8
Souvenirs	3.9	4.4	2.5	4.6	4.7
Lodging	26.4	25.2	19.6	17.4	20.8
All other expenses 1/	2.3	5.3	1.0	5.2	7.8

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

CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIPS

LENGTH OF STAY

CRUISE VISITOR DAYS

TOTAL CRUISE PASSENGERS BY MMA

*DAILY SPENDING BY CATEGORY, BY ISLAND,
AND BY MMA*

CRUISE SHIP PASSENGERS IN HAWAI‘I

In addition to the 100,012 visitors who entered Hawai‘i by cruise ships, another 315,955 visitors came by air to board cruise ships touring the islands in 2006. Combined, there were 415,967 cruise visitors in the state, 31.4 percent higher compared to 2005.

Total spending by all cruise visitors (those that came by cruise ships and those who flew to the state to board cruise ships) rose 58.9 percent from 2005 to \$854.6 million.

There were 26 foreign flagged ships that visited the islands 64 times in 2006. These ships combined with the Norwegian Wind, foreign flagged but home-ported for much of the year in Hawai‘i, and the U.S. flagged Hawai‘i home-ported Pride of Aloha, Pride of America and Pride of Hawai‘i, made 216 tours around the islands during 2006. In 2005, there were 24 foreign flagged cruise ships that came to the islands 60 times. These ships combined with the Norwegian Wind, Pride of Aloha and Pride of America made 175 tours carrying 316,546 cruise visitors during 2005.

Statistics in this section were derived from Cruise Visitor Survey. 15 percent of the cruise visitors were selected and responded to the DBEDT survey questionnaire. Statistical procedures were applied to the samples to arrive at the total passenger count reported by the Harbors Division of the Department of Transportation.

Point of Origin and Island Visitation

In total there were 426,194 passengers aboard cruise ships in 2006, 97.6 percent of these passengers were out-of-state visitors while 10,227 were Hawai‘i residents. By the nature of the cruise routes, these passengers went to most of the larger neighbor islands. Nearly all (99.8%) of the cruise passengers visited O‘ahu, 97.8 percent visited Maui, 97.4 percent visited the Big Island and 89.5 percent visited Kaua‘i. In addition to their cruise itinerary, 7,701 passengers visited Lāna‘i while 8,101 visited Moloka‘i.

Visitors from the U.S. East comprised the largest percentage (52.2%), followed by visitors from U.S. West (31.5%), Canada (8.3%), Europe (2.4%) and others (5.6%).

Over half (58.8%) were repeat visitors to the islands, while 41.2 percent came to Hawai‘i for the first time.

The majority (80.9%) of the visitors cruised the islands for leisure, 9.3 percent visited friends and relatives, 4.1 percent were on their honeymoon while 4.2 percent played golf.

Length of Stay and Type of Accommodation

The total average length of stay by cruise visitors in 2006 was 9.75 days in the state. An average of 6.25 days were spent aboard ship touring the islands and 1.08 days were spent on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 2.42 more days in Hawai‘i before their cruise.

Cruise visitors from Canada spent the most time in the islands at 10.80 days. Their average length of cruise was 5.90 days and they also spent 2.06 days on shore after their cruise was over. The average length of stay by European visitors was 8.65 total days, of which 5.62 days were spent on ship and 1.42 days were spent post-cruise. U.S. West cruise visitors spent an average of 11.14 total days in the islands, 6.13 days aboard ship and 1.60 days after cruise. The average length of stay by U.S. East visitors was 9.58 days, 6.42 days of which were spent on ship and .97 of a day spent after the cruise was over.

Many visitors spent extra nights in Hawai'i, either before or after their shipboard cruises. Almost half (48.8%) of the cruise visitors chose to stay in hotels. Other types of lodging used by cruise visitors during their extra nights included condominiums (5.1%), timeshare properties (3.7%) and staying with friends and relatives (2.6%).

Cruise Visitor Expenditures

Cruise visitors in 2006 spent an average of \$211 per person per day (PPPD) statewide. This amount included on shore spending by visitors from all cruise ships, as well as spending on ship for visitors on the U.S. flagged Hawai'i-home ported ships which were considered as Hawai'i businesses.

The statewide figure of \$211 per person also included \$130 per person in visitor spending that was spent on board ship or which cruise package expenditures could not be allocated to a specific expenditure category.

On island spending by cruise visitors on O'ahu was the highest at \$99 per person per day, followed by the Big Island at \$82 per person, Maui at \$76 per person and Kaua'i at \$58 per person.

U.S. East cruise visitors spent the most per day statewide at \$228 per person (included unallocated spending of \$123 per person). By island, visitors from U.S. East spent the most on O'ahu (\$107 per person), followed by Maui (\$89 per person), the Big Island (\$88 per person) and Kaua'i (\$70 per person).

Daily spending by cruise visitors from Canada ranked second at \$173 per person statewide (included unallocated spending of \$73 per person). These visitors spent the most on O'ahu at \$124 per person, followed by Maui at \$82 per person, The Big Island at \$80 per person and Kaua'i at \$74 per person.

Cruise visitors from the U.S. West spent \$168 per person per day statewide (included unallocated spending of \$86 per person). O'ahu received the highest daily spending from this group of visitors at \$83 per person, followed by the Big Island at \$72 per person, Maui at \$58 per person and Kaua'i at \$41 per person.

Visitors from other than the three major markets: U.S. West, U.S. East and Canada, spent \$171 per person per day statewide (included \$44 in unallocated spending per person). On a daily basis, these visitors spent the most on O'ahu (\$169 per person), followed by Maui (\$105 per person), the Big Island (\$101 per person) and Kaua'i (\$68 per person).

TABLE 70: 2005 Cruise Ship Visitors

2005	SHIP ARRIVALS FROM OUT-OF-STATE ^{1/}	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	7	8,298	15,850	15	24,148	6.42	155,010
FEBRUARY	6	6,557	13,700	13	20,257	6.60	133,735
MARCH	6	7,923	16,121	14	24,044	6.47	155,598
APRIL	6	8,962	16,167	14	25,129	7.42	186,363
MAY	7	5,733	16,469	15	22,202	7.19	159,732
JUNE	0	0	14,395	7	14,395	7.44	107,125
JULY	1	377	22,901	12	23,278	7.29	169,675
AUGUST	0	0	24,090	11	24,090	7.68	184,993
SEPTEMBER	4	6,643	22,632	15	29,275	7.49	219,302
OCTOBER	9	14,828	27,276	22	42,105	7.79	327,888
NOVEMBER	7	9,008	22,665	18	31,672	7.53	238,613
DECEMBER	7	9,332	26,617	19	35,950	7.61	273,413
TOTAL	60	77,662	238,884	175	316,546	7.30	2,311,446

1/ Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships: Pride of Aloha and Pride of America.
 The Foreign Flagged ship Norwegian Wind was home ported in Hawai'i for all of 2005 and was also excluded.
 Number of tours, visitors, and visitor days included all ships. Some ships came multiple times.
 Source: DBEDT and Hawai'i State Department of Transportation, Harbors Division.

TABLE 71: 2006 Cruise Ship Visitors

2006	SHIP ARRIVALS FROM OUT-OF-STATE ^{1/}	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	8	13,907	23,857	20	37,764	9.73	367,444
FEBRUARY	6	8,993	20,270	16	29,263	9.99	292,337
MARCH	9	13,707	21,994	20	35,701	9.39	335,232
APRIL	8	13,600	23,167	18	36,767	9.45	347,448
MAY	2	4,542	12,755	8	17,297	9.15	158,268
JUNE	2	1,065	27,208	15	28,273	9.44	266,897
JULY	2	1,310	35,717	18	37,027	9.58	354,719
AUGUST	1	397	27,436	13	27,833	10.47	291,412
SEPTEMBER	7	11,415	26,100	20	37,515	9.46	354,892
OCTOBER	9	14,428	36,501	26	50,929	9.33	475,168
NOVEMBER	4	7,324	27,529	19	34,853	9.85	343,302
DECEMBER	6	9,324	33,421	23	42,745	10.04	429,160
TOTAL	64	100,012	315,955	216	415,967	9.66	4,016,278

1/ Ship arrivals excluded the U.S. Flagged Hawai'i home-ported ships: Pride of Aloha, Pride of America and Pride of Hawai'i.
 Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.
 Source: DBEDT and Hawai'i State Department of Transportation, Harbors Division.

Table 72: 2006 Total Cruise Ship Passengers by MMA

	Visitors	US West	US East	Canada	Europe	Other	Hawai'i Residents	Total Passengers
Total Passengers	415,967	131,156	217,229	34,530	9,873	23,179	10,227	426,194
Island Visitation (Number of Passengers)								
O'ahu	415,295	130,484	217,229	34,530	9,873	23,179	10,227	425,522
Kaua'i	371,376	116,685	194,256	30,878	8,829	20,728	10,227	381,603
Maui County	406,513	127,725	212,635	33,800	9,665	22,689	10,227	416,740
Maui	406,513	127,725	212,635	33,800	9,665	22,689	10,227	416,740
Moloka'i	7,839	3,037	3,558	713	174	359	262	8,101
Lāna'i	7,600	3,170	3,351	511	155	413	101	7,701
Big Island	404,931	127,228	211,808	33,668	9,627	22,600	10,227	415,158
Purpose of Trip (Number of Passengers)								
Honeymoon	17,220	4,546	8,797	1,652	566	1,658	234	17,454
Get Married	3,308	1,090	1,844	193	87	94	27	3,335
Attend Wedding	3,670	1,386	1,777	173	99	234	110	3,780
Convention / Conference	6,230	1,576	3,560	693	78	323	21	6,251
Business	5,952	2,497	2,872	283	45	254	483	6,434
Visit Friends or Relatives	38,772	17,165	17,150	2,501	422	1,533	2,908	41,680
Play Golf	17,618	5,798	9,535	1,345	358	583	418	18,036
Leisure	336,337	101,177	178,621	28,778	8,565	19,196	6,622	342,959
Type of Accomodation Before or After Cruise (Number of Passengers)								
Hotel	203,034	47,584	115,195	20,242	5,178	14,835	346	203,380
Hotel only	180,505	39,127	105,903	17,356	4,603	13,516	166	180,671
Condo	21,151	8,583	8,047	2,987	410	1,124	596	21,746
Condo only	6,706	2,691	2,453	1,056	28	478	465	7,171
Timeshare	15,296	5,530	7,304	1,427	406	628	128	15,424
Timeshare Only	4,392	1,488	2,495	316	22	71	45	4,437
Bed & Breakfast	6,725	2,265	3,270	439	327	424	47	6,772
Bed & Breakfast only	603	275	239	22	44	24	0	603
Friends & relatives	10,959	4,291	4,835	717	475	642	571	11,530
Friends only	4,193	1,784	1,610	231	218	351	295	4,488
Other accomodation	15,640	5,968	7,413	1,228	381	648	3,424	19,063
Other accomodation only	8,353	3,539	3,752	683	115	264	3,190	11,542
Average Length of Stay (days)								
Total Length of Stay in Hawai'i	9.75	11.14	9.58	10.80	8.65	10.17	6.80	9.59
LOS in Hawai'i Before Cruise	2.42	3.41	2.18	2.84	1.62	2.11	0.00	2.27
LOS in Hawai'i During Cruise	6.25	6.13	6.42	5.90	5.62	6.21	6.80	6.26
LOS in Hawai'i After Cruise	1.08	1.60	0.97	2.06	1.42	1.84	0.00	1.06
Type of Visitors								
First Timers	171,462	30,290	112,476	14,798	6,605	9,584	2,524	173,986
Repeat Visitors	244,505	100,866	104,753	19,732	3,268	13,595	7,703	252,208
Total Expenditures								
PPPD (All visitors, \$mil.)	854.6	245.0	474.3	64.6	NA	70.9		
PPPD (On domestic ships, \$)	210.6	167.7	227.9	173.1	NA	220.7		
PPPD (On foreign ships, \$)	270.6	255.8	280.8	257.9	NA	274.4		
PPPD (On foreign ships, \$)	84.7	65.3	90.1	89.6	NA	126.8		

**Table 73: 2006 Cruise Visitor Per Person Per Day Spending:
All Cruise Visitors (in dollars)**

Expenditure Type	Statewide	O'ahu	Maui	Kaua'i	Big Island
Total per person per day spending	210.6	98.5	75.7	57.7	81.6
Lodging	7.8	15.6	6.5	3.8	3.1
Food & beverages	9.3	15.4	8.1	4.3	6.7
Restaurant	5.8	10.1	5.1	2.5	3.9
Dinner shows	1.7	3.4	1.7	0.7	0.7
Groceries/snacks	1.7	1.9	1.3	1.1	2.1
Entertainment and Recreation	4.1	5.8	4.1	2.6	3.2
Shore Tour	19.0	13.7	18.8	20.8	23.7
Total Transportation	7.9	9.4	7.6	5.9	7.8
Inter-island airfare	2.5	2.7	2.2	2.1	2.9
Ground transportation	1.7	2.5	1.7	0.8	1.5
Rental car/moped	3.1	3.5	3.2	2.6	2.7
Other transportation	0.6	0.8	0.5	0.5	0.6
Total Shopping	25.4	29.0	24.0	15.4	28.8
Fashion& clothing	8.6	10.7	7.9	5.8	8.6
Jewelry/watch	7.2	8.5	8.1	4.0	7.2
Cosmetics/perfumes	0.3	0.5	0.2	0.1	0.4
leather goods	0.4	0.4	0.4	0.1	0.4
Hawai'i food products	2.7	2.4	1.4	1.3	5.0
Souvenirs	6.2	6.7	6.0	4.1	7.1
All other spending outside ship	7.6	9.4	6.7	4.9	8.3
Unallocated and on ship spending ^{1/}	129.5				

Per person per day spending includes daily expenditures by all cruise visitors except on-ship spending by visitors on foreign-flagged cruise ships which are not taxable under the State of Hawai'i.

^{1/}Unallocated and on ship spending are cruise package expenditure and on-ship spending for U.S. flagged Hawai'i home-ported ships.

**Table 74: 2006 Cruise Visitor Per Person Per Day Spending:
US West Visitors (in dollars)**

Expenditure Type	Statewide	O'ahu	Maui	Kaua'i	Big Island
Total per person per day spending	167.7	82.7	57.6	41.1	72.2
Lodging	11.2	18.4	3.5	1.8	2.1
Food & beverages	9.3	11.4	6.0	3.4	6.8
Restaurant	5.5	7.4	4.0	2.1	3.7
Dinner shows	1.7	2.4	1.1	0.4	0.7
Groceries/snacks	2.0	1.5	0.9	0.9	2.4
Entertainment and Recreation	3.0	3.9	2.8	2.0	2.8
Shore Tour	18.5	9.6	12.2	14.5	18.1
Total Transportation	9.0	6.6	6.3	4.6	6.1
Inter-island airfare	3.2	1.3	1.0	0.9	1.5
Ground transportation	1.5	1.6	2.3	0.8	1.4
Rental car/moped	2.7	3.1	2.6	2.5	2.6
Other transportation	1.6	0.7	0.4	0.5	0.6
Total Shopping	24.5	24.4	21.9	11.6	28.1
Fashion& clothing	8.7	9.2	7.8	4.4	8.0
Jewelry/watch	7.8	7.5	7.5	2.5	8.0
Cosmetics/perfumes	0.2	0.2	0.1	0.1	0.5
leather goods	0.3	0.4	0.2	0.1	0.5
Hawai'i food products	2.4	2.0	1.4	1.4	4.4
Souvenirs	5.1	5.0	4.9	3.1	6.7
All other spending outside ship	6.5	8.4	5.0	3.2	8.2
Unallocated and on ship spending ^{1/}	85.6				

Per person per day spending includes daily expenditures by all cruise visitors except on-ship spending by visitors on foreign flagged cruise ships which are not taxable under the State of Hawai'i.

^{1/}Unallocated and on ship spending are cruise package expenditure and on-ship spending for U.S. flagged Hawai'i home-ported ships.

**Table 75: 2006 Cruise Visitor Per Person Per Day Spending:
US East Visitors (in dollars)**

Expenditure Type	Statewide	O'ahu	Maui	Kaua'i	Big Island
Total per person per day spending	227.9	107.3	88.9	69.5	88.1
Lodging	17.5	17.8	8.4	5.2	3.6
Food & beverages	11.8	16.1	9.4	4.9	6.4
Restaurant	7.1	10.5	5.8	2.7	3.9
Dinner shows	3.2	3.8	2.3	0.9	0.8
Groceries/snacks	1.6	1.9	1.4	1.3	1.7
Entertainment and Recreation	5.3	6.4	4.2	3.0	4.0
Shore Tour	26.3	18.1	25.7	27.1	29.2
Total Transportation	10.5	11.0	8.1	6.5	8.6
Inter-island airfare	3.8	3.8	2.9	2.6	3.5
Ground transportation	2.0	2.6	1.0	0.6	1.3
Rental car/moped	4.1	3.8	3.5	2.8	3.2
Other transportation	0.6	0.8	0.6	0.5	0.6
Total Shopping	25.9	28.7	26.0	17.7	28.0
Fashion& clothing	7.9	8.4	8.2	6.2	8.2
Jewelry/watch	8.0	9.9	9.4	5.4	6.6
Cosmetics/perfumes	0.2	0.3	0.2	0.1	0.4
leather goods	0.2	0.3	0.2	0.1	0.3
Hawai'i food products	2.7	2.5	1.4	1.1	5.1
Souvenirs	6.7	7.3	6.7	4.7	7.4
All other spending outside ship	7.7	9.3	7.2	5.2	8.1
Unallocated and on ship spending ^{1/}	123.0				

Per person per day spending includes daily expenditures by all cruise visitors except on-ship spending by visitors on foreign flagged cruise ships which are not taxable under the State of Hawai'i.

^{1/}Unallocated and on ship spending are cruise package expenditure and on-ship spending for U.S. flagged Hawai'i home-ported ships.

**Table 76: 2006 Cruise Visitor Per Person Per Day Spending:
Canadian Visitors (in dollars)**

Expenditure Type	Statewide	O'ahu	Maui	Kaua'i	Big Island
Total per person per day spending	173.1	123.5	81.6	73.8	80.4
Lodging	19.2	37.6	12.4	5.0	4.2
Food & beverages	14.1	20.3	8.7	4.0	5.6
Restaurant	9.7	14.8	5.3	2.5	3.5
Dinner shows	2.7	3.0	1.8	0.6	0.6
Groceries/snacks	1.7	2.4	1.6	0.9	1.5
Entertainment and Recreation	4.4	7.2	3.9	3.7	1.7
Shore Tour	17.7	11.8	17.8	21.9	22.5
Total Transportation	11.7	12.7	10.6	8.8	9.4
Inter-island airfare	5.3	3.5	4.2	4.7	5.1
Ground transportation	2.2	3.8	1.0	0.8	1.9
Rental car/moped	3.5	4.1	4.9	2.6	2.1
Other transportation	0.8	1.3	0.6	0.8	0.4
Total Shopping	25.0	24.8	20.6	21.2	30.4
Fashion& clothing	9.2	10.2	6.6	8.7	10.3
Jewelry/watch	5.6	5.0	5.5	5.0	6.7
Cosmetics/perfumes	0.4	0.5	0.4	0.2	0.2
leather goods	0.3	0.4	0.5	0.2	0.1
Hawai'i food products	3.2	2.2	1.5	1.5	6.7
Souvenirs	6.2	6.6	6.0	5.6	6.3
All other spending outside ship	8.0	9.1	7.5	9.2	6.5
Unallocated and on ship spending ^{1/}	72.9				

Per person per day spending includes daily expenditures by all cruise visitors except on-ship spending by visitors on foreign flagged cruise ships which are not taxable under the State of Hawai'i.

^{1/}Unallocated and on ship spending are cruise package expenditure and on-ship spending for U.S. flagged Hawai'i home-ported ships.

**Table 77: 2006 Cruise Visitor Per Person Per Day Spending:
Other Visitors (in dollars)**

Expenditure Type	Statewide	O'ahu	Maui	Kaua'i	Big Island
Total per person per day spending	171.0	168.5	104.7	67.9	100.6
Lodging	20.6	32.3	9.7	8.5	8.2
Food & beverages	18.4	24.9	12.1	5.1	9.0
Restaurant	12.8	14.6	7.5	3.1	5.0
Dinner shows	2.9	7.1	1.5	0.5	1.0
Groceries/snacks	2.7	3.3	3.2	1.4	3.1
Entertainment and Recreation	7.2	10.6	12.0	2.1	2.6
Shore Tour	18.6	13.9	18.3	17.7	24.5
Total Transportation	9.9	11.4	9.4	7.3	9.9
Inter-island airfare	3.3	3.0	3.0	3.0	4.0
Ground transportation	3.4	4.5	3.2	2.3	3.0
Rental car/moped	2.5	3.1	2.7	1.6	2.0
Other transportation	0.7	0.9	0.4	0.5	0.9
Total Shopping	39.4	59.6	30.8	18.4	34.4
Fashion& clothing	17.0	30.1	8.9	8.0	13.2
Jewelry/watch	7.1	10.0	7.9	2.6	5.5
Cosmetics/perfumes	1.3	2.8	0.6	0.1	0.8
leather goods	1.3	1.1	2.2	0.9	1.0
Hawai'i food products	3.6	4.5	1.8	1.5	5.0
Souvenirs	9.1	11.2	9.3	5.3	8.8
All other spending outside ship	12.9	15.8	12.4	8.9	12.0
Unallocated and on ship spending ^{1/}	44.0				

Per person per day spending includes daily expenditures by all cruise visitors except on-ship spending by visitors on foreign flagged cruise ships which are not taxable under the State of Hawai'i.

^{1/}Unallocated and on ship spending are cruise package expenditure and on-ship spending for U.S. flagged Hawai'i home-ported ships.

HOTEL OCCUPANCY AND ROOM RATE

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

STATE

O'AHU

MAUI

KAUA'I

HAWAII (Big Island)

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

TABLE 78: State Hotel Occupancy Rate: 2006 vs. 2005

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2006	2005	Absolute Change	2006	2005	% Change	2006	2005	% Change
JANUARY	80.4	80.6	-0.2	184.08	159.72	15.3	148.03	128.75	15.0
FEBRUARY	87.1	86.0	1.1	191.36	166.27	15.1	166.67	142.98	16.6
MARCH	82.5	84.9	-2.4	188.18	169.97	10.7	155.23	144.27	7.6
APRIL	76.7	75.2	1.5	188.95	158.70	19.1	144.85	119.26	21.5
MAY	75.5	76.8	-1.3	174.90	152.48	14.7	132.09	117.05	12.8
JUNE	82.6	83.2	-0.6	187.20	163.74	14.3	154.65	136.15	13.6
JULY	86.3	88.3	-2.0	201.39	174.89	15.2	173.89	154.44	12.6
AUGUST	83.7	85.9	-2.2	202.11	179.80	12.4	169.24	154.52	9.5
SEPTEMBER	77.1	79.0	-1.9	169.40	156.37	8.3	130.69	123.48	5.8
OCTOBER	75.5	79.5	-4.0	170.06	159.67	6.5	128.33	126.98	1.1
NOVEMBER	74.6	75.9	-1.3	174.79	165.13	5.8	130.41	125.35	4.0
DECEMBER	71.9	76.5	-4.6	209.14	189.98	10.1	150.41	145.36	3.5
TOTAL	79.8	81.2	-1.4	184.81	166.86	10.8	147.41	135.50	8.8

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 79: O'ahu Hotel Occupancy Rate: 2006 vs. 2005

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2006	2005	Absolute Change	2006	2005	% Change	2006	2005	% Change
JANUARY	86.3	84.6	1.7	152.12	133.35	14.1	131.31	112.81	16.4
FEBRUARY	89.8	87.9	1.9	160.01	135.57	18.0	143.77	119.17	20.6
MARCH	84.6	86.5	-1.9	149.94	133.62	12.2	126.86	115.58	9.8
APRIL	78.5	76.5	2.0	153.32	129.59	18.3	120.36	99.14	21.4
MAY	76.0	79.6	-3.6	150.32	131.71	14.1	114.18	104.84	8.9
JUNE	86.8	87.0	-0.2	154.48	135.46	14.0	134.16	117.85	13.8
JULY	91.3	92.7	-1.4	165.05	143.73	14.8	150.73	133.24	13.1
AUGUST	87.1	91.2	-4.1	165.11	151.40	9.1	143.74	138.08	4.1
SEPTEMBER	81.9	86.7	-4.8	148.44	137.20	8.2	121.58	118.95	2.2
OCTOBER	77.0	84.7	-7.7	149.50	139.18	7.4	115.07	117.89	-2.4
NOVEMBER	81.2	80.9	0.3	151.64	143.93	5.4	123.10	116.44	5.7
DECEMBER	76.9	84.4	-7.5	171.77	156.76	9.6	132.01	132.31	-0.2
TOTAL	83.1	85.6	-2.5	155.77	139.68	16.1	129.44	119.57	8.3

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 80: Maui Hotel Occupancy Rate: 2006 vs. 2005

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2006	2005	Absolute Change	2006	2005	% Change	2006	2005	% Change
JANUARY	79.5	78.7	0.8	233.05	202.87	14.9	185.24	159.66	16.0
FEBRUARY	86.1	85.9	0.2	246.87	216.84	13.8	212.61	186.27	14.1
MARCH	83.8	86.2	-2.4	252.93	229.55	10.2	212.01	197.87	7.1
APRIL	80.4	77.4	3.0	243.69	200.60	21.5	195.95	155.26	26.2
MAY	80.0	78.6	1.4	220.67	183.85	20.0	176.46	144.51	22.1
JUNE	81.8	83.8	-2.0	247.72	214.95	15.2	202.63	180.13	12.5
JULY	85.1	84.9	0.2	268.92	235.41	14.2	228.75	199.86	14.5
AUGUST	84.4	81.8	2.6	235.45	234.16	0.6	224.79	191.54	17.4
SEPTEMBER	76.7	75.4	1.3	205.42	192.39	6.8	157.51	145.06	8.6
OCTOBER	77.5	77.0	0.5	205.06	196.21	4.5	159.00	151.08	5.2
NOVEMBER	72.2	73.2	-1.0	219.19	206.57	6.1	158.31	151.21	4.7
DECEMBER	72.1	71.5	0.6	273.84	254.59	7.6	197.40	182.03	8.4
TOTAL	80.0	79.6	0.5	241.08	214.41	12.4	192.86	170.67	13.0

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 81: Kaua'i Hotel Occupancy Rate: 2006 vs. 2005

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2006	2005	Absolute Change	2006	2005	% Change	2006	2005	% Change
JANUARY	69.1	71.7	-2.6	187.95	174.75	7.6	129.95	125.30	3.7
FEBRUARY	80.6	82.4	-1.8	190.95	182.70	4.5	153.95	150.54	2.3
MARCH	73.6	81.4	-7.8	191.31	188.22	1.6	140.89	153.21	-8.0
APRIL	71.1	74.4	-3.3	192.50	173.20	11.1	136.93	128.86	6.3
MAY	74.4	75.3	-0.9	173.35	167.00	3.8	128.99	125.75	2.6
JUNE	78.6	80.2	-1.6	199.17	180.70	10.2	156.50	144.92	8.0
JULY	81.1	88.3	-7.2	203.34	194.76	4.4	164.99	171.97	-4.1
AUGUST	82.2	83.1	-0.9	202.47	197.73	2.4	166.50	164.31	1.3
SEPTEMBER	77.2	74.1	3.1	176.08	176.85	-0.4	135.89	131.05	3.7
OCTOBER	78.3	75.8	2.5	176.18	176.66	-0.3	137.93	133.91	3.0
NOVEMBER	67.5	71.6	-4.1	173.70	177.35	-2.1	117.24	126.98	-7.7
DECEMBER	63.9	59.8	4.1	210.12	204.78	2.6	134.34	122.46	9.7
TOTAL	75.1	76.7	-1.6	188.74	184.10	2.5	141.74	141.20	0.4

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 82: Big Island Hotel Occupancy Rate: 2006 vs. 2005

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2006	2005	Absolute Change	2006	2005	% Change	2006	2005	% Change
JANUARY	77.2	75.3	1.9	185.54	174.84	6.1	143.27	131.65	8.8
FEBRUARY	84.0	81.7	2.3	188.99	177.56	6.4	158.71	145.07	9.4
MARCH	78.1	79.0	-0.9	188.26	182.62	3.1	147.01	144.27	1.9
APRIL	66.3	67.3	-1.0	194.19	175.59	10.6	128.73	118.17	8.9
MAY	67.3	65.1	2.2	177.12	162.10	9.3	119.19	105.53	12.9
JUNE	72.4	71.0	1.4	181.96	165.05	10.2	131.72	117.19	12.4
JULY	77.4	79.5	-2.1	194.34	171.71	13.2	150.38	136.51	10.2
AUGUST	76.5	77.3	-0.8	199.58	181.11	10.2	152.75	140.00	9.1
SEPTEMBER	65.0	62.9	2.1	168.03	155.36	8.2	109.27	97.72	11.8
OCTOBER	66.7	69.2	-2.5	170.29	162.00	5.1	113.65	112.10	1.4
NOVEMBER	62.1	67.0	-4.9	175.93	164.49	7.0	109.26	110.21	-0.9
DECEMBER	63.0	69.6	-6.6	225.99	202.00	11.9	142.29	140.59	1.2
TOTAL	71.1	72.2	-1.1	189.35	173.67	9.0	134.63	125.39	7.4

Source: Smith Travel Research, Hospitality Advisors LLC

VISITOR PLANT INVENTORY

EXISTING INVENTORY

CLASS OF UNITS

AVAILABLE UNITS

Please refer to the *2006 Visitor Plant Inventory Report* posted on the DBEDT website: www.hawaii.gov/dbedt/info/visitor-stats/visitor-plant/ for a more detailed analysis of Hawaii's visitor accommodations in 2006.



TABLE 83: 2006 Visitor Plant Inventory – Existing Inventory by Island by Type

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	UNIT CHANGE FROM 2005	% CHANGE FROM 2005
O'AHU	APARTMENT/ HOTEL	11	300	-6	-2.0%
	BED & BREAKFAST	25	50	-3	-5.7%
	CONDOMINIUM HOTEL	32	4,728	946	25.0%
	HOSTEL	7	244	-5	-2.0%
	HOTEL	67	26,261	-1,454	-5.2%
	INDIVIDUAL VACATION UNIT	56	308	-8	-2.5%
	TIMESHARE	6	1,655	226	15.8%
	OTHER	9	462	-28	-5.7%
TOTAL		213	34,008	-332	-1.0%
HAWAII	APARTMENT/ HOTEL	1	1	0	0.0%
	BED & BREAKFAST	87	327	-26	-7.4%
	CONDOMINIUM HOTEL	27	1,621	159	10.9%
	HOSTEL	2	21	0	0.0%
	HOTEL	27	6,967	-10	-0.1%
	INDIVIDUAL VACATION UNIT	92	585	-171	-22.6%
	TIMESHARE	12	1,516	0	0.0%
	OTHER	13	209	20	10.6%
TOTAL		261	11,247	-28	-0.2%
KAUAI	APARTMENT/ HOTEL	3	8	0	0.0%
	BED & BREAKFAST	34	93	-4	-4.1%
	CONDOMINIUM HOTEL	53	2,797	562	25.1%
	HOSTEL	1	40	0	0.0%
	HOTEL	14	2,311	-581	-20.1%
	INDIVIDUAL VACATION UNIT	289	596	-167	-21.9%
	TIMESHARE	11	2,126	11	0.5%
	OTHER	16	31	-40	-56.3%
TOTAL		421	8,002	-219	-2.7%
MAUI	APARTMENT/ HOTEL	5	37	-8	-17.8%
	BED & BREAKFAST	30	122	6	5.2%
	CONDOMINIUM HOTEL	114	7,830	321	4.3%
	HOSTEL	3	37	0	0.0%
	HOTEL	27	7,595	-379	-4.8%
	INDIVIDUAL VACATION UNIT	71	495	-75	-13.2%
	TIMESHARE	16	1,959	107	5.8%
	OTHER	15	366	0	0.0%
TOTAL		281	18,441	-28	-0.2%
MOLOKA'I	BED & BREAKFAST	2	3	0	0.0%
	CONDOMINIUM HOTEL	6	259	0	0.0%
	HOTEL	3	141	0	0.0%
	INDIVIDUAL VACATION UNIT	22	29	-1	-3.3%
	TIMESHARE	0	15	0	0.0%
	OTHER	1	4	0	0.0%
TOTAL		34	451	-1	-0.2%
LĀNA'I	APARTMENT/ HOTEL	1	1	0	0.0%
	BED & BREAKFAST	1	3	0	0.0%
	HOTEL	3	362	0	0.0%
	INDIVIDUAL VACATION UNIT	1	1	-2	-66.7%
TOTAL		6	367	-2	-0.5%
STATEWIDE	APARTMENT/ HOTEL	21	347	-14	-3.9%
	BED & BREAKFAST	179	598	-27	-4.3%
	CONDOMINIUM HOTEL	232	17,235	1,988	13.0%
	HOSTEL	13	342	-5	-1.4%
	HOTEL	141	43,637	-2,424	-5.3%
	INDIVIDUAL VACATION UNIT	531	2,014	-424	-17.4%
	TIMESHARE	45	7,271	344	5.0%
	OTHER	54	1,072	-48	-4.3%
STATE TOTAL		1,216	72,516	-610	-0.8%

Source: DBEDT

TABLE 84: 2006 Visitor Plant Inventory – Class of Units by County

ISLAND	CLASS	PROPERTIES RESPONDED IN	PERCENT OF TOTAL UNITS		CHANGE FROM
		2006 ^{1/}	2006 ^{1/}	2005 ^{2/}	2005
O'AHU	BUDGET (UP TO \$100)		10.9%	11.3%	-0.4%
	STANDARD (\$101 TO \$250)		45.0%	45.0%	0.0%
	DELUXE (\$251 TO \$500)		37.8%	37.4%	0.4%
	LUXURY (OVER \$500/NIGHT)		6.2%	6.3%	-0.1%
	TOTAL	205	100%	100%	
HAWAI'I	BUDGET (UP TO \$100)		17.8%	18.5%	-0.7%
	STANDARD (\$101 TO \$250)		32.6%	34.3%	-1.8%
	DELUXE (\$251 TO \$500)		38.1%	35.3%	2.7%
	LUXURY (OVER \$500/NIGHT)		11.6%	11.8%	-0.2%
	TOTAL	257	100%	100%	
KAUAI'	BUDGET (UP TO \$100)		10.1%	10.4%	-0.3%
	STANDARD (\$101 TO \$250)		46.0%	46.4%	-0.3%
	DELUXE (\$251 TO \$500)		34.2%	33.0%	1.2%
	LUXURY (OVER \$500/NIGHT)		9.7%	10.2%	-0.5%
	TOTAL	416	100%	100%	
MAUI	BUDGET (UP TO \$100)		12.0%	11.8%	0.2%
	STANDARD (\$101 TO \$250)		31.3%	33.1%	-1.8%
	DELUXE (\$251 TO \$500)		36.7%	38.2%	-1.5%
	LUXURY (OVER \$500/NIGHT)		20.0%	16.9%	3.1%
	TOTAL	271	100%	100%	
MOLOKA'I	BUDGET (UP TO \$100)		51.2%	50.0%	1.2%
	STANDARD (\$101 TO \$250)		32.4%	34.0%	-1.6%
	DELUXE (\$251 TO \$500)		16.3%	15.8%	0.5%
	LUXURY (OVER \$500/NIGHT)		0.0%	0.2%	-0.2%
	TOTAL	32	100%	100%	
LĀNA'I	BUDGET (UP TO \$100)		0.8%	1.7%	-0.9%
	STANDARD (\$101 TO \$250)		3.5%	3.2%	0.3%
	DELUXE (\$251 TO \$500)		43.6%	43.3%	0.3%
	LUXURY (OVER \$500/NIGHT)		52.0%	51.8%	0.3%
	TOTAL	6	100%	100%	
STATE TOTAL		1,187			

^{1/} Based on 1,187 properties comprising of 70,913 units (97.8% of the total 72,516 units in 2006) for which information on the class units was available. Because class units was reported in terms of percentages, sums may not total due to rounding error.

^{2/} Based on 1,212 properties comprising of 69,419 units (94.9% of the total 73,126 units in 2005) for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total due to rounding error.

TABLE 85: 1965-2006 Visitor Plant Inventory – Available Units by County

YEAR	STATE TOTAL	O'AHU		HAWAI'I COUNTY		KAUA'I COUNTY		MAUI COUNTY	
		UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE
1965	12,903	10,031	77.7	865	6.7	776	6.0	1,231	9.5
1966	14,827	11,083	74.7	1,387	9.4	860	5.8	1,497	10.1
1967	17,217	12,598	73.2	1,790	10.4	1,115	6.5	1,714	10.0
1968	18,657	13,166	70.6	2,188	11.7	1,260	6.8	2,043	11.0
1969	22,801	15,992	70.1	2,480	10.9	1,914	8.4	2,415	10.6
1970	26,923	18,449	68.5	3,166	11.8	2,565	9.5	2,743	10.2
1971	32,289	22,531	69.8	3,435	10.6	2,628	8.1	3,695	11.4
1972	35,797	24,742	69.1	4,241	11.8	2,719	7.6	4,095	11.4
1973	36,608	25,108	68.6	4,796	13.1	2,629	7.2	4,075	11.1
1974	38,675	25,365	65.6	5,234	13.5	2,868	7.4	5,208	13.5
1975	39,632	25,352	64.0	5,348	13.5	3,102	7.8	5,830	14.7
1976	42,648	25,851	60.6	6,045	14.2	3,520	8.3	7,232	17.0
1977	44,986	27,363	60.8	5,929	13.2	3,657	8.1	8,037	17.9
1978	47,070	28,546	60.6	6,002	12.8	3,786	8.0	8,736	18.6
1979	49,832	30,065	60.3	6,093	12.2	4,202	8.4	9,472	19.0
1980	54,246	34,334	63.3	5,889	10.9	4,322	8.0	9,701	17.9
1981	56,769	33,967	59.8	6,705	11.8	4,738	8.3	11,359	20.0
1982	57,968	33,492	57.8	7,167	12.4	5,147	8.9	12,162	21.0
1983	58,765	34,354	58.5	7,469	12.7	4,193	7.1	12,749	21.7
1984	62,448	36,848	59.0	7,149	11.4	5,313	8.5	13,138	21.0
1985	65,919	38,600	58.6	7,511	11.4	5,656	8.6	14,152	21.5
1986	66,308	39,010	58.8	7,280	11.0	5,922	8.9	14,096	21.3
1987	65,318	38,185	58.5	7,328	11.2	5,956	9.1	13,849	21.2
1988	69,012	37,841	54.8	8,823	12.8	7,180	10.4	15,168	22.0
1989	67,734	36,467	53.8	8,161	12.0	7,398	10.9	15,708	23.2
1990	71,266	36,899	51.8	8,952	12.6	7,546	10.6	17,869	25.1
1991	72,275	36,623	50.7	9,383	13.0	7,567	10.5	18,702	25.9
1992	73,089	36,851	50.4	9,170	12.5	7,778	10.6	19,290	26.4
1993	69,502	36,604	52.7	9,140	13.2	4,631	6.7	19,127	27.5
1994	70,463	36,194	51.4	9,595	13.6	5,870	8.3	18,804	26.7
1995 ^{1/}	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	36,146	51.4	9,558	13.6	6,760	9.6	17,824	25.4
1997	71,025	35,971	50.6	9,913	14.0	6,589	9.3	18,552	26.1
1998	71,480	36,206	50.7	9,655	13.5	6,969	9.7	18,650	26.1
1999	71,157	35,861	50.4	9,815	13.8	6,872	9.7	18,609	26.2
2000	71,506	36,303	50.8	9,774	13.7	7,159	10.1	18,270	25.6
2001	72,204	36,824	51.0	9,944	13.8	7,202	10.0	18,234	25.3
2002	70,783	36,457	51.5	9,297	13.1	7,037	9.9	17,992	25.4
2003	70,742	35,664	50.4	9,478	13.4	7,257	10.3	18,343	25.9
2004	72,614	35,987	49.6	10,037	13.8	8,105	11.2	18,485	25.5
2005 ^{2/}	73,126	34,340	47.0	11,275	15.4	8,221	11.2	19,290	26.4
2006	72,516	34,008	46.9	11,247	15.5	8,002	11.0	19,259	26.6

NA: Not available.

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

^{2/} In researching the 2006 VPI Report, additional information was discovered that warranted changes to the 2005 visitor accommodations inventory database.

Source: DBEDT and Hawai'i Visitors & Convention Bureau

**TOTAL AIR SEATS OPERATED TO
HAWAI'I**

TOTAL AIR SEATS

DOMESTIC AIR SEATS

INTERNATIONAL AIR SEATS



TABLE 86: Total Air Seats Operated To Hawai'i

	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LĪHU'E	
	2006	%Chge	2006	%Chge	2006	%Chge	2006	%Chge	2006	%Chge	2006	%Chge
TOTAL SEATS	10,593,096	2.8%	7,440,409	0.0%	1,993,762	5.4%	680,932	9.1%	42,175	NA	435,818	22.3%
Scheduled Seats	10,360,886	3.4%	7,285,179	0.8%	1,954,782	5.5%	661,932	9.4%	42,175	NA	416,818	24.0%
Charter seats	232,210	-18.0%	155,230	-24.4%	38,980	-0.4%	19,000	0.0%			19,000	-3.8%

TABLE 87: Domestic Air Seats Operated To Hawai'i

	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LĪHU'E	
	2006	%Chge	2006	%Chge	2006	%Chge	2006	%Chge	2006	%Chge	2006	%Chge
DOMESTIC SEATS	7,727,664	5.3%	4,768,537	2.0%	1,890,534	3.9%	590,600	21.7%	42,175	NA	435,818	22.3%
Scheduled Seats	7,566,024	5.5%	4,683,877	2.1%	1,851,554	4.0%	571,600	22.6%	42,175	NA	416,818	24.0%
Charter seats	161,640	-0.9%	84,660	-0.7%	38,980	-0.4%	19,000	0.0%			19,000	-3.8%
US West	6,323,008	9.8%	3,710,611	6.1%	1,581,804	8.5%	571,600	22.6%	42,175	NA	416,818	24.0%
Anchorage	12,544	-20.0%			12,544	-20.0%						
...Denver	94,917	0.6%	85,453	1.7%			9,464	-8.5%				
...Las Vegas	303,184	44.9%	253,376	21.1%	49,684	NA	124	NA				
...Los Angeles	2,340,494	0.7%	1,310,132	-2.5%	553,026	4.8%	249,550	0.4%			227,786	11.4%
...Oakland	285,731	58.8%	131,236	124.7%	91,860	11.8%	20,460	-40.8%	42,175	NA		
...Ontario	43,400	NA	43,400	NA								
...Orange County	136,028	-20.4%	45,508	-27.8%	45,260	-27.9%	45,260	0.0%				
...Phoenix	513,067	144.2%	273,095	83.9%	144,719	134.8%	47,443	NA			47,810	NA
...Portland	231,448	11.4%	178,120	5.4%	53,328	38.1%						
...Sacramento	147,692	11.8%	102,432	17.6%	45,260	0.6%						
...Salt Lake City	257,640	44.0%	104,025	-0.5%	94,050	34.1%	59,565	1293.3%				
...San Diego	199,580	17.4%	100,728	-3.6%	98,852	50.9%						
...San Francisco	1,246,511	-11.8%	718,246	-12.9%	247,309	-26.9%	139,734	13.5%			141,222	11.3%
...San Jose	96,096	39.7%	96,096	54.4%								
...Seattle	414,676	12.7%	268,764	14.1%	145,912	10.3%						
US East	1,243,016	-12.2%	973,266	-11.0%	269,750	-16.2%						
...Atlanta	221,415	4.6%	187,989	-10.1%	33,426	1265.4%						
...Chicago	322,003	-12.8%	176,114	-9.3%	145,889	-16.6%						
...Cincinnati	81,795	-21.8%	81,795	-21.8%								
...Dallas	236,196	0.0%	157,537	-1.1%	78,659	2.1%						
...Houston	195,527	-21.4%	183,751	1.5%	11,776	-82.6%						
...Minneapolis	99,360	-37.3%	99,360	-37.3%								
...Newark	86,720	1.2%	86,720	1.2%								

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

TABLE 88: International Air Seats To Hawai'i

	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LĪHU'E	
	2006	%Chge	2006	%Chge	2006	%Chge	2006	%Chge	2006	%Chge	2006	%Chge
INTERNATIONAL SEATS	2,865,432	-3.6%	2,671,872	-3.2%	103,228	42.0%	90,332	-34.9%				
Scheduled Seats	2,794,862	-2.0%	2,601,302	-1.5%	103,228	42.0%	90,332	-34.9%				
Charter seats	70,570	-41.2%	70,570	-41.2%								
Japan	1,816,797	-7.8%	1,730,837	-5.7%			85,960	-36.0%				
...Nagoya	234,779	0.4%	234,779	0.4%								
...Osaka	370,130	-15.2%	370,130	-15.2%								
...Tokyo-NRT	1,211,888	-0.9%	1,125,928	3.4%			85,960	-36.0%				
Canada	369,886	23.0%	262,286	17.3%	103,228	42.0%	4,372	-0.6%				
...Abbotsford	855	45.4%	855	45.4%								
...Calgary	20,691	779.7%	8,892	548.1%	11,799	1104.0%						
...Edmonton	513	NA			513	NA						
...Kelowna	4,275	627.0%	4,275	627.0%								
...Vancouver	340,132	16.0%	244,844	12.8%	90,916	26.8%	4,372	-0.6%				
...Victoria	3,420	-3.5%	3,420	-3.5%								
Other Asia	130,320	2.8%	130,320	2.8%								
...Seoul	72,005	5.3%	72,005	5.3%								
...Taipei	58,315	-0.1%	58,315	-0.1%								
Oceania	244,173	7.4%	244,173	7.4%								
...Auckland	34,791	9.3%	34,791	9.3%								
...Sydney	209,382	7.1%	209,382	7.1%								
Other	233,686	3.0%	233,686	3.0%								
...Christmas	6,594	352.9%	6,594	352.9%								
...Guam	91,256	-3.1%	91,256	-3.1%								
...Kwajalein	7,350	1533.3%	7,350	1533.3%								
...Majuro	25,200	-3.3%	25,200	-3.3%								
...Manila	41,184	-0.6%	41,184	-0.6%								
...Nadi	16,958	1.8%	16,958	1.8%								
...Pago Pago	31,152	18.6%	31,152	18.6%								
...Papeete	13,992	9.9%	13,992	9.9%								

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

APPENDIX A

DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

TECHNICAL NOTES, DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

DEFINITIONS

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

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

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

Cruise Ships, Foreign Flagged: These ships were not considered Hawai'i businesses and therefore on ship spending were not included in the reported visitor expenditures. The Norwegian Wind was included in this category even if it was home-ported in Hawai'i for part of 2006.

Cruise Ships, U.S. Flagged: In 2006, the Pride of Aloha, Pride of America and Pride of Hawai'i. These ships were home-ported in Hawai'i and are considered Hawai'i businesses. Therefore, visitor expenditures for these ships included both on ship and on-shore spending.

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

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

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

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

Per Person Per Day (PPPD) Expenditures, by Island: 2003 to 2005, the denominator was air and cruise visitor days by island. In 2006, the denominator was visitor days by island but air only.

Expenditures, Cruise Visitor: Expenditures by visitors onboard Foreign flagged and U.S. flagged cruise ships. Expenditures by visitors onboard U.S. flagged cruise ships included spending on ships because U.S. flagged cruise ships were considered Hawai'i businesses. Expenditures by visitors onboard Foreign flagged cruise ships only include on island expenditures.

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.

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

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

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

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

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

MC&I (Net): Visitors whose reasons for traveling are for meetings, conventions, or incentives, or any combination of these reasons. 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.

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

Pleasure (Net): Visitors whose reasons for traveling were for vacation, honeymoon, or to get married, or any combination of these reasons. If a visitor 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.

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

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

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

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

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

SOURCES OF DATA

The data in this report came from the following sources:

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

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

Summary of International Travel to the United States report: The International Visitor Arrivals Program provides the U.S. government and the public with the official U.S. monthly and final overseas visitor arrivals to the U.S. based on using the INS I-94 form data, which all U.S. non-citizens must complete to enter the United States. U.S. Tourism Industries (II) manages the program. The monthly reports provide counts of international visitors to Hawai'i by their country of residence. The reports also identify those simply passing through Hawai'i (in-transit). Canadian and U.S residents are not included in these counts.

Bureau of Customs & Border Protection, Honolulu: Monthly reports from the Bureau of Customs & Border Protection Honolulu office provide counts of Canadian visitors, U.S. permanent residents and U.S. citizens coming on flights from international cities. These reports do not give the U.S. citizens state of residence.

U.S. Customs Declaration Forms: A 10 day sample each month is systematically selected from all Customs Declaration Forms to determine the number of returning Hawai'i residents on international flights. The forms are also used to determine the state of residence of those living on the U.S. mainland, visiting Hawai'i after their international trip. This survey does not collect names, addresses or other personally identifying information.

International Intercept Survey: 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 2006, a total of 63,841 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provides information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip, and demographic data. The survey also collects information on state-wide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription.

Domestic Survey: The domestic survey form is on the reverse side of the Hawai'i State Department of Agriculture's mandatory Plants and Animals declaration form. The dual-sided form is distributed to passengers on all flights from the U.S. mainland to Hawai'i every day of the year. In 2006, there were 2,898,072 usable forms collected and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provides information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip, and demographic data. The characteristics of respondents were attributed to non-respondents using ascription.

Island Visitor Survey: Surveys are conducted at departure area of the airports on all the islands. In 2006, 22,258 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 11,050 completed forms received from Maui, 715 forms from Moloka'i, 411 forms from Lāna'i, 6,500 forms from Kaua'i, 1,623 forms from Hilo, and 5,097 forms from Kona. The Island Visitor Survey provides island by island specific information such as purpose of trip, accommodation, length of stay, and expenditures.

Cruise Visitor Survey: The cruise visitor survey forms are distributed to the cabins on the ships, collecting information specific to cruise visitors, including purpose of trip, island visitation, and spending by island. The questionnaire used on foreign flagged ships does not include on ship spending. In 2006, a total of 35,370 completed forms were processed for cruise visitor information.

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.

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 other harbors based on this information. The DBEDT figures specifically look at the number of passengers arriving in the state on cruise ships. Visitors flying to Hawai'i and then boarding the cruise vessel are captured in the surveys of air passengers.

Visitor Plant Inventory survey: (refer to DBEDT's *2006 Visitor Plant Inventory Report*)

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

APPENDIX B

SURVEY FORMS (English version)

DOMESTIC IN-FLIGHT SURVEY FORM


INTERNATIONAL INTERCEPT SURVEY FORM

NEIGHBOR ISLAND SURVEY FORM

CRUISE VISITOR SURVEY FORM



DOMESTIC IN-FLIGHT SURVEY FORM



STATE OF HAWAII

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

Aloha! On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawai'i experience remains the best it can be. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

TO BE COMPLETED BY: Returning Hawai'i residents, those moving to Hawai'i, frequent or repeat visitors to Hawai'i and our first time visitors alike. (PLEASE ANSWER BY COMPLETELY FILLING THE APPROPRIATE OVAL AND BOXES IN BLUE OR BLACK PEN.) ●

(Fill out one form per party/family)

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

1 2 3 4 5 6 7 8 9 10 >10

○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○ ○

2. I am a:

Visitor to Hawai'i.

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

Returning Hawai'i resident.

Number of nights away from Hawai'i.

[] [] [] NIGHTS
(ANSWER QUESTIONS 10 TO 14 ONLY.)

3. This trip to Hawai'i is my:

1st 5th

2nd 6 to 10th

3rd More than 10th

4th

4. Altogether, I/we will be in the Hawaiian Islands for:

A few hours only. (STOP HERE)

One night or more.

[] [] [] NIGHTS
(CONTINUE TO QUESTION 5.)

5. Please mark the places you plan to visit and the number of nights you plan to stay at that place (Write 0 if day-only trip).

Plan to visit	# of nights
<input type="radio"/> O'ahu <small>(Includes Waikiki and Honolulu)</small>	[] [] []
<input type="radio"/> Maui	[] [] []
<input type="radio"/> Moloka'i	[] [] []
<input type="radio"/> Lana'i	[] [] []
<input type="radio"/> Kona <small>(Big Island of Hawai'i)</small>	[] [] []
<input type="radio"/> Hilo <small>(Big Island of Hawai'i)</small>	[] [] []
<input type="radio"/> Kaua'i	[] [] []

6. [Answer if you plan to visit O'ahu, otherwise skip to Q.7]

Are you or any member of your party planning on attending any events at the Hawaii Convention Center?

Yes No

7. On this trip, I am a member of an organized tour group:

Yes No

8. I am on a pre-paid package trip that includes at least airfare and lodging:

Yes No

9. Where will you stay while in Hawai'i? (mark all that apply)

Hotel Cruise Ship

Condominium Friends or Relatives

Rental House Hostel

Timeshare Unit Camp Site, Beach

Bed & Breakfast Other (please specify): _____

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

Honeymoon Other Business

To Get Married Visiting Friends or Relatives

Pleasure/Vacation Government or Military Business

Convention/Conference To Attend School

Corporate Meeting Sports Event

Incentive Trip Other (please specify): _____

11. What is your age: [] []

12. What is your gender:

Male Female

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

Age	# Males	# Females
12 yrs. or under	[] []	[] []
13 to 17 yrs.	[] []	[] []
18 to 24 yrs.	[] []	[] []
25 to 40 yrs.	[] []	[] []
41 to 59 yrs.	[] []	[] []
60 or more	[] []	[] []
TOTAL	[] []	[] []

14. I am a resident of:

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

[] [] [] [] [] []

1

2

3

4

5

6

7

8

9

0

Canada (provide postal code below)

[] [] [] - [] [] []

Japan

[] [] [] - [] [] [] []

Argentina

Australia

Brazil

China

France

Germany

Hong Kong

Italy

Korea

Mexico

New Zealand

Philippines

Singapore

Switzerland

Taiwan


United Kingdom

Other (please specify) _____

DOA/DBEDT Form Rev. 01-14-2005 Printed in U.S.A.

● ● ● ● ● **Mahalo (thank you) and Aloha!**

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

61618 

DOMESTIC IN-FLIGHT SURVEY FORM

SPANISH Debe completar esta formulario antes de descender del avión. Si no le es posible leerlo en Inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.
 TAGALOG Ang pormularyong Ito ay dapat sagutin bago mag-"landing" ang eroplano. Kung hindi niyo nabasa ang pormularyong Ito, mangyari po lamang na humiling sa "Flight attendant" na itaag pormularyo sa wikang tagalog.
 JAPANESE 降機なさる前にこの用紙を必ず記入し終えて下さい。この用紙が読めない場合は、乗務員に日本語の用紙を貰って下さい。
 KOREAN 착륙하기전에 이 양식에 반드시 기입하셔야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.
 CHINESE 請在下機前填寫完畢這份表格。如果看不懂此表，請向空中服務員索取一份中文表格。



STATE OF HAWAII Department of Agriculture

PLANTS AND ANIMALS DECLARATION FORM MANDATORY DECLARATION FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS



ALOHA and Welcome to Hawai'i. Many plants and animals from elsewhere in the world can be harmful to our unique environment, agriculture, and communities. Please help to protect Hawai'i by not bringing harmful pests into our state.

YOU ARE REQUIRED BY STATE LAW TO FILL OUT THIS AGRICULTURAL DECLARATION FORM. Any person who defaces this declaration form, gives false information, or fails to declare, prohibited or restricted articles in their possession, including baggage, or fails to declare these items on cargo manifests is in violation of Chapter 150A, Hawaii Revised Statutes, and may be guilty of a misdemeanor punishable, in certain instances, by a maximum penalty of \$25,000 and/or up to one year imprisonment. Intentionally smuggling a snake or other prohibited or restricted article into Hawaii is, in certain circumstances, a Class C felony punishable by a maximum penalty of \$200,000 and/or up to five years imprisonment.

One adult member of a family may complete this declaration for other family members.

- A) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:
- | | |
|---|--|
| <input type="checkbox"/> Fresh Fruit & Vegetables | <input type="checkbox"/> Soil, Growing Media, Sand, etc. |
| <input type="checkbox"/> Cut Flowers & Foliage | <input type="checkbox"/> Live Seafood (lobsters, clams, oysters, etc.) |
| <input type="checkbox"/> Rooted Plants & Plant Cuttings, or Algae | <input type="checkbox"/> Cultures of Bacteria, Fungi, Viruses, or Protozoa |
| <input type="checkbox"/> Raw or Propagative Seeds or Bulbs | <input type="checkbox"/> Insects, Live Fishes, Amphibians, etc. |

Please submit all of the above-marked items in your possession and/or baggage for inspection to a Hawai'i Plant Quarantine Inspector in the baggage claims area. The cargo agent will submit cargo for inspection on your behalf.

- B) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:
- | | |
|--------------------------------|--|
| <input type="checkbox"/> Dogs | <input type="checkbox"/> Reptiles (Turtles, Lizards, Snakes, etc.) |
| <input type="checkbox"/> Cats | <input type="checkbox"/> Other Animals |
| <input type="checkbox"/> Birds | |

If you are traveling with any LIVE ANIMALS, you must NOTIFY A CABIN ATTENDANT PRIOR TO DEPLANING. All live animals must be turned in to the Honolulu Airport Animal Quarantine Holding Facility by the transportation carrier, not the passenger, upon arrival.

NONE OF THE ABOVE

PLEASE LIST THE SPECIFIC TYPES/NAMES OF THE ITEMS MARKED ABOVE.
(Items meeting State requirements will be inspected and released.)

1 _____ 3 _____
2 _____ 4 _____

Origin (State or Country) of above items _____

Full Name (Print) _____
Home Address _____
City _____ State _____ Zip _____
Hawai'i Address or Name of Hotel/Lodging _____
Island _____ Phone No. _____ - _____ - _____ No. in Party _____
Name of Airline/Ship _____ Flight No. _____ Date of Arrival _____ / _____ / _____

Signature _____ Date _____ 61618

INTERNATIONAL INTERCEPT SURVEY FORM



Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawai'i experience remains the best it can be. Please mark each box or print 12 clearly.

Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance, **Mahalo.**

[Fill out one form per family/party]

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

1 2 3 4 5 6 7 8 9 10 11 or more

2. I am a:

Visitor to Hawai'i **[CONTINUE TO QUESTION 3]**

Hawai'i resident, to be away for

Night(s) **[ANSWER QUESTIONS 9 - 13 ONLY]**

3. Altogether I was in the Hawaiian Islands for:

A few hours only **[STOP HERE]**

Night(s) **[CONTINUE TO QUESTION 4]**

4. This trip to Hawai'i was my:

- 1st time 5th
 2nd 6th to 10th
 3rd more than 10 times
 4th

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

Yes No

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

Yes No

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

	Visited	Number of Nights Stayed (write "0" if day-only trip)
O'ahu	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Maui	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Moloka'i	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Lana'i	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Kona-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Hilo-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Kauai	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)

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

- Hotel
 Condominium
 Rental House
 Timeshare Unit
 Bed & Breakfast
 Cruise Ship
 Friends or Relatives
 Hostel
 Camp site, Beach
 Other (please specify) _____

8a. The name of hotel/condominium you stayed at while in Hawai'i:

9. The primary reason for this trip was: [RESIDENTS - CHECK PURPOSE OF THIS TRIP]

- Honeymoon
 To get married
 Pleasure/Vacation
 Convention/Conference
 Corporate meeting
 Incentive trip
 Other business
 Visiting friends or relatives
 Government or military business
 To attend school
 Sports events
 Other (please specify) _____

10. What is your age?

- 12 yrs or under 25 to 40 yrs
 13 to 17 yrs 41 to 59 yrs
 18 to 24 yrs 60 yrs or more

11. What is your gender?

Male Female

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

	Number of Males	Number of Females
12 years or under	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
13 to 17 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18 to 24 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
25 to 40 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
41 to 59 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
60 or more years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
TOTAL:	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

13. I am a resident of:

- U.S.A. zip code
 Argentina Japan
 Australia Korea
 Brazil Mexico
 Canada New Zealand
 China Philippines
 France Singapore
 Germany Switzerland
 Hong Kong Taiwan
 Italy United Kingdom
 Other _____

YOUR NAME: _____

HOME ADDRESS: _____

for internal purposes only

DEPARTING HAWAII Day Month Year
 / /

Name of Airline Flight No. _____

ARRIVAL IN HAWAII Day Month Year
 / /

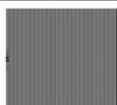
Name of Airline _____ Flight No. _____

INTERNATIONAL INTERCEPT SURVEY FORM

<p>14. On this trip, I first arrived at:</p> <p><input type="checkbox"/> Honolulu International Airport</p> <p><input type="checkbox"/> Kona International Airport</p> <p><input type="checkbox"/> Maui Airport</p> <p><input type="checkbox"/> Kauai Airport</p> <p><input type="checkbox"/> Other (please specify) _____</p> <p>15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p>16. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 16a-16e.</p> <p>IF NOT, please skip to Question 16.</p> <p>a. How much did the package trip cost? (please specify currency)</p> <p>_____, _____ <input type="checkbox"/> US \$ <input type="checkbox"/> name of currency: _____</p> <p>b. What did the package trip include? (Check all that apply)</p> <p><input type="checkbox"/> Airfare (to and from Hawai'i)</p> <p><input type="checkbox"/> Breakfast</p> <p><input type="checkbox"/> Airfare (inter island)</p> <p><input type="checkbox"/> Lunch/Dinner</p> <p><input type="checkbox"/> Rental Car</p> <p><input type="checkbox"/> Tours/attractions</p> <p><input type="checkbox"/> Lodging (hotel, condo, etc.)</p> <p><input type="checkbox"/> Trip to another state/country</p> <p><input type="checkbox"/> Other (please specify) _____</p> <p style="text-align: right;">_____ night(s)</p> <p>c. Name of the package: _____</p> <p>d. Number of nights in Hawai'i covered by it: _____</p> <p>e. Number of people covered by amount: _____ persons</p> <p>17. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)? (please specify currency)</p> <p>_____, _____ <input type="checkbox"/> US \$ <input type="checkbox"/> name of currency: _____</p> <p>(for internal purposes only)</p> <p>_____</p>	<p>18. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.)</p> <p>How many people are you reporting for? _____ persons (specify total number of people)</p> <p>18a. Lodging (hotel, condo, B&B, hostel, etc., including tips)-----US\$ _____, _____</p> <p>18b. Total food and beverage-----US\$ _____, _____</p> <p style="padding-left: 20px;">In restaurants, bars and other eating places __ US\$ _____, _____</p> <p style="padding-left: 20px;">Dinner shows/dinner cruises __ US\$ _____, _____</p> <p style="padding-left: 20px;">Groceries/snacks-----US\$ _____, _____</p> <p>18c. Total Entertainment-----US\$ _____, _____</p> <p style="padding-left: 20px;">Attractions/entertainment-----US\$ _____, _____</p> <p style="padding-left: 20px;">Recreation (golf, tennis, snorkling, etc.)-----US\$ _____, _____</p> <p style="padding-left: 20px;">Other activities & tours-----US\$ _____, _____</p> <p>18d. Total Transportation-----US\$ _____, _____</p> <p style="padding-left: 20px;">Inter island airfare-----US\$ _____, _____</p> <p style="padding-left: 20px;">Bus, taxi, trolley, etc.-----US\$ _____, _____</p> <p style="padding-left: 20px;">Rental car/mopeds-----US\$ _____, _____</p> <p style="padding-left: 20px;">Other expenses (gasoline, parking, etc.)-----US\$ _____, _____</p> <p>18e. Total Shopping-----US\$ _____, _____</p> <p style="padding-left: 20px;">Fashion and clothing-----US\$ _____, _____</p> <p style="padding-left: 20px;">Jewelry/watches-----US\$ _____, _____</p> <p style="padding-left: 20px;">Cosmetics/perfumes-----US\$ _____, _____</p> <p style="padding-left: 20px;">Leather goods (belts, wallets, handbags, etc.)-----US\$ _____, _____</p> <p style="padding-left: 20px;">Hawai'i food products to take home (fruits, nuts, coffee etc.)_ US\$ _____, _____</p> <p style="padding-left: 20px;">Souvenirs-----US\$ _____, _____</p> <p>18f. Other Spending-----US\$ _____, _____</p> <p>(Please describe) _____</p> <p>18. TOTAL for Question 18 (18a-18f)-----US\$ _____, _____</p>
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NEIGHBOR ISLAND SURVEY FORM



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

NI

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us insure the quality of your Hawai'i experience remains the best it can be. Please fill in each bubble or print [1 2] clearly.

Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. *Mahalo!*

Date: -- -- -- -- -- --
 Month Day Year

Flight Number: _____

Airline: _____

[Fill out one form per family/party]

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

1 2 3 4 5 6 7 8 9 10

2. You are a(an):

- Out-of-state or foreign visitor to this island.
- Hawai'i resident visiting this island from another island.
- Resident of this island going on an out-of-island trip, to be away for _____ nights. [ANSWER QUESTIONS 9 - 13 ONLY]
- Resident of this island moving to another island/state/country. [STOP. PLEASE TURN IN YOUR FORM]

3. On this trip, you were on this island for: [ONE ANSWER ONLY]

- Transit only (did not leave airport). [STOP. PLEASE TURN IN YOUR FORM]
- One-day trip, did not stay overnight [CONTINUE TO QUESTION 4]
- Stayed at least one night [CONTINUE TO QUESTION 4]

4. On this trip, how many NIGHTS will you or have you stayed at each location?

	# of NIGHTS stayed (write "0" if day-only trip)
O'ahu	[][]
Maui	[][]
Kaua'i	[][]
Molokai	[][]
Lana'i	[][]
Kona (Big Island of Hawai'i)	[][]
Hilo (Big Island of Hawai'i)	[][]
TOTAL ALL ISLANDS	[][]

5. This trip to this island was your:

- 1st time 5th
- 2nd 6th to 10th
- 3rd Greater than 10
- 4th

6. You came on this trip as a member of an organized group tour:

Yes No

7. You came on a pre-paid package trip that included at least airfare and lodging:

Yes No

8. Where did you stay while on this island? [FILL IN ALL THAT APPLY]

- Hotel
- Condominium
- Rental House
- Timeshare Unit
- Bed & Breakfast
- Cruise Ship
- Friends or Relatives
- Hostel
- Camp Site, Beach
- Other (please specify)

8a. What is the name of hotel/condominium you stayed at while on this island?

9. The primary reason for the trip to this island was: [RESIDENTS -- FILL IN THE PURPOSE OF THIS TRIP]

- To Get Married
- Honeymoon
- Pleasure/Vacation
- Convention/Conference
- Corporate meeting
- Incentive trip
- Other business
- Visiting friends or relatives
- Government or military business
- To attend school
- Sporting events
- Other (please specify)

10. What is your age?

- 12 or Under 25 to 40
- 13 to 17 41 to 59
- 18 to 24 60 or older

11. What is your gender?

Male Female

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

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

13. You are a resident of:

- U.S.A. → [][][][]
- Argentina
- Australia (specify zip code)
- Brazil
- Canada [][][] - [][][]
- China (PRC) (specify postal code)
- France
- Germany
- Hong Kong
- Italy
- Japan [][][] - [][][][]
- Korea (specify postal code)
- Mexico
- New Zealand
- Singapore
- Switzerland
- Taiwan
- United Kingdom
- Other (please specify)

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DBEDT NEIGHBOR ISLAND 2006

NEIGHBOR ISLAND SURVEY FORM

<p>14. Did you come to this island on a pre-paid package trip (including at least airfare and lodging)?</p> <p><input type="radio"/> Yes [IF YES, CONTINUE]</p> <p><input type="radio"/> No [IF NO, SKIP TO QUESTION 15]</p> <p>a. How much did your package cost? US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></p> <p>b. Number of nights covered by it: <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></p> <p>c. Number of people covered by amount: <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></p> <p>d. What did your package include? [FILL IN ALL THAT APPLY]</p> <p><input type="radio"/> Airfare (to and from Hawai'i)</p> <p><input type="radio"/> Airfare (inter-island)</p> <p><input type="radio"/> Inter-island cruise</p> <p><input type="radio"/> Trip to another state/country: _____</p> <p><input type="radio"/> Rental car</p> <p><input type="radio"/> Breakfast</p> <p><input type="radio"/> Lunch/Dinner</p> <p><input type="radio"/> Lodging</p> <p><input type="radio"/> Tours/Attractions</p> <p><input type="radio"/> Other (describe): _____</p> <p>e. Name of the package: _____</p> <p>f. Did your package include a stay on:</p> <p><input type="radio"/> this island only</p> <p><input type="radio"/> multiple Hawaiian islands</p> <hr style="border-top: 1px dashed black;"/> <p>15a. Did you arrive on this island on a transpacific flight or an inter-island flight?</p> <p><input type="radio"/> Transpacific flight</p> <p><input type="radio"/> Inter-island flight</p> <p>15b. How much did you pay for your flight (if not included as part of a package)?</p> <p><input type="checkbox"/> Transpacific flight (round-trip) US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></p> <p><input type="checkbox"/> Inter-island flight (one-way) US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></p>	<p>16. How much did you spend in total on non-packaged items while on this island? (NOT including packaged expenses and transpacific airfare in Questions 14 and 15). Of this amount, how much did you spend for:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2" style="text-align: center;">"Amount spent on THIS ISLAND ONLY"</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">16a. Lodging (hotel, condo, B&B, incl. tips)</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;">16b. Total Food and Beverage</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;"> • In restaurants, bars and other eating places</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;"> • Dinner shows/ Dinner cruises</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;"> • Groceries/snacks</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;">16c. Total Entertainment</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;"> • Attractions</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;"> • Recreation (golf, tennis, snorkeling, etc.)</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;"> • Other entertainment & tours</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;">16d. Total Ground Transportation</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;"> • Ground transportation (buses, taxis, trolleys)</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;"> • Rental car/moped</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;"> • Other transportation costs (gas, parking)</td> <td style="padding: 2px;">US\$ <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> , <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/> <input style="width: 40px;" type="text"/></td> </tr> <tr> <td style="padding: 2px;">16e. 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DBEDT NEIGHBOR ISLAND 2006

CRUISE VISITOR SURVEY FORM



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

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us insure the quality of your Hawai'i experience remains the best it can be. Please mark each box or print 1 2 clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. *Mahalo!*

Cruise Start Date:

Month	Day	Year						

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

		persons
--	--	---------

2. I am a:

- Visitor to Hawai'i
 Resident of Hawai'i

3. Including this trip, I have made:

		trips to Hawai'i in my lifetime
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4. Please indicate the number of nights you have spent in Hawai'i on this trip...

Before starting this cruise		
During this cruise		
Expect to spend after this cruise		
TOTAL NIGHTS IN HAWAII' <i>(Before, during and after cruise)</i>		

5. Please indicate where you spent your nights in Hawai'i on this trip?

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

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

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

7. How much did you pay for your cruise package?

us\$

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7a. Was this a gift or paid by someone else other than yourself?

- Yes No

7b. Package details:

Number of nights covered:

--	--

Number of people covered by (\$) amount:

--	--

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

- Airfare (Transpacific)

--

 (Number of round-trip flights)
- Airfare (Inter island)

--

 (Number of one-way flights)
- Non-cruise lodging

--

 (Number of nights)
- Additional vacation stop to other location (aside from Hawai'i)
- Meals on shore

--

 (Number of meals)
- Rental car

--

 (Number of days)
- None of the above

9. I am a resident of:

- U.S.A.

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(specify zip code)
- Canada United Kingdom
- Japan Germany
- Korea France
- Taiwan Switzerland
- Hong Kong Australia
- Other (specify) _____ DO NOT WRITE IN THIS BOX

10. Did you do any of the following on this trip to Hawai'i?

- Go on honeymoon
- Get married
- Attend a wedding
- Attend a Convention/Conference
- Conduct some business
- Visit friends or relatives
- Play golf

11. What is your age?

--	--

 years old

12. What is your gender?
 Male Female

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

	NUMBER OF MALES	NUMBER OF FEMALES
Under 10 years		
10 - 19		
20 - 29		
30 - 39		
40 - 49		
50 - 59		
60 or more		
TOTAL		

CRUISE DOMESTIC 2006Q4

DO NOT WRITE IN THESE BOXES

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CONTINUE TO OTHER SIDE →

