

2007 ANNUAL VISITOR RESEARCH REPORT

DEVELOPING INTERNATIONAL MARKETS

EUROPE

OCEANIA

OTHER ASIA

LATIN AMERICA

OTHER

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September 3, 2008

**Table 23: Europe MMA Visitor Characteristics: 2007 vs. 2006
(Arrivals by air)**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	1,327,042	1,320,830	0.5%	1,197,181	1,199,260	-0.2%	129,861	121,570	6.8%
Total Visitors	108,022	106,032	1.9%	94,652	94,626	0.0%	13,370	11,406	17.2%
PARTY SIZE									
One	25,236	24,479	3.1%	23,496	22,771	3.2%	1,740	1,708	1.9%
Two	55,057	56,499	-2.6%	47,845	49,575	-3.5%	7,212	6,924	4.2%
Three or more	27,729	25,054	10.7%	23,311	22,280	4.6%	4,417	2,774	59.3%
Avg Party Size	1.81	1.79	1.1%	1.77	1.77	-0.3%	2.10	1.93	8.9%
VISIT STATUS									
First-Time	75,636	73,203	3.3%	65,184	64,798	0.6%	10,451	8,406	24.3%
Repeat	32,386	32,829	-1.3%	29,468	29,828	-1.2%	2,919	3,000	-2.7%
Average # of Trips	2.29	2.38	-3.9%	2.39	2.42	-1.5%	1.58	2.03	-22.2%
TRAVEL METHOD									
Group Tour	10,322	10,727	-3.8%	9,403	10,359	-9.2%	919	368	149.6%
Package	51,081	53,253	-4.1%	44,115	48,185	-8.4%	6,966	5,067	37.5%
Group Tour & Pkg	7,774	8,164	-4.8%	7,053	7,958	-11.4%	721	206	249.7%
True Independent	54,392	50,217	8.3%	48,186	44,040	9.4%	6,206	6,176	0.5%
ISLANDS VISITED									
O'ahu	77,851	75,898	2.6%	66,715	65,715	1.5%	11,136	10,183	9.4%
Maui County	39,292	37,553	4.6%	35,993	34,902	3.1%	3,299	2,650	24.5%
...Maui	38,484	36,718	4.8%	35,185	34,180	2.9%	3,299	2,538	30.0%
...Moloka'i	2,073	1,536	35.0%	1,606	1,482	8.4%	467	54	764.8%
...Lāna'i	1,717	1,623	5.8%	1,587	1,514	4.8%	130	109	19.3%
Kaua'i	22,459	20,222	11.1%	20,075	18,937	6.0%	2,384	1,285	85.5%
Hawai'i Island	29,514	27,693	6.6%	26,447	25,673	3.0%	3,067	2,020	51.8%
...Hilo	15,073	12,861	17.2%	12,604	11,495	9.6%	2,469	1,366	80.7%
...Kona	23,279	22,553	3.2%	21,068	20,951	0.6%	2,211	1,602	38.0%
LENGTH OF STAY									
O'ahu (days)	8.61	8.99	-4.2%	8.93	9.19	-2.8%	6.70	7.66	-12.6%
Maui (days)	7.88	8.10	-2.7%	7.92	8.01	-1.2%	7.49	9.29	-19.3%
Moloka'i (days)	3.46	4.63	-25.3%	4.01	4.72	-15.1%	1.55	2.07	-25.1%
Lāna'i (days)	3.36	3.43	-2.0%	3.46	3.39	2.0%	2.26	4.08	-44.7%
Kaua'i (days)	5.83	6.06	-3.7%	5.95	6.09	-2.3%	4.86	5.63	-13.8%
Hawai'i Island (days)	7.10	7.45	-4.7%	7.24	7.56	-4.2%	5.86	6.03	-2.9%
...Hilo (days)	4.30	4.37	-1.6%	4.31	4.41	-2.2%	4.24	4.03	5.3%
...Kona (days)	6.21	6.66	-6.6%	6.51	6.85	-4.9%	3.38	4.17	-18.8%
Statewide (days)	12.28	12.46	-1.4%	12.65	12.67	-0.2%	9.71	10.66	-8.9%
ACCOMMODATIONS									
Hotel	79,143	78,742	0.5%	68,958	70,245	-1.8%	10,185	8,497	19.9%
...Hotel Only	66,035	67,033	-1.5%	57,020	59,335	-3.9%	9,016	7,698	17.1%
Condo	9,005	8,515	5.8%	7,823	7,442	5.1%	1,182	1,073	10.2%
...Condo Only	5,655	5,953	-5.0%	5,050	5,174	-2.4%	605	778	-22.2%
Timeshare	3,033	2,761	9.9%	2,871	2,689	6.7%	162	72	127.0%
...Timeshare Only	2,196	1,936	13.4%	2,068	1,897	9.0%	128	38	234.5%
Rental House	5,617	4,788	17.3%	5,236	4,395	19.1%	381	393	-3.0%
Bed & Breakfast	4,331	4,094	5.8%	4,017	3,531	13.8%	314	563	-44.3%
Cruise Ship	7,530	7,004	7.5%	6,964	6,753	3.1%	566	252	124.8%
Friends or Relatives	9,509	9,520	-0.1%	8,822	8,675	1.7%	687	845	-18.6%
PURPOSE OF TRIP									
Pleasure (Net)	92,627	90,298	2.6%	80,310	80,597	-0.4%	12,317	9,701	27.0%
.....Vacation	82,106	79,622	3.1%	70,872	70,640	0.3%	11,233	8,982	25.1%
.....Honeymoon	10,810	10,900	-0.8%	9,748	10,261	-5.0%	1,062	639	66.1%
...Get Married	1,318	1,421	-7.3%	1,239	1,341	-7.6%	79	80	-1.0%
MC&I (Net)	6,720	6,334	6.1%	6,463	6,077	6.3%	257	257	0.0%
.....Convention/Conf.	4,700	4,016	17.0%	4,599	3,827	20.2%	101	189	-46.5%
.....Corp. Meetings	1,014	1,084	-6.5%	1,014	1,016	-0.3%	0	68	-100.0%
.....Incentive	1,236	1,495	-17.3%	1,080	1,495	-27.8%	156	0	NA
Other Business	2,060	2,101	-2.0%	2,060	1,945	5.9%	0	156	-100.0%
Visit Friends/Relatives	8,372	8,596	-2.6%	7,645	7,517	1.7%	727	1,079	-32.6%
Government/Military	500	541	-7.6%	500	541	-7.6%	0	0	NA
Attend School	642	695	-7.7%	624	634	-1.6%	17	61	-71.5%
Sport Events	2,189	2,166	1.0%	2,144	2,135	0.4%	45	31	41.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	231.8	222.7	4.1%	209.1	202.2	3.4%	22.7	20.5	10.6%
Per Person Per Day (\$)	174.7	168.6	3.6%	174.7	168.6	3.6%	174.7	168.6	3.6%
Per Person Per Trip (\$)	2,146.0	2,100.7	2.2%	2,209.5	2,137.3	3.4%	1,696.7	1,797.4	-5.6%

NA: Not Applicable

**Table 24: Oceania MMA Visitor Characteristics: 2007 vs. 2006
(Arrivals by air)**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	1,467,446	1,186,724	23.7%	267,221	228,071	17.2%	1,200,225	958,653	25.2%
Total Visitors	164,151	135,813	20.9%	40,779	33,661	21.1%	123,372	102,152	20.8%
PARTY SIZE									
One	15,043	12,517	20.2%	8,016	6,556	22.3%	7,027	5,961	17.9%
Two	85,627	71,704	19.4%	17,496	14,492	20.7%	68,131	57,212	19.1%
Three or more	63,481	51,592	23.0%	15,267	12,613	21.0%	48,214	38,979	23.7%
Avg Party Size	2.23	2.23	0.3%	1.98	1.98	-0.3%	2.32	2.31	0.4%
VISIT STATUS									
First-Time	84,688	75,236	12.6%	17,855	16,080	11.0%	66,833	59,156	13.0%
Repeat	79,463	60,577	31.2%	22,924	17,581	30.4%	56,539	42,996	31.5%
Average # of Trips	2.48	2.45	0.9%	2.81	2.82	-0.5%	2.37	2.33	1.5%
TRAVEL METHOD									
Group Tour	5,086	4,780	6.4%	908	944	-3.8%	4,178	3,836	8.9%
Package	84,940	81,926	3.7%	19,436	18,323	6.1%	65,504	63,602	3.0%
Group Tour & Pkg	4,193	4,076	2.9%	693	713	-2.8%	3,500	3,363	4.1%
True Independent	78,318	53,183	47.3%	21,128	15,106	39.9%	57,190	38,077	50.2%
ISLANDS VISITED									
O'ahu	155,613	125,393	24.1%	38,063	30,857	23.4%	117,550	94,536	24.3%
Maui County	38,218	30,808	24.1%	4,639	3,843	20.7%	33,579	26,965	24.5%
...Maui	37,591	29,873	25.8%	4,482	3,750	19.5%	33,109	26,123	26.7%
...Moloka'i	4,149	3,151	31.7%	190	98	93.9%	3,959	3,053	29.7%
...Lāna'i	5,098	3,532	44.3%	175	97	80.4%	4,923	3,435	43.3%
Kaua'i	20,655	16,008	29.0%	2,019	1,511	33.6%	18,636	14,497	28.6%
Hawai'i Island	32,960	27,257	20.9%	3,311	2,809	17.9%	29,649	24,448	21.3%
...Hilo	22,576	18,137	24.5%	1,565	1,126	39.0%	21,011	17,011	23.5%
...Kona	26,858	22,882	17.4%	2,513	2,187	14.9%	24,345	20,695	17.6%
LENGTH OF STAY									
O'ahu (days)	7.10	6.87	3.3%	5.66	5.90	-4.1%	7.57	7.19	5.2%
Maui (days)	4.09	4.83	-15.3%	5.51	5.72	-3.8%	3.90	4.70	-17.0%
Moloka'i (days)	1.50	1.52	-1.7%	4.25	3.45	23.0%	1.37	1.46	-6.5%
Lāna'i (days)	1.30	1.22	6.2%	2.82	3.23	-12.9%	1.24	1.16	6.7%
Kaua'i (days)	3.22	3.57	-9.7%	4.66	5.35	-12.9%	3.06	3.38	-9.4%
Hawai'i Island (days)	3.92	4.20	-6.6%	5.00	5.65	-11.6%	3.80	4.03	-5.7%
...Hilo (days)	1.64	2.13	-22.9%	2.90	4.13	-29.7%	1.54	1.99	-22.5%
...Kona (days)	3.43	3.31	3.7%	4.78	5.13	-6.9%	3.30	3.12	5.6%
Statewide (days)	8.94	8.74	2.3%	6.55	6.78	-3.3%	9.73	9.38	3.7%
ACCOMMODATIONS									
Hotel	143,256	118,449	20.9%	35,407	29,081	21.8%	107,849	89,368	20.7%
...Hotel Only	124,415	103,553	20.1%	33,614	27,834	20.8%	90,801	75,719	19.9%
Condo	12,405	10,115	22.6%	1,721	1,588	8.4%	10,684	8,528	25.3%
...Condo Only	7,652	6,455	18.5%	1,269	1,214	4.5%	6,384	5,241	21.8%
Timeshare	2,903	2,840	2.2%	675	503	34.2%	2,228	2,337	-4.7%
...Timeshare Only	1,201	1,393	-13.8%	493	362	36.1%	709	1,031	-31.3%
Rental House	3,257	2,445	33.2%	668	488	36.9%	2,590	1,958	32.3%
Bed & Breakfast	1,481	1,087	36.3%	329	238	38.5%	1,152	849	35.7%
Cruise Ship	10,337	7,457	38.6%	898	518	73.4%	9,440	6,939	36.0%
Friends or Relatives	7,205	5,733	25.7%	1,939	1,687	15.0%	5,265	4,047	30.1%
PURPOSE OF TRIP									
Pleasure (Net)	148,106	123,830	19.6%	37,098	30,712	20.8%	111,008	93,118	19.2%
....Vacation	139,784	114,214	22.4%	35,588	29,259	21.6%	104,196	84,956	22.6%
.....Honeymoon	8,269	9,324	-11.3%	1,646	1,569	4.9%	6,622	7,756	-14.6%
...Get Married	1,179	1,269	-7.1%	151	127	18.8%	1,027	1,142	-10.0%
MC&I (Net)	4,343	3,870	12.2%	770	846	-9.0%	3,573	3,024	18.2%
.....Convention/Conf.	3,412	3,141	8.6%	512	565	-9.4%	2,900	2,576	12.6%
.....Corp. Meetings	458	439	4.4%	160	177	-10.0%	299	262	14.1%
.....Incentive	527	389	35.4%	109	136	-20.2%	418	253	65.4%
Other Business	1,411	1,255	12.4%	588	688	-14.5%	822	567	44.9%
Visit Friends/Relatives	7,113	5,810	22.4%	1,884	1,595	18.2%	5,228	4,215	24.0%
Government/Military	392	259	51.3%	206	199	3.2%	186	60	211.2%
Attend School	130	188	-30.9%	39	19	101.8%	91	168	-46.1%
Sport Events	1,909	1,438	32.8%	217	135	60.7%	1,692	1,303	29.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	311.6	239.4	30.1%	56.7	46.0	23.3%	254.8	193.4	31.8%
Per Person Per Day (\$)	212.3	201.8	5.2%	212.3	201.8	5.2%	212.3	201.8	5.2%
Per Person Per Trip (\$)	1,898.1	1,763.0	7.7%	1,391.3	1,367.0	1.8%	2,065.6	1,893.4	9.1%

Source: DBEDT

**Table 25: Other Asia MMA Visitor Characteristics: 2007 vs. 2006
(Arrivals by air)**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	1,084,780	912,265	18.9%	259,427	245,668	5.6%	825,353	666,598	23.8%
Total Visitors	121,109	117,532	3.0%	42,072	43,315	-2.9%	79,037	74,217	6.5%
PARTY SIZE									
One	14,428	15,158	-4.8%	8,701	9,170	-5.1%	5,727	5,988	-4.4%
Two	31,840	25,826	23.3%	8,369	7,803	7.3%	23,471	18,024	30.2%
Three or more	74,841	76,548	-2.2%	25,003	26,343	-5.1%	49,838	50,205	-0.7%
Avg Party Size	2.75	2.86	-3.6%	2.39	2.40	-0.4%	2.95	3.12	-5.6%
VISIT STATUS									
First-Time	88,528	85,615	3.4%	30,353	32,478	-6.5%	58,174	53,138	9.5%
Repeat	32,581	31,917	2.1%	11,719	10,837	8.1%	20,863	21,079	-1.0%
Average # of Trips	1.95	2.01	-3.0%	2.39	2.21	8.3%	1.72	1.90	-9.5%
TRAVEL METHOD									
Group Tour	55,920	60,844	-8.1%	22,008	24,872	-11.5%	33,912	35,972	-5.7%
Package	72,161	76,907	-6.2%	26,523	28,659	-7.5%	45,637	48,248	-5.4%
Group Tour & Pkg	48,825	55,250	-11.6%	18,870	21,434	-12.0%	29,955	33,816	-11.4%
True Independent	41,853	35,032	19.5%	12,411	11,219	10.6%	29,443	23,813	23.6%
ISLANDS VISITED									
O'ahu	111,256	107,450	3.5%	37,615	39,456	-4.7%	73,641	67,994	8.3%
Maui County	26,425	19,850	33.1%	5,535	5,199	6.5%	20,890	14,651	42.6%
...Maui	25,557	19,211	33.0%	5,288	5,009	5.6%	20,269	14,202	42.7%
...Moloka'i	1,498	1,680	-10.8%	305	262	16.4%	1,193	1,418	-15.9%
...Lāna'i	1,174	1,356	-13.4%	242	186	30.1%	932	1,170	-20.3%
Kaua'i	7,776	4,738	64.1%	2,539	1,931	31.5%	5,237	2,807	86.6%
Hawai'i Island	18,886	15,821	19.4%	4,124	3,595	14.7%	14,762	12,226	20.7%
...Hilo	11,192	8,916	25.5%	1,960	1,732	13.2%	9,232	7,184	28.5%
...Kona	13,445	11,647	15.4%	3,130	2,615	19.7%	10,315	9,032	14.2%
LENGTH OF STAY									
O'ahu (days)	7.90	6.75	17.0%	5.16	4.93	4.8%	9.29	7.80	19.1%
Maui (days)	3.33	4.41	-24.6%	4.82	4.47	7.8%	2.94	4.39	-33.1%
Moloka'i (days)	1.76	1.64	7.2%	2.42	2.97	-18.5%	1.59	1.40	14.0%
Lāna'i (days)	1.83	1.34	36.7%	3.16	2.96	7.0%	1.49	1.08	37.3%
Kaua'i (days)	3.38	3.81	-11.3%	5.77	4.55	26.8%	2.22	3.29	-32.7%
Hawai'i Island (days)	4.77	5.05	-5.5%	5.73	5.22	9.7%	4.51	5.00	-9.9%
...Hilo (days)	2.81	3.57	-21.2%	3.91	3.07	27.5%	2.58	3.69	-30.2%
...Kona (days)	4.37	4.13	5.7%	5.10	5.15	-1.0%	4.14	3.84	8.0%
Statewide (days)	8.96	7.76	15.4%	6.17	5.67	8.7%	10.44	8.98	16.3%
ACCOMMODATIONS									
Hotel	100,798	99,840	1.0%	35,493	37,784	-6.1%	65,305	62,055	5.2%
...Hotel Only	94,559	94,944	-0.4%	33,559	36,030	-6.9%	61,000	58,914	3.5%
Condo	6,082	5,769	5.4%	2,006	1,624	23.5%	4,076	4,145	-1.7%
...Condo Only	3,456	3,841	-10.0%	1,460	1,135	28.6%	1,996	2,706	-26.2%
Timeshare	1,264	1,281	-1.3%	856	568	50.7%	409	713	-42.7%
...Timeshare Only	766	990	-22.6%	552	407	35.9%	213	583	-63.4%
Rental House	1,932	1,668	15.8%	679	510	33.1%	1,254	1,158	8.2%
Bed & Breakfast	2,339	2,358	-0.8%	880	837	5.1%	1,460	1,520	-4.0%
Cruise Ship	2,161	1,709	26.4%	1,068	834	28.1%	1,092	875	24.8%
Friends or Relatives	11,017	7,967	38.3%	2,645	2,466	7.2%	8,373	5,501	52.2%
PURPOSE OF TRIP									
Pleasure (Net)	76,860	74,561	3.1%	29,708	30,354	-2.1%	47,152	44,207	6.7%
....Vacation	64,694	67,742	-4.5%	28,545	29,329	-2.7%	36,149	38,413	-5.9%
.....Honeymoon	11,862	6,484	82.9%	1,202	1,056	13.9%	10,660	5,429	96.4%
...Get Married	931	650	43.3%	280	187	49.7%	652	463	40.7%
MC&I (Net)	12,852	14,397	-10.7%	3,181	3,048	4.4%	9,670	11,349	-14.8%
.....Convention/Conf.	7,294	8,090	-9.8%	1,390	1,216	14.3%	5,904	6,874	-14.1%
.....Corp. Meetings	1,866	3,257	-42.7%	675	633	6.8%	1,190	2,624	-54.6%
.....Incentive	3,862	3,673	5.1%	1,214	1,236	-1.8%	2,648	2,438	8.6%
Other Business	14,948	15,064	-0.8%	6,038	7,031	-14.1%	8,910	8,032	10.9%
Visit Friends/Relatives	10,165	6,539	55.4%	2,793	2,446	14.2%	7,373	4,094	80.1%
Government/Military	3,007	3,553	-15.4%	1,297	1,191	8.9%	1,711	2,362	-27.6%
Attend School	843	2,993	-71.8%	220	153	43.4%	623	2,840	-78.1%
Sport Events	995	566	75.8%	326	211	54.1%	669	355	88.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	253.6	189.9	33.5%	60.6	51.1	18.6%	192.9	138.8	39.0%
Per Person Per Day (\$)	233.8	208.2	12.3%	233.8	208.2	12.3%	233.8	208.2	12.3%
Per Person Per Trip (\$)	2,094.0	1,615.8	29.6%	1,441.5	1,180.7	22.1%	2,441.2	1,869.7	30.6%

Source: DBEDT

Table 26: Latin America MMA Visitor Characteristics: 2007 vs. 2006
(Arrivals by air)

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	249,619	218,248	14.4%	243,779	211,581	15.2%	5,840	6,667	-12.4%
Total Visitors	19,943	19,020	4.9%	19,316	18,350	5.3%	627	670	-6.4%
PARTY SIZE									
One	5,042	4,643	8.6%	4,837	4,574	5.7%	206	69	196.2%
Two	8,070	7,753	4.1%	7,807	7,418	5.2%	264	335	-21.3%
Three or more	6,830	6,623	3.1%	6,673	6,358	4.9%	158	265	-40.6%
Avg Party Size	1.85	1.87	-1.3%	1.86	1.86	-0.3%	1.62	2.17	-25.4%
VISIT STATUS									
First-Time	13,483	12,664	6.5%	13,149	12,231	7.5%	334	433	-22.9%
Repeat	6,460	6,356	1.6%	6,167	6,119	0.8%	293	237	23.7%
Average # of Trips	2.34	2.42	-3.4%	2.34	2.41	-2.5%	2.11	2.82	-25.3%
TRAVEL METHOD									
Group Tour	2,300	2,373	-3.1%	2,275	2,373	-4.1%	25	0	NA
Package	8,313	8,248	0.8%	8,007	8,083	-0.9%	306	166	84.9%
Group Tour & Pkg	1,710	1,877	-8.9%	1,685	1,877	-10.3%	25	0	NA
True Independent	11,039	10,275	7.4%	10,718	9,771	9.7%	321	504	-36.4%
ISLANDS VISITED									
O'ahu	14,335	13,224	8.4%	13,733	12,597	9.0%	602	627	-4.0%
Maui County	8,319	7,372	12.8%	8,101	7,307	10.9%	218	65	234.5%
...Maui	8,135	7,229	12.5%	7,917	7,164	10.5%	218	65	235.4%
...Moloka'i	345	285	21.1%	321	285	12.6%	24	0	NA
...Lāna'i	419	324	29.3%	363	324	12.0%	56	0	NA
Kaua'i	3,602	2,789	29.2%	3,507	2,789	25.7%	95	0	NA
Hawai'i Island	5,468	4,635	18.0%	5,248	4,411	19.0%	220	224	-1.8%
...Hilo	2,941	2,286	28.7%	2,721	2,097	29.8%	220	189	16.4%
...Kona	4,736	4,009	18.1%	4,592	3,785	21.3%	144	224	-35.7%
LENGTH OF STAY									
O'ahu (days)	8.81	8.76	0.6%	8.91	8.85	0.7%	6.54	6.99	-6.4%
Maui (days)	8.75	7.96	9.9%	8.86	7.93	11.8%	4.53	10.97	-58.7%
Moloka'i (days)	3.69	3.34	10.2%	3.89	3.34	16.2%	1.00	0.00	NA
Lāna'i (days)	3.64	3.83	-5.0%	4.04	3.83	5.5%	1.02	0.00	NA
Kaua'i (days)	4.67	4.75	-1.7%	4.77	4.75	0.4%	1.01	0.00	NA
Hawai'i Island (days)	5.96	6.36	-6.3%	6.07	6.32	-4.1%	3.35	7.03	-52.3%
...Hilo (days)	2.50	3.00	-16.5%	2.50	3.12	-20.0%	2.55	1.62	57.3%
...Kona (days)	5.32	5.64	-5.6%	5.45	5.64	-3.3%	1.23	5.66	-78.2%
Statewide (days)	12.52	11.47	9.1%	12.62	11.53	9.5%	9.31	9.95	-6.4%
ACCOMMODATIONS									
Hotel	13,010	12,937	0.6%	12,528	12,456	0.6%	482	481	0.2%
...Hotel Only	10,734	11,140	-3.6%	10,299	10,693	-3.7%	434	447	-2.7%
Condo	1,387	1,518	-8.6%	1,375	1,381	-0.5%	12	137	-91.2%
...Condo Only	1,092	1,219	-10.4%	1,080	1,117	-3.4%	12	102	-88.3%
Timeshare	725	621	16.8%	725	621	16.8%	0	0	NA
...Timeshare Only	578	449	28.8%	578	449	28.8%	0	0	NA
Rental House	1,225	927	32.1%	1,207	927	30.2%	17	0	NA
Bed & Breakfast	182	188	-3.5%	182	188	-3.5%	0	0	NA
Cruise Ship	2,654	1,933	37.3%	2,621	1,933	35.6%	32	0	NA
Friends or Relatives	2,150	1,958	9.8%	2,125	1,958	8.5%	25	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	15,732	14,935	5.3%	15,147	14,520	4.3%	585	415	40.9%
.....Vacation	14,232	13,429	6.0%	13,685	13,014	5.2%	546	415	31.5%
.....Honeymoon	1,527	1,531	-0.3%	1,488	1,531	-2.8%	39	0	NA
...Get Married	128	164	-22.3%	128	164	-22.3%	0	0	NA
MC&I (Net)	1,977	1,995	-0.9%	1,969	1,864	5.6%	9	131	-93.3%
.....Convention/Conf.	1,173	1,294	-9.3%	1,173	1,163	0.9%	0	131	-100.0%
.....Corp. Meetings	383	287	33.2%	383	287	33.2%	0	0	NA
.....Incentive	492	499	-1.2%	484	499	-3.0%	9	0	NA
Other Business	636	633	0.5%	622	575	8.3%	14	58	-76.6%
Visit Friends/Relatives	1,527	1,493	2.3%	1,527	1,493	2.3%	0	0	NA
Government/Military	81	101	-19.7%	81	101	-19.7%	0	0	NA
Attend School	73	116	-36.9%	73	116	-36.9%	0	0	NA
Sport Events	500	467	7.0%	500	467	7.0%	0	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	48.7	34.8	39.8%	47.5	33.8	40.8%	1.1	1.1	7.0%
Per Person Per Day (\$)	195.0	159.6	22.2%	195.0	159.6	22.2%	195.0	159.6	22.2%
Per Person Per Trip (\$)	2,441.1	1,831.4	33.3%	2,461.4	1,840.2	33.8%	1,816.6	1,588.2	14.4%

NA: Not Applicable

**Table 27: Other MMA Visitor Characteristics: 2007 vs. 2006
(Arrivals by air)**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	3,294,576	3,879,913	-15.1%	1,932,894	1,814,452	6.5%	1,361,682	2,065,461	-34.1%
Total Visitors	307,568	332,647	-7.5%	183,743	171,596	7.1%	123,825	161,051	-23.1%
PARTY SIZE									
One	69,195	72,018	-3.9%	45,516	42,845	6.2%	23,679	29,173	-18.8%
Two	119,312	120,336	-0.9%	72,929	67,995	7.3%	46,383	52,341	-11.4%
Three or more	119,061	140,293	-15.1%	65,298	60,756	7.5%	53,762	79,537	-32.4%
Avg Party Size	1.96	2.03	-3.2%	1.87	1.87	0.2%	2.10	2.20	-4.4%
VISIT STATUS									
First-Time	138,567	151,478	-8.5%	78,000	72,019	8.3%	60,567	79,459	-23.8%
Repeat	169,001	181,169	-6.7%	105,743	99,577	6.2%	63,258	81,592	-22.5%
Average # of Trips	4.21	4.15	1.5%	4.73	4.78	-0.9%	3.45	3.48	-1.1%
TRAVEL METHOD									
Group Tour	19,908	46,025	-56.7%	12,666	12,382	2.3%	7,242	33,643	-78.5%
Package	84,552	113,924	-25.8%	57,060	56,592	0.8%	27,492	57,332	-52.0%
Group Tour & Pkg	12,560	37,704	-66.7%	9,267	9,285	-0.2%	3,293	28,419	-88.4%
True Independent	215,667	210,403	2.5%	123,283	111,908	10.2%	92,384	98,495	-6.2%
ISLANDS VISITED									
O'ahu	223,384	250,207	-10.7%	114,238	106,200	7.6%	109,146	144,007	-24.2%
Maui County	96,523	107,865	-10.5%	65,058	59,198	9.9%	31,465	48,666	-35.3%
...Maui	92,793	105,132	-11.7%	63,402	57,735	9.8%	29,391	47,397	-38.0%
...Moloka'i	5,368	15,045	-64.3%	2,495	2,238	11.5%	2,873	12,807	-77.6%
...Lāna'i	7,441	12,519	-40.6%	2,682	2,303	16.5%	4,759	10,216	-53.4%
Kaua'i	47,980	49,169	-2.4%	32,768	28,169	16.3%	15,212	21,000	-27.6%
Hawai'i Island	61,602	64,421	-4.4%	40,787	37,479	8.8%	20,815	26,942	-22.7%
...Hilo	30,530	37,901	-19.4%	18,261	15,637	16.8%	12,269	22,264	-44.9%
...Kona	50,886	52,069	-2.3%	33,713	31,161	8.2%	17,173	20,908	-17.9%
LENGTH OF STAY									
O'ahu (days)	8.22	9.37	-12.3%	8.07	8.28	-2.5%	8.37	10.17	-17.7%
Maui (days)	8.20	7.39	11.0%	7.73	7.85	-1.5%	9.21	6.82	35.0%
Moloka'i (days)	2.73	2.75	-0.5%	4.17	4.61	-9.4%	1.48	2.42	-38.8%
Lāna'i (days)	2.12	1.54	37.6%	3.76	3.86	-2.8%	1.20	1.02	17.9%
Kaua'i (days)	5.41	5.11	5.8%	6.33	6.51	-2.9%	3.43	3.23	6.0%
Hawai'i Island (days)	6.63	6.94	-4.5%	7.17	7.44	-3.6%	5.56	6.25	-11.0%
...Hilo (days)	3.29	4.19	-21.4%	3.96	4.30	-8.0%	2.30	4.11	-44.0%
...Kona (days)	6.05	5.54	9.2%	6.53	6.79	-3.8%	5.09	3.67	38.6%
Statewide (days)	10.71	11.66	-8.2%	10.52	10.57	-0.5%	11.00	12.82	-14.3%
ACCOMMODATIONS									
Hotel	191,250	189,479	0.9%	108,146	102,961	5.0%	83,104	86,518	-3.9%
...Hotel Only	164,536	169,012	-2.6%	90,736	87,925	3.2%	73,800	81,087	-9.0%
Condo	36,844	34,826	5.8%	27,272	24,787	10.0%	9,573	10,039	-4.6%
...Condo Only	26,704	26,711	0.0%	20,732	18,765	10.5%	5,972	7,947	-24.8%
Timeshare	15,326	14,683	4.4%	14,618	12,603	16.0%	709	2,080	-65.9%
...Timeshare Only	11,794	11,490	2.6%	11,086	9,410	17.8%	709	2,080	-65.9%
Rental House	13,861	12,586	10.1%	8,875	7,915	12.1%	4,986	4,672	6.7%
Bed & Breakfast	4,631	2,684	72.5%	2,704	2,430	11.3%	1,927	254	659.3%
Cruise Ship	14,598	11,389	28.2%	11,445	9,265	23.5%	3,153	2,124	48.4%
Friends or Relatives	50,651	68,830	-26.4%	25,566	24,167	5.8%	25,085	44,663	-43.8%
PURPOSE OF TRIP									
Pleasure (Net)	217,226	220,299	-1.4%	140,135	129,278	8.4%	77,091	91,021	-15.3%
.....Vacation	203,611	204,773	-0.6%	131,379	120,893	8.7%	72,233	83,880	-13.9%
.....Honeymoon	12,734	13,935	-8.6%	9,014	8,467	6.5%	3,720	5,468	-32.0%
...Get Married	4,061	10,113	-59.8%	1,855	1,989	-6.7%	2,206	8,124	-72.8%
MC&I (Net)	22,270	41,355	-46.1%	15,120	14,525	4.1%	7,150	26,829	-73.3%
.....Convention/Conf.	15,073	30,210	-50.1%	9,970	9,656	3.2%	5,103	20,554	-75.2%
.....Corp. Meetings	4,529	8,601	-47.3%	2,897	2,751	5.3%	1,632	5,850	-72.1%
.....Incentive	3,205	3,095	3.6%	2,790	2,670	4.5%	416	425	-2.2%
Other Business	11,829	12,833	-7.8%	8,401	8,189	2.6%	3,428	4,644	-26.2%
Visit Friends/Relatives	46,969	51,160	-8.2%	22,944	21,615	6.1%	24,025	29,545	-18.7%
Government/Military	8,820	10,860	-18.8%	3,260	3,469	-6.0%	5,560	7,391	-24.8%
Attend School	3,026	5,259	-42.5%	815	844	-3.4%	2,211	4,415	-49.9%
Sport Events	3,801	3,223	17.9%	2,937	3,223	-8.9%	864	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	579.5	625.5	-7.4%	340.0	292.5	16.2%	239.5	333.0	-28.1%
Per Person Per Day (\$)	175.9	161.2	9.1%	175.9	161.2	9.1%	175.9	161.2	9.1%
Per Person Per Trip (\$)	1,884.1	1,880.3	0.2%	1,850.3	1,704.6	8.5%	1,934.2	2,067.4	-6.4%

NA: Not Applicable