



**2007**

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**Annual Visitor Research Report**

**DBEDT**

State of Hawaii

Department of Business, Economic Development & Tourism

P.O. Box 2359 - Honolulu Hawaii 96804

Street Address: 250 South Hotel Street, 4th Floor



# 2007 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, Ms. Minh-Chau T. Chun, Ms. Sarah Takemoto, Mr. Lawrence Liu, Mr. Robson Bunda and Mr. Matthew Chee, under the direction of the Division Administrator, Dr. Pearl Imada Iboshi.

Hospitality Advisors LLC supplied hotel occupancy and room rate statistics.

Ms. Marsha Wienert, State Tourism Liaison reviewed this report and provided valuable comments.

Mr. David Hiromoto provided the photograph 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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## **\* Revision to 2006 Visitor Statistics**

2006 visitor statistics in this report (including visitor expenditures, visitor days, visitor arrivals, average daily census, length of stay, accommodations, purpose of trip, visitor characteristics by major markets and by island, etc.) were revised from 2006 data published in DBEDT's 2006 Annual Visitor Research Report released in July 2007. Tables with revised statistics are indicated as 2006R.

Figures were revised to reflect additional passenger and immigration data which were obtained after publication of the 2006 Annual Research Report. Cruise visitor statistics, hotel occupancy rates, room rates and air seat statistics were not affected.

# SUMMARY OF 2007 VISITORS TO HAWAI'I

*ALL VISITORS*

*VISITORS BY AIR*

*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 HAWAI'I*

## ALL VISITORS

After three years of strong growth in 2004 (+8%), 2005 (+9.6%) and 2006<sup>1</sup> (+4.9%) combined expenditures by visitors who came to Hawai'i by air or by cruise ships continued to increase but at a more modest pace, up 2.6 percent from 2006 level, to a new record \$12.8 billion<sup>2</sup> (Table 1). Air and cruise visitors combined spent an average \$183 per person daily, up from \$179 per person in 2006. Per trip spending by these visitors was \$1,680 per person, compared to \$1,636 per person last year.

Total visitor days by air and cruise visitors grew .3 percent to 70.1 million days in 2007. A total of 7,627,819 visitors arrived by air or by cruise ships, virtually unchanged from 2006. The combined length of stay by these visitors was 9.19 days, similar to 2006.

Arrivals by air declined slightly (-.4%) to 7,496,820 visitors as strong growth from Canada (+18.7%) and Oceania (+20.9%) and modest increases from U.S. West (+.8%), Other Asia (+3%), Europe (+1.9%) and Latin America (+4.9%) were offset by decline in arrivals from U.S. East(-2.7%), Japan (-4.9%) and other markets (-7.5%)<sup>3</sup>. The number of visitors who entered Hawai'i on board cruise ships, on the other hand, rose significantly from the previous year (+31%) to 130,999 visitors<sup>4</sup>.

By island, a total of 4,823,874 air and cruise visitors went to O'ahu in 2007, up slightly by .7 percent from 2006. Maui (+1.7%) reported 2,580,361 air and cruise visitors, while Hawai'i Island (+2%) hosted 1,739,458 visitors. Kaua'i saw the largest increase in air and cruise arrivals, up 8 percent from 2006 to 1,372,682 visitors.

Of the \$12.8 billion in visitor expenditures by both air and cruise visitors in 2007, \$6.1 billion were spent on O'ahu, up 1.2 percent from the previous year. Combined air and cruise visitor expenditures on Maui increased 1.1 percent to \$3.5 billion in 2007. Spending on Hawai'i Island by air and cruise visitors rose 3.2 percent from 2006 to \$1.7 billion. Expenditures by air and cruise visitors on Kaua'i totaled \$1.4 billion in 2007, up 9.9 percent from the previous year.

Combined air and cruise visitors daily spending was the highest on Lāna'i at \$347 per person (up from \$303 per person in 2006), followed by Maui (\$190 per person), O'ahu (\$187 per person), Kaua'i (\$168 per person), Hawai'i Island (\$165 per person) and Moloka'i (\$115 per person).

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<sup>1</sup> 2006 air visitor statistics in this report were revised from 2006 data published in DBEDT's 2006 Annual Visitor Research Report released in July 2007 (See Technical Notes, page 143).

<sup>2</sup> Transpacific airfare costs to and from Hawai'i were not included in visitor expenditure statistics (total spending, daily spending, per trip spending) throughout this report.

<sup>3</sup> Visitors were classified by their place of residence into the following major market areas (MMAs) for marketing purposes: U.S. West, U.S. East, Japan, Canada, Europe, Oceania, Other Asia, Latin America, Other (See Technical Notes, page 143).

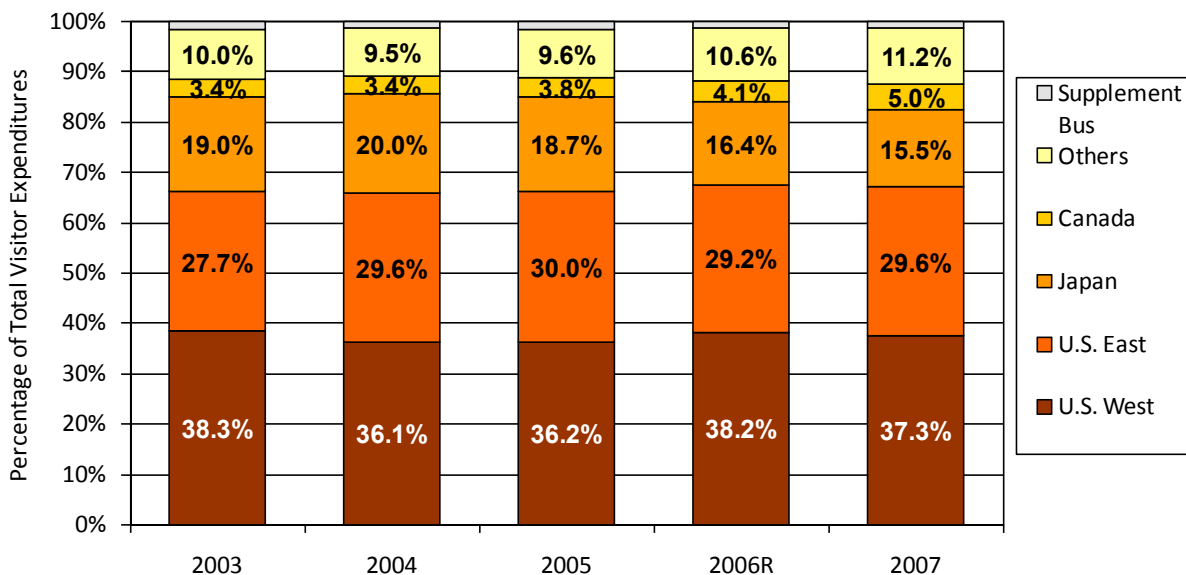
<sup>4</sup> This report primarily details characteristics and expenditures of visitors who arrived by air. Limited data for visitors who entered Hawai'i on board a cruise ship were reported here and in the Cruise Visitors section.

## VISITORS BY AIR

### TOTAL SPENDING BY TOP FOUR VISITOR MARKETS:

Expenditures by visitors who came by air totaled \$12.8 billion, up 2.7 percent from 2006, with increases from U.S. West, U.S. East, Canada, Oceania, Europe, Other Asia and Latin America visitors offsetting lower spending by air visitors from Japan and other markets.

**Figure 1: 2003-2007 Air Visitor Expenditures by MMA as Share of Total**



Spending by U.S. West air visitors in 2007 increased slightly by .2 percent to \$4.8 billion. U.S. West expenditures continued to comprise the largest portion of total expenditures among the visitor markets. However, the U.S. West visitors' share of total visitor spending decreased to 37.3 percent from 38.2 percent in 2006.

Spending by U.S. East visitors rose 3.9 percent and ranked second at \$3.8 billion. U.S. East visitors' share of total expenditures rose from 27.7 percent in 2003 to 29.6 percent in 2004 and has remained fairly constant (at 29% to 30% of the totals) in the last four years.

Japanese expenditures declined 2.7 percent and followed in third place at \$2 billion. Japanese visitors' share of total spending has been decreasing from 20 percent in 2004 to 15.5 percent in 2007.

On the other hand, spending by Canadian visitors jumped 24.8 percent to \$634.2 million in 2007. Canadian visitors share of total expenditures rose to 5 percent in 2007 from 3.4 percent in 2004.

Supplemental business expenditures of \$185.2 million or 1.5 percent of total expenditures, were 2.9 percent lower than in 2006. 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 2007 increased to \$185 per person from \$180 per person in 2006. U.S. West (-.4%) was the only market showing a decrease in daily spending in 2007.

Japanese visitors' daily spending continued to be the highest compared to all other visitor groups at \$269 per person. Visitors from Other Asia (\$234 per day) ranked second followed by those from Oceania (\$212 per day), Latin America (\$195 per day), U.S. East (\$193 per day), Europe (\$175 per day), and U.S. West (\$156 per day). Visitors from Canada spent the least at \$151 per day.

## **PER PERSON PER TRIP SPENDING**

Average spending per trip by air visitors in 2007 was \$1,703 per person, 3.1 percent higher compared to 2006. Latin American visitors spent the most on a per trip basis, averaging \$2,441 per person, followed by visitors from Europe at \$2,146 per person, Other Asia at \$2,094, U.S. East at \$1,986 per person, Canada at \$1,902 per person, Oceania at \$1,898 per person and Japan at \$1,529 per person. U.S. West visitors continued to spend the least per trip at \$1,467 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 was virtually unchanged from 2006 levels at 69.1 million days thanks to a slightly longer average length of stay (9.22 days compared to 9.19 days in 2006). Arrivals by air was down (-.4%) to 7,496,820 visitors.

### **By Island:**

Visitor days on O'ahu fell 1.3 percent from 2006 due to a shorter average length of stay (6.85 days compared to 6.94 days in 2006). Arrivals by air to O'ahu in 2007 were slightly up (.1%) from last year to 4,694,750 visitors. In 2007, 62.6 percent of air visitors went to O'ahu, similar to the previous year (62.3%).

For the Island of Maui, a .7 percent growth in arrivals contributed to a slight increase (+.1%) in visitor days. The average length of stay was 7.31 days compared to 7.36 days in 2006. One third of all visitors by air went to Maui in 2007, similar to last year. The majority (88.2%) of the visitors arrived on domestic flights.

Visitation to Hawai'i Island increased .5 percent in 2007. However a shorter length of stay (6.28 days, down from 6.41 days in 2006) led to a 1.6 percent decline in visitor days. Of all visitors to the State, 21.6 percent went to Hawai'i Island in 2007, comparable to last year.

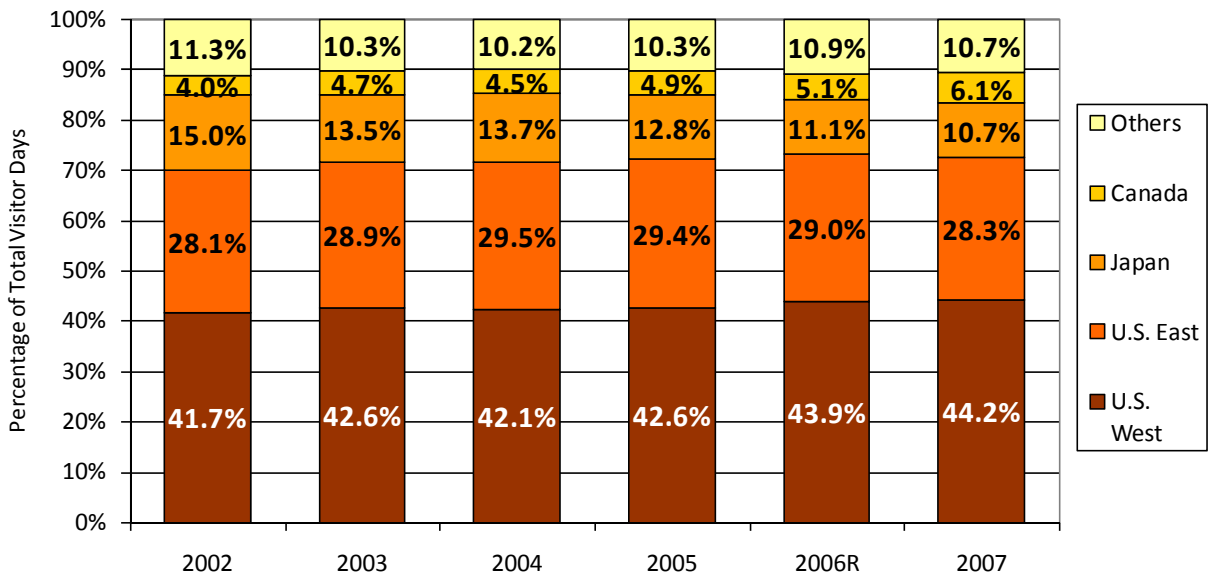
Visitor days for Kaua'i grew 6.2 percent, thanks to a 7.9 percent growth in arrivals to this island. The average length of stay was also lower (6.24 days, down from 6.34 days in 2006). Those who visited Kaua'i comprised 17.3 percent of the total air visitors to the state, up from 16 percent in 2006.

Arrivals to Moloka'i were 3.7 percent lower compared to 2006. However, a longer length of stay (4.31 days compared to 3.99 days in 2006) contributed to a 4 percent increase in visitor days. Visitor days on Lāna'i jumped 15 percent due to a 6.5 percent growth in arrivals and a 7.8 percent increase in the length of stay to 3.22 days.<sup>5</sup>

**The top four Major Market Areas (MMAs):**

The number of visitors from U.S. West, Hawai'i's primary market, rose slightly by .8 percent from 2006, while visitor days increased .6 percent. The average length of stay was 9.41 days, virtually unchanged from the previous year. U.S. West visitors' share of total visitor days continued to increase from 42.1 percent in 2004 to 43.9 percent in 2006 to 44.2 percent in 2007. Similar to 2006, visitors from California comprised 60 percent of the total arrivals from U.S. West in 2007.

**Figure 2: 2002-2007 Air Visitor Days by MMA as Percentage of Total Visitor Days**



Japanese visitor days declined 3.6 percent, due to a 4.9 percent decline in visitor arrivals. The average length of stay by these visitors was 5.69 days, up from 5.61 days in 2006. Japanese visitors' share of total visitor days decreased from 15 percent in 2002 to 10.7 percent in 2007.

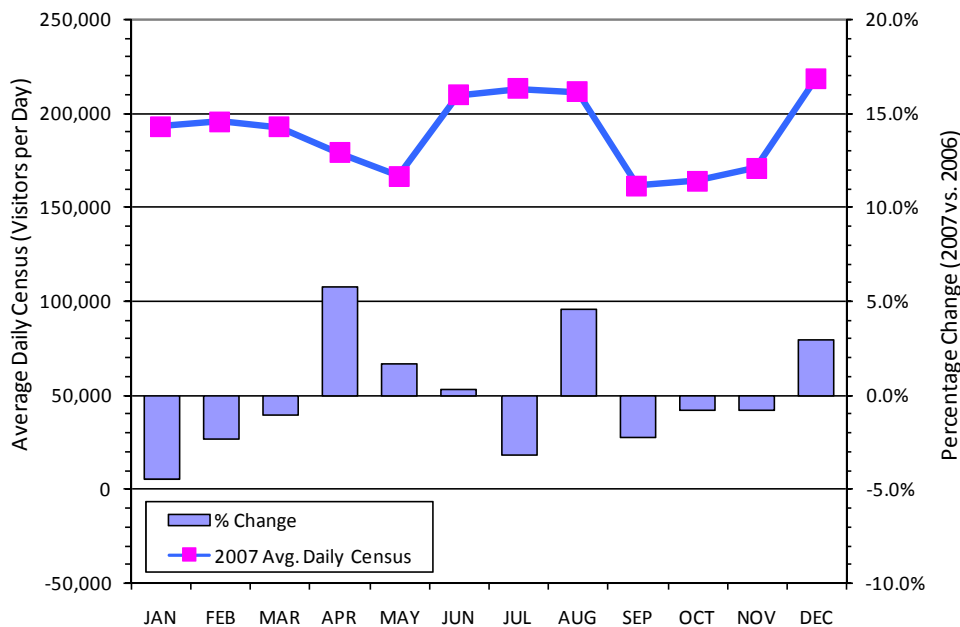
Of the four largest MMAs, Canada had the highest growth in visitor arrivals (+18.7%) which contributed to an 18.4 percent increase in visitor days. The average length of stay was fairly steady at 12.62 days. Canadian visitors' share of total visitor days has been steadily increasing since 2004 to its highest level so far at 6.1 percent in 2007.

<sup>5</sup> Small sample sizes for Moloka'i and Lāna'i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

## STATEWIDE SEASONALITY

December was the busiest month in 2007 with 217,970 visitors present in Hawai'i on any given day (average daily census), up from 211,735 visitors in 2006. July was the second busiest month in 2007 with 213,027 visitors daily. 2007 was the first time in recent years that July was not the month with the heaviest visitor traffic (Table 7).

**Figure 3: 2007 Average Daily Census by Month**



As in the previous year, the summer season continued to level off; a result of a decline in average daily census in July (-3.2%), and increases in June (+3.0%) and August (+4.5%). The strongest growth in average daily census was in April 2007, up 5.7 percent. On the other hand, average daily census declined from January to March and from September through November compared to the same months in 2006.

The shift in peak total daily visitors from July to December was caused by concurrent declines in July for Domestic (-3.0%) and International (-3.8%) visitors present on any given day and simultaneous increases in December (+5.0% for Domestic and +12.3% for International).

Visitation patterns to Hawai'i vary by island and vary by visitor markets (See Seasonality by MMA, page 25, and Seasonality by Island, page 77).



## **OTHER CHARACTERISTICS OF VISITORS**

Although hotels remained the primary choice for lodging by visitors to the state, the number of visitors who stayed in hotels has been decreasing for the last two years. More visitors stayed in condominiums, timeshare, rental homes, bed and breakfast, or cruise ships in 2007 compared to 2006. The number of visitors who stayed in hotels in 2007 declined by 3 percent while condominium usage increased 3.4 percent and timeshare usage increased 5.2 percent (Table 2).

Average party size for visitors to Hawai'i was similar to 2006 at 2.14 persons per party. The volume of first-time visitors decreased by 2.7 percent. Correspondingly, the average number of trips increased by 1.3 percent. The number of true independent visitors grew 5.5 percent.

There was a slight decline in honeymoon visitors (-.2%) and a 7.2 percent drop in visitors who came to get married. Convention and conference visitors were also down 13.4 percent.

## **VISITORS BY CRUISE SHIPS**

A total of 130,999 visitors arrived into the state by cruise ships<sup>6</sup>, up 31 percent from 2006. However, total spending by visitors who arrived by cruise ships was 18.2 percent lower than the previous year at \$47.6 million. 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 372,021 visitors flew to the state and boarded cruise ships in Hawai'i after their arrivals, 17.7 percent higher compared to 2006. The characteristics and spending of these cruise passengers who arrived by air are included in the visitor arrivals by air tables.

Total spending by all cruise visitors, including those who came by cruise ships and those who arrived by air to board cruise ships was \$845.3 million in 2007, down 1.1 percent compared to 2006 (Table 74 to Table 82).

## **HOTEL OCCUPANCY AND ROOM RATES**

The statewide hotel occupancy rate for 2007 was 75.3 percent (Table 83), down from 79.5 percent in 2006. Kaua'i's hotel occupancy rate rose slightly to 75.8 percent (from 75.2% in 2006) but occupancy rates decreased for O'ahu (76.9%, down from 82.5%), Maui (76.5%, down from 79.9%) and Hawai'i Island (67.6%, down from 71%) compared to 2006.

The statewide average room rate was 6.8 percent higher compared to 2006 at \$199.87 with increases on all islands. Room rates on Maui were the highest at \$262.23 (+6.6%). Room rates on Kaua'i (+8.1% to \$205.35) moved up to second in 2006 surpassing Hawai'i Island's room rates (+5.7% to \$202.34). O'ahu's room rate at \$168.67 (+7.4%) was the lowest among the four larger islands.

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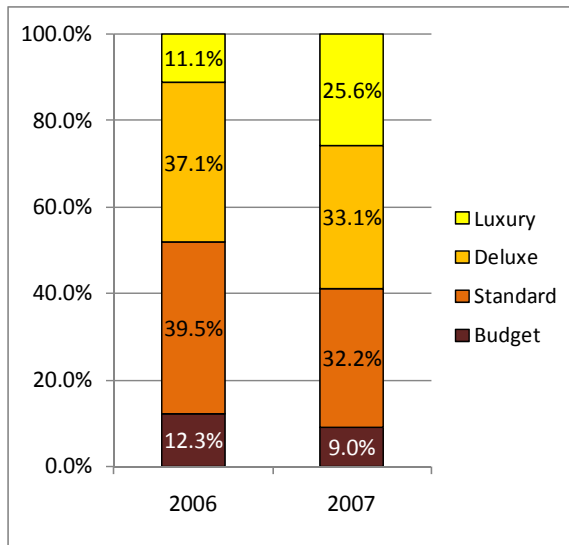
<sup>6</sup> Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

## VISITOR PLANT INVENTORY

Total statewide visitor plant inventory in 2007 rose 1.3 percent from the previous year to 73,220 visitor units (Table 88). O‘ahu (City and County of Honolulu) reported a slight decrease of .1 percent to 33,588 units due largely to Waikiki units undergoing renovation. The County of Kaua‘i had the largest increase of 5.2 percent to 8,692 units, with individual vacation units increasing by 820 units. Visitor accommodations in the County of Maui rose 1.6 percent to 19,879 units partially due to new timeshare units that came on line. Visitor accommodations in the County of Hawai‘i rose 2.1 percent to 11,061 units.

Just under half (45.9%) of the statewide visitor units in 2007 were on O‘ahu. Maui Island continued to have the second largest share of visitor units, followed by Hawai‘i Island and Kaua‘i. Hotels continued to comprise the majority (58.2%) of visitor units statewide. Condominium hotels accounted for the second largest share of visitor units (20.3%). Timeshare units accounted for 10.9 percent of total visitor units followed by individual vacation units with 7.9 percent. Bed & breakfast, apartment hotels, and hostels each comprised less than one percent of the total visitor units.

**Figure 4: Statewide Class of Units:  
2006 vs. 2007**



The inventory of hotel units statewide, was 1.7 percent lower compared to 2006. The number of visitor units in condo/hotel properties decreased 14.8 percent, partially due to reclassification of condo/hotel units to individual vacation units (IVU) in the 2007 survey. Timeshare units rose by 21.3 percent with all islands reporting growth.

There was a shift among the classes of units between 2006 and 2007.

Visitor units categorized as “Deluxe” (\$251 to \$500 per night) comprised the largest percentage (33.1%) of the total units statewide in 2007, down from 37.1% in 2006. In contrast, units classified as “Standard” (\$101 to \$250 per night), comprised the largest percentage (39.5%) in 2006.

In 2007, the percentage of units in the “Luxury” category (over \$500 per night) more than doubled from 2006 to 25.6 percent, while percentages of “Standard” (32.2%) and “Budget” (\$100 or less per night) (9%) units were lower than last year.

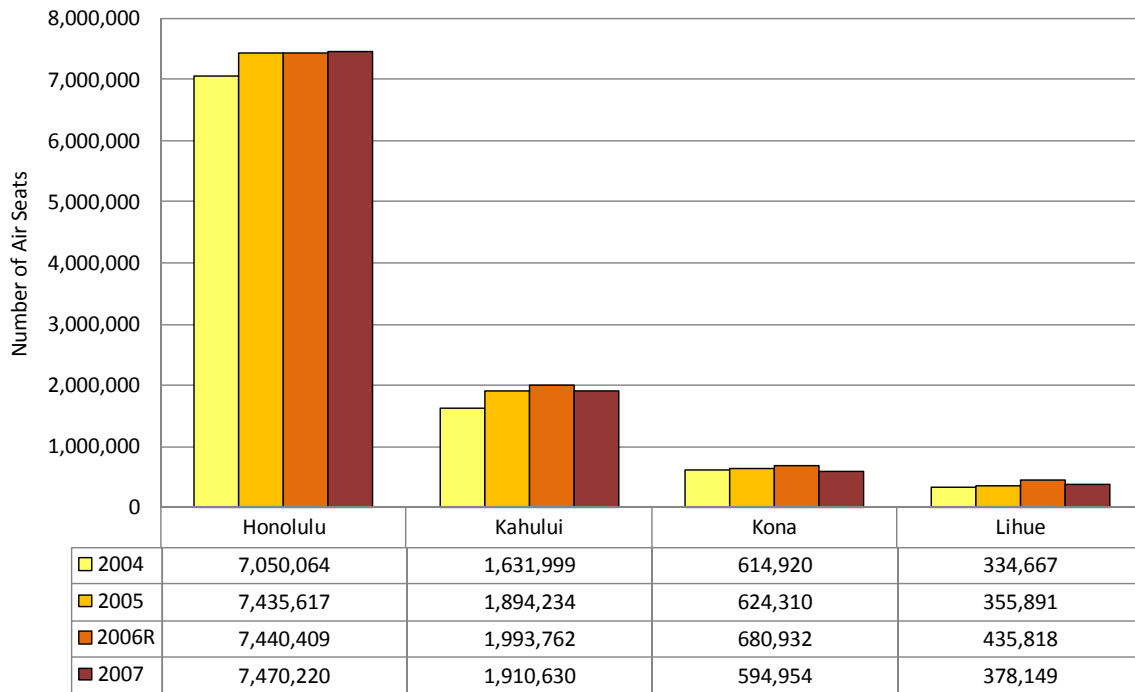
By island, 69.6 percent of O‘ahu visitor units were “Standard” or “Deluxe”. Similarly, the majority of the visitors units on Kaua‘i, Hawai‘i Island and Maui were also in the “Standard” or “Deluxe” price range. In contrast, most of the visitor units on Lāna‘i (95.5%) were in the higher-priced “Deluxe” and “Luxury” classes.

# TOTAL AIR SEATS OPERATED TO HAWAI'I

Statewide total air seats operated to Hawai'i increased from 2004 to 2006 but declined 1.8 percent in 2007 to 10,403,828 seats. For 2007, domestic seats dropped 2.2 percent from the previous year, while international seats declined .8 percent (Table 91).

## SEAT CAPACITY BY AIRPORT:

Figure 5: 2004-2007 Air Seats Operated to Hawai'i by Island <sup>1/</sup>



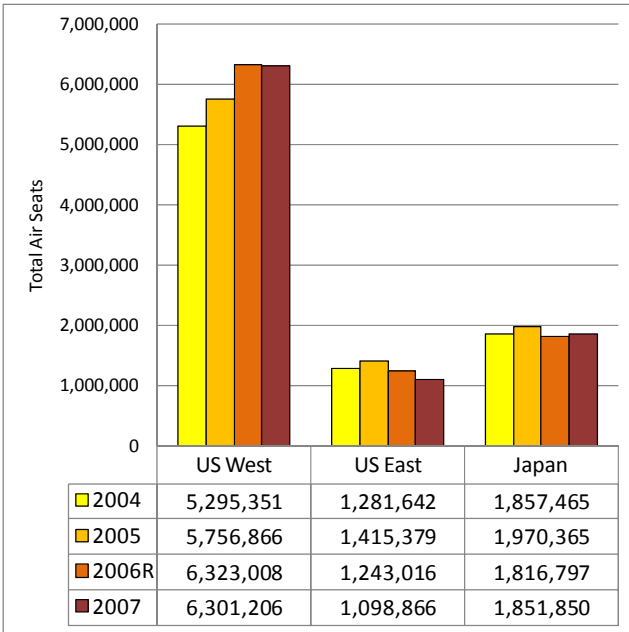
<sup>1/</sup> Hilo air seat data is not shown (2006: 42,175 and 2007: 49,875). There were no flights in 2004 and 2005

Air seat capacity to Honolulu International Airport has been increasing over the past three years. In 2007, seat capacity at this airport rose slightly (+.4%) from 2006, to 7,470,220 total seats. Seat capacity to Kahului airport increased from 2004 to 2006 but declined 4.2 percent in 2007 to 1,910,630 total seats.

Seat capacity at Kona International Airport increased sharply between 2005 and 2006 but declined 12.6 percent in 2007 to 594,954 seats. Hilo Airport had 49,875 seats on domestic flights in 2007, up 18.3 percent from the previous year. Similarly, seat capacity at the Lihue airport also increased from 2004 to 2006, but declined 13.2 percent in 2007 to 378,149 seats. There were no international flights into Lihue Airport.

**SEAT CAPACITY BY SELECTED MMAs:**

**Figure 6: 2004-2007 Total Air Seats of Top 3 MMA**

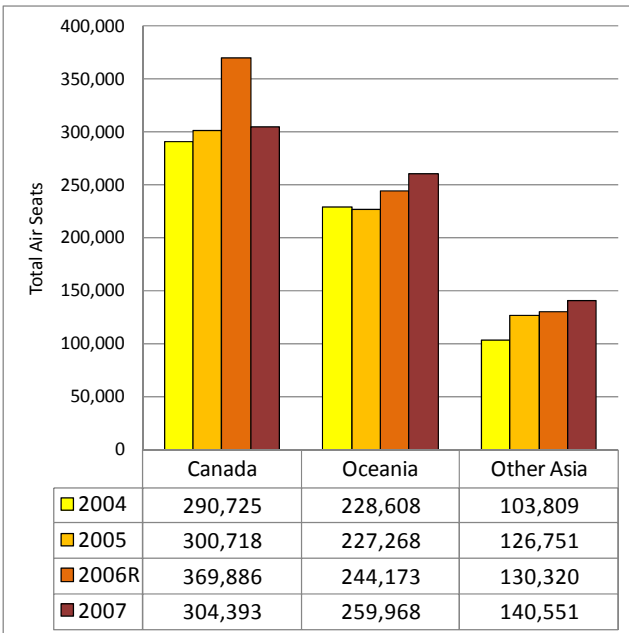


Air capacity from U.S. West increased 9.8 percent between 2005 and 2006 but decreased .3 percent in 2007 to 6,301,206 seats. Seats from U.S. West accounted for 60.6 percent of total air seats to Hawai'i in 2007.

Air capacity from U.S. East peaked in 2005 with 1,415,379 seats but has been declining over the last two years. In 2007, 1,098,866 seats were from U.S. East, down 11.6 percent from the previous year.

Seats from Japan declined 7.8 percent between 2005 and 2006 but in 2007 air capacity from this market increased 1.9 percent to 1,851,850 seats.

**Figure 7: 2004-2007 Total Air Seats by Selected MMA**



Air capacity from Canada dropped 17.7 percent from a high of 369,886 seats in 2006 to 304,393 seats in 2007.

Air capacity from Oceania has been increasing since 2005. There were 259,968 seats from this market in 2007, 6.5 percent higher than 2006.

Air capacity from Other Asia has been steadily increasing over the last 4 years. In 2007, there were 140,551 seats from this market, up 7.9 percent from the previous year.

Table 1: Summary of Visitor Statistics: 2007 vs. 2006

CATEGORY AND MMA	2007	2006R	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>12,811.1</b>	<b>12,491.6</b>	<b>2.6</b>
<b>Visitor arrivals by air</b>	12,763.5	12,433.4	2.7
U.S. West	4,759.7	4,750.3	0.2
U.S. East	3,777.2	3,634.9	3.9
Japan	1,982.0	2,037.2	-2.7
Canada	634.2	508.0	24.8
Europe	231.8	222.7	4.1
Oceania	311.6	239.4	30.1
Other Asia	253.6	189.9	33.5
Latin America	48.7	34.8	39.8
Other	579.5	625.5	-7.4
Supplemental business (all MMAs)	185.2	190.7	-2.9
<b>Visitor arrivals by cruise ships</b>	47.6	58.2	-18.2
<b>TOTAL VISITOR DAYS</b>	<b>70,075,021</b>	<b>69,884,925</b>	<b>0.3</b>
<b>Visitor arrivals by air</b>	69,135,310	69,145,854	0.0
U.S. West	30,536,961	30,354,176	0.6
U.S. East	19,595,531	20,074,198	-2.4
Japan	7,372,699	7,645,126	-3.6
Canada	4,206,656	3,554,373	18.4
Europe	1,327,042	1,320,830	0.5
Oceania	1,467,446	1,186,724	23.7
Other Asia	1,084,780	912,265	18.9
Latin America	249,619	218,248	14.4
Other	3,294,576	3,879,913	-15.1
<b>Visitor arrivals by cruise ships</b>	939,711	739,071	27.1
<b>VISITOR ARRIVALS</b>	<b>7,627,819</b>	<b>7,628,118</b>	<b>0.0</b>
<b>Visitor arrivals by air</b>	7,496,820	7,528,106	-0.4
U.S. West	3,244,707	3,219,948	0.8
U.S. East	1,901,502	1,953,316	-2.7
Japan	1,296,421	1,362,878	-4.9
Canada	333,397	280,920	18.7
Europe	108,022	106,032	1.9
Oceania	164,151	135,813	20.9
Other Asia	121,109	117,532	3.0
Latin America	19,943	19,020	4.9
Other	307,568	332,647	-7.5
<b>Visitor arrivals by cruise ships</b>	130,999	100,012	31.0
<b>AVERAGE LENGTH OF STAY (days)</b>	<b>9.19</b>	<b>9.15</b>	<b>0.4</b>
<b>Visitor arrivals by air</b>	9.22	9.19	0.4
U.S. West	9.41	9.43	-0.2
U.S. East	10.31	10.28	0.3
Japan	5.69	5.61	1.4
Canada	12.62	12.65	-0.3
Europe	12.28	12.46	-1.4
Oceania	8.94	8.74	2.3
Other Asia	8.96	7.76	15.4
Latin America	12.52	11.47	9.1
Other	10.71	11.66	-8.2
<b>Visitor arrivals by cruise ships</b>	7.17	7.39	-2.9

**Table 1: Summary of Visitor Statistics: 2007 vs. 2006 (continued)**

CATEGORY AND MMA	2007	2006R	(%) Change
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>182.8</b>	<b>178.7</b>	<b>2.3</b>
<b>Visitor arrivals by air</b>	<b>184.6</b>	<b>179.8</b>	<b>2.7</b>
U.S. West	155.9	156.5	-0.4
U.S. East	192.8	181.1	6.5
Japan	268.8	266.5	0.9
Canada	150.8	142.9	5.5
Europe	174.7	168.6	3.6
Oceania	212.3	201.8	5.2
Other Asia	233.8	208.2	12.3
Latin America	195.0	159.6	22.2
Other	175.9	161.2	9.1
<b>Visitor arrivals by cruise ships</b>	<b>50.6</b>	<b>78.7</b>	<b>-35.7</b>
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,679.5</b>	<b>1,636.2</b>	<b>2.6</b>
<b>Visitor arrivals by air</b>	<b>1,702.5</b>	<b>1,651.6</b>	<b>3.1</b>
U.S. West	1,466.9	1,475.3	-0.6
U.S. East	1,986.4	1,860.9	6.7
Japan	1,528.8	1,494.8	2.3
Canada	1,902.1	1,808.2	5.2
Europe	2,146.0	2,100.7	2.2
Oceania	1,898.1	1,763.0	7.7
Other Asia	2,094.0	1,615.8	29.6
Latin America	2,441.1	1,831.4	33.3
Other	1,884.1	1,880.3	0.2
<b>Visitor arrivals by cruise ships</b>	<b>363.2</b>	<b>581.8</b>	<b>-37.6</b>
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>12,811.1</b>	<b>12,491.6</b>	<b>2.6</b>
O'ahu	6,076.9	6,004.5	1.2
Maui	3,468.7	3,429.5	1.1
Moloka'i	41.1	38.6	6.5
Lāna'i	112.4	85.3	31.9
Kaua'i	1,372.7	1,249.0	9.9
Hawai'i Island	1,739.3	1,684.8	3.2
<b>PER PERSON PER DAY SPENDING (\$)</b>			
O'ahu	187.4	183.3	2.2
Maui	189.9	188.3	0.9
Moloka'i	114.6	111.9	2.4
Lāna'i	347.3	302.5	14.8
Kaua'i	167.6	161.5	3.8
Hawai'i Island	165.4	159.6	3.6
<b>VISITOR ARRIVALS (AIR + SHIP)</b>			
O'ahu	4,823,874	4,788,129	0.7
Maui	2,580,361	2,536,410	1.7
Moloka'i	86,579	93,302	-7.2
Lāna'i	105,499	103,523	1.9
Kaua'i	1,372,682	1,270,881	8.0
Hawai'i Island	1,739,458	1,705,338	2.0
<b>VISITOR ARRIVALS BY AIR</b>			
O'ahu	4,694,750	4,688,117	0.1
Maui	2,463,595	2,446,590	0.7
Moloka'i	83,163	86,336	-3.7
Lāna'i	100,350	94,269	6.5
Kaua'i	1,299,045	1,204,132	7.9
Hawai'i Island	1,622,359	1,614,408	0.5
<b>VISITOR ARRIVALS BY SHIP</b>			
O'ahu	129,124	100,012	29.1
Maui	116,766	89,820	30.0
Moloka'i	3,416	6,966	-51.0
Lāna'i	5,149	9,254	-44.4
Kaua'i	73,637	66,749	10.3
Hawai'i Island	117,099	90,930	28.8

**Table 2: Summary of Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	69,135,310	69,145,854	0.0%	55,100,441	54,584,048	0.9%	14,034,869	14,561,806	-3.6%
Total Visitors	7,496,820	7,528,106	-0.4%	5,582,530	5,550,125	0.6%	1,914,290	1,977,981	-3.2%
<b>PARTY SIZE</b>									
One	1,187,587	1,209,987	-1.9%	1,046,631	1,052,230	-0.5%	140,956	157,757	-10.7%
Two	3,136,631	3,094,984	1.3%	2,410,753	2,406,034	0.2%	725,878	688,950	5.4%
Three or more	3,172,602	3,223,135	-1.6%	2,125,146	2,091,862	1.6%	1,047,456	1,131,273	-7.4%
Avg Party Size	2.14	2.15	-0.5%	2.01	2.00	0.3%	2.68	2.75	-2.7%
<b>VISIT STATUS</b>									
First-Time	2,646,523	2,721,126	-2.7%	1,789,520	1,824,355	-1.9%	857,004	896,772	-4.4%
Repeat	4,850,297	4,806,980	0.9%	3,793,011	3,725,771	1.8%	1,057,286	1,081,209	-2.2%
Average # of Trips	4.79	4.73	1.3%	5.26	5.17	1.9%	3.40	3.50	-2.7%
<b>TRAVEL METHOD</b>									
Group Tour	906,220	1,064,150	-14.8%	297,951	321,141	-7.2%	608,269	743,009	-18.1%
Package	2,877,518	3,134,726	-8.2%	1,601,691	1,744,106	-8.2%	1,275,827	1,390,621	-8.3%
Group Tour & Pkg	761,157	912,446	-16.6%	225,770	249,753	-9.6%	535,386	662,693	-19.2%
True Independent	4,474,238	4,241,676	5.5%	3,908,659	3,734,631	4.7%	565,580	507,045	11.5%
<b>ISLANDS VISITED</b>									
O'ahu	4,694,750	4,688,117	0.1%	2,950,383	2,891,187	2.0%	1,744,367	1,796,930	-2.9%
Maui County	2,522,043	2,498,234	1.0%	2,224,813	2,198,555	1.2%	297,230	299,679	-0.8%
...Maui	2,463,595	2,446,590	0.7%	2,172,682	2,153,804	0.9%	290,913	292,786	-0.6%
...Moloka'i	83,163	86,336	-3.7%	65,197	60,860	7.1%	17,966	25,476	-29.5%
...Lāna'i	100,350	94,269	6.5%	81,160	72,216	12.4%	19,190	22,053	-13.0%
Kaua'i	1,299,045	1,204,132	7.9%	1,183,490	1,089,587	8.6%	115,555	114,545	0.9%
Hawai'i Island	1,622,359	1,614,408	0.5%	1,305,218	1,287,829	1.4%	317,141	326,579	-2.9%
...Hilo	726,892	677,992	7.2%	563,663	512,022	10.1%	163,229	165,970	-1.7%
...Kona	1,350,401	1,358,926	-0.6%	1,121,428	1,116,586	0.4%	228,973	242,340	-5.5%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.85	6.94	-1.3%	7.34	7.46	-1.6%	6.02	6.12	-1.6%
Maui (days)	7.31	7.36	-0.6%	7.45	7.53	-1.1%	6.31	6.10	3.4%
Moloka'i (days)	4.31	3.99	8.0%	4.91	4.78	2.9%	2.11	2.11	-0.1%
Lāna'i (days)	3.22	2.99	7.8%	3.64	3.51	3.8%	1.44	1.27	13.0%
Kaua'i (days)	6.24	6.34	-1.5%	6.50	6.61	-1.7%	3.59	3.73	-3.8%
Hawai'i Island (days)	6.28	6.41	-2.1%	6.86	7.04	-2.5%	3.86	3.91	-1.4%
...Hilo (days)	3.07	3.24	-5.1%	3.41	3.58	-4.8%	1.92	2.19	-12.2%
...Kona (days)	5.88	5.99	-1.8%	6.27	6.48	-3.1%	3.97	3.77	5.2%
Statewide (days)	9.22	9.19	0.4%	9.87	9.83	0.4%	7.33	7.36	-0.4%
<b>ACCOMMODATIONS</b>									
Hotel	4,673,074	4,818,676	-3.0%	3,063,619	3,155,612	-2.9%	1,609,455	1,663,064	-3.2%
...Hotel Only	3,996,219	4,184,424	-4.5%	2,482,290	2,604,533	-4.7%	1,513,929	1,579,891	-4.2%
Condo	1,321,676	1,277,786	3.4%	1,116,444	1,088,854	2.5%	205,231	188,932	8.6%
...Condo Only	1,014,850	982,723	3.3%	856,195	834,340	2.6%	158,656	148,383	6.9%
Timeshare	668,399	635,060	5.2%	631,804	596,107	6.0%	36,596	38,953	-6.1%
...Timeshare Only	500,571	473,672	5.7%	475,742	445,568	6.8%	24,829	28,103	-11.7%
Rental House	317,270	278,606	13.9%	293,353	258,342	13.6%	23,918	20,264	18.0%
Bed & Breakfast	76,517	74,118	3.2%	66,081	66,159	-0.1%	10,436	7,959	31.1%
Cruise Ship	399,380	339,528	17.6%	365,603	313,991	16.4%	33,777	25,537	32.3%
Friends or Relatives	732,496	736,869	-0.6%	659,540	647,452	1.9%	72,956	89,418	-18.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	6,143,876	6,117,490	0.4%	4,506,936	4,456,851	1.1%	1,636,940	1,660,640	-1.4%
....Vacation	5,644,923	5,609,171	0.6%	4,245,650	4,180,283	1.6%	1,399,273	1,428,887	-2.1%
....Honeymoon	483,599	484,690	-0.2%	265,804	281,210	-5.5%	217,795	203,480	7.0%
....Get Married	143,207	154,235	-7.2%	65,910	67,158	-1.9%	77,297	87,076	-11.2%
MC&I (Net)	492,146	557,173	-11.7%	400,804	417,886	-4.1%	91,343	139,286	-34.4%
....Convention/Conf.	279,229	322,599	-13.4%	246,142	265,837	-7.4%	33,088	56,761	-41.7%
....Corp. Meetings	105,204	109,253	-3.7%	89,420	81,965	9.1%	15,783	27,289	-42.2%
....Incentive	127,262	144,249	-11.8%	82,759	85,677	-3.4%	44,503	58,572	-24.0%
Other Business	280,140	287,206	-2.5%	254,065	258,865	-1.9%	26,075	28,341	-8.0%
Visit Friends/Relatives	698,077	690,643	1.1%	621,031	613,453	1.2%	77,046	77,190	-0.2%
Government/Military	91,445	98,384	-7.1%	79,914	85,111	-6.1%	11,531	13,273	-13.1%
Attend School	18,173	22,654	-19.8%	12,565	13,049	-3.7%	5,608	9,605	-41.6%
Sport Events	133,214	134,948	-1.3%	84,319	85,644	-1.5%	48,895	49,304	-0.8%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	12,578.3	12,242.7	2.7%	9,403.8	9,066.7	3.7%	3,174.4	3,176.0	0.0%
Per Person Per Day (\$)	181.9	177.1	2.8%	170.7	166.1	2.7%	226.2	218.1	3.7%
Per Person Per Trip (\$)	1,677.8	1,626.3	3.2%	1,684.5	1,633.6	3.1%	1,658.3	1,605.7	3.3%

**Table 3: Summary of Visitor Characteristics (Percentage of Total): 2007 vs. 2006  
(Arrivals by air)**

2007 & 2006R % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2007	2006R	2007	2006R	2007	2006R
Total Visitors	7,496,820	7,528,106	5,582,530	5,550,125	1,914,290	1,977,981
<b>PARTY SIZE</b>						
One	15.8%	16.1%	18.7%	19.0%	7.4%	8.0%
Two	41.8%	41.1%	43.2%	43.4%	37.9%	34.8%
Three or more	42.3%	42.8%	38.1%	37.7%	54.7%	57.2%
Avg Party Size	2.14	2.15	2.01	2.00	2.68	2.75
<b>VISIT STATUS</b>						
First-Time	35.3%	36.1%	32.1%	32.9%	44.8%	45.3%
Repeat	64.7%	63.9%	67.9%	67.1%	55.2%	54.7%
Average # of Trips	4.79	4.73	5.26	5.17	3.40	3.50
<b>TRAVEL METHOD</b>						
Group Tour	12.1%	14.1%	5.3%	5.8%	31.8%	37.6%
Package	38.4%	41.6%	28.7%	31.4%	66.6%	70.3%
Group Tour & Pkg	10.2%	12.1%	4.0%	4.5%	28.0%	33.5%
True Independent	59.7%	56.3%	70.0%	67.3%	29.5%	25.6%
<b>ISLANDS VISITED</b>						
O'ahu	62.6%	62.3%	52.9%	52.1%	91.1%	90.8%
Maui County	33.6%	33.2%	39.9%	39.6%	15.5%	15.2%
...Maui	32.9%	32.5%	38.9%	38.8%	15.2%	14.8%
...Moloka'i	1.1%	1.1%	1.2%	1.1%	0.9%	1.3%
...Lāna'i	1.3%	1.3%	1.5%	1.3%	1.0%	1.1%
Kaua'i	17.3%	16.0%	21.2%	19.6%	6.0%	5.8%
Hawai'i Island	21.6%	21.4%	23.4%	23.2%	16.6%	16.5%
...Hilo	9.7%	9.0%	10.1%	9.2%	8.5%	8.4%
...Kona	18.0%	18.1%	20.1%	20.1%	12.0%	12.3%
<b>ACCOMMODATIONS</b>						
Hotel	62.3%	64.0%	54.9%	56.9%	84.1%	84.1%
...Hotel Only	53.3%	55.6%	44.5%	46.9%	79.1%	79.9%
Condo	17.6%	17.0%	20.0%	19.6%	10.7%	9.6%
...Condo Only	13.5%	13.1%	15.3%	15.0%	8.3%	7.5%
Timeshare	8.9%	8.4%	11.3%	10.7%	1.9%	2.0%
...Timeshare Only	6.7%	6.3%	8.5%	8.0%	1.3%	1.4%
Apartment	4.2%	3.7%	5.3%	4.7%	1.2%	1.0%
Bed & Breakfast	1.0%	1.0%	1.2%	1.2%	0.5%	0.4%
Cruise Ship	5.3%	4.5%	6.5%	5.7%	1.8%	1.3%
Friends or Relatives	9.8%	9.8%	11.8%	11.7%	3.8%	4.5%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	82.0%	81.3%	80.7%	80.3%	85.5%	84.0%
.....Vacation	75.3%	74.5%	76.1%	75.3%	73.1%	72.2%
.....Honeymoon	6.5%	6.4%	4.8%	5.1%	11.4%	10.3%
.....Get Married	1.9%	2.0%	1.2%	1.2%	4.0%	4.4%
MC&I (Net)	6.6%	7.4%	7.2%	7.5%	4.8%	7.0%
.....Convention/Conf.	3.7%	4.3%	4.4%	4.8%	1.7%	2.9%
.....Corp. Meetings	1.4%	1.5%	1.6%	1.5%	0.8%	1.4%
.....Incentive	1.7%	1.9%	1.5%	1.5%	2.3%	3.0%
Other Business	3.7%	3.8%	4.6%	4.7%	1.4%	1.4%
Visit Friends/Relatives	9.3%	9.2%	11.1%	11.1%	4.0%	3.9%
Government/Military	1.2%	1.3%	1.4%	1.5%	0.6%	0.7%
Attend School	0.2%	0.3%	0.2%	0.2%	0.3%	0.5%
Sport Events	1.8%	1.8%	1.5%	1.5%	2.6%	2.5%



**Table 4: Visitor Days by Island: 2007 vs. 2006  
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
TOTAL STATE	69,135,310	69,145,854	0.0%	55,100,441	54,584,048	0.9%	14,034,869	14,561,806	-3.6%
O'AHU	32,153,400	32,545,981	-1.2%	21,656,138	21,556,959	0.5%	10,497,262	10,989,021	-4.5%
MAUI COUNTY	18,696,047	18,627,456	0.4%	16,795,532	16,759,145	0.2%	1,900,515	1,868,311	1.7%
MAUI	18,014,609	18,001,415	0.1%	16,179,556	16,214,912	-0.2%	1,835,053	1,786,503	2.7%
MOLOKA'I	358,256	344,526	4.0%	320,391	290,789	10.2%	37,865	53,737	-29.5%
LĀNA'I	323,183	281,515	14.8%	295,586	253,444	16.6%	27,597	28,071	-1.7%
KAUAI	8,105,509	7,629,733	6.2%	7,691,087	7,202,566	6.8%	414,423	427,167	-3.0%
HAWAII ISLAND	10,180,354	10,342,683	-1.6%	8,957,684	9,065,377	-1.2%	1,222,670	1,277,306	-4.3%
HILO	2,234,519	2,196,241	1.7%	1,920,744	1,832,907	4.8%	313,775	363,334	-13.6%
KONA	7,945,834	8,146,442	-2.5%	7,036,940	7,232,470	-2.7%	908,895	913,972	-0.6%

**Table 5: Visitor Days by Month: 2007 vs. 2006  
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JANUARY	5,973,248	6,253,496	-4.5%	4,669,713	4,830,369	-3.3%	1,303,535	1,423,127	-8.4%
FEBRUARY	5,471,362	5,602,392	-2.3%	4,166,796	4,265,327	-2.3%	1,304,566	1,337,065	-2.4%
MARCH	5,958,199	6,023,952	-1.1%	4,633,180	4,367,930	6.1%	1,325,019	1,656,022	-20.0%
APRIL	5,360,108	5,068,785	5.7%	4,171,055	4,078,611	2.3%	1,189,052	990,174	20.1%
MAY	5,155,343	5,071,627	1.7%	4,277,367	4,031,109	6.1%	877,976	1,040,517	-15.6%
JUNE	6,292,456	6,272,003	0.3%	5,290,435	5,305,008	-0.3%	1,002,021	966,996	3.6%
JULY	6,603,837	6,820,132	-3.2%	5,471,131	5,642,415	-3.0%	1,132,706	1,177,717	-3.8%
AUGUST	6,553,918	6,268,981	4.5%	5,142,518	4,943,589	4.0%	1,411,400	1,325,392	6.5%
SEPTEMBER	4,829,060	4,939,912	-2.2%	3,811,325	3,812,973	0.0%	1,017,735	1,126,938	-9.7%
OCTOBER	5,074,036	5,113,179	-0.8%	4,151,037	4,060,584	2.2%	922,999	1,052,595	-12.3%
NOVEMBER	5,106,662	5,147,599	-0.8%	4,094,717	4,050,620	1.1%	1,011,944	1,096,980	-7.8%
DECEMBER	6,757,081	6,563,796	2.9%	5,221,166	5,195,513	0.5%	1,535,915	1,368,283	12.3%
<b>TOTAL</b>	<b>69,135,310</b>	<b>69,145,854</b>	<b>0.0%</b>	<b>55,100,441</b>	<b>54,584,048</b>	<b>0.9%</b>	<b>14,034,869</b>	<b>14,561,806</b>	<b>-3.6%</b>

**Table 6: Average Daily Census by Island: 2007 vs. 2006  
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
TOTAL STATE	189,412	189,441	0.0%	150,960	149,545	0.9%	38,452	39,895	-3.6%
O'AHU	88,092	89,167	-1.2%	59,332	59,060	0.5%	28,760	30,107	-4.5%
MAUI COUNTY	51,222	51,034	0.4%	46,015	45,915	0.2%	5,207	5,119	1.7%
MAUI	49,355	49,319	0.1%	44,328	44,424	-0.2%	5,028	4,895	2.7%
MOLOKA'I	982	944	4.0%	878	797	10.2%	104	147	-29.5%
LĀNA'I	885	771	14.8%	810	694	16.6%	76	77	-1.7%
KAUA'I	22,207	20,903	6.2%	21,071	19,733	6.8%	1,135	1,170	-3.0%
HAWAII ISLAND	27,891	28,336	-1.6%	24,542	24,837	-1.2%	3,350	3,499	-4.3%
HILO	6,122	6,017	1.7%	5,262	5,022	4.8%	860	995	-13.6%
KONA	21,769	22,319	-2.5%	19,279	19,815	-2.7%	2,490	2,504	-0.6%

**Table 7: Average Daily Census by Month: 2007 vs. 2006  
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JANUARY	192,685	201,726	-4.5%	150,636	155,818	-3.3%	42,050	45,907	-8.4%
FEBRUARY	195,406	200,085	-2.3%	148,814	152,333	-2.3%	46,592	47,752	-2.4%
MARCH	192,200	194,321	-1.1%	149,457	140,901	6.1%	42,743	53,420	-20.0%
APRIL	178,670	168,959	5.7%	139,035	135,954	2.3%	39,635	33,006	20.1%
MAY	166,301	163,601	1.7%	137,980	130,036	6.1%	28,322	33,565	-15.6%
JUNE	209,749	209,067	0.3%	176,348	176,834	-0.3%	33,401	32,233	3.6%
JULY	213,027	220,004	-3.2%	176,488	182,013	-3.0%	36,539	37,991	-3.8%
AUGUST	211,417	202,225	4.5%	165,888	159,471	4.0%	45,529	42,755	6.5%
SEPTEMBER	160,969	164,664	-2.2%	127,044	127,099	0.0%	33,925	37,565	-9.7%
OCTOBER	163,679	164,941	-0.8%	133,904	130,987	2.2%	29,774	33,955	-12.3%
NOVEMBER	170,222	171,587	-0.8%	136,491	135,021	1.1%	33,731	36,566	-7.8%
DECEMBER	217,970	211,735	2.9%	168,425	167,597	0.5%	49,546	44,138	12.3%
<b>TOTAL</b>	<b>189,412</b>	<b>189,441</b>	<b>0.0%</b>	<b>150,960</b>	<b>149,545</b>	<b>0.9%</b>	<b>38,452</b>	<b>39,895</b>	<b>-3.6%</b>

**Table 8: Visitors Staying Overnight or Longer: 1952–2007  
(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%
2006R	7,528,106	1.5%	5,550,125	4.5%	1,977,981	-6.0%
2007	7,496,820	-0.4%	5,582,530	0.6%	1,914,290	-3.2%

Source: DBEDT

# AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

*U.S. WEST*

*U.S. EAST*

*JAPAN*

*CANADA*

*EUROPE*

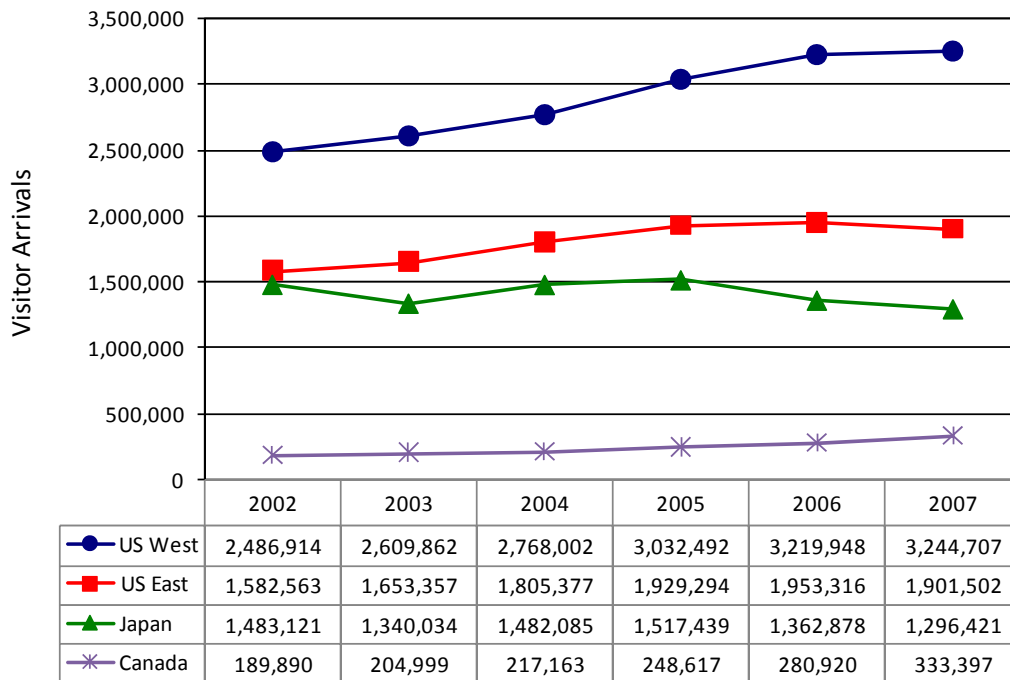
*OCEANIA*

*OTHER ASIA*

*LATIN AMERICA*

# AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA<sup>7</sup>

**Figure 8: Hawai'i's Four Largest Markets  
(Visitor Arrivals by Air, 2002-2007)**



## U.S. WEST

U.S. West continued to be Hawai'i's largest market in terms of total expenditures, visitor days and visitor arrivals. Expenditures by U.S. West visitors rose slightly (+.2%) from 2006 to \$4.76 billion. This group spent less on a daily basis in 2007 (\$156 per person) compared to 2006 (\$157 per person). Visitor arrivals increased .8 percent and contributed to a .6 percent growth in U.S. West visitor days. The average length of stay by these visitors was virtually unchanged at 9.41 days (Table 1 and Table 13).

- U.S. West visitors increased over the past five years to 3,244,707 visitors in 2007.
- Of the total arrivals in 2007, 79.1 percent were repeat visitors to the islands, up from 78.5 percent in 2006. This market continued to have the highest percentage of repeat visitors among all the MMAs.
- True independent travelers comprised a higher percentage of U.S. West visitors in 2007 (73.4%) compared to 2006 (70.3%).

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<sup>7</sup> Visitors are classified by their place of residence into the following major market areas (MMAs) for marketing purposes: U.S. West, U.S. East, Japan, Canada, Europe, Oceania, Other Asia, Latin America, Other (See Technical Notes, Definitions and Sources of Data, page 143)

- O‘ahu was visited by 46.1 percent of all U.S. West visitors in 2007, while 37.3 percent went to Maui, 20.9 percent went to Hawai‘i Island and 19.7 percent went to Kaua‘i. Except for a 1.3 percent decline on Hawai‘i Island, all other islands reported growth in visitor arrivals from U.S. West.
- These visitors stayed the longest on Maui (7.89 days), followed by Hawai‘i Island (7.63 days), Kaua‘i (7.33 days), O‘ahu (7.22 days), Moloka‘i (5.47 days) and Lāna‘i (3.98 days).
- Half of all U.S. West visitors stayed in hotels, 23.3 percent stayed in condominiums, 12.7 percent stayed in timeshare properties and 12.5 percent stayed with friends and relatives. Fewer U.S. West visitors stayed in hotels (-2.3%) compared to 2006. The most noticeable increase was in visitors who stayed in rental homes which rose 14 percent or 23,056 more visitors than in 2006.
- More U.S. West visitors came to vacation (+1.5%), for corporate meetings (+3.3%) or to visit friends or relatives (+1.3%); while fewer came for conventions (-7.7%), incentives (-4%) or to honeymoon (-3.3%) than in 2006.
- More than half (52.3%) of the visitors from this MMA were female. The largest age group was between 41 to 59 years (32%), followed by the 25 to 40 years group (24.3%) and those 60 years and older (16.3%) (Table 28).
- California continued to be the largest contributor (60.9%) to U.S. West arrivals. However arrivals from California decreased 2.5 percent from 2006 to 1,946,829 visitors. In contrast, arrivals from the other states in the Pacific Region: Washington (+14.4%), Oregon (+8.5%) and Alaska (+14.3%) all showed strong growth in 2007 (Table 15 and Table 17).

## U.S. EAST

Hawai‘i’s second largest visitor market remained U.S. East. In 2007 total expenditures by U.S. East visitors rose 3.9 percent from the previous year, to \$3.8 billion, due to higher daily visitor spending (up from \$181 per person in 2006 to \$193 per person in 2007). Total U.S. East visitor days decreased 2.4 percent. Arrivals from this group rose from 2002 to 2006 but declined 2.7 percent in 2007 to 1,901,502 visitors. The average length of stay was stable at 10.31 days (Table 1 and Table 15).

- Over half (54.2%) of all U.S. East visitors have been to Hawai‘i at least once before, up from 53.3 percent in 2006.
- Nearly 62 percent of U.S. East visitors in 2007 went to O‘ahu, 42 percent visited Maui, 27.4 percent visited Hawai‘i Island and 24.3 percent visited Kaua‘i.
- More U.S. East visitors went to Kaua‘i (+7%) and Hawai‘i Island (+1.9%) than in 2006.
- These visitors stayed the longest on O‘ahu (7.25 days), followed by Maui (6.61 days), Hawai‘i Island (5.85 days), Kaua‘i (5.42 days), Moloka‘i (4.10 days) and Lāna‘i (3.22 days).
- Fewer U.S. East visitors came to vacation (-1.8%), to honeymoon (-10.1%), get married (-3.6%), in 2007. Fewer U.S. East visitors came for conventions (-9.1%) and incentives (-3.6%).
- Of U.S. East visitors who came in 2007, 67.8 percent were true independent travelers.
- Hotels accommodated 61.5 percent of U.S. East visitors, while 15.1 percent stayed in condominiums, 11.2 percent stayed with friends or relatives and 10 percent stayed in timeshare properties. Fewer U.S. East visitors stayed in hotels (-6%) compared to 2006.
- Similar to U.S. West visitors 52.4 percent of U.S. East visitors were female. Those between 41 to 59 years old were the largest age group (35%), followed by those between the ages 25 to 40 (24.2%) and those 60 years and older (18.6%) (Table 28).

## JAPAN

Ranked third in terms of total visitor expenditures, visitor days and arrivals was the Japanese market. After a 7.8 percent drop in 2006 (to \$2.04 billion) total Japanese visitor expenditures declined another 2.7 percent to \$1.98 billion. The decrease was due to lower visitor arrivals which decreased 4.9 percent from 2006 to 1,296,421 visitors in 2007. Daily spending by Japanese visitors increased to \$269 per person (from \$267 per person in 2006) and remained the highest among all visitor markets. Japanese visitor days declined 3.6 percent from 2006. The average length of stay was 5.69 days, slightly higher than last year (5.61 days) (Table 1 and Table 20).

- Over half (56.3%) of the arrivals were repeat visitors to the islands, up .9 percentage points from 2006.
- Nearly all of the 1,296,421 Japanese visitors in 2007 came to O‘ahu (95.6%), 15.4 percent visited Hawai‘i Island, 6.2 percent visited the island of Maui and 2.7 percent visited Kaua‘i.
- Japanese visitors stayed the longest on O‘ahu (5.19 days), followed by Hawai‘i Island (3.08 days), Maui (3.03 days), Kaua‘i (2.24 days), Lāna‘i (2.15 days), and Moloka‘i (1.55 days).
- Most Japanese visitors came on packaged trips (81.6%), while only 13.7 percent were true independent travelers.
- The most popular choice of lodging among Japanese visitors continued to be hotels, which accommodated 90.7 percent of those who came in 2007. Fewer visitors stayed in hotels (-6.3%) compared to 2006. On the other hand, Japanese visitors who stayed in timeshare properties (+19.8%) and rental homes (+26.2%) surged from 2006.
- The number of Japanese visitors who honeymooned in the islands rose 7.3 percent from the previous year.
- There were more female (59.7%) visitors from Japan than male. The largest age group was younger than in the U.S. market, 25 to 40 years olds (36%), followed by those between 41 to 59 years (25.1%) and those over 60 years old (15.8%) (Table 28).
- Kanto (which includes Tokyo) was the largest source of Japanese visitors to Hawai‘i. There were more visitors from Chubu than from Kinki in 2007 (Table 21).

## CANADA

Total expenditures by Canadian visitors, the State’s fourth largest visitor market, increased steadily through 2004 (+8.4% to \$363.6 million), 2005 (+24% to \$451 million), and 2006 (+12.6% to \$508 million). In 2007, visitor expenditures jumped 24.8 percent from 2006 to \$634.2 million. Contributing to the growth in total spending was an 18.7 percent increase in arrivals compared to 2006, to 333,397 visitors. Arrivals from this market also increased over the past five years. The average length of stay by these visitors was the longest among Hawai‘i’s visitor groups at 12.62 days (unchanged from 2006). Total visitor days grew 18.4 percent from 2006. Also boosting total expenditure growth was higher daily visitor spending, up from \$143 per person to \$151 per person (Table 1 and Table 22). About 59 percent of the Canadians flew direct from Canada or from other international ports, while the remainder arrived on flights from the U.S. mainland.

- Repeat visitors comprised 61.1 percent of the Canadian visitors in 2007.

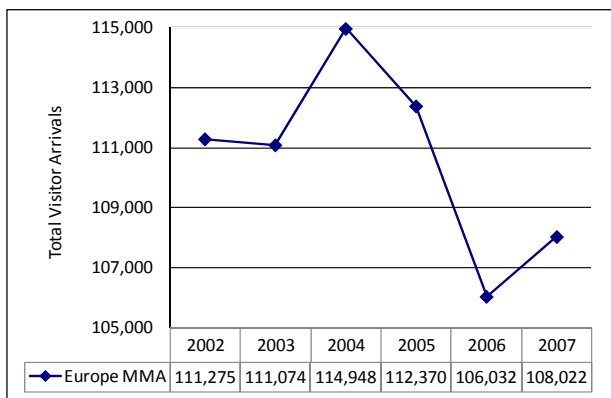
- O‘ahu (59.4%) and Maui (51.7%) were the two most popular islands, visited by more than half of the Canadians, while 22.7 percent visited Hawai‘i Island and 18.7 percent visited Kaua‘i. All islands experienced double digit growth in arrivals by Canadian visitors compared to 2006.
- Canadian visitors spent the most time on Maui (9.15 days), followed by O‘ahu (8.83 days), Hawai‘i Island (6.32 days), Kaua‘i (5.63 days), Moloka‘i (3.89 days) and Lāna‘i (2.06 days).
- Of all Canadian visitors who came during the year, 67.4 percent were true independent travelers.
- Nearly 53 percent of Canadians visitors stayed in hotels, 33.3 percent stayed in condominiums and 8.9 percent stayed in timeshare properties.
- More Canadian visitors were in Hawai‘i for vacation (+21.7%), to honeymoon (+7.5%) and to visit friends or relatives (+8.2%) than in 2006.
- The largest age group for Canadian visitors was between 41 to 59 years (33.8%), followed by those 25 to 40 years (21.4%) and those over 60 years old (23.2%). Over half (54%) of the visitors were female (Table 28).

## EUROPE

Arrivals from Europe MMA peaked in 2004 at 114,948 visitors then decreased through 2006 (Figure 9). In 2007, Europe MMA arrivals rose 1.9 percent to 108,022 visitors. This contributed to a .5 percent increase in European visitor days and a 4.1 percent growth in visitor expenditures to \$231.8 million. Also contributing to the higher total spending was a 3.6 percent increase in daily spending to \$175 per person. The average length of stay was 12.28 days compared to 12.46 days in 2006 (Table 1 and Table 23). These visitors spent \$2,146 per person per trip in 2007, second highest among all visitor markets (up from \$2,101 per person in 2006).

- First time visitors accounted for 70 percent of all European visitors to Hawai‘i in 2007.
- Over half (53.3%) of the European visitors are residents of the United Kingdom (Table 11).
- Nearly 88 percent of Europeans arrived in the islands on flights from U.S. cities.
- The majority (72.1%) of the Europeans visited O‘ahu, followed by Maui (35.6%), Hawai‘i Island (27.3%) and Kaua‘i (20.8%).
- European visitors stayed the longest on O‘ahu (8.61 days), followed by Maui (7.88 days), Hawai‘i Island (7.10 days), Kaua‘i (5.83 days), Moloka‘i (3.46 days) and Lāna‘i (3.36 days).
- Slightly less than half purchased packages for at least their air and hotel accommodations while 50.3

**Figure 9: 2002-2007 Europe MMA Total Visitor Arrivals**



percent of the European visitors made independent travel arrangements.

- More Europeans came to vacation (+3.1%) and for conventions (+17%) than in 2006.
- Most European visitors stayed in hotels (73.3%), although some stayed with friends and relatives (8.8%), and in condominium properties (8.3%).
- Those between 25 to 40 years old comprised the largest age group (33%) of European visitors, followed by those between 41 to 59 years (29.8%) and those over 60 years old (17.6%). There were more male (51.2%) than female (48.8%) European visitors in 2007 (Table 28).

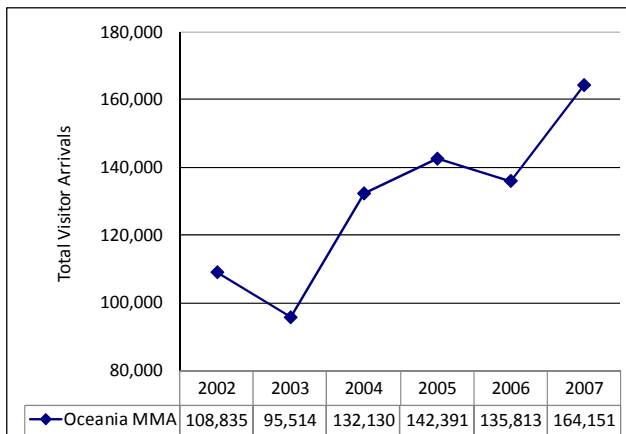


## OCEANIA

Total expenditures by visitors from Oceania MMA jumped 30.1 percent compared to 2006, to \$231.8 million. The average daily spending by this group of visitors increased from \$202 per person to \$212 per person, to rank third highest among all visitor markets (Table 1 and 24). Arrivals increased 20.9 percent to 164,151 visitors and contributed to a 23.7 percent growth in visitor days (Figure 10 and Table 24). Despite decreases in 2003 and 2006, arrivals from this market have been trending upward since 2002. Those who came in 2007 also stayed longer, 8.94 days compared to 8.74 days in 2006.

- Over half (51.6%) of all Oceania visitors were first timers to the islands.
- Of the 164,151 visitors from this market, 88.6 percent were from Australia while the remaining 11.4 percent were from New Zealand (Table 11).
- Most (94.8%) of the visitors from this market went to O’ahu during their stay, 22.9 percent visited Maui and 20.1 percent went to Hawai’i Island.
- The majority (87.3%) of the visitors from Oceania stayed in hotels.

**Figure 10: 2002-2007 Oceania MMA Total Visitor Arrivals**



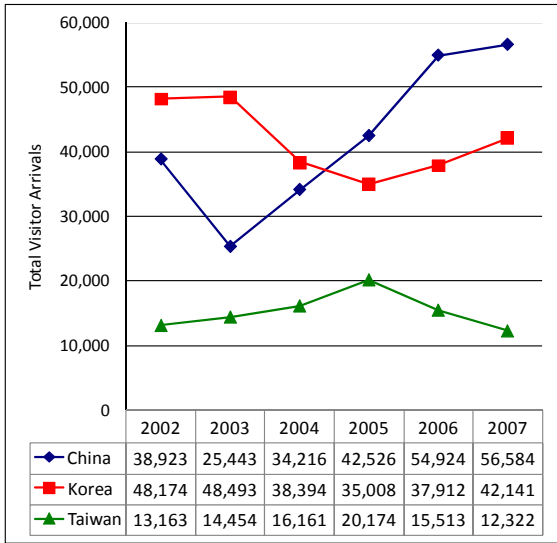
- More visitors from this market came to vacation (+22.4%), for conventions, meetings and incentives (+12.2%) and to visit friends or relatives (+22.4%) compared to 2006.
- The proportion of true independent travelers grew from 39.2 percent in 2006 to 47.7 percent in 2007. Over half (51.7%) of the visitors from this market came on a package trip in 2007, down from 60 percent in 2006.
- The largest age group for visitors from Oceania was those 41 to 59 years old (32.6%) followed by those between 25 to 40 years (26.6%). There were more female (54.6%) than male (45.4%) visitors from this market in 2007 (Table 28).

## OTHER ASIA

Visitor expenditures by visitors from Other Asia MMA surged 33.5 percent to \$253.6 million in 2007. The growth was largely due to higher daily spending by these visitors which climbed from \$208 to \$234 person, ranking second highest among all visitor groups (Table 1 and Table 25). Also contributing to the increase in visitor spending was an 18.9 percent jump visitor days, due to a 3 percent increase in arrivals and a longer average length of stay (8.96 days compared to 7.76 days in 2006). Per trip spending by visitors from Other Asia rose 29.6 percent to \$2,094 per person in 2007. These visitors spent more than their U.S., Canada, Oceania and Japan counterparts.

- The majority (73.1%) of the visitors from Other Asia have never been to Hawai’i before. Visitors from China (46.7%), Korea (34.8%), and Taiwan (10.2%) combined accounted for 91.7 percent of the total 121,109 visitors from Other Asia (Table 11).
- Arrivals from China showed strong growth from 2003 to 2006 and a more modest increase in 2007 to 56,584 visitors (Figure 11).

**Figure 11: 2002-2007 Other Asia MMA Total Visitor Arrivals**



- After slowing in 2004 through 2005, arrivals from Korea have been trending upward to 42,141 in 2007.
- Since 2005 the number of Taiwanese visitors has been declining, down to 12,322 visitors in 2007.
- Most of the visitors from Other Asia went to O‘ahu (91.9%), while 21.1 percent went to Maui, 15.6 went to Hawai‘i Island and 6.4 percent went to Kaua‘i.
- The average length of stay by these visitors was the longest on O‘ahu (7.90 days), followed by Hawai‘i Island (4.77 days), Kaua‘i (3.38 days), Maui (3.33 days), Lāna‘i (1.83 days) and Moloka‘i (1.76 days).
- Only 34.6 percent were true independent travelers while the majority of these visitors purchased group tours or package trips.
- Hotels accommodated 83.2 percent of the Other Asian visitors while 9.1 percent stayed with friends or relatives.

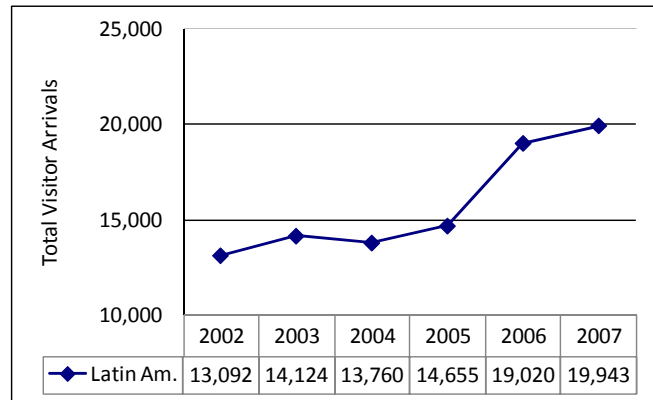
- Those between 41 to 59 years old (41.1%) and between 25 to 40 years (35.1%) were the two largest age groups from Other Asia. Close to 59 percent of the visitors were male (Table 28).
- The majority (65.3%) of the visitors from Other Asia came from international points of origin while the rest arrived in Hawai‘i through the U.S. mainland.

## LATIN AMERICA

Total expenditures by visitors from Latin America increased 39.8 percent to \$48.7 million, due to higher daily spending (from \$160 per person to \$195 per person in 2007) and a 14.4 percent growth in visitor days. Arrivals from this market have been increasing since 2004. In 2007 there were 19,943 Latin American visitors, up 4.9 percent from the previous year. The average length of stay by those who came in 2007 was up from 11.47 days to 12.52 days, second longest among the visitor markets (Table 1 and Table 26). Per trip spending by this group in 2007 is the highest among the visitor markets at \$2,441 per person, up from \$1,831 per person last year.

- Over half of these visitors were from Mexico (50.8%), 35.3 percent were from Brazil and 13.8 percent were from Argentina (Table 11).
- First time visitors comprised 67.6 percent of all visitors from this market.
- Over half (55.4%) were true independent travelers.
- The majority (71.9%) of these visitors went to O‘ahu while 40.8 percent visited Maui.
- Hotels accommodated 65.2 percent of the visitors from this market.

**Figure 12: 2002-2007 Latin America Total Visitor Arrivals**



## SEASONALITY BY MMA

While December was the peak month in 2007 statewide, there were differences in visitation patterns among each visitor market as measured by visitor days (Table 9 and Table 10).

- **U.S. West:** The summer months were the most popular with visitors from the U.S. West. Both 2006 and 2007 showed July as the month with the highest visitor days, followed by the months of August and June. Contributing to the leveling of the summer season in total average daily census was the decrease in U.S. West visitor days for June and July compared to 2006.
- **U.S. East:** January, June and July were the busiest months for U.S. East visitors in 2006 and 2007. June elevated from the third busiest month in 2006 to the peak month in 2007. Decreases in visitor days caused January (-7.5%) and July (-7.3%) to drop to the second and third busiest month in 2007, respectively.
- **Japan:** August was the month with the heaviest Japanese visitor traffic for both 2006 and 2007. Visitor days in August 2007 rose 5.5 percent from the same month last year. A 2.4 percent increase in visitor days in December, elevated this month to the second busiest month in 2007.
- **Canada:** January, March and December were the most popular with Canadian visitors in 2006 and 2007. A sizeable increase of 27.4 percent in visitor days elevated December to be the peak month in 2007. Lower visitor days in March 2007 (down 9.5% from March 2006) moved March from being the peak in 2006 to the third busiest month in 2007.
- **Europe:** July, August and September were the busiest month for European visitors in the islands for 2006 and 2007 with August being the peak month in both years. July replaced September as the second busiest month in 2007.
- **Oceania:** Strong growth in the second half of the year elevated September (+43%) to the peak month in 2007 and moved December (+27%) to the second busiest month. In 2006 the peak was in January while September was the second heaviest month of visitor traffic.
- Since Other Asia and Latin America were considered developing international markets, a consistent monthly visitation patterns has not been established. In 2007 the busiest month of visitation from Other Asia was in December mainly due a large number of visitors from Korea. Many visitors came from Argentina and Brazil in December 2007 which made it the busiest month for the Latin American market.

**Table 9: 2007 Visitor Days by Month and MMA  
(Arrivals by air)**

2007	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	2,270,225	1,948,061	582,754	613,597	39,535	6,907	26,946	8,099	9,132	90,619	106,760	10,124	116,884
Feb	2,159,389	1,670,188	521,751	550,199	40,985	6,563	23,682	3,799	6,094	81,123	69,979	5,115	75,094
Mar	2,448,350	1,825,320	640,710	556,535	56,243	5,166	29,173	4,880	8,906	104,368	89,398	5,861	95,258
Apr	2,477,620	1,361,127	499,034	352,843	42,685	8,564	25,339	4,627	8,141	89,355	97,644	11,157	108,801
May	2,344,863	1,618,928	507,918	178,977	43,616	5,987	27,481	5,298	8,995	91,377	120,239	13,638	133,877
Jun	2,953,099	2,017,461	575,287	145,432	43,706	8,605	21,832	6,170	7,421	87,734	103,598	21,220	124,818
Jul	3,137,504	1,885,803	674,466	176,500	61,965	12,697	32,621	13,652	18,414	139,348	107,651	21,106	128,757
Aug	3,102,291	1,616,103	887,928	193,772	71,707	12,153	42,168	32,251	8,831	167,111	115,013	24,269	139,281
Sep	2,042,818	1,366,047	656,457	152,137	66,352	7,491	38,285	8,365	12,833	133,326	138,392	23,290	161,682
Oct	2,322,450	1,370,464	582,160	249,956	50,202	9,802	43,269	10,835	11,058	125,167	103,619	18,240	121,859
Nov	2,415,674	1,246,195	566,451	391,962	42,759	6,797	36,121	5,809	9,942	101,429	95,602	22,250	117,852
Dec	2,862,676	1,669,833	677,782	644,749	49,190	9,617	38,588	6,475	12,215	116,084	116,092	27,191	143,282
<b>TOTAL</b>	<b>30,536,961</b>	<b>19,595,531</b>	<b>7,372,699</b>	<b>4,206,656</b>	<b>608,945</b>	<b>100,349</b>	<b>385,506</b>	<b>110,261</b>	<b>121,981</b>	<b>1,327,042</b>	<b>1,263,987</b>	<b>203,460</b>	<b>1,467,446</b>
<b>DOMESTIC</b>													
Jan	2,245,121	1,906,861	5,809	202,095	31,315	6,416	25,109	7,707	7,821	78,368	26,231	3,071	29,302
Feb	2,121,274	1,656,760	3,640	164,181	26,665	5,987	22,582	3,340	5,222	63,795	9,114	1,471	10,585
Mar	2,415,621	1,806,627	6,036	144,293	38,414	4,528	26,085	4,309	7,983	81,318	9,229	1,501	10,729
Apr	2,451,838	1,347,142	3,482	99,191	37,925	7,676	23,586	4,366	7,901	81,453	16,833	3,111	19,945
May	2,325,364	1,578,299	5,348	92,319	34,368	5,287	25,960	4,727	7,731	78,073	18,016	2,536	20,553
Jun	2,918,700	1,995,070	5,346	46,338	38,618	7,709	20,812	5,930	6,961	80,030	16,633	4,310	20,943
Jul	3,102,299	1,859,545	6,955	92,186	56,714	11,633	30,971	12,609	17,225	129,151	22,380	5,377	27,757
Aug	3,049,225	1,567,905	6,813	105,535	66,849	12,001	40,677	30,317	7,868	157,712	18,357	4,734	23,091
Sep	2,024,306	1,346,696	5,755	85,898	63,351	6,773	37,619	8,030	12,441	128,213	25,098	5,856	30,954
Oct	2,291,302	1,345,657	3,602	156,094	46,707	9,004	41,668	10,637	10,926	118,942	30,596	5,163	35,758
Nov	2,386,118	1,213,262	3,828	195,702	36,789	6,237	34,323	5,586	9,147	92,083	16,515	3,117	19,632
Dec	2,833,508	1,646,427	6,912	317,654	46,246	8,506	36,092	6,189	11,008	108,041	15,883	2,088	17,971
<b>TOTAL</b>	<b>30,164,675</b>	<b>19,270,252</b>	<b>63,527</b>	<b>1,701,486</b>	<b>523,960</b>	<b>91,757</b>	<b>365,484</b>	<b>103,746</b>	<b>112,234</b>	<b>1,197,181</b>	<b>224,885</b>	<b>42,336</b>	<b>267,221</b>
<b>INTERNATIONAL</b>													
Jan	25,104	41,200	576,945	411,502	8,219	491	1,838	392	1,311	12,251	80,530	7,052	87,582
Feb	38,115	13,427	518,111	386,018	14,320	576	1,100	459	872	17,327	60,865	3,644	64,508
Mar	32,729	18,693	634,674	412,242	17,830	638	3,088	571	923	23,050	80,169	4,360	84,529
Apr	25,783	13,984	495,551	253,652	4,760	888	1,753	261	240	7,902	80,811	8,046	88,857
May	19,499	40,629	502,570	86,658	9,248	700	1,521	571	1,264	13,304	102,222	11,102	113,324
Jun	34,399	22,391	569,941	99,094	5,088	896	1,020	240	460	7,704	86,965	16,909	103,875
Jul	35,206	26,258	667,511	84,314	5,251	1,064	1,650	1,043	1,189	10,197	85,271	15,729	100,999
Aug	53,066	48,198	881,115	88,237	4,858	152	1,491	1,934	963	9,398	96,656	19,534	116,190
Sep	18,512	19,351	650,702	66,239	3,001	718	666	335	392	5,112	113,295	17,434	130,729
Oct	31,149	24,807	578,558	93,862	3,495	798	1,601	198	132	6,225	73,023	13,078	86,101
Nov	29,556	32,933	562,623	196,260	5,970	560	1,798	224	795	9,347	79,087	19,133	98,220
Dec	29,168	23,406	670,870	327,094	2,944	1,111	2,496	286	1,206	8,043	100,208	25,103	125,311
<b>TOTAL</b>	<b>372,286</b>	<b>325,279</b>	<b>7,309,172</b>	<b>2,505,170</b>	<b>84,985</b>	<b>8,592</b>	<b>20,022</b>	<b>6,514</b>	<b>9,747</b>	<b>129,861</b>	<b>1,039,102</b>	<b>161,124</b>	<b>1,200,225</b>

**Table 9: 2007 Visitor Days by Month and MMA (continued)**  
(Arrivals by air)

2007	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	22,690	3,685	35,542	2,091	9,220	73,229	3,757	8,188	5,994	17,938	259,940	5,973,248
Feb	60,566	5,158	35,505	3,323	18,953	123,505	2,521	6,039	5,078	13,639	276,475	5,471,362
Mar	14,970	2,310	30,025	14,227	6,493	68,023	2,553	4,215	7,555	14,324	205,311	5,958,199
Apr	19,072	2,988	40,159	4,531	4,612	71,362	2,208	6,037	9,919	18,164	381,802	5,360,108
May	21,388	3,421	22,093	5,401	7,638	59,941	2,642	5,600	8,429	16,671	202,790	5,155,343
Jun	24,893	5,695	32,202	5,794	10,753	79,337	900	4,977	6,180	12,056	297,231	6,292,456
Jul	26,376	7,840	35,948	8,150	50,399	128,713	3,051	7,033	13,904	23,989	308,756	6,603,837
Aug	28,106	11,181	43,005	4,138	28,469	114,900	1,775	6,237	8,415	16,427	316,106	6,553,918
Sep	30,889	1,988	25,536	2,924	9,201	70,539	2,459	6,614	7,793	16,866	229,188	4,829,060
Oct	24,492	2,660	25,030	3,625	3,450	59,257	2,504	6,886	7,233	16,623	226,100	5,074,036
Nov	29,943	1,478	30,358	5,697	3,441	70,915	4,690	8,387	7,623	20,700	175,483	5,106,662
Dec	37,768	1,958	77,570	4,639	43,123	165,058	20,581	28,984	12,658	62,223	415,393	6,757,081
<b>TOTAL</b>	<b>341,154</b>	<b>50,361</b>	<b>432,973</b>	<b>64,540</b>	<b>195,752</b>	<b>1,084,780</b>	<b>49,641</b>	<b>99,195</b>	<b>100,783</b>	<b>249,619</b>	<b>3,294,576</b>	<b>69,135,310</b>
<b>DOMESTIC</b>												
Jan	9,715	1,365	6,757	439	1,708	19,984	3,713	8,014	5,812	17,540	164,633	4,669,713
Feb	7,650	1,285	5,348	569	791	15,643	2,494	5,921	4,987	13,402	117,516	4,166,796
Mar	9,448	763	4,585	313	1,743	16,851	2,532	4,143	7,266	13,941	137,763	4,633,180
Apr	10,265	1,113	4,842	589	584	17,392	2,191	5,990	9,821	18,002	132,610	4,171,055
May	12,556	1,238	5,138	739	1,446	21,117	2,529	5,115	7,928	15,572	140,723	4,277,367
Jun	14,855	1,655	6,716	1,244	1,438	25,908	871	4,938	6,058	11,867	186,233	5,290,435
Jul	12,618	1,835	6,295	1,588	1,710	24,045	2,936	6,760	13,400	23,096	206,096	5,471,131
Aug	11,476	2,281	6,411	808	1,378	22,354	1,740	6,160	8,254	16,154	193,729	5,142,518
Sep	12,581	936	3,622	350	959	18,450	2,431	6,431	7,364	16,226	154,826	3,811,325
Oct	13,534	932	3,212	691	1,020	19,389	2,456	6,712	7,095	16,263	164,031	4,151,037
Nov	20,571	782	5,684	585	977	28,599	4,635	8,241	7,029	19,905	135,589	4,094,717
Dec	19,682	962	5,811	1,873	1,367	29,695	20,542	28,906	12,363	61,811	199,147	5,221,166
<b>TOTAL</b>	<b>154,952</b>	<b>15,146</b>	<b>64,421</b>	<b>9,787</b>	<b>15,121</b>	<b>259,427</b>	<b>49,071</b>	<b>97,330</b>	<b>97,378</b>	<b>243,779</b>	<b>1,932,894</b>	<b>55,100,441</b>
<b>INTERNATIONAL</b>												
Jan	12,976	2,320	28,785	1,652	7,512	53,245	43	173	182	399	95,308	1,303,535
Feb	52,915	3,873	30,158	2,754	18,162	107,862	27	119	91	238	158,959	1,304,566
Mar	5,522	1,547	25,439	13,914	4,749	51,172	21	72	289	382	67,548	1,325,019
Apr	8,807	1,875	35,317	3,942	4,029	53,970	17	47	98	162	249,192	1,189,052
May	8,831	2,183	16,955	4,662	6,192	38,824	113	485	501	1,099	62,067	877,976
Jun	10,038	4,040	25,486	4,550	9,315	53,429	29	39	121	189	110,999	1,002,021
Jul	13,758	6,005	29,654	6,563	48,689	104,668	116	273	504	893	102,660	1,132,706
Aug	16,630	8,900	36,594	3,330	27,092	92,546	35	77	161	273	122,377	1,411,400
Sep	18,308	1,052	21,914	2,574	8,241	52,089	27	183	429	640	74,362	1,017,735
Oct	10,958	1,728	21,818	2,934	2,430	39,869	48	174	138	360	62,069	922,999
Nov	9,372	696	24,674	5,112	2,463	42,316	55	146	594	795	39,894	1,011,944
Dec	18,086	996	71,759	2,766	41,756	135,363	39	77	296	411	216,247	1,535,915
<b>TOTAL</b>	<b>186,201</b>	<b>35,215</b>	<b>368,553</b>	<b>54,753</b>	<b>180,631</b>	<b>825,353</b>	<b>570</b>	<b>1,865</b>	<b>3,405</b>	<b>5,840</b>	<b>1,361,682</b>	<b>14,034,869</b>

**Table 10: 2006 Visitor Days by Month and MMA  
(Arrivals by air)**

2006R	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	2,292,250	2,106,742	673,190	498,915	47,511	7,315	27,805	6,298	9,062	97,991	104,922	9,300	114,222
Feb	2,071,556	1,865,418	573,525	476,780	39,496	8,307	27,606	4,894	8,310	88,613	55,029	10,702	65,730
Mar	2,187,429	1,861,847	674,978	614,897	44,818	7,004	29,998	3,184	11,460	96,463	72,025	6,374	78,399
Apr	2,413,178	1,371,615	550,088	230,202	52,252	7,099	24,605	4,841	9,081	97,877	88,563	15,806	104,368
May	2,285,471	1,487,754	560,955	171,485	45,468	6,829	26,779	4,726	7,554	91,357	93,454	12,762	106,216
Jun	3,029,332	2,008,317	550,799	113,544	42,987	6,818	15,974	6,753	8,245	80,777	84,727	16,041	100,768
Jul	3,211,257	2,033,948	660,811	160,041	58,667	10,992	31,194	10,716	17,650	129,218	81,516	21,037	102,553
Aug	3,061,458	1,535,152	841,810	162,947	69,538	12,291	47,165	26,556	7,367	162,918	82,436	22,298	104,733
Sep	2,231,157	1,316,374	679,363	138,124	71,224	6,981	38,937	9,364	14,632	141,138	90,366	22,980	113,345
Oct	2,297,540	1,392,326	622,460	203,031	47,694	9,532	43,258	8,098	12,979	121,561	75,942	16,438	92,380
Nov	2,376,425	1,331,218	595,557	278,446	47,253	8,281	34,618	6,821	9,147	106,119	81,860	9,305	91,165
Dec	2,897,122	1,763,487	661,589	505,960	47,051	9,184	32,823	8,565	9,173	106,797	98,302	14,542	112,844
<b>TOTAL</b>	<b>30,354,176</b>	<b>20,074,198</b>	<b>7,645,126</b>	<b>3,554,373</b>	<b>613,959</b>	<b>100,632</b>	<b>380,760</b>	<b>100,818</b>	<b>124,661</b>	<b>1,320,830</b>	<b>1,009,141</b>	<b>177,583</b>	<b>1,186,724</b>
<b>DOMESTIC</b>													
Jan	2,267,002	2,081,863	4,517	175,014	34,093	6,965	25,803	5,781	8,068	80,710	26,755	3,761	30,516
Feb	2,044,724	1,841,674	4,081	130,125	31,147	6,816	24,820	4,706	7,545	75,034	8,013	1,610	9,623
Mar	2,158,611	1,831,278	5,098	120,656	37,395	6,342	28,786	3,043	10,605	86,170	9,436	1,160	10,596
Apr	2,390,872	1,356,449	4,329	66,511	42,483	6,211	22,362	4,769	7,761	83,587	13,058	2,668	15,726
May	2,258,139	1,461,835	4,949	46,921	33,709	5,845	26,059	4,698	6,927	77,238	15,684	2,864	18,548
Jun	2,992,801	1,978,012	5,323	30,931	39,513	5,339	15,324	6,495	7,805	74,475	16,425	3,315	19,740
Jul	3,174,349	2,007,339	7,194	60,595	55,417	9,588	29,758	10,387	16,187	121,337	19,027	4,127	23,154
Aug	2,987,376	1,500,281	7,791	66,649	62,802	11,235	45,582	25,580	7,130	152,330	13,855	3,965	17,820
Sep	2,111,511	1,300,022	5,918	56,060	69,126	5,980	37,962	9,141	11,932	134,140	22,111	4,131	26,241
Oct	2,268,306	1,372,763	5,027	88,141	45,443	8,547	41,172	7,793	12,247	115,201	24,082	4,117	28,199
Nov	2,348,707	1,312,336	4,041	103,317	43,864	7,102	33,351	6,657	8,127	99,101	11,561	2,489	14,050
Dec	2,878,274	1,744,206	6,009	207,087	42,650	8,561	32,081	8,215	8,431	99,938	10,942	2,917	13,859
<b>TOTAL</b>	<b>29,880,672</b>	<b>19,788,057</b>	<b>64,278</b>	<b>1,152,008</b>	<b>537,640</b>	<b>88,531</b>	<b>363,059</b>	<b>97,265</b>	<b>112,765</b>	<b>1,199,260</b>	<b>190,948</b>	<b>37,124</b>	<b>228,071</b>
<b>INTERNATIONAL</b>													
Jan	25,249	24,879	668,673	323,901	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	494,241	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	13,138	88,642
May	27,332	25,919	556,005	124,564	11,760	985	720	28	627	14,119	77,770	9,897	87,668
Jun	36,531	30,305	545,477	82,613	3,475	1,479	650	259	440	6,302	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	673,446	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	655,580	298,873	4,401	623	742	350	742	6,858	87,360	11,624	98,985
<b>TOTAL</b>	<b>473,504</b>	<b>286,141</b>	<b>7,580,848</b>	<b>2,402,364</b>	<b>76,318</b>	<b>12,102</b>	<b>17,702</b>	<b>3,553</b>	<b>11,895</b>	<b>121,570</b>	<b>818,194</b>	<b>140,460</b>	<b>958,653</b>

**Table 10: 2006 Visitor Days by Month and MMA (continued)**  
(Arrivals by air)

2006R	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	17,162	4,331	81,594	2,485	18,614	124,186	2,888	7,336	5,749	15,972	330,028	6,253,496
Feb	16,066	10,340	33,697	1,862	7,813	69,778	2,222	7,458	4,291	13,971	377,020	5,602,392
Mar	14,548	1,127	29,030	3,065	11,120	58,890	2,404	4,776	4,544	11,724	439,324	6,023,952
Apr	18,691	8,004	18,941	2,512	7,041	55,190	2,040	5,793	9,969	17,802	228,464	5,068,785
May	36,761	9,961	17,201	3,060	7,544	74,527	2,831	4,739	7,329	14,899	278,963	5,071,627
Jun	19,853	3,405	24,935	1,921	8,973	59,087	2,539	4,106	7,797	14,442	314,937	6,272,003
Jul	19,455	6,380	26,436	2,474	16,176	70,921	1,997	6,553	16,605	25,155	426,228	6,820,132
Aug	22,946	19,905	38,594	2,570	16,684	100,699	1,680	5,994	7,151	14,825	284,437	6,268,981
Sep	28,832	1,494	16,550	1,937	8,646	57,459	1,713	5,922	6,836	14,471	248,481	4,939,912
Oct	27,401	2,306	19,544	1,979	5,479	56,709	2,286	6,577	7,840	16,703	310,468	5,113,179
Nov	53,483	2,386	19,310	2,149	17,390	94,718	1,439	9,009	6,243	16,691	257,260	5,147,599
Dec	21,847	5,144	23,953	3,964	35,194	90,102	13,881	14,590	13,121	41,592	384,303	6,563,796
<b>TOTAL</b>	<b>297,045</b>	<b>74,783</b>	<b>349,784</b>	<b>29,978</b>	<b>160,675</b>	<b>912,265</b>	<b>37,920</b>	<b>82,853</b>	<b>97,475</b>	<b>218,248</b>	<b>3,879,913</b>	<b>69,145,854</b>
<b>DOMESTIC</b>												
Jan	8,331	971	7,788	536	1,107	18,733	2,841	7,010	4,946	14,796	157,218	4,830,369
Feb	9,562	712	5,213	266	653	16,406	2,145	7,245	4,126	13,516	130,144	4,265,327
Mar	9,887	610	4,048	881	1,279	16,705	2,385	4,640	4,380	11,405	127,412	4,367,930
Apr	11,317	904	3,613	491	1,094	17,419	2,040	5,599	9,669	17,308	126,408	4,078,611
May	14,460	1,025	4,434	1,236	1,624	22,780	2,773	4,613	7,203	14,590	126,110	4,031,109
Jun	10,780	938	5,124	631	1,284	18,756	2,462	4,057	7,458	13,977	170,993	5,305,008
Jul	9,492	1,770	5,251	1,286	1,534	19,333	1,881	6,476	16,005	24,361	204,753	5,642,415
Aug	8,640	1,512	5,591	733	2,895	19,371	1,635	5,940	6,575	14,150	177,820	4,943,589
Sep	15,762	581	4,014	771	1,709	22,836	1,668	5,697	6,566	13,931	142,313	3,812,973
Oct	16,728	730	2,636	776	1,008	21,878	2,256	6,337	7,585	16,178	144,893	4,060,584
Nov	18,217	713	4,355	365	895	24,545	1,405	8,805	5,971	16,181	128,342	4,050,620
Dec	15,797	1,030	7,151	1,159	1,768	26,905	13,863	14,500	12,824	41,187	178,047	5,195,513
<b>TOTAL</b>	<b>148,974</b>	<b>11,495</b>	<b>59,216</b>	<b>9,133</b>	<b>16,850</b>	<b>245,668</b>	<b>37,353</b>	<b>80,920</b>	<b>93,308</b>	<b>211,581</b>	<b>1,814,452</b>	<b>54,584,048</b>
<b>INTERNATIONAL</b>												
Jan	8,831	3,360	73,806	1,949	17,507	105,453	47	327	803	1,176	172,810	1,423,127
Feb	6,504	9,628	28,484	1,596	7,160	53,372	77	213	165	455	246,876	1,337,065
Mar	4,661	517	24,982	2,184	9,841	42,185	19	136	165	319	311,912	1,656,022
Apr	7,374	7,100	15,328	2,021	5,947	37,770	0	194	300	494	102,056	990,174
May	22,301	8,936	12,767	1,824	5,920	51,747	58	126	126	310	152,853	1,040,517
Jun	9,074	2,467	19,811	1,290	7,690	40,331	77	48	339	465	143,945	966,996
Jul	9,963	4,610	21,185	1,188	14,642	51,588	116	77	600	794	221,475	1,177,717
Aug	14,306	18,393	33,003	1,837	13,789	81,328	45	54	576	675	106,617	1,325,392
Sep	13,070	914	12,537	1,165	6,937	34,622	45	225	270	540	106,168	1,126,938
Oct	10,674	1,576	16,908	1,203	4,471	34,831	30	240	255	525	165,575	1,052,595
Nov	35,266	1,673	14,956	1,784	16,495	70,173	34	204	272	510	128,918	1,096,980
Dec	6,050	4,115	16,802	2,805	33,426	63,197	18	90	297	405	206,256	1,368,283
<b>TOTAL</b>	<b>148,071</b>	<b>63,288</b>	<b>290,568</b>	<b>20,846</b>	<b>143,825</b>	<b>666,598</b>	<b>567</b>	<b>1,933</b>	<b>4,167</b>	<b>6,667</b>	<b>2,065,461</b>	<b>14,561,806</b>

**Table 11: 2007 Visitor Arrivals by Month and MMA  
(Arrivals by air)**

2007	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	215,833	158,499	104,753	45,293	3,505	527	1,531	480	433	6,475	12,072	1,009	13,081
Feb	228,418	160,191	94,795	39,925	3,272	603	1,577	309	360	6,121	7,506	636	8,142
Mar	272,880	191,709	114,461	42,429	6,294	449	2,134	385	406	9,669	9,609	761	10,370
Apr	279,477	143,363	89,460	27,955	4,233	709	1,875	460	502	7,778	11,594	1,347	12,942
May	262,481	161,933	91,925	16,191	4,316	485	2,050	468	506	7,826	13,825	1,408	15,233
Jun	301,915	195,770	101,399	11,274	4,091	611	1,643	571	487	7,403	12,305	2,067	14,371
Jul	325,287	183,796	116,304	15,281	5,618	914	2,143	1,000	1,065	10,741	12,311	2,262	14,573
Aug	344,084	159,127	140,883	17,608	7,109	1,002	2,758	2,605	549	14,023	13,971	2,288	16,259
Sep	224,807	136,933	115,894	14,324	6,467	697	2,884	808	663	11,519	16,371	2,675	19,045
Oct	248,646	136,508	104,240	20,253	4,779	811	3,112	734	799	10,236	13,018	1,864	14,881
Nov	260,124	123,083	105,084	32,898	3,935	562	2,601	429	547	8,075	11,191	1,200	12,390
Dec	280,755	150,590	117,225	49,966	4,003	718	2,218	545	673	8,157	11,719	1,144	12,863
<b>TOTAL</b>	<b>3,244,707</b>	<b>1,901,502</b>	<b>1,296,421</b>	<b>333,397</b>	<b>57,622</b>	<b>8,090</b>	<b>26,526</b>	<b>8,795</b>	<b>6,990</b>	<b>108,022</b>	<b>145,491</b>	<b>18,660</b>	<b>164,151</b>
<b>DOMESTIC</b>													
Jan	211,089	154,379	706	14,212	2,615	473	1,426	431	364	5,308	4,114	378	4,492
Feb	225,450	156,994	601	13,071	2,469	507	1,467	272	305	5,020	1,511	183	1,694
Mar	269,095	188,026	829	12,451	3,551	391	1,941	339	335	6,558	1,513	155	1,668
Apr	275,637	139,923	598	8,807	3,564	635	1,756	431	442	6,827	2,676	393	3,070
May	258,870	158,151	775	8,544	3,271	408	1,881	422	427	6,410	2,851	342	3,193
Jun	298,130	191,546	758	4,178	3,559	547	1,553	541	441	6,641	2,743	411	3,153
Jul	320,403	178,922	788	7,537	5,039	797	2,031	916	1,007	9,791	3,672	662	4,334
Aug	338,676	154,347	1,049	9,515	6,421	926	2,662	2,501	506	13,016	3,068	541	3,609
Sep	221,890	134,228	960	7,353	6,061	618	2,773	781	635	10,868	4,048	745	4,792
Oct	245,657	133,514	592	11,800	4,366	735	3,017	701	766	9,586	4,831	667	5,497
Nov	257,021	120,221	621	14,853	3,314	492	2,464	411	494	7,176	2,370	343	2,712
Dec	277,400	147,483	899	23,421	3,586	617	2,101	522	626	7,452	2,306	258	2,564
<b>TOTAL</b>	<b>3,199,318</b>	<b>1,857,734</b>	<b>9,174</b>	<b>135,742</b>	<b>47,816</b>	<b>7,148</b>	<b>25,072</b>	<b>8,269</b>	<b>6,348</b>	<b>94,652</b>	<b>35,702</b>	<b>5,077</b>	<b>40,779</b>
<b>INTERNATIONAL</b>													
Jan	4,744	4,120	104,047	31,081	890	54	105	49	69	1,167	7,958	631	8,589
Feb	2,968	3,197	94,194	26,854	803	96	110	37	55	1,101	5,995	453	6,448
Mar	3,785	3,683	113,632	29,978	2,743	58	193	46	71	3,111	8,096	606	8,702
Apr	3,840	3,440	88,862	19,148	669	74	119	29	60	951	8,918	954	9,872
May	3,611	3,782	91,150	7,647	1,045	77	169	46	79	1,416	10,974	1,066	12,040
Jun	3,785	4,224	100,641	7,096	532	64	90	30	46	762	9,562	1,656	11,218
Jul	4,884	4,874	115,516	7,744	579	117	112	84	58	950	8,639	1,600	10,239
Aug	5,408	4,780	139,834	8,093	688	76	96	104	43	1,007	10,903	1,747	12,650
Sep	2,917	2,705	114,934	6,971	406	79	111	27	28	651	12,323	1,930	14,253
Oct	2,989	2,994	103,648	8,453	413	76	95	33	33	650	8,187	1,197	9,384
Nov	3,103	2,862	104,463	18,045	621	70	137	18	53	899	8,821	857	9,678
Dec	3,355	3,107	116,326	26,545	417	101	117	23	47	705	9,413	886	10,299
<b>TOTAL</b>	<b>45,389</b>	<b>43,768</b>	<b>1,287,247</b>	<b>197,655</b>	<b>9,806</b>	<b>942</b>	<b>1,454</b>	<b>526</b>	<b>642</b>	<b>13,370</b>	<b>109,789</b>	<b>13,583</b>	<b>123,372</b>



**Table 11: 2007 Visitor Arrivals by Month and MMA (continued)**  
(Arrivals by air)

2007	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	3,522	417	4,411	301	1,105	9,756	266	643	499	1,408	22,134	577,232
Feb	3,925	517	3,002	219	1,404	9,067	205	490	651	1,346	26,758	574,763
Mar	2,876	335	2,448	821	906	7,386	285	395	782	1,462	24,166	674,532
Apr	4,052	347	4,429	301	781	9,909	227	641	1,087	1,954	24,640	597,478
May	4,107	446	3,213	371	974	9,111	245	491	870	1,606	20,240	586,546
Jun	4,454	640	3,958	478	1,388	10,918	78	468	694	1,240	28,296	672,586
Jul	5,014	676	4,228	347	1,414	11,679	253	697	1,322	2,272	31,330	711,263
Aug	4,566	567	3,646	264	1,391	10,435	167	538	800	1,504	29,102	733,025
Sep	6,456	386	3,059	195	995	11,091	228	599	849	1,676	23,142	558,431
Oct	5,663	414	2,996	220	587	9,881	237	698	719	1,654	24,348	570,647
Nov	6,494	358	3,027	350	621	10,850	165	463	642	1,270	22,597	576,371
Dec	5,455	447	3,723	646	754	11,026	402	928	1,222	2,551	30,815	663,948
<b>TOTAL</b>	<b>56,584</b>	<b>5,549</b>	<b>42,141</b>	<b>4,513</b>	<b>12,322</b>	<b>121,109</b>	<b>2,757</b>	<b>7,049</b>	<b>10,137</b>	<b>19,943</b>	<b>307,568</b>	<b>7,496,820</b>
<b>DOMESTIC</b>												
Jan	1,904	125	771	65	166	3,031	261	623	478	1,362	13,985	408,564
Feb	1,489	146	644	66	89	2,434	202	477	641	1,320	11,404	417,988
Mar	1,680	114	542	48	174	2,558	283	388	754	1,425	14,093	496,703
Apr	2,115	97	601	82	78	2,972	223	630	1,064	1,916	14,257	454,007
May	2,245	191	725	112	154	3,427	238	461	839	1,538	13,785	454,693
Jun	2,616	200	849	128	146	3,939	72	460	669	1,201	16,200	525,746
Jul	2,267	205	763	138	217	3,590	242	671	1,274	2,187	19,513	547,065
Aug	2,214	211	871	79	188	3,564	162	527	777	1,465	18,859	544,100
Sep	2,587	123	451	52	112	3,325	225	579	802	1,606	15,559	400,581
Oct	2,784	126	450	57	153	3,571	229	669	696	1,594	15,821	427,632
Nov	3,767	126	548	66	136	4,643	159	447	577	1,183	13,466	421,896
Dec	3,771	115	764	185	182	5,018	399	922	1,199	2,519	16,801	483,557
<b>TOTAL</b>	<b>29,439</b>	<b>1,778</b>	<b>7,980</b>	<b>1,078</b>	<b>1,797</b>	<b>42,072</b>	<b>2,694</b>	<b>6,852</b>	<b>9,770</b>	<b>19,316</b>	<b>183,743</b>	<b>5,582,530</b>
<b>INTERNATIONAL</b>												
Jan	1,618	292	3,640	236	939	6,725	5	20	21	46	8,149	168,668
Feb	2,436	371	2,358	153	1,315	6,633	3	13	10	26	15,354	156,775
Mar	1,196	221	1,906	773	732	4,828	2	7	28	37	10,073	177,829
Apr	1,937	250	3,828	219	703	6,937	4	11	23	38	10,383	143,471
May	1,862	255	2,488	259	820	5,684	7	30	31	68	6,455	131,853
Jun	1,838	440	3,109	350	1,242	6,979	6	8	25	39	12,096	146,840
Jul	2,747	471	3,465	209	1,197	8,089	11	26	48	85	11,817	164,198
Aug	2,352	356	2,775	185	1,203	6,871	5	11	23	39	10,243	188,925
Sep	3,869	263	2,608	143	883	7,766	3	20	47	70	7,583	157,850
Oct	2,879	288	2,546	163	434	6,310	8	29	23	60	8,527	143,015
Nov	2,727	232	2,479	284	485	6,207	6	16	65	87	9,131	154,475
Dec	1,684	332	2,959	461	572	6,008	3	6	23	32	14,014	180,391
<b>TOTAL</b>	<b>27,145</b>	<b>3,771</b>	<b>34,161</b>	<b>3,435</b>	<b>10,525</b>	<b>79,037</b>	<b>63</b>	<b>197</b>	<b>367</b>	<b>627</b>	<b>123,825</b>	<b>1,914,290</b>

**Table 12: 2006 Visitor Arrivals by Month and MMA  
(Arrivals by air)**

2006R	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	211,405	172,485	123,404	36,239	4,749	492	1,583	441	423	7,687	12,056	1,364	13,420
Feb	217,490	179,474	101,897	36,042	3,867	624	1,896	403	390	7,180	6,126	672	6,797
Mar	241,291	192,487	122,485	43,126	4,384	514	2,194	311	459	7,862	7,527	737	8,264
Apr	275,152	148,167	98,770	19,155	4,745	599	1,795	391	512	8,043	10,490	1,534	12,024
May	253,776	150,647	101,958	15,281	4,508	598	2,314	456	464	8,340	11,719	1,540	13,259
Jun	311,493	192,571	104,024	10,191	4,007	435	1,231	572	448	6,692	10,234	1,951	12,185
Jul	335,445	199,322	116,272	13,685	5,406	834	2,016	824	984	10,065	10,373	2,509	12,882
Aug	335,200	151,304	134,584	14,696	6,376	957	2,732	2,178	441	12,684	8,555	2,327	10,882
Sep	238,117	132,654	117,423	12,072	6,744	533	2,855	804	652	11,587	10,968	2,167	13,134
Oct	247,655	139,387	112,908	17,190	4,683	753	2,945	635	827	9,843	9,656	1,525	11,181
Nov	258,793	132,869	111,182	22,910	4,094	582	2,310	602	522	8,110	8,595	953	9,548
Dec	294,131	161,949	117,969	40,333	3,919	654	2,195	644	528	7,940	10,745	1,491	12,237
<b>TOTAL</b>	<b>3,219,948</b>	<b>1,953,316</b>	<b>1,362,878</b>	<b>280,920</b>	<b>57,481</b>	<b>7,575</b>	<b>26,067</b>	<b>8,261</b>	<b>6,649</b>	<b>106,032</b>	<b>117,043</b>	<b>18,770</b>	<b>135,813</b>
<b>DOMESTIC</b>													
Jan	207,257	168,757	676	11,824	2,912	422	1,429	397	352	5,511	3,966	561	4,527
Feb	214,427	176,134	633	10,061	2,944	553	1,697	387	339	5,920	1,265	186	1,450
Mar	237,474	188,539	824	10,122	3,428	473	1,992	299	402	6,594	1,530	129	1,659
Apr	272,335	145,263	669	6,046	4,146	544	1,680	379	446	7,196	2,093	361	2,454
May	250,483	147,279	769	4,141	3,497	537	2,224	449	407	7,114	2,455	398	2,853
Jun	307,167	187,538	786	2,479	3,643	384	1,166	550	404	6,146	2,438	425	2,863
Jul	331,020	194,675	905	5,100	5,016	747	1,909	796	894	9,363	2,798	561	3,359
Aug	330,494	146,995	1,072	5,964	5,803	861	2,626	2,117	409	11,816	2,179	527	2,706
Sep	235,555	130,464	948	4,747	6,489	471	2,790	785	607	11,141	3,360	565	3,924
Oct	244,293	136,346	818	7,088	4,359	692	2,828	609	786	9,274	3,637	538	4,175
Nov	255,856	130,096	728	7,889	3,711	509	2,179	588	454	7,441	1,667	277	1,944
Dec	290,481	158,618	872	15,868	3,416	565	2,036	619	475	7,111	1,446	300	1,747
<b>TOTAL</b>	<b>3,176,842</b>	<b>1,910,704</b>	<b>9,702</b>	<b>91,329</b>	<b>49,363</b>	<b>6,758</b>	<b>24,557</b>	<b>7,975</b>	<b>5,974</b>	<b>94,626</b>	<b>28,833</b>	<b>4,828</b>	<b>33,661</b>
<b>INTERNATIONAL</b>													
Jan	4,148	3,728	122,728	24,415	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	33,004	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	1,173	9,570
May	3,293	3,368	101,189	11,140	1,011	61	90	7	57	1,226	9,264	1,142	10,406
Jun	4,326	5,033	103,238	7,712	364	51	65	22	44	546	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	116,475	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	117,097	24,465	503	89	159	25	53	829	9,299	1,191	10,490
<b>TOTAL</b>	<b>43,106</b>	<b>42,612</b>	<b>1,353,176</b>	<b>189,591</b>	<b>8,118</b>	<b>817</b>	<b>1,510</b>	<b>286</b>	<b>675</b>	<b>11,406</b>	<b>88,210</b>	<b>13,942</b>	<b>102,152</b>

Table 12: 2006 Visitor Arrivals by Month and MMA (continued)  
(Arrivals by air)

2006R	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	3,280	604	5,996	345	2,422	12,646	224	633	514	1,371	25,855	604,512
Feb	2,887	284	3,242	207	1,169	7,789	186	546	493	1,226	27,769	585,664
Mar	3,151	290	2,666	472	960	7,539	202	442	526	1,171	22,466	646,691
Apr	4,592	486	2,856	344	1,029	9,308	203	572	1,159	1,935	32,076	604,630
May	4,884	506	2,451	337	1,305	9,483	250	494	815	1,559	28,596	582,899
Jun	3,656	390	2,662	282	1,325	8,315	180	338	689	1,207	31,337	678,015
Jul	3,892	670	3,500	340	1,713	10,115	153	696	1,554	2,403	31,752	731,941
Aug	3,806	603	3,119	256	1,978	9,761	156	561	851	1,568	26,691	697,370
Sep	6,736	298	2,402	265	1,188	10,889	149	510	782	1,442	25,459	562,777
Oct	6,456	314	2,444	250	861	10,325	192	575	751	1,518	26,675	576,682
Nov	7,066	367	3,054	295	680	11,461	109	516	616	1,241	24,087	580,201
Dec	4,518	454	3,519	526	883	9,900	320	717	1,342	2,379	29,885	676,723
<b>TOTAL</b>	<b>54,924</b>	<b>5,266</b>	<b>37,912</b>	<b>3,918</b>	<b>15,513</b>	<b>117,532</b>	<b>2,326</b>	<b>6,601</b>	<b>10,092</b>	<b>19,020</b>	<b>332,647</b>	<b>7,528,106</b>
<b>DOMESTIC</b>												
Jan	1,372	124	902	74	126	2,597	219	598	428	1,245	12,152	414,546
Feb	1,423	118	740	39	96	2,416	178	524	476	1,179	11,817	424,037
Mar	2,099	96	500	108	203	3,006	200	428	509	1,138	12,901	462,257
Apr	2,565	131	478	63	130	3,368	203	552	1,128	1,884	13,791	453,006
May	3,066	168	579	109	215	4,137	244	481	802	1,527	12,890	431,193
Jun	2,245	133	726	67	167	3,338	172	333	654	1,159	14,728	526,204
Jul	1,939	209	711	142	155	3,156	141	688	1,492	2,321	19,337	569,236
Aug	1,752	209	807	89	316	3,172	151	555	787	1,493	17,194	520,906
Sep	3,226	95	468	103	179	4,071	146	495	764	1,406	14,075	406,331
Oct	3,871	117	395	86	155	4,624	190	559	734	1,483	14,145	422,246
Nov	4,159	116	528	47	120	4,969	105	492	584	1,181	12,702	422,806
Dec	3,126	142	846	136	210	4,460	318	707	1,309	2,334	15,865	497,356
<b>TOTAL</b>	<b>30,843</b>	<b>1,658</b>	<b>7,681</b>	<b>1,062</b>	<b>2,072</b>	<b>43,315</b>	<b>2,269</b>	<b>6,413</b>	<b>9,667</b>	<b>18,350</b>	<b>171,596</b>	<b>5,550,125</b>
<b>INTERNATIONAL</b>												
Jan	1,908	480	5,094	271	2,296	10,049	5	35	86	126	13,703	189,966
Feb	1,464	166	2,502	168	1,073	5,373	8	22	17	47	15,952	161,627
Mar	1,052	194	2,166	364	757	4,533	2	14	17	33	9,565	184,434
Apr	2,027	355	2,378	281	899	5,940	0	20	31	51	18,285	151,624
May	1,818	338	1,872	228	1,090	5,346	6	13	13	32	15,706	151,706
Jun	1,411	257	1,936	215	1,158	4,977	8	5	35	48	16,609	151,811
Jul	1,953	461	2,789	198	1,558	6,959	12	8	62	82	12,415	162,705
Aug	2,054	394	2,312	167	1,662	6,589	5	6	64	75	9,497	176,464
Sep	3,510	203	1,934	162	1,009	6,818	3	15	18	36	11,384	156,446
Oct	2,585	197	2,049	164	706	5,701	2	16	17	35	12,530	154,436
Nov	2,907	251	2,526	248	560	6,492	4	24	32	60	11,385	157,395
Dec	1,392	312	2,673	390	673	5,440	2	10	33	45	14,020	179,367
<b>TOTAL</b>	<b>24,081</b>	<b>3,608</b>	<b>30,231</b>	<b>2,856</b>	<b>13,441</b>	<b>74,217</b>	<b>57</b>	<b>188</b>	<b>425</b>	<b>670</b>	<b>161,051</b>	<b>1,977,981</b>

**Table 13: U.S. West MMA Visitor Characteristics: 2007 vs. 2006**  
(Arrivals by air)

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	30,536,961	30,354,176	0.6%	30,164,675	29,880,672	1.0%	372,286	473,504	-21.4%
Total Visitors	3,244,707	3,219,948	0.8%	3,199,318	3,176,842	0.7%	45,389	43,106	5.3%
<b>PARTY SIZE</b>									
One	553,341	552,348	0.2%	544,637	545,369	-0.1%	8,704	6,978	24.7%
Two	1,310,811	1,293,707	1.3%	1,287,141	1,277,017	0.8%	23,670	16,690	41.8%
Three or more	1,380,554	1,373,894	0.5%	1,367,540	1,354,456	1.0%	13,015	19,437	-33.0%
Avg Party Size	2.09	2.09	0.0%	2.09	2.09	0.1%	1.92	2.20	-12.9%
<b>VISIT STATUS</b>									
First-Time	678,793	693,442	-2.1%	668,633	685,908	-2.5%	10,160	7,534	34.9%
Repeat	2,565,914	2,526,506	1.6%	2,530,685	2,490,934	1.6%	35,229	35,572	-1.0%
Average # of Trips	6.46	6.37	1.4%	6.48	6.37	1.6%	5.40	6.36	-15.1%
<b>TRAVEL METHOD</b>									
Group Tour	101,620	111,436	-8.8%	100,124	108,921	-8.1%	1,495	2,515	-40.5%
Package	834,525	928,277	-10.1%	827,215	917,823	-9.9%	7,310	10,454	-30.1%
Group Tour & Pkg	72,302	81,851	-11.7%	71,126	80,140	-11.2%	1,177	1,710	-31.2%
True Independent	2,380,865	2,262,086	5.3%	2,343,105	2,230,238	5.1%	37,760	31,848	18.6%
<b>ISLANDS VISITED</b>									
O'ahu	1,496,366	1,455,305	2.8%	1,460,949	1,420,429	2.9%	35,417	34,876	1.6%
Maui County	1,241,545	1,226,213	1.3%	1,230,032	1,216,484	1.1%	11,513	9,728	18.3%
...Maui	1,210,399	1,199,524	0.9%	1,199,090	1,189,988	0.8%	11,309	9,536	18.6%
...Moloka'i	33,723	31,815	6.0%	33,279	30,652	8.6%	444	1,163	-61.8%
...Lāna'i	38,979	34,561	12.8%	38,671	33,727	14.7%	308	834	-63.1%
Kaua'i	638,394	596,304	7.1%	632,966	588,881	7.5%	5,428	7,423	-26.9%
Hawai'i Island	677,831	687,043	-1.3%	671,677	680,107	-1.2%	6,154	6,936	-11.3%
...Hilo	243,975	229,716	6.2%	240,385	224,962	6.9%	3,590	4,754	-24.5%
...Kona	589,502	604,132	-2.4%	584,381	598,632	-2.4%	5,121	5,500	-6.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.22	7.41	-2.6%	7.27	7.38	-1.5%	5.32	8.77	-39.3%
Maui (days)	7.89	7.97	-1.0%	7.89	7.97	-1.0%	7.71	7.92	-2.6%
Moloka'i (days)	5.47	5.30	3.3%	5.50	5.44	1.0%	3.83	1.56	145.8%
Lāna'i (days)	3.98	3.75	6.1%	4.00	3.81	4.9%	1.51	1.17	29.0%
Kaua'i (days)	7.33	7.38	-0.8%	7.34	7.40	-0.8%	5.87	6.10	-3.8%
Hawai'i Island (days)	7.63	7.72	-1.3%	7.60	7.74	-1.7%	10.16	6.38	59.3%
...Hilo (days)	4.04	4.16	-3.1%	4.04	4.18	-3.3%	3.42	2.08	64.0%
...Kona (days)	7.10	7.20	-1.4%	7.08	7.22	-2.0%	9.82	6.24	57.2%
Statewide (days)	9.41	9.43	-0.2%	9.43	9.41	0.2%	8.20	10.98	-25.3%
<b>ACCOMMODATIONS</b>									
Hotel	1,623,020	1,661,787	-2.3%	1,594,348	1,634,649	-2.5%	28,671	27,138	5.6%
...Hotel Only	1,351,650	1,402,118	-3.6%	1,326,340	1,379,400	-3.8%	25,311	22,718	11.4%
Condo	756,171	743,550	1.7%	750,077	737,115	1.8%	6,094	6,434	-5.3%
...Condo Only	605,343	597,249	1.4%	601,017	592,128	1.5%	4,326	5,121	-15.5%
Timeshare	413,009	392,235	5.3%	409,695	388,381	5.5%	3,314	3,853	-14.0%
...Timeshare Only	321,174	303,716	5.7%	318,721	301,053	5.9%	2,453	2,664	-7.9%
Rental House	187,816	164,760	14.0%	186,141	162,801	14.3%	1,675	1,959	-14.5%
Bed & Breakfast	31,362	30,128	4.1%	30,397	29,935	1.5%	965	192	401.9%
Cruise Ship	119,052	107,054	11.2%	119,052	106,484	11.8%	0	570	-100.0%
Friends or Relatives	406,915	399,460	1.9%	400,820	393,183	1.9%	6,096	6,276	-2.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,651,835	2,619,240	1.2%	2,618,182	2,590,204	1.1%	33,653	29,035	15.9%
.....Vacation	2,535,776	2,499,262	1.5%	2,503,845	2,472,198	1.3%	31,931	27,064	18.0%
.....Honeymoon	115,466	119,404	-3.3%	113,994	117,349	-2.9%	1,472	2,055	-28.4%
.....Get Married	37,639	37,673	-0.1%	37,009	37,008	0.0%	630	666	-5.4%
MC&I (Net)	174,629	183,946	-5.1%	173,874	182,033	-4.5%	755	1,914	-60.6%
.....Convention/Conf.	104,747	113,457	-7.7%	104,452	112,772	-7.4%	295	686	-57.0%
.....Corp. Meetings	44,561	43,117	3.3%	44,104	42,715	3.3%	457	402	13.6%
.....Incentive	32,381	33,720	-4.0%	32,158	32,894	-2.2%	223	826	-73.0%
Other Business	159,389	161,973	-1.6%	158,160	160,169	-1.3%	1,228	1,803	-31.9%
Visit Friends/Relatives	375,585	370,936	1.3%	370,137	365,592	1.2%	5,448	5,343	2.0%
Government/Military	31,811	33,120	-4.0%	30,470	32,362	-5.8%	1,341	757	77.1%
Attend School	6,555	7,587	-13.6%	6,444	6,654	-3.2%	111	933	-88.1%
Sport Events	49,319	47,281	4.3%	49,004	44,349	10.5%	315	2,931	-89.3%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	4,759.7	4,750.3	0.2%	4,701.7	4,676.2	0.5%	58.0	74.1	-21.7%
Per Person Per Day (\$)	155.9	156.5	-0.4%	155.9	156.5	-0.4%	155.9	156.5	-0.4%
Per Person Per Trip (\$)	1,466.9	1,475.3	-0.6%	1,469.6	1,472.0	-0.2%	1,278.4	1,719.1	-25.6%

Source: DBEDT

**Table 14: 2007 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
<b>PACIFIC COAST</b>	<b>163,170</b>	<b>177,770</b>	<b>198,685</b>	<b>225,472</b>	<b>199,146</b>	<b>233,857</b>	<b>262,773</b>	<b>295,134</b>	<b>180,031</b>	<b>191,757</b>	<b>207,229</b>	<b>223,465</b>	<b>2,558,488</b>
Alaska	5,914	5,436	7,338	3,388	2,109	1,932	1,592	1,642	1,607	2,813	4,257	8,549	46,577
California	113,241	119,079	135,461	172,365	156,990	192,501	223,137	249,802	141,894	140,714	144,893	156,753	1,946,829
Oregon	15,500	15,740	20,628	12,715	12,757	13,738	12,188	14,049	12,110	15,123	16,901	17,786	179,235
Washington	28,514	37,515	35,258	37,003	27,291	25,686	25,856	29,641	24,420	33,107	41,179	40,376	385,846
<b>MOUNTAIN</b>	<b>47,920</b>	<b>47,680</b>	<b>70,411</b>	<b>50,165</b>	<b>59,724</b>	<b>64,273</b>	<b>57,631</b>	<b>43,542</b>	<b>41,859</b>	<b>53,900</b>	<b>49,792</b>	<b>53,936</b>	<b>640,831</b>
Arizona	11,525	11,124	18,632	13,949	21,047	22,375	21,027	12,292	13,941	18,128	12,479	13,570	190,089
Colorado	10,907	11,077	18,973	10,549	12,478	14,644	12,227	9,438	9,151	11,781	11,189	13,175	145,590
Idaho	4,227	3,729	5,898	2,593	2,706	3,123	2,301	1,980	2,311	2,964	5,748	3,642	41,222
Montana	2,513	2,417	2,752	1,738	1,495	1,323	882	828	916	1,621	1,596	2,024	20,105
Nevada	6,285	6,984	9,405	8,060	8,169	9,261	9,922	8,859	6,294	7,375	7,742	8,450	96,806
New Mexico	2,231	2,026	3,171	2,249	3,296	3,043	3,391	2,089	2,161	2,966	2,227	2,744	31,595
Utah	9,432	9,480	10,336	9,986	9,861	9,676	7,317	7,450	6,618	8,389	8,063	9,296	105,904
Wyoming	801	843	1,242	1,041	671	828	562	606	467	676	749	1,034	9,519
<b>TOTAL U.S. WEST</b>	<b>211,089</b>	<b>225,450</b>	<b>269,095</b>	<b>275,637</b>	<b>258,870</b>	<b>298,130</b>	<b>320,403</b>	<b>338,676</b>	<b>221,890</b>	<b>245,657</b>	<b>257,021</b>	<b>277,400</b>	<b>3,199,318</b>

**Table 15: U.S. East MMA Visitor Characteristics: 2007 vs. 2006**  
(Arrivals by air)

U.S. EAST	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	19,595,531	20,074,198	-2.4%	19,270,252	19,788,057	-2.6%	325,279	286,141	13.7%
Total Visitors	1,901,502	1,953,316	-2.7%	1,857,734	1,910,704	-2.8%	43,768	42,612	2.7%
<b>PARTY SIZE</b>									
One	391,536	407,447	-3.9%	385,728	400,978	-3.8%	5,808	6,469	-10.2%
Two	920,278	953,104	-3.4%	900,222	932,581	-3.5%	20,056	20,523	-2.3%
Three or more	589,688	592,765	-0.5%	571,784	577,145	-0.9%	17,904	15,620	14.6%
Avg Party Size	1.90	1.89	0.5%	1.89	1.89	0.4%	2.19	2.12	3.5%
<b>VISIT STATUS</b>									
First-Time	870,223	911,235	-4.5%	854,906	894,683	-4.4%	15,318	16,552	-7.5%
Repeat	1,031,279	1,042,081	-1.0%	1,002,828	1,016,021	-1.3%	28,450	26,060	9.2%
Average # of Trips	3.63	3.54	2.5%	3.63	3.54	2.5%	3.58	3.42	4.7%
<b>TRAVEL METHOD</b>									
Group Tour	144,579	156,639	-7.7%	140,489	152,515	-7.9%	4,090	4,124	-0.8%
Package	579,583	641,402	-9.6%	572,034	630,916	-9.3%	7,549	10,486	-28.0%
Group Tour & Pkg	112,781	125,316	-10.0%	108,997	121,192	-10.1%	3,784	4,124	-8.2%
True Independent	1,290,121	1,280,591	0.7%	1,254,208	1,248,465	0.5%	35,913	32,126	11.8%
<b>ISLANDS VISITED</b>									
O'ahu	1,178,514	1,196,754	-1.5%	1,139,928	1,159,418	-1.7%	38,586	37,336	3.3%
Mauai County	814,888	833,963	-2.3%	805,942	826,998	-2.5%	8,946	6,965	28.4%
...Mauai	797,781	818,906	-2.6%	788,984	811,941	-2.8%	8,797	6,965	26.3%
...Moloka'i	25,895	24,826	4.3%	24,582	24,588	0.0%	1,313	238	451.7%
...Lāna'i	36,677	33,468	9.6%	34,954	32,346	8.1%	1,723	1,122	53.6%
Kaua'i	461,331	431,233	7.0%	458,022	426,829	7.3%	3,309	4,404	-24.9%
Hawai'i Island	521,365	511,600	1.9%	515,274	505,251	2.0%	6,091	6,349	-4.1%
...Hilo	270,188	246,150	9.8%	266,090	241,914	10.0%	4,098	4,236	-3.3%
...Kona	442,175	436,854	1.2%	437,917	431,631	1.5%	4,258	5,223	-18.5%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.25	7.37	-1.6%	7.30	7.44	-1.8%	5.79	5.37	7.9%
Mauai (days)	6.61	6.78	-2.6%	6.62	6.80	-2.7%	5.94	4.73	25.6%
Moloka'i (days)	4.10	4.00	2.6%	4.21	4.03	4.5%	2.15	1.00	114.6%
Lāna'i (days)	3.22	3.14	2.3%	3.30	3.22	2.7%	1.43	1.00	43.5%
Kaua'i (days)	5.42	5.59	-3.0%	5.43	5.60	-3.0%	4.37	4.84	-9.6%
Hawai'i Island (days)	5.85	6.02	-2.9%	5.86	6.04	-3.0%	4.88	4.75	2.8%
...Hilo (days)	2.81	2.98	-5.5%	2.82	2.98	-5.3%	2.40	2.92	-17.6%
...Kona (days)	5.18	5.38	-3.7%	5.18	5.40	-4.1%	4.67	3.41	37.2%
Statewide (days)	10.31	10.28	0.3%	10.37	10.36	0.2%	7.43	6.72	10.7%
<b>ACCOMMODATIONS</b>									
Hotel	1,169,459	1,244,096	-6.0%	1,134,180	1,210,791	-6.3%	35,278	33,305	5.9%
...Hotel Only	910,092	988,934	-8.0%	878,192	959,907	-8.5%	31,899	29,027	9.9%
Condo	286,193	291,733	-1.9%	283,880	289,351	-1.9%	2,312	2,382	-2.9%
...Condo Only	193,425	195,867	-1.2%	192,069	195,040	-1.5%	1,356	827	63.8%
Timeshare	189,995	184,187	3.2%	188,752	182,261	3.6%	1,243	1,926	-35.5%
...Timeshare Only	133,257	127,489	4.5%	132,571	125,949	5.3%	686	1,540	-55.4%
Rental House	84,294	77,864	8.3%	83,140	77,098	7.8%	1,154	766	50.6%
Bed & Breakfast	26,305	27,564	-4.6%	25,516	27,272	-6.4%	789	291	170.9%
Cruise Ship	204,159	177,737	14.9%	203,872	176,368	15.6%	287	1,369	-79.0%
Friends or Relatives	212,252	213,293	-0.5%	208,256	208,428	-0.1%	3,996	4,865	-17.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,487,222	1,525,124	-2.5%	1,456,049	1,492,584	-2.4%	31,173	32,540	-4.2%
....Vacation	1,368,133	1,393,527	-1.8%	1,338,687	1,362,506	-1.7%	29,447	31,022	-5.1%
....Honeymoon	122,499	136,256	-10.1%	121,259	134,651	-9.9%	1,240	1,605	-22.8%
....Get Married	24,757	25,684	-3.6%	23,827	25,364	-6.1%	930	319	191.0%
MC&I (Net)	194,818	203,899	-4.5%	191,724	201,994	-5.1%	3,095	1,904	62.5%
....Convention/Conf.	120,954	133,075	-9.1%	118,838	131,386	-9.6%	2,116	1,689	25.3%
....Corp. Meetings	39,365	33,260	18.4%	38,840	33,260	16.8%	525	0	NA
....Incentive	43,851	45,481	-3.6%	43,397	45,266	-4.1%	453	215	110.8%
Other Business	77,480	79,644	-2.7%	75,910	78,311	-3.1%	1,570	1,334	17.8%
Visit Friends/Relatives	210,135	210,632	-0.2%	205,811	207,145	-0.6%	4,324	3,486	24.0%
Government/Military	45,352	48,805	-7.1%	43,717	46,839	-6.7%	1,634	1,967	-16.9%
Attend School	4,088	4,463	-8.4%	4,088	4,399	-7.1%	0	64	-100.0%
Sport Events	28,425	33,422	-14.9%	26,931	33,155	-18.8%	1,494	267	459.9%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	3,777.2	3,634.9	3.9%	3,714.5	3,583.1	3.7%	62.7	51.8	21.0%
Per Person Per Day (\$)	192.8	181.1	6.5%	192.8	181.1	6.5%	192.8	181.1	6.5%
Per Person Per Trip (\$)	1,986.4	1,860.9	6.7%	1,999.5	1,875.3	6.6%	1,432.6	1,215.9	17.8%

NA: Not Applicable

**Table 16: 2007 Domestic U.S. East MMA Visitor Arrivals by Month and State  
(Arrivals by air)**

<b>REGION/STATE</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>TOTAL</b>
<b>W.N. CENTRAL</b>	<b>27,906</b>	<b>26,704</b>	<b>31,959</b>	<b>14,633</b>	<b>16,032</b>	<b>17,117</b>	<b>15,200</b>	<b>11,534</b>	<b>12,215</b>	<b>14,160</b>	<b>13,981</b>	<b>18,738</b>	<b>220,179</b>
Iowa	4,146	3,695	3,906	1,888	1,816	2,012	1,928	1,500	1,510	1,703	1,939	2,280	28,324
Kansas	2,768	2,379	3,846	1,787	2,447	2,766	3,004	1,673	1,908	1,861	1,770	2,464	28,674
Minnesota	11,724	12,308	15,037	5,710	4,283	4,317	3,325	3,685	3,301	4,617	4,903	6,665	79,874
Missouri	4,860	4,193	5,155	3,241	4,919	5,665	4,802	3,140	3,817	3,639	3,205	4,128	50,764
Nebraska	2,180	2,031	2,130	1,134	1,552	1,481	1,472	841	1,082	1,238	1,101	1,674	17,918
N. Dakota	1,054	991	807	310	395	323	288	247	256	442	473	704	6,291
S. Dakota	1,174	1,107	1,078	563	620	552	379	448	340	659	590	823	8,333
<b>W.S. CENTRAL</b>	<b>18,145</b>	<b>16,024</b>	<b>27,733</b>	<b>18,560</b>	<b>32,315</b>	<b>37,847</b>	<b>35,666</b>	<b>26,212</b>	<b>21,805</b>	<b>20,220</b>	<b>20,127</b>	<b>23,045</b>	<b>297,700</b>
Arkansas	1,094	1,095	1,530	916	1,405	1,788	1,672	958	1,233	1,205	983	1,100	14,978
Louisiana	1,448	1,333	1,372	1,958	2,587	2,594	2,657	1,554	1,672	1,537	1,568	1,503	21,783
Oklahoma	2,129	1,778	2,931	1,809	3,283	3,918	3,198	2,002	2,210	2,469	2,181	2,605	30,514
Texas	13,474	11,818	21,901	13,877	25,040	29,546	28,139	21,698	16,691	15,010	15,395	17,837	230,425
<b>E.N. CENTRAL</b>	<b>37,612</b>	<b>42,372</b>	<b>47,776</b>	<b>30,725</b>	<b>28,270</b>	<b>37,792</b>	<b>34,158</b>	<b>27,077</b>	<b>28,851</b>	<b>28,181</b>	<b>27,844</b>	<b>36,596</b>	<b>407,255</b>
Illinois	12,927	12,946	17,743	9,096	10,058	13,145	13,406	10,904	10,597	9,934	11,465	15,397	147,619
Indiana	4,307	4,335	5,454	3,183	3,869	5,937	4,634	2,567	3,789	3,725	3,261	3,859	48,920
Michigan	7,259	10,196	8,908	6,873	5,593	5,525	5,098	5,019	4,587	4,956	4,919	6,927	75,859
Ohio	6,625	7,536	7,950	6,833	5,735	9,533	8,215	5,615	7,221	5,835	4,898	6,225	82,220
Wisconsin	6,493	7,359	7,722	4,740	3,015	3,652	2,805	2,973	2,658	3,729	3,302	4,188	52,636
<b>E.S. CENTRAL</b>	<b>6,632</b>	<b>6,322</b>	<b>9,814</b>	<b>7,487</b>	<b>10,399</b>	<b>12,462</b>	<b>9,292</b>	<b>6,086</b>	<b>7,810</b>	<b>8,187</b>	<b>6,042</b>	<b>7,329</b>	<b>97,862</b>
Alabama	1,537	1,528	2,516	1,762	2,752	2,890	2,177	1,539	1,698	1,864	1,624	1,751	23,638
Kentucky	1,813	1,624	2,102	2,132	2,161	3,187	2,342	1,355	2,223	2,065	1,380	1,904	24,288
Mississippi	575	577	1,164	739	1,366	1,266	1,049	689	800	803	840	683	10,551
Tennessee	2,707	2,592	4,032	2,854	4,121	5,119	3,725	2,502	3,089	3,455	2,198	2,991	39,385
<b>NEW ENGLAND</b>	<b>10,399</b>	<b>12,548</b>	<b>10,929</b>	<b>11,745</b>	<b>8,982</b>	<b>10,367</b>	<b>11,199</b>	<b>11,348</b>	<b>8,676</b>	<b>9,273</b>	<b>7,157</b>	<b>9,083</b>	<b>121,707</b>
Connecticut	2,312	2,624	2,560	2,714	2,219	2,397	3,331	3,087	2,118	2,076	1,628	2,059	29,124
Maine	898	1,160	989	1,000	584	724	586	522	563	763	584	697	9,071
Massachusetts	4,985	5,860	5,292	5,481	4,400	5,196	5,262	6,007	4,206	4,407	3,403	4,646	59,146
New Hampshire	993	1,337	1,032	1,207	842	978	953	822	814	944	724	838	11,485
Rhode Island	645	787	548	705	535	654	600	596	637	583	478	406	7,175
Vermont	565	780	508	637	402	418	467	314	338	499	341	437	5,706

**Table 16: 2007 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)**  
(Arrivals by air)

<b>REGION/STATE</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>TOTAL</b>
<b>MID ATLANTIC</b>	<b>22,447</b>	<b>22,861</b>	<b>23,682</b>	<b>22,924</b>	<b>20,794</b>	<b>24,967</b>	<b>29,441</b>	<b>34,723</b>	<b>21,366</b>	<b>21,656</b>	<b>17,396</b>	<b>21,027</b>	<b>283,285</b>
New Jersey	5,424	5,092	5,730	6,550	5,508	6,842	8,494	10,800	5,379	5,526	4,776	5,216	75,337
New York	10,380	11,406	10,736	10,301	9,071	9,266	12,932	16,762	8,811	9,863	7,494	10,375	127,397
Pennsylvania	6,643	6,364	7,216	6,072	6,216	8,860	8,015	7,161	7,176	6,267	5,127	5,436	80,551
<b>S. ATLANTIC</b>	<b>31,238</b>	<b>30,163</b>	<b>36,131</b>	<b>33,849</b>	<b>41,358</b>	<b>50,995</b>	<b>43,967</b>	<b>37,366</b>	<b>33,504</b>	<b>31,837</b>	<b>27,673</b>	<b>31,666</b>	<b>429,746</b>
Delaware	537	546	506	576	430	641	566	528	482	409	386	402	6,009
Washington,D.C.	606	474	661	613	552	730	716	1,258	554	498	612	843	8,116
Florida	8,539	8,434	10,308	9,506	13,496	14,655	12,578	9,081	9,796	9,376	7,606	8,494	121,870
Georgia	4,321	4,632	5,939	4,361	7,618	8,993	6,346	4,474	5,813	4,539	3,908	4,593	65,536
Maryland	4,711	4,389	4,684	4,872	4,495	6,481	7,003	6,963	4,146	4,250	3,760	4,147	59,903
N. Carolina	3,724	3,634	4,265	4,350	4,754	6,528	5,115	4,169	4,142	4,057	3,586	4,562	52,886
S. Carolina	1,652	1,458	2,048	1,934	2,335	3,197	2,191	1,574	1,922	1,825	1,339	1,578	23,053
Virginia	6,518	6,052	7,114	7,033	7,007	9,031	8,661	8,846	6,066	6,285	6,069	6,615	85,295
West Virginia	629	543	606	605	671	739	790	474	583	598	408	432	7,077
<b>TOTAL U.S. EAST</b>	<b>154,379</b>	<b>156,994</b>	<b>188,026</b>	<b>139,923</b>	<b>158,151</b>	<b>191,546</b>	<b>178,922</b>	<b>154,347</b>	<b>134,228</b>	<b>133,514</b>	<b>120,221</b>	<b>147,483</b>	<b>1,857,734</b>



**Table 17: Domestic U.S. Visitors by State: 2000-2007  
(Arrivals by air)**

	2007	2006R	2005	2004	2003	2002	2001	2000
<b>PACIFIC COAST</b>	<b>2,558,488</b>	<b>2,541,078</b>	<b>2,432,433</b>	<b>2,234,261</b>	<b>2,103,543</b>	<b>2,001,726</b>	<b>1,908,057</b>	<b>1,938,247</b>
Alaska	46,577	40,737	39,349	36,835	36,954	41,630	41,545	43,224
California	1,946,829	1,997,750	1,919,548	1,767,696	1,666,672	1,570,367	1,468,881	1,456,666
Oregon	179,235	165,178	152,462	135,943	128,894	121,245	123,511	135,883
Washington	385,846	337,413	321,074	293,786	271,022	268,483	274,120	302,474
<b>MOUNTAIN</b>	<b>640,831</b>	<b>635,764</b>	<b>554,935</b>	<b>486,249</b>	<b>459,975</b>	<b>430,499</b>	<b>390,046</b>	<b>391,037</b>
Arizona	190,089	198,471	151,642	127,014	123,746	110,926	97,564	100,589
Colorado	145,590	140,728	135,564	126,243	124,514	121,257	107,933	110,480
Idaho	41,222	36,782	32,752	28,598	26,550	24,013	24,568	23,931
Montana	20,105	19,928	19,391	16,774	15,902	15,393	15,264	15,019
Nevada	96,806	100,014	91,186	81,437	69,986	61,486	54,879	55,621
New Mexico	31,595	30,468	27,699	24,030	23,678	21,595	18,549	20,509
Utah	105,904	100,467	88,584	74,862	68,734	69,565	65,648	58,460
Wyoming	9,519	8,907	8,117	7,292	6,865	6,265	5,640	6,428
<b>W.N. CENTRAL</b>	<b>220,179</b>	<b>226,088</b>	<b>224,273</b>	<b>210,413</b>	<b>194,497</b>	<b>183,216</b>	<b>193,575</b>	<b>206,468</b>
Iowa	28,324	28,709	28,221	27,762	24,269	21,938	22,236	24,544
Kansas	28,674	28,462	28,442	28,824	23,109	20,880	22,579	23,869
Minnesota	79,874	82,888	84,560	80,866	74,975	72,706	79,592	84,262
Missouri	50,764	52,998	50,363	47,504	44,829	43,136	45,285	48,170
Nebraska	17,918	18,263	18,429	16,644	15,421	13,936	13,170	14,280
N. Dakota	6,291	6,391	6,356	5,846	5,173	4,370	4,806	5,160
S. Dakota	8,333	8,377	7,901	6,967	6,721	6,249	5,907	6,182
<b>W.S. CENTRAL</b>	<b>297,700</b>	<b>295,493</b>	<b>272,439</b>	<b>261,919</b>	<b>247,914</b>	<b>233,376</b>	<b>219,875</b>	<b>229,067</b>
Arkansas	14,978	16,455	15,886	14,435	12,776	12,645	11,590	11,690
Louisiana	21,783	23,243	20,237	19,348	18,138	16,782	15,529	16,750
Oklahoma	30,514	29,759	26,746	26,247	24,355	25,548	21,587	22,838
Texas	230,425	226,037	209,570	201,889	192,644	178,400	171,169	177,789
<b>E.N. CENTRAL</b>	<b>407,255</b>	<b>427,680</b>	<b>436,299</b>	<b>412,006</b>	<b>376,857</b>	<b>369,468</b>	<b>378,159</b>	<b>402,799</b>
Illinois	147,619	153,809	151,806	145,933	139,209	132,686	132,909	138,588
Indiana	48,920	51,666	52,721	49,681	41,640	41,267	42,441	43,346
Michigan	75,859	81,670	84,412	83,296	75,321	75,659	84,999	88,413
Ohio	82,220	86,523	88,463	82,869	74,957	74,538	72,644	78,393
Wisconsin	52,636	54,012	58,897	50,226	45,729	45,317	45,166	54,059
<b>E.S. CENTRAL</b>	<b>97,862</b>	<b>101,872</b>	<b>99,269</b>	<b>91,958</b>	<b>82,810</b>	<b>81,117</b>	<b>70,810</b>	<b>78,366</b>
Alabama	23,638	23,896	23,524	21,300	21,989	22,588	15,640	18,573
Kentucky	24,288	27,214	26,759	26,543	21,314	22,623	19,199	20,993
Mississippi	10,551	10,639	9,768	9,577	8,376	7,302	7,661	8,581
Tennessee	39,385	40,123	39,218	34,538	31,132	28,604	28,310	30,220
<b>NEW ENGLAND</b>	<b>121,707</b>	<b>126,058</b>	<b>130,519</b>	<b>119,060</b>	<b>111,412</b>	<b>106,158</b>	<b>105,925</b>	<b>110,355</b>
Connecticut	29,124	30,432	31,556	29,542	27,068	25,598	26,050	27,672
Maine	9,071	9,378	9,987	9,070	7,505	7,314	6,637	7,159
Massachusetts	59,146	61,421	62,914	57,438	55,620	53,890	53,597	55,894
New Hampshire	11,485	11,254	11,719	10,549	9,787	8,962	9,290	8,996
Rhode Island	7,175	7,993	8,339	7,620	6,752	6,300	6,251	6,407
Vermont	5,706	5,581	6,003	4,843	4,680	4,095	4,100	4,225
<b>MID ATLANTIC</b>	<b>283,285</b>	<b>285,521</b>	<b>290,955</b>	<b>274,922</b>	<b>253,302</b>	<b>231,823</b>	<b>240,063</b>	<b>256,975</b>
New Jersey	75,337	74,534	77,295	75,139	69,991	62,465	65,654	70,559
New York	127,397	129,946	134,627	127,142	118,881	108,392	113,547	117,496
Pennsylvania	80,551	81,041	79,032	72,640	64,431	60,965	60,862	68,920
<b>S. ATLANTIC</b>	<b>429,746</b>	<b>447,991</b>	<b>431,427</b>	<b>386,662</b>	<b>345,012</b>	<b>324,573</b>	<b>316,337</b>	<b>339,509</b>
Delaware	6,009	8,168	5,897	5,422	4,726	4,257	4,576	4,948
Washington, D.C.	8,116	6,031	7,930	7,345	6,724	6,918	6,309	6,594
Florida	121,870	127,551	121,877	105,560	93,543	87,385	83,717	87,514
Georgia	65,536	72,763	67,544	60,780	56,765	56,378	53,781	62,041
Maryland	59,903	61,832	60,660	54,455	48,981	44,653	43,543	47,525
N. Carolina	52,886	52,574	49,633	44,986	37,690	35,417	36,595	40,666
S. Carolina	23,053	22,845	21,450	19,297	16,275	16,091	16,114	16,479
Virginia	85,295	88,888	89,226	82,316	74,461	68,145	66,277	68,202
West Virginia	7,077	7,339	7,210	6,502	5,848	5,328	5,425	5,541
<b>UNITED STATES</b>	<b>5,057,052</b>	<b>5,087,546</b>	<b>4,872,548</b>	<b>4,477,449</b>	<b>4,175,321</b>	<b>3,961,956</b>	<b>3,822,845</b>	<b>3,952,823</b>

Source: DBEDT

**Table 18: 2007 Domestic U.S. Visitor Characteristics by State  
(Arrivals by air)**

STATE & REGION	VISITORS	L.O.S. IN HAWAI'I	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	% ISLES VISITED	AVERAGE # OF TRIPS
<b>PACIFIC COAST</b>	2,558,488	9.34	23,903,995	83.0%	55.0%	19.0%	42.0%	19.3%	5.1%	3.4%	1.24	6.78
Alaska	46,577	12.89	600,589	77.5%	46.4%	17.8%	32.7%	24.1%	5.3%	3.1%	1.28	6.95
California	1,946,829	8.92	17,369,644	83.2%	54.6%	18.8%	44.5%	17.5%	5.1%	3.4%	1.24	6.83
Oregon	179,235	10.49	1,880,522	81.7%	61.0%	20.6%	32.0%	24.5%	5.6%	3.5%	1.25	6.28
Washington	385,846	10.50	4,053,240	82.7%	55.1%	19.2%	35.5%	25.0%	5.0%	3.4%	1.23	6.76
<b>MOUNTAIN</b>	640,831	9.77	6,260,683	76.9%	51.7%	28.6%	39.1%	16.9%	6.7%	4.2%	1.35	5.26
Arizona	190,089	9.42	1,791,137	77.2%	53.3%	30.0%	40.1%	15.3%	6.6%	4.5%	1.36	4.95
Colorado	145,590	10.24	1,490,975	75.8%	57.4%	27.6%	38.7%	18.3%	6.8%	4.0%	1.36	5.28
Idaho	41,222	10.47	431,737	77.2%	52.6%	29.4%	35.0%	21.5%	6.6%	3.7%	1.34	5.01
Montana	20,105	11.12	223,660	76.2%	55.8%	32.8%	34.9%	23.7%	8.7%	4.8%	1.34	4.61
Nevada	96,806	9.52	921,853	80.7%	47.3%	24.1%	41.3%	15.2%	5.0%	4.2%	1.29	6.52
New Mexico	31,595	10.13	319,991	76.4%	50.0%	36.2%	41.7%	14.1%	9.8%	4.6%	1.36	4.42
Utah	105,904	9.28	982,401	74.7%	44.2%	27.2%	37.5%	17.1%	7.3%	4.1%	1.40	5.20
Wyoming	9,519	10.39	98,929	75.5%	51.5%	38.7%	38.6%	18.7%	7.4%	4.6%	1.38	4.10
<b>WEST NORTH CENTRAL</b>	220,179	10.38	2,285,179	67.8%	42.9%	43.0%	45.3%	13.8%	10.7%	5.8%	1.51	3.77
Iowa	28,324	10.25	290,325	65.7%	40.0%	47.0%	45.9%	13.4%	12.0%	5.9%	1.55	3.45
Kansas	28,674	9.83	281,971	69.4%	43.1%	44.4%	46.7%	13.1%	11.3%	5.6%	1.50	3.57
Minnesota	79,874	10.86	867,490	67.7%	45.1%	39.1%	43.7%	15.1%	9.9%	5.6%	1.49	4.13
Missouri	50,764	10.14	514,620	67.5%	42.5%	44.5%	44.9%	13.2%	9.6%	6.0%	1.55	3.63
Nebraska	17,918	9.82	175,915	68.8%	42.0%	44.7%	47.6%	12.7%	11.7%	6.2%	1.47	3.63
North Dakota	6,291	10.48	65,961	70.8%	38.3%	46.7%	50.4%	13.7%	14.7%	5.2%	1.44	3.40
South Dakota	8,333	10.67	88,897	68.8%	37.5%	46.4%	47.5%	12.9%	13.1%	5.4%	1.49	3.56
<b>WEST SOUTH CENTRAL</b>	297,700	9.59	2,854,030	69.8%	41.1%	43.2%	49.4%	10.7%	9.7%	5.7%	1.50	3.85
Arkansas	14,978	9.89	148,142	69.9%	38.7%	48.5%	45.3%	12.3%	10.5%	6.0%	1.51	3.41
Louisiana	21,783	9.63	209,743	65.1%	33.6%	56.5%	48.8%	8.6%	11.5%	7.0%	1.66	2.84
Oklahoma	30,514	9.65	294,372	70.3%	40.2%	44.7%	48.8%	11.8%	9.9%	5.6%	1.50	3.64
Texas	230,425	9.56	2,201,773	70.2%	42.0%	41.4%	49.8%	10.6%	9.4%	5.5%	1.48	4.00
<b>EAST NORTH CENTRAL</b>	407,255	10.55	4,298,396	63.9%	43.0%	45.2%	45.4%	12.8%	9.7%	6.8%	1.60	3.58
Illinois	147,619	10.12	1,494,584	66.6%	48.2%	40.7%	48.4%	13.0%	9.0%	6.9%	1.54	3.99
Indiana	48,920	10.29	503,494	64.3%	39.4%	48.3%	45.4%	12.3%	10.4%	6.7%	1.62	3.25
Michigan	75,859	11.37	862,713	62.4%	42.0%	46.8%	41.8%	14.0%	9.1%	7.1%	1.64	3.48
Ohio	82,220	10.55	867,401	61.1%	37.3%	49.6%	45.1%	11.2%	10.8%	7.1%	1.68	3.17
Wisconsin	52,636	10.83	570,204	62.8%	42.3%	45.5%	42.4%	13.8%	9.9%	6.2%	1.61	3.54
<b>EAST SOUTH CENTRAL</b>	97,862	9.91	970,025	65.5%	33.3%	50.5%	49.0%	9.7%	11.5%	5.9%	1.61	3.24
Alabama	23,638	9.82	232,043	66.5%	29.8%	50.6%	51.4%	8.3%	11.5%	5.5%	1.58	3.30
Kentucky	24,288	10.12	245,843	63.4%	35.1%	50.8%	47.3%	11.2%	10.5%	6.8%	1.64	3.24
Mississippi	10,551	9.71	102,421	70.5%	30.1%	54.8%	52.2%	8.9%	13.0%	5.8%	1.53	2.83
Tennessee	39,385	9.90	389,718	64.8%	35.1%	49.1%	47.8%	10.0%	11.9%	5.7%	1.64	3.31
<b>NEW ENGLAND</b>	121,707	11.46	1,394,452	63.2%	41.9%	44.3%	45.0%	10.4%	10.2%	7.6%	1.59	3.90
Connecticut	29,124	11.16	325,064	60.7%	41.6%	45.4%	47.4%	9.3%	10.4%	7.4%	1.64	3.70
Maine	9,071	12.83	116,390	70.3%	40.4%	41.3%	38.7%	11.3%	9.4%	4.9%	1.48	4.54
Massachusetts	59,146	11.28	667,025	62.2%	42.5%	44.5%	46.1%	10.3%	10.4%	8.7%	1.60	3.85
New Hampshire	11,485	11.64	133,720	65.2%	42.3%	44.6%	42.2%	12.0%	10.9%	6.2%	1.57	3.72
Rhode Island	7,175	11.54	82,813	63.3%	33.2%	46.7%	47.7%	9.0%	8.9%	6.9%	1.63	3.96
Vermont	5,706	12.17	69,440	70.3%	49.0%	37.2%	35.2%	15.4%	7.9%	4.9%	1.44	4.70
<b>MIDDLE ATLANTIC</b>	283,285	10.72	3,035,622	59.3%	36.7%	50.8%	48.4%	7.9%	9.7%	8.5%	1.69	3.27
New Jersey	75,337	10.57	795,995	56.3%	35.4%	49.3%	50.4%	7.1%	9.6%	8.9%	1.73	3.32
New York	127,397	10.75	1,368,903	60.6%	37.7%	50.5%	48.8%	7.9%	9.0%	9.1%	1.66	3.36
Pennsylvania	80,551	10.81	870,724	60.2%	36.2%	52.6%	45.7%	8.5%	10.9%	7.2%	1.71	3.07
<b>SOUTH ATLANTIC</b>	429,746	10.31	4,432,546	64.5%	32.2%	46.7%	48.1%	7.6%	11.4%	5.7%	1.62	3.71
Delaware	6,009	11.18	67,190	62.4%	35.6%	47.4%	44.0%	8.8%	9.3%	6.1%	1.65	3.42
D.C.	8,116	9.69	78,682	68.7%	35.0%	42.9%	51.8%	8.5%	12.5%	6.2%	1.47	4.14
Florida	121,870	10.62	1,293,981	60.7%	32.3%	47.9%	44.9%	7.2%	10.5%	5.8%	1.73	3.65
Georgia	65,536	9.65	632,170	64.9%	32.6%	48.1%	50.0%	8.5%	12.9%	5.5%	1.61	3.42
Maryland	59,903	10.23	612,702	65.6%	32.3%	45.1%	50.3%	7.6%	12.1%	5.6%	1.58	3.78
North Carolina	52,886	10.31	545,406	65.1%	35.6%	50.6%	47.2%	8.2%	12.3%	6.2%	1.60	3.20
South Carolina	23,053	10.47	241,275	62.6%	31.2%	52.4%	44.7%	7.8%	10.3%	6.0%	1.71	3.23
Virginia	85,295	10.39	886,639	68.7%	29.4%	40.6%	51.2%	7.1%	10.6%	5.3%	1.51	4.45
West Virginia	7,077	10.53	74,499	66.0%	32.0%	56.1%	47.2%	7.7%	11.8%	6.3%	1.62	2.89

**Table 19: 2007 Market Penetration for Top U.S. MSAs  
(Arrivals by air)**

RANK	METRO AREA	2007	2006R	% CHNG	Population (1000) <sup>1</sup>	Est. 2007 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	823,554	863,178	-4.6%	17,755	46.4
2	San Francisco/Oakland/San Jose, CA	607,592	609,665	-0.3%	7,265	83.6
3	Seattle/Tacoma/Bremington, WA	284,215	247,345	14.9%	4,039	70.4
4	San Diego, CA	178,958	184,235	-2.9%	2,975	60.2
5	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	168,650	171,158	-1.5%	21,962	7.7
6	Phoenix/Mesa, AZ	141,258	150,001	-5.8%	4,179	33.8
7	Portland/Salem, OR/WA	140,452	127,997	9.7%	2,175	64.6
8	Sacramento/Yolo, CA	127,245	128,012	-0.6%	2,398	53.1
9	Chicago/Gary/Kenosha, IL/IN/WI	120,806	127,293	-5.1%	9,745	12.4
10	Washington/Baltimore, DC/MD/VA/WV	112,020	117,854	-5.0%	8,242	13.6
11	Denver/Boulder/Greeley, CO	97,203	93,545	3.9%	2,999	32.4
12	Dallas/Fort Worth, TX	82,087	82,649	-0.7%	6,498	12.6
13	Las Vegas, NV/AZ	72,187	74,819	-3.5%	1,836	39.3
14	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	64,138	66,154	-3.0%	7,477	8.6
15	Salt Lake City/Ogden, UT	64,089	62,453	2.6%	1,100	58.3
16	Houston/Galveston/Brazoria, TX	59,536	61,621	-3.4%	5,729	10.4
17	Minneapolis/Saint Paul, MN/WI	58,779	57,471	2.3%	3,539	16.6
18	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	48,107	52,527	-8.4%	6,385	7.5
19	Atlanta, GA	46,884	47,714	-1.7%	5,279	8.9
20	Detroit/Ann Arbor/Flint, MI	44,667	47,060	-5.1%	5,406	8.3
21	Saint Louis, MO/IL	28,184	29,904	-5.8%	2,804	10.1
22	Kansas City, MO/KS	25,544	25,713	-0.7%	1,985	12.9
23	Anchorage, AK	24,999	25,289	-1.1%	362	69.0
24	Fresno, CA	24,951	25,197	-1.0%	899	27.7
25	Tucson, AZ	24,681	24,343	1.4%	967	25.5
26	Austin/San Marcos, TX	24,219	23,650	2.4%	1,598	15.2
27	Stockton-Lodi, CA	23,044	23,391	-1.5%	671	34.3
28	Santa Barbara/Santa Maria/Lompoc, CA	22,222	22,619	-1.8%	404	55.0
29	Miami/Fort Lauderdale, FL	21,774	22,421	-2.9%	5,413	4.0
30	Cleveland/Akron, OH	21,564	22,116	-2.5%	2,897	7.4
31	Provo/Orem, UT	20,313	22,239	-8.7%	493	41.2
32	Cincinnati/Hamilton, OH/KY/IN	20,303	20,650	-1.7%	2,177	9.3
33	Reno, NV	20,276	20,521	-1.2%	410	49.4
34	Tampa/Saint Petersburg/Clearwater, FL	20,052	18,213	10.1%	2,724	7.4
35	Boise City, ID	18,827	18,087	4.1%	588	32.0
36	Norfolk/Virginia Beach/Newport News, VA/NC	17,712	17,817	-0.6%	1,659	10.7
37	San Antonio, TX	17,685	17,701	-0.1%	1,991	8.9
38	Indianapolis, IN	17,310	17,334	-0.1%	1,695	10.2
39	Spokane, WA	17,273	17,217	0.3%	456	37.9
40	Albuquerque, NM	17,146	16,799	2.1%	835	20.5
41	Orlando, FL	17,052	16,658	2.4%	2,032	8.4
42	Milwaukee/Racine, WI	16,814	16,542	1.6%	1,739	9.7
43	Pittsburgh, PA	16,506	16,204	1.9%	2,356	7.0
44	Bakersfield, CA	16,478	16,141	2.1%	791	20.8
45	Colorado Springs, CO	16,158	16,077	0.5%	609	26.5
46	Modesto, CA	16,140	16,009	0.8%	511	31.6
47	Salinas, CA	15,954	15,836	0.7%	408	39.1
48	Eugene/Springfield, OR	14,601	15,443	-5.5%	344	42.5
49	San Luis Obispo/Atascadero/Paso Robles, CA	14,601	15,125	-3.5%	262	55.6
50	Columbus, OH	14,361	13,766	4.3%	1,754	8.2
51	Hartford, CT	13,454	13,573	-0.9%	1,189	11.3
52	Raleigh/Durham/Chapel Hill, NC	13,303	13,114	1.4%	1,048	12.7
53	Nashville, TN	13,225	12,779	3.5%	1,521	8.7
54	Charlotte/Gastonia/Rock Hill, NC/SC	12,983	12,691	2.3%	1,652	7.9
55	Oklahoma City, OK	12,295	12,167	1.1%	1,193	10.3
56	Bellingham, WA	10,698	10,100	5.9%	193	55.4
57	Jacksonville, FL	10,586	9,840	7.6%	1,301	8.1
58	Omaha, NE/IA	9,846	8,996	9.4%	830	11.9
59	Fort Collins/Loveland, CO	9,070	8,748	3.7%	288	31.5
60	Tulsa, OK	8,921	8,901	0.2%	906	9.8

<sup>1</sup> Based on 2007 population data  
Source: DBEDT and U.S. Bureau of the Census

**Table 20: Japan MMA Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	7,372,699	7,645,126	-3.6%	63,527	64,278	-1.2%	7,309,172	7,580,848	-3.6%
Total Visitors	1,296,421	1,362,878	-4.9%	9,174	9,702	-5.4%	1,287,247	1,353,176	-4.9%
<b>PARTY SIZE</b>									
One	76,040	88,946	-14.5%	3,040	3,332	-8.8%	73,000	85,613	-14.7%
Two	440,137	427,388	3.0%	3,293	3,592	-8.3%	436,843	423,796	3.1%
Three or more	780,244	846,544	-7.8%	2,841	2,778	2.3%	777,404	843,767	-7.9%
Avg Party Size	2.92	3.00	-2.8%	1.70	1.67	2.0%	2.93	3.01	-2.8%
<b>VISIT STATUS</b>									
First-Time	566,925	607,829	-6.7%	2,960	3,295	-10.2%	563,966	604,534	-6.7%
Repeat	729,496	755,049	-3.4%	6,214	6,407	-3.0%	723,281	748,642	-3.4%
Average # of Trips	3.47	3.56	-2.5%	5.36	5.27	1.8%	3.46	3.55	-2.5%
<b>TRAVEL METHOD</b>									
Group Tour	549,125	653,226	-15.9%	1,166	1,452	-19.7%	547,959	651,774	-15.9%
Package	1,057,356	1,138,672	-7.1%	3,338	3,685	-9.4%	1,054,018	1,134,987	-7.1%
Group Tour & Pkg	487,321	583,233	-16.4%	907	1,100	-17.5%	486,414	582,134	-16.4%
True Independent	177,262	154,213	14.9%	5,578	5,664	-1.5%	171,684	148,548	15.6%
<b>ISLANDS VISITED</b>									
O'ahu	1,239,489	1,303,538	-4.9%	8,270	8,850	-6.6%	1,231,219	1,294,688	-4.9%
Maui County	81,834	97,930	-16.4%	804	788	1.9%	81,031	97,142	-16.6%
...Maui	80,430	94,717	-15.1%	781	775	0.8%	79,649	93,942	-15.2%
...Moloka'i	1,646	3,926	-58.1%	19	14	35.7%	1,627	3,912	-58.4%
...Lāna'i	874	1,767	-50.5%	33	12	175.0%	841	1,755	-52.1%
Kaua'i	34,401	33,637	2.3%	413	310	33.2%	33,988	33,327	2.0%
Hawai'i Island	199,017	210,263	-5.3%	887	841	5.5%	198,130	209,422	-5.4%
...Hilo	85,808	86,294	-0.6%	311	237	31.2%	85,497	86,057	-0.7%
...Kona	132,483	144,766	-8.5%	711	690	3.0%	131,772	144,076	-8.5%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.19	5.14	1.1%	6.20	5.99	3.5%	5.18	5.13	1.0%
Maui (days)	3.03	2.82	7.4%	5.30	5.90	-10.2%	3.01	2.80	7.6%
Moloka'i (days)	1.55	1.16	33.3%	3.40	1.80	88.5%	1.53	1.16	31.7%
Lāna'i (days)	2.15	1.98	8.7%	4.19	4.79	-12.5%	2.07	1.96	5.6%
Kaua'i (days)	2.24	1.87	20.1%	5.54	5.52	0.3%	2.20	1.83	20.1%
Hawai'i Island (days)	3.08	2.91	6.0%	6.33	5.83	8.5%	3.07	2.90	5.9%
...Hilo (days)	1.81	1.58	14.3%	6.16	3.84	60.1%	1.80	1.58	13.8%
...Kona (days)	3.45	3.28	5.4%	5.20	5.79	-10.1%	3.44	3.27	5.5%
Statewide (days)	5.69	5.61	1.4%	6.92	6.63	4.5%	5.68	5.60	1.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,175,991	1,254,883	-6.3%	7,079	7,567	-6.5%	1,168,912	1,247,316	-6.3%
...Hotel Only	1,150,905	1,229,645	-6.4%	6,643	7,236	-8.2%	1,144,262	1,222,409	-6.4%
Condo	102,540	96,249	6.5%	1,135	984	15.4%	101,404	95,265	6.4%
...Condo Only	86,236	80,512	7.1%	933	800	16.6%	85,302	79,712	7.0%
Timeshare	12,415	10,364	19.8%	155	145	6.7%	12,260	10,219	20.0%
...Timeshare Only	9,501	7,920	20.0%	121	120	0.5%	9,380	7,800	20.3%
Rental House	2,689	2,130	26.2%	138	167	-17.3%	2,551	1,964	29.9%
Bed & Breakfast	1,685	1,137	48.2%	47	21	119.6%	1,638	1,115	46.9%
Cruise Ship	2,797	1,391	101.0%	139	66	109.3%	2,658	1,325	100.6%
Friends or Relatives	16,010	14,594	9.7%	730	879	-16.9%	15,279	13,715	11.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,150,530	1,197,634	-3.9%	7,558	8,026	-5.8%	1,142,972	1,189,608	-3.9%
.....Vacation	944,452	996,643	-5.2%	6,304	6,520	-3.3%	938,148	990,123	-5.2%
.....Honeymoon	188,758	175,993	7.3%	1,257	1,537	-18.3%	187,501	174,455	7.5%
...Get Married	70,093	74,164	-5.5%	68	56	21.6%	70,025	74,108	-5.5%
MC&I (Net)	59,259	82,280	-28.0%	423	442	-4.4%	58,836	81,838	-28.1%
.....Convention/Conf.	10,839	15,407	-29.7%	216	217	-0.4%	10,623	15,190	-30.1%
.....Corp. Meetings	10,906	16,779	-35.0%	130	192	-32.0%	10,776	16,587	-35.0%
.....Incentive	38,915	52,272	-25.6%	91	58	57.7%	38,824	52,215	-25.6%
Other Business	9,041	10,334	-12.5%	312	405	-23.0%	8,730	9,929	-12.1%
Visit Friends/Relatives	24,092	22,791	5.7%	824	888	-7.2%	23,269	21,903	6.2%
Government/Military	1,117	613	82.1%	78	91	-14.9%	1,039	522	99.0%
Attend School	2,468	970	154.4%	60	62	-3.2%	2,409	908	165.1%
Sport Events	40,908	42,590	-3.9%	177	95	86.4%	40,731	42,495	-4.2%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	1,982.0	2,037.2	-2.7%	17.1	17.1	-0.3%	1,964.9	2,020.1	-2.7%
Per Person Per Day (\$)	268.8	266.5	0.9%	268.8	266.5	0.9%	268.8	266.5	0.9%
Per Person Per Trip (\$)	1,528.8	1,494.8	2.3%	1,861.6	1,765.4	5.4%	1,526.5	1,492.8	2.3%

Source: DBEDT

**Table 21: 2007 International Japanese Visitor Characteristics by Region  
(Arrivals by air)**

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
	<b>Visitor Counts</b>	134,659	120,254	30,033	322,635	29,406	14,731	39,710	25,886	1,918
<b>PARTY SIZE</b>										
One	5,932	6,155	1,245	18,194	964	517	1,577	1,087	126	37,203
Two	43,617	40,021	10,222	108,750	9,695	4,369	12,870	7,858	442	198,999
Three or more	85,110	74,078	18,566	195,691	18,747	9,845	25,263	16,941	1,350	331,813
Avg Party Size	3.08	2.98	3.13	2.82	3.19	3.26	3.18	3.18	3.40	2.88
<b>VISIT STATUS</b>										
First-Time	61,521	49,898	14,565	100,593	15,899	7,389	21,492	11,132	921	280,556
Repeat	73,138	70,356	15,468	222,042	13,507	7,342	18,218	14,754	997	287,459
Average # of Trips	3.31	3.91	3.31	4.92	2.95	2.64	3.09	3.33	3.00	3.11
<b>TRAVEL METHOD</b>										
Group Tour	59,494	51,927	13,318	117,286	12,635	7,087	19,709	12,380	1,053	253,070
Package	114,334	101,298	25,486	252,693	25,051	13,232	34,354	21,792	1,295	464,483
Group Tour & Pkg	53,168	47,835	12,154	107,758	11,510	6,573	18,240	11,487	753	216,936
True Independent	13,999	14,864	3,382	60,414	3,229	985	3,887	3,201	323	67,400
<b>ISLANDS VISITED</b>										
O'ahu	129,786	115,594	28,837	304,405	28,245	14,402	38,597	24,907	1,889	544,557
Maui County	10,039	7,639	2,256	21,208	2,189	1,048	2,325	1,172	78	33,077
...Maui	9,820	7,616	2,256	20,609	2,189	1,048	2,305	1,096	53	32,657
...Moloka'i	226	153	0	608	0	0	93	76	0	471
...Lāna'i	77	59	0	378	0	0	21	0	24	282
Kaua'i	3,615	3,381	738	10,825	771	146	991	717	167	12,637
Hawai'i Island	22,409	17,651	4,224	55,837	5,788	2,339	6,707	3,336	359	79,480
...Hilo	12,135	8,293	2,029	19,516	3,804	1,273	4,013	1,651	113	32,670
...Kona	12,648	10,927	2,649	40,989	2,529	1,166	3,093	1,953	344	55,474
<b>LENGTH OF STAY</b>										
O'ahu (days)	4.93	5.16	5.00	5.33	5.11	5.14	5.07	5.71	5.16	7.43
Maui (days)	2.92	2.77	2.11	3.34	2.90	2.32	2.22	2.16	5.35	4.01
Moloka'i (days)	1.48	1.12	0.00	1.99	0.00	0.00	1.00	1.00	0.00	1.58
Lāna'i (days)	1.00	1.00	0.00	1.76	0.00	0.00	2.00	0.00	8.00	3.54
Kaua'i (days)	1.50	1.87	1.47	2.69	1.99	1.40	1.39	2.57	1.00	2.91
Hawai'i Island (days)	2.65	2.86	3.06	3.63	2.75	2.46	2.28	2.97	2.87	3.78
...Hilo (days)	1.73	1.30	1.97	2.75	1.99	1.84	1.25	2.23	2.15	1.59
...Kona (days)	3.04	3.62	3.37	3.64	3.30	2.93	3.32	3.18	2.28	4.47
Statewide (days)	5.45	5.61	5.43	5.97	5.72	5.60	5.48	6.04	5.96	7.95
<b>ACCOMMODATIONS</b>										
Hotel	125,568	110,159	28,360	278,503	27,331	13,947	36,607	23,552	1,706	523,179
...Hotel Only	123,554	108,441	28,077	269,136	26,742	13,838	35,925	23,254	1,706	513,589
Condo	7,690	8,358	1,352	39,752	2,160	516	2,641	2,010	49	36,876
...Condo Only	6,235	7,300	1,250	33,186	1,654	501	2,107	1,854	49	31,166
Timeshare	1,064	1,168	141	6,450	96	199	500	62	0	2,580
...Timeshare Only	831	924	114	5,023	43	199	228	62	0	1,956
Rental house	88	154	14	701	14	0	29	10	0	1,541
Bed & Breakfast	314	45	0	657	12	12	36	0	15	547
Cruise Ship	338	138	77	908	10	0	90	117	0	980
Friends or Relatives	853	1,215	267	4,279	237	106	485	269	149	7,419
<b>PURPOSE OF TRIP</b>										
Pleasure (Net)	119,946	106,830	25,765	289,729	25,972	12,854	35,645	23,344	1,264	501,623
....Vacation	98,822	89,428	18,770	256,004	19,825	10,323	28,438	19,523	1,137	395,878
....Honeymoon	19,850	16,090	6,761	30,383	5,286	2,302	6,188	3,963	124	96,554
....Getting Married	5,965	6,625	1,708	15,624	1,977	739	3,358	2,192	45	31,792
MC&I (Net)	5,781	5,278	2,290	11,423	1,364	738	1,367	957	149	29,489
....Convention/Conf.	949	893	271	3,074	162	64	418	108	120	4,564
....Corp. Meetings	623	718	722	1,749	298	277	108	180	0	6,101
....Incentive	4,307	3,692	1,329	6,699	904	397	841	679	62	19,914
Other Business	696	455	228	1,573	40	10	73	50	182	5,423
Visit Friends/Relatives	1,362	2,299	495	7,844	322	103	756	305	227	9,556
Government/Military	141	11	0	62	0	0	408	15	0	402
Attend School	103	246	25	335	9	0	70	0	0	1,621
Sport Events	3,769	5,023	713	12,617	848	378	1,145	1,096	29	15,113

**Table 22: Canada MMA Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	4,206,656	3,554,373	18.4%	1,701,486	1,152,008	47.7%	2,505,170	2,402,364	4.3%
Total Visitors	333,397	280,920	18.7%	135,742	91,329	48.6%	197,655	189,591	4.3%
<b>PARTY SIZE</b>									
One	37,724	32,432	16.3%	22,660	16,635	36.2%	15,064	15,797	-4.6%
Two	165,499	138,667	19.4%	65,652	45,561	44.1%	99,847	93,106	7.2%
Three or more	130,174	109,822	18.5%	47,430	29,133	62.8%	82,744	80,689	2.5%
Avg Party Size	2.19	2.18	0.1%	2.00	1.95	2.9%	2.31	2.30	0.5%
<b>VISIT STATUS</b>									
First-Time	129,680	110,423	17.4%	58,480	42,864	36.4%	71,200	67,559	5.4%
Repeat	203,717	170,497	19.5%	77,262	48,465	59.4%	126,455	122,032	3.6%
Average # of Trips	3.90	3.77	3.6%	3.78	3.47	8.7%	3.99	3.91	2.0%
<b>TRAVEL METHOD</b>									
Group Tour	17,359	18,100	-4.1%	8,912	7,324	21.7%	8,447	10,776	-21.6%
Package	105,007	92,119	14.0%	43,962	31,839	38.1%	61,044	60,279	1.3%
Group Tour & Pkg	13,691	14,976	-8.6%	7,174	6,054	18.5%	6,517	8,921	-26.9%
True Independent	224,723	185,677	21.0%	90,042	58,219	54.7%	134,681	127,457	5.7%
<b>ISLANDS VISITED</b>									
O'ahu	197,942	160,348	23.4%	70,872	47,665	48.7%	127,070	112,683	12.8%
Maui County	174,999	136,680	28.0%	68,709	43,835	56.7%	106,289	92,845	14.5%
...Maui	172,425	135,280	27.5%	67,553	43,262	56.1%	104,872	92,018	14.0%
...Moloka'i	8,466	4,072	107.9%	2,400	1,241	93.4%	6,066	2,831	114.3%
...Lāna'i	7,971	5,119	55.7%	2,453	1,707	43.7%	5,518	3,412	61.7%
Kaua'i	62,447	50,032	24.8%	31,181	20,230	54.1%	31,266	29,802	4.9%
Hawai'i Island	75,716	65,675	15.3%	37,463	27,663	35.4%	38,253	38,012	0.6%
...Hilo	44,609	35,731	24.8%	19,766	12,822	54.2%	24,843	22,909	8.4%
...Kona	67,037	60,014	11.7%	33,403	24,934	34.0%	33,634	35,080	-4.1%
<b>LENGTH OF STAY</b>									
O'ahu (days)	8.83	9.41	-6.2%	8.64	8.95	-3.5%	8.94	9.61	-7.0%
Maui (days)	9.15	9.33	-1.8%	8.99	8.76	2.6%	9.26	9.59	-3.5%
Moloka'i (days)	3.89	3.74	4.0%	5.98	4.53	32.0%	3.06	3.39	-9.8%
Lāna'i (days)	2.06	2.15	-4.4%	2.87	2.68	7.1%	1.70	1.89	-10.1%
Kaua'i (days)	5.63	5.83	-3.3%	6.13	6.20	-1.1%	5.14	5.58	-7.8%
Hawai'i Island (days)	6.32	7.09	-10.8%	7.19	7.61	-5.6%	5.47	6.70	-18.4%
...Hilo (days)	2.09	2.33	-10.4%	2.55	2.79	-8.3%	1.72	2.07	-17.3%
...Kona (days)	5.75	6.37	-9.7%	6.55	7.01	-6.6%	4.96	5.91	-16.1%
Statewide (days)	12.62	12.65	-0.3%	12.53	12.61	-0.6%	12.67	12.67	0.0%
<b>ACCOMMODATIONS</b>									
Hotel	177,146	158,463	11.8%	67,478	50,078	34.7%	109,668	108,385	1.2%
...Hotel Only	123,292	118,046	4.4%	45,885	36,173	26.8%	77,407	81,873	-5.5%
Condo	111,049	85,511	29.9%	41,154	24,581	67.4%	69,895	60,930	14.7%
...Condo Only	85,288	64,916	31.4%	32,586	18,967	71.8%	52,703	45,949	14.7%
Timeshare	29,729	26,089	14.0%	13,457	8,336	61.4%	16,271	17,753	-8.3%
...Timeshare Only	20,104	18,290	9.9%	9,552	5,922	61.3%	10,551	12,368	-14.7%
Rental House	16,579	11,437	45.0%	7,270	4,042	79.9%	9,309	7,395	25.9%
Bed & Breakfast	4,201	4,880	-13.9%	2,009	1,706	17.8%	2,192	3,174	-30.9%
Cruise Ship	36,094	23,854	51.3%	19,544	11,771	66.0%	16,549	12,082	37.0%
Friends or Relatives	16,786	15,513	8.2%	8,637	6,009	43.8%	8,148	9,505	-14.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	303,740	251,569	20.7%	122,750	80,575	52.3%	180,990	170,994	5.8%
.....Vacation	292,135	239,957	21.7%	116,745	75,924	53.8%	175,390	164,032	6.9%
.....Honeymoon	11,675	10,863	7.5%	6,196	4,790	29.4%	5,480	6,073	-9.8%
...Get Married	3,101	3,096	0.2%	1,353	922	46.8%	1,748	2,174	-19.6%
MC&I (Net)	15,278	19,097	-20.0%	7,280	7,055	3.2%	7,999	12,041	-33.6%
.....Convention/Conf.	11,038	13,908	-20.6%	4,991	5,036	-0.9%	6,047	8,873	-31.9%
.....Corp. Meetings	2,122	2,429	-12.6%	1,217	934	30.4%	905	1,495	-39.5%
.....Incentive	2,793	3,625	-23.0%	1,437	1,424	0.9%	1,356	2,201	-38.4%
Other Business	3,346	3,368	-0.6%	1,974	1,551	27.3%	1,372	1,816	-24.5%
Visit Friends/Relatives	14,120	12,686	11.3%	7,468	5,163	44.6%	6,653	7,524	-11.6%
Government/Military	365	531	-31.2%	307	318	-3.4%	58	213	-72.7%
Attend School	348	383	-9.1%	202	167	20.6%	146	216	-32.2%
Sport Events	5,168	3,795	36.2%	2,083	1,873	11.2%	3,085	1,921	60.6%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	634.2	508.0	24.8%	256.5	164.6	55.8%	377.7	343.3	10.0%
Per Person Per Day (\$)	150.8	142.9	5.5%	150.8	142.9	5.5%	150.8	142.9	5.5%
Per Person Per Trip (\$)	1,902.1	1,808.2	5.2%	1,889.6	1,802.6	4.8%	1,910.7	1,810.8	5.5%

Source: DBEDT

**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%
<b>PARTY SIZE</b>									
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%
<b>VISIT STATUS</b>									
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%
<b>TRAVEL METHOD</b>									
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%
<b>ISLANDS VISITED</b>									
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%
<b>LENGTH OF STAY</b>									
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%
<b>ACCOMMODATIONS</b>									
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%
<b>PURPOSE OF TRIP</b>									
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%
<b>EXPENDITURES</b>									
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%
<b>PARTY SIZE</b>									
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%
<b>VISIT STATUS</b>									
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%
<b>TRAVEL METHOD</b>									
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%
<b>ISLANDS VISITED</b>									
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%
<b>LENGTH OF STAY</b>									
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%
<b>ACCOMMODATIONS</b>									
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%
<b>PURPOSE OF TRIP</b>									
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%
<b>EXPENDITURES</b>									
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%
<b>PARTY SIZE</b>									
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%
<b>VISIT STATUS</b>									
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%
<b>TRAVEL METHOD</b>									
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%
<b>ISLANDS VISITED</b>									
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%
<b>LENGTH OF STAY</b>									
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%
<b>ACCOMMODATIONS</b>									
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%
<b>PURPOSE OF TRIP</b>									
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%
<b>EXPENDITURES</b>									
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%
<b>PARTY SIZE</b>									
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%
<b>VISIT STATUS</b>									
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%
<b>TRAVEL METHOD</b>									
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%
<b>ISLANDS VISITED</b>									
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%
<b>LENGTH OF STAY</b>									
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%
<b>ACCOMMODATIONS</b>									
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
<b>PURPOSE OF TRIP</b>									
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
<b>EXPENDITURES</b>									
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%
<b>PARTY SIZE</b>									
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%
<b>VISIT STATUS</b>									
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%
<b>TRAVEL METHOD</b>									
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%
<b>ISLANDS VISITED</b>									
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%
<b>LENGTH OF STAY</b>									
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%
<b>ACCOMMODATIONS</b>									
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%
<b>PURPOSE OF TRIP</b>									
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
<b>EXPENDITURES</b>									
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%

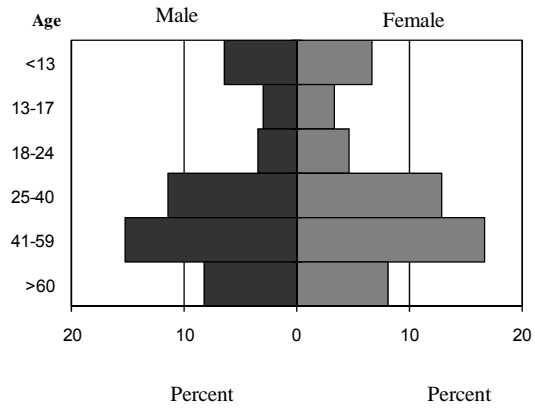
NA: Not Applicable

**Table 28: 2007 Visitor Age Distribution by MMA (Percentage of MMA Total)  
(Arrivals by air)**

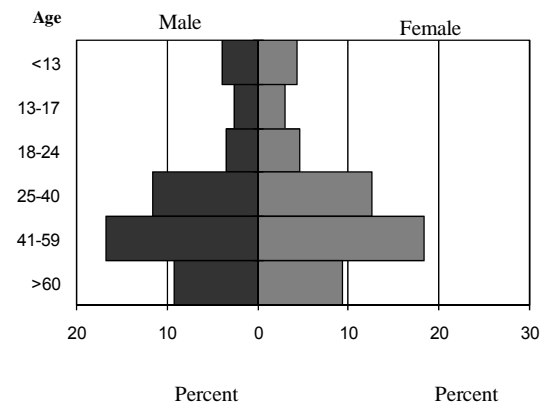
Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	6.4	6.7	13.1	4.0	4.4	8.4	4.8	5.0	9.9	4.4	4.4	8.8	2.8	2.9	5.7
13-17	3.0	3.3	6.3	2.6	3.0	5.6	1.2	1.9	3.1	2.7	3.1	5.8	2.6	2.2	4.8
18-24	3.4	4.6	8.1	3.5	4.7	8.2	3.2	6.9	10.1	2.8	4.2	7.0	4.0	5.0	9.0
25-40	11.4	12.9	24.3	11.6	12.6	24.2	14.5	21.5	36.0	9.7	11.6	21.4	17.3	15.8	33.0
41-59	15.3	16.7	32.0	16.7	18.3	35.0	10.1	15.0	25.1	15.6	18.3	33.8	15.3	14.5	29.8
>60	8.2	8.1	16.3	9.2	9.4	18.6	6.5	9.4	15.8	11.2	12.0	23.2	9.2	8.4	17.6
<b>Total</b>	<b>47.7</b>	<b>52.3</b>	<b>100.0</b>	<b>47.6</b>	<b>52.4</b>	<b>100.0</b>	<b>40.3</b>	<b>59.7</b>	<b>100.0</b>	<b>46.4</b>	<b>53.6</b>	<b>100.0</b>	<b>51.2</b>	<b>48.8</b>	<b>100.0</b>
<b>Visitors</b>	<b>1,546,584</b>	<b>1,698,123</b>	<b>3,244,707</b>	<b>905,818</b>	<b>995,684</b>	<b>1,901,502</b>	<b>522,967</b>	<b>773,454</b>	<b>1,296,421</b>	<b>154,614</b>	<b>178,783</b>	<b>333,397</b>	<b>55,344</b>	<b>52,678</b>	<b>108,022</b>

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	4.5	4.6	9.0	3.3	3.7	6.9	4.5	4.3	8.8	4.7	5.9	10.6	5.2	5.5	10.7
13-17	2.4	3.1	5.5	1.5	1.5	2.9	2.7	3.0	5.7	3.3	2.5	5.8	2.5	2.9	5.4
18-24	3.3	5.6	8.8	1.9	2.4	4.3	6.8	7.5	14.3	4.5	5.8	10.3	3.4	5.1	8.5
25-40	12.0	14.7	26.6	18.9	16.2	35.1	17.3	17.0	34.3	13.1	14.7	27.8	12.2	14.5	26.7
41-59	14.7	17.9	32.6	28.3	12.9	41.1	13.6	12.9	26.5	14.3	14.8	29.1	14.9	16.7	31.6
>60	8.6	8.8	17.4	4.7	4.9	9.6	5.1	5.4	10.4	7.9	8.5	16.4	8.2	8.8	17.0
<b>Total</b>	<b>45.4</b>	<b>54.6</b>	<b>100.0</b>	<b>58.5</b>	<b>41.5</b>	<b>100.0</b>	<b>49.9</b>	<b>50.1</b>	<b>100.0</b>	<b>47.8</b>	<b>52.2</b>	<b>100.0</b>	<b>46.5</b>	<b>53.5</b>	<b>100.0</b>
<b>Visitors</b>	<b>74,533</b>	<b>89,618</b>	<b>164,151</b>	<b>70,803</b>	<b>50,306</b>	<b>121,109</b>	<b>9,956</b>	<b>9,987</b>	<b>19,943</b>	<b>146,877</b>	<b>160,691</b>	<b>307,568</b>	<b>3,487,496</b>	<b>4,009,324</b>	<b>7,496,820</b>

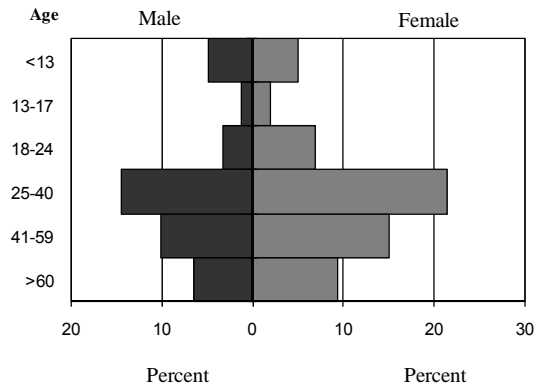
**Figure 13: 2007 Visitor Age Distribution: U.S. West**



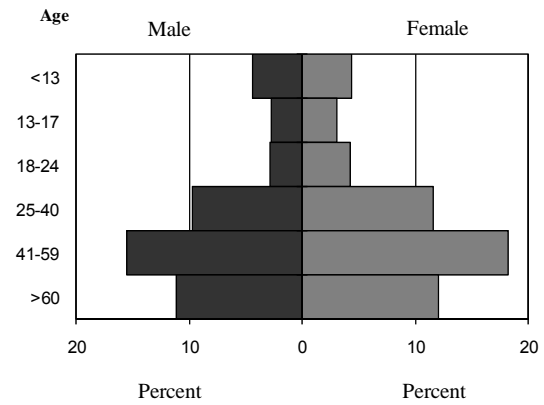
**Figure 14: 2007 Visitor Age Distribution: U.S. East**



**Figure 15: 2007 Visitor Age Distribution: Japan**



**Figure 16: 2007 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

Total visitor days for honeymoon visitors decreased .7 percent from 2006. A total of 483,599 honeymooners visited Hawai'i in 2007, down slightly (-.2%) compared to the previous year. This group continued to account for 6.5 percent of total air visitors to the islands. Japanese visitors comprised the largest share (39%) of honeymoon visitors in 2007, followed by those from U.S. East (25.3%) and U.S. West (23.9%) (Table 29 and Table 30).

- The majority (69.1%) were first-time visitors to the state.
- Only 32.5 percent were true independent travelers while the remainder purchased group tours or packaged trips.
- The majority (71.4%) of the honeymooners visited O'ahu, followed by Maui at 33.9 percent. The average length of stay by this group in the state was 7.89 days.
- O'ahu (+3.8%), Hawai'i Island (+3.2%), Kaua'i (+2.2%), Lāna'i (+28.4%) and Moloka'i (+3.6%) saw increased visitations from honeymooners compared to 2006.
- Nearly 84 percent of the honeymooners stayed in hotels. These visitors also found accommodation in condominiums (9.4%), timeshare properties (4.8%) and on cruise ships (4.8%). However fewer stayed in hotels (-1%) while there was a significant increase in honeymoon visitors who stayed on cruise ships (+16.1%) compared to 2006. More honeymooners also stayed in timeshare (+1.2%) and rental homes (+9.3%) than last year.

## GET MARRIED

Total visitor days for visitors who came to get married in the islands decreased 6.2 percent due to a 7.2 percent decline in arrivals to 143,207 visitors. This group made up 1.9 percent of total air visitors to Hawai'i. Japanese visitors comprised 48.9 percent of all visitors who came to get married in 2007, followed by those from U.S. West (26.3%) and U.S. East (17.3%) (Table 29 and Table 31).

- In contrast to 2006, there were more repeat visitors (51.1%) than first time visitors who got married in Hawai'i in 2007.
- True independent travelers comprised only 35.8 percent, while the majority purchased group tours or packaged trips. The average party size was 3.39 persons, compared to 3.51 persons in 2006.
- The majority (73.4%) of those who came to get married visited O'ahu, 27.1 percent visited Maui, 14.4 percent visited Hawai'i Island and 12.2 percent visited Kaua'i. The average length of stay by this group in the state was 8.15 days.
- The majority (78.4%) stayed in hotels while 14.6 percent chose condominiums. However, fewer visitors who came to get married in 2007 stayed in hotels (-10.7%) while more stayed in condominiums (+5%), rental homes (+15.5%), timeshare properties (+4.6%), and on cruise ships (+24.7%) compared to 2006.

## MEETINGS, CONVENTION AND INCENTIVE

Visitor days for those who came to the state for meetings, conventions and incentives (MCI) declined 12.7 percent from 2006. The decrease was due to an 11.7 percent drop in arrivals to 492,146 MCI visitors. MCI visitors accounted for 6.6 percent of total air visitors in 2007. Visitors from U.S. East (39.6%) made up the largest share of all MCI visitors in 2007, followed by visitors from U.S. West (35.5%) and Japan (12%) (Table 29 and Table 32).

- Repeat visitors comprised 62.5 percent of all MCI visitors (Table 32).
- Over half (56%) came as true independents.
- Nearly 58 percent of the MCI visitors to the state went to O‘ahu, 30.8 percent visited Maui, 23.1 percent visited Hawai‘i Island and 12.4 visited Kaua‘i. Lāna‘i experienced a large increase in MCI visitors (+27.4%) compared to 2006, while MCI visitors on Kaua‘i were about the same as last year. O‘ahu and Maui saw double digit declines.
- MCI visitors stayed an average of 7.81 days in Hawai‘i.
- Most (90.7%) MCI visitors stayed in hotels, while 6.8 percent stayed in condominiums.

## VISITING FRIENDS AND RELATIVES

Total visitor days for those who came by air to visit friends and relatives declined .7 percent despite a 1.1 percent increase in arrivals to 698,077 visitors. This group comprised 9.3 percent of all visitors who flew to the state in 2007. Over half (53.8%) of all friends and family visitors were from U.S. West, 30.1 percent were from U.S. East, 2 percent were from Canada, and 3.5 percent were from Japan (Table 29 and Table 33).

- The majority (77%) were repeat visitors to Hawai‘i and 86.6 percent were independent travelers.
- Nearly 71 percent of these visitors went to O‘ahu, 22.2 percent visited Maui and 20.8 percent visited Hawai‘i Island. Except for a 9.8 percent decrease in Moloka‘i, all other islands experienced increased arrivals from those visiting friends and relatives compared to 2006.
- The average party size for this group of visitors was 1.76 people, similar to 2006.
- Their average length of stay was 11.88 days (down 1.8%) – longer than the average 9.22 days for all air visitors to the state.
- The majority (61.8%) of this group of visitors stayed with friends and relatives, 29.7 percent stayed in hotels and 11.2 percent stayed in condominiums.



**Table 29: 2007 Visitors by Selected Purpose of Trip by MMA  
and % of Total Purpose of Trip by MMA  
(Arrivals by air)**

Purpose of Trip	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	5,644,923	2,535,776	1,368,133	944,452	292,135	82,106	139,784	64,694	14,232	203,611
Honeymoon	483,599	115,466	122,499	188,758	11,675	10,810	8,269	11,862	1,527	12,734
Get Married	143,207	37,639	24,757	70,093	3,101	1,318	1,179	931	128	4,061
Meetings, Conventions & Incentives	492,146	174,629	194,818	59,259	15,278	6,720	4,343	12,852	1,977	22,270
Visit Friends/Relatives	698,077	375,585	210,135	24,092	14,120	8,372	7,113	10,165	1,527	46,969

Purpose of Trip	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	100%	44.9%	24.2%	16.7%	5.2%	1.5%	2.5%	1.1%	0.3%	3.6%
Honeymoon	100%	23.9%	25.3%	39.0%	2.4%	2.2%	1.7%	2.5%	0.3%	2.6%
Wedding	100%	26.3%	17.3%	48.9%	2.2%	0.9%	0.8%	0.7%	0.1%	2.8%
Meetings, Conventions & Incentives	100%	35.5%	39.6%	12.0%	3.1%	1.4%	0.9%	2.6%	0.4%	4.5%
Visit Friends/Relatives	100%	53.8%	30.1%	3.5%	2.0%	1.2%	1.0%	1.5%	0.2%	6.7%

**Table 30: Honeymoon Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	3,816,024	3,843,484	-0.7%	2,473,937	2,616,926	-5.5%	1,342,088	1,226,558	9.4%
Total Visitors	483,599	484,690	-0.2%	265,804	281,210	-5.5%	217,795	203,480	7.0%
<b>PARTY SIZE</b>									
One	21,663	22,246	-2.6%	19,544	20,540	-4.8%	2,119	1,706	24.2%
Two	385,777	389,516	-1.0%	221,655	236,337	-6.2%	164,121	153,179	7.1%
Three or more	76,159	72,928	4.4%	24,605	24,333	1.1%	51,554	48,595	6.1%
Avg Party Size	2.14	2.13	0.4%	1.95	1.94	0.2%	2.37	2.38	-0.6%
<b>VISIT STATUS</b>									
First-Time	333,928	338,133	-1.2%	173,520	186,365	-6.9%	160,408	151,768	5.7%
Repeat	149,672	146,557	2.1%	92,285	94,845	-2.7%	57,387	51,712	11.0%
Average # of Trips	2.05	2.01	1.6%	2.32	2.25	2.7%	1.72	1.68	2.2%
<b>TRAVEL METHOD</b>									
Group Tour	69,992	65,856	6.3%	7,407	8,106	-8.6%	62,585	57,750	8.4%
Package	322,023	333,397	-3.4%	129,544	149,180	-13.2%	192,479	184,216	4.5%
Group Tour & Pkg	65,395	62,266	5.0%	5,724	6,443	-11.2%	59,672	55,823	6.9%
True Independent	156,980	147,703	6.3%	134,577	130,367	3.2%	22,403	17,336	29.2%
<b>ISLANDS VISITED</b>									
O'ahu	345,408	332,777	3.8%	135,161	137,176	-1.5%	210,246	195,602	7.5%
Maui County	167,109	176,930	-5.6%	142,528	153,701	-7.3%	24,580	23,229	5.8%
...Maui	164,145	174,551	-6.0%	140,354	151,750	-7.5%	23,791	22,801	4.3%
...Moloka'i	4,575	4,417	3.6%	3,833	3,654	4.9%	742	763	-2.7%
...Lana'i	7,134	5,555	28.4%	5,692	5,208	9.3%	1,442	346	316.7%
Kaua'i	90,140	88,235	2.2%	81,993	82,401	-0.5%	8,147	5,834	39.6%
Hawai'i Island	94,482	91,536	3.2%	58,385	60,273	-3.1%	36,098	31,263	15.5%
...Hilo	43,964	39,379	11.6%	29,482	27,422	7.5%	14,481	11,956	21.1%
...Kona	75,975	74,993	1.3%	50,498	52,268	-3.4%	25,477	22,725	12.1%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.51	5.48	0.4%	5.77	5.81	-0.7%	5.34	5.25	1.7%
Maui (days)	6.14	6.32	-2.8%	6.52	6.64	-1.8%	3.89	4.17	-6.6%
Moloka'i (days)	2.98	3.33	-10.4%	3.23	3.65	-11.6%	1.68	1.75	-4.3%
Lana'i (days)	2.78	2.91	-4.3%	3.20	3.02	6.2%	1.10	1.22	-9.3%
Kaua'i (days)	5.34	5.49	-2.8%	5.51	5.67	-2.8%	3.61	2.97	21.8%
Hawai'i Island (days)	4.15	4.39	-5.4%	5.08	5.24	-3.0%	2.64	2.75	-3.8%
...Hilo (days)	2.00	2.07	-3.4%	2.33	2.39	-2.6%	1.31	1.31	0.0%
...Kona (days)	4.01	4.27	-6.2%	4.51	4.79	-5.7%	3.00	3.09	-2.9%
Statewide (days)	7.89	7.93	-0.5%	9.31	9.31	0.0%	6.16	6.03	2.2%
<b>ACCOMMODATIONS</b>									
Hotel	406,050	410,065	-1.0%	193,512	211,787	-8.6%	212,538	198,278	7.2%
...Hotel Only	368,364	373,619	-1.4%	160,547	179,469	-10.5%	207,817	194,150	7.0%
Condo	45,508	45,539	-0.1%	40,061	40,927	-2.1%	5,447	4,613	18.1%
...Condo Only	30,111	30,094	0.1%	26,766	27,078	-1.2%	3,345	3,017	10.9%
Timeshare	23,428	23,154	1.2%	22,845	22,314	2.4%	584	840	-30.5%
...Timeshare Only	16,054	15,398	4.3%	15,757	15,113	4.3%	297	285	4.3%
Rental House	10,369	9,487	9.3%	9,932	9,018	10.1%	437	469	-6.9%
Bed & Breakfast	6,829	7,700	-11.3%	6,144	6,613	-7.1%	686	1,087	-37.0%
Cruise Ship	23,065	19,859	16.1%	21,582	18,614	15.9%	1,483	1,245	19.1%
Friends or Relatives	9,279	9,591	-3.3%	8,711	8,626	1.0%	568	965	-41.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	483,599	484,690	-0.2%	265,804	281,210	-5.5%	217,795	203,480	7.0%
.....Vacation	52,945	51,338	3.1%	34,416	35,478	-3.0%	18,530	15,860	16.8%
.....Honeymoon	483,599	484,690	-0.2%	265,804	281,210	-5.5%	217,795	203,480	7.0%
...Get Married	51,299	52,394	-2.1%	23,498	24,442	-3.9%	27,801	27,951	-0.5%
MC&I (Net)	4,327	5,039	-14.1%	2,815	3,200	-12.0%	1,512	1,839	-17.8%
.....Convention/Conf.	1,730	1,999	-13.5%	1,468	1,829	-19.8%	262	170	54.3%
.....Corp. Meetings	971	746	30.0%	869	745	16.5%	102	1	11059.4%
.....Incentive	2,336	2,893	-19.2%	1,086	1,219	-10.9%	1,250	1,675	-25.4%
Other Business	1,739	1,491	16.7%	1,445	1,472	-1.8%	294	19	1470.5%
Visit Friends/Relatives	6,782	6,458	5.0%	6,287	6,236	0.8%	495	223	122.5%
Government/Military	576	811	-28.9%	501	610	-17.8%	75	201	-62.7%
Attend School	310	325	-4.7%	244	302	-19.4%	66	23	190.3%
Sport Events	1,540	1,872	-17.7%	969	1,116	-13.1%	571	756	-24.5%

**Table 31: Get Married Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	1,166,633	1,244,224	-6.2%	660,453	667,771	-1.1%	506,180	576,454	-12.2%
Total Visitors	143,207	154,235	-7.2%	65,910	67,158	-1.9%	77,297	87,076	-11.2%
<b>PARTY SIZE</b>									
One	9,853	10,917	-9.7%	9,016	9,499	-5.1%	837	1,418	-40.9%
Two	49,171	51,902	-5.3%	33,392	35,243	-5.3%	15,779	16,660	-5.3%
Three or more	84,183	91,416	-7.9%	23,502	22,417	4.8%	60,680	68,999	-12.1%
Avg Party Size	3.39	3.51	-3.5%	2.11	2.07	2.0%	4.48	4.62	-3.1%
<b>VISIT STATUS</b>									
First-Time	70,090	81,272	-13.8%	27,965	29,137	-4.0%	42,125	52,135	-19.2%
Repeat	73,117	72,963	0.2%	37,945	38,022	-0.2%	35,172	34,941	0.7%
Average # of Trips	3.05	2.92	4.3%	3.91	3.89	0.5%	2.31	2.17	6.2%
<b>TRAVEL METHOD</b>									
Group Tour	31,944	39,542	-19.2%	1,653	1,710	-3.3%	30,291	37,832	-19.9%
Package	89,790	102,720	-12.6%	23,321	26,130	-10.7%	66,469	76,590	-13.2%
Group Tour & Pkg	29,858	37,471	-20.3%	1,146	1,203	-4.7%	28,712	36,268	-20.8%
True Independent	51,330	49,445	3.8%	42,082	40,522	3.8%	9,248	8,922	3.6%
<b>ISLANDS VISITED</b>									
O'ahu	105,183	114,046	-7.8%	30,440	29,546	3.0%	74,743	84,500	-11.5%
Maui County	39,487	39,811	-0.8%	32,681	33,552	-2.6%	6,806	6,259	8.7%
...Maui	38,786	38,873	-0.2%	32,077	32,937	-2.6%	6,709	5,936	13.0%
...Moloka'i	1,285	1,256	2.4%	975	953	2.3%	311	303	2.6%
...Lāna'i	1,605	1,266	26.7%	1,325	1,161	14.1%	280	105	167.4%
Kaua'i	17,480	17,865	-2.2%	15,764	15,652	0.7%	1,716	2,213	-22.5%
Hawai'i Island	20,690	22,209	-6.8%	12,591	12,987	-3.1%	8,100	9,222	-12.2%
...Hilo	9,573	9,872	-3.0%	5,216	4,937	5.6%	4,357	4,934	-11.7%
...Kona	15,402	16,288	-5.4%	10,871	11,214	-3.1%	4,531	5,074	-10.7%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.33	6.45	-1.7%	7.26	7.16	1.3%	5.96	6.19	-3.8%
Maui (days)	7.27	7.12	2.1%	7.58	7.70	-1.7%	5.81	3.87	50.0%
Moloka'i (days)	3.45	4.11	-16.1%	4.14	5.07	-18.4%	1.27	1.08	17.3%
Lāna'i (days)	3.00	3.51	-14.5%	3.42	3.54	-3.4%	1.01	3.12	-67.6%
Kaua'i (days)	6.24	6.46	-3.5%	6.66	6.89	-3.4%	2.42	3.45	-29.9%
Hawai'i Island (days)	4.84	4.83	0.2%	6.59	6.59	0.1%	2.12	2.36	-10.4%
...Hilo (days)	2.40	2.35	2.3%	3.51	3.34	5.1%	1.07	1.35	-20.9%
...Kona (days)	5.01	5.17	-3.0%	5.95	6.16	-3.3%	2.76	2.99	-7.5%
Statewide (days)	8.15	8.07	1.0%	10.02	9.94	0.8%	6.55	6.62	-1.1%
<b>ACCOMMODATIONS</b>									
Hotel	112,235	125,638	-10.7%	39,034	42,083	-7.2%	73,201	83,555	-12.4%
...Hotel Only	101,695	114,486	-11.2%	30,385	33,369	-8.9%	71,310	81,117	-12.1%
Condo	20,853	19,868	5.0%	16,667	16,263	2.5%	4,186	3,605	16.1%
...Condo Only	14,690	13,910	5.6%	11,847	11,450	3.5%	2,843	2,461	15.6%
Timeshare	5,170	4,942	4.6%	4,947	4,594	7.7%	223	348	-35.8%
...Timeshare Only	3,372	3,037	11.1%	3,309	2,919	13.4%	63	117	-46.2%
Rental House	7,358	6,372	15.5%	6,592	5,881	12.1%	766	492	55.8%
Bed & Breakfast	1,297	1,620	-19.9%	1,255	1,425	-11.9%	41	195	-78.8%
Cruise Ship	3,293	2,641	24.7%	2,999	2,435	23.2%	293	206	42.2%
Friends or Relatives	5,661	5,972	-5.2%	5,195	5,165	0.6%	467	807	-42.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	143,207	154,235	-7.2%	65,910	67,158	-1.9%	77,297	87,076	-11.2%
.....Vacation	41,717	43,486	-4.1%	22,952	22,661	1.3%	18,765	20,825	-9.9%
.....Honeymoon	51,299	52,394	-2.1%	23,498	24,442	-3.9%	27,801	27,951	-0.5%
...Get Married	143,207	154,235	-7.2%	65,910	67,158	-1.9%	77,297	87,076	-11.2%
MC&I (Net)	3,191	3,320	-3.9%	1,622	1,683	-3.6%	1,569	1,637	-4.2%
.....Convention/Conf.	1,218	1,018	19.7%	922	894	3.1%	297	124	139.8%
.....Corp. Meetings	678	578	17.3%	581	543	6.9%	98	35	176.5%
.....Incentive	1,930	2,199	-12.2%	658	721	-8.7%	1,272	1,478	-13.9%
Other Business	1,109	1,084	2.3%	899	960	-6.3%	209	124	69.3%
Visit Friends/Relatives	5,235	4,780	9.5%	4,596	4,525	1.6%	639	256	149.7%
Government/Military	399	413	-3.3%	334	413	-19.1%	65	0	NA
Attend School	304	249	22.0%	239	249	-4.2%	65	0	NA
Sport Events	852	1,163	-26.7%	704	685	2.8%	148	478	-69.0%

NA: Not Applicable

**Table 32: Meeting, Convention and Incentive Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	3,844,000	4,402,776	-12.7%	3,260,130	3,418,975	-4.6%	583,870	983,801	-40.7%
Total Visitors	492,146	557,173	-11.7%	400,804	417,886	-4.1%	91,343	139,286	-34.4%
<b>PARTY SIZE</b>									
One	113,219	122,249	-7.4%	100,879	104,728	-3.7%	12,340	17,521	-29.6%
Two	214,913	228,211	-5.8%	195,871	202,221	-3.1%	19,042	25,989	-26.7%
Three or more	164,014	206,713	-20.7%	104,053	110,937	-6.2%	59,960	95,776	-37.4%
Avg Party Size	2.00	2.12	-5.8%	1.78	1.79	-0.5%	2.95	3.11	-5.3%
<b>VISIT STATUS</b>									
First-Time	184,735	215,818	-14.4%	136,675	142,032	-3.8%	48,059	73,786	-34.9%
Repeat	307,412	341,355	-9.9%	264,128	275,855	-4.3%	43,284	65,500	-33.9%
Average # of Trips	4.23	4.08	3.7%	4.54	4.52	0.5%	2.86	2.76	3.8%
<b>TRAVEL METHOD</b>									
Group Tour	130,035	166,227	-21.8%	77,814	78,126	-0.4%	52,222	88,100	-40.7%
Package	179,820	222,751	-19.3%	123,370	128,021	-3.6%	56,450	94,730	-40.4%
Group Tour & Pkg	93,073	122,150	-23.8%	52,108	53,320	-2.3%	40,964	68,829	-40.5%
True Independent	275,364	290,345	-5.2%	251,728	265,059	-5.0%	23,636	25,285	-6.5%
<b>ISLANDS VISITED</b>									
O'ahu	285,214	334,182	-14.7%	204,280	213,595	-4.4%	80,933	120,587	-32.9%
Maui County	158,015	177,764	-11.1%	143,588	150,430	-4.5%	14,427	27,335	-47.2%
...Maui	151,510	172,801	-12.3%	137,846	146,117	-5.7%	13,664	26,684	-48.8%
...Moloka'i	4,107	6,603	-37.8%	2,752	2,809	-2.0%	1,354	3,794	-64.3%
...Lāna'i	9,469	7,430	27.4%	8,498	6,730	26.3%	971	699	38.9%
Kaua'i	60,930	60,974	-0.1%	57,724	55,084	4.8%	3,207	5,889	-45.5%
Hawai'i Island	113,524	124,155	-8.6%	98,762	101,735	-2.9%	14,762	22,420	-34.2%
...Hilo	30,125	35,199	-14.4%	24,157	23,091	4.6%	5,968	12,108	-50.7%
...Kona	98,452	107,644	-8.5%	87,606	90,933	-3.7%	10,846	16,711	-35.1%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.08	6.17	-1.4%	6.34	6.45	-1.7%	5.44	5.67	-4.0%
Maui (days)	6.60	6.80	-2.9%	6.70	6.81	-1.6%	5.57	6.75	-17.5%
Moloka'i (days)	3.10	2.27	36.7%	3.90	3.87	0.8%	1.48	1.08	36.8%
Lāna'i (days)	4.35	3.92	11.1%	4.61	4.12	11.8%	2.10	1.93	8.6%
Kaua'i (days)	5.97	5.87	1.8%	6.16	6.12	0.7%	2.62	3.56	-26.3%
Hawai'i Island (days)	6.09	6.17	-1.2%	6.45	6.61	-2.4%	3.71	4.16	-10.9%
...Hilo (days)	3.03	3.33	-9.0%	3.41	3.54	-3.7%	1.48	2.92	-49.2%
...Kona (days)	6.10	6.02	1.2%	6.33	6.49	-2.5%	4.23	3.47	22.0%
Statewide (days)	7.81	7.90	-1.2%	8.13	8.18	-0.6%	6.39	7.06	-9.5%
<b>ACCOMMODATIONS</b>									
Hotel	446,305	504,506	-11.5%	360,970	376,501	-4.1%	85,334	128,005	-33.3%
...Hotel Only	409,139	463,375	-11.7%	325,986	340,300	-4.2%	83,153	123,075	-32.4%
Condo	33,221	38,413	-13.5%	29,699	32,370	-8.3%	3,522	6,043	-41.7%
...Condo Only	16,945	19,158	-11.6%	14,504	16,089	-9.8%	2,441	3,069	-20.5%
Timeshare	11,263	11,869	-5.1%	11,117	11,145	-0.3%	146	723	-79.8%
...Timeshare Only	5,562	5,878	-5.4%	5,452	5,567	-2.1%	110	311	-64.8%
Rental House	8,841	8,486	4.2%	8,166	8,090	0.9%	674	395	70.5%
Bed & Breakfast	5,463	5,816	-6.1%	4,851	5,141	-5.7%	612	674	-9.2%
Cruise Ship	8,686	6,861	26.6%	8,074	6,470	24.8%	613	392	56.5%
Friends or Relatives	13,500	17,744	-23.9%	11,628	13,362	-13.0%	1,872	4,382	-57.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	150,424	168,691	-10.8%	133,527	142,453	-6.3%	16,897	26,239	-35.6%
....Vacation	146,528	164,538	-10.9%	131,783	140,620	-6.3%	14,745	23,918	-38.4%
....Honeymoon	4,327	5,039	-14.1%	2,815	3,200	-12.0%	1,512	1,839	-17.8%
....Get Married	3,191	3,320	-3.9%	1,622	1,683	-3.6%	1,569	1,637	-4.2%
MC&I (Net)	492,146	557,173	-11.7%	400,804	417,886	-4.1%	91,343	139,286	-34.4%
....Convention/Conf.	279,229	322,599	-13.4%	246,142	265,837	-7.4%	33,088	56,761	-41.7%
....Corp. Meetings	105,204	109,253	-3.7%	89,420	81,965	9.1%	15,783	27,289	-42.2%
....Incentive	127,262	144,249	-11.8%	82,759	85,677	-3.4%	44,503	58,572	-24.0%
Other Business	9,492	11,061	-14.2%	8,539	9,169	-6.9%	953	1,892	-49.6%
Visit Friends/Relatives	10,187	11,697	-12.9%	9,809	11,420	-14.1%	378	277	36.2%
Government/Military	3,246	4,426	-26.7%	3,038	3,355	-9.4%	208	1,071	-80.6%
Attend School	667	498	33.9%	505	498	1.5%	161	0	NA
Sport Events	2,611	2,809	-7.1%	1,773	1,966	-9.8%	838	843	-0.7%

NA: Not Applicable

**Table 33: Visiting Friends and Relatives Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	8,289,853	8,349,471	-0.7%	7,207,070	7,154,392	0.7%	1,082,784	1,195,079	-9.4%
Total Visitors	698,077	690,643	1.1%	621,031	613,453	1.2%	77,046	77,190	-0.2%
<b>PARTY SIZE</b>									
One	207,713	212,198	-2.1%	190,872	191,730	-0.4%	16,841	20,468	-17.7%
Two	262,469	258,660	1.5%	231,310	227,364	1.7%	31,160	31,295	-0.4%
Three or more	227,895	219,786	3.7%	198,850	194,359	2.3%	29,045	25,427	14.2%
Avg Party Size	1.76	1.73	1.7%	1.73	1.72	0.6%	2.01	1.82	10.8%
<b>VISIT STATUS</b>									
First-Time	160,883	157,062	2.4%	131,345	135,198	-2.8%	29,538	21,864	35.1%
Repeat	537,194	533,582	0.7%	489,687	478,255	2.4%	47,508	55,326	-14.1%
Average # of Trips	7.46	7.40	0.8%	7.82	7.66	2.1%	4.56	5.36	-15.0%
<b>TRAVEL METHOD</b>									
Group Tour	14,084	14,124	-0.3%	6,217	6,898	-9.9%	7,867	7,226	8.9%
Package	88,544	99,727	-11.2%	68,173	76,876	-11.3%	20,370	22,851	-10.9%
Group Tour & Pkg	9,346	10,563	-11.5%	3,478	4,216	-17.5%	5,868	6,348	-7.6%
True Independent	604,795	587,356	3.0%	550,120	533,895	3.0%	54,676	53,461	2.3%
<b>ISLANDS VISITED</b>									
O'ahu	493,498	489,330	0.9%	428,805	422,526	1.5%	64,692	66,803	-3.2%
Maui County	162,816	155,728	4.6%	144,735	138,428	4.6%	18,081	17,300	4.5%
...Maui	155,181	148,293	4.6%	137,714	132,193	4.2%	17,468	16,100	8.5%
...Moloka'i	9,202	10,201	-9.8%	8,196	7,910	3.6%	1,006	2,292	-56.1%
...Lāna'i	8,112	6,952	16.7%	6,294	5,611	12.2%	1,818	1,341	35.5%
Kaua'i	86,832	75,102	15.6%	79,382	70,674	12.3%	7,450	4,428	68.3%
Hawai'i Island	145,280	141,168	2.9%	132,932	130,098	2.2%	12,348	11,070	11.5%
...Hilo	70,507	67,900	3.8%	62,564	59,966	4.3%	7,943	7,933	0.1%
...Kona	106,185	105,246	0.9%	97,601	97,279	0.3%	8,584	7,967	7.7%
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.84	10.27	-4.2%	9.59	9.76	-1.7%	11.48	13.49	-14.9%
Maui (days)	9.15	8.93	2.5%	8.72	8.89	-1.8%	12.49	9.25	35.1%
Moloka'i (days)	5.69	6.19	-8.2%	6.08	5.75	5.8%	2.48	7.73	-67.9%
Lāna'i (days)	3.30	3.76	-12.2%	3.94	4.30	-8.4%	1.09	1.51	-27.6%
Kaua'i (days)	7.61	8.12	-6.3%	7.91	8.24	-3.9%	4.34	6.23	-30.4%
Hawai'i Island (days)	8.78	9.23	-4.9%	8.95	9.27	-3.4%	6.89	8.80	-21.7%
...Hilo (days)	6.19	6.78	-8.7%	6.55	6.75	-3.0%	3.34	6.97	-52.1%
...Kona (days)	7.90	8.01	-1.3%	8.00	8.23	-2.9%	6.82	5.28	29.1%
Statewide (days)	11.88	12.09	-1.8%	11.60	11.66	-0.5%	14.05	15.48	-9.2%
<b>ACCOMMODATIONS</b>									
Hotel	206,999	206,343	0.3%	175,682	177,991	-1.3%	31,317	28,352	10.5%
...Hotel Only	128,496	132,351	-2.9%	105,176	109,663	-4.1%	23,320	22,688	2.8%
Condo	78,369	75,861	3.3%	69,560	67,427	3.2%	8,809	8,435	4.4%
...Condo Only	47,218	46,669	1.2%	42,143	40,864	3.1%	5,074	5,805	-12.6%
Timeshare	29,226	25,905	12.8%	28,306	25,240	12.1%	920	665	38.4%
...Timeshare Only	14,827	12,500	18.6%	14,522	12,340	17.7%	306	161	90.2%
Apartment	34,748	32,355	7.4%	33,436	30,003	11.4%	1,313	2,353	-44.2%
Bed & Breakfast	8,883	8,748	1.5%	7,807	8,046	-3.0%	1,076	702	53.3%
Cruise Ship	8,924	7,150	24.8%	8,444	6,932	21.8%	479	218	120.0%
Friends or Relatives	431,370	427,491	0.9%	390,321	387,285	0.8%	41,049	40,206	2.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	268,395	264,459	1.5%	245,757	241,129	1.9%	22,638	23,331	-3.0%
....Vacation	264,817	261,191	1.4%	242,881	238,118	2.0%	21,936	23,074	-4.9%
....Honeymoon	6,782	6,458	5.0%	6,287	6,236	0.8%	495	223	122.5%
...Get Married	5,235	4,780	9.5%	4,596	4,525	1.6%	639	256	149.7%
MC&I (Net)	10,187	11,697	-12.9%	9,809	11,420	-14.1%	378	277	36.2%
....Convention/Conf.	6,231	7,612	-18.1%	6,050	7,476	-19.1%	181	136	32.9%
....Corp. Meetings	2,807	2,789	0.7%	2,689	2,789	-3.6%	118	0	NA
....Incentive	2,093	2,175	-3.8%	1,927	2,033	-5.2%	166	141	17.1%
Other Business	18,886	20,043	-5.8%	18,185	19,160	-5.1%	701	883	-20.6%
Visit Friends/Relatives	698,077	690,643	1.1%	621,031	613,453	1.2%	77,046	77,190	-0.2%
Government/Military	4,065	3,833	6.0%	3,291	3,547	-7.2%	774	286	170.7%
Attend School	1,566	1,363	14.9%	1,379	1,330	3.7%	187	33	458.3%
Sport Events	6,573	6,128	7.3%	6,034	5,424	11.2%	539	704	-23.4%

NA: Not Applicable

# AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

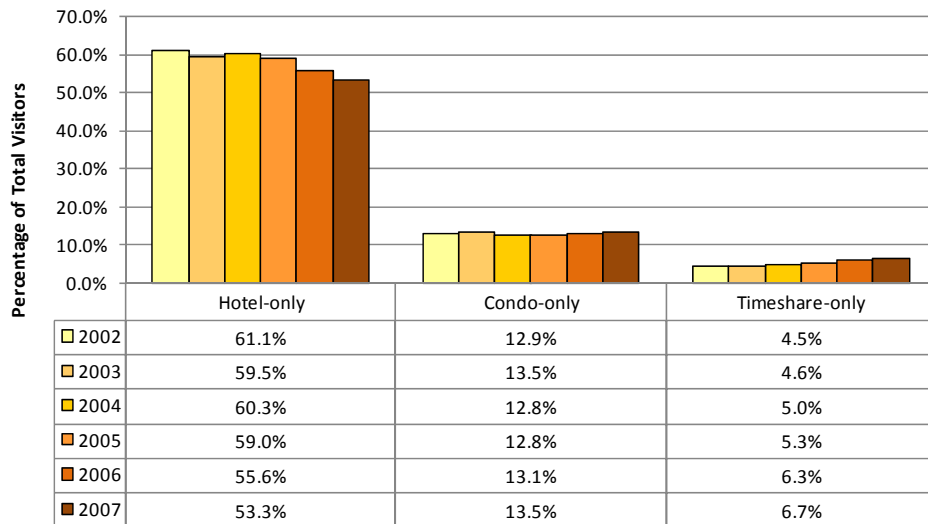
*HOTEL-ONLY VISITOR*

*CONDOMINIUM-ONLY VISITOR*

*TIMESHARE-ONLY VISITOR*

# AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

**Figure 17: 2002-2007 Hotel-only, Condo-only and Timeshare-only Visitors as Share of Total Arrivals**



## HOTEL-ONLY

Total visitor days by hotel-only visitors declined 5.6 percent from 2006. A total of 3,996,219 visitors stayed exclusively in hotels in 2007, 4.5 percent lower compared to last year. Over the past five years, the percent of hotel-only to total air visitors declined from 61.1 percent in 2002 to 53.3 percent of the total air visitors to Hawai'i in 2007 (Table 34 and Figure 17).

- More domestic visitors (62.1%) than international visitors (37.9%) stayed only in hotels.
- Over half (59%) of hotel-only visitors have been to Hawai'i before.
- True independent travelers comprised 44 percent, while the majority of hotel-only visitors came to Hawai'i on a package trip (53.6%).
- The average length of stay by hotel-only visitors statewide was 7.23 days, slightly lower than in 2006 (7.31 days).
- O'ahu (73.4%) had the largest percentage of hotels-only visitors in 2007, followed by Maui (23.9%), Hawai'i Island (16.3%), and Kaua'i (9.2%). There were more hotels-only visitors to Kaua'i compared to the previous year.
- The majority of the hotel-only visitors came to the state for vacation (71.4%). MCI travelers comprised 10.2 percent, while 9.2 percent of the total from this group were honeymoon visitors.

## CONDOMINIUM-ONLY

Total visitor days by those who stayed exclusively in condominiums grew 3.8 percent compared to 2006. Of total air visitors to Hawai'i in 2007, 13.5 percent or 1,014,850 visitors stayed only in condominiums, 3.3 percent higher compared to 2006 (Table 35).

- Over three-quarters (77.6%) of these visitors were repeat travelers with an average of 6.23 trips taken to Hawai'i.
- Most (88.4%) of the condominium-only visitors traveled to Hawai'i for vacation, 4.7 percent came to visit friends or relatives, while 3 percent came to honeymoon.
- More condominium-only visitors were from the domestic market (84.4%) while 74.6 percent were true independent travelers.
- Maui had the largest percentage of condominium-only visitors (51.1%), followed by O'ahu (28.3%), Kaua'i (16.5%) and Hawai'i Island (15.6%). O'ahu, Maui, Moloka'i, and Kaua'i saw more condo-only visitors in 2007 than in the previous year.
- This group stayed longer in Hawai'i (11.08 days) than their hotel-only counterparts.

## TIMESHARE-ONLY

Total visitor days by those who stayed only in timeshare properties during their visit to the state rose 5.6 percent compared to 2006. Timeshare-only visitors increased 5.7 percent to 500,571 visitors in 2007. In contrast to hotel-only visitors, the share of timeshare-only visitors increased over the past five years from 4.5 percent in 2002 to 6.7 percent of all visitors who came by air in 2007 (Table 36).

- Nearly all (93.6%) traveled to Hawai'i for vacation, 3.2 percent came to honeymoon while 3 percent came to visit friends and relatives.
- Most visitors (95%) came from the domestic market, 88.9 percent were true independent travelers, and 22.5 percent were first-time visitors to Hawai'i.
- Maui had the largest share of timeshare-only visitors at 38.2 percent. The share of timeshare visitors on O'ahu and Kaua'i were both at 29.4 percent of the total. Hawai'i Island's share was 19.9 percent.
- Except for a 3 percent decline on Hawai'i Island, all other islands experienced growth in timeshare-only visitors compared to 2006. The most notable was O'ahu with a 17.6 percent increase.
- The average length of stay by this group of visitors was 9.65 days.



**Table 34: Hotel-Only Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	28,891,417	30,591,392	-5.6%	19,861,142	20,953,409	-5.2%	9,030,274	9,637,984	-6.3%
Total Visitors	3,996,219	4,184,424	-4.5%	2,482,290	2,604,533	-4.7%	1,513,929	1,579,891	-4.2%
<b>PARTY SIZE</b>									
One	570,634	608,826	-6.3%	480,798	504,955	-4.8%	89,836	103,871	-13.5%
Two	1,666,582	1,704,406	-2.2%	1,092,040	1,152,528	-5.2%	574,541	551,878	4.1%
Three or more	1,759,003	1,871,192	-6.0%	909,451	947,049	-4.0%	849,552	924,142	-8.1%
Avg Party Size	2.28	2.32	-1.4%	1.98	1.98	0.0%	2.79	2.88	-3.1%
<b>VISIT STATUS</b>									
First-Time	1,636,914	1,768,891	-7.5%	917,529	993,410	-7.6%	719,385	775,482	-7.2%
Repeat	2,359,305	2,415,532	-2.3%	1,564,761	1,611,123	-2.9%	794,544	804,409	-1.2%
Average # of Trips	3.99	3.93	1.7%	4.56	4.44	2.6%	3.07	3.07	-0.1%
<b>TRAVEL METHOD</b>									
Group Tour	756,160	911,374	-17.0%	186,863	212,929	-12.2%	569,297	698,444	-18.5%
Package	2,140,080	2,375,058	-9.9%	973,142	1,099,902	-11.5%	1,166,938	1,275,156	-8.5%
Group Tour & Pkg	649,341	795,920	-18.4%	140,918	165,355	-14.8%	508,423	630,565	-19.4%
True Independent	1,749,319	1,693,911	3.3%	1,463,203	1,457,056	0.4%	286,116	236,855	20.8%
<b>ISLANDS VISITED</b>									
O'ahu	2,932,688	3,038,136	-3.5%	1,491,952	1,544,625	-3.4%	1,440,737	1,493,510	-3.5%
Mauui County	983,292	1,048,109	-6.2%	834,350	884,188	-5.6%	148,942	163,921	-9.1%
...Maui	955,312	1,023,412	-6.7%	810,371	863,862	-6.2%	144,941	159,550	-9.2%
...Moloka'i	23,499	27,629	-14.9%	16,507	17,372	-5.0%	6,992	10,257	-31.8%
...Lāna'i	45,586	38,602	18.1%	36,988	32,305	14.5%	8,598	6,297	36.5%
Kaua'i	369,227	363,565	1.6%	317,927	314,347	1.1%	51,300	49,217	4.2%
Hawai'i Island	650,908	705,765	-7.8%	431,194	472,822	-8.8%	219,714	232,943	-5.7%
...Hilo	218,230	227,201	-3.9%	116,341	119,746	-2.8%	101,890	107,455	-5.2%
...Kona	514,839	570,244	-9.7%	366,587	408,388	-10.2%	148,252	161,857	-8.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.93	6.00	-1.2%	6.50	6.60	-1.4%	5.34	5.39	-0.9%
Mauui (days)	6.22	6.28	-0.9%	6.64	6.66	-0.3%	3.89	4.22	-8.0%
Moloka'i (days)	2.66	2.55	4.3%	3.18	3.29	-3.5%	1.45	1.30	11.7%
Lāna'i (days)	3.88	3.64	6.4%	4.39	4.04	8.5%	1.67	1.60	4.8%
Kaua'i (days)	5.57	5.48	1.6%	6.05	5.94	1.8%	2.61	2.56	1.9%
Hawai'i Island (days)	5.01	5.18	-3.3%	6.13	6.25	-2.0%	2.80	2.99	-6.4%
...Hilo (days)	2.54	2.69	-5.5%	3.46	3.54	-2.4%	1.50	1.75	-14.0%
...Kona (days)	5.25	5.34	-1.6%	6.11	6.20	-1.4%	3.12	3.15	-0.8%
Statewide (days)	7.23	7.31	-1.1%	8.00	8.04	-0.5%	5.96	6.10	-2.2%
<b>ACCOMMODATIONS</b>									
Hotel	3,996,219	4,184,424	-4.5%	2,482,290	2,604,533	-4.7%	1,513,929	1,579,891	-4.2%
...Hotel Only	3,996,219	4,184,424	-4.5%	2,482,290	2,604,533	-4.7%	1,513,929	1,579,891	-4.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,238,004	3,364,400	-3.8%	1,922,006	2,019,342	-4.8%	1,315,998	1,345,058	-2.2%
....Vacation	2,853,624	2,967,958	-3.9%	1,763,444	1,842,242	-4.3%	1,090,180	1,125,716	-3.2%
.....Honeymoon	368,364	373,619	-1.4%	160,547	179,469	-10.5%	207,817	194,150	7.0%
...Get Married	101,695	114,486	-11.2%	30,385	33,369	-8.9%	71,310	81,117	-12.1%
MC&I (Net)	409,139	463,375	-11.7%	325,986	340,300	-4.2%	83,153	123,075	-32.4%
....Convention/Conf.	225,159	257,355	-12.5%	197,484	212,868	-7.2%	27,676	44,487	-37.8%
.....Corp. Meetings	87,372	91,797	-4.8%	73,060	66,888	9.2%	14,311	24,909	-42.5%
.....Incentive	113,019	130,222	-13.2%	69,927	73,572	-5.0%	43,092	56,650	-23.9%
Other Business	178,507	185,552	-3.8%	158,195	163,903	-3.5%	20,312	21,649	-6.2%
Visit Friends/Relatives	128,496	132,351	-2.9%	105,176	109,663	-4.1%	23,320	22,688	2.8%
Government/Military	62,431	70,422	-11.3%	55,420	59,516	-6.9%	7,011	10,907	-35.7%
Attend School	5,031	7,158	-29.7%	3,650	3,516	3.8%	1,382	3,643	-62.1%
Sport Events	94,336	98,077	-3.8%	54,817	57,714	-5.0%	39,518	40,364	-2.1%

Source: DBEDT

**Table 35: Condo-Only Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	11,245,929	10,831,976	3.8%	9,482,525	9,250,583	2.5%	1,763,404	1,581,393	11.5%
Total Visitors	1,014,850	982,723	3.3%	856,195	834,340	2.6%	158,656	148,383	6.9%
<b>PARTY SIZE</b>									
One	117,273	112,740	4.0%	104,552	101,146	3.4%	12,721	11,594	9.7%
Two	397,844	383,056	3.9%	348,793	339,466	2.7%	49,051	43,590	12.5%
Three or more	499,733	486,926	2.6%	402,850	393,728	2.3%	96,883	93,198	4.0%
Avg Party Size	2.33	2.34	-0.4%	2.26	2.27	-0.2%	2.67	2.72	-1.6%
<b>VISIT STATUS</b>									
First-Time	227,537	223,173	2.0%	188,037	187,832	0.1%	39,500	35,341	11.8%
Repeat	787,313	759,549	3.7%	668,158	646,508	3.3%	119,155	113,042	5.4%
Average # of Trips	6.23	6.21	0.4%	6.34	6.26	1.2%	5.66	5.89	-3.9%
<b>TRAVEL METHOD</b>									
Group Tour	24,087	28,811	-16.4%	6,656	7,823	-14.9%	17,431	20,988	-16.9%
Package	251,560	271,468	-7.3%	199,697	219,038	-8.8%	51,863	52,430	-1.1%
Group Tour & Pkg	18,211	21,571	-15.6%	3,904	5,060	-22.8%	14,307	16,511	-13.3%
True Independent	757,416	704,014	7.6%	653,746	612,538	6.7%	103,669	91,476	13.3%
<b>ISLANDS VISITED</b>									
O'ahu	286,996	264,078	8.7%	179,603	164,777	9.0%	107,393	99,300	8.1%
Mau'i County	533,731	525,033	1.7%	482,517	479,270	0.7%	51,214	45,763	11.9%
...Mau'i	526,701	517,628	1.8%	475,897	473,266	0.6%	50,804	44,362	14.5%
...Moloka'i	12,529	11,764	6.5%	10,669	9,960	7.1%	1,860	1,804	3.1%
...Lāna'i	8,648	8,993	-3.8%	8,049	7,362	9.3%	599	1,631	-63.3%
Kaua'i	167,717	156,019	7.5%	158,595	147,774	7.3%	9,122	8,245	10.6%
Hawai'i Island	158,741	159,978	-0.8%	141,214	139,286	1.4%	17,527	20,692	-15.3%
...Hilo	29,407	30,003	-2.0%	23,461	22,151	5.9%	5,946	7,852	-24.3%
...Kona	145,228	146,220	-0.7%	131,177	130,069	0.9%	14,051	16,150	-13.0%
<b>LENGTH OF STAY</b>									
O'ahu (days)	9.43	9.42	0.1%	9.60	9.95	-3.5%	9.13	8.53	7.1%
Mau'i (days)	10.11	10.13	-0.2%	10.01	10.00	0.1%	11.06	11.55	-4.2%
Moloka'i (days)	7.21	7.92	-9.1%	7.85	7.50	4.8%	3.48	10.28	-66.1%
Lāna'i (days)	3.00	2.92	2.7%	3.10	3.28	-5.7%	1.67	1.28	30.4%
Kaua'i (days)	9.19	9.29	-1.0%	9.30	9.38	-0.8%	7.31	7.66	-4.6%
Hawai'i Island (days)	9.81	9.58	2.4%	10.00	10.01	-0.2%	8.35	6.69	24.7%
...Hilo (days)	3.89	4.13	-5.8%	4.44	4.40	0.8%	1.72	3.35	-48.8%
...Kona (days)	9.94	9.64	3.1%	9.97	9.97	-0.1%	9.69	6.95	39.5%
Statewide (days)	11.08	11.02	0.5%	11.08	11.09	-0.1%	11.11	10.66	4.3%
<b>ACCOMMODATIONS</b>									
Condo	1,014,850	982,723	3.3%	856,195	834,340	2.6%	158,656	148,383	6.9%
...Condo Only	1,014,850	982,723	3.3%	856,195	834,340	2.6%	158,656	148,383	6.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	929,945	897,248	3.6%	785,114	762,706	2.9%	144,831	134,542	7.6%
....Vacation	897,243	864,435	3.8%	756,976	734,054	3.1%	140,266	130,381	7.6%
.....Honeymoon	30,111	30,094	0.1%	26,766	27,078	-1.2%	3,345	3,017	10.9%
....Get Married	14,690	13,910	5.6%	11,847	11,450	3.5%	2,843	2,461	15.6%
MC&I (Net)	16,945	19,158	-11.6%	14,504	16,089	-9.8%	2,441	3,069	-20.5%
....Convention/Conf.	10,682	12,846	-16.8%	9,448	11,033	-14.4%	1,234	1,814	-31.9%
.....Corp. Meetings	4,132	4,217	-2.0%	3,621	3,587	1.0%	511	630	-19.0%
.....Incentive	2,518	2,442	3.1%	1,820	1,814	0.3%	698	628	11.2%
Other Business	28,181	27,169	3.7%	26,240	26,133	0.4%	1,941	1,036	87.4%
Visit Friends/Relatives	47,218	46,669	1.2%	42,143	40,864	3.1%	5,074	5,805	-12.6%
Government/Military	3,720	3,632	2.4%	3,600	3,575	0.7%	120	57	109.2%
Attend School	1,483	1,229	20.7%	884	971	-8.9%	599	258	132.2%
Sport Events	13,762	14,128	-2.6%	8,792	9,597	-8.4%	4,970	4,531	9.7%

Source: DBEDT

**Table 36: Timeshare-Only Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	4,832,477	4,576,804	5.6%	4,572,354	4,284,634	6.7%	260,123	292,171	-11.0%
Total Visitors	500,571	473,672	5.7%	475,742	445,568	6.8%	24,829	28,103	-11.7%
<b>PARTY SIZE</b>									
One	48,148	45,044	6.9%	47,111	44,016	7.0%	1,037	1,028	0.9%
Two	228,266	217,090	5.1%	218,615	205,765	6.2%	9,651	11,325	-14.8%
Three or more	224,157	211,538	6.0%	210,015	195,788	7.3%	14,141	15,751	-10.2%
Avg Party Size	2.30	2.30	-0.2%	2.28	2.28	0.0%	2.66	2.68	-0.6%
<b>VISIT STATUS</b>									
First-Time	112,690	110,693	1.8%	107,085	104,937	2.0%	5,605	5,757	-2.6%
Repeat	387,881	362,978	6.9%	368,657	340,632	8.2%	19,225	22,347	-14.0%
Average # of Trips	5.63	5.45	3.3%	5.63	5.44	3.5%	5.54	5.58	-0.7%
<b>TRAVEL METHOD</b>									
Group Tour	2,279	2,282	-0.2%	1,901	1,824	4.2%	378	459	-17.7%
Package	54,223	55,569	-2.4%	51,311	52,983	-3.2%	2,912	2,586	12.6%
Group Tour & Pkg	906	1,033	-12.3%	732	734	-0.1%	173	299	-42.0%
True Independent	444,975	416,852	6.7%	423,262	391,495	8.1%	21,713	25,357	-14.4%
<b>ISLANDS VISITED</b>									
O'ahu	147,382	125,358	17.6%	130,469	107,546	21.3%	16,914	17,812	-5.0%
Maui County	193,088	179,471	7.6%	186,342	173,537	7.4%	6,745	5,934	13.7%
...Maui	191,174	177,711	7.6%	184,432	171,790	7.4%	6,742	5,921	13.9%
...Moloka'i	2,802	2,619	7.0%	2,769	2,533	9.3%	33	86	-61.8%
...Lāna'i	3,646	3,191	14.3%	3,423	3,124	9.6%	223	67	230.7%
Kaua'i	147,309	143,831	2.4%	144,845	138,813	4.3%	2,464	5,017	-50.9%
Hawai'i Island	99,787	102,823	-3.0%	93,621	96,056	-2.5%	6,166	6,767	-8.9%
...Hilo	16,830	17,125	-1.7%	15,120	14,819	2.0%	1,711	2,306	-25.8%
...Kona	92,372	96,905	-4.7%	87,448	90,452	-3.3%	4,924	6,453	-23.7%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.15	7.28	-1.7%	7.06	7.14	-1.0%	7.85	8.13	-3.4%
Maui (days)	8.60	8.61	-0.1%	8.59	8.61	-0.2%	8.87	8.66	2.4%
Moloka'i (days)	3.50	3.31	5.7%	3.51	3.33	5.3%	3.14	2.78	12.9%
Lāna'i (days)	2.77	2.73	1.4%	2.86	2.76	3.5%	1.44	1.55	-6.7%
Kaua'i (days)	8.80	8.83	-0.4%	8.79	8.83	-0.4%	9.11	8.87	2.7%
Hawai'i Island (days)	8.20	8.24	-0.5%	8.26	8.29	-0.3%	7.24	7.58	-4.5%
...Hilo (days)	3.70	3.35	10.3%	3.55	3.58	-0.9%	5.01	1.87	168.1%
...Kona (days)	8.18	8.15	0.4%	8.23	8.22	0.2%	7.33	7.29	0.6%
Statewide (days)	9.65	9.66	-0.1%	9.61	9.62	-0.1%	10.48	10.40	0.8%
<b>ACCOMMODATIONS</b>									
Timeshare	500,571	473,672	5.7%	475,742	445,568	6.8%	24,829	28,103	-11.7%
...Timeshare Only	500,571	473,672	5.7%	475,742	445,568	6.8%	24,829	28,103	-11.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	483,535	457,345	5.7%	459,249	430,255	6.7%	24,286	27,089	-10.3%
....Vacation	468,292	442,792	5.8%	444,312	415,971	6.8%	23,980	26,821	-10.6%
.....Honeymoon	16,054	15,398	4.3%	15,757	15,113	4.3%	297	285	4.3%
....Get Married	3,372	3,037	11.1%	3,309	2,919	13.4%	63	117	-46.2%
MC&I (Net)	5,562	5,878	-5.4%	5,452	5,567	-2.1%	110	311	-64.8%
....Convention/Conf.	3,082	3,067	0.5%	2,999	3,024	-0.8%	83	43	92.8%
.....Corp. Meetings	1,598	1,555	2.8%	1,576	1,508	4.5%	22	47	-52.2%
.....Incentive	992	1,366	-27.4%	988	1,145	-13.7%	4	221	-98.2%
Other Business	5,359	5,621	-4.7%	5,288	5,360	-1.3%	71	261	-72.9%
Visit Friends/Relatives	14,827	12,500	18.6%	14,522	12,340	17.7%	306	161	90.2%
Government/Military	434	478	-9.1%	434	441	-1.4%	0	37	-100.0%
Attend School	163	155	5.5%	160	155	3.1%	4	0	NA
Sport Events	2,376	1,788	32.9%	1,956	1,492	31.1%	420	296	41.8%

NA: Not Applicable

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

Of the total arrivals by air in the state, 35.3 percent or 2,646,523 were first-time visitors, 2.7 percent lower than in 2006. Visitor days from this group decreased 1.9 percent. More of these visitors arrived on domestic flights (67.6%) than came from foreign ports (32.4%) (Table 37).

- First-time visitors accounted for 20.9 percent of U.S. West (Table 13), 45.8 percent of U.S. East (Table 15), 43.7 percent of the Japanese (Table 20) and 38.9 percent of the Canadian markets, but comprised the majority of the smaller Other Asia (73.1%), European (70%), Latin America (67.6%) and Oceania (51.6%) markets (Table 22 to 25).
- Only 45.5 percent traveled as true independent while more than half purchased either group tours or package trips.
- Close to 73.4 of the first-time visitors stayed in hotels, 11.9 percent stayed in condominium, 8.7 percent stayed on cruise ships and 5.7 percent stayed in timeshare properties. Fewer stayed in hotels (-5.5%) while more stayed in condominiums (+2%), cruise ships (+20.3%) and timeshare (+1.8%) compared to 2006.
- The majority of the first-time visitors to the state went to O'ahu (73.4%), followed by Maui (32.9%), Hawai'i Island (22.8%) and Kaua'i (17.5%). More first time visitors went to Lāna'i (+16.9%), Kaua'i (+11.8%), and Hawai'i Island (+4.6%) in 2007.
- The average length of stay by first-time visitors in 2007 was 8.42 days, slightly longer compared to 8.35 days in 2006.
- A majority (71.6%) percent came to vacation, 12.6 percent came to honeymoon while 7 percent came for meetings, conventions and incentives.

## REPEAT VISITORS

A total of 4,850,297 visitors or 64.7 percent of total air visitors have been to the islands before. Total visitor days increased 1.8 percent due to a .9 percent growth in arrivals (Table 38).

- The highest concentration of repeat visitors was from the U.S West (79.1%). Repeat visitors comprised 54.2 percent of U.S. East arrivals, 56.3 percent of Japanese arrivals and 61.1 percent of Canadian arrivals in 2007.
- The majority of repeat visitors (67.4%) were independent travelers.
- More than half (57.2%) of the repeat visitors stayed in hotels. These visitors also found lodging in condominiums (20.8%), with friends and relatives (11.6%) and in timeshare properties (10.7%). In 2007 fewer repeat visitors stayed in hotels (-1.3%) while more stayed in condominiums (+3.9%), timeshare properties (+6.3%), in rental homes (+12.4%) or on cruise ships (+14.1%), compared to 2006.
- O'ahu was visited by 56.8 percent of all repeat visitors, 32.8 percent visited Maui, 21 percent went to Hawai'i Island and 17.3 percent went to Kaua'i. O'ahu, Maui, and Kaua'i reported increased arrivals from repeat visitors.
- The average length of stay by repeat visitors was 9.66 days, slightly higher compared to 9.57 days in 2006. The average number trips for a repeat visitor was 6.91 trips.

**Table 37: First-Time Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	22,281,679	22,715,335	-1.9%	16,554,698	16,804,278	-1.5%	5,726,981	5,911,057	-3.1%
Total Visitors	2,646,523	2,721,126	-2.7%	1,789,520	1,824,355	-1.9%	857,004	896,772	-4.4%
<b>PARTY SIZE</b>									
One	410,113	421,959	-2.8%	349,661	357,448	-2.2%	60,451	64,511	-6.3%
Two	1,193,000	1,204,686	-1.0%	846,501	868,502	-2.5%	346,499	336,184	3.1%
Three or more	1,043,410	1,094,481	-4.7%	593,357	598,405	-0.8%	450,053	496,076	-9.3%
Avg Party Size	2.18	2.22	-1.5%	1.94	1.94	0.2%	2.68	2.78	-3.4%
<b>VISIT STATUS</b>									
First-Time	2,646,523	2,721,126	-2.7%	1,789,520	1,824,355	-1.9%	857,004	896,772	-4.4%
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
<b>TRAVEL METHOD</b>									
Group Tour	464,181	563,479	-17.6%	166,691	184,832	-9.8%	297,491	378,648	-21.4%
Package	1,372,675	1,521,724	-9.8%	746,351	819,231	-8.9%	626,325	702,492	-10.8%
Group Tour & Pkg	394,123	491,872	-19.9%	134,522	151,984	-11.5%	259,601	339,888	-23.6%
True Independent	1,203,789	1,127,795	6.7%	1,011,000	972,276	4.0%	192,789	155,520	24.0%
<b>ISLANDS VISITED</b>									
O'ahu	1,941,588	1,981,624	-2.0%	1,142,973	1,145,013	-0.2%	798,615	836,612	-4.5%
Maui County	883,760	883,711	0.0%	755,312	761,164	-0.8%	128,448	122,547	4.8%
...Maui	870,283	871,848	-0.2%	744,658	751,155	-0.9%	125,625	120,693	4.1%
...Moloka'i	31,940	28,542	11.9%	22,868	22,153	3.2%	9,072	6,389	42.0%
...Lana'i	39,879	34,120	16.9%	28,073	26,714	5.1%	11,806	7,406	59.4%
Kaua'i	462,287	413,511	11.8%	408,278	374,454	9.0%	54,009	39,056	38.3%
Hawai'i Island	602,410	575,758	4.6%	453,925	437,371	3.8%	148,485	138,387	7.3%
...Hilo	341,483	300,294	13.7%	256,130	226,267	13.2%	85,354	74,028	15.3%
...Kona	487,649	469,817	3.8%	383,354	372,454	2.9%	104,296	97,363	7.1%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.21	6.24	-0.6%	6.64	6.77	-1.9%	5.59	5.52	1.1%
Maui (days)	5.87	6.09	-3.6%	6.03	6.19	-2.5%	4.90	5.46	-10.2%
Moloka'i (days)	2.75	2.83	-3.1%	3.19	3.18	0.3%	1.62	1.62	-0.1%
Lana'i (days)	2.28	2.35	-2.9%	2.73	2.64	3.3%	1.22	1.30	-5.8%
Kaua'i (days)	4.57	4.83	-5.3%	4.78	4.96	-3.6%	2.99	3.55	-15.7%
Hawai'i Island (days)	4.70	5.00	-6.1%	5.22	5.51	-5.2%	3.10	3.42	-9.4%
...Hilo (days)	2.35	2.62	-10.0%	2.59	2.77	-6.7%	1.65	2.14	-22.7%
...Kona (days)	4.15	4.46	-6.9%	4.45	4.78	-6.9%	3.06	3.24	-5.4%
Statewide (days)	8.42	8.35	0.9%	9.25	9.21	0.4%	6.68	6.59	1.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,899,023	2,008,720	-5.5%	1,135,981	1,198,919	-5.2%	763,043	809,801	-5.8%
...Hotel Only	1,636,914	1,768,891	-7.5%	917,529	993,410	-7.6%	719,385	775,482	-7.2%
Condo	314,705	308,623	2.0%	257,972	259,378	-0.5%	56,734	49,244	15.2%
...Condo Only	227,537	223,173	2.0%	188,037	187,832	0.1%	39,500	35,341	11.8%
Timeshare	150,786	148,105	1.8%	141,966	139,921	1.5%	8,820	8,184	7.8%
...Timeshare Only	112,690	110,693	1.8%	107,085	104,937	2.0%	5,605	5,757	-2.6%
Rental House	92,130	78,351	17.6%	80,961	71,039	14.0%	11,170	7,312	52.8%
Bed & Breakfast	34,470	31,905	8.0%	27,700	27,483	0.8%	6,770	4,422	53.1%
Cruise Ship	231,195	192,152	20.3%	210,997	179,057	17.8%	20,198	13,095	54.2%
Friends or Relatives	171,859	176,732	-2.8%	148,455	149,856	-0.9%	23,403	26,876	-12.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,230,073	2,273,242	-1.9%	1,503,685	1,525,623	-1.4%	726,388	747,619	-2.8%
.....Vacation	1,893,712	1,927,745	-1.8%	1,336,662	1,345,919	-0.7%	557,049	581,826	-4.3%
.....Honeymoon	333,928	338,133	-1.2%	173,520	186,365	-6.9%	160,408	151,768	5.7%
...Get Married	70,090	81,272	-13.8%	27,965	29,137	-4.0%	42,125	52,135	-19.2%
MC&I (Net)	184,735	215,818	-14.4%	136,675	142,032	-3.8%	48,059	73,786	-34.9%
.....Convention/Conf.	103,215	122,806	-16.0%	85,560	91,890	-6.9%	17,654	30,916	-42.9%
.....Corp. Meetings	32,476	36,942	-12.1%	25,163	21,481	17.1%	7,313	15,461	-52.7%
.....Incentive	56,352	62,669	-10.1%	32,110	34,005	-5.6%	24,243	28,664	-15.4%
Other Business	65,705	68,742	-4.4%	51,316	53,184	-3.5%	14,389	15,559	-7.5%
Visit Friends/Relatives	160,883	157,062	2.4%	131,345	135,198	-2.8%	29,538	21,864	35.1%
Government/Military	23,892	29,825	-19.9%	20,232	22,650	-10.7%	3,659	7,175	-49.0%
Attend School	6,601	7,376	-10.5%	4,336	4,687	-7.5%	2,264	2,688	-15.8%
Sport Events	46,792	48,846	-4.2%	28,778	31,664	-9.1%	18,013	17,182	4.8%

Source: DBEDT

**Table 38: Repeat Visitor Characteristics: 2007 vs. 2006**  
(Arrivals by air)

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	46,853,631	46,019,019	1.8%	38,545,743	37,428,900	3.0%	8,307,888	8,590,119	-3.3%
Total Visitors	4,850,297	4,806,980	0.9%	3,793,011	3,725,771	1.8%	1,057,286	1,081,209	-2.2%
<b>PARTY SIZE</b>									
One	777,474	788,028	-1.3%	696,969	694,782	0.3%	80,504	93,246	-13.7%
Two	1,943,631	1,890,298	2.8%	1,564,252	1,537,532	1.7%	379,379	352,766	7.5%
Three or more	2,129,192	2,128,654	0.0%	1,531,789	1,493,457	2.6%	597,403	635,197	-6.0%
Avg Party Size	2.18	2.19	-0.5%	2.04	2.03	0.3%	2.68	2.73	-2.0%
<b>VISIT STATUS</b>									
Repeat	4,850,297	4,806,980	0.9%	3,793,011	3,725,771	1.8%	1,057,286	1,081,209	-2.2%
Average # of Trips	6.91	6.84	1.0%	7.27	7.20	1.0%	5.60	5.57	0.4%
<b>TRAVEL METHOD</b>									
Group Tour	442,039	500,671	-11.7%	131,261	136,310	-3.7%	310,778	364,361	-14.7%
Package	1,504,843	1,613,003	-6.7%	855,340	924,874	-7.5%	649,503	688,128	-5.6%
Group Tour & Pkg	367,034	420,574	-12.7%	91,248	97,769	-6.7%	275,786	322,806	-14.6%
True Independent	3,270,450	3,113,881	5.0%	2,897,658	2,762,356	4.9%	372,791	351,525	6.0%
<b>ISLANDS VISITED</b>									
O'ahu	2,753,162	2,706,493	1.7%	1,807,409	1,746,175	3.5%	945,752	960,318	-1.5%
Maui County	1,638,283	1,614,523	1.5%	1,469,500	1,437,391	2.2%	168,782	177,131	-4.7%
...Maui	1,593,311	1,574,742	1.2%	1,428,024	1,402,649	1.8%	165,287	172,093	-4.0%
...Moloka'i	51,223	57,793	-11.4%	42,330	38,706	9.4%	8,894	19,087	-53.4%
...Lāna'i	60,471	60,149	0.5%	53,087	45,502	16.7%	7,384	14,647	-49.6%
Kaua'i	836,758	790,622	5.8%	775,211	715,133	8.4%	61,546	75,489	-18.5%
Hawai'i Island	1,019,949	1,038,650	-1.8%	851,293	850,459	0.1%	168,656	188,191	-10.4%
...Hilo	385,409	377,698	2.0%	307,534	285,756	7.6%	77,875	91,942	-15.3%
...Kona	862,752	889,109	-3.0%	738,074	744,132	-0.8%	124,678	144,977	-14.0%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.30	7.44	-1.8%	7.78	7.91	-1.6%	6.38	6.58	-3.0%
Maui (days)	8.10	8.06	0.5%	8.18	8.25	-0.8%	7.38	6.50	13.4%
Moloka'i (days)	5.28	4.56	15.9%	5.85	5.69	2.7%	2.60	2.26	15.2%
Lāna'i (days)	3.84	3.34	14.8%	4.12	4.02	2.6%	1.79	1.25	42.6%
Kaua'i (days)	7.16	7.12	0.5%	7.40	7.47	-1.0%	4.11	3.80	8.2%
Hawai'i Island (days)	7.21	7.18	0.4%	7.74	7.83	-1.1%	4.52	4.24	6.6%
...Hilo (days)	3.71	3.73	-0.5%	4.09	4.22	-3.0%	2.22	2.21	0.3%
...Kona (days)	6.86	6.80	0.9%	7.22	7.33	-1.4%	4.73	4.10	15.3%
Statewide (days)	9.66	9.57	0.9%	10.16	10.05	1.2%	7.86	7.94	-1.1%
<b>ACCOMMODATIONS</b>									
Hotel	2,774,050	2,809,956	-1.3%	1,927,638	1,956,693	-1.5%	846,412	853,263	-0.8%
...Hotel Only	2,359,305	2,415,532	-2.3%	1,564,761	1,611,123	-2.9%	794,544	804,409	-1.2%
Condo	1,006,970	969,164	3.9%	858,473	829,476	3.5%	148,498	139,688	6.3%
...Condo Only	787,313	759,549	3.7%	668,158	646,508	3.3%	119,155	113,042	5.4%
Timeshare	517,613	486,955	6.3%	489,838	456,186	7.4%	27,775	30,769	-9.7%
...Timeshare Only	387,881	362,978	6.9%	368,657	340,632	8.2%	19,225	22,347	-14.0%
Rental House	225,140	200,256	12.4%	212,392	187,304	13.4%	12,748	12,952	-1.6%
Bed & Breakfast	42,047	42,213	-0.4%	38,381	38,676	-0.8%	3,666	3,536	3.7%
Cruise Ship	168,185	147,375	14.1%	154,606	134,933	14.6%	13,579	12,442	9.1%
Friends or Relatives	560,637	560,137	0.1%	511,084	497,595	2.7%	49,552	62,542	-20.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,913,804	3,844,249	1.8%	3,003,251	2,931,228	2.5%	910,553	913,020	-0.3%
....Vacation	3,751,211	3,681,425	1.9%	2,908,988	2,834,364	2.6%	842,223	847,061	-0.6%
....Honeymoon	149,672	146,557	2.1%	92,285	94,845	-2.7%	57,387	51,712	11.0%
...Get Married	73,117	72,963	0.2%	37,945	38,022	-0.2%	35,172	34,941	0.7%
MC&I (Net)	307,412	341,355	-9.9%	264,128	275,855	-4.3%	43,284	65,500	-33.9%
....Convention/Conf.	176,015	199,793	-11.9%	160,581	173,948	-7.7%	15,433	25,845	-40.3%
....Corp. Meetings	72,727	72,312	0.6%	64,257	60,484	6.2%	8,470	11,828	-28.4%
....Incentive	70,910	81,581	-13.1%	50,649	51,673	-2.0%	20,261	29,908	-32.3%
Other Business	214,435	218,464	-1.8%	202,749	205,681	-1.4%	11,686	12,782	-8.6%
Visit Friends/Relatives	537,194	533,582	0.7%	489,687	478,255	2.4%	47,508	55,326	-14.1%
Government/Military	67,554	68,559	-1.5%	59,682	62,461	-4.4%	7,872	6,098	29.1%
Attend School	11,572	15,278	-24.3%	8,228	8,362	-1.6%	3,344	6,917	-51.7%
Sport Events	86,422	86,102	0.4%	55,541	53,980	2.9%	30,881	32,122	-3.9%

Source: DBEDT

# ISLAND SUPPLEMENT

*ISLAND OF O‘AHU VISITORS BY AIR*

*ISLAND OF MAUI VISITORS BY AIR*

*ISLAND OF MOLOKA‘I VISITORS BY AIR*

*ISLAND OF LĀNA‘I VISITORS BY AIR*

*ISLAND OF KAUA‘I VISITORS BY AIR*

*HAWAI‘I ISLAND VISITORS BY AIR*

*HAWAI‘I ISLAND (HILO SIDE) VISITORS BY  
AIR*

*HAWAI‘I ISLAND (KONA SIDE) VISITORS BY  
AIR*

*SEASONALITY BY ISLAND*



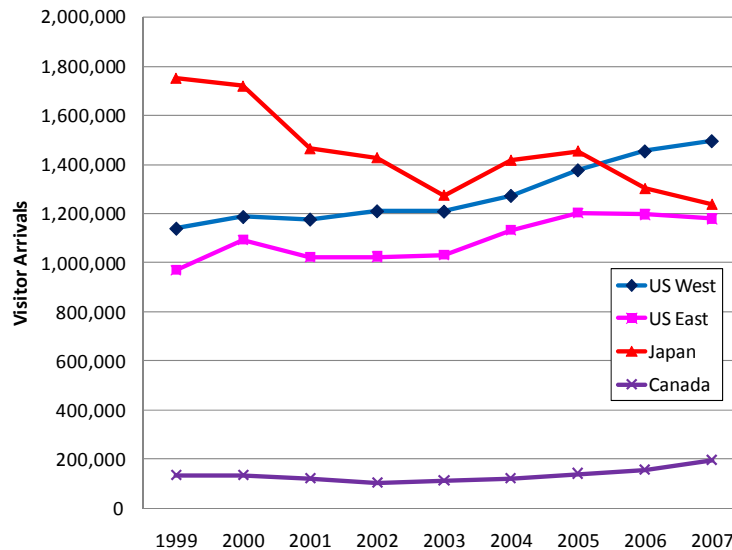
# ISLAND SUPPLEMENT

## ISLAND OF O‘AHU

In 2007 a total of 4,694,750 visitors arrived by air to O‘ahu, up slightly by .1 percent compared to the previous year (Table 47).

- Of these visitors, 67.7 percent stayed exclusively on O‘ahu while the rest also visited other islands.
- The average daily census showed that 88,092 visitors were on O‘ahu on any given day in 2007, a decrease of 1.2 percent compared to 2006 (Table 6).
- Since 2006, there have been more U.S. West visitors than Japanese visitors on O‘ahu. In 2007, 1,496,366 visitors (31.9% of all O‘ahu visitors) from U.S. West were on this island, compared to 1,239,489 visitors (26.4% of all O‘ahu visitors) from Japan. U.S. East visitors accounted for 25.1 percent, Canadians comprised 4.2 percent and Other Asia visitors made up 2.4 of all visitors to O‘ahu during the year (Table 58).

**Figure 18: 1999-2007 Oahu Visitor Arrivals by Selected MMA (Arrivals by air)**



- In 2006 over half of all visitors to O‘ahu purchased group tours or package trips, but in 2007 more visitors to O‘ahu traveled independently (51.5%) and fewer purchased packages.
- There were more repeat visitors (58.6%) than first-time visitors (41.4%) on this island.
- The majority (73.3%) of O‘ahu visitors stayed in hotels, 10.6 percent stayed with friends or relatives, 10 percent stayed in condominiums, 7.7 percent stayed on cruise ships, and 5.1 percent stayed in timeshare properties. Fewer visitors stayed in hotels (-1.8%) or with friends or relatives (-2.1%) while more stayed in condominium properties (+7.9%)

on cruise ships (+19%), in timeshare properties (+13.7%), or in rental homes (+11.5%) compared to 2006.

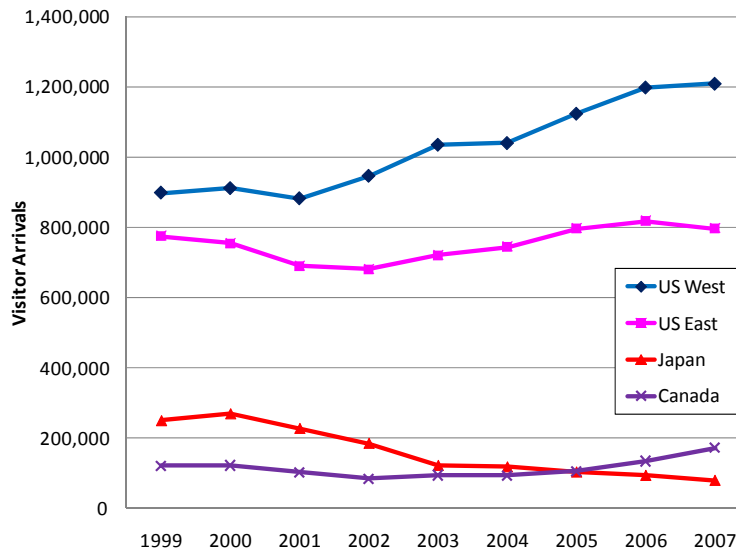
- Close to 72 percent of the O‘ahu visitors came to the state for vacation, 10.5 percent visited friends or relatives, 7.4 percent came to honeymoon, and 6.1 percent for meetings, conventions and incentives.

## ISLAND OF MAUI

Arrivals by air to Maui increased .7 percent to 2,463,595 visitors in 2007 (Table 49).

- Close to 55 percent of these visitors stayed only on Maui, while 45.5 percent also visited other islands.
- The average daily census on Maui was up slightly by .1 percent from 2006, to 49,355 visitors on any given day (Table 6).
- The largest share of visitors to Maui was from U.S. West (49.1%), followed by U.S. East (32.4%), Canada (7%), Japan (3.3%) and Europe (1.6%) (Table 58).

**Figure 19: 1999-2007 Maui Visitor Arrivals by Selected MMA  
(Arrivals by air)**



- Repeat visitors accounted for 64.7 percent of the total visitors to Maui compared to 35.3 percent of first-time visitors.
- There were more true independent travelers (63.3%) to Maui than those who purchased group tours or package trips.
- Just over half (53.6%) of all Maui visitors stayed in hotels, 28.1 percent stayed in condominiums, 13 percent stayed on cruise ships, 10.8 percent stayed in timeshare properties and 6.7 percent stayed with friends or relatives. Maui visitors who stayed in hotels decreased 2.5 percent, while those who stayed in condominium (+2.6%), time share

(+6.5%), rental homes (+16.2%), or on cruise ships (+18.4%) increased compared to 2006.

- The majority (81.7%) of the Maui visitors came to Hawai'i for vacation, 6.7 percent came to honeymoon, 6.3 percent came to visit friends or relatives, and 6.2 percent for meetings, conventions and incentives.
- Fewer Maui visitors came to the state for honeymoons (-6%), for conventions (-19.5%) and incentives (-9.6%) but more came to vacation (+1.9%), for corporate meetings (+11.3%) and to visit friends and relatives (+4.6%) in 2007.

## ISLAND OF MOLOKA'I<sup>8</sup>

A total of 83,163 visitors arrived by air to Moloka'i in 2007, down 3.7 percent from 2006 (Table 50).

- Most of those who visited Moloka'i also visited other islands while only 12.3 percent stayed on Moloka'i exclusively.
- The average daily census rose 4 percent from 2006 to 982 visitors per day on this island (Table 6).
- U.S. West and U.S. East were the two largest markets to Moloka'i, with 40.6 percent and 31.1 percent of the visitors to this island in 2007, respectively (Table 58).
- Repeat visitors made up 61.6 percent, while 38.4 percent were first-timers to the state.
- Of the visitors to Moloka'i, 66 percent were independent travelers while the remainder purchased group tours or package trips.
- Close to 53 percent stayed in hotels, 24.5 percent stayed in condominiums, 12.5 percent stayed with friends or relatives, and 6.3 percent stayed in timeshare properties.
- The number of Moloka'i visitors who stayed with friends or relatives (-42.8%) was significantly lower compared to 2006. Those who stayed in hotels were also down slightly (-.6%) while there were more Moloka'i visitors staying in condominiums (+8.3%) and timeshare properties (+14.7%) than in the previous year.
- More Moloka'i visitors came to the state to honeymoon (+3.6%) and to get married (+2.4%) compared to 2006.

## ISLAND OF LĀNA'I<sup>8</sup>

Air arrivals to Lāna'i increased 6.5 percent from 2006 to 100,350 visitors in 2007 (Table 51).

- Of these visitors, 14 percent spent their time entirely on this island.
- The average daily census on Lāna'i was 885 visitors daily in 2007, up from 771 visitors in the prior year (Table 6).

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<sup>8</sup> 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.

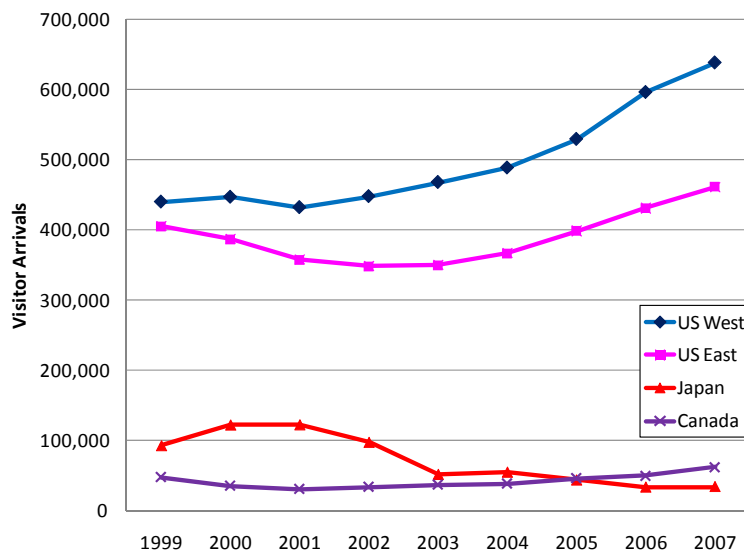
- Nearly 39 percent of the visitors to Lānaʻi were from U.S. West while 36.5 percent of the visitors were from U.S. East (Table 58).
- There were more repeat visitors (60.3%) than first timers (39.7%) on Lānaʻi. There were more independent travelers to Lānaʻi (62.3%) than those who purchased group tours or package trips.
- Close to 67 percent of the Lānaʻi visitors stayed in hotels, 14.4 percent stayed in condominiums and 8 percent stayed with friends or relatives.
- There were significantly more Lānaʻi visitors who stayed in hotels (+21.1%), timeshare properties (+12.5%), rental homes (+30.3%) compared to the previous year. Those who stayed in condominium properties also rose 7.5 percent.
- Of the visitors who went to Lānaʻi in 2007, 9.4 percent were in the islands for meetings, conventions and incentives. Significantly more Lānaʻi visitors came to the state to honeymoon (+28.4%), to get married (+26.7%) or for meetings, conventions and incentives (+27.4%) compared to 2006.

## ISLAND OF KAUAʻI

A total of 1,299,045 visitors flew to Kauaʻi in 2007, an increase of 7.9 percent from the previous year (Table 52).

- Nearly 41 percent of these visitors stayed on this island exclusively.
- The average daily census rose 6.2 percent from 2006 to 22,207 visitors per day on this island (Table 6).
- The largest percentage of the visitors were from U.S. West (49.1%), followed by U.S. East (35.5%), Canada (4.8%) and Japan (2.6%) (Table 58).

**Figure 20: 1999-2007 Kauaʻi Visitor Arrivals by Selected MMA (Arrivals by air)**



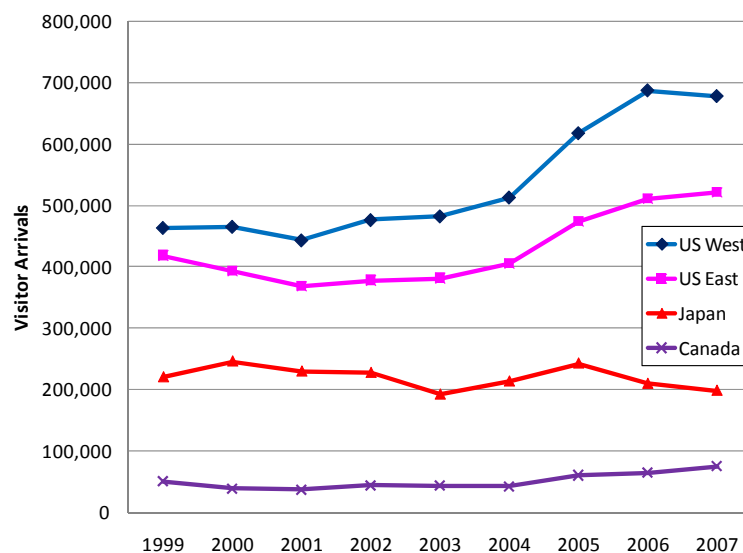
- There were also more repeat visitors (64.4%) than first-time visitors (35.6%) in 2007.
- Independent travelers comprised 64.4 percent of the visitors to Kaua'i.
- Half of those who visited Kaua'i stayed in hotels, 22.7 percent stayed on cruise ships, 20.1 percent stayed in condominium, , 16.5 percent stayed in timeshare properties, and 6.8 percent stayed with friends or relatives.
- All types of accommodations showed increases in Kaua'i visitors compared to 2006, led by cruise ships (+23.8%), rental homes (+21.6%), hotels (+7%), condominiums (+6.5%), and timeshare properties (+2.6%).
- About 7 percent of visitors to Kaua'i came for honeymoon while 4.7 percent came for meetings, conventions and incentives. More Kaua'i visitors came to the state to vacation (+8.3%), to honeymoon (+2.2%) and to visit friends and relatives (+15.6%) in 2007.

## HAWAI'I ISLAND

Arrivals by air to Hawai'i Island totaled 1,622,359 visitors in 2007, up slightly by .5 percent from the previous year (Table 53).

- In 2007, 38 percent of all Hawai'i Island visitors stayed on this island exclusively.
- The average daily census showed a 1.6 percent decline from 2006 to 27,891 visitors per day (Table 6).
- U.S. West contributed the most visitors to Hawai'i Island at 41.8 percent, followed by U.S. East (32.1%), Japan (12.3%) and Canada (4.7%) (Table 58).

**Figure 21: 1999-2007 Hawai'i Island Visitor Arrivals by Selected MMA (Arrivals by air)**



- Repeat visitors (62.9%) also comprised a larger proportion than first-time visitors (37.1%) among this group.

- There were also more visitors traveling independently (59.9%) than those who purchased group tours or package trips.
- Over half (59.3%) of all visitors to Hawai'i Island, stayed in hotels, 18.8 percent stayed on cruise ships, 15.9 percent stayed in condominiums, 10.3 percent stayed with friends and relatives and 9.3 percent stayed in timeshare properties.
- Fewer Hawai'i Island visitors stayed in hotels (-2.5%), in timeshare properties (-2.4%) and with friends or relatives (-.6%), while more stayed in condominiums (+.5%), rental homes (+22.1%) and on cruise ships (+19.9%) compared to 2006.
- In 2007, 7 percent of the total visitors to Hawai'i Island came for meetings, conventions and incentives, 5.8 percent honeymooned in the state while 1.3 percent came to get married. More Hawai'i Island visitors came to honeymoon (+3.2%) and to visit with friends or relatives (+2.9%) compared to 2006.

## **HAWAI'I ISLAND (HILO SIDE)**

A total of 726,892 air visitors went to the Hilo side of Hawai'i Island in 2007, 7.2 percent higher than in 2006 (Table 54).

- The average daily census showed 6,122 visitors present, up 1.7 percent from the previous year (Table 6).
- The largest percentage of the visitors to Hilo were from U.S. East (37.2%), followed by U.S. West (33.6%), Japan (11.8%) and Canada (6.1%) (Table 58).
- Over half (53%) of the total air visitors who went to Hilo in 2007 had been to the state before, while 50.7 percent traveled independently.
- Close to 59 percent of the visitors to Hilo stayed in hotels, 39.5 percent stayed on cruise ships, 10.8 percent stayed with friends and relatives, 9.5 percent stayed in condominium properties and 4.4 percent stayed in timeshare.
- Fewer visitors stayed with friends or relatives (-5.2%) while all other accommodations showed increases in Hilo visitors compared to 2006.

## **HAWAI'I ISLAND (KONA SIDE)**

A total of 1,350,401 air visitors went to the Kona side of Hawai'i Island in 2007, slightly lower (-.6%) than the previous year (Table 55).

- The average daily census was 21,769 visitors, down 2.5 percent from 2006 (Table 6).
- Nearly 44 percent of the visitors to Kona were from U.S. West, 32.7 percent were from U.S. East, 9.8 percent were from Japan and 5 percent were from Canada (Table 58).
- Repeat visitors comprised 63.9 percent of the Kona visitors.
- There were also more visitors traveling independently (60.7%) than those who purchased group tours or package trips.

- Over half (58.1%) of the visitors to Kona stayed in hotels, 20.8 percent stayed on cruise ships, 17.2 percent stayed in condominiums, 10.3 percent stayed in timeshares and 9 percent stayed with friends and relatives.
- Fewer Kona visitors stayed in hotels (-3.7%), in condominiums (-.1%), in timeshare (-3.6%) or with friends and relatives (-4.5%) while more stayed on cruise ships (+19.8%) and in rental homes (+21.2%) compared to 2006.

## SEASONALITY BY ISLAND

While December was the peak month in 2007 statewide, there were differences in monthly visitation patterns among each island as measured by the average daily census (Table 40).

- **O'ahu:** July, August and December continued to be popular months for visitations to O'ahu. However August replaced July as the busiest month on this island in 2007. December moved up from third in 2006 to be the second busiest month on this island.
- **Maui:** June was the busiest month on Maui in 2007, followed by July and December. The same visitation pattern was seen in 2006.
- **Hawai'i Island:** January moved up from the third busiest month in 2006 to be the peak month in 2007. December, which was the peak month in 2006, was the second most popular month in 2007.
- **Kaua'i:** Same as in 2006, July was the busiest month for visitors to Kaua'i in 2007. June was the second most popular month in 2007. Different than in 2006, December was the second highest month in visitor traffic.
- **Lāna'i:** December was the peak month on Lāna'i in 2007 and 2006. 1,085 visitors were present daily in December 2007. June was the second busiest month in 2007, contrary to the previous year when October was second busiest month.
- **Moloka'i:** The winter months of December, January and February showed the heaviest visitor traffic on Moloka'i for both 2006 and 2007. However a noticeable decrease in average daily census in January, shifted the peak month for this island from January in 2006 to December in 2007.

**Table 39: Visitor Arrivals by Island and Month: 2007 vs. 2006  
(Arrivals by air)**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	577,232	604,512	-4.5%	408,564	414,546	-1.4%	168,668	189,966	-11.2%
FEB	574,763	585,664	-1.9%	417,988	424,037	-1.4%	156,775	161,627	-3.0%
MAR	674,532	646,691	4.3%	496,703	462,257	7.5%	177,829	184,434	-3.6%
APR	597,478	604,630	-1.2%	454,007	453,006	0.2%	143,471	151,624	-5.4%
MAY	586,546	582,899	0.6%	454,693	431,193	5.4%	131,853	151,706	-13.1%
JUN	672,586	678,015	-0.8%	525,746	526,204	-0.1%	146,840	151,811	-3.3%
JUL	711,263	731,941	-2.8%	547,065	569,236	-3.9%	164,198	162,705	0.9%
AUG	733,025	697,370	5.1%	544,100	520,906	4.5%	188,925	176,464	7.1%
SEPT	558,431	562,777	-0.8%	400,581	406,331	-1.4%	157,850	156,446	0.9%
OCT	570,647	576,682	-1.0%	427,632	422,246	1.3%	143,015	154,436	-7.4%
NOV	576,371	580,201	-0.7%	421,896	422,806	-0.2%	154,475	157,395	-1.9%
DEC	663,948	676,723	-1.9%	483,557	497,356	-2.8%	180,391	179,367	0.6%
<b>TOTAL</b>	<b>7,496,820</b>	<b>7,528,106</b>	<b>-0.4%</b>	<b>5,582,530</b>	<b>5,550,125</b>	<b>0.6%</b>	<b>1,914,290</b>	<b>1,977,981</b>	<b>-3.2%</b>
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	359,736	375,191	-4.1%	214,477	209,741	2.3%	145,259	165,450	-12.2%
FEB	355,169	361,304	-1.7%	219,400	222,290	-1.3%	135,768	139,014	-2.3%
MAR	407,398	398,385	2.3%	252,151	234,957	7.3%	155,247	163,428	-5.0%
APR	367,400	358,537	2.5%	237,204	222,007	6.8%	130,196	136,530	-4.6%
MAY	368,864	359,084	2.7%	243,164	217,603	11.7%	125,700	141,481	-11.2%
JUN	420,352	419,853	0.1%	281,578	278,343	1.2%	138,774	141,510	-1.9%
JUL	444,428	455,734	-2.5%	291,299	305,579	-4.7%	153,130	150,154	2.0%
AUG	462,592	434,783	6.4%	288,866	271,480	6.4%	173,726	163,303	6.4%
SEPT	370,883	359,345	3.2%	221,802	214,768	3.3%	149,080	144,578	3.1%
OCT	361,004	367,584	-1.8%	226,072	221,790	1.9%	134,932	145,794	-7.5%
NOV	362,248	371,447	-2.5%	219,463	226,866	-3.3%	142,786	144,581	-1.2%
DEC	414,676	426,871	-2.9%	254,906	265,764	-4.1%	159,770	161,107	-0.8%
<b>TOTAL</b>	<b>4,694,750</b>	<b>4,688,117</b>	<b>0.1%</b>	<b>2,950,383</b>	<b>2,891,187</b>	<b>2.0%</b>	<b>1,744,367</b>	<b>1,796,930</b>	<b>-2.9%</b>
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	98,624	92,799	6.3%	85,856	80,891	6.1%	12,768	11,908	7.2%
FEB	93,491	87,326	7.1%	83,452	77,882	7.2%	10,039	9,444	6.3%
MAR	112,049	97,120	15.4%	100,424	84,251	19.2%	11,626	12,869	-9.7%
APR	103,347	89,586	15.4%	95,748	83,297	14.9%	7,599	6,289	20.8%
MAY	106,490	83,847	27.0%	99,488	77,986	27.6%	7,002	5,861	19.5%
JUN	124,637	114,495	8.9%	115,366	105,789	9.1%	9,271	8,706	6.5%
JUL	129,383	124,742	3.7%	120,906	117,009	3.3%	8,478	7,733	9.6%
AUG	123,185	110,954	11.0%	112,310	103,107	8.9%	10,875	7,847	38.6%
SEPT	99,719	95,729	4.2%	91,426	88,236	3.6%	8,293	7,493	10.7%
OCT	101,322	105,800	-4.2%	91,683	92,310	-0.7%	9,639	13,490	-28.5%
NOV	93,885	93,326	0.6%	86,733	82,302	5.4%	7,152	11,024	-35.1%
DEC	112,912	108,408	4.2%	100,098	96,527	3.7%	12,814	11,881	7.9%
<b>TOTAL</b>	<b>1,299,045</b>	<b>1,204,132</b>	<b>7.9%</b>	<b>1,183,490</b>	<b>1,089,587</b>	<b>8.6%</b>	<b>115,555</b>	<b>114,545</b>	<b>0.9%</b>

Source: DBEDT



**Table 39: Visitor Arrivals by Island and Month: 2007 vs. 2006 (continued)**  
(Arrivals by air)

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	195,265	199,755	-2.2%	162,683	166,457	-2.3%	32,581	33,299	-2.2%
FEB	196,700	194,615	1.1%	166,374	164,818	0.9%	30,326	29,797	1.8%
MAR	227,233	211,750	7.3%	197,756	184,073	7.4%	29,477	27,677	6.5%
APR	202,216	196,954	2.7%	178,153	177,432	0.4%	24,063	19,522	23.3%
MAY	198,130	184,997	7.1%	181,892	166,525	9.2%	16,238	18,472	-12.1%
JUN	241,790	243,092	-0.5%	216,779	213,741	1.4%	25,011	29,351	-14.8%
JUL	247,535	249,862	-0.9%	225,842	230,070	-1.8%	21,693	19,793	9.6%
AUG	237,113	226,175	4.8%	212,432	204,395	3.9%	24,681	21,780	13.3%
SEPT	186,111	183,647	1.3%	164,631	161,402	2.0%	21,480	22,245	-3.4%
OCT	190,685	200,619	-5.0%	172,339	175,327	-1.7%	18,346	25,292	-27.5%
NOV	184,473	186,350	-1.0%	162,966	163,629	-0.4%	21,507	22,721	-5.3%
DEC	214,792	220,417	-2.6%	182,965	190,686	-4.0%	31,827	29,730	7.1%
<b>TOTAL</b>	<b>2,522,043</b>	<b>2,498,234</b>	<b>1.0%</b>	<b>2,224,813</b>	<b>2,198,555</b>	<b>1.2%</b>	<b>297,230</b>	<b>299,679</b>	<b>-0.8%</b>
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	189,904	193,565	-1.9%	158,562	162,462	-2.4%	31,342	31,104	0.8%
FEB	192,170	189,720	1.3%	162,300	160,882	0.9%	29,869	28,838	3.6%
MAR	222,481	207,417	7.3%	193,247	180,232	7.2%	29,234	27,185	7.5%
APR	197,468	193,021	2.3%	173,912	173,709	0.1%	23,556	19,312	22.0%
MAY	193,781	181,262	6.9%	177,842	163,260	8.9%	15,940	18,002	-11.5%
JUN	236,891	238,962	-0.9%	212,393	209,991	1.1%	24,499	28,971	-15.4%
JUL	242,331	245,123	-1.1%	221,216	226,045	-2.1%	21,115	19,078	10.7%
AUG	231,948	221,775	4.6%	207,819	200,529	3.6%	24,130	21,246	13.6%
SEPT	182,129	180,536	0.9%	161,083	158,353	1.7%	21,046	22,183	-5.1%
OCT	186,150	197,377	-5.7%	167,980	172,256	-2.5%	18,170	25,120	-27.7%
NOV	179,741	182,315	-1.4%	158,584	159,794	-0.8%	21,157	22,522	-6.1%
DEC	208,599	215,517	-3.2%	177,743	186,290	-4.6%	30,856	29,226	5.6%
<b>TOTAL</b>	<b>2,463,595</b>	<b>2,446,590</b>	<b>0.7%</b>	<b>2,172,682</b>	<b>2,153,804</b>	<b>0.9%</b>	<b>290,913</b>	<b>292,786</b>	<b>-0.6%</b>
MOLO-KA'I	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	6,524	8,531	-23.5%	5,374	5,446	-1.3%	1,150	3,086	-62.7%
FEB	6,282	7,285	-13.8%	5,114	5,259	-2.8%	1,168	2,026	-42.4%
MAR	7,532	5,880	28.1%	5,945	4,883	21.7%	1,587	997	59.2%
APR	6,077	7,058	-13.9%	4,904	4,481	9.4%	1,173	2,576	-54.5%
MAY	5,974	5,298	12.8%	4,948	4,223	17.2%	1,027	1,075	-4.5%
JUN	6,525	6,556	-0.5%	5,903	5,571	6.0%	622	985	-36.9%
JUL	7,471	7,668	-2.6%	6,073	6,188	-1.9%	1,398	1,480	-5.6%
AUG	8,276	6,242	32.6%	6,049	4,904	23.3%	2,227	1,337	66.5%
SEPT	6,035	5,199	16.1%	4,785	4,674	2.4%	1,250	525	138.2%
OCT	7,292	13,004	-43.9%	5,229	4,955	5.5%	2,064	8,049	-74.4%
NOV	6,272	5,581	12.4%	4,836	4,700	2.9%	1,436	881	63.0%
DEC	8,904	8,034	10.8%	6,039	5,576	8.3%	2,865	2,458	16.5%
<b>TOTAL</b>	<b>83,163</b>	<b>86,336</b>	<b>-3.7%</b>	<b>65,197</b>	<b>60,860</b>	<b>7.1%</b>	<b>17,966</b>	<b>25,476</b>	<b>-29.5%</b>
LĀNA'I	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	8,542	7,023	21.6%	6,486	6,292	3.1%	2,057	731	181.3%
FEB	8,038	7,316	9.9%	6,311	5,981	5.5%	1,727	1,334	29.4%
MAR	8,436	7,128	18.3%	7,062	5,950	18.7%	1,374	1,177	16.7%
APR	7,970	6,323	26.0%	6,683	5,356	24.8%	1,286	967	33.1%
MAY	7,232	5,425	33.3%	6,056	4,908	23.4%	1,176	517	127.2%
JUN	9,595	7,652	25.4%	7,406	6,418	15.4%	2,190	1,234	77.4%
JUL	8,298	9,108	-8.9%	7,353	7,122	3.2%	946	1,986	-52.4%
AUG	8,684	7,840	10.8%	7,556	6,226	21.4%	1,128	1,615	-30.1%
SEPT	7,057	6,174	14.3%	6,025	5,412	11.3%	1,032	763	35.3%
OCT	9,103	14,244	-36.1%	6,898	5,745	20.1%	2,205	8,499	-74.1%
NOV	7,807	6,607	18.2%	6,419	5,899	8.8%	1,388	707	96.2%
DEC	9,588	9,430	1.7%	6,905	6,907	0.0%	2,682	2,522	6.3%
<b>TOTAL</b>	<b>100,350</b>	<b>94,269</b>	<b>6.5%</b>	<b>81,160</b>	<b>72,216</b>	<b>12.4%</b>	<b>19,190</b>	<b>22,053</b>	<b>-13.0%</b>

Source: DBEDT

**Table 39: Visitor Arrivals by Island and Month: 2007 vs. 2006 (continued)**  
(Arrivals by air)

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	134,865	134,401	0.3%	103,945	99,537	4.4%	30,920	34,864	-11.3%
FEB	131,442	131,388	0.0%	103,938	101,303	2.6%	27,504	30,085	-8.6%
MAR	153,423	132,299	16.0%	124,527	104,465	19.2%	28,896	27,834	3.8%
APR	129,772	120,012	8.1%	105,256	100,089	5.2%	24,516	19,923	23.1%
MAY	118,485	107,668	10.0%	97,449	88,684	9.9%	21,035	18,985	10.8%
JUN	148,341	147,402	0.6%	124,702	122,665	1.7%	23,639	24,737	-4.4%
JUL	154,012	162,375	-5.2%	126,611	137,144	-7.7%	27,401	25,231	8.6%
AUG	155,515	148,176	5.0%	125,036	118,025	5.9%	30,479	30,151	1.1%
SEPT	115,045	125,477	-8.3%	89,792	97,012	-7.4%	25,253	28,465	-11.3%
OCT	119,995	135,472	-11.4%	96,743	104,122	-7.1%	23,252	31,350	-25.8%
NOV	116,888	122,150	-4.3%	93,162	95,915	-2.9%	23,726	26,236	-9.6%
DEC	144,577	147,587	-2.0%	114,057	118,868	-4.0%	30,520	28,718	6.3%
<b>TOTAL</b>	<b>1,622,359</b>	<b>1,614,408</b>	<b>0.5%</b>	<b>1,305,218</b>	<b>1,287,829</b>	<b>1.4%</b>	<b>317,141</b>	<b>326,579</b>	<b>-2.9%</b>
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	60,742	57,428	5.8%	44,853	37,894	18.4%	15,889	19,534	-18.7%
FEB	58,218	51,560	12.9%	43,475	36,829	18.0%	14,743	14,731	0.1%
MAR	64,417	51,518	25.0%	51,114	39,042	30.9%	13,303	12,475	6.6%
APR	59,364	44,932	32.1%	47,114	35,813	31.6%	12,250	9,119	34.3%
MAY	56,518	39,674	42.5%	45,094	31,930	41.2%	11,425	7,744	47.5%
JUN	67,710	63,186	7.2%	54,845	50,314	9.0%	12,865	12,873	-0.1%
JUL	67,889	68,400	-0.7%	54,445	57,320	-5.0%	13,444	11,079	21.3%
AUG	68,556	60,952	12.5%	53,672	47,359	13.3%	14,884	13,594	9.5%
SEPT	54,784	57,230	-4.3%	43,208	41,466	4.2%	11,576	15,763	-26.6%
OCT	53,779	64,573	-16.7%	40,736	44,557	-8.6%	13,043	20,015	-34.8%
NOV	50,021	53,113	-5.8%	37,460	38,990	-3.9%	12,561	14,123	-11.1%
DEC	64,894	65,428	-0.8%	47,647	50,507	-5.7%	17,247	14,920	15.6%
<b>TOTAL</b>	<b>726,892</b>	<b>677,992</b>	<b>7.2%</b>	<b>563,663</b>	<b>512,022</b>	<b>10.1%</b>	<b>163,229</b>	<b>165,970</b>	<b>-1.7%</b>
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
JAN	111,514	114,649	-2.7%	89,626	86,411	3.7%	21,888	28,238	-22.5%
FEB	109,445	109,854	-0.4%	89,835	88,475	1.5%	19,610	21,379	-8.3%
MAR	130,816	112,073	16.7%	108,775	90,755	19.9%	22,041	21,318	3.4%
APR	107,939	101,867	6.0%	91,201	87,433	4.3%	16,738	14,434	16.0%
MAY	96,921	90,611	7.0%	82,376	76,145	8.2%	14,545	14,467	0.5%
JUN	123,367	123,083	0.2%	106,819	106,192	0.6%	16,548	16,891	-2.0%
JUL	128,675	136,852	-6.0%	108,566	118,712	-8.5%	20,109	18,140	10.9%
AUG	130,053	123,631	5.2%	107,578	102,656	4.8%	22,475	20,975	7.1%
SEPT	95,326	105,353	-9.5%	76,132	84,344	-9.7%	19,193	21,009	-8.6%
OCT	99,656	115,432	-13.7%	82,525	90,046	-8.4%	17,131	25,386	-32.5%
NOV	97,402	101,811	-4.3%	80,432	83,407	-3.6%	16,970	18,403	-7.8%
DEC	119,288	123,709	-3.6%	97,563	102,010	-4.4%	21,725	21,699	0.1%
<b>TOTAL</b>	<b>1,350,401</b>	<b>1,358,926</b>	<b>-0.6%</b>	<b>1,121,428</b>	<b>1,116,586</b>	<b>0.4%</b>	<b>228,973</b>	<b>242,340</b>	<b>-5.5%</b>

Source: DBEDT

**Table 40: 2007 Average Daily Census by Island and Month  
(Arrivals by air)**

<b>2007 TOTAL</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>TOTAL</b>
O'ahu	86,664	88,103	85,971	83,006	78,919	95,651	98,793	103,297	78,465	75,907	78,711	103,078	88,092
Maui County	51,954	55,394	53,881	48,930	44,536	57,996	57,397	53,733	41,605	45,074	46,331	57,914	51,222
....Maui	49,733	53,336	51,906	47,287	43,029	56,064	55,556	52,031	40,248	43,181	44,474	55,500	49,355
....Moloka'i	1,310	1,159	1,074	786	750	941	966	820	657	1,026	961	1,329	982
....Lāna'i	911	899	902	857	757	992	876	881	700	868	896	1,085	885
Kaua'i	21,568	20,780	21,757	20,344	21,547	26,383	26,672	24,050	18,942	19,557	20,042	24,602	22,207
Hawai'i Island	32,499	31,130	30,590	26,391	21,300	29,718	30,164	30,336	21,957	23,140	25,138	32,377	27,891
....Hilo	7,271	6,495	6,146	5,751	5,174	6,585	6,437	7,257	5,097	4,883	5,375	6,974	6,122
....Kona	25,228	24,634	24,444	20,640	16,125	23,133	23,728	23,080	16,860	18,257	19,763	25,403	21,769
<b>TOTAL DOM and INT'L</b>	<b>192,685</b>	<b>195,406</b>	<b>192,200</b>	<b>178,670</b>	<b>166,301</b>	<b>209,749</b>	<b>213,027</b>	<b>211,417</b>	<b>160,969</b>	<b>163,679</b>	<b>170,222</b>	<b>217,970</b>	<b>189,412</b>
<b>DOMESTIC</b>													
O'ahu	57,995	56,522	55,575	55,017	55,500	70,607	69,539	67,878	51,858	52,096	52,439	66,445	59,332
Maui County	44,887	46,391	47,299	42,285	42,311	53,221	54,325	48,637	37,906	42,210	42,288	50,189	46,015
....Maui	42,950	44,635	45,474	40,815	40,906	51,447	52,637	47,072	36,667	40,490	40,584	48,032	44,328
....Moloka'i	1,142	969	988	669	703	896	849	731	587	944	867	1,181	878
....Lāna'i	796	787	837	800	702	878	838	834	652	777	838	976	810
Kaua'i	19,799	19,393	20,021	19,391	20,689	25,413	25,879	22,885	18,146	18,600	19,282	23,132	21,071
Hawai'i Island	27,954	26,508	26,563	22,343	19,479	27,107	26,745	26,488	19,134	20,999	22,481	28,659	24,542
....Hilo	6,102	5,427	5,049	4,773	4,693	5,989	5,659	6,227	4,490	4,318	4,441	5,954	5,262
....Kona	21,853	21,081	21,514	17,570	14,786	21,118	21,087	20,261	14,644	16,681	18,040	22,705	19,279
<b>TOTAL DOMESTIC</b>	<b>150,636</b>	<b>148,814</b>	<b>149,457</b>	<b>139,035</b>	<b>137,980</b>	<b>176,348</b>	<b>176,488</b>	<b>165,888</b>	<b>127,044</b>	<b>133,904</b>	<b>136,491</b>	<b>168,425</b>	<b>150,960</b>
<b>INTERNATIONAL</b>													
O'ahu	28,669	31,581	30,396	27,988	23,419	25,045	29,254	35,419	26,606	23,811	26,273	36,633	28,760
Maui County	7,067	9,002	6,582	6,645	2,225	4,776	3,072	5,095	3,700	2,864	4,043	7,725	5,207
....Maui	6,783	8,701	6,432	6,472	2,123	4,616	2,918	4,959	3,582	2,691	3,891	7,468	5,028
....Moloka'i	168	189	85	116	47	45	117	89	70	82	94	148	104
....Lāna'i	116	112	65	57	55	115	37	47	48	91	58	109	76
Kaua'i	1,769	1,387	1,737	953	858	970	794	1,166	796	958	759	1,470	1,135
Hawai'i Island	4,545	4,622	4,028	4,048	1,820	2,611	3,419	3,849	2,823	2,141	2,657	3,717	3,350
....Hilo	1,170	1,068	1,097	978	481	596	778	1,030	608	566	934	1,020	860
....Kona	3,375	3,553	2,930	3,070	1,339	2,015	2,641	2,819	2,216	1,576	1,723	2,697	2,490
<b>TOTAL INT'L</b>	<b>42,050</b>	<b>46,592</b>	<b>42,743</b>	<b>39,635</b>	<b>28,322</b>	<b>33,401</b>	<b>36,539</b>	<b>45,529</b>	<b>33,925</b>	<b>29,774</b>	<b>33,731</b>	<b>49,546</b>	<b>38,452</b>

Source: DBEDT

**Table 41: 2006 Average Daily Census by Island and Month  
(Arrivals by air)**

<b>2006R TOTAL</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>TOTAL</b>
O'ahu	92,095	91,402	95,982	75,644	79,009	95,445	103,899	99,593	79,251	75,378	82,793	98,971	89,167
Maui County	55,232	56,441	51,023	48,614	44,169	58,159	58,109	51,933	41,894	45,219	45,117	56,688	51,034
....Maui	52,619	54,464	49,525	47,146	42,937	56,404	56,333	50,415	40,671	43,391	43,485	54,626	49,319
....Moloka'i	1,808	1,163	748	754	630	943	936	784	652	968	887	1,058	944
....Lāna'i	805	814	749	714	603	812	839	734	571	860	746	1,004	771
Kaua'i	22,155	20,296	19,718	19,480	18,369	24,257	25,394	21,962	18,851	18,562	18,919	22,752	20,903
Hawai'i Island	32,244	31,946	27,598	25,222	22,054	31,206	32,603	28,737	24,667	25,783	24,756	33,324	28,336
....Hilo	7,353	6,470	5,288	4,809	4,447	7,199	7,487	6,380	5,090	5,278	5,151	7,238	6,017
...Kona	24,891	25,476	22,310	20,413	17,607	24,007	25,117	22,358	19,577	20,504	19,606	26,086	22,319
<b>TOTAL DOM and INT'L</b>	<b>201,726</b>	<b>200,085</b>	<b>194,321</b>	<b>168,959</b>	<b>163,601</b>	<b>209,067</b>	<b>220,004</b>	<b>202,225</b>	<b>164,664</b>	<b>164,941</b>	<b>171,587</b>	<b>211,735</b>	<b>189,441</b>
<b>DOMESTIC</b>													
O'ahu	60,298	58,622	53,953	51,067	51,998	71,650	73,635	64,924	50,075	49,809	54,852	67,520	59,060
Maui County	47,858	47,574	45,121	44,053	40,540	53,632	54,785	47,854	37,565	41,557	40,674	49,682	45,915
....Maui	46,003	45,772	43,719	42,745	39,400	51,977	53,175	46,472	36,402	40,288	39,164	47,867	44,424
....Moloka'i	1,102	1,068	699	640	571	890	839	719	628	695	793	934	797
....Lāna'i	753	734	704	668	570	765	771	663	535	574	717	881	694
Kaua'i	20,356	19,123	17,990	18,480	17,519	23,434	24,441	21,183	18,030	17,791	17,372	20,967	19,733
Hawai'i Island	27,307	27,014	23,837	22,354	19,979	28,117	29,152	25,510	21,428	21,831	22,122	29,428	24,837
....Hilo	5,873	4,991	4,333	3,800	4,047	5,972	6,120	5,585	4,359	4,483	4,486	6,159	5,022
...Kona	21,434	22,023	19,504	18,554	15,931	22,145	23,032	19,924	17,070	17,348	17,636	23,269	19,815
<b>TOTAL DOMESTIC</b>	<b>155,818</b>	<b>152,333</b>	<b>140,901</b>	<b>135,954</b>	<b>130,036</b>	<b>176,834</b>	<b>182,013</b>	<b>159,471</b>	<b>127,099</b>	<b>130,987</b>	<b>135,021</b>	<b>167,597</b>	<b>149,545</b>
<b>INTERNATIONAL</b>													
O'ahu	31,798	32,780	42,029	24,577	27,011	23,795	30,263	34,669	29,176	25,569	27,941	31,451	30,107
Maui County	7,374	8,867	5,902	4,561	3,629	4,528	3,323	4,079	4,329	3,662	4,443	7,006	5,119
....Maui	6,616	8,692	5,807	4,400	3,537	4,427	3,158	3,943	4,269	3,103	4,320	6,759	4,895
....Moloka'i	706	95	49	114	59	53	97	64	24	273	94	124	147
....Lāna'i	52	79	46	46	33	48	69	71	36	287	29	123	77
Kaua'i	1,799	1,173	1,728	999	850	822	953	779	821	771	1,547	1,785	1,170
Hawai'i Island	4,937	4,932	3,761	2,868	2,076	3,089	3,451	3,227	3,239	3,952	2,635	3,896	3,499
....Hilo	1,479	1,479	955	1,009	400	1,227	1,366	794	732	795	665	1,079	995
...Kona	3,457	3,453	2,806	1,859	1,676	1,862	2,085	2,433	2,507	3,157	1,970	2,817	2,504
<b>TOTAL INT'L</b>	<b>45,907</b>	<b>47,752</b>	<b>53,420</b>	<b>33,006</b>	<b>33,565</b>	<b>32,233</b>	<b>37,991</b>	<b>42,755</b>	<b>37,565</b>	<b>33,955</b>	<b>36,566</b>	<b>44,138</b>	<b>39,895</b>

Source: DBEDT

**Table 42: 2007 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	HAWAII ISLAND	HILO	KONA
Albuquerque	17,146	8,520	6,364	6,197	199	239	4,182	4,140	1,931	3,472
Anchorage	24,999	13,581	8,546	8,182	457	205	3,299	5,752	1,730	4,963
Atlanta	46,884	30,744	19,853	19,357	584	1,021	10,302	12,456	6,516	10,533
Austin	24,219	12,353	10,158	9,926	252	466	5,789	6,556	2,877	5,615
Bakersfield	16,478	8,216	6,507	6,383	149	184	2,999	3,278	1,370	2,787
Bellingham	10,698	4,210	4,147	4,062	123	95	2,176	2,295	644	2,040
Boise	18,827	8,991	7,587	7,451	178	210	3,945	4,043	1,566	3,598
Boston	64,138	37,310	28,269	27,646	823	1,202	17,868	18,387	8,979	15,380
Charlotte	12,983	8,034	5,570	5,455	143	246	3,143	3,955	2,046	3,389
Chicago	120,806	59,588	59,986	58,760	1,543	2,425	29,142	31,167	13,725	27,527
Cincinnati	20,303	13,343	9,555	9,374	309	357	5,251	5,806	3,148	4,888
Cleveland	21,564	13,119	10,320	10,128	319	399	5,634	6,463	3,457	5,446
Colorado Springs	16,158	9,087	5,413	5,253	169	222	3,566	3,851	1,690	3,262
Columbus	14,361	8,213	6,538	6,413	204	236	3,547	4,026	1,933	3,471
Dallas	82,087	42,831	36,295	35,568	844	1,627	19,053	18,412	8,373	15,851
Denver	97,203	40,187	40,705	39,722	1,060	1,462	23,801	24,913	8,949	22,121
Detroit	44,667	25,402	22,053	21,680	594	822	11,711	12,815	6,525	11,108
Eugene	14,601	5,336	6,171	5,991	241	210	3,081	3,637	1,329	3,176
Fort Collins	9,070	3,610	3,671	3,579	139	141	2,563	2,404	970	2,114
Fresno	24,951	11,521	10,019	9,822	259	236	4,650	5,376	2,185	4,735
Hartford	13,454	8,219	6,160	6,037	173	240	3,469	4,032	2,119	3,328
Houston	59,536	36,822	23,695	23,068	682	1,200	13,963	15,031	7,580	12,523
Indianapolis	17,310	10,011	8,243	8,083	255	358	4,510	4,558	2,440	3,944
Jacksonville, FL	10,586	7,602	4,136	4,034	210	225	2,580	2,969	1,746	2,511
Kansas City	25,544	14,235	11,166	10,909	289	531	6,043	6,221	3,038	5,304
Las Vegas	72,187	41,393	26,259	25,704	715	823	11,966	13,488	6,007	11,105
Los Angeles	823,554	393,393	310,850	303,091	7,151	10,393	152,057	159,271	53,197	139,964
Miami	21,774	14,840	10,356	10,161	360	574	6,027	7,272	4,345	6,368
Milwaukee	16,814	9,450	8,253	8,092	297	311	4,404	4,978	2,516	4,287
Minneapolis	58,779	31,504	26,034	25,453	595	858	13,783	14,666	6,215	12,788
Modesto	16,140	6,980	6,472	6,370	117	114	2,903	3,212	1,207	2,796
Nashville	13,225	8,098	5,837	5,691	167	221	2,857	3,442	1,846	2,858
New York	168,650	104,461	79,649	77,723	2,032	3,903	45,047	50,749	24,360	43,222
Norfolk	17,712	14,001	4,786	4,678	212	258	3,322	4,021	2,269	3,202
Oklahoma City	12,295	7,130	5,287	5,157	193	270	2,768	2,898	1,510	2,463
Omaha	9,846	5,528	4,037	3,966	94	166	2,010	2,381	920	2,073
Orlando	17,052	11,178	7,703	7,550	215	372	4,112	5,116	2,833	4,287
Philadelphia	48,107	29,692	22,026	21,577	713	958	13,046	14,379	7,465	12,423
Phoenix	141,258	64,866	59,880	58,636	1,486	2,078	33,483	31,786	13,220	27,914
Pittsburgh	16,506	10,378	7,621	7,471	216	343	4,200	5,228	2,828	4,506
Portland	140,452	57,557	58,930	57,268	1,846	1,675	26,346	30,738	10,312	26,789
Provo	20,313	12,292	7,570	7,444	207	208	4,588	3,712	1,815	3,226
Raleigh	13,303	7,990	5,521	5,400	144	231	2,985	4,027	1,944	3,333
Reno	20,276	7,966	7,999	7,783	253	242	4,138	5,057	1,534	4,556
Sacramento	127,245	53,382	52,467	51,511	1,209	1,344	26,374	24,646	9,303	21,285
Saint Louis	28,184	15,739	13,419	13,181	353	536	6,979	7,758	3,952	6,735
Salinas	15,954	7,056	5,494	5,281	201	201	3,152	3,471	1,034	2,979
Salt Lake City	64,089	34,845	26,712	26,201	622	769	14,629	11,766	5,734	10,250
San Antonio	17,685	11,787	5,974	5,846	182	302	3,429	3,990	1,981	3,346
San Diego	178,958	80,717	70,008	68,451	1,784	2,299	36,963	33,851	11,770	29,346
San Francisco	607,592	266,168	218,781	212,754	5,656	7,119	113,979	132,417	44,864	114,764
San Luis/Obispo	14,601	5,232	5,422	5,234	201	145	3,806	3,733	1,435	3,120
Santa Barbara	22,222	8,914	7,894	7,571	266	332	5,245	5,189	1,476	4,607
Seattle	284,215	129,534	110,340	107,484	2,971	2,869	51,551	53,553	17,049	46,715
Spokane	17,273	7,822	6,885	6,731	225	186	3,338	3,634	1,205	3,258
Stockton	23,044	10,965	9,158	8,945	279	241	4,113	4,220	1,722	3,572
Tampa	20,052	13,356	8,525	8,356	342	501	5,485	6,560	3,804	5,548
Tucson	24,681	12,052	9,526	9,276	342	329	5,988	6,383	2,825	5,507
Washington	112,020	76,506	38,327	37,391	1,343	1,749	24,871	28,864	14,615	23,879

Source: DBEDT

**Table 43: 2007 Domestic U.S. Visitor Arrival Growth by Island from Top U.S. MSAs  
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Albuquerque	2.9%	7.2%	0.7%	-0.4%	10.3%	19.7%	8.6%	2.8%	5.1%	2.4%
Anchorage	12.4%	15.0%	9.4%	8.6%	9.9%	67.0%	23.1%	19.5%	11.8%	22.6%
Atlanta	-10.7%	-8.3%	-7.5%	-7.9%	-8.1%	14.9%	5.3%	-10.6%	2.1%	-12.6%
Austin	9.5%	9.2%	15.0%	15.2%	12.8%	29.1%	18.9%	15.4%	21.5%	16.3%
Bakersfield	-4.3%	-2.4%	-1.3%	-1.8%	21.2%	27.0%	5.1%	-7.3%	7.0%	-10.4%
Bellingham	22.3%	32.8%	14.3%	13.9%	38.1%	70.7%	18.1%	24.4%	14.9%	23.3%
Boise	16.6%	36.7%	13.1%	12.5%	27.6%	29.8%	27.2%	9.4%	42.9%	6.8%
Boston	-3.0%	-2.4%	-3.4%	-3.7%	-3.3%	3.3%	6.0%	1.2%	6.1%	-0.5%
Charlotte	1.6%	0.5%	3.4%	3.3%	3.1%	-6.8%	13.1%	11.7%	17.1%	9.9%
Chicago	-5.1%	-2.7%	-7.3%	-7.7%	2.8%	5.5%	5.9%	-0.4%	8.7%	-0.4%
Cincinnati	-9.4%	-8.8%	-6.8%	-6.9%	-12.2%	17.4%	-0.8%	-2.5%	3.1%	-4.3%
Cleveland	-4.7%	-4.8%	-3.8%	-4.1%	1.9%	-2.4%	6.2%	-0.9%	1.5%	0.3%
Colorado Springs	-0.3%	0.4%	0.3%	0.3%	-12.1%	11.2%	7.3%	3.1%	7.3%	3.8%
Columbus	-7.0%	-11.5%	-8.4%	-8.3%	-29.9%	-3.7%	0.0%	-5.6%	-4.7%	-6.2%
Dallas	-0.7%	2.3%	-0.2%	-0.5%	16.3%	23.9%	9.5%	-0.7%	11.6%	-2.7%
Denver	3.9%	1.0%	8.7%	8.5%	5.3%	16.8%	10.0%	2.3%	8.5%	1.5%
Detroit	-5.1%	-5.0%	-6.2%	-6.6%	-3.5%	2.6%	0.0%	3.0%	13.2%	2.6%
Eugene	7.6%	4.0%	13.9%	13.6%	18.1%	46.8%	16.5%	4.2%	12.0%	5.0%
Fort Collins	5.6%	1.5%	9.3%	8.6%	1.8%	38.3%	15.2%	1.5%	13.7%	2.6%
Fresno	-1.3%	-2.4%	-0.3%	-0.9%	3.5%	-8.9%	-3.4%	0.0%	6.1%	-0.8%
Hartford	-2.3%	-4.8%	-1.5%	-1.6%	-2.8%	-15.6%	8.5%	8.7%	25.1%	5.0%
Houston	3.6%	5.6%	0.0%	-0.5%	-4.4%	13.1%	17.6%	11.4%	15.4%	12.3%
Indianapolis	3.0%	2.9%	-0.4%	-0.4%	9.7%	6.8%	25.0%	10.1%	20.5%	9.7%
Jacksonville, FL	3.1%	8.6%	4.3%	3.7%	51.4%	26.8%	16.4%	10.5%	31.3%	9.0%
Kansas City	-0.7%	-0.1%	0.2%	-0.7%	12.3%	11.8%	13.7%	0.6%	14.2%	-1.3%
Las Vegas	-3.5%	-1.5%	-2.4%	-2.4%	-2.6%	-2.6%	2.2%	-6.3%	-2.2%	-7.8%
Los Angeles	-4.6%	-1.1%	-4.6%	-5.0%	6.7%	11.2%	0.5%	-8.9%	-0.5%	-10.1%
Miami	-6.9%	-3.1%	-4.6%	-5.2%	6.2%	18.8%	4.2%	-2.6%	4.1%	-0.6%
Milwaukee	-3.0%	-5.7%	0.8%	0.4%	27.7%	17.8%	0.3%	0.0%	8.4%	-0.9%
Minneapolis	-4.6%	-1.9%	-3.4%	-3.5%	-9.9%	4.2%	6.8%	1.5%	17.5%	1.8%
Modesto	-2.4%	-1.6%	-2.2%	-2.0%	-24.5%	-22.8%	0.4%	-2.6%	6.0%	-4.2%
Nashville	4.2%	7.3%	3.5%	2.1%	13.5%	1.7%	14.0%	4.8%	14.3%	1.4%
New York	-1.5%	-1.0%	-0.7%	-1.1%	-4.3%	15.7%	6.0%	4.7%	16.5%	4.4%
Norfolk	-0.6%	-0.7%	2.3%	2.2%	17.4%	24.5%	11.7%	12.8%	20.4%	9.9%
Oklahoma City	1.1%	-0.7%	9.3%	9.1%	24.8%	32.4%	22.0%	4.3%	18.6%	4.5%
Omaha	-2.5%	-0.4%	-5.4%	-5.1%	8.0%	21.2%	4.3%	8.0%	10.9%	7.3%
Orlando	-6.4%	-4.5%	-2.4%	-2.9%	-0.7%	-8.2%	-5.4%	-2.9%	7.1%	-6.0%
Philadelphia	0.8%	1.3%	0.0%	0.3%	1.0%	10.6%	9.8%	2.6%	10.0%	3.7%
Phoenix	-5.8%	-6.4%	-2.5%	-2.9%	10.6%	9.1%	1.0%	-1.9%	5.1%	-2.7%
Pittsburgh	3.1%	3.9%	3.7%	2.9%	-5.3%	13.0%	9.2%	8.2%	9.6%	8.0%
Portland	9.7%	7.4%	13.0%	12.9%	6.4%	21.2%	12.5%	11.5%	17.5%	11.5%
Provo	12.3%	10.0%	34.6%	34.2%	41.2%	32.9%	33.8%	14.1%	43.0%	11.8%
Raleigh	1.4%	2.6%	2.9%	2.9%	-12.3%	-0.3%	-0.3%	4.7%	10.7%	3.8%
Reno	-1.8%	0.4%	-4.9%	-5.7%	30.9%	24.2%	9.8%	3.0%	10.5%	2.7%
Sacramento	-0.6%	3.8%	-2.7%	-2.9%	13.5%	14.5%	5.7%	-1.7%	6.0%	-2.3%
Saint Louis	-5.8%	-7.8%	-2.5%	-2.9%	0.6%	8.3%	2.1%	3.2%	10.7%	3.6%
Salinas	-0.8%	-3.2%	-2.7%	-3.8%	-13.3%	41.9%	17.1%	-6.4%	-7.1%	-8.4%
Salt Lake City	2.6%	8.4%	14.7%	14.4%	3.0%	41.7%	25.2%	-15.1%	16.6%	-17.3%
San Antonio	-0.1%	-0.7%	3.8%	4.5%	-0.5%	12.6%	15.4%	3.8%	4.9%	5.5%
San Diego	-2.9%	-3.3%	-0.3%	-0.1%	2.1%	6.5%	1.2%	-4.6%	-0.8%	-5.7%
San Francisco	-0.3%	1.3%	-2.2%	-2.5%	9.2%	7.8%	7.2%	-1.0%	5.5%	-2.3%
San Luis/Obispo	-3.5%	0.0%	-6.9%	-7.0%	-16.7%	-6.8%	7.8%	-7.1%	5.5%	-11.5%
Santa Barbara	-6.0%	-3.8%	-5.1%	-5.7%	-8.7%	21.8%	-2.8%	-5.9%	-1.9%	-6.6%
Seattle	14.9%	18.4%	11.6%	11.1%	15.0%	41.1%	23.8%	11.7%	16.6%	10.7%
Spokane	9.1%	16.3%	7.9%	7.1%	64.5%	47.8%	15.5%	2.9%	5.0%	3.5%
Stockton	-5.3%	-2.1%	-10.1%	-10.5%	2.8%	-4.4%	9.9%	-3.4%	6.4%	-5.1%
Tampa	-2.3%	-1.0%	-5.2%	-5.1%	6.1%	11.1%	10.4%	7.1%	14.1%	7.4%
Tucson	-2.0%	0.6%	2.3%	2.2%	16.6%	6.0%	0.2%	1.3%	9.9%	1.1%
Washington	-5.0%	-4.2%	-2.9%	-2.9%	0.0%	0.8%	3.4%	-2.4%	5.2%	-3.5%

Source: DBEDT

**Table 44: 2007 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	HAWAII ISLAND	HILO	KONA
Alabama	23,638	16,588	8,480	8,271	314	429	5,759	6,026	3,573	4,982
Alaska	46,577	24,949	15,424	14,747	956	377	7,000	11,736	3,860	9,934
Arizona	190,089	88,701	78,202	76,506	2,152	2,730	45,332	43,849	18,704	38,050
Arkansas	14,978	9,178	5,830	5,752	176	236	3,520	3,798	2,072	3,145
California	1,946,829	883,000	733,013	714,603	18,246	23,493	372,538	397,100	137,193	345,719
Colorado	145,590	62,093	58,822	57,295	1,741	2,224	36,722	37,570	14,250	32,978
Connecticut	29,124	17,001	13,737	13,410	364	598	7,632	8,752	4,170	7,293
Delaware	6,009	3,870	2,515	2,463	100	115	1,517	1,845	928	1,608
Florida	121,870	82,453	53,584	52,477	1,974	2,831	32,649	38,802	22,720	32,850
Georgia	65,536	44,144	27,108	26,486	848	1,376	14,773	17,619	9,717	14,815
Idaho	41,222	19,553	16,589	16,231	432	565	8,984	9,566	3,789	8,389
Illinois	147,619	76,468	72,561	71,088	1,944	2,873	36,031	38,650	17,573	34,057
Indiana	48,920	29,631	22,500	22,037	782	943	12,505	13,317	7,281	11,454
Iowa	28,324	16,992	12,475	12,259	331	390	6,593	7,263	3,644	6,137
Kansas	28,674	16,303	11,984	11,732	301	502	6,713	7,410	3,672	6,315
Kentucky	24,288	15,772	10,779	10,586	347	422	6,013	6,614	3,791	5,584
Louisiana	21,783	14,458	9,240	9,072	328	430	5,437	6,350	3,988	5,328
Maine	9,071	5,407	3,139	3,004	146	159	2,223	2,496	1,176	2,054
Maryland	59,903	40,539	22,029	21,596	740	942	14,193	16,773	8,895	14,012
Massachusetts	59,146	34,001	26,217	25,637	722	1,143	16,391	16,944	8,294	14,095
Michigan	75,859	44,009	36,385	35,709	1,103	1,440	20,238	21,995	11,224	19,074
Minnesota	79,874	43,847	34,907	34,166	895	1,117	18,664	20,563	8,889	17,850
Mississippi	10,551	7,380	3,767	3,703	123	148	2,116	2,655	1,457	2,231
Missouri	50,764	29,184	22,693	22,255	672	984	12,302	13,405	6,973	11,490
Montana	20,105	8,893	8,287	8,040	347	282	4,448	4,891	1,821	4,257
Nebraska	17,918	10,393	7,433	7,288	175	274	3,752	4,537	1,969	3,861
Nevada	96,806	51,002	35,717	34,894	1,044	1,094	17,096	19,631	7,875	16,644
New Hampshire	11,485	6,626	4,737	4,637	206	189	3,046	3,375	1,601	2,830
New Jersey	75,337	48,637	36,572	35,841	900	1,584	20,660	22,954	11,681	19,538
New Mexico	31,595	15,810	11,038	10,721	397	445	7,664	7,802	3,403	6,626
New York	127,397	79,348	57,887	56,455	1,684	2,838	33,340	38,153	18,819	32,556
North Carolina	52,886	34,060	21,393	20,944	681	955	12,421	15,515	8,344	12,994
North Dakota	6,291	3,879	2,442	2,391	80	73	1,264	1,390	603	1,186
Ohio	82,220	51,512	38,433	37,714	1,232	1,557	21,431	24,519	13,292	20,853
Oklahoma	30,514	18,257	12,766	12,477	414	599	6,729	7,327	3,870	6,211
Oregon	179,235	69,977	75,158	73,062	2,472	2,184	35,341	41,453	14,091	36,177
Pennsylvania	80,551	51,390	36,663	35,908	1,173	1,581	21,859	25,608	14,016	21,851
Rhode Island	7,175	4,794	3,038	2,986	89	122	1,784	1,904	1,059	1,601
South Carolina	23,053	15,852	9,637	9,477	290	461	6,101	7,189	4,257	6,127
South Dakota	8,333	5,206	3,428	3,360	100	111	1,582	2,081	1,002	1,790
Tennessee	39,385	25,576	17,327	17,017	554	719	9,275	11,258	6,586	9,495
Texas	230,425	133,558	94,381	92,319	2,666	4,364	52,958	55,723	27,568	47,044
Utah	105,904	59,047	43,099	42,302	1,059	1,248	24,510	19,990	9,900	17,415
Vermont	5,706	2,909	2,286	2,197	88	66	1,404	1,575	684	1,354
Virginia	85,295	60,257	27,706	27,014	1,036	1,280	18,293	21,218	11,040	17,476
Washington	385,846	173,307	151,158	147,290	4,305	3,879	71,043	75,549	24,481	65,985
Washington, D.C.	8,116	5,277	2,751	2,639	129	168	1,697	2,050	957	1,680
West Virginia	7,077	4,815	2,851	2,804	100	114	1,637	2,017	1,177	1,674
Wisconsin	52,636	30,354	24,279	23,812	775	822	13,522	15,606	7,527	13,420
Wyoming	9,519	4,618	3,523	3,401	129	149	2,288	2,540	1,018	2,206

**Table 45: 2007 Domestic U.S. Visitor Arrival Growth by Island and State of Residence  
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	-1.1%	0.3%	-0.9%	-1.6%	5.1%	26.1%	17.2%	-0.4%	10.1%	-0.6%
Alaska	14.3%	20.3%	8.7%	8.3%	19.4%	42.6%	27.1%	19.3%	16.1%	20.6%
Arizona	-4.2%	-3.9%	-1.4%	-1.7%	9.3%	8.9%	2.2%	-1.2%	6.9%	-2.5%
Arkansas	-9.0%	-11.0%	-9.3%	-9.2%	7.1%	-9.0%	6.6%	-7.1%	-6.6%	-9.9%
California	-2.5%	-0.2%	-3.1%	-3.4%	6.5%	9.6%	3.4%	-4.8%	2.9%	-6.0%
Colorado	3.5%	1.4%	7.1%	6.8%	2.5%	20.2%	11.6%	2.4%	10.1%	1.6%
Connecticut	-4.3%	-4.8%	-3.2%	-4.0%	-11.0%	0.4%	6.9%	1.8%	14.4%	-0.8%
Delaware	-0.4%	0.1%	0.1%	0.4%	2.1%	6.5%	3.7%	2.4%	0.3%	4.9%
Florida	-4.5%	-2.6%	-2.7%	-3.0%	1.6%	6.1%	5.5%	0.5%	8.8%	0.1%
Georgia	-9.9%	-7.5%	-5.4%	-5.8%	-6.4%	9.7%	9.7%	-8.8%	7.4%	-10.9%
Idaho	12.1%	23.1%	15.3%	15.0%	15.8%	55.2%	23.8%	6.9%	33.1%	4.8%
Illinois	-4.0%	-0.3%	-5.6%	-6.1%	5.1%	4.7%	6.0%	-0.6%	6.8%	-0.2%
Indiana	-5.3%	-5.4%	-8.2%	-8.8%	11.5%	10.2%	12.2%	-0.7%	9.8%	-0.8%
Iowa	-1.3%	1.3%	-2.1%	-1.9%	-20.9%	11.7%	5.6%	0.0%	7.7%	-2.7%
Kansas	0.7%	-0.5%	-1.4%	-2.0%	-2.2%	-2.1%	9.7%	5.4%	6.9%	2.7%
Kentucky	-10.8%	-8.2%	-12.1%	-12.4%	-5.3%	3.5%	10.4%	0.8%	15.5%	-1.7%
Louisiana	-6.3%	-5.2%	-7.8%	-7.9%	-9.3%	-6.2%	12.2%	4.6%	14.3%	5.2%
Maine	-3.3%	-6.2%	-6.8%	-7.4%	-3.2%	-1.0%	12.4%	9.4%	11.8%	12.3%
Maryland	-3.1%	-2.1%	-2.6%	-2.5%	-3.3%	-4.0%	3.9%	-2.4%	3.3%	-3.2%
Massachusetts	-3.7%	-2.6%	-4.7%	-4.9%	-9.2%	5.3%	4.1%	0.6%	6.4%	-1.9%
Michigan	-7.1%	-5.5%	-8.8%	-9.3%	-1.8%	7.6%	-0.1%	3.2%	10.8%	3.6%
Minnesota	-3.6%	-1.3%	-4.1%	-4.2%	-5.5%	5.9%	6.1%	4.8%	19.1%	4.7%
Mississippi	-0.8%	2.6%	-8.1%	-8.3%	-22.2%	-22.7%	15.2%	7.8%	7.7%	7.7%
Missouri	-4.2%	-3.9%	-3.6%	-4.2%	-0.4%	20.5%	4.9%	-1.5%	10.1%	-1.7%
Montana	0.9%	9.8%	1.5%	0.7%	-1.8%	27.5%	10.1%	-9.3%	1.5%	-10.4%
Nebraska	-1.9%	2.9%	-4.3%	-4.3%	-1.1%	4.6%	2.6%	2.2%	2.7%	1.2%
Nevada	-3.2%	-1.6%	-3.3%	-3.6%	10.6%	2.4%	4.5%	-3.4%	0.4%	-4.4%
New Hampshire	2.1%	-0.2%	3.8%	3.5%	32.0%	-2.7%	7.8%	6.1%	5.1%	6.6%
New Jersey	1.1%	1.9%	3.4%	3.5%	-5.5%	15.4%	8.8%	7.7%	19.5%	8.0%
New Mexico	3.7%	9.4%	-0.6%	-1.4%	6.8%	5.0%	8.6%	1.9%	-0.9%	3.3%
New York	-2.0%	-1.9%	-2.5%	-2.9%	0.0%	11.5%	4.3%	3.5%	12.5%	2.9%
North Carolina	0.6%	1.3%	1.5%	1.4%	-1.9%	-3.3%	6.3%	5.3%	11.2%	4.5%
North Dakota	-1.6%	-4.0%	-0.1%	-1.0%	17.0%	27.9%	13.9%	7.9%	26.2%	7.3%
Ohio	-5.0%	-5.4%	-4.7%	-4.9%	-8.6%	10.0%	5.2%	-0.4%	4.1%	-0.2%
Oklahoma	2.5%	2.0%	9.8%	9.3%	18.9%	40.0%	17.2%	5.5%	13.1%	4.9%
Oregon	8.5%	5.5%	13.0%	12.9%	8.3%	25.3%	12.1%	8.5%	16.8%	8.1%
Pennsylvania	-0.6%	-1.5%	-0.4%	-0.7%	-5.0%	2.4%	6.9%	2.1%	5.4%	2.3%
Rhode Island	-10.2%	-10.8%	-11.2%	-11.3%	-2.7%	18.8%	-6.5%	-9.9%	-8.0%	-9.1%
South Carolina	0.9%	3.7%	1.7%	1.5%	-7.3%	6.3%	21.4%	10.4%	17.8%	11.5%
South Dakota	-0.5%	3.7%	-1.3%	-1.8%	-1.6%	15.5%	1.6%	6.7%	19.8%	8.4%
Tennessee	-1.8%	0.0%	1.8%	1.4%	8.2%	20.1%	9.6%	3.7%	17.8%	2.6%
Texas	1.9%	3.5%	2.4%	2.2%	6.8%	15.9%	14.1%	5.9%	13.8%	5.1%
Utah	5.4%	9.7%	20.0%	19.8%	11.0%	44.1%	26.7%	-7.3%	24.7%	-9.3%
Vermont	2.2%	0.7%	11.5%	10.4%	-6.9%	-17.8%	2.1%	6.3%	3.7%	11.8%
Virginia	-4.0%	-3.3%	-1.9%	-2.1%	6.9%	8.5%	5.8%	1.8%	9.9%	0.5%
Washington	14.4%	17.9%	11.4%	10.9%	17.8%	36.0%	21.9%	11.6%	16.5%	10.5%
Washington, D.C.	-0.6%	-1.4%	6.2%	5.0%	37.7%	21.2%	3.2%	5.0%	12.1%	5.7%
West Virginia	-3.6%	-1.1%	-2.4%	-2.2%	2.8%	-19.3%	10.6%	-5.6%	2.7%	-6.3%
Wisconsin	-2.5%	-1.6%	-2.2%	-2.3%	8.2%	0.2%	3.8%	1.5%	7.6%	1.6%
Wyoming	6.9%	8.4%	8.9%	8.0%	15.2%	15.4%	23.5%	1.0%	13.8%	0.5%

Source: DBEDT



**Table 46: 2007 Domestic U.S. Visitor Length of Stay (in Days) by Island and State  
(Arrivals by air)**

<b>Domestic Flights</b>	<b>TOTAL</b>	<b>O'AHU</b>	<b>MAUI</b>	<b>MOLOKA'I</b>	<b>LĀNA'I</b>	<b>KAUA'I</b>	<b>HAWAI'I ISLAND</b>	<b>HILO</b>	<b>KONA</b>
Alabama	9.82	7.47	5.58	4.40	3.01	5.08	4.99	2.49	4.25
Alaska	12.89	9.15	10.17	11.13	3.80	9.55	12.22	8.53	11.12
Arizona	9.42	7.08	7.32	3.84	3.63	6.45	6.65	3.08	6.15
Arkansas	9.89	7.50	6.20	3.54	4.32	5.55	5.92	2.88	5.26
California	8.92	7.02	7.58	5.04	4.03	7.20	7.26	3.91	6.79
Colorado	10.24	7.25	8.03	5.27	3.75	7.44	7.71	3.89	7.10
Connecticut	11.16	7.52	7.13	5.33	3.93	5.77	6.09	3.11	5.53
Delaware	11.18	7.94	6.67	4.99	2.61	5.44	5.96	2.70	5.28
Florida	10.62	7.53	5.85	3.03	2.91	4.53	5.26	2.54	4.46
Georgia	9.65	6.99	5.89	3.10	3.34	4.66	5.18	2.50	4.52
Idaho	10.47	7.49	8.14	6.46	4.38	7.45	8.45	4.36	7.66
Illinois	10.12	6.78	7.26	4.39	3.53	5.82	5.99	2.63	5.44
Indiana	10.29	6.94	6.81	5.06	2.93	5.26	5.65	2.66	4.87
Iowa	10.25	7.09	6.96	5.07	2.94	5.79	6.00	2.93	5.36
Kansas	9.83	7.15	6.84	3.62	3.16	5.89	5.79	2.67	5.24
Kentucky	10.12	7.09	6.28	3.98	2.66	5.01	5.27	2.51	4.53
Louisiana	9.63	7.08	5.47	3.22	2.69	4.40	4.99	2.43	4.13
Maine	12.83	10.00	8.01	6.60	6.70	7.68	7.68	4.47	6.77
Maryland	10.23	7.69	6.06	3.88	2.95	5.12	5.47	2.79	4.78
Massachusetts	11.28	7.73	7.24	3.89	3.34	6.14	6.56	3.28	5.96
Michigan	11.37	7.38	7.40	5.41	3.03	5.92	6.52	2.99	5.76
Minnesota	10.86	7.09	8.08	5.32	3.49	6.60	7.23	3.55	6.56
Mississippi	9.71	7.67	5.71	2.61	2.98	4.36	5.53	2.88	4.70
Missouri	10.14	7.15	6.82	3.94	3.37	5.59	5.92	2.86	5.18
Montana	11.12	7.80	8.72	6.55	3.68	8.01	9.25	5.10	8.45
Nebraska	9.82	6.84	7.03	6.41	3.01	6.02	6.40	2.83	6.08
Nevada	9.52	7.62	7.69	4.90	4.21	6.67	7.18	3.78	6.69
New Hampshire	11.64	7.87	7.49	4.21	3.03	6.73	7.39	3.83	6.64
New Jersey	10.57	6.89	6.21	4.26	3.48	4.97	5.52	2.68	4.88
New Mexico	10.13	7.49	7.67	4.45	3.19	7.55	7.47	4.05	6.71
New York	10.75	7.43	6.48	3.69	3.51	5.31	5.77	2.89	5.10
North Carolina	10.31	7.50	6.13	3.66	3.26	5.25	5.86	3.14	4.98
North Dakota	10.48	7.56	7.41	6.02	3.75	6.27	7.36	4.20	6.48
Ohio	10.55	7.06	6.55	5.52	3.16	5.05	5.57	2.61	4.89
Oklahoma	9.65	7.08	6.45	3.74	2.73	5.44	6.12	2.94	5.38
Oregon	10.49	7.86	8.76	6.49	4.58	8.34	8.92	4.99	8.28
Pennsylvania	10.81	7.43	6.22	4.39	3.16	4.89	5.81	2.76	5.04
Rhode Island	11.54	8.63	6.74	4.82	3.75	5.21	5.86	3.17	4.87
South Carolina	10.47	7.49	5.67	3.41	2.88	4.66	5.29	2.50	4.47
South Dakota	10.67	7.37	7.32	5.65	3.62	5.78	7.61	3.85	6.69
Tennessee	9.90	7.12	6.09	2.96	2.98	4.50	5.19	2.51	4.41
Texas	9.56	7.11	6.49	3.81	3.64	5.72	5.83	2.83	5.25
Utah	9.28	6.99	6.82	4.35	3.39	6.17	6.04	2.92	5.27
Vermont	12.17	8.48	8.69	7.52	4.46	7.95	8.60	4.57	7.70
Virginia	10.39	8.11	6.14	4.24	3.03	5.54	5.76	2.84	5.20
Virgn Islands	11.15	8.48	8.20	1.12	1.00	5.41	8.36	4.36	7.91
Washington	10.50	8.03	9.25	6.85	4.09	8.34	8.74	4.79	8.23
Washington D.C.	9.69	7.45	6.18	3.54	3.49	5.85	5.91	3.47	5.23
West Virginia	10.53	7.83	6.15	4.15	4.71	4.84	5.30	2.65	4.52
Wisconsin	10.83	7.02	7.19	5.36	3.38	5.89	6.37	2.97	5.75
Wyoming	10.39	7.46	7.59	5.44	4.49	6.64	8.72	3.88	8.25

Source: DBEDT

**Table 47: O'ahu Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	32,153,400	32,545,981	-1.2%	21,656,138	21,556,959	0.5%	10,497,262	10,989,021	-4.5%
Total Visitors	4,694,750	4,688,117	0.1%	2,950,383	2,891,187	2.0%	1,744,367	1,796,930	-2.9%
<b>PARTY SIZE</b>									
One	791,376	810,908	-2.4%	669,527	675,230	-0.8%	121,848	135,678	-10.2%
Two	1,892,489	1,825,707	3.7%	1,236,633	1,208,158	2.4%	655,856	617,549	6.2%
Three or more	2,010,886	2,051,502	-2.0%	1,044,223	1,007,800	3.6%	966,663	1,043,702	-7.4%
Avg Party Size	2.21	2.24	-1.4%	1.90	1.89	0.8%	2.72	2.80	-3.0%
<b>VISIT STATUS</b>									
First-Time	1,941,588	1,981,624	-2.0%	1,142,973	1,145,013	-0.2%	798,615	836,612	-4.5%
Repeat	2,753,162	2,706,493	1.7%	1,807,409	1,746,175	3.5%	945,752	960,318	-1.5%
Average # of Trips	4.29	4.26	0.6%	4.85	4.77	1.6%	3.34	3.44	-2.8%
<b>TRAVEL METHOD</b>									
Group Tour	798,775	944,739	-15.5%	210,305	226,987	-7.3%	588,470	717,751	-18.0%
Package	2,163,261	2,323,345	-6.9%	945,246	1,010,040	-6.4%	1,218,015	1,313,305	-7.3%
Group Tour & Pkg	686,053	823,365	-16.7%	165,425	181,807	-9.0%	520,628	641,558	-18.8%
True Independent	2,418,767	2,243,398	7.8%	1,960,256	1,835,967	6.8%	458,511	407,431	12.5%
<b>ISLANDS VISITED</b>									
O'ahu	4,694,750	4,688,117	0.1%	2,950,383	2,891,187	2.0%	1,744,367	1,796,930	-2.9%
Maui County	914,618	866,201	5.6%	721,500	676,146	6.7%	193,118	190,055	1.6%
...Maui	889,362	843,521	5.4%	701,243	658,728	6.5%	188,119	184,793	1.8%
...Moloka'i	50,137	53,873	-6.9%	35,286	32,546	8.4%	14,851	21,326	-30.4%
...Lana'i	55,217	53,090	4.0%	37,545	34,188	9.8%	17,672	18,902	-6.5%
Kaua'i	607,289	546,185	11.2%	511,132	451,885	13.1%	96,156	94,300	2.0%
Hawai'i Island	835,677	787,841	6.1%	580,208	528,217	9.8%	255,469	259,624	-1.6%
...Hilo	523,547	477,207	9.7%	376,279	328,769	14.5%	147,268	148,438	-0.8%
...Kona	650,779	618,393	5.2%	477,030	434,946	9.7%	173,748	183,447	-5.3%
O'ahu Only	3,177,434	3,246,467	-2.1%	1,842,054	1,859,658	-0.9%	1,335,380	1,386,809	-3.7%
<b>LENGTH OF STAY</b>									
O'ahu (days)	6.85	6.94	-1.3%	7.34	7.46	-1.6%	6.02	6.12	-1.6%
Maui (days)	4.14	4.19	-1.2%	4.29	4.40	-2.4%	3.58	3.44	3.9%
Moloka'i (days)	2.92	2.81	3.8%	3.43	3.35	2.4%	1.71	1.99	-14.1%
Lana'i (days)	2.11	1.97	7.1%	2.50	2.43	2.9%	1.27	1.13	12.4%
Kaua'i (days)	3.59	3.66	-2.0%	3.74	3.82	-2.2%	2.79	2.89	-3.4%
Hawai'i Island (days)	3.66	3.76	-2.7%	4.10	4.14	-1.2%	2.66	2.97	-10.3%
...Hilo (days)	1.95	2.08	-6.5%	2.16	2.23	-3.2%	1.41	1.76	-19.8%
...Kona (days)	3.13	3.18	-1.6%	3.28	3.35	-2.1%	2.72	2.78	-2.2%
Statewide (days)	8.80	8.80	0.1%	9.89	9.88	0.1%	6.97	7.06	-1.2%
<b>ACCOMMODATIONS 1/</b>									
Hotel	3,443,376	3,504,936	-1.8%	1,916,187	1,938,229	-1.1%	1,527,189	1,566,707	-2.5%
...Hotel Only	2,932,688	3,038,136	-3.5%	1,491,952	1,544,625	-3.4%	1,440,737	1,493,510	-3.5%
Condo	468,542	434,352	7.9%	321,606	301,608	6.6%	146,936	132,744	10.7%
...Condo Only	286,996	264,078	8.7%	179,603	164,777	9.0%	107,393	99,300	8.1%
Timeshare	240,040	211,210	13.7%	213,748	185,250	15.4%	26,293	25,960	1.3%
...Timeshare Only	147,382	125,358	17.6%	130,469	107,546	21.3%	16,914	17,812	-5.0%
Rental House	145,509	130,493	11.5%	129,254	115,358	12.0%	16,255	15,135	7.4%
Bed & Breakfast	37,864	35,523	6.6%	29,960	29,621	1.1%	7,904	5,902	33.9%
Cruise Ship	359,377	301,973	19.0%	326,750	278,207	17.4%	32,627	23,766	37.3%
Friends or Relatives	496,697	507,216	-2.1%	439,551	432,200	1.7%	57,146	75,016	-23.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,743,498	3,695,318	1.3%	2,248,902	2,180,822	3.1%	1,494,596	1,514,496	-1.3%
.....Vacation	3,385,253	3,341,367	1.3%	2,119,764	2,049,809	3.4%	1,265,489	1,291,558	-2.0%
.....Honeymoon	345,408	332,777	3.8%	135,161	137,176	-1.5%	210,246	195,602	7.5%
.....Get Married	105,183	114,046	-7.8%	30,440	29,546	3.0%	74,743	84,500	-11.5%
MC&I (Net)	285,214	334,182	-14.7%	204,280	213,595	-4.4%	80,933	120,587	-32.9%
.....Convention/Conf.	166,628	197,993	-15.8%	140,087	154,658	-9.4%	26,541	43,334	-38.8%
.....Corp. Meetings	58,045	63,777	-9.0%	43,922	38,409	14.4%	14,123	25,368	-44.3%
.....Incentive	69,489	81,750	-15.0%	27,483	26,980	1.9%	42,006	54,770	-23.3%
Other Business	200,657	204,021	-1.6%	176,609	178,898	-1.3%	24,047	25,123	-4.3%
Visit Friends/Relatives	493,498	489,330	0.9%	428,805	422,526	1.5%	64,692	66,803	-3.2%
Government/Military	83,058	90,144	-7.9%	71,966	77,523	-7.2%	11,092	12,621	-12.1%
Attend School	14,393	18,830	-23.6%	9,402	9,793	-4.0%	4,992	9,037	-44.8%
Sport Events	107,695	106,380	1.2%	62,920	61,719	1.9%	44,775	44,661	0.3%

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

**Table 48: Maui County Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	18,696,047	18,627,456	0.4%	16,795,532	16,759,145	0.2%	1,900,515	1,868,311	1.7%
Total Visitors	2,522,043	2,498,234	1.0%	2,224,813	2,198,555	1.2%	297,230	299,679	-0.8%
<b>PARTY SIZE</b>									
One	330,461	328,091	0.7%	307,122	300,637	2.2%	23,339	27,454	-15.0%
Two	1,177,991	1,165,211	1.1%	1,043,401	1,039,540	0.4%	134,590	125,671	7.1%
Three or more	1,013,591	1,004,932	0.9%	874,290	858,379	1.9%	139,301	146,553	-4.9%
Avg Party Size	2.17	2.17	-0.1%	2.13	2.13	-0.1%	2.46	2.47	-0.3%
<b>VISIT STATUS</b>									
First-Time	883,760	883,711	0.0%	755,312	761,164	-0.8%	128,448	122,547	4.8%
Repeat	1,638,283	1,614,523	1.5%	1,469,500	1,437,391	2.2%	168,782	177,131	-4.7%
Average # of Trips	4.73	4.68	0.9%	4.88	4.78	2.2%	3.56	3.98	-10.6%
<b>TRAVEL METHOD</b>									
Group Tour	187,645	214,069	-12.3%	139,649	146,816	-4.9%	47,996	67,253	-28.6%
Package	879,120	955,889	-8.0%	741,728	798,724	-7.1%	137,392	157,164	-12.6%
Group Tour & Pkg	150,131	177,911	-15.6%	109,634	118,101	-7.2%	40,496	59,810	-32.3%
True Independent	1,605,409	1,506,187	6.6%	1,453,070	1,371,115	6.0%	152,339	135,071	12.8%
<b>ISLANDS VISITED</b>									
O'ahu	914,618	866,201	5.6%	721,500	676,146	6.7%	193,118	190,055	1.6%
Maui County	2,522,043	2,498,234	1.0%	2,224,813	2,198,555	1.2%	297,230	299,679	-0.8%
...Maui	2,463,594	2,446,590	0.7%	2,172,682	2,153,804	0.9%	290,913	292,786	-0.6%
...Moloka'i	83,164	86,335	-3.7%	65,197	60,860	7.1%	17,966	25,476	-29.5%
...Lāna'i	100,350	94,269	6.5%	81,160	72,216	12.4%	19,190	22,053	-13.0%
Kaua'i	498,894	453,468	10.0%	436,896	392,187	11.4%	61,998	61,281	1.2%
Hawai'i Island	544,405	507,163	7.3%	464,877	426,445	9.0%	79,528	80,718	-1.5%
...Hilo	394,166	350,863	12.3%	332,760	287,768	15.6%	61,406	63,095	-2.7%
...Kona	471,772	439,417	7.4%	404,942	370,413	9.3%	66,830	69,004	-3.2%
Maui County Only	1,401,551	1,427,487	-1.8%	1,309,460	1,330,141	-1.6%	92,091	97,346	-5.4%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.99	4.72	5.7%	4.62	4.64	-0.5%	6.41	5.02	27.5%
Maui (days)	7.31	7.36	-0.6%	7.45	7.53	-1.1%	6.31	6.10	3.4%
Moloka'i (days)	4.31	3.99	8.0%	4.91	4.78	2.9%	2.11	2.10	0.4%
Lāna'i (days)	3.22	2.98	7.9%	3.64	3.51	3.8%	1.44	1.27	13.5%
Kaua'i (days)	2.88	2.99	-3.5%	2.95	3.11	-5.1%	2.37	2.18	8.7%
Hawai'i Island (days)	3.46	3.65	-5.0%	3.57	3.67	-2.5%	2.83	3.54	-20.1%
...Hilo (days)	1.70	1.84	-7.2%	1.77	1.83	-3.4%	1.36	1.86	-27.0%
...Kona (days)	2.57	2.74	-6.1%	2.65	2.80	-5.4%	2.12	2.44	-13.1%
Statewide (days)	10.54	10.37	1.6%	10.37	10.32	0.6%	11.81	10.79	9.4%
<b>ACCOMMODATIONS 1/</b>									
Hotel	1,357,822	1,387,316	-2.1%	1,156,615	1,183,141	-2.2%	201,207	204,176	-1.5%
...Hotel Only	983,292	1,048,109	-6.2%	834,350	884,188	-5.6%	148,942	163,921	-9.1%
Condo	704,304	686,729	2.6%	628,037	623,911	0.7%	76,267	62,818	21.4%
...Condo Only	533,731	525,033	1.7%	482,517	479,270	0.7%	51,214	45,763	11.9%
Timeshare	268,691	252,076	6.6%	257,757	242,153	6.4%	10,934	9,923	10.2%
...Timeshare Only	193,088	179,471	7.6%	186,342	173,537	7.4%	6,745	5,934	13.7%
Rental House	89,289	76,177	17.2%	79,754	69,622	14.6%	9,535	6,556	45.4%
Bed & Breakfast	32,534	30,902	5.3%	27,741	27,795	-0.2%	4,794	3,107	54.3%
Cruise Ship	321,938	272,110	18.3%	291,281	248,953	17.0%	30,657	23,157	32.4%
Friends or Relatives	173,025	171,664	0.8%	154,370	145,482	6.1%	18,655	26,182	-28.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,220,306	2,185,997	1.6%	1,966,029	1,938,115	1.4%	254,277	247,881	2.6%
....Vacation	2,054,912	2,010,406	2.2%	1,826,007	1,786,626	2.2%	228,905	223,780	2.3%
.....Honeymoon	167,109	176,930	-5.6%	142,528	153,701	-7.3%	24,580	23,229	5.8%
....Get Married	39,487	39,811	-0.8%	32,681	33,552	-2.6%	6,806	6,259	8.7%
MC&I (Net)	158,015	177,764	-11.1%	143,588	150,430	-4.5%	14,427	27,335	-47.2%
.....Convention/Conf.	84,469	102,943	-17.9%	77,165	84,785	-9.0%	7,304	18,158	-59.8%
.....Corp. Meetings	36,998	32,880	12.5%	34,098	30,986	10.0%	2,900	1,894	53.1%
.....Incentive	44,742	49,270	-9.2%	40,185	41,388	-2.9%	4,557	7,883	-42.2%
Other Business	70,081	69,796	0.4%	65,415	65,489	-0.1%	4,667	4,307	8.4%
Visit Friends/Relatives	162,816	155,728	4.6%	144,735	138,428	4.6%	18,081	17,300	4.5%
Government/Military	8,284	7,143	16.0%	6,666	6,759	-1.4%	1,618	384	321.3%
Attend School	3,781	3,751	0.8%	2,210	2,629	-15.9%	1,570	1,122	40.0%
Sport Events	22,316	27,630	-19.2%	17,226	19,242	-10.5%	5,090	8,389	-39.3%

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

**Table 49: Maui Island Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	18,014,609	18,001,415	0.1%	16,179,556	16,214,912	-0.2%	1,835,053	1,786,503	2.7%
Total Visitors	2,463,595	2,446,590	0.7%	2,172,682	2,153,804	0.9%	290,913	292,786	-0.6%
<b>PARTY SIZE</b>									
One	319,233	317,218	0.6%	296,714	291,550	1.8%	22,519	25,668	-12.3%
Two	1,148,290	1,141,701	0.6%	1,017,122	1,017,491	0.0%	131,168	124,210	5.6%
Three or more	996,071	987,671	0.9%	858,845	844,763	1.7%	137,225	142,908	-4.0%
Avg Party Size	2.17	2.17	-0.1%	2.13	2.13	0.0%	2.47	2.47	-0.2%
<b>VISIT STATUS</b>									
First-Time	870,283	871,848	-0.2%	744,658	751,155	-0.9%	125,625	120,693	4.1%
Repeat	1,593,311	1,574,742	1.2%	1,428,024	1,402,649	1.8%	165,287	172,093	-4.0%
Average # of Trips	4.68	4.64	0.8%	4.83	4.73	2.0%	3.54	3.96	-10.6%
<b>TRAVEL METHOD</b>									
Group Tour	183,396	209,638	-12.5%	136,617	144,280	-5.3%	46,779	65,358	-28.4%
Package	867,471	942,735	-8.0%	731,855	788,972	-7.2%	135,616	153,762	-11.8%
Group Tour & Pkg	147,342	174,641	-15.6%	107,647	116,370	-7.5%	39,695	58,270	-31.9%
True Independent	1,560,070	1,468,859	6.2%	1,411,857	1,336,922	5.6%	148,213	131,937	12.3%
<b>ISLANDS VISITED</b>									
O'ahu	889,362	843,521	5.4%	701,243	658,728	6.5%	188,119	184,793	1.8%
Maui County	2,463,594	2,446,590	0.7%	2,172,682	2,153,804	0.9%	290,913	292,786	-0.6%
...Maui	2,463,595	2,446,590	0.7%	2,172,682	2,153,804	0.9%	290,913	292,786	-0.6%
...Moloka'i	55,211	58,436	-5.5%	41,292	38,699	6.7%	13,919	19,737	-29.5%
...Lāna'i	68,769	69,112	-0.5%	51,932	48,633	6.8%	16,837	20,479	-17.8%
Kaua'i	491,375	447,145	9.9%	430,241	386,200	11.4%	61,134	60,945	0.3%
Hawai'i Island	533,412	496,716	7.4%	455,655	418,279	8.9%	77,758	78,437	-0.9%
...Hilo	389,813	345,852	12.7%	329,510	284,803	15.7%	60,303	61,049	-1.2%
...Kona	462,639	430,665	7.4%	397,434	363,571	9.3%	65,205	67,094	-2.8%
Maui Only	1,342,248	1,372,159	-2.2%	1,254,114	1,280,534	-2.1%	88,134	91,625	-3.8%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.86	4.68	3.8%	4.59	4.60	-0.4%	5.89	4.97	18.4%
Maui (days)	7.31	7.36	-0.6%	7.45	7.53	-1.1%	6.31	6.10	3.4%
Moloka'i (days)	4.03	2.24	79.6%	4.91	2.78	76.8%	1.39	1.19	17.1%
Lāna'i (days)	2.03	1.95	4.1%	2.29	2.29	-0.1%	1.21	1.13	7.8%
Kaua'i (days)	2.83	2.94	-3.5%	2.90	3.06	-5.2%	2.35	2.14	10.0%
Hawai'i Island (days)	3.41	3.59	-5.0%	3.51	3.61	-2.8%	2.82	3.46	-18.6%
...Hilo (days)	1.69	1.81	-6.7%	1.75	1.81	-3.3%	1.34	1.80	-25.3%
...Kona (days)	2.51	2.69	-6.6%	2.58	2.74	-6.0%	2.12	2.41	-12.1%
Statewide (days)	10.48	10.34	1.4%	10.35	10.29	0.6%	11.50	10.74	7.1%
<b>ACCOMMODATIONS 1/</b>									
Hotel	1,321,706	1,355,913	-2.5%	1,125,506	1,156,636	-2.7%	196,200	199,277	-1.5%
...Hotel Only	955,312	1,023,412	-6.7%	810,371	863,862	-6.2%	144,941	159,550	-9.2%
Condo	693,314	675,775	2.6%	617,849	614,954	0.5%	75,465	60,821	24.1%
...Condo Only	526,701	517,628	1.8%	475,897	473,266	0.6%	50,804	44,362	14.5%
Timeshare	265,350	249,257	6.5%	254,421	239,347	6.3%	10,929	9,909	10.3%
...Timeshare Only	191,174	177,711	7.6%	184,432	171,790	7.4%	6,742	5,921	13.9%
Rental House	83,880	72,214	16.2%	75,020	65,878	13.9%	8,861	6,336	39.8%
Bed & Breakfast	31,462	29,538	6.5%	26,705	26,900	-0.7%	4,758	2,638	80.4%
Cruise Ship	320,782	270,972	18.4%	290,148	247,815	17.1%	30,634	23,157	32.3%
Friends or Relatives	163,957	163,998	0.0%	145,984	138,205	5.6%	17,973	25,794	-30.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,175,044	2,146,899	1.3%	1,925,547	1,903,409	1.2%	249,497	243,490	2.5%
....Vacation	2,011,994	1,973,844	1.9%	1,787,734	1,753,894	1.9%	224,260	219,950	2.0%
....Honeymoon	164,145	174,551	-6.0%	140,354	151,750	-7.5%	23,791	22,801	4.3%
....Get Married	38,786	38,873	-0.2%	32,077	32,937	-2.6%	6,709	5,936	13.0%
MC&I (Net)	151,510	172,801	-12.3%	137,846	146,117	-5.7%	13,664	26,684	-48.8%
....Convention/Conf.	81,195	100,854	-19.5%	74,580	82,753	-9.9%	6,615	18,100	-63.5%
....Corp. Meetings	35,314	31,718	11.3%	32,414	29,824	8.7%	2,900	1,894	53.1%
....Incentive	42,822	47,353	-9.6%	38,340	40,063	-4.3%	4,483	7,290	-38.5%
Other Business	67,325	66,890	0.7%	62,747	62,767	0.0%	4,579	4,123	11.0%
Visit Friends/Relatives	155,181	148,293	4.6%	137,714	132,193	4.2%	17,468	16,100	8.5%
Government/Military	7,598	6,673	13.9%	6,205	6,289	-1.3%	1,393	384	262.7%
Attend School	3,237	3,560	-9.1%	2,098	2,483	-15.5%	1,139	1,076	5.8%
Sport Events	21,544	26,725	-19.4%	16,567	18,701	-11.4%	4,976	8,024	-38.0%

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

**Table 50: Moloka'i Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	358,256	344,526	4.0%	320,391	290,789	10.2%	37,865	53,737	-29.5%
Total Visitors	83,163	86,336	-3.7%	65,197	60,860	7.1%	17,966	25,476	-29.5%
<b>PARTY SIZE</b>									
One	15,207	15,427	-1.4%	12,950	12,269	5.5%	2,257	3,158	-28.5%
Two	40,486	36,988	9.5%	32,374	30,544	6.0%	8,112	6,444	25.9%
Three or more	27,471	33,921	-19.0%	19,874	18,047	10.1%	7,597	15,874	-52.1%
Avg Party Size	1.98	2.16	-8.6%	1.91	1.90	0.7%	2.21	2.79	-20.8%
<b>VISIT STATUS</b>									
First-Time	31,940	28,542	11.9%	22,868	22,153	3.2%	9,072	6,389	42.0%
Repeat	51,223	57,793	-11.4%	42,330	38,706	9.4%	8,894	19,087	-53.4%
Average # of Trips	4.79	5.26	-8.9%	5.30	5.23	1.3%	2.96	5.33	-44.5%
<b>TRAVEL METHOD</b>									
Group Tour	7,168	9,358	-23.4%	5,054	5,461	-7.5%	2,115	3,896	-45.7%
Package	26,374	30,043	-12.2%	18,877	19,410	-2.7%	7,497	10,633	-29.5%
Group Tour & Pkg	5,241	7,698	-31.9%	3,883	4,193	-7.4%	1,358	3,505	-61.3%
True Independent	54,862	54,632	0.4%	45,151	40,181	12.4%	9,712	14,451	-32.8%
<b>ISLANDS VISITED</b>									
O'ahu	50,137	53,873	-6.9%	35,286	32,546	8.4%	14,851	21,326	-30.4%
Maui County	83,164	86,335	-3.7%	65,197	60,860	7.1%	17,966	25,476	-29.5%
...Maui	55,211	58,436	-5.5%	41,292	38,699	6.7%	13,919	19,737	-29.5%
...Moloka'i	83,163	86,336	-3.7%	65,197	60,860	7.1%	17,966	25,476	-29.5%
...Lāna'i	25,102	30,232	-17.0%	16,508	15,430	7.0%	8,594	14,803	-41.9%
Kaua'i	31,051	34,143	-9.1%	21,262	18,939	12.3%	9,790	15,205	-35.6%
Hawai'i Island	35,610	39,393	-9.6%	24,078	21,696	11.0%	11,532	17,697	-34.8%
...Hilo	29,510	33,964	-13.1%	19,011	16,804	13.1%	10,500	17,160	-38.8%
...Kona	32,207	36,468	-11.7%	21,418	19,247	11.3%	10,789	17,221	-37.4%
Moloka'i Only	10,268	9,545	7.6%	9,564	8,802	8.7%	705	744	-5.2%
<b>LENGTH OF STAY</b>									
O'ahu (days)	7.28	6.85	6.3%	5.76	6.13	-6.0%	10.90	7.95	37.1%
Maui (days)	4.83	4.27	13.2%	5.23	5.30	-1.4%	3.67	2.26	62.6%
Moloka'i (days)	4.31	3.99	8.0%	4.91	4.78	2.9%	2.11	2.11	-0.1%
Lāna'i (days)	1.56	1.48	5.7%	1.83	1.90	-3.8%	1.05	1.04	1.4%
Kaua'i (days)	2.95	2.74	7.6%	3.58	3.68	-2.8%	1.58	1.57	0.6%
Hawai'i Island (days)	4.26	5.33	-20.1%	5.18	5.37	-3.5%	2.34	5.28	-55.7%
...Hilo (days)	2.10	2.90	-27.5%	2.62	2.95	-11.1%	1.16	2.85	-59.2%
...Kona (days)	2.78	3.05	-8.9%	3.49	3.47	0.5%	1.36	2.58	-47.1%
Statewide (days)	15.30	15.18	0.8%	14.89	14.97	-0.5%	16.82	15.71	7.1%
<b>ACCOMMODATIONS 1/</b>									
Hotel	43,940	44,186	-0.6%	31,121	30,294	2.7%	12,819	13,892	-7.7%
...Hotel Only	23,499	27,629	-14.9%	16,507	17,372	-5.0%	6,992	10,257	-31.8%
Condo	20,339	18,774	8.3%	17,304	15,780	9.7%	3,035	2,994	1.4%
...Condo Only	12,529	11,764	6.5%	10,669	9,960	7.1%	1,860	1,804	3.1%
Timeshare	5,247	4,574	14.7%	5,152	4,456	15.6%	95	118	-19.7%
...Timeshare Only	2,802	2,619	7.0%	2,769	2,533	9.3%	33	86	-61.8%
Rental House	7,504	5,283	42.0%	6,176	5,062	22.0%	1,328	222	499.1%
Bed & Breakfast	2,728	2,651	2.9%	2,165	2,092	3.5%	564	559	0.8%
Cruise Ship	15,736	11,553	36.2%	11,248	9,382	19.9%	4,487	2,172	106.6%
Friends or Relatives	10,406	18,197	-42.8%	9,330	8,969	4.0%	1,076	9,227	-88.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	68,954	69,519	-0.8%	54,804	50,601	8.3%	14,150	18,918	-25.2%
.....Vacation	64,444	65,246	-1.2%	51,240	47,164	8.6%	13,204	18,082	-27.0%
.....Honeymoon	4,575	4,417	3.6%	3,833	3,654	4.9%	742	763	-2.7%
.....Get Married	1,285	1,256	2.4%	975	953	2.3%	311	303	2.6%
MC&I (Net)	4,107	6,603	-37.8%	2,752	2,809	-2.0%	1,354	3,794	-64.3%
.....Convention/Conf.	2,768	4,426	-37.5%	1,693	1,720	-1.5%	1,075	2,706	-60.3%
.....Corp. Meetings	768	777	-1.2%	598	569	5.2%	169	208	-18.6%
.....Incentive	748	1,620	-53.8%	638	654	-2.5%	110	966	-88.6%
Other Business	3,675	4,174	-12.0%	3,226	3,438	-6.2%	449	736	-39.1%
Visit Friends/Relatives	9,202	10,201	-9.8%	8,196	7,910	3.6%	1,006	2,292	-56.1%
Government/Military	1,799	649	177.1%	653	649	0.5%	1,147	0	NA
Attend School	619	405	53.0%	188	314	-40.1%	431	91	375.4%
Sport Events	1,090	1,094	-0.4%	856	699	22.4%	234	394	-40.8%

<sup>1/</sup> Accommodations here do not indicate the number of visitors who used a particular accommodation just on Moloka'i but statewide  
NA: Not Applicable

**Table 51: Lānaʻi Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

LĀNAʻI	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	323,183	281,515	14.8%	295,586	253,444	16.6%	27,597	28,071	-1.7%
Total Visitors	100,350	94,269	6.5%	81,160	72,216	12.4%	19,190	22,053	-13.0%
<b>PARTY SIZE</b>									
One	14,703	13,699	7.3%	13,440	12,084	11.2%	1,263	1,615	-21.8%
Two	52,145	45,250	15.2%	42,801	38,256	11.9%	9,344	6,994	33.6%
Three or more	33,502	35,320	-5.1%	24,919	21,877	13.9%	8,583	13,443	-36.2%
Avg Party Size	2.05	2.19	-6.4%	1.98	1.97	0.3%	2.37	2.93	-18.8%
<b>VISIT STATUS</b>									
First-Time	39,879	34,120	16.9%	28,073	26,714	5.1%	11,806	7,406	59.4%
Repeat	60,471	60,149	0.5%	53,087	45,502	16.7%	7,384	14,647	-49.6%
Average # of Trips	4.65	4.81	-3.2%	5.14	4.89	5.2%	2.56	4.53	-43.4%
<b>TRAVEL METHOD</b>									
Group Tour	10,009	9,998	0.1%	8,226	8,023	2.5%	1,783	1,974	-9.7%
Package	35,404	33,522	5.6%	25,744	26,072	-1.3%	9,660	7,451	29.7%
Group Tour & Pkg	7,552	8,094	-6.7%	6,274	6,294	-0.3%	1,278	1,800	-29.0%
True Independent	62,489	58,843	6.2%	53,464	44,415	20.4%	9,025	14,428	-37.5%
<b>ISLANDS VISITED</b>									
Oʻahu	55,217	53,090	4.0%	37,545	34,188	9.8%	17,672	18,902	-6.5%
Maui County	100,350	94,269	6.5%	81,160	72,216	12.4%	19,190	22,053	-13.0%
...Maui	68,769	69,112	-0.5%	51,932	48,633	6.8%	16,837	20,479	-17.8%
...Molokaʻi	25,102	30,232	-17.0%	16,508	15,430	7.0%	8,594	14,803	-41.9%
...Lānaʻi	100,350	94,269	6.5%	81,160	72,216	12.4%	19,190	22,053	-13.0%
Kauaʻi	39,521	39,974	-1.1%	25,666	24,185	6.1%	13,855	15,790	-12.3%
Hawaiʻi Island	45,198	45,842	-1.4%	30,257	28,366	6.7%	14,941	17,477	-14.5%
...Hilo	36,620	38,221	-4.2%	22,418	21,113	6.2%	14,202	17,108	-17.0%
...Kona	41,531	43,115	-3.7%	27,271	25,880	5.4%	14,260	17,236	-17.3%
Lānaʻi Only	14,094	11,311	24.6%	13,812	10,958	26.0%	282	353	-20.1%
<b>LENGTH OF STAY</b>									
Oʻahu (days)	4.96	6.19	-19.8%	5.24	5.49	-4.6%	4.38	7.47	-41.3%
Maui (days)	4.69	4.58	2.4%	5.37	5.36	0.3%	2.59	2.74	-5.6%
Molokaʻi (days)	1.75	1.61	8.8%	2.10	2.14	-2.0%	1.09	1.06	2.7%
Lānaʻi (days)	3.22	2.99	7.8%	3.64	3.51	3.8%	1.44	1.27	13.0%
Kauaʻi (days)	2.70	2.42	11.6%	3.24	3.21	0.9%	1.71	1.22	40.6%
Hawaiʻi Island (days)	3.95	4.72	-16.4%	4.73	4.65	1.8%	2.36	4.85	-51.3%
...Hilo (days)	1.83	2.48	-26.2%	2.30	2.42	-5.1%	1.09	2.55	-57.2%
...Kona (days)	2.68	2.82	-5.0%	3.36	3.11	7.8%	1.39	2.38	-41.8%
Statewide (days)	12.45	13.67	-9.0%	12.72	13.07	-2.7%	11.31	15.64	-27.7%
<b>ACCOMMODATIONS 1/</b>									
Hotel	67,166	55,469	21.1%	51,585	45,191	14.1%	15,580	10,278	51.6%
...Hotel Only	45,586	38,602	18.1%	36,988	32,305	14.5%	8,598	6,297	36.5%
Condo	14,492	13,482	7.5%	12,949	11,317	14.4%	1,543	2,166	-28.7%
...Condo Only	8,648	8,993	-3.8%	8,049	7,362	9.3%	599	1,631	-63.3%
Timeshare	5,792	5,149	12.5%	5,476	4,965	10.3%	315	184	71.7%
...Timeshare Only	3,646	3,191	14.3%	3,423	3,124	9.6%	223	67	230.7%
Rental House	3,495	2,684	30.3%	3,213	2,537	26.6%	282	146	92.9%
Bed & Breakfast	2,094	1,422	47.2%	1,647	1,375	19.8%	446	47	843.5%
Cruise Ship	21,613	18,081	19.5%	14,835	14,116	5.1%	6,777	3,965	70.9%
Friends or Relatives	8,046	15,328	-47.5%	7,427	6,661	11.5%	620	8,667	-92.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	83,033	80,483	3.2%	67,879	60,713	11.8%	15,153	19,770	-23.4%
....Vacation	76,600	75,166	1.9%	62,310	55,804	11.7%	14,290	19,362	-26.2%
....Honeymoon	7,134	5,555	28.4%	5,692	5,208	9.3%	1,442	346	316.7%
....Get Married	1,605	1,266	26.7%	1,325	1,161	14.1%	280	105	167.4%
MC&I (Net)	9,469	7,430	27.4%	8,498	6,730	26.3%	971	699	38.9%
....Convention/Conf.	4,126	3,340	23.5%	3,673	3,000	22.4%	453	340	33.0%
....Corp. Meetings	2,641	1,854	42.5%	2,300	1,767	30.2%	341	87	292.0%
....Incentive	3,288	2,764	19.0%	3,110	2,417	28.7%	178	347	-48.5%
Other Business	3,721	3,704	0.5%	3,353	3,110	7.8%	369	594	-37.9%
Visit Friends/Relatives	8,112	6,952	16.7%	6,294	5,611	12.2%	1,818	1,341	35.5%
Government/Military	1,382	532	159.7%	495	532	-7.0%	887	0	NA
Attend School	199	264	-24.7%	184	242	-23.8%	15	23	-34.5%
Sport Events	845	667	26.7%	592	551	7.6%	253	116	117.3%

<sup>1/</sup> Accommodations here do not indicate the number of visitors who used a particular accommodation just on Lānaʻi but statewide  
NA: Not Applicable

**Table 52: Kaua'i Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	8,105,509	7,629,733	6.2%	7,691,087	7,202,566	6.8%	414,423	427,167	-3.0%
Total Visitors	1,299,045	1,204,132	7.9%	1,183,490	1,089,587	8.6%	115,555	114,545	0.9%
<b>PARTY SIZE</b>									
One	170,581	156,406	9.1%	162,405	148,504	9.4%	8,176	7,902	3.5%
Two	660,895	617,018	7.1%	603,675	566,916	6.5%	57,221	50,102	14.2%
Three or more	467,569	430,709	8.6%	417,410	374,167	11.6%	50,159	56,541	-11.3%
Avg Party Size	2.11	2.12	-0.5%	2.08	2.07	0.4%	2.40	2.57	-6.3%
<b>VISIT STATUS</b>									
First-Time	462,287	413,511	11.8%	408,278	374,454	9.0%	54,009	39,056	38.3%
Repeat	836,758	790,622	5.8%	775,211	715,133	8.4%	61,546	75,489	-18.5%
Average # of Trips	4.52	4.63	-2.4%	4.63	4.62	0.0%	3.43	4.66	-26.4%
<b>TRAVEL METHOD</b>									
Group Tour	112,977	109,234	3.4%	91,341	88,119	3.7%	21,636	21,114	2.5%
Package	441,091	427,959	3.1%	383,553	376,601	1.8%	57,538	51,359	12.0%
Group Tour & Pkg	91,904	91,332	0.6%	73,914	73,090	1.1%	17,990	18,242	-1.4%
True Independent	836,880	758,271	10.4%	782,509	697,957	12.1%	54,371	60,314	-9.9%
<b>ISLANDS VISITED</b>									
O'ahu	607,289	546,185	11.2%	511,132	451,885	13.1%	96,156	94,300	2.0%
Maui County	498,894	453,468	10.0%	436,896	392,187	11.4%	61,998	61,281	1.2%
...Maui	491,375	447,145	9.9%	430,241	386,200	11.4%	61,134	60,945	0.3%
...Moloka'i	31,051	34,143	-9.1%	21,262	18,939	12.3%	9,790	15,205	-35.6%
...Lāna'i	39,521	39,974	-1.1%	25,666	24,185	6.1%	13,855	15,790	-12.3%
Kaua'i	1,299,045	1,204,132	7.9%	1,183,490	1,089,587	8.6%	115,555	114,545	0.9%
Hawai'i Island	431,135	381,605	13.0%	373,616	326,300	14.5%	57,519	55,306	4.0%
...Hilo	343,168	292,145	17.5%	293,263	244,693	19.8%	49,905	47,453	5.2%
...Kona	382,439	339,520	12.6%	332,628	289,644	14.8%	49,811	49,876	-0.1%
Kaua'i Only	527,197	500,175	5.4%	515,916	487,073	5.9%	11,281	13,102	-13.9%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.51	4.60	-2.0%	4.46	4.45	0.1%	4.79	5.31	-9.8%
Maui (days)	3.63	3.72	-2.4%	3.69	3.89	-5.1%	3.18	2.60	22.1%
Moloka'i (days)	2.06	1.83	13.0%	2.48	2.45	1.1%	1.16	1.05	11.0%
Lāna'i (days)	1.66	1.62	2.2%	1.96	1.99	-1.6%	1.10	1.06	3.9%
Kaua'i (days)	6.24	6.34	-1.5%	6.50	6.61	-1.7%	3.59	3.73	-3.8%
Hawai'i Island (days)	3.40	3.50	-2.8%	3.48	3.56	-2.1%	2.85	3.15	-9.5%
...Hilo (days)	1.63	1.65	-1.3%	1.68	1.70	-1.3%	1.36	1.41	-3.6%
...Kona (days)	2.37	2.51	-5.6%	2.43	2.57	-5.4%	1.93	2.15	-10.2%
Statewide (days)	10.95	11.02	-0.6%	10.95	10.99	-0.3%	10.91	11.28	-3.3%
<b>ACCOMMODATIONS 1/</b>									
Hotel	652,639	609,711	7.0%	566,060	532,424	6.3%	86,579	77,287	12.0%
...Hotel Only	369,227	363,565	1.6%	317,927	314,347	1.1%	51,300	49,217	4.2%
Condo	261,470	245,501	6.5%	243,456	228,903	6.4%	18,014	16,598	8.5%
...Condo Only	167,717	156,019	7.5%	158,595	147,774	7.3%	9,122	8,245	10.6%
Timeshare	213,831	208,435	2.6%	208,159	199,688	4.2%	5,672	8,747	-35.2%
...Timeshare Only	147,309	143,831	2.4%	144,845	138,813	4.3%	2,464	5,017	-50.9%
Rental House	92,838	76,346	21.6%	87,569	74,142	18.1%	5,270	2,203	139.1%
Bed & Breakfast	22,435	19,595	14.5%	19,033	18,011	5.7%	3,402	1,584	114.7%
Cruise Ship	295,166	238,415	23.8%	266,578	218,657	21.9%	28,589	19,759	44.7%
Friends or Relatives	88,663	88,419	0.3%	82,247	73,827	11.4%	6,416	14,592	-56.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,164,578	1,081,543	7.7%	1,065,466	980,706	8.6%	99,111	100,837	-1.7%
....Vacation	1,078,210	995,819	8.3%	987,083	901,592	9.5%	91,127	94,228	-3.3%
.....Honeymoon	90,140	88,235	2.2%	81,993	82,401	-0.5%	8,147	5,834	39.6%
....Get Married	17,480	17,865	-2.2%	15,764	15,652	0.7%	1,716	2,213	-22.5%
MC&I (Net)	60,930	60,974	-0.1%	57,724	55,084	4.8%	3,207	5,889	-45.5%
.....Convention/Conf.	36,083	36,811	-2.0%	34,043	33,534	1.5%	2,040	3,277	-37.7%
.....Corp. Meetings	12,716	11,105	14.5%	12,198	10,405	17.2%	518	700	-26.0%
.....Incentive	15,019	15,511	-3.2%	14,308	13,497	6.0%	711	2,015	-64.7%
Other Business	34,191	32,610	4.8%	32,018	30,580	4.7%	2,173	2,031	7.0%
Visit Friends/Relatives	86,832	75,102	15.6%	79,382	70,674	12.3%	7,450	4,428	68.3%
Government/Military	9,619	7,272	32.3%	7,895	7,180	10.0%	1,723	92	1773.4%
Attend School	2,016	2,317	-13.0%	1,300	1,341	-3.0%	716	976	-26.6%
Sport Events	7,376	7,002	5.3%	5,284	5,039	4.9%	2,093	1,963	6.6%

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

**Table 53: Hawai'i Island Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

HAWAII (BIG ISLAND)	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	10,180,354	10,342,683	-1.6%	8,957,684	9,065,377	-1.2%	1,222,670	1,277,306	-4.3%
Total Visitors	1,622,359	1,614,408	0.5%	1,305,218	1,287,829	1.4%	317,141	326,579	-2.9%
<b>PARTY SIZE</b>									
One	238,502	238,784	-0.1%	217,077	212,317	2.2%	21,425	26,466	-19.0%
Two	755,615	745,176	1.4%	621,128	616,949	0.7%	134,487	128,227	4.9%
Three or more	628,242	630,448	-0.3%	467,012	458,563	1.8%	161,229	171,885	-6.2%
Avg Party Size	2.13	2.15	-0.7%	2.02	2.02	-0.1%	2.60	2.64	-1.7%
<b>VISIT STATUS</b>									
First-Time	602,410	575,758	4.6%	453,925	437,371	3.8%	148,485	138,387	7.3%
Repeat	1,019,949	1,038,650	-1.8%	851,293	850,459	0.1%	168,656	188,191	-10.4%
Average # of Trips	4.59	4.76	-3.5%	4.96	5.02	-1.2%	3.08	3.74	-17.6%
<b>TRAVEL METHOD</b>									
Group Tour	201,737	219,436	-8.1%	112,677	114,920	-2.0%	89,060	104,516	-14.8%
Package	615,457	648,208	-5.1%	410,876	433,225	-5.2%	204,581	214,983	-4.8%
Group Tour & Pkg	166,627	187,148	-11.0%	87,749	92,565	-5.2%	78,878	94,583	-16.6%
True Independent	971,792	933,912	4.1%	869,414	832,250	4.5%	102,378	101,662	0.7%
<b>ISLANDS VISITED</b>									
O'ahu	835,677	787,841	6.1%	580,208	528,217	9.8%	255,469	259,624	-1.6%
Maui County	544,405	507,163	7.3%	464,877	426,445	9.0%	79,528	80,718	-1.5%
...Maui	533,412	496,716	7.4%	455,655	418,279	8.9%	77,758	78,437	-0.9%
...Moloka'i	35,610	39,393	-9.6%	24,078	21,696	11.0%	11,532	17,697	-34.8%
...Lana'i	45,198	45,842	-1.4%	30,257	28,366	6.7%	14,941	17,477	-14.5%
Kaua'i	431,135	381,605	13.0%	373,616	326,300	14.5%	57,519	55,306	4.0%
Hawai'i Island	1,622,359	1,614,408	0.5%	1,305,218	1,287,829	1.4%	317,141	326,579	-2.9%
...Hilo	726,892	677,992	7.2%	563,663	512,022	10.1%	163,229	165,970	-1.7%
...Kona	1,350,401	1,358,926	-0.6%	1,121,428	1,116,586	0.4%	228,973	242,340	-5.5%
Hawai'i Island Only	623,875	665,406	-6.2%	571,131	609,278	-6.3%	52,744	56,128	-6.0%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.84	4.79	1.1%	4.77	4.82	-1.1%	5.01	4.73	6.0%
Maui (days)	3.51	3.63	-3.4%	3.62	3.79	-4.4%	2.83	2.77	2.1%
Moloka'i (days)	2.19	2.33	-6.3%	2.58	2.51	3.1%	1.35	2.12	-36.1%
Lana'i (days)	1.82	1.69	7.3%	2.14	2.08	3.0%	1.17	1.07	9.0%
Kaua'i (days)	2.68	2.80	-4.2%	2.79	2.86	-2.7%	2.00	2.41	-17.0%
Hawai'i Island (days)	6.28	6.41	-2.1%	6.86	7.04	-2.5%	3.86	3.91	-1.4%
...Hilo (days)	3.07	3.24	-5.0%	3.41	3.58	-4.8%	1.92	2.18	-11.8%
...Kona (days)	5.88	5.99	-1.8%	6.27	6.48	-3.1%	3.97	3.75	5.8%
Statewide (days)	10.73	10.63	1.0%	11.14	11.06	0.7%	9.05	8.90	1.8%
<b>ACCOMMODATIONS <sup>1/</sup></b>									
Hotel	962,226	986,863	-2.5%	697,080	716,957	-2.8%	265,145	269,906	-1.8%
...Hotel Only	650,908	705,765	-7.8%	431,194	472,822	-8.8%	219,714	232,943	-5.7%
Condo	258,639	257,444	0.5%	226,922	222,624	1.9%	31,716	34,819	-8.9%
...Condo Only	158,741	159,978	-0.8%	141,214	139,286	1.4%	17,527	20,692	-15.3%
Timeshare	151,060	154,730	-2.4%	141,527	144,333	-1.9%	9,533	10,398	-8.3%
...Timeshare Only	99,787	102,823	-3.0%	93,621	96,056	-2.5%	6,166	6,767	-8.9%
Rental House	84,454	69,156	22.1%	77,355	66,027	17.2%	7,099	3,129	126.9%
Bed & Breakfast	40,591	39,021	4.0%	35,836	35,215	1.8%	4,755	3,805	25.0%
Cruise Ship	305,631	254,933	19.9%	275,851	232,637	18.6%	29,780	22,296	33.6%
Friends or Relatives	167,408	168,439	-0.6%	152,953	147,506	3.7%	14,456	20,933	-30.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,377,587	1,363,732	1.0%	1,102,196	1,082,331	1.8%	275,391	281,401	-2.1%
.....Vacation	1,286,290	1,274,311	0.9%	1,047,721	1,026,054	2.1%	238,569	248,256	-3.9%
.....Honeymoon	94,482	91,536	3.2%	58,385	60,273	-3.1%	36,098	31,263	15.5%
...Get Married	20,690	22,209	-6.8%	12,591	12,987	-3.1%	8,100	9,222	-12.2%
MC&I (Net)	113,524	124,155	-8.6%	98,762	101,735	-2.9%	14,762	22,420	-34.2%
.....Convention/Conf.	71,003	76,897	-7.7%	62,467	64,072	-2.5%	8,536	12,825	-33.4%
.....Corp. Meetings	21,996	22,961	-4.2%	19,943	19,860	0.4%	2,053	3,101	-33.8%
.....Incentive	25,182	29,067	-13.4%	20,918	21,815	-4.1%	4,264	7,252	-41.2%
Other Business	57,525	59,475	-3.3%	52,597	54,960	-4.3%	4,928	4,515	9.2%
Visit Friends/Relatives	145,280	141,168	2.9%	132,932	130,098	2.2%	12,348	11,070	11.5%
Government/Military	8,129	7,760	4.8%	6,622	6,475	2.3%	1,507	1,286	17.2%
Attend School	4,785	4,485	6.7%	3,310	3,408	-2.9%	1,474	1,078	36.8%
Sport Events	24,123	24,333	-0.9%	17,287	17,494	-1.2%	6,836	6,839	0.0%

<sup>1/</sup>Accommodations here do not indicate the number of visitors who used a particular accommodation just on the Hawai'i Island but statewide



**Table 54: Hilo Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	2,234,519	2,196,241	1.7%	1,920,744	1,832,907	4.8%	313,775	363,334	-13.6%
Total Visitors	726,892	677,992	7.2%	563,663	512,022	10.1%	163,229	165,970	-1.7%
<b>PARTY SIZE</b>									
One	107,966	104,422	3.4%	97,037	89,034	9.0%	10,929	15,388	-29.0%
Two	355,814	324,309	9.7%	286,245	261,578	9.4%	69,569	62,731	10.9%
Three or more	263,112	249,262	5.6%	180,381	161,411	11.8%	82,731	87,851	-5.8%
Avg Party Size	2.12	2.13	-0.5%	1.97	1.97	0.4%	2.63	2.64	-0.4%
<b>VISIT STATUS</b>									
First-Time	341,483	300,294	13.7%	256,130	226,267	13.2%	85,354	74,028	15.3%
Repeat	385,409	377,698	2.0%	307,534	285,756	7.6%	77,875	91,942	-15.3%
Average # of Trips	3.50	3.79	-7.7%	3.73	3.84	-2.8%	2.70	3.64	-25.7%
<b>TRAVEL METHOD</b>									
Group Tour	126,847	128,327	-1.2%	76,107	73,927	2.9%	50,739	54,401	-6.7%
Package	339,279	330,490	2.7%	233,784	224,349	4.2%	105,495	106,141	-0.6%
Group Tour & Pkg	107,539	112,409	-4.3%	62,461	62,359	0.2%	45,078	50,050	-9.9%
True Independent	368,306	331,584	11.1%	316,233	276,106	14.5%	52,073	55,478	-6.1%
<b>ISLANDS VISITED</b>									
O'ahu	523,547	477,207	9.7%	376,279	328,769	14.5%	147,268	148,438	-0.8%
Maui County	394,166	350,863	12.3%	332,760	287,768	15.6%	61,406	63,095	-2.7%
...Maui	389,813	345,852	12.7%	329,510	284,803	15.7%	60,303	61,049	-1.2%
...Moloka'i	29,510	33,964	-13.1%	19,011	16,804	13.1%	10,500	17,160	-38.8%
...Lana'i	36,620	38,221	-4.2%	22,418	21,113	6.2%	14,202	17,108	-17.0%
Kaua'i	343,168	292,145	17.5%	293,263	244,693	19.8%	49,905	47,453	5.2%
Hawai'i Island	726,892	677,992	7.2%	563,663	512,022	10.1%	163,229	165,970	-1.7%
...Hilo	726,892	677,992	7.2%	563,663	512,022	10.1%	163,229	165,970	-1.7%
...Kona	454,935	422,511	7.7%	379,874	340,779	11.5%	75,061	81,732	-8.2%
<b>LENGTH OF STAY</b>									
O'ahu (days)	5.05	4.95	1.9%	4.75	4.82	-1.5%	5.80	5.23	10.8%
Maui (days)	2.95	2.96	-0.1%	3.01	3.12	-3.3%	2.64	2.22	19.1%
Moloka'i (days)	1.88	2.17	-13.1%	2.25	2.21	2.0%	1.21	2.12	-43.0%
Lana'i (days)	1.54	1.47	4.4%	1.80	1.82	-1.1%	1.13	1.05	7.8%
Kaua'i (days)	2.18	2.24	-2.8%	2.24	2.24	-0.4%	1.87	2.24	-16.8%
Hawai'i Island (days)	4.84	5.10	-5.2%	5.36	5.65	-5.1%	3.03	3.41	-11.1%
...Hilo (days)	3.07	3.24	-5.1%	3.41	3.58	-4.8%	1.92	2.19	-12.2%
...Kona (days)	2.81	2.99	-5.9%	2.90	3.11	-6.9%	2.40	2.49	-3.6%
Statewide (days)	11.24	11.25	-0.1%	11.60	11.70	-0.8%	9.98	9.87	1.1%
<b>ACCOMMODATIONS 1/</b>									
Hotel	427,004	405,272	5.4%	290,289	271,243	7.0%	136,715	134,028	2.0%
...Hotel Only	218,230	227,201	-3.9%	116,341	119,746	-2.8%	101,890	107,455	-5.2%
Condo	69,226	66,246	4.5%	55,280	52,173	6.0%	13,945	14,074	-0.9%
...Condo Only	29,407	30,003	-2.0%	23,461	22,151	5.9%	5,946	7,852	-24.3%
Timeshare	31,847	31,489	1.1%	28,895	27,847	3.8%	2,952	3,642	-18.9%
...Timeshare Only	16,830	17,125	-1.7%	15,120	14,819	2.0%	1,711	2,306	-25.8%
Rental House	36,804	28,797	27.8%	32,225	26,954	19.6%	4,579	1,843	148.5%
Bed & Breakfast	27,513	26,090	5.5%	23,404	22,922	2.1%	4,108	3,168	29.7%
Cruise Ship	287,093	235,934	21.7%	258,274	214,524	20.4%	28,819	21,410	34.6%
Friends or Relatives	78,609	82,962	-5.2%	70,416	66,667	5.6%	8,193	16,295	-49.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	627,645	577,866	8.6%	487,456	438,542	11.2%	140,189	139,324	0.6%
....Vacation	585,695	539,877	8.5%	460,866	413,905	11.3%	124,829	125,973	-0.9%
....Honeymoon	43,964	39,379	11.6%	29,482	27,422	7.5%	14,481	11,956	21.1%
...Get Married	9,573	9,872	-3.0%	5,216	4,937	5.6%	4,357	4,934	-11.7%
MC&I (Net)	30,125	35,199	-14.4%	24,157	23,091	4.6%	5,968	12,108	-50.7%
....Convention/Conf.	18,978	22,766	-16.6%	16,057	15,723	2.1%	2,921	7,042	-58.5%
....Corp. Meetings	5,171	5,523	-6.4%	4,296	3,998	7.4%	875	1,524	-42.6%
....Incentive	6,989	8,282	-15.6%	4,805	4,181	14.9%	2,184	4,101	-46.7%
Other Business	24,213	24,629	-1.7%	21,320	21,764	-2.0%	2,893	2,865	1.0%
Visit Friends/Relatives	70,507	67,900	3.8%	62,564	59,966	4.3%	7,943	7,933	0.1%
Government/Military	5,367	4,573	17.4%	3,946	3,731	5.8%	1,421	842	68.7%
Attend School	3,049	2,501	21.9%	1,797	1,929	-6.9%	1,252	571	119.1%
Sport Events	7,570	6,320	19.8%	4,701	3,831	22.7%	2,868	2,488	15.3%

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

**Table 55: Kona Visitor Characteristics: 2007 vs. 2006  
(Arrivals by air)**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2007	2006R	% Change	2007	2006R	% Change	2007	2006R	% Change
Total Visitor Days	7,945,834	8,146,442	-2.5%	7,036,940	7,232,470	-2.7%	908,895	913,972	-0.6%
Total Visitors	1,350,401	1,358,926	-0.6%	1,121,428	1,116,586	0.4%	228,973	242,340	-5.5%
<b>PARTY SIZE</b>									
One	190,359	192,986	-1.4%	174,895	173,331	0.9%	15,464	19,655	-21.3%
Two	640,431	638,948	0.2%	538,646	539,703	-0.2%	101,784	99,245	2.6%
Three or more	519,612	526,992	-1.4%	407,887	403,552	1.1%	111,725	123,440	-9.5%
Avg Party Size	2.13	2.14	-0.7%	2.05	2.05	0.0%	2.52	2.58	-2.3%
<b>VISIT STATUS</b>									
First-Time	487,649	469,817	3.8%	383,354	372,454	2.9%	104,296	97,363	7.1%
Repeat	862,752	889,109	-3.0%	738,074	744,132	-0.8%	124,678	144,977	-14.0%
Average # of Trips	4.69	4.87	-3.7%	4.99	5.06	-1.3%	3.21	4.01	-19.8%
<b>TRAVEL METHOD</b>									
Group Tour	153,464	170,086	-9.8%	99,312	102,140	-2.8%	54,152	67,946	-20.3%
Package	502,073	533,205	-5.8%	363,050	383,095	-5.2%	139,023	150,110	-7.4%
Group Tour & Pkg	124,228	143,081	-13.2%	77,706	82,320	-5.6%	46,522	60,760	-23.4%
True Independent	819,092	798,716	2.6%	736,772	713,672	3.2%	82,321	85,044	-3.2%
<b>ISLANDS VISITED</b>									
O'ahu	650,779	618,393	5.2%	477,030	434,946	9.7%	173,748	183,447	-5.3%
Maui County	471,772	439,417	7.4%	404,942	370,413	9.3%	66,830	69,004	-3.2%
...Maui	462,639	430,665	7.4%	397,434	363,571	9.3%	65,205	67,094	-2.8%
...Moloka'i	32,207	36,468	-11.7%	21,418	19,247	11.3%	10,789	17,221	-37.4%
...Lāna'i	41,531	43,115	-3.7%	27,271	25,880	5.4%	14,260	17,236	-17.3%
Kaua'i	382,439	339,520	12.6%	332,628	289,644	14.8%	49,811	49,876	-0.1%
Hawai'i Island	1,350,401	1,358,926	-0.6%	1,121,428	1,116,586	0.4%	228,973	242,340	-5.5%
...Hilo	454,935	422,511	7.7%	379,874	340,779	11.5%	75,061	81,732	-8.2%
...Kona	1,350,401	1,358,926	-0.6%	1,121,428	1,116,586	0.4%	228,973	242,340	-5.5%
<b>LENGTH OF STAY</b>									
O'ahu (days)	4.65	4.61	0.9%	4.53	4.57	-0.9%	5.00	4.72	5.9%
Maui (days)	3.41	3.55	-3.9%	3.52	3.70	-4.9%	2.76	2.73	1.1%
Moloka'i (days)	2.12	2.29	-7.5%	2.51	2.43	3.1%	1.35	2.13	-36.6%
Lāna'i (days)	1.80	1.66	8.3%	2.13	2.06	3.6%	1.16	1.07	9.0%
Kaua'i (days)	2.59	2.66	-2.7%	2.67	2.75	-3.1%	2.05	2.11	-2.8%
Hawai'i Island (days)	6.53	6.64	-1.6%	6.95	7.12	-2.3%	4.48	4.46	0.4%
...Hilo (days)	1.93	2.10	-7.9%	2.01	2.10	-4.4%	1.56	2.10	-25.8%
...Kona (days)	5.88	5.99	-1.8%	6.27	6.48	-3.1%	3.97	3.77	5.2%
Statewide (days)	10.78	10.65	1.3%	11.02	10.90	1.0%	9.64	9.45	2.0%
<b>ACCOMMODATIONS 1/</b>									
Hotel	784,744	815,259	-3.7%	597,574	620,238	-3.7%	187,169	195,020	-4.0%
...Hotel Only	514,839	570,244	-9.7%	366,587	408,388	-10.2%	148,252	161,857	-8.4%
Condo	232,214	232,434	-0.1%	205,904	203,211	1.3%	26,310	29,223	-10.0%
...Condo Only	145,228	146,220	-0.7%	131,177	130,069	0.9%	14,051	16,150	-13.0%
Timeshare	138,826	144,046	-3.6%	130,574	134,073	-2.6%	8,253	9,973	-17.3%
...Timeshare Only	92,372	96,905	-4.7%	87,448	90,452	-3.3%	4,924	6,453	-23.7%
Rental House	67,768	55,935	21.2%	61,552	53,396	15.3%	6,215	2,540	144.7%
Bed & Breakfast	30,958	30,575	1.3%	27,217	27,412	-0.7%	3,741	3,163	18.3%
Cruise Ship	280,606	234,319	19.8%	253,614	213,349	18.9%	26,992	20,971	28.7%
Friends or Relatives	121,290	127,036	-4.5%	111,257	109,264	1.8%	10,034	17,771	-43.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,159,684	1,164,079	-0.4%	961,858	953,108	0.9%	197,826	210,971	-6.2%
....Vacation	1,087,110	1,091,867	-0.4%	914,744	904,138	1.2%	172,365	187,729	-8.2%
....Honeymoon	75,975	74,993	1.3%	50,498	52,268	-3.4%	25,477	22,725	12.1%
...Get Married	15,402	16,288	-5.4%	10,871	11,214	-3.1%	4,531	5,074	-10.7%
MC&I (Net)	98,452	107,644	-8.5%	87,606	90,933	-3.7%	10,846	16,711	-35.1%
....Convention/Conf.	61,786	66,865	-7.6%	54,705	56,490	-3.2%	7,081	10,375	-31.8%
....Corp. Meetings	19,356	19,729	-1.9%	17,825	17,875	-0.3%	1,531	1,854	-17.4%
....Incentive	21,482	25,052	-14.3%	19,163	20,281	-5.5%	2,319	4,771	-51.4%
Other Business	45,165	46,535	-2.9%	41,122	43,520	-5.5%	4,043	3,016	34.1%
Visit Friends/Relatives	106,185	105,246	0.9%	97,601	97,279	0.3%	8,584	7,967	7.7%
Government/Military	5,656	4,869	16.2%	4,261	4,177	2.0%	1,395	692	101.6%
Attend School	3,074	3,328	-7.6%	2,202	2,328	-5.4%	872	1,000	-12.8%
Sport Events	19,921	20,547	-3.0%	14,800	15,691	-5.7%	5,121	4,856	5.5%

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

**Table 56: 2007 Visitor Days by Island and MMA  
(Arrivals by air)**

2007	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	10,805,391	8,549,281	6,434,274	1,748,415	347,255	49,418	168,817	48,778	56,076	670,344	949,965	155,157	1,105,122
Maui	9,545,478	5,272,919	243,794	1,578,516	119,024	23,933	94,888	35,983	29,494	303,321	130,776	23,014	153,791
Moloka'i	184,577	106,269	2,547	32,906	1,837	372	2,921	1,325	715	7,169	4,947	1,264	6,211
Lāna'i	155,098	117,958	1,876	16,414	2,802	582	1,252	808	332	5,776	5,746	859	6,605
Kaua'i	4,676,254	2,500,316	77,105	351,834	56,515	7,235	45,652	10,679	10,887	130,968	57,304	9,194	66,497
Hawai'i Island	5,170,164	3,048,787	613,102	478,571	81,512	18,810	71,976	12,688	24,478	209,463	115,249	13,971	129,220
...Hilo	984,501	760,331	155,455	93,131	22,237	6,614	23,207	4,045	8,690	64,794	32,332	4,641	36,973
...Kona	4,185,663	2,288,457	457,648	385,440	59,275	12,196	48,769	8,643	15,788	144,669	82,917	9,330	92,247
STATE	30,536,961	19,595,531	7,372,699	4,206,656	608,945	100,349	385,506	110,261	121,981	1,327,042	1,263,987	203,460	1,467,446
<b>DOMESTIC</b>													
O'ahu	10,616,844	8,325,770	51,282	612,230	292,267	44,523	159,760	46,819	52,387	595,757	185,706	29,589	215,295
Maui	9,458,296	5,220,652	4,143	607,548	102,064	22,675	91,733	34,705	27,431	278,609	18,654	6,022	24,676
Moloka'i	182,875	103,451	65	14,349	1,491	293	2,620	1,325	715	6,443	432	374	807
Lāna'i	154,632	115,487	138	7,047	2,508	582	1,252	808	332	5,483	385	108	493
Kaua'i	4,644,403	2,485,844	2,288	191,042	51,608	6,584	42,193	8,949	10,053	119,387	7,138	2,265	9,403
Hawai'i Island	5,107,626	3,019,050	5,610	269,271	74,021	17,100	67,924	11,140	21,316	191,502	12,569	3,978	16,547
...Hilo	972,232	750,488	1,914	50,491	19,546	5,616	20,119	3,426	5,609	54,316	3,420	1,120	4,540
...Kona	4,135,394	2,268,562	3,696	218,780	54,475	11,484	47,805	7,714	15,707	137,186	9,149	2,858	12,008
STATE	30,164,675	19,270,252	63,527	1,701,486	523,960	91,757	365,484	103,746	112,234	1,197,181	224,885	42,336	267,221
<b>INTERNATIONAL</b>													
O'ahu	188,547	223,512	6,382,992	1,136,185	54,988	4,895	9,056	1,959	3,689	74,588	764,259	125,568	889,827
Maui	87,182	52,267	239,651	970,969	16,959	1,258	3,154	1,278	2,062	24,712	112,122	16,993	129,115
Moloka'i	1,702	2,818	2,482	18,557	346	79	301	0	0	726	4,514	890	5,404
Lāna'i	466	2,472	1,738	9,367	293	0	0	0	0	293	5,361	751	6,112
Kaua'i	31,851	14,473	74,817	160,792	4,907	651	3,459	1,730	834	11,582	50,166	6,929	57,095
Hawai'i Island	62,538	29,738	607,492	209,300	7,490	1,709	4,052	1,547	3,162	17,961	102,680	9,993	112,673
...Hilo	12,270	9,843	153,540	42,640	2,690	998	3,089	619	3,082	10,477	28,912	3,522	32,433
...Kona	50,269	19,895	453,952	166,660	4,800	711	964	928	81	7,484	73,768	6,471	80,239
STATE	372,286	325,279	7,309,172	2,505,170	84,985	8,592	20,022	6,514	9,747	129,861	1,039,102	161,124	1,200,225

**Table 56: 2007 Visitor Days by Island and MMA (continued)**  
(Arrivals by air)

2007	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	277,830	29,981	338,525	51,695	180,550	878,580	17,053	59,276	49,965	126,294	1,835,698	32,153,400
Maui	25,453	8,120	42,622	4,269	4,533	84,996	26,541	22,451	22,149	71,141	760,654	18,014,609
Moloka'i	1,698	406	422	37	74	2,637	268	414	590	1,271	14,669	358,256
Lāna'i	1,048	164	834	52	52	2,150	209	508	807	1,524	15,781	323,183
Kaua'i	13,016	1,809	5,824	3,452	2,165	26,266	1,882	7,384	7,548	16,814	259,454	8,105,509
Hawai'i Island	22,110	9,882	44,747	5,035	8,377	90,150	3,687	9,163	19,725	32,575	408,320	10,180,354
...Hilo	6,165	1,372	18,950	148	4,803	31,438	767	2,309	4,281	7,356	100,541	2,234,519
...Kona	15,945	8,510	25,797	4,887	3,574	58,713	2,920	6,854	15,444	25,219	307,779	7,945,834
STATE	341,154	50,361	432,973	64,540	195,752	1,084,780	49,641	99,195	100,783	249,619	3,294,576	69,135,310
<b>DOMESTIC</b>												
O'ahu	124,534	9,413	43,101	6,551	10,574	194,173	16,670	58,017	47,670	122,357	922,431	21,656,138
Maui	12,211	2,091	8,200	1,417	1,546	25,465	26,443	22,138	21,571	70,153	490,015	16,179,556
Moloka'i	368	139	150	37	45	739	266	405	576	1,247	10,415	320,391
Lāna'i	423	164	104	52	23	766	204	490	774	1,467	10,073	295,586
Kaua'i	8,480	1,308	3,560	600	708	14,656	1,872	7,353	7,492	16,718	207,347	7,691,087
Hawai'i Island	8,937	2,030	9,305	1,130	2,225	23,628	3,616	8,927	19,294	31,837	292,613	8,957,684
...Hilo	2,541	940	2,891	148	1,144	7,664	712	2,130	3,954	6,796	72,303	1,920,744
...Kona	6,396	1,090	6,415	982	1,081	15,963	2,903	6,798	15,340	25,041	220,310	7,036,940
STATE	154,952	15,146	64,421	9,787	15,121	259,427	49,071	97,330	97,378	243,779	1,932,894	55,100,441
<b>INTERNATIONAL</b>												
O'ahu	153,296	20,568	295,423	45,144	169,977	684,407	383	1,259	2,294	3,937	913,267	10,497,262
Maui	13,242	6,029	34,422	2,852	2,987	59,532	97	314	577	988	270,638	1,835,053
Moloka'i	1,330	267	272	0	29	1,898	2	8	14	24	4,254	37,865
Lāna'i	625	0	730	0	29	1,384	6	18	33	57	5,707	27,597
Kaua'i	4,536	501	2,264	2,852	1,457	11,610	10	31	56	96	52,108	414,423
Hawai'i Island	13,173	7,851	35,441	3,905	6,152	66,522	72	236	431	738	115,708	1,222,670
...Hilo	3,623	432	16,059	0	3,659	23,773	55	179	327	560	28,239	313,775
...Kona	9,550	7,419	19,382	3,905	2,493	42,749	17	57	104	178	87,469	908,895
STATE	186,201	35,215	368,553	54,753	180,631	825,353	570	1,865	3,405	5,840	1,361,682	14,034,869

**Table 57: 2006 Visitor Days by Island and MMA  
(Arrivals by air)**

2006R	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	10,788,171	8,823,662	6,695,649	1,509,584	356,155	54,718	164,412	45,412	61,263	681,960	737,366	124,576	861,942
Maui	9,557,882	5,554,213	267,305	1,261,681	119,293	20,795	95,917	31,487	29,928	297,420	117,815	26,416	144,230
Moloka'i	168,517	99,293	4,559	15,219	2,753	456	2,095	870	940	7,114	4,539	259	4,797
Lāna'i	129,570	105,201	3,491	11,023	3,026	405	1,204	389	549	5,572	3,924	385	4,309
Kaua'i	4,402,863	2,410,356	62,793	291,519	53,988	6,372	40,018	10,868	11,231	122,477	49,978	7,098	57,077
Hawai'i Island	5,307,172	3,081,473	611,330	465,346	78,744	17,886	77,113	11,793	20,750	206,287	95,520	18,848	114,368
...Hilo	950,857	733,209	136,747	83,244	20,323	5,101	22,600	3,466	4,693	56,184	32,252	6,298	38,550
...Kona	4,356,315	2,348,263	474,583	382,101	58,421	12,785	54,512	8,327	16,057	150,103	63,268	12,551	75,818
<b>STATE</b>	<b>30,354,176</b>	<b>20,074,198</b>	<b>7,645,126</b>	<b>3,554,373</b>	<b>613,959</b>	<b>100,632</b>	<b>380,760</b>	<b>100,818</b>	<b>124,661</b>	<b>1,320,830</b>	<b>1,009,141</b>	<b>177,583</b>	<b>1,186,724</b>
<b>DOMESTIC</b>													
O'ahu	10,482,476	8,623,294	53,004	426,746	306,932	42,927	155,568	43,981	54,527	603,936	154,814	27,192	182,006
Maui	9,482,375	5,521,253	4,576	379,116	104,963	20,661	90,700	29,895	27,633	273,852	16,803	4,652	21,455
Moloka'i	166,704	99,055	25	5,619	2,666	456	2,070	870	940	7,002	291	47	338
Lāna'i	128,593	104,079	57	4,580	2,606	405	1,179	389	549	5,127	202	112	314
Kaua'i	4,357,597	2,389,042	1,712	125,371	48,865	6,372	39,622	10,868	9,512	115,239	6,520	1,561	8,081
Hawai'i Island	5,262,927	3,051,333	4,903	210,576	71,609	17,709	73,919	11,262	19,605	194,104	12,318	3,560	15,878
...Hilo	940,951	720,860	911	35,723	17,694	4,924	20,230	3,466	4,364	50,678	3,600	1,049	4,648
...Kona	4,321,977	2,330,474	3,992	174,854	53,915	12,785	53,689	7,796	15,240	143,426	8,718	2,511	11,229
<b>STATE</b>	<b>29,880,672</b>	<b>19,788,057</b>	<b>64,278</b>	<b>1,152,008</b>	<b>537,640</b>	<b>88,531</b>	<b>363,059</b>	<b>97,265</b>	<b>112,765</b>	<b>1,199,260</b>	<b>190,948</b>	<b>37,124</b>	<b>228,071</b>
<b>INTERNATIONAL</b>													
O'ahu	305,695	200,368	6,642,645	1,082,838	49,222	11,791	8,844	1,430	6,736	78,024	582,552	97,385	679,937
Maui	75,508	32,960	262,729	882,565	14,330	134	5,217	1,591	2,295	23,568	101,012	21,764	122,776
Moloka'i	1,813	238	4,533	9,600	87	0	25	0	0	112	4,247	212	4,459
Lāna'i	977	1,122	3,434	6,443	420	0	25	0	0	445	3,722	274	3,996
Kaua'i	45,267	21,314	61,081	166,148	5,123	0	397	0	1,719	7,239	43,458	5,537	48,996
Hawai'i Island	44,245	30,139	606,427	254,769	7,135	177	3,194	531	1,146	12,183	83,202	15,288	98,490
...Hilo	9,907	12,350	135,836	47,521	2,629	177	2,370	0	329	5,506	28,652	5,249	33,901
...Kona	34,338	17,790	470,591	207,248	4,506	0	823	531	816	6,677	54,550	10,039	64,589
<b>STATE</b>	<b>473,504</b>	<b>286,141</b>	<b>7,580,848</b>	<b>2,402,364</b>	<b>76,318</b>	<b>12,102</b>	<b>17,702</b>	<b>3,553</b>	<b>11,895</b>	<b>121,570</b>	<b>818,194</b>	<b>140,460</b>	<b>958,653</b>

Table 57: 2006 Visitor Days by Island and MMA (continued)  
(Arrivals by air)

2006R	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	238,044	52,754	270,803	25,012	138,372	724,985	15,155	51,778	48,894	115,827	2,344,200	32,545,981
Maui	30,287	10,881	35,174	1,547	6,844	84,732	17,805	17,230	22,481	57,516	776,435	18,001,415
Moloka'i	956	31	1,002	33	736	2,758	236	286	431	953	41,317	344,526
Lāna'i	672	39	938	55	112	1,816	157	336	748	1,241	19,290	281,515
Kaua'i	5,531	2,468	6,720	838	2,482	18,039	1,721	5,229	6,287	13,237	251,371	7,629,733
Hawai'i Island	21,554	8,610	35,149	2,494	12,128	79,935	2,845	7,995	18,633	29,473	447,301	10,342,683
...Hilo	9,667	1,918	15,283	796	4,137	31,802	630	1,942	4,279	6,851	158,797	2,196,241
...Kona	11,887	6,691	19,866	1,698	7,991	48,133	2,215	6,053	14,354	22,623	288,503	8,146,442
STATE	297,045	74,783	349,784	29,978	160,675	912,265	37,920	82,853	97,475	218,248	3,879,913	69,145,854
<b>DOMESTIC</b>												
O'ahu	124,861	7,451	44,817	5,271	11,987	194,388	14,783	50,508	46,157	111,447	879,662	21,556,959
Maui	10,174	1,983	6,220	1,547	2,452	22,376	17,745	17,023	22,035	56,803	453,106	16,214,912
Moloka'i	362	31	282	33	71	779	236	286	431	953	10,314	290,789
Lāna'i	309	39	79	55	68	550	157	336	748	1,241	8,901	253,444
Kaua'i	4,179	711	2,151	838	915	8,793	1,721	5,229	6,287	13,237	183,493	7,202,566
Hawai'i Island	9,089	1,279	5,667	1,389	1,357	18,781	2,712	7,538	17,649	27,899	278,975	9,065,377
...Hilo	3,247	254	1,134	326	351	5,312	604	1,853	4,087	6,545	67,280	1,832,907
...Kona	5,843	1,024	4,533	1,063	1,006	13,469	2,107	5,685	13,562	21,354	211,695	7,232,470
STATE	148,974	11,495	59,216	9,133	16,850	245,668	37,353	80,920	93,308	211,581	1,814,452	54,584,048
<b>INTERNATIONAL</b>												
O'ahu	113,183	45,303	225,985	19,741	126,385	530,597	373	1,270	2,737	4,380	1,464,538	10,989,021
Maui	20,113	8,897	28,954	0	4,392	62,356	61	207	446	713	323,329	1,786,503
Moloka'i	595	0	720	0	665	1,979	0	0	0	0	31,002	53,737
Lāna'i	364	0	858	0	44	1,266	0	0	0	0	10,389	28,071
Kaua'i	1,352	1,757	4,569	0	1,567	9,246	0	0	0	0	67,878	427,167
Hawai'i Island	12,465	7,331	29,481	1,105	10,771	61,154	134	456	984	1,574	168,325	1,277,306
...Hilo	6,421	1,664	14,149	470	3,786	26,490	26	89	191	306	91,517	363,334
...Kona	6,044	5,667	15,332	635	6,985	34,664	108	368	793	1,268	76,808	913,972
STATE	148,071	63,288	290,568	20,846	143,825	666,598	567	1,933	4,167	6,667	2,065,461	14,561,806

**Table 58: 2007 Visitor Arrivals by Island and MMA  
(Arrivals by air)**

2007	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	1,496,366	1,178,514	1,239,489	197,942	42,960	5,878	18,547	5,908	4,558	77,851	138,406	17,207	155,613
Maui	1,210,399	797,781	80,430	172,425	16,658	2,794	11,677	4,107	3,248	38,484	33,110	4,481	37,591
Moloka'i	33,723	25,895	1,646	8,466	855	171	650	215	183	2,073	3,626	522	4,149
Lāna'i	38,979	36,677	874	7,971	910	129	376	172	130	1,717	4,511	586	5,098
Kaua'i	638,394	461,331	34,401	62,447	10,032	1,447	7,237	2,098	1,647	22,459	18,245	2,410	20,655
Hawai'i Island	677,831	521,365	199,017	75,716	12,745	2,759	9,375	1,958	2,677	29,514	29,749	3,211	32,960
...Hilo	243,975	270,188	85,808	44,609	6,685	1,465	4,611	1,015	1,297	15,073	20,286	2,289	22,576
...Kona	589,502	442,175	132,483	67,037	10,466	1,955	7,261	1,597	2,001	23,279	24,348	2,510	26,858
<b>STATE</b>	<b>3,244,707</b>	<b>1,901,502</b>	<b>1,296,421</b>	<b>333,397</b>	<b>57,622</b>	<b>8,090</b>	<b>26,526</b>	<b>8,795</b>	<b>6,990</b>	<b>108,022</b>	<b>145,491</b>	<b>18,660</b>	<b>164,151</b>
<b>DOMESTIC</b>													
O'ahu	1,460,949	1,139,928	8,270	70,872	34,752	4,936	17,417	5,515	4,095	66,715	33,724	4,339	38,063
Maui	1,199,090	788,984	781	67,553	14,800	2,488	11,158	3,809	2,930	35,185	3,639	843	4,482
Moloka'i	33,279	24,582	19	2,400	509	92	607	215	183	1,606	139	51	190
Lāna'i	38,671	34,954	33	2,453	780	129	376	172	130	1,587	142	33	175
Kaua'i	632,966	458,022	413	31,181	8,777	1,176	6,868	1,725	1,530	20,075	1,607	412	2,019
Hawai'i Island	671,677	515,274	887	37,463	11,102	2,265	8,933	1,737	2,410	26,447	2,745	566	3,311
...Hilo	240,385	266,090	311	19,766	5,339	1,130	4,310	794	1,030	12,604	1,327	237	1,565
...Kona	584,381	437,917	711	33,403	9,020	1,684	7,036	1,376	1,952	21,068	2,078	435	2,513
<b>STATE</b>	<b>3,199,318</b>	<b>1,857,734</b>	<b>9,174</b>	<b>135,742</b>	<b>47,816</b>	<b>7,148</b>	<b>25,072</b>	<b>8,269</b>	<b>6,348</b>	<b>94,652</b>	<b>35,702</b>	<b>5,077</b>	<b>40,779</b>
<b>INTERNATIONAL</b>													
O'ahu	35,417	38,586	1,231,219	127,070	8,208	942	1,130	393	463	11,136	104,682	12,868	117,550
Maui	11,309	8,797	79,649	104,872	1,858	306	519	298	318	3,299	29,471	3,638	33,109
Moloka'i	444	1,313	1,627	6,066	346	79	43	0	0	467	3,487	471	3,959
Lāna'i	308	1,723	841	5,518	130	0	0	0	0	130	4,369	553	4,923
Kaua'i	5,428	3,309	33,988	31,266	1,255	271	369	373	117	2,384	16,638	1,998	18,636
Hawai'i Island	6,154	6,091	198,130	38,253	1,643	494	442	221	267	3,067	27,004	2,645	29,649
...Hilo	3,590	4,098	85,497	24,843	1,346	335	301	221	267	2,469	18,959	2,052	21,011
...Kona	5,121	4,258	131,772	33,634	1,446	271	225	221	49	2,211	22,270	2,075	24,345
<b>STATE</b>	<b>45,389</b>	<b>43,768</b>	<b>1,287,247</b>	<b>197,655</b>	<b>9,806</b>	<b>942</b>	<b>1,454</b>	<b>526</b>	<b>642</b>	<b>13,370</b>	<b>109,789</b>	<b>13,583</b>	<b>123,372</b>

**Table 58: 2007 Visitor Arrivals by Island and MMA (continued)**  
(Arrivals by air)

2007	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	51,551	4,710	38,785	4,253	11,957	111,256	2,076	5,561	6,989	14,335	223,384	4,694,750
Maui	8,144	1,706	12,537	957	2,213	25,557	1,411	2,658	4,171	8,135	92,793	2,463,595
Moloka'i	965	131	344	17	40	1,498	59	129	169	345	5,368	83,163
Lāna'i	763	31	329	17	35	1,174	76	132	239	419	7,441	100,350
Kaua'i	3,585	496	1,446	828	1,420	7,776	359	1,198	2,092	3,602	47,980	1,299,045
Hawai'i Island	6,921	953	7,097	967	2,948	18,886	608	1,518	3,449	5,468	61,602	1,622,359
...Hilo	3,716	596	4,321	68	2,492	11,192	320	799	1,929	2,941	30,530	726,892
...Kona	5,632	877	3,843	930	2,164	13,445	488	1,266	3,051	4,736	50,886	1,350,401
STATE	56,584	5,549	42,141	4,513	12,322	121,109	2,757	7,049	10,137	19,943	307,568	7,496,820
<b>DOMESTIC</b>												
O'ahu	27,342	1,379	6,588	818	1,488	37,615	1,724	5,372	6,637	13,733	114,238	2,950,383
Maui	2,870	404	1,434	244	335	5,288	1,283	2,590	4,043	7,917	63,402	2,172,682
Moloka'i	162	42	72	17	11	305	45	121	155	321	2,495	65,197
Lāna'i	138	31	50	17	6	242	43	114	206	363	2,682	81,160
Kaua'i	1,499	182	599	115	144	2,539	303	1,168	2,036	3,507	32,768	1,183,490
Hawai'i Island	2,290	313	1,012	186	322	4,124	479	1,449	3,320	5,248	40,787	1,305,218
...Hilo	1,116	164	453	68	160	1,960	191	730	1,800	2,721	18,261	563,663
...Kona	1,748	237	749	149	246	3,130	404	1,221	2,967	4,592	33,713	1,121,428
STATE	29,439	1,778	7,980	1,078	1,797	42,072	2,694	6,852	9,770	19,316	183,743	5,582,530
<b>INTERNATIONAL</b>												
O'ahu	24,209	3,331	32,197	3,435	10,469	73,641	60	189	352	602	109,146	1,744,367
Maui	5,274	1,302	11,103	713	1,878	20,269	22	68	128	218	29,391	290,913
Moloka'i	803	89	272	0	29	1,193	2	8	14	24	2,873	17,966
Lāna'i	625	0	279	0	29	932	6	18	33	56	4,759	19,190
Kaua'i	2,086	314	847	713	1,276	5,237	10	30	56	95	15,212	115,555
Hawai'i Island	4,631	640	6,085	781	2,626	14,762	22	69	129	220	20,815	317,141
...Hilo	2,600	432	3,868	0	2,332	9,232	22	69	129	220	12,269	163,229
...Kona	3,884	640	3,094	781	1,918	10,315	14	45	84	144	17,173	228,973
STATE	27,145	3,771	34,161	3,435	10,525	79,037	63	197	367	627	123,825	1,914,290



**Table 59: 2006 Visitor Arrivals by Island and MMA  
(Arrivals by air)**

2006R	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	SWITZER- LAND	TOTAL EUROPE MMA	AUSTRA- LIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	1,455,305	1,196,754	1,303,538	160,348	43,353	5,076	17,885	5,075	4,508	75,898	108,562	16,831	125,393
Maui	1,199,524	818,906	94,717	135,280	16,010	2,510	11,453	3,601	3,143	36,718	25,807	4,067	29,873
Moloka'i	31,815	24,826	3,926	4,072	608	100	529	143	155	1,536	2,919	231	3,151
Lāna'i	34,561	33,468	1,767	5,119	855	80	407	137	144	1,623	3,258	273	3,532
Kaua'i	596,304	431,233	33,637	50,032	9,264	1,108	6,672	1,562	1,617	20,222	13,979	2,029	16,008
Hawai'i Island	687,043	511,600	210,263	65,675	12,043	2,207	9,401	1,659	2,384	27,693	24,138	3,118	27,257
...Hilo	229,716	246,150	86,294	35,731	5,898	1,004	4,276	649	1,033	12,861	16,065	2,072	18,137
...Kona	604,132	436,854	144,766	60,014	10,018	1,576	7,580	1,381	1,999	22,553	20,346	2,536	22,882
<b>STATE</b>	<b>3,219,948</b>	<b>1,953,316</b>	<b>1,362,878</b>	<b>280,920</b>	<b>57,481</b>	<b>7,575</b>	<b>26,067</b>	<b>8,261</b>	<b>6,649</b>	<b>106,032</b>	<b>117,043</b>	<b>18,770</b>	<b>135,813</b>
<b>DOMESTIC</b>													
O'ahu	1,420,429	1,159,418	8,850	47,665	35,934	4,259	16,814	4,865	3,843	65,715	26,675	4,182	30,857
Maui	1,189,988	811,941	775	43,262	14,772	2,376	10,768	3,449	2,814	34,180	3,053	697	3,750
Moloka'i	30,652	24,588	14	1,241	579	100	504	143	155	1,482	78	19	98
Lāna'i	33,727	32,346	12	1,707	771	80	382	137	144	1,514	66	31	97
Kaua'i	588,881	426,829	310	20,230	8,412	1,108	6,567	1,562	1,289	18,937	1,235	276	1,511
Hawai'i Island	680,107	505,251	841	27,663	10,897	2,030	9,064	1,583	2,099	25,673	2,370	439	2,809
...Hilo	224,962	241,914	237	12,822	5,170	827	3,994	649	855	11,495	955	171	1,126
...Kona	598,632	431,631	690	24,934	9,053	1,576	7,280	1,305	1,737	20,951	1,854	333	2,187
<b>STATE</b>	<b>3,176,842</b>	<b>1,910,704</b>	<b>9,702</b>	<b>91,329</b>	<b>49,363</b>	<b>6,758</b>	<b>24,557</b>	<b>7,975</b>	<b>5,974</b>	<b>94,626</b>	<b>28,833</b>	<b>4,828</b>	<b>33,661</b>
<b>INTERNATIONAL</b>													
O'ahu	34,876	37,336	1,294,688	112,683	7,419	817	1,071	210	665	10,183	81,887	12,649	94,536
Maui	9,536	6,965	93,942	92,018	1,238	134	685	152	329	2,538	22,754	3,370	26,123
Moloka'i	1,163	238	3,912	2,831	29	0	25	0	0	54	2,841	212	3,053
Lāna'i	834	1,122	1,755	3,412	84	0	25	0	0	109	3,192	242	3,435
Kaua'i	7,423	4,404	33,327	29,802	852	0	105	0	328	1,285	12,744	1,753	14,497
Hawai'i Island	6,936	6,349	209,422	38,012	1,146	177	337	76	285	2,020	21,768	2,679	24,448
...Hilo	4,754	4,236	86,057	22,909	728	177	282	0	178	1,366	15,110	1,901	17,011
...Kona	5,500	5,223	144,076	35,080	965	0	300	76	262	1,602	18,492	2,203	20,695
<b>STATE</b>	<b>43,106</b>	<b>42,612</b>	<b>1,353,176</b>	<b>189,591</b>	<b>8,118</b>	<b>817</b>	<b>1,510</b>	<b>286</b>	<b>675</b>	<b>11,406</b>	<b>88,210</b>	<b>13,942</b>	<b>102,152</b>

**Table 59: 2006 Visitor Arrivals by Island and MMA (continued)**  
(Arrivals by air)

2006R	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	51,599	4,627	33,031	3,602	14,591	107,450	1,400	5,037	6,787	13,224	250,207	4,688,117
Maui	5,179	1,257	9,878	225	2,673	19,211	1,134	2,229	3,866	7,229	105,132	2,446,590
Moloka'i	600	11	646	8	415	1,680	30	111	144	285	15,045	86,336
Lāna'i	475	12	788	16	64	1,356	36	122	165	324	12,519	94,269
Kaua'i	1,794	379	1,752	123	689	4,738	246	936	1,607	2,789	49,169	1,204,132
Hawai'i Island	5,385	1,871	5,376	460	2,730	15,821	333	1,230	3,072	4,635	64,421	1,614,408
...Hilo	3,315	713	3,056	170	1,663	8,916	156	636	1,495	2,286	37,901	677,992
...Kona	3,463	1,490	4,031	320	2,344	11,647	261	1,033	2,715	4,009	52,069	1,358,926
<b>STATE</b>	<b>54,924</b>	<b>5,266</b>	<b>37,912</b>	<b>3,918</b>	<b>15,513</b>	<b>117,532</b>	<b>2,326</b>	<b>6,601</b>	<b>10,092</b>	<b>19,020</b>	<b>332,647</b>	<b>7,528,106</b>
<b>DOMESTIC</b>												
O'ahu	29,183	1,274	6,604	746	1,649	39,456	1,347	4,861	6,389	12,597	106,200	2,891,187
Maui	2,631	345	1,351	225	458	5,009	1,128	2,211	3,825	7,164	57,735	2,153,804
Moloka'i	173	11	53	8	17	262	30	111	144	285	2,238	60,860
Lāna'i	111	12	26	16	20	186	36	122	165	324	2,303	72,216
Kaua'i	1,089	134	392	123	192	1,931	246	936	1,607	2,789	28,169	1,089,587
Hawai'i Island	2,130	249	701	207	309	3,595	314	1,167	2,930	4,411	37,479	1,287,829
...Hilo	1,119	94	303	76	141	1,732	140	583	1,375	2,097	15,637	512,022
...Kona	1,508	187	518	161	241	2,615	242	970	2,573	3,785	31,161	1,116,586
<b>STATE</b>	<b>30,843</b>	<b>1,658</b>	<b>7,681</b>	<b>1,062</b>	<b>2,072</b>	<b>43,315</b>	<b>2,269</b>	<b>6,413</b>	<b>9,667</b>	<b>18,350</b>	<b>171,596</b>	<b>5,550,125</b>
<b>INTERNATIONAL</b>												
O'ahu	22,416	3,353	26,427	2,856	12,942	67,994	53	176	398	627	144,007	1,796,930
Maui	2,548	912	8,527	0	2,215	14,202	6	18	41	65	47,397	292,786
Moloka'i	427	0	593	0	398	1,418	0	0	0	0	12,807	25,476
Lāna'i	364	0	762	0	44	1,170	0	0	0	0	10,216	22,053
Kaua'i	705	245	1,360	0	497	2,807	0	0	0	0	21,000	114,545
Hawai'i Island	3,255	1,622	4,675	253	2,421	12,226	19	63	142	224	26,942	326,579
...Hilo	2,196	619	2,753	94	1,522	7,184	16	53	120	189	22,264	165,970
...Kona	1,955	1,303	3,513	159	2,103	9,032	19	63	142	224	20,908	242,340
<b>STATE</b>	<b>24,081</b>	<b>3,608</b>	<b>30,231</b>	<b>2,856</b>	<b>13,441</b>	<b>74,217</b>	<b>57</b>	<b>188</b>	<b>425</b>	<b>670</b>	<b>161,051</b>	<b>1,977,981</b>

# VISITOR EXPENDITURES

*AIR AND CRUISE VISITOR - TOTAL EXPENDITURES  
BY CATEGORY*

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

*AIR VISITOR - DAILY SPENDING BY MMAs*

*AIR VISITOR - DAILY SPENDING BY ISLAND*

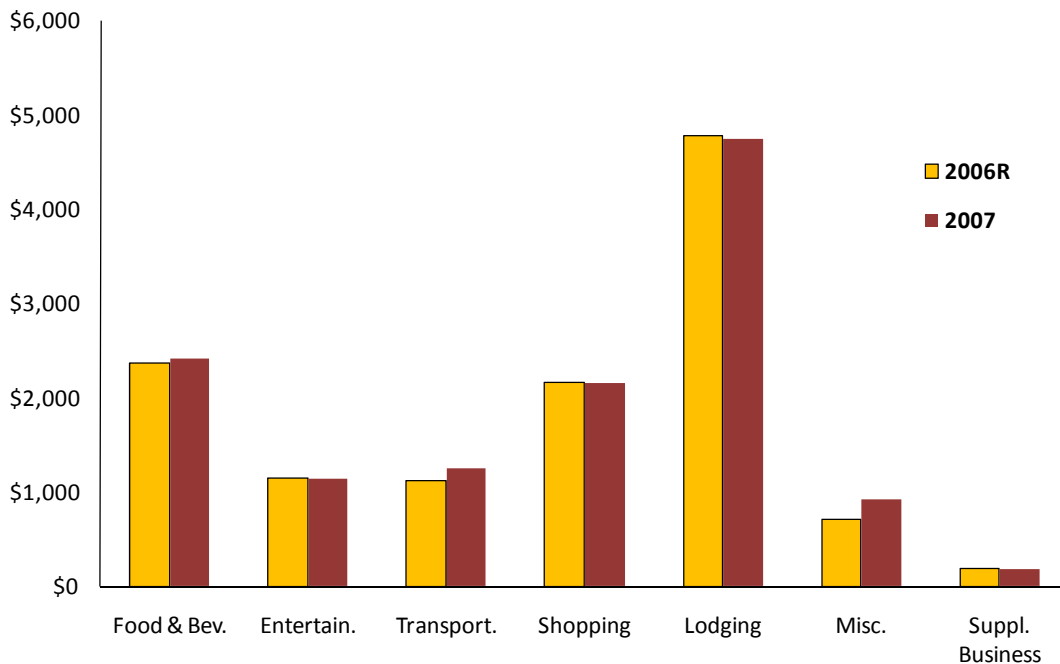
# ALL VISITOR EXPENDITURES

## 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 2007 rose 2.6 percent from 2006 to \$12.8 billion, due to higher average daily visitor spending and a slight increase in visitor days (Table 60).

Lodging, the largest expenditure category decreased slightly by .6 percent or \$31 million, to \$4.75 billion and comprised 37 percent of total visitor expenditures. Food and beverage, the second largest category, increased 1.8 percent to \$2.42 billion or 19 percent of total visitor spending. Shopping (-.6%) and entertainment and recreation (-.4%) expenditures were also down slightly from 2006 to \$2.15 billion and \$1.14 billion, respectively. The largest increase in spending was in transportation which rose 10.8 percent to \$1.25 billion.

Figure 22: Total Visitor Expenditures by Category: 2007 vs. 2006

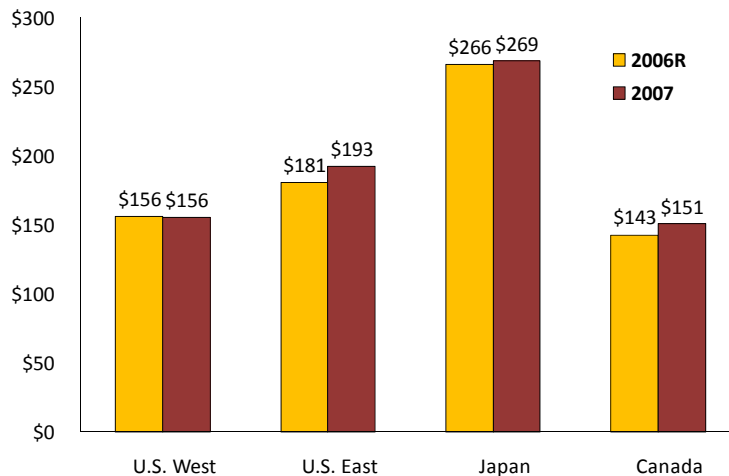


## AIR AND CRUISE VISITOR TOTAL EXPENDITURES BY ISLAND AND MMA

- U.S. West visitors (\$4.8 billion) were the largest contributors to the total \$12.8 billion in combined air and cruise expenditures in 2007 (Table 61).
- U.S. West and Canadian visitors spent more on Maui than on O‘ahu in both 2006 and 2007.
- Japanese visitors spent the most on O‘ahu, followed by Hawai‘i Island.
- Combined air and cruise spending on O‘ahu totaled \$6.08 billion, up 1.2 percent from 2006. Spending by Japanese (-3% from 2006 to \$1.81 billion) and U.S. West (-3.6% to \$1.55 billion) air and cruise visitors on O‘ahu declined. Spending by U.S. East air and cruise visitors rose 4.0 percent to \$1.52 billion. There were double digit increases in spending on O‘ahu by air and cruise visitors from Canada (+22% to \$242.5 million), Oceania (+40.1% to \$249.5 million) and Other Asia (+25.7% to \$214.6 million) compared to 2006.
- Combined, air and cruise visitor expenditures on Maui increased 1.1 percent to \$3.47 billion in 2007. U.S. West visitors spent the most on Maui at \$1.67 billion, but this was 1.5 percent lower than in 2006. Spending by U.S. East visitors on Maui was second highest at \$1.2 billion (+1%). Spending by Canadians (+32.8% to \$273 million) on Maui was significantly higher compared to 2006. Spending by Japanese (-6.6%) and European visitors (-5.8%) declined to \$56.2 million and \$55.2 million, respectively.
- Spending on Hawai‘i Island by air and cruise visitors rose 3.2 percent from 2006 to \$1.7 billion. Of this amount, U.S. West visitors spent \$810.8 million (+1.4%), U.S. East visitors spent \$573.7 million (+3.1%), Japanese visitors spent \$122 million (+4.6%) and Canadian visitors spent \$71.5 million (+3.8%).
- Expenditures by air and cruise visitors on Kaua‘i totaled \$1.37 billion in 2007, up 9.9 percent from the previous year. Spending by U.S. West visitors and U.S. East visitors on Kaua‘i rose to \$744.1 million (+9.6%) and \$478.2 million (+7.9%), respectively. Canadian visitors spent \$50.2 million (+13.8%). Japanese visitors spent \$8.7 million on Kaua‘i, virtually unchanged from 2006 (+.19%).

## AIR VISITOR PERSONAL DAILY SPENDING BY MMA

**Figure 23: Visitor Personal Daily Spending by Selected MMA: 2007 vs. 2006**



## U.S. WEST

Daily spending by U.S. West air visitors in 2007 was \$156 per person virtually unchanged from 2006 (Table 63).

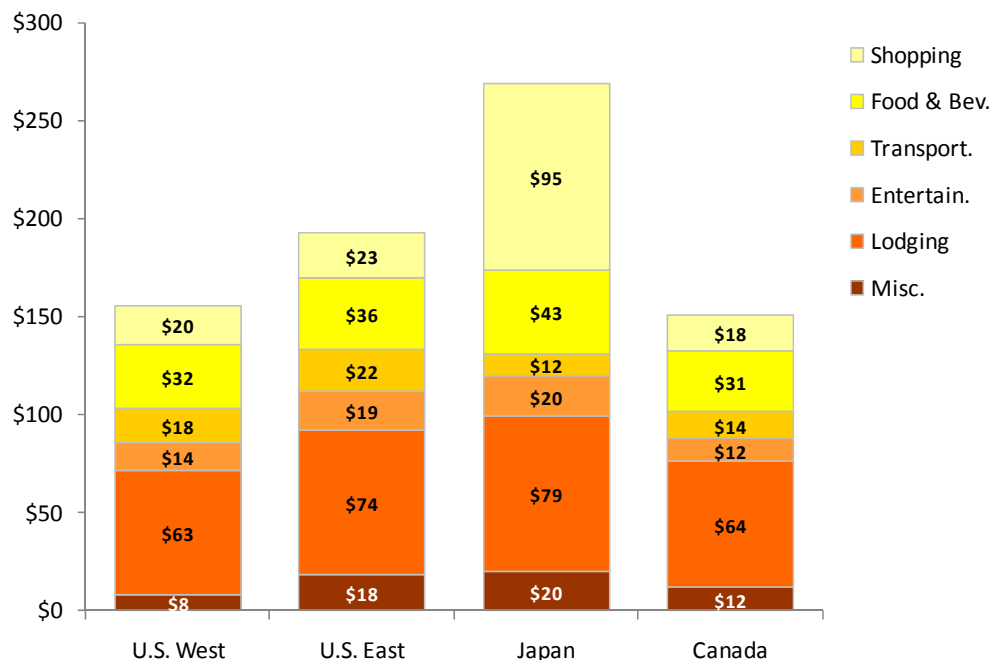
- Daily spending by this group of visitors ranked 9th among the visitor markets.
- Lodging expenditures by these visitors averaged \$63 per person per day, down 1.4 percent compared to the previous year.
- This group also spent less on shopping (-2.5% to \$20.1 per person) and entertainment and recreation (-4% to \$14.4 per person) but more on food and beverage (+1.3% to \$32.3 per person) and transportation (+5% to \$17.6 per person) than those who came in 2006.

## U.S. EAST

Per day expenditures by U.S. East air visitors rose from \$181 per person to \$193 per person in 2007 (Table 64), 5th highest among the visitor markets.

- Lodging expenditures, the largest expense for this group, increased 1.2 percent from 2006 to average \$74.4 per person on a daily basis.
- Those who came in 2007 also spent more in other categories, starting with food and beverages (+2.1% to \$36 per person), shopping (+3% to \$23.2 per person) and entertainment and recreation (+.8% to \$19.2 per person).
- The largest increase was in transportation spending, up 23.2 percent to \$22 per person.

**Figure 24: 2007 Visitor Personal Daily Spending by Category and Selected MMA**



## **JAPAN**

Daily spending by air visitors from Japan continued to be the highest among the visitor markets. In 2007 daily spending increased to \$269 per person, compared to \$267 per person last year (Table 65).

- In contrast to other visitor groups, the biggest expense by Japanese visitors was shopping. Japanese visitors spent over four times as much per day shopping as those from the U.S. mainland, Canada and Europe.
- In 2007 shopping expenses decreased 4.1 percent to \$95 per person per day.
- Japanese visitor spending on lodging, at \$79 per person, was 4.9 percent higher than in 2006.
- These visitors spent more on food and beverages (+2% to \$43 per person), entertainment and recreation (+3% to \$20.3 per person) and transportation (+.7% to \$11.7 per person) compared to last year.

## **CANADA**

Per day spending by Canadian air visitors in 2007 was \$151 per person, up from \$143 per person in 2006 (Table 66).

- Daily spending by this group was the lowest among the visitor markets.
- Lodging expenditures by these visitors rose 4 percent to \$65 per person per day.
- This group also spent more on food and beverages (+1.8% to \$31 per person) and transportation (+2.4% to \$13.9 per person) but less on shopping (-1.4% to \$18.1 per person) and entertainment and recreation (-4% to \$11.7 per person) than in 2006.

## **EUROPE**

Daily spending by European air visitors increased from \$169 per person in 2006 to \$175 per person in 2007 (Table 67).

- Lodging expenditures by these visitors fell 2.3 percent to \$77 per person.
- Spending on food and beverages the second largest category for this group was also lower, down 10.9 percent to \$32.5 per person.
- European visitors in 2007 spent more on shopping (+2.5% to \$21.3 per person) and transportation (+15.2% to \$20 per person) compared to last year.

## **OCEANIA**

Daily spending by air visitors from Oceania was \$212 per person in 2007, up from \$202 per person in 2006 (Table 68).

- Lodging expenses (\$74 per person) for this group was 1.8 percent lower than last year.
- Oceania visitors spent more on shopping (+20% to \$49 per person), food and beverage (+4.7%, to \$48 per person), entertainment and recreation (+1.5% to \$18.9 per person) and transportation (+8.8% to \$14 per person) compared to 2006.

## **OTHER ASIA**

Ranked second in daily spending were visitors from Other Asia which increased to \$234 per person, from \$208 per person in 2006 (Table 69).

- Lodging expenditures by these visitors rose 20 percent to \$79 per person per day.
- Next to the Japanese, visitors from Other Asia were the second highest spender in the shopping category at \$52 per person, (down from \$59 per person in 2006).
- This group spent more on food and beverage (+6.4% to \$42 per person), and entertainment and recreation (+25.5% to \$25 per person) in 2007.
- These visitors also spent significantly more on transportation (\$24 per person from \$14 per person in 2006).

## **LATIN AMERICA**

Per day spending by air visitors from Latin America in 2007 was \$195 per person compared to \$160 per person in the previous year (Table 70).

- Lodging expenditures by these visitors were down 13.5 percent to \$53 per person per day.
- These visitors also spent less on food and beverages (-14.3% to \$28 per person) and entertainment and recreation (-5.2% to \$14 per person) but more on shopping (+14.6% to \$30 per person) and transportation (+19.6% to \$18 per person) compared to 2006.

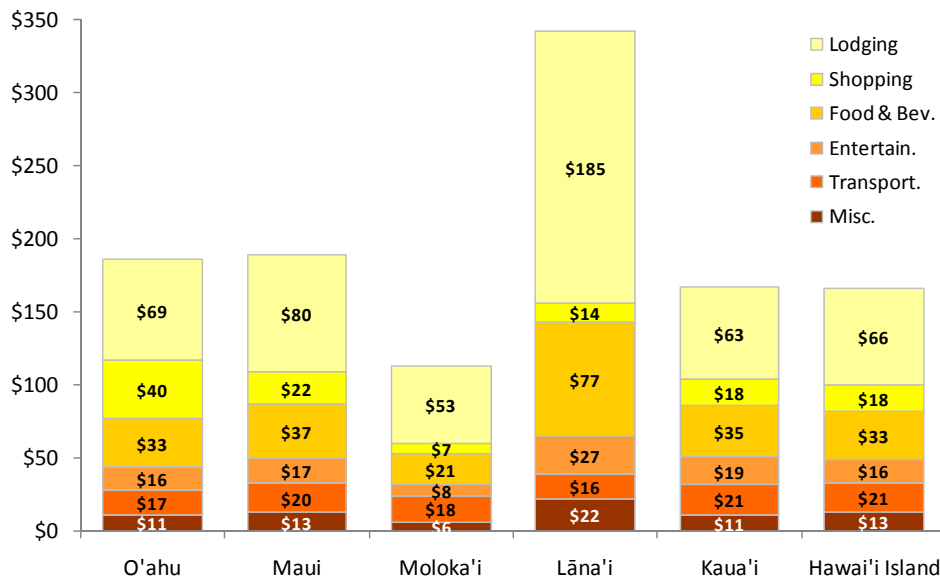
## **AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND**

Total Daily spending by air visitors in 2007 were higher on all islands compared to daily spending from air visitors in the previous year (Table 72 and Table 73).

- Visitor by air to Lānaʻi spent the most on a daily basis at \$342 per person compared to \$300 per person in 2006.
- Daily spending on Maui was the second highest at \$189 per person, up from \$187.
- Visitors to Oʻahu spent \$186 per person per day, higher than \$181 per person in 2006.
- Visitor to Kauaʻi in 2007 spent \$167 per person (\$161 per person in 2006), Hawaiʻi Island visitors spent \$166 per person (\$158 per person in 2006) while Molokaʻi visitors spent \$113 per person, (\$110 per person in 2006).



**Figure 25: 2007 Visitor Personal Daily Spending by Category and Island**



- Lodging was the largest expense for these visitors across all islands with the highest being on Lāna'i at \$185 per person, up from \$181 per person in 2006. Maui visitors in 2007 spent less on lodging (\$81 per person) compared to \$83 per person last year. Lodging expenses on O'ahu was unchanged from last year at \$69 per person. Lodging on Hawai'i Island (\$66 per person) and Kaua'i (\$63 per person) and Moloka'i (\$53 per person) were slightly higher than in 2006.
- Visitors to O'ahu in 2007 spent 35.5 percent more on shopping (\$40 per person) compared to 2006 (\$30 per person). Shopping expenditures for other islands were about the same as 2006 levels. In 2007 O'ahu visitors spent almost twice as much per day shopping as visitors to Maui (\$22 per person), Kaua'i (\$18 per day), and Hawai'i Island (\$18 per person) and even more so than those who visited Lāna'i (\$14 per person) and Moloka'i (\$8 per person).
- Visitors spent more on food and beverage in 2007, on Lāna'i (\$77 per person), Maui (\$37 per person) and Kaua'i (\$35 per person), than those on O'ahu (\$33 per person), Hawai'i Island (\$33 per person) and Moloka'i (\$21 per person). Visitors on O'ahu in 2007 spent less on food and beverage than those who visited this island in 2006. Spending on food and beverages in 2007 were higher on Lāna'i, Kaua'i, Hawai'i Island and about the same on Moloka'i as last year.
- Visitors on Lāna'i spent \$27 per person daily on entertainment and recreation in 2007, compared to \$22 per person in 2006. Spending in this category on Kaua'i was about the same as last year at \$19 per person. Daily spending on entertainment and recreation decreased slightly in 2007 to \$17 per person on Maui, \$16 per person on O'ahu and \$16 per person on Hawai'i Island.
- Daily spending on transportation decreased on O'ahu to \$17 per person in 2007 from \$19 per person in 2006. Transportation expenditures increased on all neighbor islands. Visitors spent \$21 per person on either Kaua'i or Hawai'i Island, \$20 per person on Maui, \$18 per person on Moloka'i and \$16 per person on Lāna'i.

**Table 60: Total Visitor Expenditures by Category: 2007 vs. 2006**  
**(Total Air and Cruise Visitor Spending in millions of dollars)**

<b>Expenditure Type</b>	<b>2007</b>	<b>2006R</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>12,811.0</b>	<b>12,491.6</b>	<b>2.6</b>
<b>Total Food and beverage</b>	<b>2,415.0</b>	<b>2,372.4</b>	<b>1.8</b>
Restaurant food	1,631.0	1,619.9	0.7
Dinner shows and cruises	273.7	266.7	2.6
Groceries and snacks	510.3	485.8	5.1
<b>Entertainment &amp; Recreation</b>	<b>1,142.9</b>	<b>1,147.4</b>	<b>-0.4</b>
<b>Total Transportation</b>	<b>1,246.9</b>	<b>1,125.4</b>	<b>10.8</b>
Interisland airfare	381.3	226.8	68.1
Ground transportation	95.5	96.9	-1.5
Rental vehicles	677.1	706.7	-4.2
Gasoline, parking, etc.	93.1	95.0	-2.0
<b>Total Shopping</b>	<b>2,151.6</b>	<b>2,164.3</b>	<b>-0.6</b>
Fashion and clothing	777.5	748.6	3.9
Jewelry and watches	394.1	435.3	-9.5
Cosmetics, perfume	73.1	72.4	1.0
Leather goods	298.9	303.9	-1.7
Hawai'i food products	213.3	212.9	0.2
Souvenirs	394.7	391.2	0.9
<b>Lodging</b>	<b>4,746.1</b>	<b>4,777.1</b>	<b>-0.6</b>
<b>All other expenses 1/</b>	<b>923.1</b>	<b>714.2</b>	<b>29.3</b>
<b>Supplemental business</b>	<b>185.2</b>	<b>190.7</b>	<b>-2.9</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 61: 2007 Total Visitor Expenditures by Island and MMA  
(Total Air and Cruise Visitor Spending in \$millions)**

2007	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	1,547.4	1,517.0	1,811.3	242.5	123.1	249.5	214.6	24.8	346.8	6,076.9
Maui	1,669.5	1,243.2	56.2	273.0	55.2	27.4	13.6	14.3	116.2	3,468.7
Moloka'i	20.0	14.1	0.2	3.5	0.6	0.8	0.3	0.2	1.4	41.1
Lāna'i	50.1	45.9	0.5	6.7	2.0	2.4	0.8	0.4	3.7	112.4
Kaua'i	744.1	478.2	8.7	50.2	20.0	11.5	5.1	1.4	53.5	1,372.7
Hawai'i Island	810.8	573.7	122.0	71.5	35.7	22.6	23.5	8.4	71.0	1,739.3
STATE	4,842.0	3,872.2	1,998.8	647.3	236.5	314.2	257.8	49.5	592.6	12,811.1

**Table 62: 2007 Total Visitor Expenditures Growth by Island and MMA  
(% change over 2006)**

% CHANGE OVER 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	-3.6%	4.0%	-3.0%	21.9%	8.1%	40.1%	25.7%	32.6%	-11.9%	1.2%
Maui	-1.5%	1.0%	-6.6%	32.8%	-5.8%	-16.8%	-36.7%	68.0%	-0.2%	1.1%
Moloka'i	12.0%	27.2%	-74.3%	151.7%	-38.7%	-7.2%	11.9%	115.4%	-74.1%	6.5%
Lāna'i	39.8%	30.6%	-58.3%	86.8%	-25.3%	248.2%	76.5%	142.9%	-34.9%	31.9%
Kaua'i	9.6%	7.9%	0.1%	13.7%	8.6%	52.7%	125.7%	-51.5%	23.3%	9.9%
Hawai'i Island	1.4%	3.1%	4.6%	3.8%	6.1%	2.8%	190.3%	59.7%	-3.9%	3.2%
STATE	0.2%	3.7%	-2.7%	23.9%	3.7%	29.8%	26.8%	39.0%	-7.2%	2.6%

Table 63: U.S. West Visitor Personal Daily Spending by Category  
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
<b>GRAND TOTAL</b>	<b>155.9</b>	<b>156.5</b>	<b>-0.4</b>
<b>Total Food and beverage</b>	<b>32.3</b>	<b>31.9</b>	<b>1.3</b>
Restaurant food	21.0	21.2	-1.4
Dinner shows and cruises	3.7	3.3	13.0
Groceries and snacks	7.7	7.4	4.1
<b>Entertainment &amp; Recreation</b>	<b>14.4</b>	<b>15.0</b>	<b>-4.0</b>
<b>Total Transportation</b>	<b>17.6</b>	<b>16.7</b>	<b>5.0</b>
Interisland airfare	5.0	2.9	70.5
Ground transportation	0.6	0.7	-16.3
Rental vehicles	10.6	11.6	-8.6
Gasoline, parking, etc.	1.4	1.5	-9.0
<b>Total Shopping</b>	<b>20.1</b>	<b>20.6</b>	<b>-2.5</b>
Fashion and clothing	7.4	7.9	-5.5
Jewelry and watches	4.7	5.1	-9.0
Cosmetics, perfume	0.4	0.3	11.5
Leather goods	0.7	0.6	24.8
Hawai'i food products	2.1	2.1	2.9
Souvenirs	4.7	4.6	3.1
<b>Lodging</b>	<b>63.4</b>	<b>64.3</b>	<b>-1.4</b>
<b>All other expenses 1/</b>	<b>8.1</b>	<b>8.0</b>	<b>1.4</b>

Table 64: U.S. East Visitor Personal Daily Spending by Category  
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
<b>GRAND TOTAL</b>	<b>192.8</b>	<b>181.1</b>	<b>6.5</b>
<b>Total Food and beverage</b>	<b>36.0</b>	<b>35.2</b>	<b>2.1</b>
Restaurant food	25.1	24.8	1.4
Dinner shows and cruises	4.4	4.4	-0.1
Groceries and snacks	6.5	6.0	6.8
<b>Entertainment &amp; Recreation</b>	<b>19.2</b>	<b>19.1</b>	<b>0.8</b>
<b>Total Transportation</b>	<b>22.0</b>	<b>17.8</b>	<b>23.2</b>
Interisland airfare	7.9	3.3	141.9
Ground transportation	0.9	1.0	-8.3
Rental vehicles	11.5	11.8	-3.1
Gasoline, parking, etc.	1.6	1.7	-3.9
<b>Total Shopping</b>	<b>23.2</b>	<b>22.5</b>	<b>3.0</b>
Fashion and clothing	7.8	7.9	-1.8
Jewelry and watches	5.6	6.0	-5.4
Cosmetics, perfume	0.4	0.3	13.3
Leather goods	0.8	0.5	51.2
Hawai'i food products	2.2	2.0	8.2
Souvenirs	6.5	5.8	11.5
<b>Lodging</b>	<b>74.4</b>	<b>73.5</b>	<b>1.2</b>
<b>All other expenses 1/</b>	<b>18.1</b>	<b>13.0</b>	<b>39.5</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

Table 65: Japanese Visitor Personal Daily Spending by Category  
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
<b>GRAND TOTAL</b>	<b>268.8</b>	<b>266.5</b>	<b>0.9</b>
<b>Total Food and beverage</b>	<b>42.9</b>	<b>42.0</b>	<b>2.0</b>
Restaurant food	29.7	29.1	1.9
Dinner shows and cruises	5.3	5.3	0.0
Groceries and snacks	7.9	7.6	4.0
<b>Entertainment &amp; Recreation</b>	<b>20.3</b>	<b>19.7</b>	<b>3.0</b>
<b>Total Transportation</b>	<b>11.7</b>	<b>11.6</b>	<b>0.7</b>
Interisland airfare	3.6	3.7	-3.2
Ground transportation	4.8	4.8	-1.0
Rental vehicles	2.9	2.7	7.1
Gasoline, parking, etc.	0.4	0.3	14.6
<b>Total Shopping</b>	<b>94.7</b>	<b>98.8</b>	<b>-4.1</b>
Fashion and clothing	25.1	26.1	-3.8
Jewelry and watches	11.8	13.6	-13.5
Cosmetics, perfume	5.5	5.6	-1.8
Leather goods	32.0	33.7	-4.9
Hawai'i food products	11.2	10.7	4.7
Souvenirs	9.1	9.0	1.0
<b>Lodging</b>	<b>79.0</b>	<b>75.4</b>	<b>4.9</b>
<b>All other expenses 1/</b>	<b>20.2</b>	<b>19.0</b>	<b>6.3</b>

Table 66: Canadian Visitor Personal Daily Spending by Category  
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
<b>GRAND TOTAL</b>	<b>150.8</b>	<b>142.9</b>	<b>5.5</b>
<b>Total Food and beverage</b>	<b>31.0</b>	<b>30.4</b>	<b>1.8</b>
Restaurant food	19.3	19.6	-1.6
Dinner shows and cruises	2.9	2.8	5.5
Groceries and snacks	8.7	8.0	8.8
<b>Entertainment &amp; Recreation</b>	<b>11.7</b>	<b>12.2</b>	<b>-4.0</b>
<b>Total Transportation</b>	<b>13.9</b>	<b>13.6</b>	<b>2.4</b>
Interisland airfare	1.7	2.4	-29.3
Ground transportation	0.9	1.0	-2.0
Rental vehicles	9.8	8.9	10.0
Gasoline, parking, etc.	1.4	1.3	12.0
<b>Total Shopping</b>	<b>18.1</b>	<b>18.4</b>	<b>-1.4</b>
Fashion and clothing	8.9	9.2	-2.5
Jewelry and watches	3.0	3.0	0.8
Cosmetics, perfume	0.3	0.6	-43.1
Leather goods	0.5	0.6	-7.7
Hawai'i food products	1.5	1.6	-4.2
Souvenirs	3.8	3.5	8.8
<b>Lodging</b>	<b>64.5</b>	<b>62.0</b>	<b>4.0</b>
<b>All other expenses 1/</b>	<b>11.7</b>	<b>6.5</b>	<b>79.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

Table 67: European Visitor Personal Daily Spending by Category  
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
<b>GRAND TOTAL</b>	<b>174.7</b>	<b>168.6</b>	<b>3.6</b>
<b>Total Food and beverage</b>	<b>32.5</b>	<b>36.5</b>	<b>-10.9</b>
Restaurant food	24.7	26.0	-5.1
Dinner shows and cruises	1.8	4.0	-54.4
Groceries and snacks	6.0	6.5	-7.5
<b>Entertainment &amp; Recreation</b>	<b>12.9</b>	<b>11.4</b>	<b>13.8</b>
<b>Total Transportation</b>	<b>19.8</b>	<b>17.2</b>	<b>15.2</b>
Interisland airfare	5.8	3.9	48.6
Ground transportation	1.8	1.8	-4.2
Rental vehicles	10.9	10.4	5.0
Gasoline, parking, etc.	1.3	1.0	25.8
<b>Total Shopping</b>	<b>21.3</b>	<b>20.8</b>	<b>2.5</b>
Fashion and clothing	11.3	9.6	18.2
Jewelry and watches	3.6	3.3	10.9
Cosmetics, perfume	0.4	0.7	-38.2
Leather goods	1.2	0.4	201.5
Hawai'i food products	1.2	1.0	13.1
Souvenirs	3.6	5.8	-38.4
<b>Lodging</b>	<b>76.7</b>	<b>78.5</b>	<b>-2.3</b>
<b>All other expenses 1/</b>	<b>11.4</b>	<b>4.3</b>	<b>165.6</b>

Table 68: Oceania Visitor Personal Daily Spending by Category  
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
<b>GRAND TOTAL</b>	<b>212.3</b>	<b>201.8</b>	<b>5.2</b>
<b>Total Food and beverage</b>	<b>47.9</b>	<b>45.7</b>	<b>4.7</b>
Restaurant food	36.3	34.6	4.9
Dinner shows and cruises	4.5	4.1	8.8
Groceries and snacks	7.0	7.0	1.3
<b>Entertainment &amp; Recreation</b>	<b>18.9</b>	<b>18.7</b>	<b>1.5</b>
<b>Total Transportation</b>	<b>14.2</b>	<b>13.1</b>	<b>8.8</b>
Interisland airfare	4.4	3.7	17.7
Ground transportation	2.9	2.2	27.9
Rental vehicles	6.2	6.4	-3.4
Gasoline, parking, etc.	0.8	0.7	13.4
<b>Total Shopping</b>	<b>49.4</b>	<b>41.2</b>	<b>20.0</b>
Fashion and clothing	27.1	22.9	18.7
Jewelry and watches	8.7	7.1	22.7
Cosmetics, perfume	3.8	2.7	39.6
Leather goods	2.6	2.1	19.6
Hawai'i food products	1.0	1.1	-6.6
Souvenirs	6.2	5.3	17.9
<b>Lodging</b>	<b>73.9</b>	<b>75.2</b>	<b>-1.8</b>
<b>All other expenses 1/</b>	<b>8.0</b>	<b>7.9</b>	<b>1.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

Table 69: Other Asian Visitor Personal Daily Spending by Category  
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
<b>GRAND TOTAL</b>	<b>233.8</b>	<b>208.2</b>	<b>12.3</b>
<b>Total Food and beverage</b>	<b>42.4</b>	<b>39.8</b>	<b>6.4</b>
Restaurant food	30.2	28.5	5.7
Dinner shows and cruises	6.0	5.9	1.2
Groceries and snacks	6.2	5.3	16.2
<b>Entertainment &amp; Recreation</b>	<b>25.1</b>	<b>20.0</b>	<b>25.5</b>
<b>Total Transportation</b>	<b>24.0</b>	<b>14.1</b>	<b>69.9</b>
Interisland airfare	10.9	4.7	132.0
Ground transportation	4.7	2.8	69.3
Rental vehicles	7.2	6.0	20.5
Gasoline, parking, etc.	1.2	0.7	76.7
<b>Total Shopping</b>	<b>52.1</b>	<b>58.6</b>	<b>-11.1</b>
Fashion and clothing	22.5	18.7	20.5
Jewelry and watches	5.5	12.4	-55.8
Cosmetics, perfume	3.2	3.9	-17.2
Leather goods	9.4	11.6	-19.0
Hawai'i food products	6.5	5.7	14.0
Souvenirs	4.9	6.3	-21.5
<b>Lodging</b>	<b>78.7</b>	<b>65.6</b>	<b>20.0</b>
<b>All other expenses 1/</b>	<b>11.6</b>	<b>10.1</b>	<b>14.4</b>

Table 70: Latin American Visitor Personal Daily Spending by Category  
2007 vs. 2006 (Arrivals by air, in dollars)

Expenditure Type	2007	2006R	% Change
<b>GRAND TOTAL</b>	<b>195.0</b>	<b>159.6</b>	<b>22.2</b>
<b>Total Food and beverage</b>	<b>28.3</b>	<b>33.0</b>	<b>-14.3</b>
Restaurant food	21.1	22.6	-6.6
Dinner shows and cruises	2.0	4.2	-51.5
Groceries and snacks	5.2	6.2	-17.4
<b>Entertainment &amp; Recreation</b>	<b>13.9</b>	<b>14.7</b>	<b>-5.2</b>
<b>Total Transportation</b>	<b>17.8</b>	<b>14.9</b>	<b>19.6</b>
Interisland airfare	3.3	3.8	-14.0
Ground transportation	1.0	1.6	-41.9
Rental vehicles	11.4	7.6	50.5
Gasoline, parking, etc.	2.2	1.9	16.7
<b>Total Shopping</b>	<b>29.9</b>	<b>26.1</b>	<b>14.6</b>
Fashion and clothing	16.9	12.9	31.0
Jewelry and watches	2.7	3.7	-28.6
Cosmetics, perfume	0.7	0.9	-25.5
Leather goods	2.5	0.5	397.3
Hawai'i food products	2.0	2.0	<b>0.7</b>
Souvenirs	5.1	6.0	-14.4
<b>Lodging</b>	<b>52.5</b>	<b>60.7</b>	<b>-13.5</b>
<b>All other expenses 1/</b>	<b>52.7</b>	<b>10.3</b>	<b>412.8</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 71: Other Visitor Personal Daily Spending by Category  
2007 vs. 2006 (Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>2007</b>	<b>2006R</b>	<b>% Change</b>
<b>GRAND TOTAL</b>	<b>175.9</b>	<b>161.2</b>	<b>9.1</b>
<b>Total Food and beverage</b>	<b>31.9</b>	<b>29.9</b>	<b>6.8</b>
Restaurant food	21.8	19.4	12.4
Dinner shows and cruises	1.8	2.7	-35.4
Groceries and snacks	8.4	7.8	7.5
<b>Entertainment &amp; Recreation</b>	<b>12.1</b>	<b>10.7</b>	<b>13.1</b>
<b>Total Transportation</b>	<b>16.0</b>	<b>16.1</b>	<b>-0.7</b>
Interisland airfare	3.0	4.6	-34.0
Ground transportation	2.1	1.4	54.5
Rental vehicles	9.4	9.2	2.3
Gasoline, parking, etc.	1.4	1.0	47.1
<b>Total Shopping</b>	<b>39.1</b>	<b>28.1</b>	<b>39.2</b>
Fashion and clothing	26.4	13.2	100.0
Jewelry and watches	3.6	3.6	1.7
Cosmetics, perfume	0.7	0.6	12.3
Leather goods	2.3	0.7	221.1
Hawai'i food products	1.3	2.9	-55.6
Souvenirs	4.7	7.0	-32.6
<b>Lodging</b>	<b>56.4</b>	<b>73.5</b>	<b>-23.2</b>
<b>All other expenses 1/</b>	<b>20.4</b>	<b>2.9</b>	<b>596.2</b>

<sup>1/</sup> Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships



**Table 72: 2007 Visitor Personal Daily Spending by Category by Island  
(Arrivals by air, in dollars)**

<b>Expenditure Type</b>	<b>O'ahu</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>Kaua'i</b>	<b>Hawai'i Is.</b>
<b>GRAND TOTAL</b>	<b>185.9</b>	<b>189.2</b>	<b>113.0</b>	<b>341.7</b>	<b>166.7</b>	<b>166.0</b>
<b>Total Food and beverage</b>	<b>32.6</b>	<b>36.8</b>	<b>20.9</b>	<b>77.2</b>	<b>35.1</b>	<b>32.9</b>
Restaurant food	22.2	24.3	11.3	67.4	22.8	22.5
Dinner shows and cruises	4.3	4.5	0.2	4.5	3.4	2.4
Groceries and snacks	6.1	8.0	9.4	5.4	8.9	8.0
<b>Entertainment &amp; Recreation</b>	<b>16.1</b>	<b>17.1</b>	<b>7.8</b>	<b>26.7</b>	<b>18.8</b>	<b>15.9</b>
<b>Total Transportation</b>	<b>16.5</b>	<b>20.2</b>	<b>17.8</b>	<b>16.4</b>	<b>20.7</b>	<b>20.6</b>
Interisland airfare	5.6	5.7	3.4	10.4	5.1	5.0
Ground transportation	2.0	0.5	0.7	1.7	0.3	0.7
Rental vehicles	7.7	12.5	12.1	3.6	13.9	13.0
Gasoline, parking, etc.	1.2	1.5	1.5	0.7	1.5	1.9
<b>Total Shopping</b>	<b>40.1</b>	<b>22.2</b>	<b>7.5</b>	<b>13.7</b>	<b>18.3</b>	<b>17.6</b>
Fashion and clothing	16.3	8.2	2.5	7.0	6.9	5.9
Jewelry and watches	6.4	5.6	0.7	2.0	4.2	3.1
Cosmetics, perfume	1.6	0.4	0.1	0.1	0.3	0.3
Leather goods	5.6	0.6	0.1	0.1	0.2	0.6
Hawai'i food products	2.2	1.9	1.4	0.7	1.8	2.6
Souvenirs	8.0	5.5	2.6	3.7	4.9	5.2
<b>Lodging</b>	<b>69.2</b>	<b>80.5</b>	<b>52.6</b>	<b>185.4</b>	<b>62.6</b>	<b>66.1</b>
<b>All other expenses 1/</b>	<b>11.4</b>	<b>12.5</b>	<b>6.4</b>	<b>22.3</b>	<b>11.1</b>	<b>12.9</b>

**Table 73: 2006 Visitor Personal Daily Spending by Category by Island  
(Arrivals by air, in dollars)**

<b>Expenditure Type *</b>	<b>O'ahu</b>	<b>Maui</b>	<b>Moloka'i</b>	<b>Lāna'i</b>	<b>Kaua'i</b>	<b>Hawai'i Is.</b>
<b>GRAND TOTAL</b>	<b>181.0</b>	<b>187.1</b>	<b>110.2</b>	<b>299.7</b>	<b>160.8</b>	<b>157.9</b>
<b>Total Food and beverage</b>	<b>36.8</b>	<b>35.6</b>	<b>21.1</b>	<b>62.2</b>	<b>34.1</b>	<b>31.4</b>
Restaurant food	24.9	24.1	10.4	58.4	22.7	21.5
Dinner shows and cruises	4.7	4.0	0.3	0.4	3.2	2.6
Groceries and snacks	7.2	7.5	10.5	3.4	8.2	7.3
<b>Entertainment &amp; Recreation</b>	<b>17.0</b>	<b>18.3</b>	<b>8.8</b>	<b>21.8</b>	<b>18.9</b>	<b>16.6</b>
<b>Total Transportation</b>	<b>18.9</b>	<b>18.6</b>	<b>15.2</b>	<b>11.4</b>	<b>18.1</b>	<b>18.3</b>
Interisland airfare	3.4	3.5	2.0	5.6	3.0	2.9
Ground transportation	1.7	0.5	0.2	1.6	0.3	0.7
Rental vehicles	12.0	13.1	11.0	3.9	13.2	12.6
Gasoline, parking, etc.	1.8	1.5	1.9	0.4	1.6	2.1
<b>Total Shopping</b>	<b>29.6</b>	<b>21.5</b>	<b>7.7</b>	<b>12.9</b>	<b>18.6</b>	<b>17.7</b>
Fashion and clothing	10.8	8.8	2.6	6.3	6.9	6.1
Jewelry and watches	7.2	5.4	0.8	2.5	4.6	3.7
Cosmetics, perfume	0.6	0.4	0.1	0.2	0.3	0.3
Leather goods	1.4	0.6	0.0	0.1	0.2	0.4
Hawai'i food products	3.0	1.6	1.6	0.6	1.7	2.6
Souvenirs	6.6	4.7	2.7	3.3	4.9	4.6
<b>Lodging</b>	<b>69.4</b>	<b>83.4</b>	<b>51.7</b>	<b>181.4</b>	<b>61.4</b>	<b>65.2</b>
<b>All other expenses 1/</b>	<b>9.3</b>	<b>9.8</b>	<b>5.6</b>	<b>9.9</b>	<b>9.6</b>	<b>8.7</b>

\* Table includes Revised 2006 Data

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

# CRUISE VISITORS

*ARRIVALS BY AIR AND BY CRUISE SHIPS*

*ISLAND VISITATION*

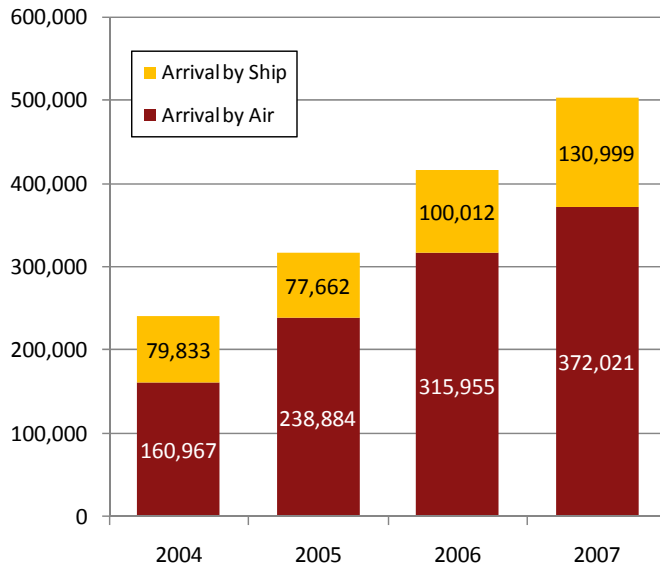
*LENGTH OF STAY AND ACCOMODATIONS*

*DAILY SPENDING*

# CRUISE VISITORS

## ARRIVALS BY AIR AND BY CRUISE SHIP

**Figure 26: 2004-2007 Cruise Visitors to Hawai'i**



The cruise industry in the islands expanded rapidly over the past four years. The number of visitors who came by cruise ship and those who came by air to board cruise ships has more than doubled from 240,800 visitors in 2004.

In 2007, there were 503,019 cruise visitors in the state, of which 130,999 visitors entered Hawai'i by cruise ships and another 372,021 visitors came by air to board cruise ships touring the islands. This was a 20.9 percent increase from 2006 (Table 74 and Table 75).

There were 30 out-of-state cruise ships that visited the islands in 2007. These ships combined with the Norwegian Wind,

foreign flagged but home-ported in Hawai'i for the first four months of the year (January – April 2007), and the U.S. flagged Hawai'i home-ported Pride of Aloha, Pride of America and Pride of Hawai'i, made 252 tours around the islands during 2007.

In 2006, there were 26 foreign flagged cruise ships that came to the islands. These ships combined with the Norwegian Wind, Pride of Aloha and Pride of America made 216 tours carrying 415,967 cruise visitors in 2006.

Total spending by all cruise visitors (those that came by cruise ships and those who flew to the state to board cruise ships) increased 1.6 percent from 2006 to \$868.7 million, boosted by increased cruise visitor traffic.

## ISLAND VISITATION

In total there were 513,839 passengers aboard cruise ships in 2007, 97.9 percent (503,019) of these passengers were out-of-state visitors while 12.1 percent (10,820) were Hawai'i residents (Table 76).

- By the nature of the cruise routes, these passengers went to most of the larger neighbor islands. Nearly all (99.6%) of the cruise passengers visited O'ahu, 97.2 percent visited Hawai'i Island, 96.7 percent visited Maui, and 88.7 percent visited Kaua'i. In addition to their cruise itinerary, 10,493 passengers visited Lāna'i and 8,035 visited Moloka'i.
- The largest group of cruise visitors were from U.S. East (48.2% of total cruise visitors), followed by visitors from U.S. West (29.5%), Canada (8.8%), Europe (2.1%) and others (11.3%).

- Over half (57.1%) were repeat visitors to the islands, while 42.9 percent came to Hawai'i for the first time. However, the majority of U.S. East visitors (53.6%) were first-timers.
- Similar to 2006, a majority (80.5%) of visitors cruised the islands for leisure in 2007, 9.2 percent visited friends and relatives, 4.5 percent were on their honeymoon while 4.2 percent played golf.

## **LENGTH OF STAY AND TYPE OF ACCOMODATION**

The total average length of stay by cruise visitors in 2007 was 9.86 days in the state compared to 9.75 days last year. Cruise visitors in 2007 spent an average of 6.38 days aboard ship touring the islands and 1.05 days were spent on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 2.42 days in Hawai'i before their cruise.

- Cruise visitors from U.S. West spent the most time in the islands at 10.47 days compared to 11.14 days in 2006. Their average length of cruise in 2007 was 6.13 days and they also spent 1.10 days on shore after their cruise was over.
- The average length of stay by Canadian visitors decreased to 9.99 total days, compared to 10.80 days in 2006. In 2007 these visitors spent 6.19 days on ship and 1.50 days were spent post-cruise.
- U.S East cruise visitors spent an average of 9.32 total days in the islands, 6.54 days aboard ship and .83 of a day after cruise. This was slightly shorter than 9.58 total days in 2006.
- The average length of stay by European visitors was 9.10 days, 5.84 days of which were spent on ship and 1.62 days spent after the cruise was over.
- More than half (51.4%) of the cruise visitors chose to stay in hotels, up from 48.8 percent in 2006, in addition to their cruise stay.
- Other lodging used by cruise visitors included condominiums (4.3%, down from 5.1% in 2006), timeshare properties (3.4%, compared to 3.7% in 2006) and staying with friends and relatives (2.9%, compared to 2.6% in 2006).

## **DAILY SPENDING**

Cruise visitors in 2007 spent an average of \$175 per person per day (PPPD) statewide, down from \$211 per person in 2006 (Refer to the 2006 Annual Visitor Research Report, starting on page 113). 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 (Table 77).

- The statewide figure of \$175 per person also included \$103 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.
- In 2007, on island spending by cruise visitors was the highest at \$94 per person per day on O'ahu (down 4.3% from 2006).
- Cruise visitor spending on Hawai'i Island and on Maui were tied for second at \$66 per person. This was much lower than \$82 per person and \$76 per person, on these islands, respectively, in 2006.

- Cruise visitor spending on Kaua'i also decreased, from \$58 per person in 2006 to \$53 per person in 2007.
- European cruise visitors spent the most per day statewide in 2007 at \$206 per person (included unallocated spending of \$109 per person). By island, visitors from Europe spent the most on Maui (\$121 per person), followed by O'ahu (\$103 per person), Hawai'i Island (\$88 per person) and Kaua'i (\$63 per person) (Table 81) (Data on European cruise visitors were not available in 2006).
- Daily spending by cruise visitors from U.S. East ranked second at \$197 per person statewide (included unallocated spending of \$117 per person). This was lower than the \$228 per person by U.S. East cruise visitors in 2006. In 2007, these visitors spent the most on O'ahu at \$102 per person, followed by Hawai'i Island at \$76 per person, Maui at \$74 per person, and Kaua'i at \$62 per person (Table 79).
- Spending by cruise visitors from Canada decreased from \$173 per person in 2006 to \$155 in 2007 (included unallocated spending of \$77 per person). These visitors spent the most on O'ahu in 2007 (\$108 per person), followed by Maui (\$69 per person), Hawai'i Island (\$59 per person) and Kaua'i (\$52 per person) (Table 80).
- U.S. West cruise visitors spent the least among the visitor markets in 2007 at \$132 per person per day statewide (included unallocated spending of \$77 per person), down from \$168 per person in 2006. By island, these visitors spent \$69 per person on O'ahu, \$54 per person on Hawai'i Island, \$51 per person on Maui and \$44 per person on Kaua'i (Table 78).
- Visitors from outside the four major markets: U.S. West, U.S. East, Canada, and Europe, spent \$207 per person per day statewide (included \$129 in unallocated spending per person). On a daily basis, these visitors spent the most on O'ahu (\$112 per person), followed by Maui (\$63 per person), Hawai'i Island (\$62 per person) and Kaua'i (\$49 per person) (Table 82).

**Table 74: 2007 Cruise Ship Visitors**

2007	SHIP ARRIVALS FROM OUT-OF-STATE <sup>1/</sup>	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	9	11,970	33,264	25	45,234	9.96	450,500
FEBRUARY	5	8,815	29,817	19	38,632	9.48	366,346
MARCH	9	13,704	34,474	25	48,178	9.51	458,309
APRIL	6	11,673	36,198	23	47,871	9.27	443,920
MAY	8	13,296	27,512	21	40,808	9.38	382,965
JUNE	4	4,188	31,532	18	35,720	10.33	369,135
JULY	3	3,753	34,655	18	38,408	9.99	383,675
AUGUST	2	3,311	29,306	14	32,617	10.02	326,903
SEPTEMBER	9	14,215	31,364	25	45,579	9.99	455,158
OCTOBER	11	20,960	29,522	25	50,482	9.88	498,685
NOVEMBER	9	14,511	22,613	20	37,124	10.31	382,769
DECEMBER	5	10,603	31,764	19	42,367	10.40	440,689
<b>TOTAL</b>	<b>80</b>	<b>130,999</b>	<b>372,021</b>	<b>252</b>	<b>503,019</b>	<b>9.86</b>	<b>4,959,053</b>

<sup>1/</sup> 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 75: 2007 Cruise Ship Visitor Growth**

% CHANGE OVER 2006	SHIP ARRIVALS FROM OUT-OF-STATE <sup>1/</sup>	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	12.5%	-13.9%	39.4%	25.0%	19.8%	2.4%	22.6%
FEBRUARY	-16.7%	-2.0%	47.1%	18.8%	32.0%	-5.1%	25.3%
MARCH	0.0%	0.0%	56.7%	25.0%	34.9%	1.3%	36.7%
APRIL	-25.0%	-14.2%	56.2%	27.8%	30.2%	-1.9%	27.8%
MAY	300.0%	192.7%	115.7%	162.5%	135.9%	2.6%	142.0%
JUNE	100.0%	293.2%	15.9%	20.0%	26.3%	9.5%	38.3%
JULY	50.0%	186.5%	-3.0%	0.0%	3.7%	4.3%	8.2%
AUGUST	100.0%	734.0%	6.8%	7.7%	17.2%	-4.3%	12.2%
SEPTEMBER	28.6%	24.5%	20.2%	25.0%	21.5%	5.6%	28.3%
OCTOBER	22.2%	45.3%	-19.1%	-3.8%	-0.9%	5.9%	4.9%
NOVEMBER	125.0%	98.1%	-17.9%	5.3%	6.5%	4.7%	11.5%
DECEMBER	-16.7%	13.7%	-5.0%	-17.4%	-0.9%	3.6%	2.7%
<b>TOTAL</b>	<b>25.0%</b>	<b>31.0%</b>	<b>17.7%</b>	<b>16.7%</b>	<b>20.9%</b>	<b>2.1%</b>	<b>23.5%</b>

<sup>1/</sup> 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 76: 2007 Total Cruise Ship Passengers by MMA

	Visitors by MMA						Hawai'i Residents	Total Passengers
	Visitors	US West	US East	Canada	Europe	Other		
<b>Total Passengers</b>	503,019	148,610	242,522	44,431	10,702	56,754	10,820	513,839
<b>Island Visitation (Number of Passengers)</b>								
O'ahu	501,144	147,927	241,789	44,199	10,638	56,590	10,820	511,964
Kaua'i	445,069	127,498	219,895	37,266	8,729	51,682	10,796	455,865
Maui County	486,103	142,448	235,917	42,339	10,126	55,273	10,710	496,813
Maui	486,103	142,448	235,917	42,339	10,126	55,273	10,710	496,813
Moloka'i	7,888	3,432	3,286	368	74	728	146	8,035
Lāna'i	10,461	4,793	4,208	497	122	841	32	10,493
Hawai'i Island	488,531	143,332	236,865	42,639	10,209	55,486	10,796	499,327
<b>Purpose of Trip (Number of Passengers)</b>								
Honeymoon	22,862	5,941	11,712	2,027	624	2,559	241	23,103
Get Married	4,800	1,561	1,971	580	114	574	229	5,029
Attend Wedding	6,495	2,158	2,768	687	127	754	22	6,517
Convention / Conference	7,024	1,635	3,826	654	58	850	173	6,648
Business	8,575	3,382	3,746	348	36	1,063	238	6,951
Visit Friends or Relatives	46,068	19,188	18,901	2,475	505	5,000	3,682	32,367
Play Golf	20,965	6,382	9,877	2,125	226	2,355	458	13,902
Leisure	405,137	115,120	198,223	36,446	9,455	45,892	6,388	256,162
<b>Type of Accommodation Before or After Cruise (Number of Passengers)</b>								
Hotel	258,457	57,480	132,708	25,749	6,093	36,426	1,395	259,851
Hotel only	232,490	47,328	122,707	23,088	5,699	33,668	896	233,387
Condo	21,652	8,702	7,634	2,680	123	2,513	594	22,246
Condo only	6,984	2,247	2,796	952	0	989	489	7,473
Timeshare	17,317	6,485	7,694	1,546	259	1,334	132	17,449
Timeshare Only	5,916	1,804	2,961	584	65	502	0	5,916
Cruise only	214,085	80,422	96,237	15,853	4,302	17,272	6,054	220,140
Bed & Breakfast	5,179	1,352	2,962	424	116	324	62	5,241
Bed & Breakfast only	844	238	513	60	0	33	0	844
Friends & relatives	14,581	4,962	7,220	830	218	1,351	561	15,142
Friends only	6,645	2,084	3,483	334	171	573	234	6,879
Other accommodation	14,802	5,390	6,685	1,228	174	1,325	2,974	17,775
Other accommodation only	7,610	3,037	3,076	801	71	625	2,649	10,259
<b>Average Length of Stay (days)</b>								
Total Length of Stay in Hawai'i	9.86	10.47	9.32	9.99	9.10	10.58	6.82	9.79
LOS in Hawai'i Before Cruise	2.42	3.23	1.96	2.31	1.64	2.53	0.00	2.37
LOS in Hawai'i During Cruise	6.38	6.13	6.54	6.19	5.84	6.59	6.82	6.39
LOS in Hawai'i After Cruise	1.05	1.10	0.83	1.50	1.62	1.45	0.00	1.03
<b>Type of Visitors</b>								
First Timers	215,671	31,799	129,892	20,805	7,923	25,252	NA	NA
Repeat Visitors	287,348	116,812	112,629	23,626	2,779	31,502	NA	NA
<b>Total Expenditures (\$mil)</b>								
PPPD ( All visitors, \$)	175.2	132.1	197.2	154.9	206.1	213.8	NA	NA
PPPD (On domestic ships, \$)	226.4	197.2	235.1	213.8	274.0	251.3	NA	NA
PPPD (On foreign ships, \$)	50.6	36.6	62.1	54.8	86.8	60.6	NA	NA

NA: Not Available

**Table 77: 2007 Cruise Visitor Per Person Per Day Spending: All Cruise Visitors (in dollars)**

<b>Expenditure Type</b>	<b>State</b>	<b>% Change</b>	<b>O'ahu</b>	<b>% Change</b>	<b>Maui</b>	<b>% Change</b>	<b>Kaua'i</b>	<b>% Change</b>	<b>Hawai'i Island</b>	<b>% Change</b>
<b>Total per person per day spending</b>	<b>175.2</b>	<b>-16.8</b>	<b>94.3</b>	<b>-4.2</b>	<b>65.5</b>	<b>-13.6</b>	<b>53.3</b>	<b>-7.7</b>	<b>65.9</b>	<b>-19.2</b>
<b>Lodging</b>	<b>12.6</b>	<b>61.2</b>	<b>27.5</b>	<b>76.2</b>	<b>7.2</b>	<b>10.5</b>	<b>4.6</b>	<b>22.0</b>	<b>5.4</b>	<b>72.7</b>
<b>Food &amp; beverages</b>	<b>8.6</b>	<b>-7.1</b>	<b>15.3</b>	<b>-1.1</b>	<b>6.8</b>	<b>-15.7</b>	<b>4.3</b>	<b>0.3</b>	<b>5.4</b>	<b>-20.2</b>
Restaurant	5.7	-2.9	11.0	8.2	4.0	-21.7	2.3	-9.3	3.3	-13.6
Dinner shows	1.5	-12.6	2.2	-34.0	1.7	3.4	1.0	56.4	0.7	-3.3
Groceries/snacks	1.4	-15.6	2.1	7.9	1.1	-16.2	1.0	-11.7	1.3	-38.3
<b>Entertainment and Recreation</b>	<b>4.0</b>	<b>-2.3</b>	<b>6.2</b>	<b>6.1</b>	<b>3.6</b>	<b>-12.8</b>	<b>2.5</b>	<b>-1.1</b>	<b>2.8</b>	<b>-12.8</b>
<b>Shore Tour</b>	<b>18.7</b>	<b>-1.6</b>	<b>11.3</b>	<b>-17.1</b>	<b>19.4</b>	<b>3.3</b>	<b>22.7</b>	<b>9.1</b>	<b>24.4</b>	<b>2.8</b>
<b>Total Transportation</b>	<b>6.9</b>	<b>-13.1</b>	<b>8.9</b>	<b>-5.7</b>	<b>7.1</b>	<b>-6.2</b>	<b>5.3</b>	<b>-11.3</b>	<b>5.3</b>	<b>-32.3</b>
Inter-island airfare	1.3	-48.3	1.4	-46.6	1.3	-40.8	1.1	-46.0	1.3	-55.5
Ground transportation	1.3	-25.9	2.6	3.1	0.9	-48.8	0.5	-42.6	0.7	-51.6
Rental car/moped	3.6	18.8	4.0	14.4	4.3	34.3	3.2	25.4	2.7	-1.7
Other transportation	0.7	8.2	0.9	14.6	0.7	28.9	0.5	-7.0	0.5	-10.9
<b>Total Shopping</b>	<b>15.5</b>	<b>-38.8</b>	<b>17.2</b>	<b>-40.7</b>	<b>15.9</b>	<b>-33.7</b>	<b>10.2</b>	<b>-33.7</b>	<b>17.0</b>	<b>-41.0</b>
Fashion& clothing	4.6	-46.3	5.9	-44.3	4.2	-46.5	3.1	-45.7	4.4	-49.1
Jewelry/watch	4.4	-39.2	4.7	-44.5	5.9	-26.9	2.6	-33.7	3.8	-47.2
Cosmetics/perfumes	0.2	-36.6	0.3	-32.7	0.2	-16.4	0.2	95.1	0.1	-71.1
leather goods	0.3	-27.8	0.4	7.0	0.2	-42.2	0.2	18.4	0.2	-64.4
Hawai'i food products	1.8	-35.2	1.5	-38.7	1.2	-12.7	0.9	-34.0	3.4	-32.2
Souvenirs	4.3	-30.5	4.4	-34.0	4.1	-30.9	3.2	-21.7	5.1	-27.8
<b>All other spending outside ship</b>	<b>5.9</b>	<b>-22.4</b>	<b>7.9</b>	<b>-16.2</b>	<b>5.4</b>	<b>-18.7</b>	<b>3.6</b>	<b>-25.8</b>	<b>5.8</b>	<b>-30.3</b>
<b>Unallocated and on ship spending 1/</b>	<b>102.9</b>	<b>-20.5</b>								

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



Table 78: 2007 Cruise Visitor Per Person Per Day Spending: U.S. West Visitors (in dollars)

Expenditure Type	State		O'ahu		Maui		Kaua'i		Hawai'i Island	
		% Change		% Change		% Change		% Change		% Change
<b>Total per person per day spending</b>	<b>132.1</b>	<b>-21.2</b>	<b>68.7</b>	<b>-16.9</b>	<b>51.0</b>	<b>-11.5</b>	<b>43.7</b>	<b>6.4</b>	<b>54.0</b>	<b>-25.2</b>
<b>Lodging</b>	<b>7.2</b>	<b>-35.6</b>	<b>16.0</b>	<b>-13.1</b>	<b>4.3</b>	<b>23.4</b>	<b>2.9</b>	<b>64.9</b>	<b>3.5</b>	<b>71.1</b>
<b>Food &amp; beverages</b>	<b>6.7</b>	<b>-27.5</b>	<b>10.9</b>	<b>-4.2</b>	<b>5.9</b>	<b>-0.5</b>	<b>4.0</b>	<b>19.4</b>	<b>4.8</b>	<b>-29.4</b>
Restaurant	4.3	-21.8	7.6	2.6	3.3	-16.0	2.3	13.0	3.1	-17.0
Dinner shows	1.0	-41.0	1.3	-45.0	1.5	37.3	0.7	70.2	0.4	-40.9
Groceries/snacks	1.4	-31.6	2.0	26.1	1.1	22.9	1.0	9.4	1.3	-44.9
<b>Entertainment and Recreation</b>	<b>3.4</b>	<b>14.1</b>	<b>4.8</b>	<b>21.3</b>	<b>3.3</b>	<b>17.2</b>	<b>2.5</b>	<b>27.9</b>	<b>2.5</b>	<b>-9.2</b>
<b>Shore Tour</b>	<b>13.7</b>	<b>-25.9</b>	<b>8.3</b>	<b>-13.9</b>	<b>13.2</b>	<b>8.4</b>	<b>16.9</b>	<b>16.8</b>	<b>18.2</b>	<b>0.5</b>
<b>Total Transportation</b>	<b>6.0</b>	<b>-33.8</b>	<b>7.5</b>	<b>13.4</b>	<b>5.9</b>	<b>-6.4</b>	<b>5.0</b>	<b>7.2</b>	<b>5.0</b>	<b>-18.2</b>
Inter-island airfare	1.1	-67.3	1.3	-0.4	0.9	-10.7	0.9	-6.2	1.2	-21.0
Ground transportation	0.9	-40.1	1.7	11.0	0.5	-76.5	0.5	-35.7	0.6	-53.3
Rental car/moped	3.4	27.8	3.7	20.6	3.9	50.3	3.1	26.3	2.7	4.2
Other transportation	0.6	-62.9	0.8	12.4	0.6	33.0	0.5	3.4	0.5	-26.1
<b>Total Shopping</b>	<b>13.4</b>	<b>-45.4</b>	<b>14.3</b>	<b>-41.4</b>	<b>13.9</b>	<b>-36.4</b>	<b>9.1</b>	<b>-22.0</b>	<b>15.3</b>	<b>-45.6</b>
Fashion& clothing	4.0	-54.3	4.7	-48.8	3.7	-51.7	2.8	-37.3	4.1	-48.1
Jewelry/watch	3.9	-49.9	4.7	-38.3	5.1	-31.5	2.4	-4.1	3.0	-62.5
Cosmetics/perfumes	0.1	-45.9	0.2	-13.6	0.1	-10.0	0.1	-28.6	0.1	-70.0
leather goods	0.2	-50.6	0.2	-56.4	0.3	38.4	0.1	-12.1	0.1	-79.8
Hawai'i food products	1.7	-28.3	1.4	-27.0	1.2	-15.0	0.9	-35.0	3.3	-24.6
Souvenirs	3.5	-30.8	3.1	-38.3	3.4	-29.5	2.8	-9.1	4.6	-31.6
<b>All other spending outside ship</b>	<b>5.0</b>	<b>-23.7</b>	<b>7.0</b>	<b>-16.7</b>	<b>4.4</b>	<b>-11.1</b>	<b>3.2</b>	<b>1.3</b>	<b>4.6</b>	<b>-43.6</b>
<b>Unallocated and on ship spending 1/</b>	<b>76.7</b>	<b>-10.4</b>								

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

Table 79: 2007 Cruise Visitor Per Person Per Day Spending: U.S. East Visitors (in dollars)

Expenditure Type	State		O'ahu		Maui		Kaua'i		Hawai'i Island	
		% Change		% Change		% Change		% Change		% Change
<b>Total per person per day spending</b>	<b>197.2</b>	<b>-13.5</b>	<b>102.0</b>	<b>-4.9</b>	<b>74.0</b>	<b>-16.8</b>	<b>61.6</b>	<b>-11.4</b>	<b>75.6</b>	<b>-14.2</b>
<b>Lodging</b>	<b>13.4</b>	<b>-23.6</b>	<b>29.6</b>	<b>66.9</b>	<b>7.6</b>	<b>-9.6</b>	<b>4.8</b>	<b>-7.0</b>	<b>6.2</b>	<b>71.1</b>
<b>Food &amp; beverages</b>	<b>9.1</b>	<b>-23.5</b>	<b>16.0</b>	<b>-0.9</b>	<b>7.3</b>	<b>-22.7</b>	<b>4.7</b>	<b>-5.0</b>	<b>5.8</b>	<b>-9.4</b>
Restaurant	6.0	-14.8	11.9	13.8	4.3	-24.9	2.3	-13.3	3.7	-6.1
Dinner shows	1.7	-45.5	2.4	-36.5	2.0	-13.0	1.3	37.7	0.8	10.0
Groceries/snacks	1.3	-18.6	1.7	-10.9	1.0	-29.8	1.1	-18.2	1.3	-25.8
<b>Entertainment and Recreation</b>	<b>4.2</b>	<b>-20.2</b>	<b>6.4</b>	<b>0.2</b>	<b>3.7</b>	<b>-11.9</b>	<b>2.7</b>	<b>-8.5</b>	<b>3.2</b>	<b>-19.9</b>
<b>Shore Tour</b>	<b>23.4</b>	<b>-11.1</b>	<b>14.1</b>	<b>-22.0</b>	<b>24.8</b>	<b>-3.6</b>	<b>27.8</b>	<b>2.4</b>	<b>29.7</b>	<b>1.8</b>
<b>Total Transportation</b>	<b>7.5</b>	<b>-28.3</b>	<b>10.0</b>	<b>-8.7</b>	<b>7.9</b>	<b>-1.6</b>	<b>5.8</b>	<b>-10.2</b>	<b>5.4</b>	<b>-37.6</b>
Inter-island airfare	1.4	-62.7	1.4	-61.9	1.5	-48.5	1.4	-47.5	1.3	-63.1
Ground transportation	1.4	-27.8	2.9	11.4	1.1	14.1	0.5	-18.2	0.8	-40.4
Rental car/moped	3.9	-4.2	4.5	18.6	4.6	29.5	3.5	24.1	2.8	-12.6
Other transportation	0.7	20.5	1.1	49.7	0.7	20.2	0.5	-0.2	0.5	-14.1
<b>Total Shopping</b>	<b>16.4</b>	<b>-36.4</b>	<b>17.5</b>	<b>-39.0</b>	<b>16.8</b>	<b>-35.3</b>	<b>11.7</b>	<b>-33.7</b>	<b>18.5</b>	<b>-34.2</b>
Fashion& clothing	4.5	-43.5	5.1	-39.6	4.5	-45.2	3.6	-42.1	4.3	-46.9
Jewelry/watch	4.7	-41.5	5.3	-47.1	5.6	-40.0	3.0	-44.9	4.4	-34.4
Cosmetics/perfumes	0.2	-19.0	0.2	-19.9	0.2	15.8	0.3	207.7	0.1	-68.2
leather goods	0.3	11.8	0.5	104.2	0.1	-50.4	0.2	131.7	0.1	-58.0
Hawai'i food products	1.8	-33.6	1.4	-42.8	1.4	-1.6	0.9	-22.1	3.6	-30.6
Souvenirs	5.0	-25.8	5.0	-32.1	5.0	-24.4	3.8	-20.3	6.0	-19.5
<b>All other spending outside ship</b>	<b>6.5</b>	<b>-15.7</b>	<b>8.4</b>	<b>-9.9</b>	<b>6.0</b>	<b>-17.6</b>	<b>4.1</b>	<b>-20.6</b>	<b>6.7</b>	<b>-17.2</b>
<b>Unallocated and on ship spending 1/</b>	<b>116.7</b>	<b>-5.1</b>								

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

Table 80: 2007 Cruise Visitor Per Person Per Day Spending: Canadian Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
<b>Total per person per day spending</b>	<b>154.9</b>	<b>-10.5</b>	<b>108.1</b>	<b>-12.5</b>	<b>69.2</b>	<b>-15.2</b>	<b>51.5</b>	<b>-30.2</b>	<b>58.9</b>	<b>-26.7</b>
<b>Lodging</b>	<b>18.7</b>	<b>-2.5</b>	<b>36.3</b>	<b>-3.6</b>	<b>12.5</b>	<b>0.2</b>	<b>7.8</b>	<b>57.7</b>	<b>5.2</b>	<b>24.3</b>
<b>Food &amp; beverages</b>	<b>11.1</b>	<b>-21.6</b>	<b>19.5</b>	<b>-3.6</b>	<b>8.7</b>	<b>0.1</b>	<b>4.4</b>	<b>9.4</b>	<b>4.9</b>	<b>-13.1</b>
Restaurant	6.9	-28.6	12.9	-12.9	4.9	-7.6	2.2	-11.3	2.9	-17.9
Dinner shows	2.2	-20.1	3.5	16.0	2.0	12.6	1.2	110.1	0.8	38.8
Groceries/snacks	2.0	15.2	3.1	28.8	1.8	12.2	0.9	0.9	1.2	-21.3
<b>Entertainment and Recreation</b>	<b>4.7</b>	<b>5.7</b>	<b>7.9</b>	<b>9.0</b>	<b>4.3</b>	<b>9.5</b>	<b>2.0</b>	<b>-46.2</b>	<b>1.9</b>	<b>11.7</b>
<b>Shore Tour</b>	<b>15.9</b>	<b>-10.3</b>	<b>9.4</b>	<b>-20.1</b>	<b>16.7</b>	<b>-6.1</b>	<b>20.4</b>	<b>-6.8</b>	<b>22.2</b>	<b>-1.3</b>
<b>Total Transportation</b>	<b>7.4</b>	<b>-37.1</b>	<b>8.6</b>	<b>-32.4</b>	<b>8.6</b>	<b>-18.7</b>	<b>5.3</b>	<b>-39.6</b>	<b>5.6</b>	<b>-40.3</b>
Inter-island airfare	1.6	-69.8	1.4	-59.2	2.0	-52.5	1.5	-67.1	1.6	-68.7
Ground transportation	1.5	-32.9	2.9	-25.3	0.7	-28.0	0.3	-61.3	0.9	-51.6
Rental car/moped	3.6	3.3	3.5	-15.4	5.0	2.9	2.9	9.0	2.7	29.1
Other transportation	0.7	-6.6	0.8	-36.4	0.9	65.1	0.6	-17.1	0.5	13.8
<b>Total Shopping</b>	<b>15.4</b>	<b>-38.2</b>	<b>19.2</b>	<b>-22.6</b>	<b>14.8</b>	<b>-28.4</b>	<b>9.0</b>	<b>-57.8</b>	<b>14.7</b>	<b>-51.5</b>
Fashion& clothing	5.7	-37.7	8.3	-18.7	4.6	-31.3	3.1	-64.6	4.8	-53.4
Jewelry/watch	3.5	-37.2	3.6	-27.7	5.1	-7.6	2.0	-59.8	2.9	-56.3
Cosmetics/perfumes	0.2	-43.6	0.3	-43.0	0.1	-74.6	0.2	13.2	0.1	-43.3
leather goods	0.3	-18.3	0.4	-12.8	0.4	-23.9	0.1	-64.3	0.1	8.3
Hawai'i food products	1.9	-40.4	2.1	-1.4	1.2	-24.0	0.8	-46.7	3.1	-52.9
Souvenirs	3.8	-39.6	4.6	-30.7	3.5	-42.5	2.8	-50.4	3.6	-43.4
<b>All other spending outside ship</b>	<b>4.9</b>	<b>-39.5</b>	<b>7.2</b>	<b>-21.1</b>	<b>3.6</b>	<b>-52.1</b>	<b>2.7</b>	<b>-71.0</b>	<b>4.3</b>	<b>-34.3</b>
<b>Unallocated and on ship spending 1/</b>	<b>76.9</b>	<b>5.5</b>								

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

**Table 81: 2007 Cruise Visitor Per Person Per Day Spending: European Visitors (in dollars)**

<b>Expenditure Type</b>	<b>State</b>	<b>% Change</b>	<b>O'ahu</b>	<b>% Change</b>	<b>Maui</b>	<b>% Change</b>	<b>Kaua'i</b>	<b>% Change</b>	<b>Hawai'i Island</b>	<b>% Change</b>
<b>Total per person per day spending</b>	<b>206.1</b>	<b>NA</b>	<b>103.2</b>	<b>NA</b>	<b>120.5</b>	<b>NA</b>	<b>62.6</b>	<b>NA</b>	<b>87.7</b>	<b>NA</b>
<b>Lodging</b>	<b>20.2</b>	<b>NA</b>	<b>36.3</b>	<b>NA</b>	<b>9.7</b>	<b>NA</b>	<b>10.3</b>	<b>NA</b>	<b>10.6</b>	<b>NA</b>
<b>Food &amp; beverages</b>	<b>10.5</b>	<b>NA</b>	<b>18.2</b>	<b>NA</b>	<b>7.0</b>	<b>NA</b>	<b>5.0</b>	<b>NA</b>	<b>4.8</b>	<b>NA</b>
Restaurant	7.6	NA	13.8	NA	4.8	NA	2.4	NA	3.4	NA
Dinner shows	0.7	NA	1.6	NA	0.1	NA	0.3	NA	0.1	NA
Groceries/snacks	2.2	NA	2.8	NA	2.1	NA	2.2	NA	1.3	NA
<b>Entertainment and Recreation</b>	<b>3.8</b>	<b>NA</b>	<b>4.4</b>	<b>NA</b>	<b>3.5</b>	<b>NA</b>	<b>3.3</b>	<b>NA</b>	<b>3.3</b>	<b>NA</b>
<b>Shore Tour</b>	<b>17.5</b>	<b>NA</b>	<b>9.5</b>	<b>NA</b>	<b>20.3</b>	<b>NA</b>	<b>24.7</b>	<b>NA</b>	<b>23.4</b>	<b>NA</b>
<b>Total Transportation</b>	<b>8.3</b>	<b>NA</b>	<b>9.6</b>	<b>NA</b>	<b>8.7</b>	<b>NA</b>	<b>6.8</b>	<b>NA</b>	<b>6.8</b>	<b>NA</b>
Inter-island airfare	3.1	NA	3.4	NA	3.0	NA	2.7	NA	2.9	NA
Ground transportation	2.0	NA	3.2	NA	2.3	NA	0.7	NA	1.0	NA
Rental car/moped	3.0	NA	2.7	NA	3.2	NA	3.3	NA	2.9	NA
Other transportation	0.2	NA	0.3	NA	0.4	NA	0.1	NA	0.1	NA
<b>Total Shopping</b>	<b>26.8</b>	<b>NA</b>	<b>18.5</b>	<b>NA</b>	<b>53.0</b>	<b>NA</b>	<b>7.8</b>	<b>NA</b>	<b>24.4</b>	<b>NA</b>
Fashion& clothing	6.3	NA	9.0	NA	4.5	NA	2.2	NA	6.4	NA
Jewelry/watch	13.3	NA	2.0	NA	43.1	NA	1.2	NA	6.8	NA
Cosmetics/perfumes	0.3	NA	0.7	NA	0.3	NA	0.1	NA	0.1	NA
leather goods	0.3	NA	0.7	NA	0.0	NA	0.1	NA	0.1	NA
Hawai'i food products	1.1	NA	0.7	NA	1.1	NA	0.4	NA	2.1	NA
Souvenirs	5.5	NA	5.3	NA	3.9	NA	3.8	NA	8.9	NA
<b>All other spending outside ship</b>	<b>10.4</b>	<b>NA</b>	<b>6.8</b>	<b>NA</b>	<b>18.2</b>	<b>NA</b>	<b>4.7</b>	<b>NA</b>	<b>14.4</b>	<b>NA</b>
<b>Unallocated and on ship spending 1/</b>	<b>108.6</b>	<b>NA</b>								

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

Table 82: 2007 Cruise Visitor Per Person Per Day Spending: Other Visitors (in dollars)

Expenditure Type	State		O'ahu		Maui		Kaua'i		Hawai'i Island	
		% Change		% Change		% Change		% Change		% Change
<b>Total per person per day spending</b>	<b>206.5</b>	<b>20.8</b>	<b>112.2</b>	<b>-33.5</b>	<b>63.0</b>	<b>-39.9</b>	<b>48.6</b>	<b>-28.4</b>	<b>61.7</b>	<b>-38.7</b>
<b>Lodging</b>	<b>17.3</b>	<b>-15.9</b>	<b>36.6</b>	<b>13.3</b>	<b>9.0</b>	<b>-7.1</b>	<b>5.6</b>	<b>-34.5</b>	<b>6.3</b>	<b>-24.0</b>
<b>Food &amp; beverages</b>	<b>9.6</b>	<b>-47.4</b>	<b>18.6</b>	<b>-25.6</b>	<b>5.9</b>	<b>-51.2</b>	<b>3.3</b>	<b>-36.3</b>	<b>5.4</b>	<b>-39.8</b>
Restaurant	6.4	-49.6	13.1	-10.4	3.8	-49.3	1.8	-42.9	3.1	-38.0
Dinner shows	1.7	-41.4	2.8	-60.8	1.4	-7.8	0.9	56.1	1.0	7.9
Groceries/snacks	1.5	-43.6	2.7	-17.4	0.8	-76.0	0.6	-57.5	1.3	-57.3
<b>Entertainment and Recreation</b>	<b>4.2</b>	<b>-41.4</b>	<b>7.4</b>	<b>-29.8</b>	<b>3.2</b>	<b>-73.4</b>	<b>2.0</b>	<b>-4.1</b>	<b>2.2</b>	<b>-13.9</b>
<b>Shore Tour</b>	<b>17.0</b>	<b>-8.6</b>	<b>10.8</b>	<b>-21.8</b>	<b>18.2</b>	<b>-0.4</b>	<b>20.6</b>	<b>16.8</b>	<b>21.7</b>	<b>-11.2</b>
<b>Total Transportation</b>	<b>6.2</b>	<b>-37.7</b>	<b>8.4</b>	<b>-26.9</b>	<b>6.0</b>	<b>-35.9</b>	<b>4.0</b>	<b>-45.5</b>	<b>4.9</b>	<b>-50.4</b>
Inter-island airfare	1.0	-68.4	1.3	-57.8	1.1	-63.9	0.7	-76.1	1.0	-76.1
Ground transportation	1.4	-60.3	2.9	-35.5	0.7	-76.9	0.3	-87.4	0.6	-79.3
Rental car/moped	3.1	26.2	3.5	13.4	3.7	35.0	2.7	68.2	2.3	12.7
Other transportation	0.7	-9.3	0.7	-20.5	0.5	14.1	0.3	-35.2	1.0	19.0
<b>Total Shopping</b>	<b>16.3</b>	<b>-58.7</b>	<b>21.2</b>	<b>-64.4</b>	<b>14.6</b>	<b>-52.5</b>	<b>9.3</b>	<b>-49.2</b>	<b>16.1</b>	<b>-53.1</b>
Fashion& clothing	5.7	-66.3	9.0	-70.1	4.6	-48.9	2.6	-67.1	4.7	-64.1
Jewelry/watch	4.0	-43.3	4.3	-56.9	4.9	-37.4	2.5	-2.6	3.7	-32.5
Cosmetics/perfumes	0.4	-67.6	0.9	-69.1	0.3	-55.1	0.2	144.1	0.1	-88.6
leather goods	0.5	-63.8	0.6	-41.6	0.4	-82.1	0.4	-57.8	0.4	-61.5
Hawai'i food products	1.6	-54.3	1.4	-70.1	1.1	-38.7	0.9	-44.5	3.2	-36.4
Souvenirs	4.0	-56.3	5.1	-54.5	3.3	-64.3	2.8	-47.7	4.0	-54.7
<b>All other spending outside ship</b>	<b>6.4</b>	<b>-50.2</b>	<b>9.1</b>	<b>-42.3</b>	<b>6.0</b>	<b>-52.0</b>	<b>3.8</b>	<b>-56.8</b>	<b>5.0</b>	<b>-58.3</b>
<b>Unallocated and on ship spending 1/</b>	<b>129.4</b>	<b>194.1</b>								

Other Visitors includes all other MMA besides U.S. West, U.S. East, Canada and Europe

1/ Includes cruise package and on-ship spending on 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)*

**Table 83: State Hotel Occupancy Rate: 2007 vs. 2006**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2007	2006	Absolute Change	2007	2006	% Change	2007	2006	% Change
JANUARY	74.4	80.7	-6.3	198.30	181.51	9.3	147.56	146.50	0.7
FEBRUARY	79.4	87.3	-7.9	203.27	190.55	6.7	161.39	166.36	-3.0
MARCH	78.1	82.8	-4.7	201.39	187.87	7.2	157.31	155.48	1.2
APRIL	71.1	77.0	-5.9	197.67	188.47	4.9	140.59	145.14	-3.1
MAY	69.0	75.5	-6.5	187.07	174.90	7.0	129.06	132.09	-2.3
JUNE	75.7	82.1	-6.4	200.59	187.58	6.9	151.85	154.04	-1.4
JULY	81.0	86.7	-5.7	210.49	201.21	4.6	170.57	174.41	-2.2
AUGUST	81.2	83.9	-2.7	213.60	202.12	5.7	173.45	169.65	2.2
SEPTEMBER	74.8	76.9	-2.1	181.40	169.66	6.9	135.68	130.48	4.0
OCTOBER	74.3	75.3	-1.0	183.46	169.77	8.1	136.30	127.88	6.6
NOVEMBER	72.5	74.7	-2.2	185.67	174.88	6.2	134.59	130.65	3.0
DECEMBER	70.6	72.2	-1.6	224.70	209.08	7.5	158.58	151.03	5.0
<b>TOTAL</b>	<b>75.3</b>	<b>79.5</b>	<b>-4.2</b>	<b>199.87</b>	<b>187.19</b>	<b>6.8</b>	<b>150.49</b>	<b>147.41</b>	<b>2.1</b>

Source: Smith Travel Research, Hospitality Advisors LLC

**Table 84: O'ahu Hotel Occupancy Rate: 2007 vs. 2006**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2007	2006	Absolute Change	2007	2006	% Change	2007	2006	% Change
JANUARY	75.7	84.3	-8.6	167.69	153.26	9.4	126.94	129.20	-1.7
FEBRUARY	79.9	89.9	-10.0	170.36	160.86	5.9	136.12	144.61	-5.9
MARCH	78.2	84.9	-6.7	163.25	151.59	7.7	127.66	128.70	-0.8
APRIL	73.0	79.1	-6.1	160.74	154.43	4.1	117.34	122.15	-3.9
MAY	69.9	76.0	-6.1	161.32	150.32	7.3	112.76	114.24	-1.3
JUNE	78.0	86.6	-8.6	164.84	155.70	5.9	128.58	134.84	-4.6
JULY	81.5	91.4	-9.9	171.46	166.54	3.0	139.74	152.22	-8.2
AUGUST	82.7	86.3	-3.6	179.20	166.82	7.4	148.20	143.97	2.9
SEPTEMBER	79.4	81.2	-1.8	166.01	148.71	11.6	131.81	120.75	9.2
OCTOBER	74.6	76.8	-2.2	163.69	150.28	8.9	122.11	115.42	5.8
NOVEMBER	74.2	81.0	-6.8	161.54	152.68	5.8	119.86	123.67	-3.1
DECEMBER	73.3	76.4	-3.1	185.92	173.07	7.4	136.28	132.23	3.1
<b>TOTAL</b>	<b>76.9</b>	<b>82.5</b>	<b>-5.6</b>	<b>168.67</b>	<b>157.02</b>	<b>7.4</b>	<b>129.71</b>	<b>129.54</b>	<b>0.1</b>

Source: Smith Travel Research, Hospitality Advisors LLC

**Table 85: Maui Hotel Occupancy Rate: 2007 vs. 2006**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2007	2006	Absolute Change	2007	2006	% Change	2007	2006	% Change
JANUARY	76.5	79.9	-3.4	255.44	234.90	8.7	195.41	187.69	4.1
FEBRUARY	82.2	86.7	-4.5	266.85	249.99	6.7	219.35	216.74	1.2
MARCH	79.6	84.1	-4.5	273.41	258.06	5.9	217.63	217.03	0.3
APRIL	71.5	80.6	-9.1	269.07	249.22	8.0	192.39	200.87	-4.2
MAY	71.0	80.0	-9.0	237.26	220.67	7.5	168.45	176.54	-4.6
JUNE	75.7	81.4	-5.7	274.88	252.98	8.7	208.08	205.93	1.0
JULY	81.8	85.1	-3.3	294.42	275.57	6.8	240.84	234.51	2.7
AUGUST	81.6	84.4	-2.8	287.97	271.93	5.9	234.98	229.51	2.4
SEPTEMBER	73.7	75.9	-2.2	219.34	208.94	5.0	161.65	158.59	1.9
OCTOBER	77.9	76.7	1.2	221.20	206.50	7.1	172.31	158.39	8.8
NOVEMBER	74.4	72.1	2.3	234.31	222.29	5.4	174.33	160.27	8.8
DECEMBER	71.7	72.3	-0.6	294.71	277.51	6.2	211.31	200.64	5.3
<b>TOTAL</b>	<b>76.5</b>	<b>79.9</b>	<b>-3.4</b>	<b>262.23</b>	<b>246.08</b>	<b>6.6</b>	<b>200.61</b>	<b>196.62</b>	<b>2.0</b>

Source: Smith Travel Research, Hospitality Advisors LLC

**Table 86: Kaua'i Hotel Occupancy Rate: 2007 vs. 2006**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2007	2006	Absolute Change	2007	2006	% Change	2007	2006	% Change
JANUARY	69.1	70.4	-1.3	202.82	185.99	9.0	140.15	130.94	7.0
FEBRUARY	75.7	80.6	-4.9	208.39	190.38	9.5	157.75	153.45	2.8
MARCH	72.3	75.6	-3.3	196.55	183.69	7.0	142.11	138.87	2.3
APRIL	71.2	72.5	-1.3	197.99	191.35	3.5	140.97	138.73	1.6
MAY	72.6	74.4	-1.8	192.04	173.35	10.8	139.42	128.97	8.1
JUNE	76.3	75.9	0.4	213.37	195.92	8.9	162.80	148.70	9.5
JULY	86.2	80.6	5.6	216.25	206.37	4.8	186.41	166.33	12.1
AUGUST	85.6	81.8	3.8	217.23	205.53	5.7	185.95	168.12	10.6
SEPTEMBER	77.0	76.6	0.4	188.77	179.81	5.0	145.35	137.73	5.5
OCTOBER	78.0	77.8	0.2	192.12	175.12	9.7	149.85	136.24	10.0
NOVEMBER	73.7	68.1	5.6	193.97	173.32	11.9	142.96	118.03	21.1
DECEMBER	68.0	62.9	5.1	232.03	211.88	9.5	157.78	133.27	18.4
<b>TOTAL</b>	<b>75.8</b>	<b>75.2</b>	<b>0.6</b>	<b>205.35</b>	<b>189.94</b>	<b>8.1</b>	<b>155.66</b>	<b>142.83</b>	<b>9.0</b>

Source: Smith Travel Research, Hospitality Advisors LLC



**Table 87: Hawai'i Island Hotel Occupancy Rate: 2007 vs. 2006**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2007	2006	Absolute Change	2007	2006	% Change	2007	2006	% Change
JANUARY	69.8	76.1	-6.3	205.97	189.13	8.9	143.77	143.93	-0.1
FEBRUARY	75.2	83.5	-8.3	203.68	192.84	5.6	153.17	161.02	-4.9
MARCH	78.8	77.3	1.5	213.75	194.17	10.1	168.44	150.09	12.2
APRIL	63.8	66.4	-2.6	211.56	199.59	6.0	134.98	132.53	1.8
MAY	60.1	67.3	-7.2	187.30	177.12	5.7	112.57	119.20	-5.6
JUNE	67.1	72.3	-5.2	194.55	185.64	4.8	130.54	134.22	-2.7
JULY	75.4	77.2	-1.8	203.52	196.52	3.6	153.45	151.71	1.1
AUGUST	72.8	76.6	-3.8	209.59	202.57	3.5	152.58	155.17	-1.7
SEPTEMBER	59.2	64.8	-5.6	171.84	171.57	0.2	101.73	111.18	-8.5
OCTOBER	65.3	67.0	-1.7	183.81	172.20	6.7	120.03	115.37	4.0
NOVEMBER	62.7	61.9	0.8	186.66	182.36	2.4	117.04	112.88	3.7
DECEMBER	60.6	63.0	-2.4	249.97	227.60	9.8	151.48	143.39	5.6
<b>TOTAL</b>	<b>67.6</b>	<b>71.0</b>	<b>-3.4</b>	<b>202.34</b>	<b>191.50</b>	<b>5.7</b>	<b>136.78</b>	<b>135.97</b>	<b>0.6</b>

Source: Smith Travel Research, Hospitality Advisors LLC

# VISITOR PLANT INVENTORY

*EXISTING INVENTORY*

*CLASS OF UNITS*

*AVAILABLE UNITS*

Please refer to the *2007 Visitor Plant Inventory Report* posted on the DBEDT website: [www.hawaii.gov/dbedt/info/visitor-stats/visitor-plant/](http://www.hawaii.gov/dbedt/info/visitor-stats/visitor-plant/) for a more detailed analysis of Hawai'i's visitor accommodations in 2007.



**Table 88: 2007 Visitor Plant Inventory – Existing Inventory by Island by Type**

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	UNIT CHANGE FROM 2006R	% CHANGE FROM 2006R
<b>O'AHU</b>	APARTMENT/ HOTEL	9	235	-65	-21.7%
	BED & BREAKFAST	26	53	3	6.0%
	CONDOMINIUM HOTEL	32	4,683	-845	-15.3%
	HOSTEL	10	343	99	40.6%
	HOTEL	61	25,498	40	0.2%
	INDIVIDUAL VACATION UNIT	69	1,090	782	253.9%
	TIMESHARE	13	1,627	371	29.5%
	OTHER	3	59	-403	-87.2%
<b>TOTAL</b>		<b>223</b>	<b>33,588</b>	<b>-18</b>	<b>-0.1%</b>
<b>HAWAII</b>	APARTMENT/ HOTEL	0	0	-1	-100.0%
	BED & BREAKFAST	89	356	29	8.9%
	CONDOMINIUM HOTEL	21	1,387	-121	-8.0%
	HOSTEL	1	16	-5	-23.8%
	HOTEL	27	6,601	-366	-5.3%
	INDIVIDUAL VACATION UNIT	127	1,052	317	43.1%
	TIMESHARE	15	1,412	281	24.8%
	OTHER	10	237	96	68.1%
<b>TOTAL</b>		<b>290</b>	<b>11,061</b>	<b>230</b>	<b>2.1%</b>
<b>KAUAI</b>	APARTMENT/ HOTEL	3	8	0	0.0%
	BED & BREAKFAST	31	98	6	6.5%
	CONDOMINIUM HOTEL	32	2,495	45	1.8%
	HOSTEL	1	40	0	0.0%
	HOTEL	13	2,567	-361	-12.3%
	INDIVIDUAL VACATION UNIT	732	1,417	820	137.4%
	TIMESHARE	18	2,035	41	2.1%
	OTHER	13	32	-125	-79.6%
<b>TOTAL</b>		<b>843</b>	<b>8,692</b>	<b>426</b>	<b>5.2%</b>
<b>MAUI</b>	APARTMENT/ HOTEL	3	17	-20	-54.1%
	BED & BREAKFAST	27	114	-7	-5.8%
	CONDOMINIUM HOTEL	81	6,170	-1,662	-21.2%
	HOSTEL	3	40	3	8.1%
	HOTEL	26	7,458	24	0.3%
	INDIVIDUAL VACATION UNIT	209	2,195	1,651	303.5%
	TIMESHARE	26	2,916	705	31.9%
	OTHER	12	306	-201	-39.6%
<b>TOTAL</b>		<b>387</b>	<b>19,216</b>	<b>493</b>	<b>2.6%</b>
<b>MOLOKA'I</b>	BED & BREAKFAST	2	3	0	0.0%
	CONDOMINIUM HOTEL	6	151	-5	-3.2%
	HOTEL	2	112	-44	-28.2%
	INDIVIDUAL VACATION UNIT	15	31	-131	-80.9%
	TIMESHARE	1	7	7	100.0%
	OTHER	2	5	1	25.0%
<b>TOTAL</b>		<b>28</b>	<b>309</b>	<b>-172</b>	<b>-35.8%</b>
<b>LĀNA'I</b>	APARTMENT/ HOTEL	1	1	0	0.0%
	BED & BREAKFAST	1	3	0	0.0%
	HOTEL	3	349	-13	-3.6%
	INDIVIDUAL VACATION UNIT	1	1	0	0.0%
<b>TOTAL</b>		<b>6</b>	<b>354</b>	<b>-13</b>	<b>-3.5%</b>
<b>STATEWIDE</b>	APARTMENT/ HOTEL	16	261	-86	-24.8%
	BED & BREAKFAST	176	627	31	5.2%
	CONDOMINIUM HOTEL	172	14,886	-2,588	-14.8%
	HOSTEL	15	439	97	28.4%
	HOTEL	132	42,585	-720	-1.7%
	INDIVIDUAL VACATION UNIT	1,153	5,786	3,439	146.5%
	TIMESHARE	73	7,997	1,405	21.3%
	OTHER	40	639	-632	-49.7%
<b>STATE TOTAL</b>		<b>1,777</b>	<b>73,220</b>	<b>946</b>	<b>1.3%</b>

Source: DBEDT

Table 89: 2007 Visitor Plant Inventory – Class of Units by County

ISLAND	CLASS	PERCENT OF TOTAL UNITS		Percentage Point Change from 2006R
		2007 <sup>1/</sup>	2006R <sup>2/</sup>	
<b>O'AHU</b>	BUDGET (UP TO \$100)	8.7%	10.9%	-2.2
	STANDARD (\$101 TO \$250)	35.5%	45.0%	-9.5
	DELUXE (\$251 TO \$500)	34.1%	37.9%	-3.8
	LUXURY (OVER \$500/NIGHT)	21.7%	6.2%	15.5
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>HAWAI'I</b>	BUDGET (UP TO \$100)	16.1%	17.8%	-1.7
	STANDARD (\$101 TO \$250)	27.5%	32.6%	-5.1
	DELUXE (\$251 TO \$500)	33.0%	38.1%	-5.1
	LUXURY (OVER \$500/NIGHT)	23.4%	11.6%	11.8
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>KAUA'I</b>	BUDGET (UP TO \$100)	6.2%	10.1%	-3.9
	STANDARD (\$101 TO \$250)	33.6%	46.0%	-12.4
	DELUXE (\$251 TO \$500)	43.5%	34.2%	9.3
	LUXURY (OVER \$500/NIGHT)	16.7%	9.7%	7.0
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>MAUI</b>	BUDGET (UP TO \$100)	6.6%	12.0%	-5.4
	STANDARD (\$101 TO \$250)	28.5%	31.3%	-2.8
	DELUXE (\$251 TO \$500)	26.5%	36.7%	-10.2
	LUXURY (OVER \$500/NIGHT)	38.3%	20.0%	18.3
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>MOLOKA'I</b>	BUDGET (UP TO \$100)	18.3%	51.2%	-32.9
	STANDARD (\$101 TO \$250)	58.5%	32.4%	26.1
	DELUXE (\$251 TO \$500)	23.3%	16.3%	7.0
	LUXURY (OVER \$500/NIGHT)	0.0%	0.0%	0.0
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>LĀNA'I</b>	BUDGET (UP TO \$100)	0.8%	0.8%	0.0
	STANDARD (\$101 TO \$250)	3.7%	3.5%	0.2
	DELUXE (\$251 TO \$500)	48.9%	43.6%	5.3
	LUXURY (OVER \$500/NIGHT)	46.6%	52.0%	-5.4
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>STATEWIDE</b>	BUDGET (UP TO \$100)	9.0%	12.3%	-3.3
	STANDARD (\$101 TO \$250)	32.2%	39.5%	-7.3
	DELUXE (\$251 TO \$500)	33.1%	37.1%	-4.0
	LUXURY (OVER \$500/NIGHT)	25.6%	11.1%	14.5
	<b>TOTAL</b>	<b>100%</b>	<b>100%</b>	
<b>STATE TOTAL</b>		<b>100%</b>	<b>100%</b>	

<sup>1/</sup> Based on 67,597 units (92.3 percent of the total 73,220 units in 2007) for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total to 100 percent due to rounding errors.

<sup>2/</sup> Based on 70,193 units (98.1 percent of the total 72,274 units in 2006) for which information on the class of units was available. Because class of units was reported in terms of percentages,

Table 90: 1965-2007 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*	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**	70,579	35,541	50.4	9,478	13.4	7,257	10.3	18,303	25.9
2004**	72,176	35,769	49.6	9,857	13.7	8,105	11.2	18,445	25.6
2005**	72,307	33,926	46.9	10,940	15.1	8,221	11.4	19,290	26.7
2006**	72,274	33,606	46.5	10,831	15.0	8,266	11.4	19,571	27.1
2007	73,220	33,588	45.9	11,061	15.1	8,692	11.9	19,879	27.1

NA: Not available.

\* HVCB did not conduct an update survey in 1995

\*\* 2003, 2004, 2005, and 2006 data were revised. Details of these changes are available upon request from DBEDT.

# TOTAL AIR SEATS OPERATED TO HAWAI'I

*TOTAL AIR SEATS*

*DOMESTIC AIR SEATS*

*INTERNATIONAL AIR SEATS*

Table 91: 2007 Total Air Seats Operated to Hawai'i

	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LĪHU'Ē	
	2007	%Chge	2007	%Chge	2007	%Chge	2007	%Chge	2007	%Chge	2007	%Chge
<b>TOTAL SEATS</b>	10,403,828	-1.8%	7,470,220	0.4%	1,910,630	-4.2%	594,954	-12.6%	49,875	18.3%	378,149	-13.2%
<b>Scheduled Seats</b>	10,190,698	-1.6%	7,329,370	0.6%	1,875,590	-4.1%	576,334	-12.9%	49,875	18.3%	359,529	-13.7%
<b>Charter seats</b>	213,130	-18.0%	140,850	-24.4%	35,040	-0.4%	18,620	0.0%			18,620	-3.8%

Table 92: 2007 Domestic Air Seats Operated to Hawai'i

	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LĪHU'Ē	
	2007	%Chge	2007	%Chge	2007	%Chge	2007	%Chge	2007	%Chge	2007	%Chge
<b>DOMESTIC SEATS</b>	7,560,822	-2.2%	4,813,058	0.9%	1,821,273	-3.7%	498,467	-15.6%	49,875	18.3%	378,149	-13.2%
<b>Scheduled Seats</b>	7,400,072	-2.2%	4,724,588	0.9%	1,786,233	-3.5%	479,847	-16.1%	49,875	18.3%	359,529	-13.7%
<b>Charter seats</b>	160,750	-0.6%	88,470	4.5%	35,040	-10.1%	18,620	-2.0%			18,620	-2.0%
<b>US West</b>	6,301,206	-0.3%	3,787,309	2.1%	1,624,646	2.7%	479,847	-16.1%	49,875	18.3%	359,529	-13.7%
...Anchorage	22,427	78.8%	3,611	NA	15,456	23.2%	3,360	NA				
...Denver	131,945	39.0%	101,136	18.4%	21,518	NA	8,927	-5.7%			364	NA
...Las Vegas	318,523	5.1%	265,412	4.8%	53,111	6.9%						
...Los Angeles	2,071,498	-11.5%	1,261,269	-3.7%	489,980	-11.4%	168,089	-32.6%			152,160	-33.2%
...Oakland	406,801	42.4%	171,061	30.3%	129,950	41.5%	32,465	58.7%	49,875	18.3%	23,450	NA
...Ontario	52,850	21.8%	52,850	21.8%								
...Orange County	140,492	3.3%	49,972	9.8%	45,260	0.0%	45,260	0.0%				
...Phoenix	553,058	7.8%	264,065	-3.3%	152,164	5.1%	69,619	46.7%			67,210	40.6%
...Portland	274,480	18.6%	178,120	0.0%	96,360	80.7%						
...Sacramento	178,780	21.0%	130,944	27.8%	47,836	5.7%						
...Salt Lake City	159,399	-38.1%	104,310	0.3%	53,379	-43.2%	1,710	-97.1%				
...San Diego	232,088	16.3%	101,820	1.1%	130,268	31.8%						
...San Francisco	1,119,927	-10.2%	652,126	-9.2%	211,244	-14.6%	150,417	7.6%			106,140	-24.8%
...San Jose	96,360	0.3%	96,360	0.3%								
...Seattle	542,578	30.8%	354,253	31.8%	178,120	22.1%					10,205	NA
<b>US East</b>	1,098,866	-11.6%	937,279	-3.7%	161,587	-40.1%						
...Atlanta	174,345	-21.3%	174,135	-7.4%	210	-99.4%						
...Chicago	277,498	-13.8%	196,056	11.3%	81,442	-44.2%						
...Cincinnati	28,215	-65.5%	28,215	-65.5%								
...Dallas	239,805	1.5%	159,870	1.5%	79,935	1.6%						
...Houston	183,961	-5.9%	183,961	0.1%								
...Minneapolis	108,574	9.3%	108,574	9.3%								
...Newark	86,468	-0.3%	86,468	-0.3%								

NA: Not Available

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

Table 93: 2007 International Air Seats to Hawai'i

	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LĪHU'Ē	
	2007	%Chge	2007	%Chge	2007	%Chge	2007	%Chge	2007	%Chge	2007	%Chge
<b>INTERNATIONAL SEATS</b>	2,843,006	-0.8%	2,657,162	-0.6%	89,357	-13.4%	96,487	6.8%				
<b>Scheduled Seats</b>	2,790,626	-0.2%	2,604,782	0.1%	89,357	-13.4%	96,487	6.8%				
<b>Charter seats</b>	52,380	-25.8%	52,380	-25.8%								
<b>Japan</b>	1,851,850	1.9%	1,759,810	1.7%			92,040	7.1%				
...Nagoya	234,939	0.1%	234,939	0.1%								
...Osaka	366,585	-1.0%	366,585	-1.0%								
...Tokyo-NRT	1,250,326	3.2%	1,158,286	2.9%			92,040	7.1%				
<b>Canada</b>	304,393	-17.7%	210,589	-19.7%	89,357	-13.4%	4,447	1.7%				
...Abbotsford												
...Calgary	13,509	-34.7%	4,959	-44.2%	8,550	-27.5%						
...Edmonton	1,539	200.0%			1,539	200.0%						
...Kelowna	2,394	-44.0%	2,394	-44.0%								
...Vancouver	284,557	-16.3%	200,842	-18.0%	79,268	-12.8%	4,447	1.7%				
...Victoria	2,394	-30.0%	2,394	-30.0%								
<b>Other Asia</b>	140,551	7.9%	140,551	7.9%								
...Seoul	105,421	46.4%	105,421	46.4%								
...Taipei	35,130	-39.8%	35,130	-39.8%								
<b>Oceania</b>	259,968	6.5%	259,968	6.5%								
...Auckland	29,250	-15.9%	29,250	-15.9%								
...Melbourne	26,058	NA	26,058	NA								
...Sydney	204,660	-2.3%	204,660	-2.3%								
<b>Other</b>	233,864	0.1%	233,864	0.1%								
...Christmas	6,988	6.0%	6,988	6.0%								
...Guam	91,256	0.0%	91,256	0.0%								
...Kwajalein	2,550	-65.3%	2,550	-65.3%								
...Majuro	29,700	17.9%	29,700	17.9%								
...Manila	41,374	0.5%	41,374	0.5%								
...Nadi	16,588	-2.2%	16,588	-2.2%								
...Pago Pago	31,680	1.7%	31,680	1.7%								
...Papeete	13,728	-1.9%	13,728	-1.9%								

NA: Not Applicable

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



# APPENDIX A: TECHNICAL NOTES

*TECHNICAL NOTES*

*DEFINITIONS*

*SOURCES OF DATA*

# TECHNICAL NOTES, DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

## TECHNICAL NOTES

### REVISIONS TO 2006 DATA

2006 visitor statistics in this report (including visitor expenditures, visitor days, visitor arrivals, average daily census, length of stay, accommodations, purpose of trip, visitor characteristics by major markets and by island, etc.) were revised from 2006 data published in DBEDT's 2006 Annual Visitor Research Report released in July 2007.

Figures were revised to reflect additional passenger and immigration data which were obtained after publication of the 2006 Annual Research Report. Cruise visitor statistics, hotel occupancy rates, room rates and air seat statistics were not affected.

## 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 2007.

**Cruise Ships, U.S. Flagged:** In 2007, 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:** The denominator was air and cruise visitor days by island.

**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. visitor 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 2007, a total of 49,223 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 2007, there were 3,220,340 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 2007, 34,244 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 17,239 completed forms received from Maui, 3,017 forms from Moloka'i, 1,806 forms from Lāna'i, 10,828 forms from Kaua'i, 4,807 forms from Hilo, and 12,623 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 2007, a total of 12,178 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 *2007 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


*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 isang 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 1 2 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

**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"/>
<b>TOTAL:</b>	<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

**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)

**YOUR NAME:** \_\_\_\_\_  
**HOME ADDRESS:** \_\_\_\_\_  
 \_\_\_\_\_  
for internal purposes only

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**DEPARTING HAWAII**  
 Day:   / Month:   / Year:    
 Name of Airline:  Flight No. \_\_\_\_\_

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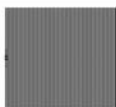
**ARRIVAL IN HAWAII**  
 Day:   / Month:   / Year:    
 Name of Airline: \_\_\_\_\_ Flight No. \_\_\_\_\_

# INTERNATIONAL INTERCEPT SURVEY FORM

<p><b>14. On this trip, I first arrived at:</b></p> <p><input type="checkbox"/> Honolulu International Airport  <input type="checkbox"/> Kona International Airport  <input type="checkbox"/> Maui Airport  <input type="checkbox"/> Kauai Airport  <input type="checkbox"/> Other (please specify) _____</p> <p><b>15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?</b></p> <p><input type="checkbox"/> Yes    <input type="checkbox"/> No</p> <hr/> <p><b>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.</b></p> <p><b>IF NOT, please skip to Question 16.</b></p> <p><b>a. How much did the package trip cost?</b>  <small>(please specify currency)</small></p> <p> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> <input type="checkbox"/> US \$  <input type="checkbox"/> name of currency: _____     </p> <p><b>b. What did the package trip include? (Check all that apply)</b></p> <p> <input type="checkbox"/> Airfare (to and from Hawai'i)  <input type="checkbox"/> Breakfast  <input type="checkbox"/> Airfare (inter island)  <input type="checkbox"/> Lunch/Dinner  <input type="checkbox"/> Rental Car  <input type="checkbox"/> Tours/attractions  <input type="checkbox"/> Lodging (hotel, condo, etc.)  <input type="checkbox"/> Trip to another state/country  <input type="checkbox"/> Other (please specify) _____     </p> <p style="text-align: right;">night(s)</p> <p><b>c. Name of the package:</b> _____</p> <p><b>d. Number of nights in Hawai'i covered by it:</b> <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>e. Number of people covered by amount:</b> <input type="text"/> <input type="text"/> persons</p> <hr/> <p><b>17. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)?</b>  <small>(please specify currency)</small></p> <p> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> <input type="checkbox"/> US \$  <input type="checkbox"/> name of currency: _____     </p> <p><small>(for internal purposes only)</small></p> <p><input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p>	<p><b>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.)</b></p> <p>How many people are you reporting for? (specify total number of people) <input type="text"/> <input type="text"/> persons</p> <hr/> <p><b>18a. Lodging (hotel, condo, B&amp;B, hostel, etc., including tips)-----US\$</b> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p><b>18b. Total food and beverage-----US\$</b> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">In restaurants, bars and other eating places__US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Dinner shows/dinner cruises__US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Groceries/snacks-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <hr/> <p><b>18c. Total Entertainment-----US\$</b> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Attractions/entertainment____US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Recreation (golf, tennis, snorkling, etc.)____US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Other activities &amp; tours____US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <hr/> <p><b>18d. Total Transportation-----US\$</b> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Inter island airfare-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Bus, taxi, trolley, etc.-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Rental car/mopeds-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Other expenses (gasoline, parking, etc.)-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <hr/> <p><b>18e. Total Shopping-----US\$</b> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Fashion and clothing-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Jewelry/watches-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Cosmetics/perfumes-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Leather goods (belts, wallets, handbags, etc.)-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Hawai'i food products to take home (fruits, nuts, coffee etc.)_US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Souvenirs-----US\$ <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <hr/> <p><b>18f. Other Spending-----US\$</b> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p><small>(Please describe)</small></p> <p>_____</p> <hr/> <p><b>18. TOTAL for Question 18 (18a-18f)-----US\$</b> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p>
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1216082561

# 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 <small>(write "0" if day-only trip)</small>
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 [ ][ ][ ] - [ ][ ][ ] (specify postal code)
  - China (PRC)
  - France
  - Germany
  - Hong Kong
  - Italy
  - Japan [ ][ ][ ] - [ ][ ][ ] (specify postal code)
  - Korea (specify postal code)
  - Mexico
  - New Zealand
  - Singapore
  - Switzerland
  - Taiwan
  - United Kingdom
  - Other (please specify) \_\_\_\_\_

1819068913

DBEDT NEIGHBOR ISLAND 2008

# 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>• 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>• 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: right;">"Amount spent on THIS ISLAND ONLY"</th> </tr> </thead> <tbody> <tr> <td style="padding: 2px;">16a. Lodging (hotel, condo, B&amp;B, incl. tips)</td> <td style="text-align: right; 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. 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6381068912

DBEDT NEIGHBOR ISLAND 2008

# 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
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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		
<b>TOTAL NIGHTS IN HAWAII'</b> <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: 

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Number of people covered by (\$) amount: 

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

- Airfare (Transpacific) 

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

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

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 (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) \_\_\_\_\_

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	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>		
10 - 19	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>		
20 - 29	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>		
30 - 39	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>		
40 - 49	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>		
50 - 59	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>		
60 or more	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>		
<b>TOTAL</b>	<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>			<table style="display: inline-table; border-collapse: collapse;"><tr><td style="border: 1px solid black; width: 30px; height: 20px;"></td><td style="border: 1px solid black; width: 30px; height: 20px;"></td></tr></table>		

CRUISE DOMESTIC 2006Q4

DO NOT WRITE IN THESE BOXES 

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CONTINUE TO OTHER SIDE →

