

**2003 ANNUAL VISITOR
RESEARCH REPORT**

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ABOUT THIS REPORT

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The report is also available in Adobe Acrobat form on the DBEDT Web Site, <http://www2.hawaii.gov/dbedt/latest>.

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SUMMARY OF 2003 VISITORS TO HAWAII

OVERVIEW OF ALL VISITORS

VISITORS BY AIR:

VISITOR DAYS

TOTAL EXPENDITURES

PER PERSON PER DAY SPENDING

PER PERSON PER TRIP SPENDING

ISLAND VISITOR PATTERNS

MONTHLY VISITATION PATTERN

CRUISE PASSENGERS

OVERVIEW OF ALL VISITORS

ALL VISITORS

2003 was a year of continuing recovery for Hawaii's visitor industry. A soft but improving international visitor market was sustained by record arrivals of visitors who came by air from the domestic market. Overall, total visitor days from those who came to the islands by air and by cruise ships rose 0.5 percent compared to 2002. The total number of air and cruise ship visitor arrivals was just slightly down by .2 percent to 6,442,020 while their average length of stay was 9.19 days. 2002 total and domestic length of stay in this report were revised due to improved length of stay data processing for domestic arrivals.

A total of 6,380,439 visitors arrived by air to the state. International air visitor days decreased 3.8 percent due to lower visitor arrivals (-8.9%), but were virtually offset by growth from the domestic segment. Domestic visitor days rose 1.9 percent due to a 4.0 percent growth in arrivals by air. In fact, total domestic air arrivals of 4,531,289 visitors in 2003, was the highest on record, even surpassing the 4,446,936 domestic visitors who came in 2000.

A total of 61,581 visitors came by cruise ships touring the islands in 2003, down 3.4 percent compared to the previous year.

Despite lower arrivals, total expenditures by air and cruise ship visitors rose 4.8 percent to \$10.1 billion. Of this amount, \$10 billion in expenditures were by visitors who came by air, 4.8 percent higher than 2002. The average daily spending by air visitors was \$170 per person, compared to \$166 per person in 2002. Expenditures by visitors who arrived by cruise ships grew 1.7 percent to \$44.8 million, due to increased daily spending from \$99 per person to \$101 per person.

ARRIVALS BY AIR

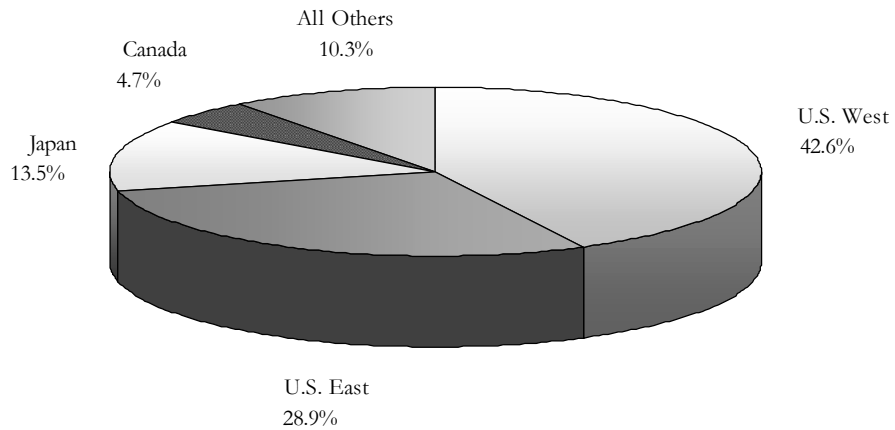
VISITOR DAYS

Total visitor days (visitor arrivals multiplied by the average length of stay) of those who came to the islands by air rose .5 percent in 2003. Visitor days from the U.S. West, Hawaii's primary market (42.6% of the state total visitor days), rose 2.8 percent due to a 4.9 percent growth in visitor arrivals.

U.S. East arrivals (+4.5%) also increased in 2003 and contributed to a 3.5 percent growth in visitor days. The average length of stay by U.S. East was 10.27 days (10.36 days in 2002). U.S. East visitors represent Hawaii's second largest market, accounting for 28.9 percent of the state total visitor days.

Japanese visitor days which accounted for 13.5 percent of the state total, decreased (-9.5%) in 2003 due to lower arrivals (-9.6%). The average length of stay was virtually unchanged at 5.91 days. Canada, the 4th largest market, reported a 17.9 percent jump in visitor days to comprise 4.7 percent of the visitor days in the state.

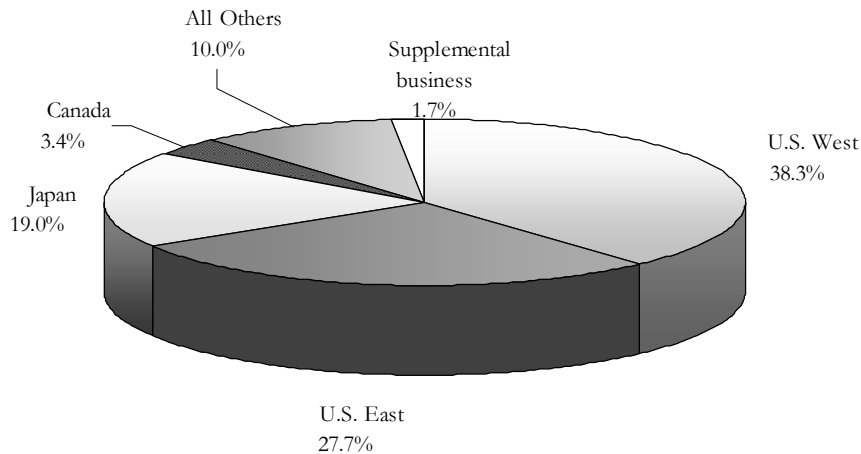
**FIGURE 1: Air Visitor Days by Major Market Areas
Calendar Year 2003**



VISITOR EXPENDITURES

Spending by air visitors from the U.S. West jumped 10.8 percent from 2002 to \$3.8 billion and comprised the largest portion of total air visitor expenditures at 38.3 percent. Spending by U.S. East visitors increased 3.7 percent and ranked second at \$2.8 billion or 27.7 percent of the total. Japanese expenditures (-6.8%) followed in 3rd place at \$1.9 billion or a 19 percent share. Combined, these three MMAs accounted for close to 85 percent of total expenditures for the year.

**FIGURE 2: Air Visitor Expenditures by Major Market
Areas Calendar Year 2003**



PER PER PERSON PER DAY SPENDING

Average per person per day (PPPD) expenditures by air visitors in 2003 rose from \$165 to \$170 per person, due to higher daily spending from all visitor markets.

Japanese visitors' per person per day spending continued to be the highest compared to all other visitor groups at \$240. Visitors from Other Asia (\$176 per day) ranked second followed by those from the U.S. East (\$163 per day), Europe (\$159 per day), Oceania (\$157 per day) and the U.S. West (\$153 per day). Visitors from Latin America and Canada spent the least at \$126 per day and \$122 per day, respectively. Airfare costs to and from Hawaii are not included in these spending estimates.

PER PERSON PER TRIP SPENDING

Higher average daily spending and a longer length of stay contributed to a 0.7 percent increase in total per person per trip expenditures by air visitors to \$1,569. European air visitors spent the most on a per trip basis, averaging \$1,968 per person, followed by visitors from Other Asia at \$1,710, the U.S. East at \$1,677 per person, Canada at \$1,637 per person, the U.S. West at \$1,469 per person, Oceania at \$1,437 and Japan at \$1,419 per person. Visitors from Latin America spent the lowest per trip at \$1,301 per person. Airfare costs to and from Hawaii are not included in these spending estimates.

ISLAND VISITOR PATTERNS

Island of Oahu: Oahu visitor days decreased 3.5 percent in 2003 (TABLES 4 & 41) largely due to lower arrivals (-4.3%) by air. The average length of stay was longer at 9.02 days compared to 2002. Oahu comprised close to 73 percent of all international visitor days in the state and 39.8 percent of domestic visitor days. Both domestic and international visitors spent more days on Oahu than on any other island during their stay (7.43 days and 6.02 days, respectively). On an average day, the number of visitors on Oahu (the average daily visitor census) was 76,776 visitors, down 3.5 percent from the previous year (TABLE 6).

Islands of Maui, Molokai and Lanai: Total visitor days for the island of Maui rose 6.9 percent (TABLES 4 & 43) as higher domestic visitor days (+8.2%) offset declines in the international market (-3.6%). This island accounted for 11.9 percent of all international visitor days spent in Hawaii and 31 percent of all domestic visitor days. Maui Island's average daily visitor census increased 6.9 percent to 42,710 air visitors.

Growth in domestic (+32.9%) and international (+6.8%) arrivals by air to Molokai contributed to a 10 percent increase in visitor days for this island in 2003 (TABLE 44). The average daily census on Molokai increased 10 percent to 947 visitors.

Growth in domestic (+12.8%) and international arrivals (+14.2%) was not enough to offset a decrease in the average length of stay, resulting in an 11.8 percent decline in visitor days for Lanai. The average daily census was also down 11.8 percent from the previous year to 853 air visitors. (TABLES 6 & 45).

Island of Kauai: Kauai visitor days rose 4.6 percent, largely due to growth in arrivals by air (+1.4%) and a longer average length of stay from the domestic market (TABLE 46). Kauai comprised 13.3

percent of the State's total domestic visitor days, but only 3.8 percent of international visitor days. The average daily census was 17,828 visitors, 4.6 percent higher than in the previous year.

Island of Hawaii: Visitor days for the island of Hawaii increased 0.6 percent from the previous year due to growth in domestic arrivals (+0.4%) and length of stay (+2.0%) (TABLE 47). The average daily census rose .6 percent to 21,934 visitors in 2003. Hawaii accounted for 10.2 percent of all international visitor days for the State and 14.7 percent of all domestic visitor days.

MONTHLY VISITATION PATTERN

July 2003 was the most popular month for air visitors to Hawaii with an average of 190,420 visitors present per day. August was second averaging 187,527 visitors per day. December and June ranked third and fourth with 183,913 and 173,042 visitors, respectively on a daily basis. Generally, the summer months (June through August) and the winter months (December, January and February) saw the most visitors to the islands.

CRUISE PASSENGERS

A total of 236,149 passengers were aboard cruise ships touring the islands in 2003, of which 230,495 visitors were from out of state (down 1.9 percent from 2002) while 5,654 passengers were Hawaii residents (TABLE 66).

Of those from out of state, 168,914 visitors came by air to board cruise ships while 61,581 visitors came by cruise ships to Hawaii (TABLE 65).

It should be noted that characteristics and expenditures of cruise visitors who came by air are combined with other air visitors' statistics.

TABLE 1: Summary of Visitor Statistics: 2003 vs. 2002

CATEGORY AND MMA	2003	2002	(%) Change
TOTAL EXPENDITURES (\$mil.)	10,054.5	9,608.9	4.6
Visitor arrivals by air	10,009.6	9,564.8	4.7
U.S. West	3,834.6	3,460.0	10.8
U.S. East	2,772.9	2,673.4	3.7
Japan	1,901.9	2,041.4	-6.8
Canada	335.5	269.6	24.4
Europe	218.6	203.6	7.3
Oceania	137.2	137.0	0.2
Other Asia	168.3	143.6	17.2
Latin America	18.4	16.2	13.5
Other	457.0	475.9	-4.0
Supplemental business (all MMAs)	165.2	143.9	14.8
Visitor arrivals by cruise ships	44.8	44.1	1.7
TOTAL VISITOR DAYS	59,227,930	58,917,520	0.5
Visitor arrivals by air	58,782,699	58,471,088	0.5
U.S. West	25,061,943	24,381,156	2.8
U.S. East	16,976,276	16,402,129	3.5
Japan	7,921,422	8,756,605	-9.5
Canada	2,760,403	2,341,128	17.9
Europe	1,373,093	1,409,229	-2.6
Oceania	871,939	928,297	-6.1
Other Asia	955,570	869,567	9.9
Latin America	146,105	131,980	10.7
Other	2,715,948	3,250,996	-16.5
Visitor arrivals by cruise ships	445,231	446,432	-0.3
VISITOR ARRIVALS	6,442,020	6,452,834	-0.2
Visitor arrivals by air	6,380,439	6,389,058	-0.1
U.S. West	2,609,862	2,486,914	4.9
U.S. East	1,653,357	1,582,563	4.5
Japan	1,340,034	1,483,121	-9.6
Canada	204,999	189,890	8.0
Europe	111,074	111,275	-0.2
Oceania	95,514	108,835	-12.2
Other Asia	98,466	111,347	-11.6
Latin America	14,124	13,092	7.9
Other	253,009	302,019	-16.2
Visitor arrivals by cruise ships	61,581	63,776	-3.4
AVERAGE LENGTH OF STAY (days)	9.19	9.38	-2.0
Visitor arrivals by air	9.21	9.15	0.7
U.S. West	9.60	9.80	-2.1
U.S. East	10.27	10.36	-0.9
Japan	5.91	5.90	0.1
Canada	13.47	12.33	9.2
Europe	12.36	12.66	-2.4
Oceania	9.13	8.53	7.0
Other Asia	9.70	7.81	24.3
Latin America	10.34	10.08	2.6
Other	10.73	10.76	-0.3
Visitor arrivals by cruise ships	7.23	7.00	3.3

Source: DBEDT

TABLE 1: Summary of Visitor Statistics: 2003 vs. 2002

CATEGORY AND MMA	2003	2002	(%) Change
PER PERSON PER DAY SPENDING (\$)	169.8	165.1	2.8
Visitor arrivals by air	170.3	165.6	2.8
U.S. West	153.0	141.9	7.8
U.S. East	163.3	163.0	0.2
Japan	240.1	233.1	3.0
Canada	121.5	115.2	5.5
Europe	159.2	144.5	10.2
Oceania	157.4	147.6	6.6
Other Asia	176.2	165.2	6.7
Latin America	125.8	122.7	2.5
Other	168.3	146.4	14.9
Visitor arrivals by cruise ships	100.7	98.7	2.0
PER PERSON PER TRIP SPENDING (\$)	1,560.8	1,548.7	0.8
Visitor arrivals by air	1,568.8	1,557.3	0.7
U.S. West	1,469.3	1,433.0	2.5
U.S. East	1,677.1	1,759.3	-4.7
Japan	1,419.3	1,377.0	3.1
Canada	1,636.5	1,429.6	14.5
Europe	1,968.0	1,945.0	1.2
Oceania	1,436.9	1,263.1	13.8
Other Asia	1,709.6	1,296.8	31.8
Latin America	1,301.4	1,281.8	1.5
Other	1,806.2	1,607.7	12.3
Visitor arrivals by cruise ships	728.0	690.9	5.4

**TABLE 2: Summary of Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	58,782,699	58,471,088	0.5%	45,036,982	44,175,694	1.9%	13,745,717	14,295,394	-3.8%
Total Visitors	6,380,439	6,389,058	-0.1%	4,531,289	4,358,850	4.0%	1,849,150	2,030,208	-8.9%
PARTY SIZE									
One	1,152,968	1,133,919	1.7%	903,660	897,046	0.7%	249,308	236,873	5.2%
Two	2,620,904	2,556,168	2.5%	1,974,046	1,929,862	2.3%	646,858	626,306	3.3%
Three or more	2,606,567	2,698,971	-3.4%	1,653,583	1,531,942	7.9%	952,984	1,167,029	-18.3%
Avg Party Size	2.08	2.10	-0.9%	1.97	1.94	1.3%	2.42	2.54	-4.7%
VISIT STATUS									
First-Time	2,389,703	2,411,780	-0.9%	1,547,360	1,472,866	5.1%	842,343	938,914	-10.3%
Repeat	3,990,736	3,977,278	0.3%	2,983,929	2,885,984	3.4%	1,006,807	1,091,294	-7.7%
Average # of Trips	4.65	4.43	4.8%	5.00	4.69	6.6%	3.78	3.87	-2.4%
TRAVEL METHOD									
Group Tour	947,673	1,036,325	-8.6%	308,597	322,348	-4.3%	639,076	713,977	-10.5%
Package	2,813,422	2,933,164	-4.1%	1,571,017	1,477,825	6.3%	1,242,406	1,455,339	-14.6%
Group Tour & Pkg	815,731	933,591	-12.6%	247,908	259,385	-4.4%	567,822	674,206	-15.8%
True Independent	3,435,075	3,353,160	2.4%	2,899,584	2,818,062	2.9%	535,491	535,098	0.1%
ISLANDS VISITED									
Oahu	4,090,483	4,276,077	-4.3%	2,415,386	2,423,169	-0.3%	1,675,097	1,852,908	-9.6%
Maui County	2,196,447	2,139,427	2.7%	1,900,174	1,770,103	7.3%	296,273	369,324	-19.8%
...Maui	2,125,421	2,073,051	2.5%	1,852,144	1,725,051	7.4%	273,277	348,000	-21.5%
...Molokai	94,106	75,135	25.3%	70,624	53,152	32.9%	23,483	21,983	6.8%
...Lanai	91,445	80,874	13.1%	72,674	64,433	12.8%	18,772	16,441	14.2%
Kauai	975,867	1,005,898	-3.0%	861,580	849,913	1.4%	114,287	155,985	-26.7%
Big Island	1,207,164	1,243,313	-2.9%	922,217	918,680	0.4%	284,946	324,633	-12.2%
...Hilo	459,612	448,449	2.5%	335,283	318,422	5.3%	124,329	130,028	-4.4%
...Kona	977,195	1,033,614	-5.5%	740,726	756,541	-2.1%	236,469	277,073	-14.7%
One Island Only	4,767,008	4,677,679	1.9%	3,350,195	3,200,501	4.7%	1,416,814	1,477,178	-4.1%
Oahu Only	2,751,653	2,818,337	-2.4%	1,488,097	1,497,881	-0.7%	1,263,556	1,320,457	-4.3%
Maui County Only	1,213,259	1,084,297	11.9%	1,130,588	993,085	13.8%	82,671	91,211	-9.4%
Maui Only	1,156,517	1,041,012	11.1%	1,078,848	953,544	13.1%	77,669	87,468	-11.2%
Molokai Only	8,536	7,427	14.9%	7,811	6,834	14.3%	725	593	22.3%
Lanai Only	9,986	10,136	-1.5%	9,261	9,241	0.2%	725	895	-19.0%
Kauai Only	388,196	361,970	7.2%	371,916	346,458	7.3%	16,279	15,511	4.9%
Big Island Only	452,120	438,796	3.0%	394,261	386,543	2.0%	57,860	52,254	10.7%
Neighbor Is. Only	2,289,757	2,112,563	8.4%	2,115,712	1,935,646	9.3%	174,045	176,917	-1.6%
LENGTH OF STAY									
Oahu (days)	6.85	6.79	0.9%	7.43	7.63	-2.6%	6.02	5.70	5.6%
Maui (days)	7.33	7.04	4.2%	7.53	7.47	0.8%	6.00	4.89	22.8%
Molokai (days)	3.67	4.18	-12.1%	4.06	4.82	-15.8%	2.51	2.63	-4.5%
Lanai (days)	3.41	4.37	-22.0%	3.65	4.49	-18.6%	2.44	3.88	-37.0%
Kauai (days)	6.67	6.19	7.8%	6.95	6.70	3.7%	4.57	3.38	35.2%
Big Island (days)	6.63	6.40	3.6%	7.16	7.15	0.1%	4.92	4.28	15.0%
...Hilo (days)	3.75	3.76	-0.1%	4.13	4.22	-2.0%	2.73	2.63	3.8%
...Kona (days)	6.43	6.07	5.9%	7.05	6.91	1.9%	4.49	3.78	18.9%
Statewide (days)	9.21	9.15	0.7%	9.94	10.13	-1.9%	7.43	7.04	5.6%
ACCOMMODATIONS									
Hotel	4,321,602	4,352,235	-0.7%	2,776,347	2,631,316	5.5%	1,545,256	1,720,919	-10.2%
...Hotel Only	3,794,297	3,905,218	-2.8%	2,329,138	2,268,341	2.7%	1,465,158	1,636,877	-10.5%
Condo	1,138,371	1,048,160	8.6%	932,299	853,640	9.2%	206,072	194,520	5.9%
...Condo Only	863,570	821,834	5.1%	702,648	680,772	3.2%	160,922	141,062	14.1%
Timeshare	417,465	390,784	6.8%	390,224	363,851	7.2%	27,241	26,933	1.1%
...Timeshare Only	294,224	288,798	1.9%	277,493	274,587	1.1%	16,732	14,210	17.7%
Apartment	4,374	44,254	-90.1%	4,258	30,426	-86.0%	116	13,829	-99.2%
Bed & Breakfast	67,591	69,866	-3.3%	58,153	57,856	0.5%	9,439	12,010	-21.4%
Cruise Ship	181,410	192,281	-5.7%	157,275	170,746	-7.9%	24,135	21,535	12.1%
Friends or Relatives	601,862	587,694	2.4%	515,614	491,537	4.9%	86,249	96,156	-10.3%
PURPOSE OF TRIP									
Pleasure (Net)	5,201,114	5,202,723	0.0%	3,620,532	3,442,117	5.2%	1,580,581	1,760,606	-10.2%
...Honeymoon/Get Married (Net)	661,256	696,298	-5.0%	297,857	271,461	9.7%	363,399	424,837	-14.5%
MC&I (Net)	473,549	416,236	13.8%	370,910	323,776	14.6%	102,639	92,460	11.0%
.....Convention/Conf.	292,640	254,907	14.8%	242,707	210,206	15.5%	49,933	44,701	11.7%
.....Corp. Meetings	85,830	80,997	6.0%	68,555	63,662	7.7%	17,275	17,335	-0.3%
.....Incentive	112,611	89,707	25.5%	74,789	56,778	31.7%	37,823	32,929	14.9%
Other Business	244,049	239,073	2.1%	214,487	193,300	11.0%	29,562	45,773	-35.4%
Visit Friends/Relatives	554,974	509,413	8.9%	475,742	415,487	14.5%	79,232	93,926	-15.6%
Government/Military	97,171	97,440	-0.3%	72,776	67,929	7.1%	24,395	29,511	-17.3%
Attend School	18,288	24,476	-25.3%	12,374	12,411	-0.3%	5,914	12,065	-51.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	9,844.4	9,420.9	4.5%	7,086.6	6,864.0	3.2%	2,757.8	2,798.3	-1.4%
Per Person Per Day (\$)	167.5	161.1	3.9%	157.4	150.0	4.9%	200.6	195.8	2.5%
Per Person Per Trip (\$)	1,542.9	1,474.5	4.6%	1,563.9	1,574.7	-0.7%	1,491.4	1,378.4	8.2%

Source: DBEDT

**TABLE 3: Visitor Characteristics [% of Total] 2003 vs. 2002
(Arrivals by air)**

2003 & 2002 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2003	2002	2003	2002	2003	2002
Total Visitors	6,380,439	6,389,058	4,531,289	4,358,850	1,849,150	2,030,208
PARTY SIZE						
One	18.1%	17.7%	19.9%	20.6%	13.5%	11.7%
Two	41.1%	40.0%	43.6%	44.3%	35.0%	30.8%
Three or more	40.8%	42.2%	36.5%	35.1%	51.5%	57.5%
Avg Party Size	2.08	2.10	1.97	1.94	2.42	2.54
VISIT STATUS						
First-Time	37.5%	37.7%	34.1%	33.8%	45.6%	46.2%
Repeat	62.5%	62.3%	65.9%	66.2%	54.4%	53.8%
Average # of Trips	4.65	4.43	5.00	4.69	3.78	3.87
TRAVEL METHOD						
Group Tour	14.9%	16.2%	6.8%	7.4%	34.6%	35.2%
Package	44.1%	45.9%	34.7%	33.9%	67.2%	71.7%
Group Tour & Pkg	12.8%	14.6%	5.5%	6.0%	30.7%	33.2%
True Independent	53.8%	52.5%	64.0%	64.7%	29.0%	26.4%
ISLANDS VISITED						
Oahu	64.1%	66.9%	53.3%	55.6%	90.6%	91.3%
Maui County	34.4%	33.5%	41.9%	40.6%	16.0%	18.2%
...Maui	33.3%	32.4%	40.9%	39.6%	14.8%	17.1%
...Molokai	1.5%	1.2%	1.6%	1.2%	1.3%	1.1%
...Lanai	1.4%	1.3%	1.6%	1.5%	1.0%	0.8%
Kauai	15.3%	15.7%	19.0%	19.5%	6.2%	7.7%
Big Island	18.9%	19.5%	20.4%	21.1%	15.4%	16.0%
...Hilo	7.2%	7.0%	7.4%	7.3%	6.7%	6.4%
...Kona	15.3%	16.2%	16.3%	17.4%	12.8%	13.6%
ACCOMMODATIONS						
Hotel	67.7%	68.1%	61.3%	60.4%	83.6%	84.8%
...Hotel Only	59.5%	61.1%	51.4%	52.0%	79.2%	80.6%
Condo	17.8%	16.4%	20.6%	19.6%	11.1%	9.6%
...Condo Only	13.5%	12.9%	15.5%	15.6%	8.7%	6.9%
Timeshare	6.5%	6.1%	8.6%	8.3%	1.5%	1.3%
...Timeshare Only	4.6%	4.5%	6.1%	6.3%	0.9%	0.7%
Apartment	0.1%	0.7%	0.1%	0.7%	0.0%	0.7%
Bed & Breakfast	1.1%	1.1%	1.3%	1.3%	0.5%	0.6%
Cruise Ship	2.8%	3.0%	3.5%	3.9%	1.3%	1.1%
Friends or Relatives	9.4%	9.2%	11.4%	11.3%	4.7%	4.7%
PURPOSE OF TRIP						
Pleasure (Net)	81.5%	81.4%	79.9%	79.0%	85.5%	86.7%
...Honeymoon/Get Married (Net)	10.4%	10.9%	6.6%	6.2%	19.7%	20.9%
MC&I (Net)	7.4%	6.5%	8.2%	7.4%	5.6%	4.6%
.....Convention/Conf.	4.6%	4.0%	5.4%	4.8%	2.7%	2.2%
.....Corp. Meetings	1.3%	1.3%	1.5%	1.5%	0.9%	0.9%
.....Incentive	1.8%	1.4%	1.7%	1.3%	2.0%	1.6%
Other Business	3.8%	3.7%	4.7%	4.4%	1.6%	2.3%
Visit Friends/Relatives	8.7%	8.0%	10.5%	9.5%	4.3%	4.6%
Government/Military	1.5%	1.5%	1.6%	1.6%	1.3%	1.5%
Attend School	0.3%	0.4%	0.3%	0.3%	0.3%	0.6%

**TABLE 4: Visitor Days by Island: 2003 vs. 2002
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
TOTAL STATE	58,782,699	58,471,088	0.5%	45,036,982	44,175,694	1.9%	13,745,717	14,295,394	-3.8%
OAHU	28,023,305	29,033,518	-3.5%	17,947,045	18,477,874	-2.9%	10,076,260	10,555,644	-4.5%
MAUI COUNTY	16,246,284	15,255,048	6.5%	14,500,894	13,431,664	8.0%	1,745,390	1,823,384	-4.3%
MAUI	15,589,099	14,587,800	6.9%	13,948,570	12,886,011	8.2%	1,640,530	1,701,790	-3.6%
MOLOKAI	345,733	314,174	10.0%	286,753	256,355	11.9%	58,979	57,819	2.0%
LANAI	311,452	353,074	-11.8%	265,571	289,299	-8.2%	45,881	63,775	-28.1%
KAUAI	6,507,320	6,221,632	4.6%	5,984,480	5,693,632	5.1%	522,840	527,999	-1.0%
BIG ISLAND	8,005,790	7,960,890	0.6%	6,604,563	6,572,522	0.5%	1,401,227	1,388,367	0.9%
HILO	1,725,147	1,685,019	2.4%	1,386,128	1,343,347	3.2%	339,020	341,671	-0.8%
KONA	6,280,643	6,275,871	0.1%	5,218,436	5,229,175	-0.2%	1,062,207	1,046,696	1.5%

**TABLE 5: Visitor Days by Month: 2003 vs. 2002
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JANUARY	5,256,581	4,955,561	6.1%	3,778,855	3,778,312	0.0%	1,477,726	1,177,249	25.5%
FEBRUARY	4,682,431	4,710,326	-0.6%	3,333,980	3,557,882	-6.3%	1,348,451	1,152,444	17.0%
MARCH	4,773,694	4,981,201	-4.2%	3,586,934	3,699,770	-3.0%	1,186,761	1,281,431	-7.4%
APRIL	4,302,021	4,159,427	3.4%	3,491,179	3,153,334	10.7%	810,842	1,006,093	-19.4%
MAY	4,227,250	4,413,072	-4.2%	3,369,679	3,419,033	-1.4%	857,571	994,038	-13.7%
JUNE	5,191,266	5,366,739	-3.3%	4,401,265	4,295,730	2.5%	790,001	1,071,009	-26.2%
JULY	5,903,010	5,765,263	2.4%	4,771,654	4,522,792	5.5%	1,131,356	1,242,471	-8.9%
AUGUST	5,813,347	5,554,370	4.7%	4,388,192	4,117,814	6.6%	1,425,155	1,436,556	-0.8%
SEPTEMBER	4,048,526	4,098,107	-1.2%	2,978,815	2,976,588	0.1%	1,069,711	1,121,519	-4.6%
OCTOBER	4,472,070	4,488,522	-0.4%	3,389,553	3,374,189	0.5%	1,082,517	1,114,333	-2.9%
NOVEMBER	4,411,213	4,480,915	-1.6%	3,294,071	3,275,715	0.6%	1,117,143	1,205,201	-7.3%
DECEMBER	5,701,290	5,497,583	3.7%	4,252,807	4,004,534	6.2%	1,448,483	1,493,049	-3.0%
TOTAL	58,782,699	58,471,088	0.5%	45,036,982	44,175,694	1.9%	13,745,717	14,295,394	-3.8%

**TABLE 6: Average Daily Census by Island: 2003 vs. 2002
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
TOTAL STATE	161,048	160,195	0.5%	123,389	121,030	1.9%	37,659	39,165	-3.8%
OAHU	76,776	79,545	-3.5%	49,170	50,625	-2.9%	27,606	28,920	-4.5%
MAUI COUNTY	44,510	41,795	6.5%	39,728	36,799	8.0%	4,782	4,996	-4.3%
MAUI	42,710	39,967	6.9%	38,215	35,304	8.2%	4,495	4,662	-3.6%
MOLOKAI	947	861	10.0%	786	702	11.9%	162	158	2.0%
LANAI	853	967	-11.8%	728	793	-8.2%	126	175	-28.1%
KAUAI	17,828	17,046	4.6%	16,396	15,599	5.1%	1,432	1,447	-1.0%
BIG ISLAND	21,934	21,811	0.6%	18,095	18,007	0.5%	3,839	3,804	0.9%
HILO	4,726	4,616	2.4%	3,798	3,680	3.2%	929	936	-0.8%
KONA	17,207	17,194	0.1%	14,297	14,327	-0.2%	2,910	2,868	1.5%

**TABLE 7: Average Daily Census by Month: 2003 vs. 2002
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JANUARY	169,567	159,857	6.1%	121,899	121,881	0.0%	47,669	37,976	25.5%
FEBRUARY	167,230	168,226	-0.6%	119,071	127,067	-6.3%	48,159	41,159	17.0%
MARCH	153,990	160,684	-4.2%	115,708	119,347	-3.0%	38,283	41,336	-7.4%
APRIL	143,401	138,648	3.4%	116,373	105,111	10.7%	27,028	33,536	-19.4%
MAY	136,363	142,357	-4.2%	108,699	110,291	-1.4%	27,664	32,066	-13.7%
JUNE	173,042	178,891	-3.3%	146,709	143,191	2.5%	26,333	35,700	-26.2%
JULY	190,420	185,976	2.4%	153,924	145,897	5.5%	36,495	40,080	-8.9%
AUGUST	187,527	179,173	4.7%	141,555	132,833	6.6%	45,973	46,341	-0.8%
SEPTEMBER	134,951	136,604	-1.2%	99,294	99,220	0.1%	35,657	37,384	-4.6%
OCTOBER	144,260	144,791	-0.4%	109,340	108,845	0.5%	34,920	35,946	-2.9%
NOVEMBER	147,040	149,364	-1.6%	109,802	109,190	0.6%	37,238	40,173	-7.3%
DECEMBER	183,913	177,341	3.7%	137,187	129,179	6.2%	46,725	48,163	-3.0%
TOTAL	161,048	160,195	0.5%	123,389	121,029	1.9%	37,659	39,165	-3.8%

TABLE 8: Visitors Staying Overnight or Longer: 1952-2003
(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%

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

U.S. WEST

U.S. EAST

JAPAN

CANADA

EUROPE

OCEANIA

OTHER ASIA

LATIN AMERICA

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA (MMA)

U.S. West Visitors by Air:

The U.S. West continued to be Hawaii's primary visitor market and the largest of the MMAs in terms of total expenditures, visitor days and visitor arrivals. Visitor arrivals rose 4.9 percent compared to 2002 while the average length of stay by these visitors was 9.60 days. Expenditures by U.S. West visitors increased 10.8 percent from the previous year to \$3.8 billion. Daily spending by this group of visitors was up from \$142 per person to \$153 per person in 2003. (TABLES 1 & 11).

Other facts about the U.S. West market:

- Repeat visitors comprised 76.9 percent of all visitors from the U.S. West, compared to 76.5 percent in the previous year.
- Close to 46 percent of all U.S. West visitors went to Oahu, 39.7 percent went to Maui, 18.5 percent went to the Big Island and 17.9 percent went to Kauai.
- Except for a slight decrease on Oahu (-0.1%) all other islands experienced growth in visitations from the U.S. West.
- The majority (65.9%) of the U.S. West visitors were true independent travelers while the remainder purchased group or package tours.
- The average length of stay by U.S. West visitors increased on Kauai and the Big Island in 2003 compared to the previous year. U.S. West visitors stayed the longest on the Big Island (8.07 days), followed by Maui (7.99 days), Kauai (7.75 days), Oahu (7.41 days), Molokai (4.37 days) and Lanai (3.93 days).
- Nearly 56 percent of the visitors stayed in hotels, 24.8 percent stayed in condominiums, 12 percent stayed with friends and relatives and 9.6 percent stayed in timeshare properties.
- The number of visitors who came for meetings, conventions and incentives (+8.6%) increased from 2002. Those who came to get married/honeymooned in the islands also rose by 9.1 percent.
- More than half (52%) of visitors from this MMA were female and 48 percent were male. (TABLE 26). The largest age group was between 41 to 59 years (32.2%), followed by the 25 to 40 years age group (24.8%) and those 60 years and older (14.3%) (TABLE 26)

Most (98.2%) of the 2,609,862 U.S. West visitors to the islands arrived from domestic points of origin while the remainder came on international flights. California was largest the contributor (63.9%) to total U.S. West arrivals. Arrivals from California increased 6.1 percent from 2002 to 1.67 million visitors. California was also the biggest single state market accounting for 36.8 percent of domestic visitors and 26.1 percent of total visitors in 2003 (TABLES 10 & 12). Washington (+.9%) and Oregon (+6.3%), the second and third largest contributors to U.S. West arrivals, also rose to 271,022 and 128,894 visitors, respectively.

U.S. East Visitors by Air:

Growth in visitor arrivals from the U.S. East (+4.5%) contributed to a 3.5 percent increase in visitor days in 2003. The average length of stay by these visitors was 10.27 days. Total expenditures by this group of visitors grew 3.7 percent to \$2.8 billion. Per person per day spending was unchanged from the previous year at \$163 (TABLES 1 & 13).

In addition:

- Oahu hosted 62.5 percent of the U.S. East visitors who came in 2003. Nearly 44 percent visited Maui, 23.1 percent visited the Big Island and 21.1 percent visited Kauai.
- All islands reported increased U.S. East arrivals compared to 2002. Molokai experienced the largest growth in arrivals (+34.1%), followed by Lanai (+13.6%), Maui (+5.8%), the Big Island (+0.9%), Oahu (+0.8%) and Kauai (+0.3%).
- Maui, Kauai and the Big Island experienced a longer average length of stay by U.S. East visitors compared to the previous year. This group of visitors stayed the longest on Oahu (7.25 days), followed by Maui (6.78 days), the Big Island (6.02 days), Kauai (5.93 days), Molokai (3.60 days) and Lanai (3.19 days).
- More U.S. East visitors came for meetings, conventions and incentives (+25.1%), to honeymoon/get married (+10.3%) and to visit friends or relatives (+15.4%) than in 2002.
- Close to 52 percent of the visitors have been to Hawaii at least once before.
- About 64 percent of the U.S. East visitors were true independent travelers.
- The majority (68.9%) of the visitors chose hotels for their lodging, 15.3 percent stayed in condominiums, 10.8 percent stayed with friends or relatives and 7.5 percent stayed in timeshare properties.
- Over half (51.7%) of U.S. East visitors were female. Those between 41-59 years old were the largest age group (34.7%), followed by those between the ages 25-40 (26.4%) and those 60 years and older (15.5%) (TABLE 26).

Nearly all (97.5%) of the 1,653,357 U.S. East visitors arrived in Hawaii from domestic flights while only 41,553 came from international points of origin. All seven regions of the U.S East market reported increased arrivals compared to 2002, led by the Mid Atlantic region (+9.3%), the South Atlantic region (+6.3%), the West North Central region (+6.2%), the West South Central region (+6.2%), the New England region (+4.9%), the East South Central region (+2.1%) and the East North Central region (+2.0%). The largest of all the sub-markets is the East-North-Central Region with 376,857 visitors. Ranked second in arrivals is the South Atlantic Region with 345,012 visitors (TABLES 15).

Japanese Visitors by Air:

Japanese visitor days decreased 9.5 percent in 2003 due to lower visitor arrivals (-9.6%). The average length of stay was virtually unchanged at 5.91 days. Total Japanese visitor expenditures declined 6.8 percent to \$1.9 billion. However, daily spending by Japanese visitors continued to be the highest among all visitors to Hawaii at \$240 per person, up from \$233 per person in the previous year (TABLES 1 & 18).

In addition:

- Over 95 percent of the Japanese visitors in 2003 came to Oahu, 14.4 percent visited the Big Island, 9.2 percent visited the island of Maui and 3.9 percent visited Kauai.
- Japanese visitors stayed the longest on Oahu (5.28 days), followed by the Big Island (3.30 days), Maui (3.28 days), Kauai (2.03 days), Lanai (1.90 days) and Molokai (1.22 days).
- In contrast to U.S. visitors, most Japanese visitors came on packaged tours, while only 15.7 percent were true independent travelers.
- Close to 54 percent of the arrivals were repeat visitors to the islands.
- The most popular choice for lodging among Japanese visitors continues to be hotels, accommodating 89.9 percent of those who came in 2003.
- The number of Japanese visitors who came for meetings, conventions and incentives rose 27.2 percent compared to the previous year.
- Similar to their U.S. counterparts there were also more female (56.4%) visitors from Japan than male. However, the largest age group were younger, between 25 to 40 years old (40.8%), followed by those between 41 to 59 years (24.7%) and those from 18 to 24 years of age (13.2%) (TABLE 26).

Virtually all (99.0%) of the 1,340,034 Japanese visitors came to the islands on international flights. Three central regions: Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya) together, contributed to 49.9 percent of total Japanese arrivals in 2003 (TABLES 18 & 19).

Canadian Visitors by Air:

Total expenditures by Canadian visitors jumped 24.4 percent to \$335.5 million in 2003. Canadian visitor days rose 17.9 percent due to growth in arrivals (+8%) and a longer average length of stay (13.47 days from 12.33 days in 2002). The length of stay by Canadian visitors was the longest among Hawaii's visitor groups. Daily visitor spending increased from \$115 per person to \$122 per person and was the lowest among the MMAs (TABLES 1 & 19).

In addition:

- Repeat visitors comprised 58 percent of the Canadian visitors in 2003.

- Oahu and Maui were the two most popular islands, visited by 55.5 percent and 46.3 percent of the Canadians, respectively. More Canadian visitors went to Maui, Kauai, Oahu and Molokai compared to the previous year.
- About 67 percent of all Canadian visitors were true independent travelers.
- Canadian visitors spent the most time on Maui (10.51 days), followed by Oahu (9.50 days), the Big Island (8.11 days), Kauai (7.41 days), Molokai (5.36 days) and Lanai (4.63 days).
- Over half (55.5%) of Canadian visitors stayed in hotels, 29.3 percent stayed in condominiums, 9 percent stayed in timeshare properties and 7.6 percent stayed with friends and relatives.
- More Canadian visitors were in Hawaii for pleasure (+12.6%), for incentive travels (+2.4%) and to visit friends or relatives (+1.6%) than in 2002.
- The largest age group for Canadian visitors was between 41 to 59 years (33.6%), followed by those 25 to 40 years (25.2%) and those over 60 years old (18.7%). Nearly 53 percent of the visitors were female (TABLE 26).

About 20 percent of the 204,999 total Canadian visitors arrived in Hawaii from the U.S. mainland while the majority flew direct from Canada or from other international destinations.

European Visitors by Air:

Decreased visitor arrivals (-0.2%) and a shorter average length of stay (12.36 days compared to 12.66 days in 2002) resulted in a 2.6 percent drop in visitor days from the European market. Despite a decline in arrivals, total expenditures by European visitors grew 7.3 percent to \$218.6 million due to increased daily spending from \$145 per person to \$159 per person (TABLES 1 & 21).

In addition:

- The United Kingdom (59.7%) and Germany (22.7%) accounted for majority of the total 111,074 European visitors in 2003 (TABLE 10).
- The majority (83.8%) of Europeans arrived in the islands from U.S. cities.
- Oahu was visited by 72.7 percent of the Europeans, followed by Maui at 33.1 percent.
- European visitors stayed the longest on Oahu (9.00 days), followed by Maui (8.05 days), the Big Island (7.84 days), Kauai (6.65 days), Molokai (6.37 days) and Lanai (3.35 days).
- Over half purchased packages for at least their air and hotel accommodations while about 49 percent of the European visitors made independent travel arrangements.
- Nearly 86 percent of Europeans came to Hawaii for pleasure.
- Hotels were the lodging choice for close to 75 percent of the European visitors, 8.9 percent stayed with friends and relatives, while 7.5 percent stayed in condominium properties.
- About 69 percent were first time visitors to Hawaii.
- Those between 25 to 40 years old comprised the largest age group (32.6%) of European visitors followed by those between 41 to 59 years (30.7%) and those over 60 years old (16%). Over half (52.1%) of the European visitors were female (TABLE 26).

Oceania — Australia and New Zealand Visitors by Air:

Visitor days from the Oceania market decreased 6.1 percent due to lower arrivals (-12.2%) compared to 2002. The average length of stay was 9.13 days. Total expenditures from this group of visitors rose slightly by .2 percent to \$137.2 million while their daily spending averaged \$157 per person compared to \$148 per person in 2002 (TABLES 1 & 22).

In addition:

- Of the 95,514 visitors from this market, 81.9 percent were from Australia while the remaining 18.1 percent were from New Zealand.
- First time visitors accounted for 53.3 percent of all Oceania visitors.
- Most (91.3%) of visitors from this market visited to Oahu during their stay.
- About 85 percent of the visitors from Oceania stayed in hotels.
- The majority (85.6%) of the visitors came for pleasure.
- Close to 47 percent of the visitors were true independent travelers while the remainder purchased air and hotel package accommodations.
- The largest age group for visitors from Oceania were those 41 to 59 years (34.5%) followed by those between 25 to 40 years old (26.4%) (TABLE 26). About 51 percent of the visitors from this market were female.

Other Asian Visitors by Air:

Visitor days from the Other Asia MMA increased 9.9 percent in 2003 due to a longer average length of stay (9.70 days compared to 7.81 days in 2002). Arrivals from Other Asia were down 11.6 percent compared to the previous year. Visitor expenditures grew 17.2 percent to \$168.3 million. Daily spending by these visitors increased from \$165 per person to \$176 per person and remained second highest among all visitor groups (TABLES 1 & 23).

In addition:

- Visitors from Korea (49.3%), China (25.8%) and Taiwan (14.7%) combined made up 89.8 percent of the total 98,466 visitors from Other Asia (TABLE 10).
- Oahu welcomed 89.9 percent of the visitors from this market.
- The average length of stay by these visitors was the longest on Oahu (8.32 days), followed by the Big Island (6.39 days), Kauai (5.12 days), Maui (3.89 days), Lanai (3.82 days) and Molokai (2.35 days).
- First-timers comprised 65.3 percent of all visitors from this region.
- Group tours and package trips remained the most popular form of travel for this group of visitors. Only 37.2 percent were true independent travelers.
- Nearly 83 percent of Other Asian visitors stayed in hotels.
- Those between 25 to 40 years old (37.5%) and between 41 to 59 years (36.1%) were the two largest age groups from Other Asia. Nearly 59 percent of the visitors were male (TABLE 26).
- The majority of the visitors from Other Asia came from international points of origin while 32.4 percent arrived in Hawaii through the U.S. mainland.

Latin American Visitors by Air:

Total expenditures by visitors from Latin America rose 13.5 percent to \$18.4 million, due to a 10.7 percent growth in visitor days from increased arrivals (+7.9%) and a longer length of stay. Daily spending by these visitors grew from \$123 per person to \$126 per person (TABLE 24).

In addition:

- Nearly 60 percent of the 14,124 visitors from Latin America, were from Mexico, 29.1 percent were from Brazil and 10.6 percent were from Argentina.
- First time visitors accounted for 63.9 percent of all visitors from this market.
- About 49 percent were true independent travelers while the remainder purchased group or tour packages.
- About 72 percent of the visitors went to Oahu during their stay.
- The majority of visitors (72.3%) stayed in hotels.
- Pleasure trips continued to be the primary purpose of travel for visitors from this market (75.8%).

**TABLE 9: 2003 Visitor Days by Month and MMA
(Arrivals by air)**

2003	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	1,855,113	1,632,343	720,763	488,893	52,154	9,685	25,719	5,088	8,083	100,730	57,090	11,328	68,418
Feb	1,681,839	1,456,648	706,970	432,686	43,329	4,949	22,771	3,038	7,327	81,415	33,500	6,301	39,801
Mar	1,804,228	1,553,558	617,784	380,114	64,348	8,473	25,796	3,563	9,141	111,320	44,088	9,813	53,901
Apr	2,074,852	1,216,163	406,953	190,015	60,898	8,069	31,478	3,521	5,849	109,816	48,019	13,819	61,838
May	1,890,547	1,310,914	421,370	118,073	43,555	6,672	24,923	2,888	5,840	83,877	69,520	11,654	81,173
Jun	2,578,513	1,614,900	479,875	91,019	50,604	5,946	25,225	3,504	6,747	92,027	44,869	20,599	65,468
Jul	2,786,724	1,761,993	626,422	113,646	65,463	9,567	31,202	9,390	11,314	126,935	59,238	23,094	82,332
Aug	2,697,364	1,434,673	914,337	116,703	77,663	10,611	36,523	16,204	6,981	147,982	57,764	18,572	76,336
Sep	1,655,751	1,054,837	752,423	89,160	75,625	6,296	32,784	5,796	11,761	132,262	75,608	16,948	92,557
Oct	1,893,923	1,194,845	695,451	164,271	59,968	8,304	42,550	7,305	10,042	128,169	49,128	14,717	63,845
Nov	1,915,790	1,085,679	689,289	246,603	75,681	7,504	34,480	7,022	8,551	133,237	59,334	13,060	72,395
Dec	2,227,300	1,659,722	889,785	329,220	61,351	9,936	34,659	8,911	10,466	125,323	96,910	16,967	113,877
TOTAL	25,061,943	16,976,276	7,921,422	2,760,403	730,637	96,013	368,111	76,231	102,101	1,373,093	695,067	176,872	871,939
DOMESTIC													
Jan	1,832,612	1,603,298	8,682	54,400	36,675	9,331	24,198	4,859	7,747	82,811	13,733	3,098	16,831
Feb	1,639,974	1,433,459	6,223	45,671	32,205	4,365	20,629	2,915	7,103	67,218	5,370	1,053	6,423
Mar	1,785,079	1,535,723	7,164	36,899	38,173	6,370	21,746	3,307	6,892	76,488	4,658	1,030	5,688
Apr	2,044,672	1,188,357	4,192	23,929	49,133	5,996	23,887	3,323	5,000	87,339	6,542	1,905	8,447
May	1,853,300	1,263,044	5,526	29,597	35,926	5,686	23,187	2,765	5,588	73,152	8,133	1,707	9,840
Jun	2,534,866	1,586,478	7,788	18,998	43,896	5,241	17,707	3,409	6,287	76,541	8,053	2,133	10,186
Jul	2,702,122	1,692,951	7,532	39,535	59,917	9,174	29,816	9,108	10,771	118,786	11,791	3,033	14,825
Aug	2,613,185	1,383,286	11,542	38,045	68,366	9,762	34,236	15,753	6,789	134,905	8,278	2,694	10,972
Sep	1,631,176	1,032,188	8,115	30,186	68,785	5,858	31,456	5,732	11,161	122,991	11,212	3,321	14,533
Oct	1,871,372	1,175,475	7,563	51,842	52,585	7,223	39,455	6,969	8,996	115,228	13,403	3,209	16,612
Nov	1,894,292	1,070,968	7,516	58,003	60,888	5,879	30,856	6,211	7,905	111,738	9,384	1,853	11,237
Dec	2,197,166	1,626,007	8,168	101,688	55,739	8,456	33,143	8,715	9,608	115,661	8,534	2,462	10,996
TOTAL	24,599,814	16,591,231	90,011	528,792	602,288	83,342	330,316	73,066	93,847	1,182,859	109,091	27,499	136,590
INTERNATIONAL													
Jan	22,501	29,045	712,081	434,494	15,479	354	1,521	229	336	17,919	43,357	8,230	51,587
Feb	41,865	23,190	700,747	387,015	11,124	584	2,142	123	224	14,197	28,130	5,247	33,378
Mar	19,149	17,835	610,620	343,215	26,175	2,103	4,050	256	2,249	34,832	39,430	8,783	48,213
Apr	30,179	27,805	402,761	166,087	11,765	2,074	7,591	198	849	22,477	41,477	11,914	53,391
May	37,247	47,871	415,844	88,476	7,628	986	1,735	123	252	10,725	61,387	9,946	71,333
Jun	43,647	28,422	472,086	72,021	6,708	705	7,518	95	460	15,486	36,816	18,466	55,282
Jul	84,603	69,042	618,890	74,110	5,546	392	1,386	282	543	8,149	47,446	20,060	67,507
Aug	84,179	51,388	902,795	78,658	9,297	849	2,287	452	193	13,077	49,486	15,878	65,364
Sep	24,575	22,649	744,308	58,974	6,840	438	1,328	64	600	9,270	64,396	13,628	78,024
Oct	22,550	19,370	687,888	112,429	7,383	1,081	3,095	336	1,046	12,941	35,725	11,508	47,233
Nov	21,499	14,712	681,773	188,600	14,793	1,625	3,625	811	645	21,499	49,950	11,207	61,158
Dec	30,134	33,716	881,618	227,532	5,612	1,480	1,516	196	858	9,662	88,376	14,505	102,881
TOTAL	462,129	385,045	7,831,411	2,231,612	128,350	12,671	37,794	3,165	8,254	190,234	585,976	149,373	735,349

TABLE 9: 2003 Visitor Days by Month and MMA (continued)
(Arrivals by air)

2003	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	16,786	9,108	70,379	25,131	11,618	133,022	3,094	4,762	3,700	11,556	245,744	5,256,581
Feb	17,367	3,670	47,329	2,073	7,452	77,892	556	3,356	4,372	8,283	196,896	4,682,431
Mar	12,048	2,313	25,025	1,650	5,740	46,776	1,121	2,971	4,335	8,427	197,587	4,773,694
Apr	5,474	10,916	20,868	769	5,677	43,704	1,230	3,039	12,079	16,348	182,332	4,302,021
May	4,820	5,152	50,604	1,838	7,673	70,087	1,103	4,704	6,633	12,440	238,768	4,227,250
Jun	5,780	4,786	31,466	1,590	6,616	50,238	1,183	3,400	4,911	9,494	209,731	5,191,266
Jul	9,136	47,836	39,640	3,942	18,820	119,375	1,476	3,905	11,147	16,527	269,056	5,903,010
Aug	19,044	8,347	33,905	2,617	32,316	96,230	1,467	3,472	7,537	12,475	317,246	5,813,347
Sep	16,813	3,814	17,859	4,317	21,866	64,668	1,197	3,875	7,159	12,230	194,638	4,048,526
Oct	19,280	4,484	86,217	1,813	8,747	120,541	1,182	3,363	4,986	9,531	201,494	4,472,070
Nov	19,478	4,655	30,243	4,373	7,231	65,980	1,210	3,877	6,224	11,311	190,929	4,411,213
Dec	17,714	3,927	31,002	5,933	8,479	67,054	1,763	7,834	7,886	17,482	271,526	5,701,290
TOTAL	163,741	109,009	484,538	56,046	142,235	955,570	16,580	48,557	80,968	146,105	2,715,948	58,782,699
DOMESTIC												
Jan	9,838	3,446	7,591	1,647	1,643	24,164	3,031	4,762	3,700	11,494	144,565	3,778,855
Feb	10,523	884	3,408	511	1,639	16,964	556	3,090	4,041	7,687	110,362	3,333,980
Mar	10,377	706	4,139	516	1,209	16,948	1,121	2,826	4,205	8,152	114,793	3,586,934
Apr	4,427	843	2,676	299	2,535	10,780	1,230	2,937	11,597	15,764	107,699	3,491,179
May	3,910	960	5,709	382	1,805	12,766	1,037	4,704	6,357	12,098	110,356	3,369,679
Jun	4,095	1,618	5,959	430	1,597	13,699	1,158	3,030	4,005	8,193	144,515	4,401,265
Jul	5,312	2,388	6,499	1,298	1,759	17,256	1,476	3,604	11,147	16,226	162,421	4,771,654
Aug	9,239	2,908	8,962	931	2,921	24,962	1,412	3,154	6,610	11,177	160,118	4,388,192
Sep	11,914	1,455	3,578	1,688	1,575	20,210	1,096	3,174	7,159	11,428	107,988	2,978,815
Oct	13,028	1,248	3,482	603	1,821	20,182	1,129	3,363	4,644	9,136	122,143	3,389,553
Nov	16,559	2,070	6,416	518	1,590	27,153	1,097	3,877	4,776	9,750	103,415	3,294,071
Dec	14,437	1,566	5,321	1,113	1,537	23,975	1,745	6,466	7,241	15,452	153,696	4,252,807
TOTAL	113,659	20,092	63,740	9,936	21,631	229,058	16,087	44,986	75,482	136,556	1,542,070	45,036,982
INTERNATIONAL												
Jan	6,949	5,662	62,788	23,484	9,976	108,858	63	0	0	63	101,179	1,477,726
Feb	6,844	2,787	43,922	1,562	5,813	60,928	0	266	331	597	86,534	1,348,451
Mar	1,672	1,607	20,886	1,134	4,531	29,828	0	145	130	275	82,794	1,186,761
Apr	1,048	10,073	18,192	469	3,142	32,924	0	102	483	584	74,633	810,842
May	910	4,192	44,895	1,456	5,868	57,321	66	0	276	342	128,412	857,571
Jun	1,685	3,169	25,507	1,160	5,019	36,539	25	370	905	1,301	65,216	790,001
Jul	3,824	45,448	33,142	2,644	17,061	102,120	0	301	0	301	106,635	1,131,356
Aug	9,805	5,439	24,943	1,686	29,395	71,268	54	318	926	1,298	157,128	1,425,155
Sep	4,899	2,359	14,281	2,629	20,291	44,459	101	701	0	802	86,650	1,069,711
Oct	6,251	3,237	82,735	1,210	6,927	100,359	53	0	342	395	79,352	1,082,517
Nov	2,918	2,585	23,828	3,856	5,641	38,828	113	0	1,447	1,560	87,513	1,117,143
Dec	3,277	2,361	25,681	4,820	6,942	43,080	18	1,369	644	2,030	117,830	1,448,483
TOTAL	50,082	88,917	420,798	46,111	120,604	726,512	493	3,571	5,485	9,549	1,173,877	13,745,717

**TABLE 10: 2003 Visitor Arrivals by Month and MMA
(Arrivals by air)**

2003	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	171,567	137,282	125,385	31,864	4,667	687	1,653	383	506	7,897	8,160	1,251	9,410
Feb	172,973	137,092	122,525	31,083	4,278	457	1,549	189	456	6,930	4,022	716	4,737
Mar	198,490	165,096	105,476	30,206	6,013	729	1,878	343	581	9,545	4,971	830	5,801
Apr	229,680	128,459	67,649	14,399	5,553	577	2,228	329	423	9,110	5,735	1,425	7,160
May	208,876	133,657	72,718	11,022	4,314	522	1,983	201	439	7,459	6,804	1,257	8,061
Jun	258,331	154,524	84,381	7,609	4,641	413	1,524	279	464	7,320	5,848	1,952	7,799
Jul	284,111	169,157	99,600	8,969	5,930	766	1,953	623	746	10,017	6,831	2,140	8,972
Aug	286,141	140,523	133,280	10,303	7,213	909	2,409	1,320	457	12,307	6,460	2,095	8,555
Sep	180,942	107,563	130,458	7,252	6,948	550	2,464	482	628	11,072	7,832	1,680	9,512
Oct	200,669	121,147	127,358	12,284	5,642	746	3,183	517	661	10,749	6,016	1,530	7,546
Nov	203,548	110,539	123,881	17,916	6,059	485	2,210	351	483	9,589	6,483	1,106	7,589
Dec	214,534	148,317	147,322	22,092	5,038	725	2,176	571	570	9,080	9,028	1,342	10,370
TOTAL	2,609,862	1,653,357	1,340,034	204,999	66,296	7,565	25,211	5,588	6,414	111,074	78,191	17,323	95,514
DOMESTIC													
Jan	168,937	134,979	1,158	3,569	3,258	628	1,497	357	422	6,163	1,960	429	2,388
Feb	170,549	134,715	956	3,393	2,960	384	1,396	175	400	5,316	728	139	866
Mar	196,476	163,348	1,167	3,519	3,392	577	1,635	314	408	6,327	677	112	789
Apr	226,870	125,878	609	2,203	4,327	496	1,741	311	356	7,231	914	202	1,116
May	205,222	130,535	753	2,949	3,326	437	1,860	187	376	6,186	1,006	207	1,213
Jun	253,558	150,687	1,063	1,604	3,848	366	1,427	260	418	6,318	1,128	348	1,475
Jul	275,396	161,233	928	3,098	5,144	659	1,854	591	687	8,934	1,518	392	1,911
Aug	279,940	134,402	1,556	3,498	6,091	818	2,222	1,257	422	10,809	1,150	345	1,495
Sep	177,364	104,860	1,413	2,528	6,314	502	2,381	474	591	10,262	1,770	466	2,236
Oct	197,870	118,440	1,049	3,794	4,842	652	2,982	496	601	9,573	1,836	437	2,273
Nov	201,437	108,469	1,201	4,267	4,832	410	1,900	259	425	7,827	1,361	212	1,573
Dec	209,898	144,257	1,047	6,877	4,392	651	2,045	543	504	8,135	1,090	214	1,304
TOTAL	2,563,517	1,611,804	12,901	41,298	52,726	6,579	22,941	5,224	5,610	93,080	15,139	3,502	18,641
INTERNATIONAL													
Jan	2,630	2,303	124,227	28,296	1,409	59	156	26	84	1,734	6,200	822	7,022
Feb	2,424	2,377	121,569	27,690	1,318	73	153	14	56	1,614	3,294	577	3,871
Mar	2,014	1,748	104,309	26,687	2,621	152	243	29	173	3,218	4,294	718	5,012
Apr	2,810	2,581	67,040	12,196	1,226	81	487	18	67	1,879	4,821	1,223	6,044
May	3,654	3,122	71,965	8,073	988	85	123	14	63	1,273	5,798	1,050	6,848
Jun	4,773	3,837	83,318	6,005	793	47	97	19	46	1,002	4,720	1,604	6,324
Jul	8,715	7,924	98,672	5,871	786	107	99	32	59	1,083	5,313	1,748	7,061
Aug	6,201	6,121	131,724	6,805	1,122	91	187	63	35	1,498	5,310	1,750	7,060
Sep	3,578	2,703	129,045	4,724	634	48	83	8	37	810	6,062	1,214	7,276
Oct	2,799	2,707	126,309	8,490	800	94	201	21	60	1,176	4,180	1,093	5,273
Nov	2,111	2,070	122,680	13,649	1,227	75	310	92	58	1,762	5,122	894	6,016
Dec	4,636	4,060	146,275	15,215	646	74	131	28	66	945	7,938	1,128	9,066
TOTAL	46,345	41,553	1,327,133	163,701	13,570	986	2,270	364	804	17,994	63,052	13,821	76,873

TABLE 10: 2003 Visitor Arrivals by Month and MMA (continued)
(Arrivals by air)

2003	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Jan	2,615	660	6,093	409	1,580	11,356	277	433	386	1,095	21,415	517,270
Feb	2,513	426	3,841	262	1,009	8,051	63	262	508	832	18,766	502,989
Mar	1,943	310	3,000	237	868	6,357	137	258	497	891	20,757	542,619
Apr	987	360	2,442	134	551	4,474	112	253	1,272	1,638	19,443	482,012
May	665	314	5,068	205	772	7,024	120	388	738	1,245	20,060	470,123
Jun	707	520	3,846	357	888	6,318	69	286	525	879	22,068	549,229
Jul	1,233	696	5,192	372	1,764	9,257	135	352	1,064	1,551	25,244	616,878
Aug	2,143	823	4,706	393	2,267	10,332	116	316	703	1,135	24,695	627,272
Sep	2,977	532	2,635	337	1,315	7,796	131	391	839	1,362	19,023	474,981
Oct	2,774	378	3,971	288	1,096	8,507	115	312	618	1,046	21,508	510,815
Nov	3,378	458	3,496	455	1,262	9,049	129	316	589	1,034	18,334	501,480
Dec	3,510	530	4,204	620	1,083	9,946	97	549	770	1,416	21,696	584,773
TOTAL	25,443	6,008	48,493	4,068	14,454	98,466	1,501	4,115	8,508	14,124	253,009	6,380,439
DOMESTIC												
Jan	1,561	208	1,060	100	168	3,096	269	387	356	1,013	11,888	333,190
Feb	1,532	110	636	76	127	2,481	59	221	482	762	10,429	329,467
Mar	1,655	121	567	48	168	2,558	133	229	464	826	11,671	386,681
Apr	696	94	378	46	110	1,324	107	228	1,243	1,578	10,942	377,751
May	491	90	606	49	166	1,402	115	341	710	1,167	11,160	360,588
Jun	474	195	760	67	171	1,667	66	227	470	763	13,446	430,581
Jul	740	259	1,004	146	229	2,378	132	309	1,002	1,442	15,462	470,782
Aug	1,403	273	1,211	121	278	3,286	110	266	647	1,023	14,735	450,744
Sep	1,881	191	458	98	238	2,866	125	304	775	1,204	10,622	313,356
Oct	2,073	142	523	68	217	3,023	104	261	570	935	12,394	349,352
Nov	2,633	181	727	77	227	3,845	111	253	547	911	10,137	339,668
Dec	2,685	171	756	142	189	3,942	95	333	731	1,159	12,512	389,131
TOTAL	17,822	2,036	8,685	1,037	2,287	31,867	1,426	3,359	7,997	12,782	145,399	4,531,289
INTERNATIONAL												
Jan	1,054	452	5,033	309	1,412	8,260	8	46	29	82	9,526	184,080
Feb	981	316	3,205	186	882	5,570	3	41	25	70	8,337	173,522
Mar	288	189	2,433	189	700	3,799	4	29	33	65	9,086	155,938
Apr	291	266	2,064	88	441	3,150	5	25	29	60	8,501	104,261
May	174	224	4,462	156	606	5,622	4	46	28	78	8,900	109,535
Jun	233	325	3,086	290	717	4,651	3	58	55	116	8,622	118,648
Jul	493	437	4,188	226	1,535	6,879	3	43	63	109	9,782	146,096
Aug	740	550	3,495	272	1,989	7,046	7	50	56	113	9,960	176,528
Sep	1,096	341	2,177	239	1,077	4,930	6	88	64	158	8,401	161,625
Oct	701	236	3,448	220	879	5,484	11	51	49	111	9,114	161,463
Nov	745	277	2,769	378	1,035	5,204	18	63	42	123	8,197	161,812
Dec	825	359	3,448	478	894	6,004	2	216	39	257	9,184	195,642
TOTAL	7,621	3,972	39,808	3,031	12,167	66,599	75	756	511	1,342	107,610	1,849,150

**TABLE 11: U.S. West MMA Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	25,061,943	24,381,156	2.8%	24,599,814	23,897,964	2.9%	462,129	483,193	-4.4%
Total Visitors	2,609,862	2,486,914	4.9%	2,563,517	2,432,225	5.4%	46,345	54,689	-15.3%
PARTY SIZE									
One	477,820	472,763	1.1%	465,599	457,525	1.8%	12,221	15,239	-19.8%
Two	1,048,834	1,022,476	2.6%	1,033,170	1,003,980	2.9%	15,664	18,496	-15.3%
Three or more	1,083,208	991,675	9.2%	1,064,748	970,721	9.7%	18,460	20,955	-11.9%
Avg Party Size	2.05	2.02	1.6%	2.05	2.02	1.6%	1.86	1.85	0.5%
VISIT STATUS									
First-Time	602,203	585,069	2.9%	591,830	569,333	4.0%	10,373	15,737	-34.1%
Repeat	2,007,659	1,901,844	5.6%	1,971,687	1,862,892	5.8%	35,972	38,952	-7.7%
Average # of Trips	6.12	5.62	8.9%	6.13	5.65	8.5%	5.64	4.30	31.2%
TRAVEL METHOD									
Group Tour	119,486	125,224	-4.6%	117,478	122,002	-3.7%	2,008	3,222	-37.7%
Package	865,021	791,645	9.3%	857,362	781,104	9.8%	7,659	10,541	-27.3%
Group Tour & Pkg	93,859	97,903	-4.1%	92,156	95,003	-3.0%	1,704	2,900	-41.3%
True Independent	1,719,215	1,667,948	3.1%	1,680,833	1,624,122	3.5%	38,382	43,826	-12.4%
ISLANDS VISITED									
Oahu	1,210,386	1,211,804	-0.1%	1,174,586	1,172,492	0.2%	35,800	39,313	-8.9%
Maui County	1,062,090	972,407	9.2%	1,049,879	953,634	10.1%	12,211	18,773	-35.0%
...Maui	1,035,283	946,397	9.4%	1,023,312	928,311	10.2%	11,970	18,087	-33.8%
...Molokai	37,388	27,591	35.5%	36,316	27,228	33.4%	1,073	363	195.7%
...Lanai	34,553	30,564	13.1%	33,670	29,921	12.5%	883	643	37.5%
Kauai	468,019	447,923	4.5%	461,748	445,304	3.7%	6,271	2,619	139.4%
Big Island	482,474	476,455	1.3%	476,233	470,091	1.3%	6,241	6,364	-1.9%
...Hilo	148,881	137,552	8.2%	143,250	134,855	6.2%	5,631	2,697	108.8%
...Kona	407,948	407,893	0.0%	401,941	402,205	-0.1%	6,007	5,689	5.6%
LENGTH OF STAY									
Oahu (days)	7.41	7.65	-3.1%	7.43	7.70	-3.5%	6.85	6.13	11.6%
Maui (days)	7.99	8.03	-0.5%	7.99	8.02	-0.3%	7.73	8.54	-9.5%
Molokai (days)	4.37	5.32	-17.9%	4.34	5.36	-19.1%	5.40	2.36	129.3%
Lanai (days)	3.93	5.04	-21.9%	4.01	5.06	-20.7%	1.07	4.01	-73.3%
Kauai (days)	7.75	7.55	2.6%	7.77	7.55	2.9%	6.51	7.98	-18.4%
Big Island (days)	8.07	8.04	0.4%	8.02	8.02	0.0%	12.33	9.94	24.0%
...Hilo (days)	4.71	5.01	-6.0%	4.72	4.97	-5.1%	4.18	7.87	-46.9%
...Kona (days)	7.86	7.70	2.1%	7.81	7.70	1.5%	8.89	7.39	20.3%
Statewide (days)	9.60	9.80	-2.1%	9.60	9.83	-2.3%	9.97	8.84	12.9%
ACCOMMODATIONS									
Hotel	1,453,091	1,370,520	6.0%	1,425,350	1,339,880	6.4%	27,741	30,639	-9.5%
...Hotel Only	1,236,673	1,198,119	3.2%	1,214,416	1,172,818	3.5%	22,257	25,300	-12.0%
Condo	646,584	585,962	10.3%	635,969	572,813	11.0%	10,616	13,149	-19.3%
...Condo Only	512,904	481,894	6.4%	505,357	476,661	6.0%	7,547	5,233	44.2%
Timeshare	250,995	232,759	7.8%	249,195	229,624	8.5%	1,801	3,135	-42.6%
...Timeshare Only	186,693	182,346	2.4%	185,719	181,179	2.5%	974	1,167	-16.5%
Apartment	2,180	19,504	-88.8%	2,180	16,393	-86.7%	0	3,111	-100.0%
Bed & Breakfast	26,138	28,097	-7.0%	25,588	27,117	-5.6%	549	980	-44.0%
Cruise Ship	45,490	54,453	-16.5%	45,331	52,896	-14.3%	160	1,557	-89.7%
Friends or Relatives	313,025	296,693	5.5%	303,994	288,569	5.3%	9,031	8,124	11.2%
PURPOSE OF TRIP									
Pleasure (Net)	2,119,410	1,991,087	6.4%	2,089,492	1,958,178	6.7%	29,918	32,909	-9.1%
...Honeymoon/Get Married (Net)	132,695	121,676	9.1%	129,942	118,509	9.6%	2,753	3,167	-13.1%
MC&I (Net)	156,365	144,022	8.6%	154,313	142,022	8.7%	2,052	2,000	2.6%
.....Convention/Conf.	99,504	94,025	5.8%	98,155	92,675	5.9%	1,349	1,350	-0.1%
.....Corp. Meetings	33,693	31,484	7.0%	33,202	31,282	6.1%	491	202	142.8%
.....Incentive	28,760	21,436	34.2%	28,548	20,989	36.0%	212	448	-52.5%
Other Business	132,765	117,626	12.9%	129,729	113,140	14.7%	3,036	4,486	-32.3%
Visit Friends/Relatives	282,599	245,037	15.3%	275,470	235,942	16.8%	7,128	9,095	-21.6%
Government/Military	31,979	29,889	7.0%	28,742	26,616	8.0%	3,237	3,273	-1.1%
Attend School	7,061	7,117	-0.8%	6,337	6,265	1.2%	724	852	-15.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,834.6	3,460.0	10.8%	3,763.9	3,495.3	7.7%	70.7	68.6	3.1%
Per Person Per Day (\$)	153.0	141.9	7.8%	153.0	141.9	7.8%	153.0	141.9	7.8%
Per Person Per Trip (\$)	1,469.3	1,433.0	2.5%	1,468.3	1,437.1	2.2%	1,525.7	1,253.8	21.7%

Source: DBEDT

**TABLE 12: 2003 Domestic U.S. West MMA Visitor Arrivals by Month and State
(Arrivals by air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	133,044	136,951	146,870	190,667	162,684	203,709	233,936	248,867	148,165	158,882	167,410	172,357	2,103,543
Alaska	5,389	4,174	4,997	2,523	1,999	2,275	1,697	1,945	1,292	2,465	3,355	4,842	36,954
California	94,147	92,986	101,655	146,645	131,835	168,864	204,495	218,556	121,120	127,623	128,969	129,776	1,666,672
Oregon	11,239	11,417	16,554	9,358	9,056	11,468	8,541	9,150	8,800	9,137	11,607	12,567	128,894
Washington	22,269	28,375	23,664	32,141	19,794	21,102	19,203	19,217	16,952	19,656	23,479	25,171	271,022
MOUNTAIN	35,892	33,598	49,607	36,204	42,537	49,849	41,460	31,072	29,199	38,988	34,027	37,541	459,975
Arizona	7,569	6,902	12,085	8,352	13,068	14,519	14,572	9,289	9,063	11,184	8,652	8,491	123,746
Colorado	9,902	9,457	17,170	8,808	11,537	12,879	10,253	7,578	7,242	10,637	9,153	9,899	124,514
Idaho	2,780	2,405	3,923	2,023	1,662	2,252	1,286	1,459	1,270	1,807	2,454	3,228	26,550
Montana	2,103	2,095	2,353	1,439	982	1,213	707	674	606	1,010	1,205	1,516	15,902
Nevada	4,873	4,467	4,535	6,948	5,676	7,793	7,130	6,035	5,043	5,759	5,464	6,263	69,986
New Mexico	1,732	1,380	2,391	1,260	2,473	3,536	2,409	1,476	1,526	1,661	1,612	2,223	23,678
Utah	6,345	6,299	6,125	6,786	6,731	6,810	4,749	4,156	4,162	6,353	4,901	5,316	68,734
Wyoming	590	593	1,024	587	408	847	352	406	288	578	587	606	6,865
TOTAL U.S. WEST	168,937	170,549	196,476	226,870	205,222	253,558	275,396	279,940	177,364	197,870	201,437	209,898	2,563,517

**TABLE 13: U.S. East MMA Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	16,976,276	16,402,208	3.5%	16,591,231	15,999,288	3.7%	385,045	402,920	-4.4%
Total Visitors	1,653,357	1,582,563	4.5%	1,611,804	1,529,730	5.4%	41,553	52,833	-21.4%
PARTY SIZE									
One	359,666	348,073	3.3%	348,159	336,705	3.4%	11,507	11,368	1.2%
Two	804,948	778,002	3.5%	788,464	760,248	3.7%	16,484	17,754	-7.2%
Three or more	488,743	456,488	7.1%	475,181	432,778	9.8%	13,562	23,711	-42.8%
Avg Party Size	1.87	1.86	0.5%	1.87	1.85	1.0%	1.80	2.07	-13.3%
VISIT STATUS									
First-Time	795,197	745,391	6.7%	774,769	717,708	8.0%	20,428	27,684	-26.2%
Repeat	858,160	837,172	2.5%	837,035	812,023	3.1%	21,125	25,149	-16.0%
Average # of Trips	3.47	3.37	2.8%	3.47	3.39	2.2%	3.51	2.83	24.1%
TRAVEL METHOD									
Group Tour	149,181	155,155	-3.8%	144,880	147,282	-1.6%	4,302	7,873	-45.4%
Package	573,913	562,232	2.1%	565,461	543,169	4.1%	8,452	19,063	-55.7%
Group Tour & Pkg	122,647	130,183	-5.8%	118,866	122,447	-2.9%	3,781	7,736	-51.1%
True Independent	1,052,910	995,360	5.8%	1,020,329	961,727	6.1%	32,581	33,634	-3.1%
IS									
Oahu	1,033,553	1,025,097	0.8%	997,045	978,908	1.9%	36,508	46,188	-21.0%
Maui County	739,534	697,967	6.0%	731,101	686,537	6.5%	8,433	11,430	-26.2%
...Maui	721,445	681,800	5.8%	713,483	670,850	6.4%	7,962	10,950	-27.3%
...Molokai	28,730	21,427	34.1%	28,117	20,240	38.9%	613	1,187	-48.4%
...Lanai	33,489	29,491	13.6%	33,344	28,561	16.7%	145	930	-84.4%
Kauai	349,410	348,451	0.3%	345,165	343,233	0.6%	4,245	5,218	-18.7%
Big Island	382,041	378,543	0.9%	376,140	370,728	1.5%	5,901	7,814	-24.5%
...Hilo	169,106	158,944	6.4%	163,960	153,733	6.7%	5,146	5,211	-1.2%
...Kona	290,305	297,943	-2.6%	284,597	291,627	-2.4%	5,708	6,316	-9.6%
LE									
Oahu (days)	7.25	7.31	-0.8%	7.26	7.36	-1.3%	7.01	6.31	11.1%
Maui (days)	6.78	6.62	2.5%	6.80	6.65	2.2%	5.41	4.72	14.7%
Molokai (days)	3.60	3.82	-5.7%	3.63	3.96	-8.4%	2.49	1.46	71.4%
Lanai (days)	3.19	3.78	-15.5%	3.20	3.85	-16.8%	1.00	1.57	-36.1%
Kauai (days)	5.93	5.62	5.6%	5.88	5.64	4.4%	9.60	4.22	127.6%
Big Island (days)	6.02	5.93	1.7%	6.00	5.96	0.8%	7.41	4.44	67.0%
...Hilo (days)	3.51	3.45	2.0%	3.49	3.48	0.2%	4.38	2.45	78.8%
...Kona (days)	5.88	5.69	3.3%	5.92	5.74	3.2%	3.71	3.47	7.0%
Statewide (days)	10.27	10.36	-0.9%	10.29	10.46	-1.6%	9.27	7.63	21.5%
A									
Hotel	1,139,418	1,070,699	6.4%	1,107,246	1,026,806	7.8%	32,172	43,893	-26.7%
...Hotel Only	930,341	897,531	3.7%	902,225	861,228	4.8%	28,116	36,303	-22.6%
Condo	253,661	234,551	8.1%	249,672	227,650	9.7%	3,989	6,901	-42.2%
...Condo Only	163,943	163,915	0.0%	162,326	162,214	0.1%	1,617	1,701	-4.9%
Timeshare	124,108	113,494	9.4%	123,437	112,609	9.6%	671	885	-24.2%
...Timeshare Only	79,882	77,897	2.5%	79,473	77,730	2.2%	409	167	144.6%
Apartment	1,296	10,509	-87.7%	1,296	9,369	-86.2%	0	1,139	-100.0%
Bed & Breakfast	26,201	23,451	11.7%	25,092	23,034	8.9%	1,109	417	166.0%
Cruise Ship	96,011	101,243	-5.2%	95,639	100,640	-5.0%	372	603	-38.3%
Friends or Relatives	178,117	165,057	7.9%	172,168	159,439	8.0%	5,949	5,619	5.9%
P									
Pleasure (Net)	1,278,922	1,216,360	5.1%	1,250,940	1,177,007	6.3%	27,981	39,353	-28.9%
...Honeymoon/Get Married (Net)	143,051	129,684	10.3%	141,426	126,458	11.8%	1,625	3,225	-49.6%
MC&I (Net)	190,162	152,010	25.1%	186,976	149,781	24.8%	3,186	2,229	42.9%
.....Convention/Conf.	126,694	98,148	29.1%	124,054	96,434	28.6%	2,640	1,714	54.0%
.....Corp. Meetings	31,220	26,772	16.6%	30,655	26,536	15.5%	566	237	138.9%
.....Incentive	40,606	30,249	34.2%	40,505	29,971	35.1%	101	278	-63.7%
Other Business	70,404	63,220	11.4%	68,221	60,031	13.6%	2,183	3,189	-31.5%
Visit Friends/Relatives	169,783	147,180	15.4%	165,647	142,603	16.2%	4,136	4,577	-9.6%
Government/Military	43,424	39,827	9.0%	38,286	34,338	11.5%	5,137	5,490	-6.4%
Attend School	4,376	4,904	-10.8%	4,246	4,286	-0.9%	131	619	-78.9%
EX									
Total Expenditures (\$ mil.)	2,772.9	2,673.4	3.7%	2,710.0	2,718.5	-0.3%	62.9	65.7	-4.2%
Per Person Per Day (\$)	163.3	163.0	0.2%	163.3	163.0	0.2%	163.3	163.0	0.2%
Per Person Per Trip (\$)	1,677.1	1,759.3	-4.7%	1,681.3	1,777.1	-5.4%	1,513.6	1,243.0	21.8%

**TABLE 14: 2003 Domestic U.S. East MMA Visitor Arrivals by Month and State
(Arrivals by Air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	23,777	25,542	29,401	12,713	13,771	14,086	13,112	10,297	9,817	12,089	11,647	18,245	194,497
Iowa	3,454	3,379	3,708	1,496	1,610	1,729	1,738	1,071	1,010	1,160	1,538	2,375	24,269
Kansas	2,169	2,236	3,133	1,156	1,978	2,152	2,270	1,486	1,418	1,742	1,420	1,949	23,109
Minnesota	10,535	12,432	14,209	5,265	3,874	3,686	2,994	3,284	2,868	4,254	4,300	7,276	74,975
Missouri	3,964	3,833	4,949	2,981	4,078	4,716	4,323	3,253	3,253	3,207	2,654	3,618	44,829
Nebraska	1,863	1,937	1,835	973	1,241	1,098	1,276	741	790	1,134	942	1,591	15,421
N. Dakota	864	782	651	218	537	275	205	221	204	258	382	576	5,173
S. Dakota	928	942	916	624	454	429	308	241	274	334	411	860	6,721
W.S. CENTRAL	15,687	13,969	25,055	14,543	23,324	30,809	35,094	19,387	18,226	17,341	15,501	18,979	247,914
Arkansas	928	929	1,397	798	1,278	1,418	1,613	882	1,100	826	642	967	12,776
Louisiana	1,120	1,040	1,175	1,403	1,871	2,103	2,698	1,523	1,391	1,182	1,349	1,284	18,138
Oklahoma	1,903	1,565	2,437	1,484	2,522	2,924	2,759	1,737	2,121	1,715	1,346	1,842	24,355
Texas	11,736	10,435	20,046	10,859	17,652	24,363	28,023	15,245	13,615	13,618	12,164	14,887	192,644
E.N. CENTRAL	35,176	38,421	44,813	30,819	26,008	32,641	30,658	26,073	21,880	27,136	26,108	37,122	376,857
Illinois	12,552	12,402	17,905	9,308	9,287	12,110	11,917	10,757	8,188	10,293	9,952	14,539	139,209
Indiana	3,955	3,662	4,772	2,914	3,279	4,251	3,747	2,447	2,626	3,140	2,733	4,115	41,640
Michigan	6,670	10,354	8,466	7,687	5,254	5,620	5,154	4,501	3,876	5,186	4,803	7,751	75,321
Ohio	6,020	5,852	7,141	6,600	5,343	7,852	7,096	5,858	5,150	5,781	5,973	6,290	74,957
Wisconsin	5,981	6,151	6,530	4,310	2,845	2,809	2,744	2,510	2,040	2,735	2,647	4,427	45,729
E.S. CENTRAL	5,830	5,555	7,200	6,616	8,288	8,843	7,947	5,369	5,921	6,157	8,851	6,231	82,810
Alabama	1,086	1,097	1,739	1,600	2,084	2,035	1,807	1,320	1,233	1,516	5,088	1,383	21,989
Kentucky	1,579	1,722	1,633	2,073	2,066	2,353	2,129	1,445	1,593	1,770	1,250	1,701	21,314
Mississippi	672	542	1,035	527	864	843	902	588	706	492	544	661	8,376
Tennessee	2,493	2,194	2,793	2,416	3,273	3,613	3,109	2,016	2,390	2,379	1,969	2,487	31,132
NEW ENGLAND	9,107	10,432	10,737	9,774	7,629	8,770	10,691	11,007	7,059	8,732	6,798	10,677	111,412
Connecticut	2,007	2,178	2,517	2,243	1,791	2,219	3,375	2,975	1,595	2,024	1,570	2,574	27,068
Maine	743	840	918	893	518	507	472	519	411	542	549	594	7,505
Massachusetts	4,582	5,047	5,154	4,654	3,865	4,350	4,925	5,876	3,751	4,553	3,306	5,556	55,620
New Hampshire	740	1,193	990	892	650	702	972	810	579	706	634	918	9,787
Rhode Island	620	605	589	574	480	591	601	565	496	561	428	641	6,752
Vermont	414	570	568	517	325	400	346	263	227	345	312	394	4,680

TABLE 14: 2003 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)
(Arrivals by air)

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MID ATLANTIC	19,496	19,466	19,133	21,227	19,485	20,536	26,958	30,796	17,059	19,336	15,913	23,897	253,302
New Jersey	4,740	4,428	4,984	6,158	5,372	5,647	7,949	9,671	4,768	5,181	4,896	6,197	69,991
New York	9,272	10,040	8,611	10,404	8,752	8,518	12,350	15,141	7,660	8,658	6,838	12,637	118,881
Pennsylvania	5,484	4,997	5,537	4,665	5,362	6,371	6,659	5,985	4,631	5,498	4,179	5,063	64,431
S. ATLANTIC	25,906	21,331	27,009	30,185	32,031	35,002	36,773	31,471	24,897	27,650	23,651	29,105	345,012
Delaware	420	326	415	488	331	398	530	370	369	386	387	306	4,726
Washington, D.C.	590	432	470	466	488	575	528	840	462	473	500	902	6,724
Florida	6,755	5,339	7,553	7,938	9,700	9,899	9,974	7,642	7,135	8,134	6,171	7,302	93,543
Georgia	3,485	3,654	4,055	6,103	6,098	6,145	5,789	4,297	4,474	4,334	3,833	4,497	56,765
Maryland	4,060	2,849	4,113	3,756	3,718	4,508	5,539	5,759	3,039	3,731	3,446	4,463	48,981
N. Carolina	2,799	2,553	3,294	2,866	3,619	4,374	3,881	2,976	2,731	3,053	2,259	3,284	37,690
S. Carolina	1,292	1,089	1,084	1,925	1,720	1,669	1,700	1,170	1,076	1,199	909	1,441	16,275
Virginia	6,074	4,636	5,458	6,203	5,828	6,731	8,149	8,011	5,180	5,861	5,823	6,507	74,461
West Virginia	431	455	566	439	529	702	683	407	431	479	324	401	5,848
TOTAL U.S. EAST	134,979	134,715	163,348	125,878	130,535	150,687	161,233	134,402	104,860	118,440	108,469	144,257	1,611,804

TABLE 15: Domestic U.S. Visitors by State: 1995 – 2003
(Arrivals by air)

	2003	2002	2001	2000	1999	1998	1997	1996	1995
PACIFIC COAST	2,103,543	2,001,726	1,908,057	1,938,247	1,844,511	1,705,992	1,663,760	1,633,730	1,608,710
Alaska	36,954	41,630	41,545	43,224	41,737	37,579	30,970	31,730	31,200
California	1,666,672	1,570,367	1,468,881	1,456,666	1,355,754	1,269,623	1,262,570	1,257,670	1,219,340
Oregon	128,894	121,245	123,511	135,883	147,220	128,510	121,700	111,970	110,240
Washington	271,022	268,483	274,120	302,474	299,802	270,279	248,520	232,360	247,930
MOUNTAIN	459,975	430,499	390,046	391,037	363,898	341,950	339,620	313,490	291,400
Arizona	123,746	110,926	97,564	100,589	94,289	89,333	85,600	80,390	73,630
Colorado	124,514	121,257	107,933	110,480	98,218	90,828	95,370	80,890	75,450
Idaho	26,550	24,013	24,568	23,931	24,522	21,092	20,940	21,360	19,570
Montana	15,902	15,393	15,264	15,019	13,273	12,269	11,690	11,590	11,330
Nevada	69,986	61,486	54,879	55,621	46,772	45,397	43,140	41,810	40,780
New Mexico	23,678	21,595	18,549	20,509	19,803	19,643	18,630	19,580	19,140
Utah	68,734	69,565	65,648	58,460	61,635	58,332	58,940	52,480	46,110
Wyoming	6,865	6,265	5,640	6,428	5,386	5,057	5,310	5,390	5,400
W.N. CENTRAL	194,497	183,216	193,575	206,468	191,856	172,518	166,100	167,450	172,390
Iowa	24,269	21,938	22,236	24,544	23,772	20,830	18,660	20,370	21,730
Kansas	23,109	20,880	22,579	23,869	21,695	20,182	19,740	19,320	19,990
Minnesota	74,975	72,706	79,592	84,262	76,502	66,034	63,310	62,570	67,000
Missouri	44,829	43,136	45,285	48,170	45,279	42,131	42,320	42,070	40,180
Nebraska	15,421	13,936	13,170	14,280	14,199	13,710	12,540	12,850	12,870
N. Dakota	5,173	4,370	4,806	5,160	4,727	4,819	4,800	4,750	5,110
S. Dakota	6,721	6,249	5,907	6,182	5,682	4,813	4,730	5,520	4,870
W.S. CENTRAL	247,914	233,376	219,875	229,067	217,433	208,235	191,440	179,870	170,920
Arkansas	12,776	12,645	11,590	11,690	12,001	11,022	10,220	9,810	9,390
Louisiana	18,138	16,782	15,529	16,750	16,401	15,593	14,180	14,300	13,400
Oklahoma	24,355	25,548	21,587	22,838	21,902	19,916	19,830	19,920	20,070
Texas	192,644	178,400	171,169	177,789	167,129	161,704	147,200	135,840	128,070
E.N. CENTRAL	376,857	369,468	378,159	402,799	374,582	358,967	334,600	337,980	334,320
Illinois	139,209	132,686	132,909	138,588	132,675	128,745	122,880	121,300	123,670
Indiana	41,640	41,267	42,441	43,346	41,724	40,563	38,890	37,430	36,130
Michigan	75,321	75,659	84,999	88,413	78,946	76,217	69,100	69,470	68,550
Ohio	74,957	74,538	72,644	78,393	75,441	70,824	64,980	68,240	65,770
Wisconsin	45,729	45,317	45,166	54,059	45,795	42,619	38,750	41,540	40,200
E.S. CENTRAL	82,810	81,117	70,810	78,366	76,409	71,242	67,500	67,920	67,930
Alabama	21,989	22,588	15,640	18,573	17,746	16,445	15,250	15,170	15,420
Kentucky	21,314	22,623	19,199	20,993	19,150	18,194	18,490	17,800	17,290
Mississippi	8,376	7,302	7,661	8,581	8,092	7,961	6,810	6,980	7,520
Tennessee	31,132	28,604	28,310	30,220	31,421	28,642	26,950	27,970	27,700
NEW ENGLAND	111,412	106,158	105,925	110,355	97,204	92,070	90,190	93,520	90,460
Connecticut	27,068	25,598	26,050	27,672	26,653	24,710	24,000	24,780	24,350
Maine	7,505	7,314	6,637	7,159	6,663	6,426	5,980	6,590	6,670
Massachusetts	55,620	53,890	53,597	55,894	44,878	43,867	44,200	45,540	43,560
New Hampshire	9,787	8,962	9,290	8,996	8,783	7,981	7,550	7,570	7,280
Rhode Island	6,752	6,300	6,251	6,407	6,121	5,690	5,190	5,250	5,040
Vermont	4,680	4,095	4,100	4,225	4,106	3,397	3,280	3,790	3,560
MID ATLANTIC	253,302	231,823	240,063	256,975	241,256	220,845	203,840	208,620	213,090
New Jersey	69,991	62,465	65,654	70,559	66,806	58,958	54,310	53,680	55,660
New York	118,881	108,392	113,547	117,496	107,906	102,379	94,920	98,370	99,910
Pennsylvania	64,431	60,965	60,862	68,920	66,544	59,508	54,610	56,570	57,510
S. ATLANTIC	345,012	324,573	316,337	339,509	318,863	290,888	270,350	272,510	256,060
Delaware	4,726	4,257	4,576	4,948	4,518	3,913	3,790	3,820	4,010
Washington, D.C.	6,724	6,918	6,309	6,594	5,928	5,945	5,460	8,890	6,270
Florida	93,543	87,385	83,717	87,514	84,007	77,474	70,550	70,290	67,900
Georgia	56,765	56,378	53,781	62,041	54,025	50,635	50,930	50,240	43,580
Maryland	48,981	44,653	43,543	47,525	44,226	40,298	38,260	38,540	37,710
N. Carolina	37,690	35,417	36,595	40,666	38,848	33,435	31,430	30,290	28,950
S. Carolina	16,275	16,091	16,114	16,479	15,901	14,666	13,130	13,580	11,960
Virginia	74,461	68,145	66,277	68,202	65,683	59,587	52,710	51,850	50,480
West Virginia	5,848	5,328	5,425	5,541	5,727	4,935	4,090	5,010	5,210
UNITED STATES	4,175,321	3,961,956	3,822,845	3,952,823	3,726,012	3,462,708	3,327,400	3,275,090	3,205,280

Source: DBEDT

**TABLE 16: 2003 Domestic U.S. Visitor Characteristics by State
(Arrivals by air)**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST- TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY- MOON	% ISLES VISITED	AVERAGE # OF TRIPS
PACIFIC COAST	2,103,543	9.54	20,069,753	81.5%	55.4%	21.4%	47.5%	20.3%	5.6%	4.2%	1.23	6.37
Alaska	36,954	13.50	498,802	76.8%	44.7%	18.3%	37.3%	22.8%	7.7%	3.3%	1.28	6.81
California	1,666,672	9.11	15,184,034	81.9%	55.2%	21.7%	50.2%	18.8%	5.5%	4.2%	1.23	6.33
Oregon	128,894	10.82	1,394,146	79.6%	59.1%	21.5%	35.8%	25.3%	6.2%	4.3%	1.25	6.13
Washington	271,022	11.04	2,992,742	80.9%	56.2%	20.0%	37.9%	26.6%	5.9%	4.1%	1.24	6.62
MOUNTAIN	459,975	9.85	4,530,041	75.0%	48.6%	30.9%	46.6%	17.0%	7.8%	4.9%	1.33	5.04
Arizona	123,746	9.56	1,183,208	75.4%	51.5%	31.7%	47.4%	15.4%	7.6%	5.4%	1.33	4.84
Colorado	124,514	10.10	1,257,006	72.4%	53.9%	31.0%	45.6%	18.6%	7.3%	5.0%	1.37	4.89
Idaho	26,550	10.68	283,667	77.0%	50.9%	31.6%	40.9%	22.2%	8.1%	4.4%	1.29	4.84
Montana	15,902	10.96	174,279	72.8%	51.5%	35.5%	41.1%	22.7%	9.9%	4.5%	1.33	4.41
Nevada	69,986	9.57	670,069	80.4%	44.3%	26.5%	50.6%	14.7%	6.1%	4.6%	1.26	6.12
New Mexico	23,678	10.38	245,688	73.4%	46.1%	36.9%	49.2%	13.8%	10.5%	4.3%	1.37	4.26
Utah	68,734	9.37	643,727	73.9%	37.9%	29.4%	45.7%	17.0%	8.9%	4.7%	1.34	5.18
Wyoming	6,865	10.54	72,394	74.2%	47.6%	40.0%	47.2%	17.1%	9.0%	4.6%	1.34	3.95
WEST NORTH CENTRAL	194,497	10.36	2,015,569	65.3%	40.8%	44.7%	53.7%	13.2%	12.9%	6.6%	1.49	3.60
Iowa	24,269	10.22	247,934	65.2%	41.5%	47.0%	54.8%	12.8%	14.4%	6.4%	1.50	3.38
Kansas	23,109	9.67	223,534	67.8%	43.2%	44.9%	54.4%	13.5%	13.8%	6.8%	1.46	3.52
Minnesota	74,975	10.90	817,371	64.1%	39.5%	41.8%	51.0%	14.1%	11.2%	6.4%	1.49	3.88
Missouri	44,829	10.06	451,043	64.6%	41.6%	47.0%	55.1%	12.8%	12.9%	7.2%	1.52	3.37
Nebraska	15,421	9.77	150,645	68.0%	43.0%	44.5%	57.2%	11.6%	15.6%	6.5%	1.44	3.65
North Dakota	5,173	10.61	54,898	66.3%	35.1%	49.0%	57.2%	11.3%	16.3%	5.6%	1.44	3.23
South Dakota	6,721	10.44	70,141	66.7%	39.6%	50.0%	56.1%	11.7%	15.8%	6.0%	1.44	3.27
WEST SOUTH CENTRAL	247,914	9.34	2,315,959	69.7%	41.3%	44.4%	58.8%	10.5%	11.5%	6.6%	1.43	3.71
Arkansas	12,776	9.57	122,269	69.0%	38.6%	50.0%	55.2%	12.0%	14.8%	6.1%	1.45	3.31
Louisiana	18,138	9.65	175,046	66.5%	33.2%	56.8%	58.1%	9.2%	14.8%	7.9%	1.50	2.82
Oklahoma	24,355	9.64	234,755	70.6%	38.7%	44.6%	58.3%	11.4%	13.9%	6.1%	1.43	3.63
Texas	192,644	9.26	1,783,890	70.0%	42.5%	42.8%	59.2%	10.4%	10.6%	6.6%	1.42	3.84
EAST NORTH CENTRAL	376,857	10.46	3,943,179	62.2%	42.5%	47.4%	53.5%	12.7%	10.4%	8.4%	1.57	3.42
Illinois	139,209	10.15	1,413,154	65.6%	48.6%	42.4%	55.8%	13.4%	9.9%	8.4%	1.50	3.84
Indiana	41,640	10.16	423,231	64.0%	40.5%	49.8%	52.7%	13.1%	11.7%	8.1%	1.53	3.30
Michigan	75,321	11.01	829,375	58.2%	38.8%	49.7%	51.1%	12.6%	9.5%	9.0%	1.64	3.16
Ohio	74,957	10.33	774,489	60.4%	37.4%	52.1%	54.2%	11.0%	11.0%	8.5%	1.62	3.02
Wisconsin	45,729	11.00	502,925	59.3%	40.3%	48.6%	50.5%	13.1%	11.2%	7.5%	1.62	3.34
EAST SOUTH CENTRAL	82,810	9.69	802,302	65.3%	31.4%	52.4%	59.4%	8.9%	13.7%	7.0%	1.52	3.02
Alabama	21,989	9.27	203,930	66.7%	24.7%	54.2%	64.1%	7.6%	12.6%	6.2%	1.50	2.83
Kentucky	21,314	9.85	209,958	63.6%	34.0%	51.6%	57.3%	9.8%	11.9%	7.2%	1.55	3.11
Mississippi	8,376	9.66	80,902	69.4%	28.7%	56.1%	60.0%	7.9%	17.8%	6.8%	1.45	2.81
Tennessee	31,132	9.88	307,512	64.5%	35.0%	50.6%	57.3%	9.4%	14.7%	7.4%	1.55	3.14
NEW ENGLAND	111,412	11.46	1,276,612	60.0%	39.5%	49.7%	51.8%	9.5%	10.0%	9.9%	1.61	3.49
Connecticut	27,068	11.11	300,711	58.1%	40.0%	48.8%	55.4%	8.7%	10.6%	10.1%	1.64	3.56
Maine	7,505	12.80	96,087	65.7%	34.8%	49.3%	47.4%	10.8%	9.8%	6.2%	1.51	3.61
Massachusetts	55,620	11.31	629,225	59.4%	40.9%	50.4%	51.7%	9.4%	9.7%	11.1%	1.62	3.44
New Hampshire	9,787	11.75	114,982	62.3%	38.0%	47.7%	49.2%	10.9%	10.1%	8.2%	1.58	3.51
Rhode Island	6,752	10.99	74,186	59.5%	32.1%	52.0%	52.6%	8.5%	9.3%	9.3%	1.64	3.40
Vermont	4,680	13.12	61,422	64.4%	41.4%	47.9%	44.8%	11.5%	10.9%	5.9%	1.53	3.67
MIDDLE ATLANTIC	253,302	10.75	2,723,202	57.7%	36.9%	53.6%	58.1%	7.5%	10.6%	11.0%	1.66	3.09
New Jersey	69,991	10.61	742,709	55.7%	36.1%	51.8%	59.9%	7.2%	10.3%	11.5%	1.69	3.10
New York	118,881	10.85	1,289,640	57.8%	37.8%	53.9%	58.4%	7.3%	9.8%	11.9%	1.65	3.15
Pennsylvania	64,431	10.72	690,853	59.8%	36.0%	55.1%	55.7%	8.2%	12.5%	8.7%	1.64	2.97
SOUTH ATLANTIC	345,012	10.19	3,514,434	64.7%	31.7%	47.8%	56.8%	7.5%	13.0%	7.0%	1.55	3.65
Delaware	4,726	10.92	51,607	58.8%	34.4%	51.5%	52.6%	9.9%	12.8%	7.6%	1.64	3.11
D.C.	6,724	9.63	64,775	67.6%	34.4%	41.4%	59.2%	7.0%	13.8%	7.2%	1.45	4.44
Florida	93,543	10.47	979,029	61.9%	31.9%	48.9%	53.0%	7.0%	12.1%	6.7%	1.63	3.60
Georgia	56,765	9.31	528,400	64.3%	32.5%	49.4%	58.1%	8.5%	12.9%	7.6%	1.53	3.30
Maryland	48,981	10.35	507,006	65.2%	32.0%	46.3%	59.0%	6.9%	14.5%	7.2%	1.53	3.72
North Carolina	37,690	10.18	383,849	64.8%	36.2%	52.8%	55.4%	8.1%	13.9%	8.3%	1.54	3.15
South Carolina	16,275	10.24	166,654	63.8%	31.5%	52.8%	55.6%	8.1%	14.0%	6.4%	1.55	3.17
Virginia	74,461	10.38	772,654	68.5%	28.0%	41.8%	59.8%	7.0%	12.2%	6.4%	1.47	4.30
West Virginia	5,848	10.34	60,456	65.6%	34.7%	57.5%	61.8%	8.1%	16.8%	6.6%	1.52	2.83

Source: DBEDT

**TABLE 17: 2003 Market Penetration for Top U.S. MSAs
(Arrivals by air)**

RANK	METRO AREA	2003	2002	% CHNG	2003 Population (1000)	Est. 2003 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	706,081	646,800	9.17%	16,952	41.7
2	San Francisco/Oakland/San Jose, CA	537,900	533,730	0.78%	6,956	77.3
3	Seattle/Tacoma/Bremington, WA	200,011	201,240	-0.61%	NA	NA
4	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	161,971	147,091	10.12%	NA	NA
5	San Diego, CA	150,752	138,330	8.98%	2,828	53.3
6	Chicago/Gary/Kenosha, IL/IN/WI	116,871	111,368	4.94%	NA	NA
7	Portland/Salem, OR/WA	102,730	94,183	9.08%	NA	NA
8	Sacramento/Yolo, CA	100,973	92,909	8.68%	NA	NA
9	Washington/Baltimore, DC/MD/VA/WV	97,410	89,837	8.43%	NA	NA
10	Denver/Boulder/Greeley, CO	91,801	85,486	7.39%	NA	NA
11	Phoenix/Mesa, AZ	86,586	79,896	8.37%	NA	NA
12	Dallas/Fort Worth, TX	72,952	72,560	0.54%	5,566	13.1
13	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	60,338	57,367	5.18%	5,736	10.5
14	Minneapolis/Saint Paul, MN/WI	56,717	55,119	2.90%	NA	NA
15	Detroit/Ann Arbor/Flint, MI	50,724	46,141	9.93%	5,423	9.4
16	Salt Lake City/Ogden, UT	49,838	44,775	11.31%	1,365	36.5
17	Las Vegas, NV/AZ	46,081	44,201	4.25%	NA	NA
18	Houston/Galveston/Brazoria, TX	44,481	43,661	1.88%	NA	NA
19	Atlanta, GA	42,485	42,764	-0.65%	4,386	9.7
20	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	41,498	38,019	9.15%	NA	NA
21	Saint Louis, MO/IL	26,649	25,068	6.31%	NA	NA
22	Anchorage, AK	20,814	24,012	-13.32%	264	78.8
23	Cleveland/Akron, OH	20,748	20,152	2.96%	2,880	7.2
24	Kansas City, MO/KS	20,161	19,666	2.52%	1,811	11.1
25	Cincinnati/Hamilton, OH/KY/IN	20,031	19,565	2.38%	NA	NA
26	Santa Barbara/Santa Maria/Lompoc, CA	19,362	19,270	0.48%	386	50.1
27	Stockton-Lodi, CA	18,643	17,051	9.34%	614	30.4
28	Tucson, AZ	18,544	17,043	8.81%	871	21.3
29	Fresno, CA	18,507	16,555	11.79%	948	19.5
30	Miami/Fort Lauderdale, FL	17,711	16,274	8.83%	4,006	4.4
31	Austin/San Marcos, TX	17,417	15,920	9.40%	1,341	13.0
32	Milwaukee/Racine, WI	16,079	15,097	6.50%	NA	NA
33	Tampa/Saint Petersburg/Clearwater, FL	15,417	14,300	7.81%	2,483	6.2
34	Salinas, CA	14,959	14,199	5.36%	392	38.1
35	Indianapolis, IN	14,536	14,044	3.50%	1,639	8.9
36	Reno, NV	14,371	13,786	4.24%	365	39.3
37	Norfolk/Virginia Beach/Newport News, VA/NC	14,043	12,889	8.95%	NA	NA
38	San Antonio, TX	13,805	12,842	7.50%	1,650	8.4
39	Pittsburgh, PA	13,557	12,775	6.12%	2,270	6.0
40	Spokane, WA	13,251	12,406	6.81%	416	31.9
41	Colorado Springs, CO	13,185	12,273	7.43%	535	24.6
42	Orlando, FL	13,132	12,189	7.73%	1,774	7.4
43	Columbus, OH	12,854	12,152	5.78%	NA	NA
44	Modesto, CA	12,738	12,151	4.83%	485	26.3
45	Bakersfield, CA	12,650	11,713	8.00%	681	18.6
46	Albuquerque, NM	12,550	11,557	8.60%	NA	NA
47	San Luis/Obispo/Atascadero/Paso Robles, CA	12,105	11,469	5.55%	238	50.9
48	Provo/Orem, UT	11,667	11,272	3.50%	388	30.1
49	Hartford, CT	11,617	10,749	8.08%	1,162	10.0
50	Eugene/Springfield, OR	11,489	10,119	13.54%	323	35.6
51	Boise City, ID	11,271	9,897	13.88%	465	24.2
52	Oklahoma City, OK	10,013	9,309	7.57%	1,085	9.2
53	Charlotte/Gastonia/Rock Hill, NC/SC	9,913	9,058	9.44%	NA	NA
54	Raleigh/Durham/Chapel Hill, NC	9,760	9,003	8.41%	1,249	7.8
55	Nashville, TN	8,702	8,837	-1.53%	1,252	6.9
56	Tulsa, OK	8,362	8,710	-3.99%	808	10.3
57	Grand Rapids/Muskegon/Holland, MI	8,178	8,171	0.09%	1,093	7.5
58	Omaha, NE/IA	7,881	7,468	5.53%	NA	NA
59	Bellingham, WA	5,928	5,870	0.99%	NA	NA

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

**TABLE 18: Japan MMA Visitor Characteristics 2003 vs. 2002
(Arrivals by air)**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	7,921,422	8,756,605	-9.5%	90,011	121,269	-25.8%	7,831,411	8,635,336	-9.3%
Total Visitors	1,340,034	1,483,121	-9.6%	12,901	16,860	-23.5%	1,327,133	1,466,261	-9.5%
PARTY SIZE									
One	126,612	97,598	29.7%	4,045	5,237	-22.8%	122,567	92,360	32.7%
Two	434,942	406,624	7.0%	4,904	6,528	-24.9%	430,038	400,096	7.5%
Three or more	778,480	978,900	-20.5%	3,952	5,095	-22.4%	774,528	973,805	-20.5%
Avg Party Size	2.72	2.94	-7.5%	1.73	1.72	0.4%	2.73	2.95	-7.6%
VISIT STATUS									
First-Time	618,241	690,664	-10.5%	4,235	5,598	-24.3%	614,007	685,066	-10.4%
Repeat	721,792	792,458	-8.9%	8,666	11,263	-23.1%	713,126	781,195	-8.7%
Average # of Trips	3.73	3.88	-4.0%	5.17	4.83	6.9%	3.71	3.87	-4.1%
TRAVEL METHOD									
Group Tour	577,198	647,059	-10.8%	2,293	3,223	-28.9%	574,906	643,835	-10.7%
Package	1,067,062	1,264,276	-15.6%	4,743	5,360	-11.5%	1,062,318	1,258,916	-15.6%
Group Tour & Pkg	514,005	617,288	-16.7%	1,777	2,332	-23.8%	512,228	614,956	-16.7%
True Independent	209,778	189,074	11.0%	7,641	10,609	-28.0%	202,137	178,465	13.3%
ISLANDS VISITED									
Oahu	1,276,468	1,429,346	-10.7%	11,576	14,646	-21.0%	1,264,892	1,414,700	-10.6%
Maui County	141,494	201,389	-29.7%	1,565	2,445	-36.0%	139,929	198,945	-29.7%
...Maui	123,135	186,343	-33.9%	1,500	2,331	-35.7%	121,635	184,013	-33.9%
...Molokai	13,189	13,820	-4.6%	76	110	-30.7%	13,113	13,710	-4.4%
...Lanai	10,457	6,515	60.5%	61	117	-47.5%	10,396	6,399	62.5%
Kauai	51,696	97,386	-46.9%	636	1,050	-39.5%	51,060	96,336	-47.0%
Big Island	192,809	228,089	-15.5%	1,184	1,626	-27.2%	191,625	226,463	-15.4%
...Hilo	63,498	77,280	-17.8%	445	544	-18.2%	63,053	76,736	-17.8%
...Kona	155,097	196,874	-21.2%	905	1,328	-31.8%	154,192	195,546	-21.1%
LENGTH OF STAY									
Oahu (days)	5.28	5.10	3.5%	6.00	6.10	-1.5%	5.27	5.09	3.6%
Maui (days)	3.28	2.79	17.4%	5.80	5.88	-1.3%	3.25	2.75	17.9%
Molokai (days)	1.22	2.08	-41.4%	2.92	6.61	-55.9%	1.21	2.04	-40.8%
Lanai (days)	1.90	3.94	-51.8%	2.45	4.76	-48.5%	1.90	3.92	-51.7%
Kauai (days)	2.03	1.66	22.4%	5.26	5.56	-5.4%	1.99	1.62	23.1%
Big Island (days)	3.30	3.20	3.4%	6.83	6.85	-0.2%	3.28	3.17	3.5%
...Hilo (days)	1.80	1.98	-9.1%	6.06	5.14	17.9%	1.77	1.96	-9.6%
...Kona (days)	3.37	2.93	15.2%	5.95	6.27	-5.2%	3.36	2.90	15.6%
Statewide (days)	5.91	5.90	0.1%	6.98	7.19	-3.0%	5.90	5.89	0.2%
ACCOMMODATIONS									
Hotel	1,204,991	1,358,911	-11.3%	10,130	12,777	-20.7%	1,194,861	1,346,133	-11.2%
...Hotel Only	1,179,575	1,331,914	-11.4%	9,646	12,141	-20.5%	1,169,929	1,319,773	-11.4%
Condo	124,290	113,014	10.0%	1,547	2,063	-25.0%	122,743	110,951	10.6%
...Condo Only	104,859	94,736	10.7%	1,276	1,733	-26.3%	103,583	93,003	11.4%
Timeshare	5,898	3,182	85.4%	166	321	-48.3%	5,732	2,861	100.4%
...Timeshare Only	3,946	1,415	178.8%	115	203	-43.5%	3,831	1,212	216.0%
Apartment	7	262	-97.4%	7	89	-92.3%	0	173	-100.0%
Bed & Breakfast	2,461	2,987	-17.6%	85	124	-31.1%	2,376	2,863	-17.0%
Cruise Ship	1,334	1,133	17.7%	71	199	-64.6%	1,263	934	35.2%
Friends or Relatives	18,749	24,354	-23.0%	1,043	1,442	-27.7%	17,707	22,911	-22.7%
PURPOSE OF TRIP									
Pleasure (Net)	1,227,532	1,377,239	-10.9%	10,573	13,633	-22.4%	1,216,959	1,363,606	-10.8%
...Honeymoon/Get Married (Net)	339,330	389,220	-12.8%	1,725	2,130	-19.0%	337,606	387,090	-12.8%
MC&I (Net)	52,521	41,281	27.2%	654	1,133	-42.3%	51,867	40,147	29.2%
.....Convention/Conf.	15,217	10,246	48.5%	297	603	-50.7%	14,920	9,643	54.7%
.....Corp. Meetings	11,224	9,046	24.1%	220	395	-44.2%	11,003	8,651	27.2%
.....Incentive	27,219	22,897	18.9%	146	157	-7.3%	27,073	22,739	19.1%
Other Business	9,207	16,282	-43.5%	469	534	-12.2%	8,738	15,749	-44.5%
Visit Friends/Relatives	25,422	30,584	-16.9%	1,237	1,438	-14.0%	24,185	29,146	-17.0%
Government/Military	1,977	2,240	-11.8%	200	310	-35.5%	1,777	1,931	-7.9%
Attend School	2,701	3,331	-18.9%	98	93	5.6%	2,603	3,238	-19.6%
EXPENDITURES									
Total Expenditures (\$ mil.)	1,901.9	2,041.4	-6.8%	21.6	29.1	-25.7%	1,880.3	2,013.2	-6.6%
Per Person Per Day (\$)	240.1	233.1	3.0%	240.1	233.1	3.0%	240.1	233.1	3.0%
Per Person Per Trip (\$)	1,419.3	1,377.0	3.1%	1,675.2	1,724.3	-2.9%	1,416.8	1,373.0	3.2%

Source: DBEDT

**TABLE 19: 2003 International Japanese Visitor Characteristics by Region
(Arrivals by air)**

JAPAN BY REGION	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
	Visitor Counts	123,818	162,325	48,622	381,941	45,207	22,020	87,442	44,484	3,097
PARTY SIZE										
One	12,059	14,888	3,609	39,542	2,996	1,758	6,669	3,134	399	37,513
Two	45,014	53,648	17,126	124,182	15,066	6,540	27,280	14,398	890	125,894
Three or more	66,745	93,788	27,887	218,217	27,145	13,722	53,493	26,952	1,808	244,770
Avg Party Size	2.60	2.69	2.81	2.59	2.86	2.93	2.88	2.91	2.70	2.82
VISIT STATUS										
First-Time	63,491	76,710	26,237	138,836	25,384	12,929	47,897	21,769	1,663	199,090
Repeat	60,327	85,615	22,385	243,105	19,823	9,091	39,545	22,715	1,434	209,087
Average # of Trips	3.67	3.58	2.99	4.67	2.84	2.49	3.00	4.06	2.49	3.26
TRAVEL METHOD										
Group Tour	52,625	67,580	20,759	145,603	21,586	11,003	41,601	20,208	2,173	191,766
Package	101,861	133,438	41,031	292,213	38,483	19,192	74,854	37,857	2,138	321,253
Group Tour & Pkg	46,788	62,324	18,685	132,830	19,000	9,993	38,414	18,656	1,751	163,788
True Independent	16,121	23,631	5,517	76,954	4,138	1,818	9,402	5,074	537	58,945
ISLANDS VISITED										
Oahu	119,445	156,700	47,059	354,755	44,240	21,650	84,479	43,545	47,059	345,961
Maui County	13,180	19,605	5,040	39,148	4,413	21,650	8,308	4,346	5,040	19,199
...Maui	11,686	17,490	4,392	33,944	3,652	1,687	7,125	3,875	4,392	33,392
...Molokai	1,654	1,463	440	3,515	448	529	788	440	560	3,276
...Lanai	562	1,097	143	3,000	474	82	444	311	143	4,140
Kauai	5,817	5,924	1,666	13,832	1,358	771	2,527	1,644	1,666	15,857
Big Island	16,147	17,983	6,572	69,627	7,001	3,457	10,879	5,469	6,572	47,917
...Hilo	6,677	6,697	2,404	16,622	3,420	1,469	5,196	2,058	2,404	16,106
...Kona	11,892	13,990	5,233	59,655	4,991	2,331	7,977	4,146	5,233	38,746
LENGTH OF STAY										
Oahu (days)	5.04	5.12	5.08	5.55	4.98	5.04	5.04	5.27	5.71	5.22
Maui (days)	2.85	2.84	1.98	3.93	2.29	1.81	2.74	2.58	4.07	3.33
Molokai (days)	1.01	1.00	1.00	1.60	1.95	1.00	1.00	1.00	1.00	1.05
Lanai (days)	1.06	1.16	1.00	1.45	1.00	1.00	1.42	1.38	1.00	2.80
Kauai (days)	1.85	1.52	2.41	2.27	1.35	1.03	2.08	1.79	13.17	0.85
Big Island (days)	3.02	2.52	2.66	3.70	2.52	2.36	2.47	2.43	1.77	3.80
...Hilo (days)	1.33	1.61	1.64	2.25	2.03	1.10	1.21	1.29	1.29	1.85
...Kona (days)	3.35	3.12	2.59	3.69	2.14	2.81	2.58	2.56	1.76	3.67
Statewide (days)	5.63	5.66	5.55	6.29	5.52	5.53	5.48	5.77	6.91	5.92
ACCOMMODATIONS										
Hotel	114,348	149,511	45,354	323,278	42,310	20,694	82,328	41,434	2,563	373,043
...Hotel Only	112,401	146,963	44,332	314,935	41,656	20,449	80,647	40,643	2,538	365,365
Condo	9,055	12,128	3,377	54,856	2,476	1,216	4,814	3,190	277	31,353
...Condo Only	7,849	10,228	2,655	47,396	2,049	1,067	3,876	2,503	277	25,683
Timeshare	306	709	98	2,749	84	0	320	28	0	1,438
...Timeshare Only	205	365	0	2,105	66	0	114	28	0	947
Apartment	0	0	0	0	0	0	0	0	0	0
Bed & Breakfast	333	140	47	552	0	0	171	0	0	1,133
Cruise Ship	116	235	44	325	0	0	36	0	0	507
Friends or Relatives	975	1,587	399	6,083	623	271	1,253	473	282	5,761
PURPOSE OF TRIP										
Pleasure (Net)	114,135	151,886	44,740	353,417	42,155	20,869	79,803	41,544	2,258	366,152
...Honeymoon/Get Married (Net)	37,350	43,408	14,623	77,204	15,610	6,766	24,612	13,538	928	103,567
MC&I (Net)	4,461	4,819	1,554	9,760	1,549	581	5,730	1,610	241	21,563
.....Convention/Conf.	1,132	1,081	237	3,403	430	24	1,763	344	160	6,345
.....Corp. Meetings	744	1,407	154	1,782	438	98	666	434	24	5,257
.....Incentive	2,585	2,528	1,162	4,882	680	459	3,437	891	57	10,391
Other Business	540	673	635	2,262	492	183	281	230	106	3,337
Visit Friends/Relatives	1,230	2,159	731	8,415	591	86	1,748	837	272	8,118
Government/Military	13	295	117	352	52	27	29	77	9	805
Attend School	58	335	74	647	54	25	85	139	0	1,187

Source: DBEDT

TABLE 20: Canada MMA Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	2,760,403	2,341,130	17.9%	528,792	465,719	13.5%	2,231,612	1,875,411	19.0%
Total Visitors	204,999	189,890	8.0%	41,298	35,384	16.7%	163,701	154,506	6.0%
PARTY SIZE									
One	37,691	40,582	-7.1%	8,878	8,224	7.9%	28,814	32,357	-11.0%
Two	105,536	97,236	8.5%	20,856	18,374	13.5%	84,680	78,862	7.4%
Three or more	61,772	52,072	18.6%	11,565	8,786	31.6%	50,207	43,287	16.0%
Avg Party Size	1.93	1.85	4.5%	1.85	1.80	3.1%	1.96	1.86	4.9%
VISIT STATUS									
First-Time	86,136	79,484	8.4%	18,222	15,569	17.0%	67,914	63,916	6.3%
Repeat	118,863	110,406	7.7%	23,076	19,815	16.5%	95,787	90,590	5.7%
Average # of Trips	3.77	4.15	-9.2%	3.96	3.96	-0.1%	3.72	4.19	-11.3%
TRAVEL METHOD									
Group Tour	17,681	17,338	2.0%	3,592	3,636	-1.2%	14,088	13,702	2.8%
Package	64,658	55,403	16.7%	13,411	11,239	19.3%	51,247	44,163	16.0%
Group Tour & Pkg	14,815	13,697	8.2%	2,996	2,978	0.6%	11,819	10,719	10.3%
True Independent	137,475	130,846	5.1%	27,291	23,486	16.2%	110,184	107,359	2.6%
ISLANDS VISITED									
Oahu	113,712	106,959	6.3%	22,767	20,954	8.7%	90,945	86,005	5.7%
Maui County	97,227	87,933	10.6%	18,907	15,440	22.5%	78,320	72,493	8.0%
...Maui	95,013	85,084	11.7%	18,437	14,892	23.8%	76,575	70,192	9.1%
...Molokai	4,102	4,039	1.5%	802	697	15.0%	3,300	3,342	-1.3%
...Lanai	4,064	4,294	-5.4%	817	715	14.3%	3,247	3,579	-9.3%
Kauai	37,509	33,566	11.7%	7,952	6,641	19.7%	29,557	26,926	9.8%
Big Island	44,709	44,952	-0.5%	10,233	9,014	13.5%	34,476	35,938	-4.1%
...Hilo	21,660	17,173	26.1%	4,373	3,583	22.0%	17,287	13,589	27.2%
...Kona	35,803	37,914	-5.6%	7,879	7,466	5.5%	27,924	30,448	-8.3%
LENGTH OF STAY									
Oahu (days)	9.50	8.74	8.7%	9.26	9.61	-3.7%	9.56	8.53	12.2%
Maui (days)	10.51	9.11	15.3%	9.39	9.04	3.9%	10.77	9.13	18.0%
Molokai (days)	5.36	5.69	-5.9%	5.29	8.04	-34.2%	5.37	5.20	3.2%
Lanai (days)	4.63	5.62	-17.7%	5.12	7.35	-30.3%	4.50	5.28	-14.7%
Kauai (days)	7.41	6.85	8.2%	7.00	6.59	6.3%	7.52	6.91	8.8%
Big Island (days)	8.11	7.87	3.1%	7.88	8.32	-5.3%	8.18	7.76	5.5%
...Hilo (days)	3.80	4.05	-6.3%	4.18	4.05	3.3%	3.70	4.05	-8.7%
...Kona (days)	7.84	7.50	4.5%	7.91	8.10	-2.3%	7.81	7.35	6.3%
Statewide (days)	13.47	12.33	9.2%	12.80	13.16	-2.7%	13.63	12.14	12.3%
ACCOMMODATIONS									
Hotel	113,716	106,701	6.6%	23,204	20,505	13.2%	90,513	86,196	5.0%
...Hotel Only	85,975	84,341	1.9%	17,810	16,386	8.7%	68,166	67,955	0.3%
Condo	60,047	49,518	21.3%	10,597	7,830	35.3%	49,450	41,688	18.6%
...Condo Only	47,024	37,975	23.8%	8,311	6,286	32.2%	38,713	31,689	22.2%
Timeshare	18,421	17,495	5.3%	3,711	3,091	20.1%	14,710	14,405	2.1%
...Timeshare Only	11,936	11,671	2.3%	2,497	2,086	19.7%	9,439	9,585	-1.5%
Apartment	201	3,062	-93.4%	85	339	-74.9%	116	2,723	-95.7%
Bed & Breakfast	3,478	3,976	-12.5%	688	716	-3.9%	2,790	3,260	-14.4%
Cruise Ship	16,973	11,925	42.3%	3,785	2,940	28.8%	13,187	8,985	46.8%
Friends or Relatives	15,547	16,720	-7.0%	3,574	3,224	10.8%	11,974	13,496	-11.3%
PURPOSE OF TRIP									
Pleasure (Net)	176,610	156,794	12.6%	35,140	28,797	22.0%	141,470	127,997	10.5%
...Honeymoon/Get Married (Net)	11,646	12,443	-6.4%	3,132	2,456	27.5%	8,514	9,987	-14.7%
MC&I (Net)	15,237	18,314	-16.8%	3,237	3,354	-3.5%	12,001	14,960	-19.8%
.....Convention/Conf.	10,304	12,034	-14.4%	2,185	2,123	2.9%	8,119	9,911	-18.1%
.....Corp. Meetings	2,131	3,209	-33.6%	464	591	-21.6%	1,667	2,618	-36.3%
.....Incentive	3,585	3,500	2.4%	742	708	4.9%	2,843	2,792	1.8%
Other Business	4,565	5,066	-9.9%	1,045	996	5.0%	3,520	4,071	-13.5%
Visit Friends/Relatives	12,438	12,243	1.6%	2,890	2,380	21.4%	9,548	9,863	-3.2%
Government/Military	714	1,092	-34.6%	155	212	-27.0%	559	880	-36.5%
Attend School	673	570	18.1%	148	86	71.2%	525	483	8.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	335.5	269.6	24.4%	64.3	55.5	15.8%	271.2	216.0	25.6%
Per Person Per Day (\$)	121.5	115.2	5.5%	121.5	115.2	5.5%	121.5	115.2	5.5%
Per Person Per Trip (\$)	1,636.5	1,429.6	14.5%	1,556.1	1,568.4	-0.8%	1,656.8	1,397.8	18.5%

Source: DBEDT

TABLE 21: Europe MMA Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	1,373,093	1,409,233	-2.6%	1,182,859	1,153,095	2.6%	190,234	256,138	-25.7%
Total Visitors	111,074	111,275	-0.2%	93,080	88,904	4.7%	17,994	22,371	-19.6%
PARTY SIZE									
One	26,534	29,644	-10.5%	23,482	24,412	-3.8%	3,053	5,231	-41.6%
Two	59,832	58,072	3.0%	48,836	45,674	6.9%	10,996	12,398	-11.3%
Three or more	24,708	23,560	4.9%	20,763	18,818	10.3%	3,945	4,742	-16.8%
Avg Party Size	1.76	1.71	2.9%	1.74	1.70	2.5%	1.86	1.76	5.9%
VISIT STATUS									
First-Time	76,789	71,311	7.7%	62,710	54,501	15.1%	14,079	16,810	-16.2%
Repeat	34,285	39,965	-14.2%	30,370	34,403	-11.7%	3,915	5,561	-29.6%
Average # of Trips	2.32	2.56	-9.3%	2.45	2.80	-12.5%	1.63	1.58	3.1%
TRAVEL METHOD									
Group Tour	12,049	11,407	5.6%	10,751	10,077	6.7%	1,298	1,331	-2.5%
Package	54,545	49,609	10.0%	47,594	40,324	18.0%	6,951	9,285	-25.1%
Group Tour & Pkg	9,352	9,039	3.5%	8,300	7,767	6.9%	1,053	1,272	-17.3%
True Independent	53,833	59,298	-9.2%	43,035	46,271	-7.0%	10,798	13,027	-17.1%
ISLANDS VISITED									
Oahu	80,800	79,635	1.5%	65,073	62,055	4.9%	15,727	17,581	-10.5%
Maui County	37,712	37,388	0.9%	33,040	30,952	6.7%	4,672	6,436	-27.4%
...Maui	36,716	36,509	0.6%	32,134	30,185	6.5%	4,582	6,324	-27.5%
...Molokai	1,971	1,634	20.6%	1,728	1,452	19.0%	243	182	33.1%
...Lanai	1,578	1,579	0.0%	1,440	1,362	5.7%	139	217	-36.2%
Kauai	19,598	19,633	-0.2%	17,157	15,778	8.7%	2,441	3,854	-36.7%
Big Island	25,749	26,574	-3.1%	22,251	21,913	1.5%	3,499	4,661	-24.9%
...Hilo	11,710	12,237	-4.3%	8,941	8,384	6.7%	2,768	3,853	-28.2%
...Kona	20,644	21,375	-3.4%	17,279	17,559	-1.6%	3,366	3,815	-11.8%
LENGTH OF STAY									
Oahu (days)	9.00	9.35	-3.7%	9.38	9.72	-3.5%	7.45	8.03	-7.2%
Maui (days)	8.05	8.66	-7.0%	8.30	8.64	-3.9%	6.29	8.74	-28.0%
Molokai (days)	6.37	5.07	25.7%	4.17	4.21	-1.0%	22.08	11.92	85.3%
Lanai (days)	3.35	4.16	-19.4%	3.58	4.38	-18.4%	1.00	2.76	-63.7%
Kauai (days)	6.65	6.28	5.9%	6.84	6.45	6.1%	5.35	5.62	-4.8%
Big Island (days)	7.84	7.92	-1.1%	7.92	8.00	-1.0%	7.33	7.57	-3.2%
...Hilo (days)	4.56	5.05	-9.7%	5.37	5.07	6.0%	1.96	5.03	-61.0%
...Kona (days)	7.18	6.96	3.3%	7.41	7.56	-2.0%	6.00	4.17	43.9%
Statewide (days)	12.36	12.66	-2.4%	12.71	12.97	-2.0%	10.57	11.45	-7.7%
ACCOMMODATIONS									
Hotel	83,071	78,719	5.5%	69,357	62,992	10.1%	13,715	15,727	-12.8%
...Hotel Only	72,057	69,111	4.3%	60,064	55,504	8.2%	11,994	13,607	-11.9%
Condo	8,309	9,574	-13.2%	7,373	8,301	-11.2%	937	1,274	-26.4%
...Condo Only	5,336	6,554	-18.6%	4,970	6,215	-20.0%	366	339	8.0%
Timeshare	3,225	3,443	-6.3%	2,797	3,204	-12.7%	428	238	79.6%
...Timeshare Only	2,290	2,437	-6.0%	1,955	2,273	-14.0%	334	164	104.3%
Apartment	339	2,636	-87.1%	339	1,770	-80.8%	0	866	-100.0%
Bed & Breakfast	4,107	3,401	20.7%	3,494	3,172	10.2%	613	230	167.1%
Cruise Ship	5,243	4,189	25.2%	5,071	3,976	27.5%	173	213	-18.9%
Friends or Relatives	9,940	11,021	-9.8%	8,755	8,796	-0.5%	1,185	2,225	-46.7%
PURPOSE OF TRIP									
Pleasure (Net)	95,238	92,306	3.2%	78,914	72,936	8.2%	16,324	19,370	-15.7%
...Honeymoon/Get Married (Net)	11,022	9,787	12.6%	9,888	7,514	31.6%	1,134	2,273	-50.1%
MC&I (Net)	7,184	9,000	-20.2%	6,508	6,674	-2.5%	675	2,326	-71.0%
.....Convention/Conf.	5,216	6,448	-19.1%	4,626	4,726	-2.1%	590	1,722	-65.7%
.....Corp. Meetings	1,081	1,620	-33.3%	995	1,131	-12.0%	86	489	-82.5%
.....Incentive	1,289	1,357	-5.0%	1,250	979	27.7%	39	378	-89.7%
Other Business	2,558	2,680	-4.5%	2,130	2,421	-12.0%	429	259	65.6%
Visit Friends/Relatives	8,039	8,452	-4.9%	7,426	7,180	3.4%	613	1,273	-51.8%
Government/Military	663	724	-8.4%	594	724	-18.0%	69	0	na
Attend School	575	533	7.9%	556	511	8.9%	20	22	-13.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	218.6	203.6	7.3%	188.3	179.4	5.0%	30.3	37.0	-18.2%
Per Person Per Day (\$)	159.2	144.5	10.2%	159.2	144.5	10.2%	159.2	144.5	10.2%
Per Person Per Trip (\$)	1,968.0	1,945.0	1.2%	2,023.1	2,018.1	0.2%	1,683.1	1,654.4	1.7%

Source: DBEDT

TABLE 22: Oceania MMA Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	871,939	928,297	-6.1%	136,590	113,168	20.7%	735,349	815,130	-9.8%
Total Visitors	95,514	108,835	-12.2%	18,641	16,176	15.2%	76,873	92,659	-17.0%
PARTY SIZE									
One	17,696	18,572	-4.7%	4,991	4,794	4.1%	12,706	13,777	-7.8%
Two	49,926	55,056	-9.3%	7,878	6,960	13.2%	42,048	48,096	-12.6%
Three or more	27,891	35,208	-20.8%	5,772	4,422	30.5%	22,119	30,786	-28.2%
Avg Party Size	1.92	1.98	-2.9%	1.79	1.72	4.3%	1.95	2.03	-3.5%
VISIT STATUS									
First-Time	50,897	53,784	-5.4%	8,721	7,550	15.5%	42,177	46,234	-8.8%
Repeat	44,617	55,051	-19.0%	9,920	8,626	15.0%	34,696	46,425	-25.3%
Average # of Trips	2.65	2.80	-5.1%	3.16	3.12	1.2%	2.53	2.74	-7.6%
TRAVEL METHOD									
Group Tour	5,253	3,659	43.6%	708	639	10.9%	4,544	3,020	50.5%
Package	50,335	55,000	-8.5%	8,789	6,933	26.8%	41,546	48,067	-13.6%
Group Tour & Pkg	4,634	3,045	52.1%	562	517	8.6%	4,072	2,529	61.0%
True Independent	44,560	53,221	-16.3%	9,706	9,121	6.4%	34,855	44,100	-21.0%
ISLANDS VISITED									
Oahu	87,193	96,551	-9.7%	16,378	14,423	13.6%	70,815	82,128	-13.8%
Maui County	21,513	22,602	-4.8%	2,688	2,062	30.3%	18,825	20,540	-8.3%
...Maui	20,851	21,591	-3.4%	2,566	2,008	27.8%	18,285	19,582	-6.6%
...Molokai	1,422	1,532	-7.2%	143	79	80.5%	1,278	1,452	-12.0%
...Lanai	1,659	1,558	6.5%	161	87	85.1%	1,498	1,471	1.9%
Kauai	10,230	10,453	-2.1%	1,244	954	30.4%	8,986	9,500	-5.4%
Big Island	15,190	19,641	-22.7%	1,772	1,449	22.3%	13,418	18,193	-26.2%
...Hilo	11,296	11,889	-5.0%	767	490	56.4%	10,529	11,399	-7.6%
...Kona	13,826	16,527	-16.3%	1,293	1,191	8.6%	12,533	15,336	-18.3%
LENGTH OF STAY									
Oahu (days)	7.03	6.69	5.1%	6.13	5.94	3.3%	7.24	6.82	6.1%
Maui (days)	5.78	5.58	3.7%	5.92	6.13	-3.5%	5.76	5.52	4.5%
Molokai (days)	2.43	2.84	-14.7%	4.95	8.13	-39.1%	2.14	2.55	-16.1%
Lanai (days)	2.06	4.64	-55.5%	2.82	5.48	-48.4%	1.98	4.59	-56.8%
Kauai (days)	4.74	4.84	-2.0%	6.48	5.69	13.9%	4.50	4.76	-5.3%
Big Island (days)	5.46	5.08	7.5%	6.61	5.99	10.4%	5.31	5.01	6.0%
...Hilo (days)	1.86	2.86	-34.9%	3.73	4.19	-11.1%	1.73	2.80	-38.4%
...Kona (days)	4.48	3.98	12.4%	6.84	5.56	23.2%	4.23	3.86	9.7%
Statewide (days)	9.13	8.53	7.0%	7.33	7.00	4.7%	9.57	8.80	8.7%
ACCOMMODATIONS									
Hotel	80,707	91,065	-11.4%	15,103	12,490	20.9%	65,604	78,575	-16.5%
...Hotel Only	71,022	78,301	-9.3%	14,329	11,822	21.2%	56,693	66,479	-14.7%
Condo	6,792	8,477	-19.9%	978	876	11.7%	5,814	7,601	-23.5%
...Condo Only	4,349	3,827	13.6%	730	667	9.4%	3,619	3,160	14.5%
Timeshare	2,902	4,015	-27.7%	505	455	11.0%	2,397	3,560	-32.7%
...Timeshare Only	1,233	1,569	-21.4%	379	306	23.6%	855	1,263	-32.3%
Apartment	23	2,852	-99.2%	23	314	-92.8%	0	2,537	-100.0%
Bed & Breakfast	931	1,782	-47.7%	182	243	-25.0%	749	1,539	-51.3%
Cruise Ship	3,361	2,412	39.3%	275	273	1.0%	3,085	2,139	44.2%
Friends or Relatives	6,324	7,188	-12.0%	1,402	1,337	4.9%	4,922	5,851	-15.9%
PURPOSE OF TRIP									
Pleasure (Net)	81,797	95,382	-14.2%	16,255	13,848	17.4%	65,542	81,534	-19.6%
...Honeymoon/Get Married (Net)	3,671	7,138	-48.6%	810	683	18.4%	2,862	6,455	-55.7%
MC&I (Net)	5,036	5,399	-6.7%	702	481	45.7%	4,335	4,917	-11.8%
.....Convention/Conf.	3,419	4,190	-18.4%	465	322	44.6%	2,954	3,868	-23.6%
.....Corp. Meetings	512	552	-7.3%	148	113	30.0%	364	438	-17.0%
.....Incentive	1,261	1,223	3.1%	130	53	145.2%	1,131	1,170	-3.3%
Other Business	1,873	1,941	-3.5%	573	589	-2.8%	1,300	1,352	-3.8%
Visit Friends/Relatives	6,330	6,816	-7.1%	1,285	1,056	21.7%	5,045	5,760	-12.4%
Government/Military	873	1,235	-29.3%	221	228	-3.1%	652	1,007	-35.2%
Attend School	139	926	-85.0%	72	40	79.5%	67	886	-92.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	137.2	137.0	0.2%	21.5	17.1	25.5%	115.7	120.3	-3.8%
Per Person Per Day (\$)	157.4	147.6	6.6%	157.4	147.6	6.6%	157.4	147.6	6.6%
Per Person Per Trip (\$)	1,436.9	1,263.1	13.8%	1,153.4	1,059.1	8.9%	1,505.7	1,298.7	15.9%

Source: DBEDT

TABLE 23: Other Asia MMA Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	955,570	869,567	9.9%	229,058	316,229	-27.6%	726,512	553,338	31.3%
Total Visitors	98,466	111,347	-11.6%	31,867	40,512	-21.3%	66,599	70,835	-6.0%
PARTY SIZE									
One	19,119	23,246	-17.8%	7,473	9,571	-21.9%	11,646	13,675	-14.8%
Two	25,742	27,262	-5.6%	6,640	7,202	-7.8%	19,102	20,060	-4.8%
Three or more	53,605	60,839	-11.9%	17,753	23,739	-25.2%	35,851	37,100	-3.4%
Avg Party Size	2.30	2.30	0.0%	2.23	2.30	-3.2%	2.33	2.29	1.6%
VISIT STATUS									
First-Time	64,310	76,706	-16.2%	21,677	27,176	-20.2%	42,633	49,530	-13.9%
Repeat	34,156	34,641	-1.4%	10,190	13,336	-23.6%	23,966	21,305	12.5%
Average # of Trips	2.30	2.16	6.4%	2.60	2.58	0.7%	2.15	1.92	12.3%
TRAVEL METHOD									
Group Tour	41,998	51,985	-19.2%	15,383	19,123	-19.6%	26,615	32,861	-19.0%
Package	55,734	63,721	-12.5%	18,251	22,091	-17.4%	37,483	41,630	-10.0%
Group Tour & Pkg	35,906	44,835	-19.9%	12,648	15,540	-18.6%	23,259	29,294	-20.6%
True Independent	36,640	40,476	-9.5%	10,880	14,839	-26.7%	25,760	25,638	0.5%
ISLANDS VISITED									
Oahu	88,556	99,819	-11.3%	28,297	36,708	-22.9%	60,259	63,111	-4.5%
Maui County	21,036	22,023	-4.5%	5,162	5,990	-13.8%	15,874	16,033	-1.0%
...Maui	20,140	20,964	-3.9%	4,816	5,668	-15.0%	15,324	15,296	0.2%
...Molokai	1,472	1,434	2.6%	417	446	-6.4%	1,054	988	6.7%
...Lanai	834	1,544	-46.0%	330	459	-28.1%	504	1,085	-53.6%
Kauai	5,501	5,940	-7.4%	1,795	3,097	-42.0%	3,705	2,844	30.3%
Big Island	16,555	15,890	4.2%	3,176	4,195	-24.3%	13,379	11,696	14.4%
...Hilo	11,119	9,346	19.0%	1,359	2,155	-37.0%	9,760	7,190	35.7%
...Kona	14,057	11,940	17.7%	2,323	3,207	-27.6%	11,734	8,733	34.4%
LENGTH OF STAY									
Oahu (days)	8.32	6.74	23.5%	6.18	6.61	-6.5%	9.32	6.81	36.9%
Maui (days)	3.89	3.26	19.5%	4.98	4.33	15.1%	3.55	2.86	24.1%
Molokai (days)	2.35	4.24	-44.6%	3.98	8.40	-52.7%	1.70	2.36	-27.9%
Lanai (days)	3.82	1.90	100.6%	4.07	3.60	13.1%	3.65	1.19	207.9%
Kauai (days)	5.12	4.20	21.9%	4.82	4.62	4.5%	5.26	3.74	40.6%
Big Island (days)	6.39	5.97	6.9%	5.85	7.04	-16.9%	6.51	5.59	16.5%
...Hilo (days)	2.22	2.65	-16.0%	3.93	3.52	11.7%	1.99	2.39	-16.7%
...Kona (days)	5.76	5.88	-1.9%	5.70	6.84	-16.7%	5.77	5.52	4.6%
Statewide (days)	9.70	7.81	24.3%	7.19	7.81	-7.9%	10.91	7.81	39.6%
ACCOMMODATIONS									
Hotel	81,352	91,018	-10.6%	27,030	33,813	-20.1%	54,322	57,205	-5.0%
...Hotel Only	75,486	86,580	-12.8%	25,584	31,961	-20.0%	49,902	54,619	-8.6%
Condo	5,642	5,397	4.5%	1,538	2,317	-33.6%	4,103	3,080	33.2%
...Condo Only	3,530	4,325	-18.4%	1,124	1,846	-39.1%	2,405	2,479	-3.0%
Timeshare	1,119	1,049	6.7%	524	665	-21.1%	595	384	54.7%
...Timeshare Only	598	553	8.1%	291	385	-24.6%	307	168	83.1%
Apartment	23	853	-97.3%	23	257	-91.2%	0	595	-100.0%
Bed & Breakfast	1,413	2,664	-46.9%	651	437	49.1%	762	2,227	-65.8%
Cruise Ship	1,218	5,100	-76.1%	504	1,365	-63.1%	714	3,735	-80.9%
Friends or Relatives	10,945	7,523	45.5%	2,274	2,589	-12.2%	8,672	4,934	75.7%
PURPOSE OF TRIP									
Pleasure (Net)	63,013	71,163	-11.5%	22,247	27,866	-20.2%	40,766	43,297	-5.8%
...Honeymoon/Get Married (Net)	6,938	8,378	-17.2%	1,185	1,700	-30.3%	5,753	6,677	-13.8%
MC&I (Net)	12,254	16,089	-23.8%	2,841	3,733	-23.9%	9,413	12,356	-23.8%
.....Convention/Conf.	7,769	6,666	16.5%	1,520	1,703	-10.8%	6,249	4,963	25.9%
.....Corp. Meetings	1,999	4,052	-50.7%	547	697	-21.6%	1,452	3,355	-56.7%
.....Incentive	2,786	5,676	-50.9%	921	1,459	-36.9%	1,865	4,216	-55.8%
Other Business	8,035	10,599	-24.2%	4,270	5,827	-26.7%	3,764	4,771	-21.1%
Visit Friends/Relatives	10,554	9,833	7.3%	2,454	2,805	-12.5%	8,101	7,028	15.3%
Government/Military	3,075	2,751	11.8%	1,103	1,243	-11.3%	1,972	1,508	30.8%
Attend School	1,131	1,633	-30.7%	165	228	-27.4%	966	1,405	-31.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	168.3	143.6	17.2%	40.4	53.0	-23.9%	128.0	91.4	40.0%
Per Person Per Day (\$)	176.2	165.2	6.7%	176.2	165.2	6.7%	176.2	165.2	6.7%
Per Person Per Trip (\$)	1,709.6	1,296.8	31.8%	1,266.3	1,308.2	-3.2%	1,921.8	1,290.3	48.9%

Source: DBEDT

TABLE 24: Latin America MMA Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	146,105	131,980	10.7%	136,556	119,785	14.0%	9,549	12,195	-21.7%
Total Visitors	14,124	13,092	7.9%	12,782	11,665	9.6%	1,342	1,426	-5.9%
PARTY SIZE									
One	3,299	3,289	0.3%	3,179	2,932	8.4%	120	356	-66.3%
Two	5,960	5,562	7.1%	5,332	4,756	12.1%	628	806	-22.1%
Three or more	4,866	4,241	14.7%	4,271	3,976	7.4%	594	264	124.9%
Avg Party Size	1.85	1.85	0.4%	1.85	1.86	-0.2%	1.84	1.75	5.5%
VISIT STATUS									
First-Time	9,023	8,640	4.4%	8,357	7,641	9.4%	665	999	-33.4%
Repeat	5,102	4,452	14.6%	4,425	4,024	10.0%	677	427	58.4%
Average # of Trips	2.57	2.41	6.6%	2.61	2.46	6.3%	2.15	2.02	6.6%
TRAVEL METHOD									
Group Tour	1,978	1,636	20.9%	1,903	1,592	19.5%	75	43	73.1%
Package	6,833	5,455	25.3%	6,018	4,925	22.2%	815	530	53.7%
Group Tour & Pkg	1,605	1,211	32.5%	1,530	1,193	28.3%	75	19	304.6%
True Independent	6,918	7,213	-4.1%	6,391	6,341	0.8%	527	872	-39.6%
ISLANDS VISITED									
Oahu	10,140	9,946	2.0%	8,860	8,525	3.9%	1,280	1,420	-9.9%
Maui County	5,791	5,201	11.3%	5,265	4,750	10.8%	526	451	16.6%
...Maui	5,511	5,079	8.5%	5,061	4,628	9.4%	450	451	-0.3%
...Molokai	362	282	28.0%	362	282	28.0%	0	0	NA
...Lanai	561	321	75.0%	387	307	25.8%	174	13	1225.6%
Kauai	1,981	1,658	19.5%	1,898	1,596	18.9%	83	62	34.3%
Big Island	3,358	2,720	23.4%	3,117	2,612	19.3%	241	108	123.0%
...Hilo	1,555	1,113	39.8%	1,315	1,020	28.9%	241	93	158.6%
...Kona	2,767	2,142	29.2%	2,527	2,084	21.3%	241	58	315.4%
LENGTH OF STAY									
Oahu (days)	7.87	7.69	2.3%	8.12	7.88	3.1%	6.16	6.57	-6.2%
Maui (days)	5.90	6.25	-5.5%	6.29	6.34	-0.7%	1.53	5.32	-71.3%
Molokai (days)	2.98	3.89	-23.5%	2.98	3.89	-23.5%	0.00	0.00	NA
Lanai (days)	4.27	3.13	36.6%	6.19	3.26	89.9%	0.00	0.00	NA
Kauai (days)	5.42	4.86	11.5%	5.62	4.92	14.2%	0.83	3.30	-74.9%
Big Island (days)	5.78	5.00	15.5%	5.99	5.11	17.1%	3.02	2.29	32.0%
...Hilo (days)	3.68	3.19	15.7%	4.23	3.32	27.6%	0.70	1.76	-60.3%
...Kona (days)	4.94	4.70	5.1%	5.19	4.79	8.3%	2.32	1.44	61.6%
Statewide (days)	10.34	10.08	2.6%	10.68	10.27	4.0%	7.12	8.55	-16.8%
ACCOMMODATIONS									
Hotel	10,214	9,688	5.4%	9,068	8,336	8.8%	1,146	1,352	-15.2%
...Hotel Only	8,796	8,691	1.2%	7,813	7,504	4.1%	983	1,187	-17.2%
Condo	1,255	934	34.3%	1,091	843	29.4%	164	91	79.4%
...Condo Only	840	689	21.8%	840	678	23.8%	0	11	-100.0%
Timeshare	527	557	-5.4%	527	539	-2.2%	0	18	NA
...Timeshare Only	398	391	1.9%	398	382	4.3%	0	9	NA
Apartment	22	208	-89.3%	22	182	-87.8%	0	26	-100.0%
Bed & Breakfast	152	193	-21.2%	152	193	-21.2%	0	0	NA
Cruise Ship	1,352	964	40.3%	1,352	946	42.9%	0	18	NA
Friends or Relatives	1,404	1,207	16.3%	1,241	1,135	9.4%	163	72	125.5%
PURPOSE OF TRIP									
Pleasure (Net)	10,711	9,827	9.0%	9,574	8,897	7.6%	1,137	930	22.2%
...Honeymoon/Get Married (Net)	1,659	1,780	-6.8%	1,319	1,366	-3.4%	339	415	-18.2%
MC&I (Net)	2,126	1,627	30.7%	2,060	1,398	47.4%	65	229	-71.4%
.....Convention/Conf.	1,552	1,336	16.1%	1,508	1,107	36.2%	44	229	-80.9%
.....Corp. Meetings	316	170	86.2%	294	170	73.3%	22	0	NA
.....Incentive	386	200	93.5%	386	200	93.5%	0	0	NA
Other Business	432	350	23.2%	401	350	14.3%	31	0	NA
Visit Friends/Relatives	1,060	946	12.1%	984	917	7.4%	76	29	162.9%
Government/Military	92	109	-15.8%	92	109	-15.8%	0	0	NA
Attend School	80	78	2.6%	80	78	2.6%	0	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	18.4	16.2	13.5%	17.2	15.3	12.4%	1.2	1.5	-19.7%
Per Person Per Day (\$)	125.8	122.7	2.5%	125.8	122.7	2.5%	125.8	122.7	2.5%
Per Person Per Trip (\$)	1,301.4	1,281.8	1.5%	1,344.1	1,310.2	2.6%	895.2	1,049.4	-14.7%

Source: DBEDT

**TABLE 25: Other MMA Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	2,715,948	3,251,005	-16.5%	1,542,070	1,989,272	-22.5%	1,173,877	1,261,733	-7.0%
Total Visitors	253,009	302,019	-16.2%	145,399	187,392	-22.4%	107,610	114,627	-6.1%
PARTY SIZE									
One	84,530	100,153	-15.6%	37,855	47,645	-20.5%	46,675	52,508	-11.1%
Two	85,190	105,880	-19.5%	57,972	76,140	-23.9%	27,218	29,740	-8.5%
Three or more	83,290	95,986	-13.2%	49,572	63,607	-22.1%	33,717	32,379	4.1%
Avg Party Size	1.73	1.72	0.6%	1.84	1.84	-0.3%	1.58	1.51	4.4%
VISIT STATUS									
First-Time	86,907	100,731	-13.7%	56,839	67,793	-16.2%	30,068	32,939	-8.7%
Repeat	166,102	201,288	-17.5%	88,560	119,599	-26.0%	77,542	81,688	-5.1%
Average # of Trips	5.55	5.32	4.4%	5.04	4.70	7.1%	6.25	6.32	-1.2%
TRAVEL METHOD									
Group Tour	22,850	22,863	-0.1%	11,609	14,774	-21.4%	11,241	8,089	39.0%
Package	75,322	85,823	-12.2%	49,388	62,680	-21.2%	25,934	23,143	12.1%
Group Tour & Pkg	18,908	16,390	15.4%	9,075	11,608	-21.8%	9,833	4,782	105.6%
True Independent	173,746	209,723	-17.2%	93,477	121,546	-23.1%	80,268	88,177	-9.0%
ISLANDS VISITED									
Oahu	189,674	216,920	-12.6%	90,804	114,458	-20.7%	98,870	102,463	-3.5%
Maui County	70,050	92,516	-24.3%	52,568	68,293	-23.0%	17,483	24,223	-27.8%
...Maui	67,329	89,285	-24.6%	50,835	66,179	-23.2%	16,494	23,105	-28.6%
...Molokai	5,472	3,376	62.1%	2,663	2,618	1.7%	2,809	758	270.5%
...Lanai	4,250	5,009	-15.2%	2,464	2,905	-15.2%	1,786	2,104	-15.1%
Kauai	31,925	40,887	-21.9%	23,986	32,260	-25.6%	7,939	8,627	-8.0%
Big Island	44,280	50,449	-12.2%	28,113	37,052	-24.1%	16,166	13,397	20.7%
...Hilo	20,786	22,915	-9.3%	10,873	13,657	-20.4%	9,913	9,258	7.1%
...Kona	36,747	41,006	-10.4%	21,983	29,874	-26.4%	14,764	11,132	32.6%
LENGTH OF STAY									
Oahu (days)	8.31	8.78	-5.3%	8.17	8.36	-2.4%	8.44	9.24	-8.6%
Maui (days)	7.33	7.20	1.7%	7.83	7.62	2.6%	5.79	5.99	-3.4%
Molokai (days)	3.72	4.14	-10.3%	4.57	4.73	-3.4%	2.91	2.13	36.4%
Lanai (days)	3.58	4.05	-11.5%	4.14	4.53	-8.8%	2.82	3.37	-16.5%
Kauai (days)	6.54	6.95	-5.9%	6.85	6.77	1.2%	5.59	7.61	-26.6%
Big Island (days)	9.05	7.63	18.6%	7.68	7.65	0.4%	11.44	7.59	50.6%
...Hilo (days)	6.26	4.33	44.6%	5.11	4.78	7.0%	7.51	3.66	105.0%
...Kona (days)	7.37	6.97	5.7%	7.29	7.30	-0.1%	7.49	6.09	22.8%
Statewide (days)	10.73	10.76	-0.3%	10.61	10.62	-0.1%	10.91	11.01	-0.9%
ACCOMMODATIONS									
Hotel	155,041	174,914	-11.4%	89,860	113,716	-21.0%	65,181	61,198	6.5%
...Hotel Only	134,371	150,629	-10.8%	77,251	98,975	-21.9%	57,120	51,654	10.6%
Condo	31,792	40,732	-22.0%	23,535	30,948	-24.0%	8,257	9,784	-15.6%
...Condo Only	20,785	27,919	-25.6%	17,714	24,472	-27.6%	3,071	3,447	-10.9%
Timeshare	10,270	14,790	-30.6%	9,362	13,342	-29.8%	907	1,447	-37.3%
...Timeshare Only	7,248	10,518	-31.1%	6,665	10,043	-33.6%	582	475	22.6%
Apartment	283	4,368	-93.5%	283	1,710	-83.5%	0	2,658	-100.0%
Bed & Breakfast	2,710	3,315	-18.3%	2,220	2,821	-21.3%	490	495	-1.0%
Cruise Ship	10,429	10,863	-4.0%	5,248	7,512	-30.1%	5,181	3,351	54.6%
Friends or Relatives	47,810	57,931	-17.5%	21,164	25,008	-15.4%	26,646	32,923	-19.1%
PURPOSE OF TRIP									
Pleasure (Net)	147,882	192,564	-23.2%	107,397	140,954	-23.8%	40,485	51,610	-21.6%
...Honeymoon/Get Married (Net)	11,245	16,191	-30.5%	8,431	10,643	-20.8%	2,813	5,548	-49.3%
MC&I (Net)	32,663	28,495	14.6%	13,619	15,200	-10.4%	19,044	13,295	43.2%
.....Convention/Conf.	22,966	21,815	5.3%	9,896	10,512	-5.9%	13,070	11,302	15.6%
.....Corp. Meetings	3,654	4,091	-10.7%	2,031	2,747	-26.1%	1,624	1,344	20.8%
.....Incentive	6,719	3,169	112.0%	2,161	2,262	-4.5%	4,558	907	402.6%
Other Business	14,210	21,308	-33.3%	7,649	9,412	-18.7%	6,561	11,897	-44.8%
Visit Friends/Relatives	38,748	48,321	-19.8%	18,348	21,165	-13.3%	20,400	27,155	-24.9%
Government/Military	14,374	19,572	-26.6%	3,383	4,149	-18.5%	10,990	15,423	-28.7%
Attend School	1,553	5,384	-71.2%	674	826	-18.4%	879	4,558	-80.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	457.0	475.9	-4.0%	259.5	300.8	-13.8%	197.5	184.7	6.9%
Per Person Per Day (\$)	168.3	146.4	14.9%	168.3	146.4	14.9%	168.3	146.4	14.9%
Per Person Per Trip (\$)	1,806.2	1,607.7	12.3%	1,784.5	1,605.4	11.2%	1,835.5	1,611.4	13.9%

Source: DBEDT

**TABLE 26: 2003 Visitor Age Distribution by MMA (% of MMA Total)
(Arrivals by air)**

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	6.3	6.5	12.7	3.9	4.3	8.2	3.3	3.7	7.0	3.8	4.1	7.9	3.2	3.3	6.4
13-17	3.3	3.8	7.1	2.9	3.3	6.2	0.9	1.3	2.1	2.8	3.7	6.5	2.6	2.2	4.8
18-24	3.8	5.1	8.9	3.9	5.1	9.0	4.4	8.8	13.2	3.5	4.8	8.2	4.7	4.8	9.5
25-40	11.7	13.1	24.8	12.9	13.5	26.4	18.0	22.8	40.8	11.7	13.4	25.2	17.3	15.2	32.6
41-59	15.6	16.5	32.2	16.9	17.8	34.7	11.3	13.4	24.7	15.9	17.7	33.6	15.6	15.1	30.7
>60	7.3	7.1	14.3	7.8	7.7	15.5	5.8	6.4	12.2	9.1	9.6	18.7	8.7	7.2	16.0
Total	48.0	52.0	100.0	48.3	51.7	100.0	43.6	56.4	100.0	46.7	53.3	100.0	52.1	47.9	100.0
Visitors	1,253,669	1,356,193	2,609,862	798,202	855,154	1,653,357	583,744	756,289	1,340,034	95,761	109,238	204,999	57,877	53,197	111,074

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	3.5	3.0	6.5	4.1	3.4	7.5	5.3	4.3	9.6	4.8	5.3	10.1	4.8	5.0	9.8
13-17	2.7	2.1	4.8	1.7	1.3	3.0	3.7	3.7	7.4	2.6	2.8	5.4	2.6	3.0	5.6
18-24	4.7	5.2	10.0	2.1	3.1	5.2	5.1	5.6	10.7	4.6	4.3	9.0	4.0	5.8	9.8
25-40	12.0	14.4	26.4	22.1	15.4	37.5	17.4	17.8	35.2	15.4	12.5	27.9	13.8	15.3	29.1
41-59	16.0	18.5	34.5	23.5	12.7	36.1	13.6	12.9	26.5	16.7	15.7	32.3	15.2	16.2	31.4
>60	9.9	7.9	17.8	5.0	5.6	10.6	6.0	4.5	10.5	7.7	7.6	15.4	7.2	7.2	14.4
Total	48.9	51.1	100.0	58.5	41.5	100.0	51.3	48.7	100.0	51.8	48.2	100.0	47.5	52.5	100.0
Visitors	46,711	48,803	95,514	57,572	40,894	98,466	7,246	6,878	14,124	131,118	121,891	253,009	3,031,902	3,348,538	6,380,439

Figure 3: 2003 Visitor Age Distribution: U.S. West

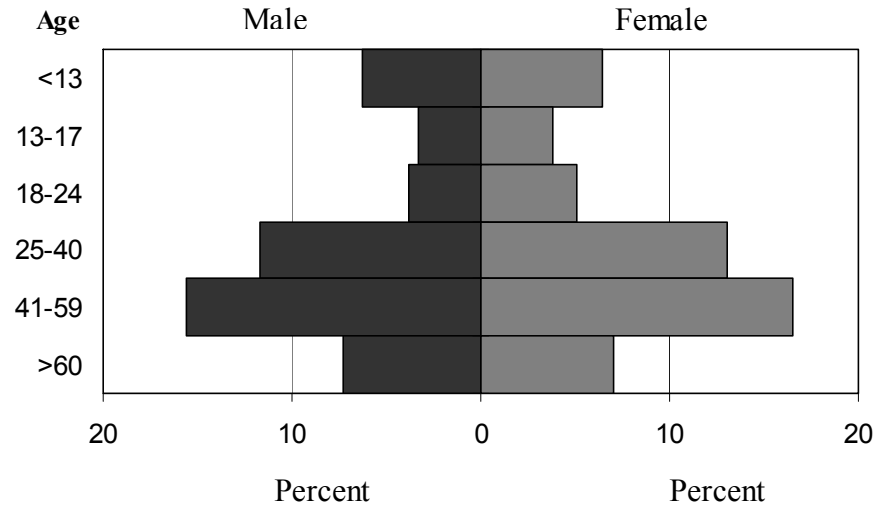


Figure 4: 2003 Visitor Age Distribution: U.S. East

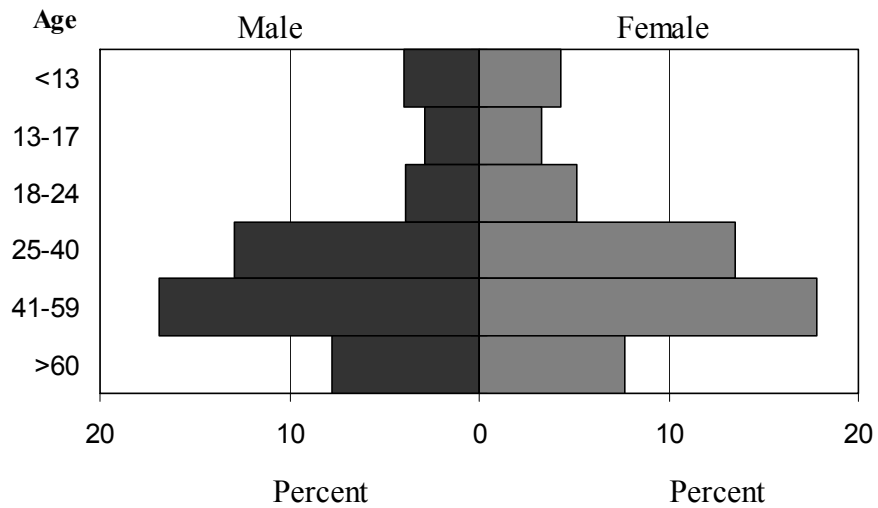
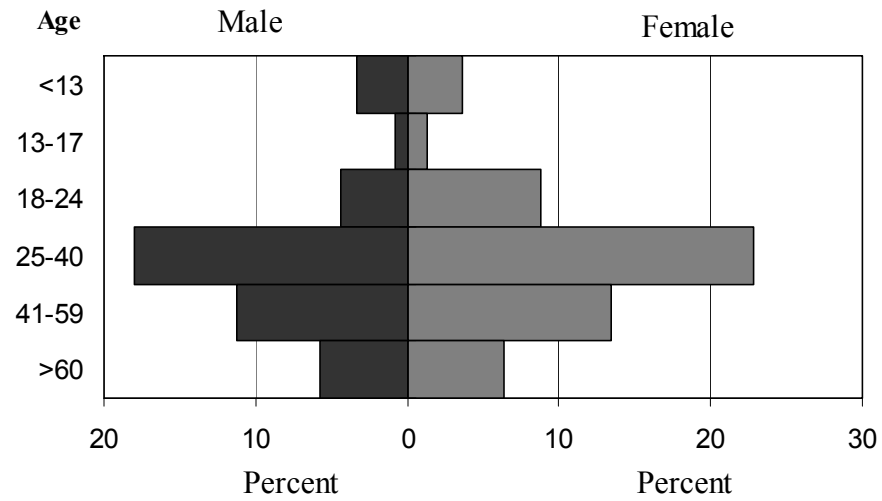
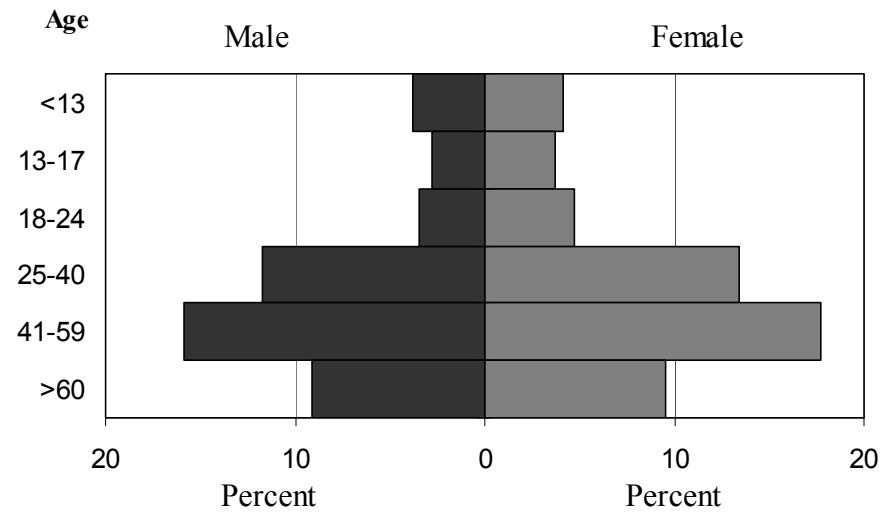


Figure 5: 2003 Visitor Age Distribution: Japan



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Figure 6: 2003 Visitor Age Distribution: Canada



AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

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



AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON/GET MARRIED: A total of 661,256 visitors arrived by air to get married and/or honeymoon in Hawaii in 2003, 5 percent lower compared to the previous year. This group accounted for 10.4 percent of total air visitors to the islands. Over half (55%) arrived from international points of origin while the remainder came on domestic flights. Lanai and Molokai experienced growth in the number of honeymooners and those who got married in the islands during the year. Close to 65 percent were first-time visitors to the state. Only 27 percent travel as true independent while the majority purchased group or packaged tours (TABLE 27).

Oahu was visited by 74.3 percent of all honeymoon/wedding visitors. About 33 percent visited Maui, 15.8 percent visited Kauai, 15 percent visited the Big Island, 1.4 percent went to Lanai and 1.2 percent went to Molokai. The average length of stay by this group in the state was 7.93 days. They spent the most time on Maui (6.47 days), followed by Kauai (5.69 days), Oahu (5.50 days), the Big Island (4.56 days), Lanai (3.14 days) and Molokai (2.64 days). The majority (86.6%) stayed in hotels while 10.1 percent chose condominiums.

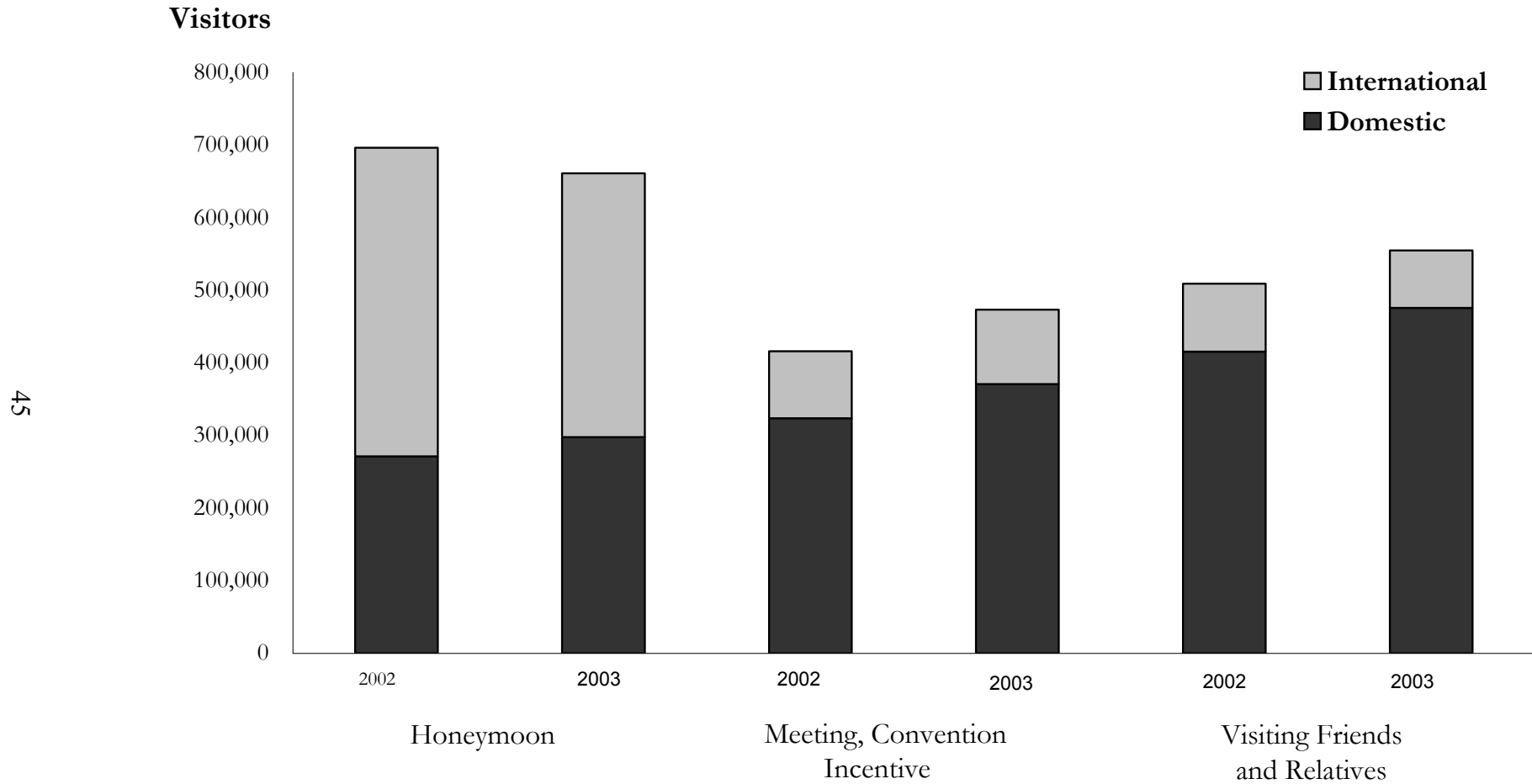
MEETING, CONVENTION AND INCENTIVE (MCI): A total of 473,549 visitors came to the islands by air for meetings, conventions and incentives, up 13.8 percent from 2002. MCI visitors comprised 7.4 percent of total air visitors in 2003. The majority arrived on domestic flights while 21.7 percent came from foreign destinations. Close to 61 percent were repeat visitors. More than half (52.8%) came as true independents, while the remainder purchased either group or package tour accommodations (TABLE 28).

MCI visitors stayed an average of 8.22 days in Hawaii. They spent the most time on Maui (6.75 days), followed by Oahu (6.29 days), the Big Island (6.24 days), Kauai (5.9 days), Lanai (4.05 days) and Molokai (2.81 days). Hotels remained the most popular choice for lodging, accommodating 90% of all MCI travelers during their stay.

VISITING FRIENDS AND RELATIVES: Those in Hawaii to see friends or relatives rose 8.9 percent to 554,974 visitors and accounted for 8.7 percent of all visitors who came by air in 2003. Close to 86 percent arrived from the U.S. mainland while 14.3 percent came from foreign countries. The majority (76.6%) has been to Hawaii before and 82.8 percent were independent travelers. Nearly 73 percent of this group of visitors went to Oahu, 22.4 percent visited Maui and 20 percent visited the Big Island (TABLE 29).

The average length of stay for this group of visitors was 12.28 days, longer than the average 9.21 days for all air visitors to the state. Visitors here to see friends and family spent the most time on Oahu (9.95 days), followed by the Big Island (9.46 days), Maui (8.97 days), Kauai (8.19 days), Molokai (5.56 days) and Lanai (4.70 days). The majority (62.3%) of this group of visitors stayed with their friends and relatives, 32.3 percent stayed in hotels and 10.9 percent stayed in condominiums.

FIGURE 7: 2003 Visitor Arrivals by Purpose of Trip



Source: DBEDT

**TABLE 27: Honeymoon / Get Married Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

HONEYMOON / GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	5,245,178	5,126,197	2.3%	2,949,325	2,639,865	11.7%	2,295,853	2,486,332	-7.7%
Total Visitors	661,256	696,298	-5.0%	297,857	271,461	9.7%	363,399	424,837	-14.5%
PARTY SIZE									
One	37,446	38,464	-2.6%	26,436	28,527	-7.3%	11,010	9,937	10.8%
Two	408,500	369,702	10.5%	236,202	210,226	12.4%	172,298	159,476	8.0%
Three or more	215,310	288,132	-25.3%	35,220	32,707	7.7%	180,091	255,424	-29.5%
Avg Party Size	2.75	2.39	15.1%	1.95	1.92	1.2%	3.42	2.69	26.8%
VISIT STATUS									
First-Time	426,998	454,162	-6.0%	189,971	171,265	10.9%	237,027	282,897	-16.2%
Repeat	234,258	242,136	-3.3%	107,886	100,196	7.7%	126,372	141,940	-11.0%
Average # of Trips	2.96	3.06	-3.6%	2.45	2.39	2.5%	3.37	3.50	-3.6%
TRAVEL METHOD									
Group Tour	134,060	161,730	-17.1%	10,486	10,886	-3.7%	123,574	150,844	-18.1%
Package	471,609	524,402	-10.1%	160,794	145,880	10.2%	310,815	378,522	-17.9%
Group Tour & Pkg	122,984	153,849	-20.1%	8,413	8,631	-2.5%	114,571	145,219	-21.1%
True Independent	178,570	164,015	8.9%	134,990	123,325	9.5%	43,580	40,690	7.1%
ISLANDS VISITED									
Oahu	491,520	545,015	-9.8%	142,608	135,230	5.5%	348,912	409,785	-14.9%
Maui County	216,438	219,464	-1.4%	171,405	153,923	11.4%	45,033	65,541	-31.3%
...Maui	209,251	213,511	-2.0%	168,403	151,266	11.3%	40,849	62,245	-34.4%
...Molokai	8,100	7,148	13.3%	5,043	3,766	33.9%	3,058	3,381	-9.6%
...Lanai	9,399	8,039	16.9%	6,828	6,067	12.6%	2,570	1,972	30.3%
Kauai	104,706	112,035	-6.5%	88,060	82,889	6.2%	16,646	29,147	-42.9%
Big Island	98,969	100,091	-1.1%	52,646	48,485	8.6%	46,323	51,606	-10.2%
...Hilo	37,547	33,544	11.9%	20,150	17,783	13.3%	17,397	15,761	10.4%
...Kona	78,846	85,129	-7.4%	42,037	39,687	5.9%	36,809	45,442	-19.0%
LENGTH OF STAY									
Oahu (days)	5.50	5.47	0.6%	6.06	6.07	-0.1%	5.28	5.27	0.1%
Maui (days)	6.47	5.80	11.6%	7.09	6.73	5.4%	3.89	3.52	10.3%
Molokai (days)	2.64	3.24	-18.5%	3.36	3.85	-12.6%	1.46	2.57	-43.4%
Lanai (days)	3.14	3.65	-13.8%	3.86	3.86	0.2%	1.23	3.00	-59.1%
Kauai (days)	5.69	4.91	16.0%	6.16	5.90	4.5%	3.17	2.07	52.8%
Big Island (days)	4.56	4.47	2.0%	5.79	5.71	1.4%	3.17	3.32	-4.3%
...Hilo (days)	2.57	2.54	1.3%	3.36	3.43	-2.1%	1.67	1.54	8.4%
...Kona (days)	4.45	4.26	4.5%	5.64	5.44	3.5%	3.09	3.22	-4.0%
Statewide (days)	7.93	7.36	7.7%	9.90	9.72	1.8%	6.32	5.85	8.0%
ACCOMMODATIONS									
Hotel	572,917	611,984	-6.4%	228,914	206,592	10.8%	344,004	405,391	-15.1%
...Hotel Only	535,064	576,706	-7.2%	197,960	183,201	8.1%	337,104	393,505	-14.3%
Condo	66,736	59,376	12.4%	47,214	40,549	16.4%	19,522	18,827	3.7%
...Condo Only	47,159	41,267	14.3%	31,963	29,415	8.7%	15,196	11,851	28.2%
Timeshare	21,901	21,393	2.4%	20,598	19,216	7.2%	1,302	2,177	-40.2%
...Timeshare Only	14,122	14,259	-1.0%	13,417	13,282	1.0%	706	977	-27.8%
Apartment	87	1,397	-93.8%	87	719	-88.0%	0	678	-100.0%
Bed & Breakfast	7,894	8,268	-4.5%	6,664	6,636	0.4%	1,230	1,633	-24.7%
Cruise Ship	11,241	12,121	-7.3%	9,949	9,256	7.5%	1,292	2,864	-54.9%
Friends or Relatives	12,705	12,470	1.9%	10,688	9,457	13.0%	2,017	3,013	-33.1%
PURPOSE OF TRIP									
Pleasure (Net)	661,256	696,298	-5.0%	297,857	271,461	9.7%	363,399	424,837	-14.5%
...Honeymoon/Get Married (Net)	661,256	696,298	-5.0%	297,857	271,461	9.7%	363,399	424,837	-14.5%
MC&I (Net)	6,499	6,192	5.0%	3,661	2,535	44.4%	2,839	3,656	-22.4%
.....Convention/Conf.	2,909	2,646	10.0%	2,204	1,586	38.9%	705	1,060	-33.4%
.....Corp. Meetings	1,462	1,496	-2.3%	1,097	877	25.0%	365	619	-41.0%
.....Incentive	2,927	3,799	-22.9%	1,279	1,004	27.3%	1,648	2,795	-41.0%
Other Business	2,115	2,026	4.4%	1,922	1,502	27.9%	193	524	-63.1%
Visit Friends/Relatives	9,093	6,662	36.5%	7,008	4,833	45.0%	2,086	1,830	14.0%
Government/Military	1,411	1,697	-16.9%	825	486	69.5%	587	1,211	-51.6%
Attend School	538	1,205	-55.3%	451	243	85.6%	87	962	-90.9%

Source: DBEDT

**TABLE 28: Meeting, Convention and Incentive Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	3,892,665	3,397,594	14.6%	3,208,332	2,731,162	17.5%	684,333	666,433	2.7%
Total Visitors	473,549	416,236	13.8%	370,910	323,776	14.6%	102,639	92,460	11.0%
PARTY SIZE									
One	124,817	115,325	8.2%	95,298	87,661	8.7%	29,519	27,664	6.7%
Two	202,774	180,906	12.1%	180,132	155,024	16.2%	22,642	25,882	-12.5%
Three or more	145,958	120,005	21.6%	95,480	81,091	17.7%	50,478	38,914	29.7%
Avg Party Size	1.84	1.79	3.2%	1.77	1.74	1.6%	2.10	1.93	8.9%
VISIT STATUS									
First-Time	186,896	152,773	22.3%	135,193	108,389	24.7%	51,703	44,384	16.5%
Repeat	286,653	263,463	8.8%	235,717	215,388	9.4%	50,936	48,075	6.0%
Average # of Trips	4.10	4.18	-2.1%	4.23	4.28	-1.3%	3.62	3.84	-5.7%
TRAVEL METHOD									
Group Tour	137,257	114,008	20.4%	81,375	68,045	19.6%	55,881	45,963	21.6%
Package	193,877	163,585	18.5%	134,344	110,846	21.2%	59,533	52,739	12.9%
Group Tour & Pkg	107,455	90,470	18.8%	61,469	51,120	20.2%	45,986	39,350	16.9%
True Independent	249,870	229,114	9.1%	216,660	196,007	10.5%	33,211	33,107	0.3%
ISLANDS VISITED									
Oahu	281,053	243,528	15.4%	192,602	167,360	15.1%	88,451	76,169	16.1%
Maui County	170,674	141,072	21.0%	153,277	120,526	27.2%	17,397	20,546	-15.3%
...Maui	164,550	135,333	21.6%	148,498	116,150	27.8%	16,052	19,183	-16.3%
...Molokai	6,244	4,148	50.5%	4,542	3,213	41.4%	1,702	935	82.0%
...Lanai	9,648	8,302	16.2%	8,368	6,538	28.0%	1,280	1,764	-27.4%
Kauai	57,480	50,627	13.5%	51,614	43,504	18.6%	5,866	7,123	-17.6%
Big Island	99,109	97,612	1.5%	80,848	80,045	1.0%	18,261	17,568	3.9%
...Hilo	28,644	24,212	18.3%	20,098	16,653	20.7%	8,546	7,559	13.1%
...Kona	84,502	86,910	-2.8%	69,195	71,526	-3.3%	15,307	15,384	-0.5%
LENGTH OF STAY									
Oahu (days)	6.29	6.25	0.6%	6.65	6.51	2.1%	5.52	5.68	-2.9%
Maui (days)	6.75	6.73	0.2%	6.87	6.75	1.8%	5.65	6.64	-14.9%
Molokai (days)	2.81	4.51	-37.7%	3.23	5.01	-35.6%	1.71	2.81	-39.2%
Lanai (days)	4.05	4.26	-4.8%	4.37	4.45	-1.8%	2.00	3.56	-44.0%
Kauai (days)	5.90	6.01	-1.8%	6.11	6.19	-1.4%	4.09	4.88	-16.2%
Big Island (days)	6.24	6.54	-4.7%	6.70	6.78	-1.2%	4.17	5.44	-23.4%
...Hilo (days)	3.44	3.74	-8.1%	4.12	4.32	-4.5%	1.83	2.47	-25.8%
...Kona (days)	6.15	6.31	-2.5%	6.63	6.59	0.7%	3.95	5.00	-21.0%
Statewide (days)	8.22	8.16	0.7%	8.65	8.44	2.5%	6.67	7.21	-7.5%
ACCOMMODATIONS									
Hotel	426,272	372,830	14.3%	335,069	290,871	15.2%	91,203	81,959	11.3%
...Hotel Only	389,469	344,221	13.1%	305,978	269,919	13.4%	83,491	74,302	12.4%
Condo	38,471	31,894	20.6%	29,451	22,742	29.5%	9,021	9,153	-1.4%
...Condo Only	17,828	14,748	20.9%	15,020	12,408	21.1%	2,807	2,341	19.9%
Timeshare	9,105	8,454	7.7%	8,501	7,012	21.2%	605	1,441	-58.1%
...Timeshare Only	4,046	3,758	7.7%	3,882	3,455	12.4%	164	303	-46.0%
Apartment	65	2,135	-96.9%	65	1,068	-93.9%	0	1,067	-100.0%
Bed & Breakfast	6,145	6,387	-3.8%	5,002	4,890	2.3%	1,143	1,497	-23.6%
Cruise Ship	10,298	4,611	123.3%	4,880	3,815	27.9%	5,418	797	580.0%
Friends or Relatives	14,311	12,299	16.4%	11,206	9,858	13.7%	3,104	2,442	27.1%
PURPOSE OF TRIP									
Pleasure (Net)	134,019	84,943	57.8%	116,590	61,389	89.9%	17,429	23,555	-26.0%
...Honeymoon/Get Married (Net)	6,499	6,192	5.0%	3,661	2,535	44.4%	2,839	3,656	-22.4%
MC&I (Net)	473,549	416,236	13.8%	370,910	323,777	14.6%	102,639	92,460	11.0%
.....Convention/Conf.	292,640	254,907	14.8%	242,707	210,206	15.5%	49,933	44,701	11.7%
.....Corp. Meetings	85,830	80,997	6.0%	68,555	63,661	7.7%	17,275	17,335	-0.3%
.....Incentive	112,611	89,707	25.5%	74,789	56,778	31.7%	37,823	32,929	14.9%
Other Business	9,833	8,078	21.7%	8,800	4,759	84.9%	1,033	3,319	-68.9%
Visit Friends/Relatives	9,924	8,416	17.9%	9,098	4,742	91.9%	826	3,674	-77.5%
Government/Military	4,102	5,369	-23.6%	3,236	2,001	61.7%	866	3,368	-74.3%
Attend School	900	1,756	-48.8%	731	385	89.9%	169	1,371	-87.7%

Source: DBEDT

**TABLE 29: Visiting Friends and Relatives Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	6,815,243	6,202,689	9.9%	5,857,774	5,130,726	14.2%	957,469	1,071,963	-10.7%
Total Visitors	554,974	509,413	8.9%	475,742	415,487	14.5%	79,232	93,926	-15.6%
PARTY SIZE									
One	176,716	157,965	11.9%	150,717	129,466	16.4%	25,999	28,500	-8.8%
Two	202,176	187,870	7.6%	174,492	154,804	12.7%	27,684	33,066	-16.3%
Three or more	176,082	163,578	7.6%	150,533	131,217	14.7%	25,549	32,361	-21.0%
Avg Party Size	1.72	1.73	-0.9%	1.72	1.72	-0.4%	1.73	1.78	-2.9%
VISIT STATUS									
First-Time	129,791	116,150	11.7%	108,278	91,608	18.2%	21,513	24,542	-12.3%
Repeat	425,183	393,263	8.1%	367,464	323,879	13.5%	57,719	69,384	-16.8%
Average # of Trips	4.43	4.62	-3.9%	4.23	4.28	-1.3%	5.69	6.10	-6.7%
TRAVEL METHOD									
Group Tour	16,601	18,243	-9.0%	7,133	7,055	1.1%	9,468	11,187	-15.4%
Package	91,310	82,639	10.5%	70,593	59,239	19.2%	20,717	23,400	-11.5%
Group Tour & Pkg	12,239	11,682	4.8%	4,684	4,472	4.7%	7,555	7,211	4.8%
True Independent	459,302	420,214	9.3%	402,700	353,664	13.9%	56,602	66,550	-14.9%
ISLANDS VISITED									
Oahu	404,320	378,918	6.7%	335,544	299,670	12.0%	68,776	79,247	-13.2%
Maui County	131,990	114,550	15.2%	117,820	95,214	23.7%	14,170	19,336	-26.7%
...Maui	124,521	108,146	15.1%	111,440	89,795	24.1%	13,081	18,351	-28.7%
...Molokai	9,732	7,099	37.1%	8,235	5,958	38.2%	1,497	1,141	31.2%
...Lanai	7,633	5,813	31.3%	6,299	5,066	24.3%	1,334	747	78.5%
Kauai	65,297	54,580	19.6%	59,353	48,511	22.3%	5,944	6,069	-2.1%
Big Island	110,774	95,314	16.2%	95,905	80,359	19.3%	14,869	14,955	-0.6%
...Hilo	51,871	45,554	13.9%	43,625	36,101	20.8%	8,246	9,453	-12.8%
...Kona	82,587	69,665	18.5%	69,570	58,356	19.2%	13,016	11,309	15.1%
LENGTH OF STAY									
Oahu (days)	9.95	10.27	-3.1%	10.17	10.35	-1.8%	8.92	9.98	-10.6%
Maui (days)	8.97	8.52	5.3%	8.89	8.85	0.5%	9.68	6.92	39.9%
Molokai (days)	5.56	5.08	9.6%	5.67	5.48	3.4%	4.99	2.98	67.5%
Lanai (days)	4.70	4.94	-4.8%	4.84	5.30	-8.7%	4.08	2.51	62.5%
Kauai (days)	8.19	8.32	-1.5%	8.28	8.28	0.0%	7.35	8.59	-14.5%
Big Island (days)	9.46	9.01	4.9%	9.25	9.09	1.7%	10.83	8.60	26.0%
...Hilo (days)	6.38	6.84	-6.8%	6.69	6.80	-1.6%	4.73	7.01	-32.5%
...Kona (days)	8.68	7.85	10.5%	8.55	8.31	2.9%	9.37	5.51	70.1%
Statewide (days)	12.28	12.18	0.9%	12.31	12.35	-0.3%	12.08	11.41	5.9%
ACCOMMODATIONS									
Hotel	179,195	156,912	14.2%	146,382	119,890	22.1%	32,812	37,022	-11.4%
...Hotel Only	114,566	107,725	6.4%	89,560	79,734	12.3%	25,006	27,991	-10.7%
Condo	60,655	49,467	22.6%	51,963	41,183	26.2%	8,692	8,284	4.9%
...Condo Only	37,428	32,447	15.4%	31,117	27,097	14.8%	6,310	5,350	18.0%
Timeshare	17,616	13,624	29.3%	16,813	12,584	33.6%	803	1,040	-22.8%
...Timeshare Only	7,903	6,451	22.5%	7,509	6,220	20.7%	395	231	70.8%
Apartment	870	7,769	-88.8%	858	5,879	-85.4%	12	1,890	-99.3%
Bed & Breakfast	7,924	6,526	21.4%	6,972	5,395	29.2%	953	1,130	-15.7%
Cruise Ship	3,787	7,166	-47.2%	3,598	3,107	15.8%	189	4,058	-95.3%
Friends or Relatives	345,947	309,424	11.8%	303,589	263,420	15.2%	42,358	46,004	-7.9%
PURPOSE OF TRIP									
Pleasure (Net)	209,191	143,243	46.0%	183,780	116,331	58.0%	25,411	26,912	-5.6%
...Honeymoon/Get Married (Net)	9,093	6,662	36.5%	7,008	4,833	45.0%	2,086	1,830	14.0%
MC&I (Net)	9,924	8,416	17.9%	9,098	4,742	91.9%	826	3,674	-77.5%
.....Convention/Conf.	6,787	5,845	16.1%	6,241	2,903	115.0%	547	2,943	-81.4%
.....Corp. Meetings	2,454	1,672	46.7%	2,128	1,347	58.0%	326	325	0.1%
.....Incentive	1,920	2,076	-7.5%	1,759	1,025	71.6%	161	1,051	-84.7%
Other Business	15,731	16,455	-4.4%	14,937	8,565	74.4%	795	7,890	-89.9%
Visit Friends/Relatives	554,974	509,413	8.9%	475,742	415,487	14.5%	79,232	93,926	-15.6%
Government/Military	3,793	7,081	-46.4%	3,230	1,856	74.0%	562	5,224	-89.2%
Attend School	1,824	3,325	-45.1%	1,557	868	79.4%	267	2,457	-89.1%

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTEL ONLY VISITOR

CONDOMINIUM ONLY VISITOR

CRUISE SHIP VISITOR



AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTELS ONLY: The number of air visitors who chose hotels as their only means of accommodation decreased 2.8 percent to 3,794,297 visitors or 59.5 percent of the total air visitors to Hawaii in 2003. More domestic visitors (61.4%) than international visitors (38.6%) stayed exclusively in hotels. Close to 57 percent of hotel only visitors were repeat visitors to Hawaii and nearly 39.6 percent were true independent travelers while the majority purchased group or package tours.

The average length of stay by hotel only visitors was 7.71 days. This group spent the most time on Maui (6.34 days), followed by Oahu (6.12 days), Kauai (5.35 days), the Big Island (5.30 days), Lanai (3.48 days) and Molokai (2.54 days).

Pleasure was the primary reason given by 81.6 percent of all hotel only visitors for their trip to Hawaii. Those who got married or honeymooned in the islands accounted for 14.1 percent of the total from this group while MCI travels comprised 10.3 percent (TABLE 30).

CONDOMINIUMS ONLY: Close to 14 percent of all visitors who arrived by air to the islands, or 863,570 visitors stayed exclusively in condominiums in 2003, up 5.1 percent from the previous year. Most (91.8%) traveled to Hawaii for pleasure. The majority (81.4%) came from the domestic market while 68 percent were true independent travelers. Over half (54.5%) visited Maui, 30.3 percent visited Oahu, 16.8 percent visited Kauai while 14.1 percent visited the Big Island.

In general, this group of visitors stayed longer in Hawaii (11.36 days) than their hotel only counterpart. Condominium-only visitors spent the most time on Maui (10.18 days), followed by the Big Island (9.62 days), Oahu (9.30 days), Kauai (9.01 days), Molokai (5.23 days) and Lanai (3.45 days) (TABLE 31).

CRUISE SHIPS: The number of air visitors who came to board cruise ships touring the islands decreased (-5.7%) to 181,410 visitors and comprised 2.8 percent of all visitors who came by air in 2003. Their average length of stay was 9.86 days. Close to 87 percent of these visitors came from the domestic market while the remainder were from foreign countries. More than half (59.4%) were first-time visitors to Hawaii. In addition to cruise ships, 53.8 percent of the passengers also stayed in hotels (TABLE 32).

FIGURE 8: 2003 Visitor Arrivals by Accommodation

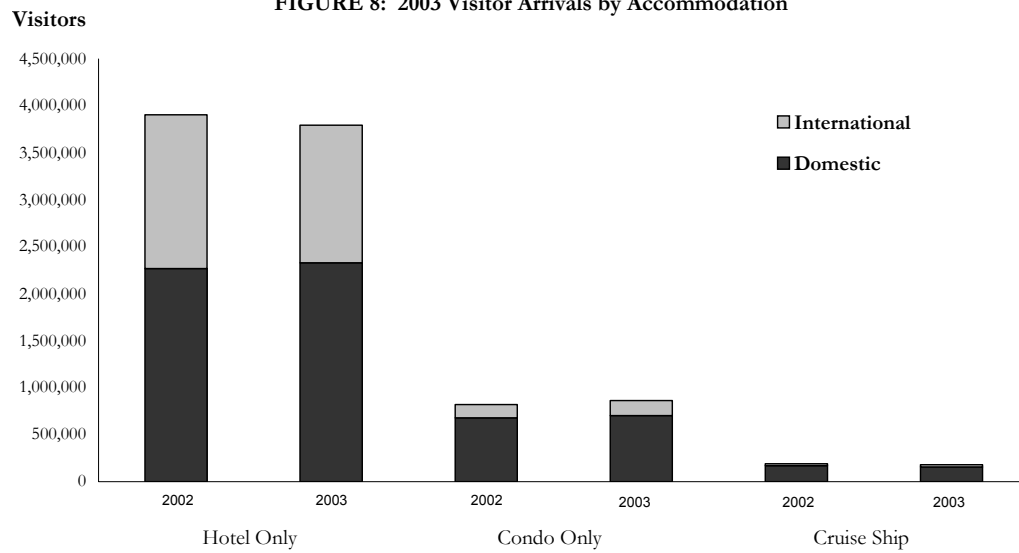
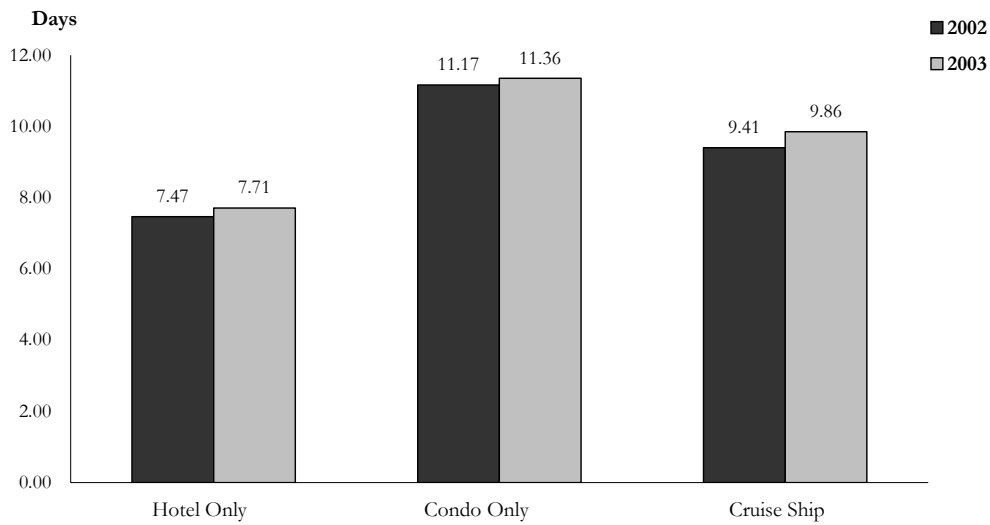


FIGURE 9: Length of Stay by Accommodation: 2003 vs. 2002



**TABLE 30: Hotel Only Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

Hotel Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	29,269,741	29,169,943	0.3%	20,221,896	19,349,619	4.5%	9,047,846	9,820,325	-7.9%
Total Visitors	3,794,297	3,905,218	-2.8%	2,329,138	2,268,341	2.7%	1,465,158	1,636,877	-10.5%
PARTY SIZE									
One	640,960	622,532	3.0%	472,407	472,777	-0.1%	168,553	149,755	12.6%
Two	1,568,266	1,525,818	2.8%	1,045,354	1,029,800	1.5%	522,912	496,018	5.4%
Three or more	1,585,071	1,756,867	-9.8%	811,378	765,764	6.0%	773,693	991,104	-21.9%
Avg Party Size	2.17	2.25	-3.5%	1.94	1.92	1.1%	2.52	2.69	-6.4%
VISIT STATUS									
First-Time	1,638,791	1,701,191	-3.7%	922,283	886,886	4.0%	716,507	814,305	-12.0%
Repeat	2,155,506	2,204,027	-2.2%	1,406,855	1,381,455	1.8%	748,651	822,572	-9.0%
Average # of Trips	3.92	3.84	2.3%	4.27	4.08	4.7%	3.37	3.50	-3.6%
TRAVEL METHOD									
Group Tour	816,550	906,157	-9.9%	229,902	233,258	-1.4%	586,648	672,899	-12.8%
Package	2,189,236	2,364,069	-7.4%	1,059,223	1,010,087	4.9%	1,130,013	1,353,983	-16.5%
Group Tour & Pkg	713,569	832,140	-14.2%	186,139	189,163	-1.6%	527,430	642,977	-18.0%
True Independent	1,502,079	1,467,132	2.4%	1,226,152	1,214,159	1.0%	275,927	252,972	9.1%
ISLANDS VISITED									
Oahu	2,780,484	2,954,037	-5.9%	1,396,572	1,397,579	-0.1%	1,383,912	1,556,458	-11.1%
Maui County	1,097,701	1,099,959	-0.2%	914,126	854,012	7.0%	183,575	245,947	-25.4%
...Maui	1,055,917	1,061,067	-0.5%	890,884	831,472	7.1%	165,033	229,595	-28.1%
...Molokai	41,642	36,996	12.6%	26,515	21,644	22.5%	15,127	15,352	-1.5%
...Lanai	50,158	46,752	7.3%	38,126	36,688	3.9%	12,032	10,064	19.6%
Kauai	380,865	433,703	-12.2%	315,193	326,278	-3.4%	65,673	107,424	-38.9%
Big Island	609,658	651,148	-6.4%	403,485	405,477	-0.5%	206,173	245,671	-16.1%
...Hilo	197,690	203,945	-3.1%	116,111	109,887	5.7%	81,579	94,058	-13.3%
...Kona	504,108	555,644	-9.3%	336,099	345,736	-2.8%	168,010	209,908	-20.0%
LENGTH OF STAY									
Oahu (days)	6.12	6.01	1.8%	6.86	6.68	2.6%	5.38	5.42	-0.6%
Maui (days)	6.34	5.85	8.4%	6.79	6.46	5.1%	3.90	3.63	7.5%
Molokai (days)	2.54	3.18	-20.2%	3.13	3.80	-17.7%	1.50	2.30	-34.7%
Lanai (days)	3.48	4.33	-19.7%	4.01	4.34	-7.6%	1.79	4.29	-58.2%
Kauai (days)	5.35	4.85	10.3%	5.81	5.72	1.6%	3.15	2.21	42.4%
Big Island (days)	5.30	5.06	4.9%	6.27	6.09	2.9%	3.42	3.35	2.1%
...Hilo (days)	2.85	2.83	0.8%	3.75	3.61	3.9%	1.56	1.91	-18.2%
...Kona (days)	5.30	4.89	8.4%	6.23	5.99	3.9%	3.44	3.06	12.2%
Statewide (days)	7.71	7.47	3.3%	8.68	8.53	1.8%	6.18	6.00	2.9%
ACCOMMODATIONS									
Hotel	3,794,297	3,905,218	-2.8%	2,329,138	2,268,341	2.7%	1,465,158	1,636,877	-10.5%
...Hotel Only	3,794,297	3,905,218	-2.8%	2,329,138	2,268,341	2.7%	1,465,158	1,636,877	-10.5%
PURPOSE OF TRIP									
Pleasure (Net)	3,097,103	3,221,929	-3.9%	1,808,186	1,752,558	3.2%	1,288,917	1,469,371	-12.3%
...Honeymoon/Get Married (Net)	535,064	576,706	-7.2%	197,960	183,201	8.1%	337,104	393,505	-14.3%
MC&I (Net)	389,469	344,221	13.1%	305,978	269,919	13.4%	83,491	74,302	12.4%
.....Convention/Conf.	236,496	203,646	16.1%	197,796	172,577	14.6%	38,699	31,069	24.6%
.....Corp. Meetings	71,893	68,785	4.5%	56,089	52,979	5.9%	15,804	15,806	0.0%
.....Incentive	95,124	78,880	20.6%	64,172	49,402	29.9%	30,952	29,478	5.0%
Other Business	164,601	164,015	0.4%	144,259	133,472	8.1%	20,342	30,543	-33.4%
Visit Friends/Relatives	114,566	107,725	6.4%	89,560	79,734	12.3%	25,006	27,991	-10.7%
Government/Military	68,756	62,032	10.8%	51,146	45,521	12.4%	17,610	16,511	6.7%
Attend School	5,180	8,575	-39.6%	3,462	3,428	1.0%	1,718	5,147	-66.6%

Source: DBEDT

**TABLE 31: Condo Only Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

Condo Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	9,809,075	9,181,071	6.8%	8,022,064	7,778,725	3.1%	1,787,011	1,402,347	27.4%
Total Visitors	863,570	821,834	5.1%	702,648	680,772	3.2%	160,922	141,062	14.1%
PARTY SIZE									
One	105,068	105,799	-0.7%	88,588	93,908	-5.7%	16,480	11,891	38.6%
Two	326,930	316,250	3.4%	281,848	276,932	1.8%	45,082	39,318	14.7%
Three or more	431,571	399,785	8.0%	332,212	309,931	7.2%	99,359	89,853	10.6%
Avg Party Size	2.33	2.30	1.3%	2.26	2.20	2.5%	2.63	2.76	-4.5%
VISIT STATUS									
First-Time	208,640	191,333	9.0%	165,324	157,673	4.9%	43,315	33,660	28.7%
Repeat	654,930	630,501	3.9%	537,324	523,099	2.7%	117,606	107,402	9.5%
Average # of Trips	6.09	5.78	5.4%	6.08	5.65	7.5%	6.12	6.37	-3.8%
TRAVEL METHOD									
Group Tour	34,966	32,996	6.0%	10,875	11,757	-7.5%	24,090	21,239	13.4%
Package	268,471	235,843	13.8%	212,025	186,736	13.5%	56,446	49,107	14.9%
Group Tour & Pkg	26,889	26,232	2.5%	8,120	8,830	-8.0%	18,770	17,402	7.9%
True Independent	587,022	579,227	1.3%	487,867	491,109	-0.7%	99,155	88,118	12.5%
ISLANDS VISITED									
Oahu	261,341	274,573	-4.8%	149,255	174,188	-14.3%	112,086	100,385	11.7%
Maui County	478,093	434,100	10.1%	428,771	394,188	8.8%	49,322	39,912	23.6%
...Maui	470,767	426,634	10.3%	423,067	388,373	8.9%	47,700	38,261	24.7%
...Molokai	14,149	10,983	28.8%	11,888	9,240	28.7%	2,261	1,744	29.6%
...Lanai	9,739	8,378	16.3%	7,415	6,931	7.0%	2,324	1,447	60.6%
Kauai	145,012	143,091	1.3%	132,290	131,234	0.8%	12,722	11,857	7.3%
Big Island	121,673	125,977	-3.4%	100,890	105,940	-4.8%	20,783	20,037	3.7%
...Hilo	26,189	25,534	2.6%	19,026	19,421	-2.0%	7,163	6,114	17.2%
...Kona	110,027	114,060	-3.5%	91,610	96,361	-4.9%	18,417	17,699	4.1%
LENGTH OF STAY									
Oahu (days)	9.30	8.84	5.2%	9.55	9.07	5.3%	8.97	8.43	6.4%
Maui (days)	10.18	9.87	3.1%	10.09	9.88	2.1%	11.03	9.82	12.3%
Molokai (days)	5.23	5.74	-8.8%	5.52	5.96	-7.3%	3.69	4.57	-19.3%
Lanai (days)	3.45	4.02	-14.2%	3.81	4.25	-10.2%	2.28	2.92	-21.9%
Kauai (days)	9.01	8.69	3.7%	9.17	8.94	2.6%	7.32	5.93	23.4%
Big Island (days)	9.62	9.44	2.0%	10.13	9.97	1.6%	7.16	6.61	8.3%
...Hilo (days)	3.98	4.61	-13.7%	4.71	5.36	-12.2%	2.04	2.23	-8.5%
...Kona (days)	9.70	9.38	3.4%	10.18	9.86	3.2%	7.29	6.72	8.5%
Statewide (days)	11.36	11.17	1.7%	11.42	11.43	-0.1%	11.10	9.94	11.7%
ACCOMMODATIONS									
Condo	863,570	821,834	5.1%	702,648	680,772	3.2%	160,922	141,062	14.1%
...Condo Only	863,570	821,834	5.1%	702,648	680,772	3.2%	160,922	141,062	14.1%
PURPOSE OF TRIP									
Pleasure (Net)	792,924	751,338	5.5%	646,544	623,864	3.6%	146,380	127,474	14.8%
...Honeymoon/Get Married (Net)	47,159	41,267	14.3%	31,963	29,415	8.7%	15,196	11,851	28.2%
MC&I (Net)	17,828	14,748	20.9%	15,020	12,408	21.1%	2,807	2,341	19.9%
.....Convention/Conf.	12,294	10,225	20.2%	10,208	8,643	18.1%	2,086	1,582	31.8%
.....Corp. Meetings	3,649	3,059	19.3%	3,474	2,833	22.6%	175	226	-22.4%
.....Incentive	2,405	1,642	46.4%	1,810	1,110	63.1%	595	532	11.7%
Other Business	21,904	19,070	14.9%	19,935	17,310	15.2%	1,969	1,760	11.9%
Visit Friends/Relatives	37,428	32,447	15.4%	31,117	27,097	14.8%	6,310	5,350	18.0%
Government/Military	3,031	3,458	-12.3%	2,729	2,615	4.4%	302	843	-64.2%
Attend School	1,225	1,996	-38.6%	784	840	-6.6%	441	1,156	-61.9%

Source: DBEDT

**TABLE 32: Cruise Ship Visitor Characteristics^{1/}: 2003 vs. 2002
(Arrivals by air)**

Cruise Ship	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	1,788,289	1,808,839	-1.1%	1,567,451	1,596,563	-1.8%	220,838	212,277	4.0%
Total Visitors	181,410	192,281	-5.7%	157,275	170,746	-7.9%	24,135	21,535	12.1%
PARTY SIZE									
One	30,793	33,753	-8.8%	24,027	29,043	-17.3%	6,765	4,710	43.6%
Two	110,172	115,288	-4.4%	97,394	103,578	-6.0%	12,778	11,710	9.1%
Three or more	40,445	43,240	-6.5%	35,853	38,126	-6.0%	4,592	5,114	-10.2%
Avg Party Size	1.90	1.88	0.7%	1.93	1.89	1.9%	1.70	1.82	-6.7%
VISIT STATUS									
First-Time	107,727	102,995	4.6%	90,979	92,643	-1.8%	16,747	10,352	61.8%
Repeat	73,683	89,286	-17.5%	66,296	78,104	-15.1%	7,388	11,182	-33.9%
Average # of Trips	2.34	2.58	-9.1%	2.40	2.53	-5.1%	1.99	2.99	-33.4%
TRAVEL METHOD									
Group Tour	55,619	55,343	0.5%	45,317	51,840	-12.6%	10,302	3,503	194.1%
Package	127,276	124,719	2.0%	108,725	114,880	-5.4%	18,551	9,839	88.5%
Group Tour & Pkg	49,385	48,932	0.9%	39,824	45,789	-13.0%	9,561	3,143	204.2%
True Independent	47,901	61,151	-21.7%	43,058	49,816	-13.6%	4,843	11,335	-57.3%
ISLANDS VISITED									
Oahu	164,399	172,191	-4.5%	142,292	153,264	-7.2%	22,107	18,927	16.8%
Maui County	107,852	126,250	-14.6%	96,062	115,393	-16.8%	11,789	10,858	8.6%
...Maui	106,051	124,762	-15.0%	94,569	114,020	-17.1%	11,482	10,742	6.9%
...Molokai	7,480	2,852	162.3%	6,341	2,428	161.1%	1,139	423	169.1%
...Lanai	9,869	5,284	86.8%	8,209	4,496	82.6%	1,660	788	110.6%
Kauai	89,863	104,401	-13.9%	80,324	96,648	-16.9%	9,539	7,753	23.0%
Big Island	102,411	119,288	-14.1%	91,437	109,970	-16.9%	10,974	9,317	17.8%
...Hilo	90,569	91,043	-0.5%	81,955	85,042	-3.6%	8,614	6,000	43.6%
...Kona	58,691	79,306	-26.0%	50,703	71,922	-29.5%	7,988	7,385	8.2%
LENGTH OF STAY									
Oahu (days)	6.33	6.13	3.4%	6.40	5.89	8.5%	5.94	8.00	-25.8%
Maui (days)	2.58	2.37	8.9%	2.53	2.29	10.7%	2.95	3.21	-8.2%
Molokai (days)	2.31	3.00	-22.8%	2.46	3.12	-21.2%	1.48	2.25	-34.4%
Lanai (days)	2.73	2.92	-6.4%	2.10	3.07	-31.5%	5.86	2.08	182.2%
Kauai (days)	1.83	1.66	10.2%	1.85	1.62	14.3%	1.69	2.20	-23.5%
Big Island (days)	2.59	2.36	9.8%	2.59	2.24	15.9%	2.57	3.80	-32.4%
...Hilo (days)	1.60	1.54	4.5%	1.60	1.45	10.6%	1.62	2.76	-41.3%
...Kona (days)	2.04	1.80	13.3%	2.08	1.72	20.8%	1.78	2.56	-30.5%
Statewide (days)	9.86	9.41	4.8%	9.97	9.35	6.6%	9.15	9.86	-7.2%
ACCOMMODATIONS									
Hotel	97,585	87,645	11.3%	84,376	78,705	7.2%	13,209	8,940	47.8%
Condo	7,897	4,032	95.9%	2,936	3,042	-3.5%	4,961	990	401.2%
Timeshare	2,972	2,415	23.1%	2,474	1,610	53.6%	498	805	-38.1%
Apartment	1	1,257	-99.9%	1	87	-98.7%	0	1,170	-100.0%
Bed & Breakfast	999	1,487	-32.8%	716	644	11.1%	283	843	-66.4%
Cruise Ship	181,410	192,281	-5.7%	157,275	170,746	-7.9%	24,135	21,535	12.1%
Friends or Relatives	2,502	4,509	-44.5%	2,304	1,958	17.7%	198	2,551	-92.2%
PURPOSE OF TRIP									
Pleasure (Net)	167,096	176,730	-5.5%	148,705	161,169	-7.7%	18,390	15,561	18.2%
...Honeymoon/Get Married (Net)	11,241	12,121	-7.3%	9,949	9,256	7.5%	1,292	2,864	-54.9%
MC&I (Net)	10,298	4,611	123.3%	4,880	3,815	27.9%	5,418	797	580.0%
.....Convention/Conf.	2,802	2,137	31.2%	2,199	1,750	25.6%	603	386	56.1%
.....Corp. Meetings	902	854	5.5%	729	618	18.0%	173	236	-26.9%
.....Incentive	7,226	1,834	294.1%	2,440	1,655	47.4%	4,786	178	2586.1%
Other Business	2,693	4,249	-36.6%	2,441	3,065	-20.4%	252	1,184	-78.7%
Visit Friends/Relatives	3,787	7,166	-47.2%	3,598	3,107	15.8%	189	4,058	-95.3%
Government/Military	751	890	-15.6%	683	671	1.8%	68	220	-69.0%
Attend School	438	232	88.9%	408	210	94.6%	29	22	34.1%

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

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITOR

REPEAT VISITOR

AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITORS: Nearly 37 percent of the visitors who arrived by air in 2003 were first-time visitors to the islands, 0.9 percent lower compared to the previous year. Close to 65 percent of these visitors arrived on domestic flights while the remainder came from foreign destinations.

First-time visitors comprised 46.1 percent of the Japanese market and 42 percent of the Canadian market but accounted for the majority of the smaller European (69.1%), Other Asia (65.3%) and Latin America (63.9%) markets (TABLES 20-24).

Only 39.6 percent traveled as true independent while most purchased either group or package tour accommodations. Close to 77 percent of all first time visitors stayed in hotels. Oahu was the most popular destination, visited by 73.5 percent of the first timers to the State. Nearly 33 percent visited Maui, 18.1 percent visited the Big Island and 14.7 percent visited Kauai.

First time visitors stayed the longest on Oahu (6.31 days), followed by Maui (6.30 days), Kauai (5.42 days), the Big Island (5.25 days), Molokai (3.11 days) and Lanai (3.08 days). Most (84.4%) visited the islands for pleasure.

REPEAT VISITORS: The number of repeat visitors increased 0.3 percent to account for 62.5 percent of total arrivals by air in the state. (TABLE 2). Nearly 62 percent were independent travelers. The majority of the repeat visitors were from the U.S West where 76.9 percent reported that they have been to the islands before. (TABLE 11). Repeat visitors accounted for 51.9 percent of U.S. East arrivals (TABLE 13), 53.9 percent of Japanese arrivals and 58 percent of Canadian arrivals in 2003.

Over half (58.5%) of all repeat visitors went to Oahu, 33.8 percent visited Maui, 19.4 percent went to the Big Island and 15.7 percent went to Kauai. Repeat visitors stayed the longest on Maui (8.28 days), followed by the Big Island (7.62 days), Oahu (7.56 days), Kauai (7.46 days), Molokai (4.33 days) and Lanai (3.90 days).

62.2 percent of repeat visitors chose hotels for their accommodations, 21.2 percent stayed in condominiums, 11.4 percent stayed with friends and relatives and 7.7 percent stayed in timeshare properties. The majority (79.8%) returned to Hawaii for vacation and pleasure, 10.7 percent to visit friends or relatives and 7.2 percent for meetings, conventions and incentives.

**TABLE 33: First-Time Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	20,360,582	19,988,331	1.9%	14,927,140	13,912,870	7.3%	5,433,442	6,075,461	-10.6%
Total Visitors	2,389,703	2,411,780	-0.9%	1,547,360	1,472,866	5.1%	842,343	938,914	-10.3%
PARTY SIZE									
One	430,420	417,636	3.1%	320,595	313,557	2.2%	109,825	104,080	5.5%
Two	1,060,922	1,025,910	3.4%	742,012	710,636	4.4%	318,910	315,274	1.2%
Three or more	898,361	968,234	-7.2%	484,753	448,674	8.0%	413,608	519,560	-20.4%
Avg Party Size	2.09	2.13	-2.2%	1.90	1.89	1.0%	2.42	2.52	-3.9%
VISIT STATUS									
First-Time	2,389,703	2,411,780	-0.9%	1,547,360	1,472,866	5.1%	842,343	938,914	-10.3%
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
TRAVEL METHOD									
Group Tour	500,222	545,109	-8.2%	171,954	176,527	-2.6%	328,268	368,582	-10.9%
Package	1,378,177	1,457,607	-5.4%	740,868	701,811	5.6%	637,309	755,796	-15.7%
Group Tour & Pkg	435,064	497,744	-12.6%	143,299	147,091	-2.6%	291,766	350,653	-16.8%
True Independent	946,368	906,807	4.4%	777,837	741,619	4.9%	168,531	165,188	2.0%
ISLANDS VISITED									
Oahu	1,757,240	1,838,428	-4.4%	974,988	959,459	1.6%	782,252	878,969	-11.0%
Maui County	798,864	791,711	0.9%	674,393	632,079	6.7%	124,471	159,632	-22.0%
...Maui	775,993	772,017	0.5%	662,189	621,265	6.6%	113,805	150,752	-24.5%
...Molokai	35,977	28,193	27.6%	24,688	18,783	31.4%	11,288	9,410	20.0%
...Lanai	33,682	29,692	13.4%	26,394	22,551	17.0%	7,288	7,141	2.1%
Kauai	350,772	375,416	-6.6%	302,911	306,723	-1.2%	47,861	68,693	-30.3%
Big Island	432,059	447,111	-3.4%	310,124	307,077	1.0%	121,936	140,034	-12.9%
...Hilo	202,231	199,798	1.2%	143,255	136,106	5.3%	58,976	63,692	-7.4%
...Kona	329,002	356,303	-7.7%	231,763	239,268	-3.1%	97,239	117,035	-16.9%
LENGTH OF STAY									
Oahu (days)	6.31	6.23	1.3%	7.07	6.84	3.3%	5.36	5.56	-3.6%
Maui (days)	6.30	5.81	8.5%	6.57	6.15	6.8%	4.77	4.41	8.2%
Molokai (days)	3.11	3.37	-7.7%	3.43	3.78	-9.1%	2.41	2.56	-5.8%
Lanai (days)	3.08	4.01	-23.2%	3.18	3.90	-18.5%	2.73	4.38	-37.5%
Kauai (days)	5.42	4.99	8.5%	5.65	5.32	6.3%	3.90	3.51	11.1%
Big Island (days)	5.25	5.10	2.9%	5.81	5.56	4.6%	3.83	4.10	-6.6%
...Hilo (days)	2.96	2.97	-0.5%	3.44	3.25	5.7%	1.80	2.38	-24.3%
...Kona (days)	5.07	4.74	7.2%	5.65	5.29	6.9%	3.71	3.61	2.7%
Statewide (days)	8.52	8.29	2.8%	9.65	9.45	2.1%	6.45	6.47	-0.3%
ACCOMMODATIONS									
Hotel	1,838,291	1,872,979	-1.9%	1,089,190	1,023,446	6.4%	749,101	849,533	-11.8%
...Hotel Only	1,638,791	1,701,191	-3.7%	922,283	886,886	4.0%	716,507	814,305	-12.0%
Condo	294,256	261,465	12.5%	233,549	208,729	11.9%	60,708	52,737	15.1%
...Condo Only	208,640	191,333	9.0%	165,324	157,673	4.9%	43,315	33,660	28.7%
Timeshare	111,582	107,981	3.3%	103,024	96,865	6.4%	8,558	11,115	-23.0%
...Timeshare Only	77,942	77,700	0.3%	72,645	72,299	0.5%	5,297	5,401	-1.9%
Apartment	1,564	15,862	-90.1%	1,520	10,324	-85.3%	44	5,538	-99.2%
Bed & Breakfast	29,191	30,618	-4.7%	24,592	24,122	1.9%	4,599	6,496	-29.2%
Cruise Ship	107,727	102,995	4.6%	90,979	92,643	-1.8%	16,747	10,352	61.8%
Friends or Relatives	146,424	136,409	7.3%	122,340	111,605	9.6%	24,084	24,805	-2.9%
PURPOSE OF TRIP									
Pleasure (Net)	2,016,643	2,055,953	-1.9%	1,283,344	1,217,620	5.4%	733,299	838,333	-12.5%
...Honeymoon/Get Married (Net)	426,998	454,162	-6.0%	189,971	171,265	10.9%	237,027	282,897	-16.2%
MC&I (Net)	186,896	152,773	22.3%	135,193	108,389	24.7%	51,703	44,384	16.5%
.....Convention/Conf.	114,312	90,041	27.0%	91,295	70,629	29.3%	23,017	19,413	18.6%
.....Corp. Meetings	27,005	26,867	0.5%	19,418	17,769	9.3%	7,587	9,098	-16.6%
.....Incentive	51,976	40,048	29.8%	29,707	22,295	33.2%	22,269	17,753	25.4%
Other Business	54,521	58,413	-6.7%	43,968	42,754	2.8%	10,553	15,659	-32.6%
Visit Friends/Relatives	129,791	116,150	11.7%	108,278	91,608	18.2%	21,513	24,542	-12.3%
Government/Military	29,307	28,906	1.4%	20,021	18,904	5.9%	9,287	10,002	-7.2%
Attend School	7,025	10,675	-34.2%	4,932	5,161	-4.4%	2,092	5,514	-62.1%

**TABLE 34: Repeat Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	39,865,002	38,452,746	3.7%	31,548,838	30,234,718	4.3%	8,316,164	8,218,028	1.2%
Total Visitors	3,990,736	3,977,278	0.3%	2,983,929	2,885,984	3.4%	1,006,807	1,091,294	-7.7%
PARTY SIZE									
One	722,626	716,283	0.9%	582,993	583,489	-0.1%	139,633	132,794	5.2%
Two	1,560,088	1,530,256	1.9%	1,231,940	1,219,226	1.0%	328,148	311,030	5.5%
Three or more	1,708,021	1,730,739	-1.3%	1,168,996	1,083,268	7.9%	539,025	647,471	-16.7%
Avg Party Size	2.10	2.13	-1.1%	2.00	1.97	1.6%	2.41	2.55	-5.3%
VISIT STATUS									
Repeat	3,990,736	3,977,278	0.3%	2,983,929	2,885,984	3.4%	1,006,807	1,091,294	-7.7%
Average # of Trips	6.59	6.45	2.3%	7.08	6.93	2.1%	5.15	5.15	0.0%
TRAVEL METHOD									
Group Tour	447,451	491,215	-8.9%	136,643	145,821	-6.3%	310,807	345,394	-10.0%
Package	1,435,235	1,475,557	-2.7%	830,139	776,014	7.0%	605,096	699,543	-13.5%
Group Tour & Pkg	380,667	435,847	-12.7%	104,610	112,294	-6.8%	276,057	323,553	-14.7%
True Independent	2,488,433	2,446,353	1.7%	2,121,473	2,076,443	2.2%	366,960	369,910	-0.8%
ISLANDS VISITED									
Oahu	2,333,140	2,437,649	-4.3%	1,440,295	1,463,710	-1.6%	892,845	973,939	-8.3%
Maui County	1,397,583	1,347,716	3.7%	1,225,782	1,138,024	7.7%	171,802	209,692	-18.1%
...Maui	1,349,428	1,301,035	3.7%	1,189,956	1,103,786	7.8%	159,472	197,249	-19.2%
...Molokai	58,130	46,941	23.8%	45,935	34,369	33.7%	12,194	12,572	-3.0%
...Lanai	57,763	51,183	12.9%	46,279	41,882	10.5%	11,483	9,301	23.5%
Kauai	625,092	630,482	-0.9%	558,666	543,190	2.8%	66,426	87,292	-23.9%
Big Island	775,029	796,202	-2.7%	612,019	611,603	0.1%	163,011	184,599	-11.7%
...Hilo	257,357	248,651	3.5%	192,004	182,316	5.3%	65,354	66,335	-1.5%
...Kona	648,142	677,311	-4.3%	508,912	517,273	-1.6%	139,230	160,037	-13.0%
LENGTH OF STAY									
Oahu (days)	7.56	7.41	2.0%	8.16	8.08	1.0%	6.60	6.40	3.0%
Maui (days)	8.28	7.79	6.3%	8.47	8.16	3.8%	6.89	5.72	20.3%
Molokai (days)	4.33	4.71	-8.2%	4.78	5.37	-11.0%	2.60	2.91	-10.5%
Lanai (days)	3.90	4.57	-14.5%	4.32	4.79	-9.8%	2.23	3.58	-37.6%
Kauai (days)	7.46	6.90	8.1%	7.75	7.43	4.3%	5.06	3.61	40.3%
Big Island (days)	7.62	7.19	6.1%	8.13	7.90	2.8%	5.74	4.82	19.0%
...Hilo (days)	4.49	4.43	1.4%	4.81	4.90	-1.8%	3.56	3.15	13.3%
...Kona (days)	7.33	6.82	7.5%	7.96	7.61	4.5%	5.04	4.25	18.6%
Statewide (days)	9.99	9.67	3.3%	10.57	10.48	0.9%	8.26	7.53	9.7%
ACCOMMODATIONS									
Hotel	2,483,288	2,479,255	0.2%	1,687,133	1,607,869	4.9%	796,155	871,386	-8.6%
...Hotel Only	2,155,482	2,204,027	-2.2%	1,406,832	1,381,455	1.8%	748,651	822,572	-9.0%
Condo	844,115	786,695	7.3%	698,750	644,911	8.3%	145,364	141,783	2.5%
...Condo Only	654,930	630,501	3.9%	537,324	523,099	2.7%	117,606	107,402	9.5%
Timeshare	305,883	282,803	8.2%	287,200	266,985	7.6%	18,683	15,818	18.1%
...Timeshare Only	216,282	211,097	2.5%	204,848	202,288	1.3%	11,434	8,809	29.8%
Apartment	2,810	28,392	-90.1%	2,737	20,101	-86.4%	73	8,291	-99.1%
Bed & Breakfast	38,400	39,248	-2.2%	33,561	33,734	-0.5%	4,840	5,514	-12.2%
Cruise Ship	73,683	89,286	-17.5%	66,296	78,104	-15.1%	7,388	11,182	-33.9%
Friends or Relatives	455,439	451,284	0.9%	393,274	379,933	3.5%	62,165	71,351	-12.9%
PURPOSE OF TRIP									
Pleasure (Net)	3,184,441	3,146,770	1.2%	2,337,158	2,224,497	5.1%	847,282	922,273	-8.1%
...Honeymoon/Get Married (Net)	234,258	242,136	-3.3%	107,886	100,196	7.7%	126,372	141,940	-11.0%
MC&I (Net)	286,653	263,463	8.8%	235,717	215,388	9.4%	50,936	48,075	6.0%
.....Convention/Conf.	178,328	164,865	8.2%	151,411	139,578	8.5%	26,916	25,288	6.4%
.....Corp. Meetings	58,825	54,130	8.7%	49,137	45,893	7.1%	9,688	8,237	17.6%
.....Incentive	60,635	49,659	22.1%	45,082	34,484	30.7%	15,553	15,175	2.5%
Other Business	189,528	180,660	4.9%	170,519	150,547	13.3%	19,009	30,113	-36.9%
Visit Friends/Relatives	425,180	393,263	8.1%	367,461	323,879	13.5%	57,719	69,384	-16.8%
Government/Military	67,864	68,534	-1.0%	52,755	49,025	7.6%	15,109	19,509	-22.6%
Attend School	11,264	13,800	-18.4%	7,442	7,250	2.7%	3,822	6,551	-41.7%

Source: DBEDT

ISLAND SUPPLEMENT

OAHU VISITORS BY AIR

MAUI COUNTY VISITORS BY AIR

Maui Island

Molokai

Lanai

KAUAI VISITORS BY AIR

HAWAII (BIG ISLAND) VISITORS BY AIR

Hilo

Kona



ISLAND SUPPLEMENT

ISLAND OF OAHU: A total of 4,090,483 visitors came by air to Oahu in 2003, down 4.3 percent from the previous year. Nearly 67 percent of these visitors stayed exclusively on Oahu while the remainder also visited the neighbor islands (TABLE 41).

About 59 percent of the total Oahu visitors arrived on domestic flights while 41 percent came from foreign countries. Independent travelers comprised 46.8 percent of all visitors to Oahu while the remainder purchased group tours or package accommodations. There were more repeat visitors (57%) than first-time visitors (43%) to Oahu.

Close to 78 percent of all visitors to Oahu stayed in hotels, 10.5 percent stayed in condominium, 10.4 percent stayed with friends or relatives and 3.6 percent stayed in timeshare properties. The majority (79.4%) of those that visited Oahu traveled for pleasure.

ISLAND OF MAUI: Total arrivals by air to the island of Maui increased 2.5 percent to 2,125,421 visitors in 2003. More than half (54.4%) of these visitors spent all their time on Maui while half also visited other islands in addition to Maui (TABLE 43).

Only 12.8 percent of the Maui visitors arrived on international flights while the majority (87.1%) came from the domestic markets. Repeat visitors accounted for 63.5 percent of the total visitors to Maui compared to 36.5 percent of first-time visitors. There were more true independent travelers (57.6%) to Maui than those who purchased group tours or package accommodations.

Nearly 62 percent of all visitors to Maui stayed in hotels, 29.2 percent stayed in condominiums, 7.6 percent stayed in timeshare properties and 6.4 percent stayed with friends or relatives. About 87 percent visited the island of Maui for pleasure.

ISLAND OF MOLOKAI: A total of 94,106 air visitors came to Molokai, 25.3 percent higher compared to 2002. Most of those who visited Molokai also visited other islands but only 9.1 percent stayed on Molokai exclusively (TABLE 44).

The majority (75%) of all Molokai visitors arrived on domestic flights. Close to 62 percent were repeat visitors while 38.2 percent were first-timers to the island. About 57.4 percent of the visitors to Molokai were independent travelers. The remainder purchased group tour or package accommodations.

Nearly 61 percent stayed in hotels, 23.2 percent stayed in condominiums, 13 percent stayed with friends or relatives and 6.1 percent stayed in timeshare properties. Pleasure was the primary purpose for visitations to this island given by 81.1 percent of all Molokai visitors.

ISLAND OF LANAI: Total arrivals by air to Lanai rose 13.1 percent to 91,445 visitors in 2003. About 10.9 percent of these visitors spent their entire time on this island (TABLE 45).

Close to 79.5 percent of the Lanai visitors arrived on domestic flights while 20.5 percent came from foreign destinations. There were more repeat visitors (63.2%) than first timers (36.8%) on Lanai during the year. Similar to visitors on Maui and Molokai, there were more independent travelers to Lanai (55.9%) than those who purchased group tours or package accommodations.

Hotels were the primary choice for lodging by 70.7 percent of the visitors to Lanai, 16.9 percent stayed in condominiums and 9.4 percent stayed with friends or relatives and 5.3 percent stayed in timeshare properties. The majority (83%) of Lanai's visitors came for pleasure.

ISLAND OF KAUAI: A total of 975,866 air visitors went to Kauai in 2003, down 3 percent from the previous year. Nearly 40 percent of these visitors stayed on this island exclusively (TABLE 46).

There were more visitors to Kauai from the domestic market (88.3%) than those from foreign countries (11.7%). There were also a larger number of repeat visitors (64.1%) compared to first-time visitors (35.9%) during the year. Close to 62 percent of the Kauai visitors were independent travelers.

Over half (57.1%) of those who visited Kauai stayed in hotels, 23.2 percent stayed in condominium, 16.2 percent stayed in timeshare properties and 7.6 percent stayed with friends or relatives.

THE BIG ISLAND: Arrivals by air to the Big Island decreased 2.9 percent from 2002 to 1,207,164 visitors. Those who stayed exclusively on this island comprised 37.5 percent of the total or 452,120 visitors (TABLE 47).

About 76 percent of all Big Island visitors were from the domestic U.S. mainland while 23.6 percent were from foreign countries. Repeat visitors (64.2%) accounted for a larger proportion than first-time visitors (35.8%) among this group. There were also more visitors traveling independently (57.4%) than those who purchased group tours or package accommodations.

About 66.7 percent of all visitors to the Big Island stayed in hotels, 16.9 percent stayed in condominiums, 10.9 percent stayed with friends and relatives, 8.6 percent stayed in timeshare properties and 8.5 percent stayed on cruise ships. Nearly 84 percent of the visitors traveled to the Big Island for pleasure.

**TABLE 35: Visitor Arrivals by Island and Month: 2003 vs. 2002
(Arrivals by air)**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	517,270	462,566	11.8%	333,190	305,317	9.1%	184,080	157,249	17.1%
FEB	502,989	503,379	-0.1%	329,467	345,508	-4.6%	173,522	157,871	9.9%
MAR	542,619	571,691	-5.1%	386,681	392,019	-1.4%	155,938	179,672	-13.2%
APR	482,012	479,706	0.5%	377,751	335,245	12.7%	104,261	144,461	-27.8%
MAY	470,123	508,837	-7.6%	360,588	354,831	1.6%	109,535	154,006	-28.9%
JUN	549,229	594,486	-7.6%	430,581	425,712	1.1%	118,648	168,774	-29.7%
JUL	616,878	611,366	0.9%	470,782	443,391	6.2%	146,096	167,975	-13.0%
AUG	627,272	617,899	1.5%	450,744	427,851	5.4%	176,528	190,048	-7.1%
SEPT	474,981	464,974	2.2%	313,356	298,871	4.8%	161,625	166,103	-2.7%
OCT	510,815	512,613	-0.4%	349,352	343,987	1.6%	161,463	168,626	-4.2%
NOV	501,480	493,521	1.6%	339,668	328,033	3.5%	161,812	165,488	-2.2%
DEC	584,773	568,021	2.9%	389,131	358,086	8.7%	195,642	209,935	-6.8%
TOTAL	6,380,439	6,389,058	-0.1%	4,531,289	4,358,850	4.0%	1,849,150	2,030,208	-8.9%
OAHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	344,521	303,429	13.5%	181,730	167,178	8.7%	162,791	136,251	19.5%
FEB	325,162	332,767	-2.3%	173,419	196,496	-11.7%	151,744	136,271	11.4%
MAR	337,652	378,614	-10.8%	202,452	219,910	-7.9%	135,200	158,704	-14.8%
APR	283,564	316,368	-10.4%	191,540	184,897	3.6%	92,025	131,471	-30.0%
MAY	294,127	352,080	-16.5%	193,896	208,535	-7.0%	100,231	143,546	-30.2%
JUN	344,998	397,609	-13.2%	234,003	240,596	-2.7%	110,995	157,014	-29.3%
JUL	389,352	403,060	-3.4%	252,763	249,500	1.3%	136,588	153,559	-11.1%
AUG	396,663	403,482	-1.7%	237,980	228,967	3.9%	158,683	174,515	-9.1%
SEPT	318,725	318,220	0.2%	169,860	161,459	5.2%	148,865	156,761	-5.0%
OCT	337,098	345,075	-2.3%	186,202	186,763	-0.3%	150,896	158,313	-4.7%
NOV	324,621	331,957	-2.2%	177,472	180,775	-1.8%	147,150	151,182	-2.7%
DEC	393,999	393,416	0.1%	214,069	198,094	8.1%	179,930	195,322	-7.9%
TOTAL	4,090,483	4,276,077	-4.3%	2,415,386	2,423,169	-0.3%	1,675,097	1,852,908	-9.6%
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	75,128	69,896	7.5%	62,029	56,691	9.4%	13,099	13,205	-0.8%
FEB	75,543	77,846	-3.0%	61,913	63,979	-3.2%	13,630	13,867	-1.7%
MAR	81,065	86,338	-6.1%	72,615	70,492	3.0%	8,450	15,846	-46.7%
APR	76,595	75,727	1.1%	70,089	65,214	7.5%	6,506	10,513	-38.1%
MAY	80,759	84,723	-4.7%	72,386	74,709	-3.1%	8,373	10,014	-16.4%
JUN	89,838	93,100	-3.5%	83,270	81,885	1.7%	6,567	11,215	-41.4%
JUL	97,410	97,974	-0.6%	90,348	87,204	3.6%	7,062	10,770	-34.4%
AUG	95,975	96,464	-0.5%	84,528	81,739	3.4%	11,447	14,724	-22.3%
SEPT	72,339	76,461	-5.4%	64,064	66,032	-3.0%	8,275	10,429	-20.7%
OCT	81,976	87,414	-6.2%	71,518	73,653	-2.9%	10,457	13,761	-24.0%
NOV	74,041	78,657	-5.9%	62,739	64,403	-2.6%	11,302	14,254	-20.7%
DEC	75,199	81,299	-7.5%	66,081	63,912	3.4%	9,118	17,387	-47.6%
TOTAL	975,867	1,005,898	-3.0%	861,580	849,913	1.4%	114,287	155,985	-26.7%

Source: DBEDT

TABLE 35: Visitor Arrivals by Island and Month: 2003 vs. 2002 (continued)
(Arrivals by air)

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	175,235	151,838	15.4%	138,106	120,844	14.3%	37,129	30,994	19.8%
FEB	176,108	172,416	2.1%	140,732	136,244	3.3%	35,376	36,172	-2.2%
MAR	197,196	193,838	1.7%	162,451	156,638	3.7%	34,745	37,200	-6.6%
APR	183,625	156,399	17.4%	164,057	131,194	25.0%	19,568	25,205	-22.4%
MAY	175,015	166,756	5.0%	155,879	144,160	8.1%	19,136	22,596	-15.3%
JUN	198,513	200,246	-0.9%	183,356	175,432	4.5%	15,157	24,814	-38.9%
JUL	220,292	219,543	0.3%	201,224	186,796	7.7%	19,067	32,747	-41.8%
AUG	211,689	212,205	-0.2%	186,925	176,657	5.8%	24,764	35,548	-30.3%
SEPT	148,009	152,439	-2.9%	127,693	126,513	0.9%	20,316	25,926	-21.6%
OCT	168,382	170,727	-1.4%	148,060	145,037	2.1%	20,322	25,690	-20.9%
NOV	159,439	164,974	-3.4%	137,147	130,152	5.4%	22,292	34,823	-36.0%
DEC	182,945	178,046	2.8%	154,543	140,436	10.0%	28,401	37,610	-24.5%
TOTAL	2,196,447	2,139,427	2.7%	1,900,174	1,770,103	7.3%	296,273	369,324	-19.8%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	169,293	147,588	14.7%	133,721	117,392	13.9%	35,572	30,196	17.8%
FEB	170,632	166,907	2.2%	136,661	132,069	3.5%	33,970	34,838	-2.5%
MAR	180,559	186,446	-3.2%	157,750	153,002	3.1%	22,809	33,445	-31.8%
APR	179,295	151,595	18.3%	160,385	128,032	25.3%	18,910	23,564	-19.8%
MAY	170,262	162,739	4.6%	152,532	140,647	8.5%	17,730	22,092	-19.7%
JUN	193,225	196,023	-1.4%	179,076	171,740	4.3%	14,150	24,283	-41.7%
JUL	215,353	212,840	1.2%	197,019	182,539	7.9%	18,335	30,301	-39.5%
AUG	205,879	202,706	1.6%	182,510	172,334	5.9%	23,369	30,373	-23.1%
SEPT	144,141	148,159	-2.7%	124,546	123,409	0.9%	19,594	24,750	-20.8%
OCT	164,117	165,149	-0.6%	144,249	140,956	2.3%	19,868	24,193	-17.9%
NOV	155,592	160,580	-3.1%	133,783	126,661	5.6%	21,809	33,919	-35.7%
DEC	177,072	172,317	2.8%	149,911	136,270	10.0%	27,161	36,047	-24.7%
TOTAL	2,125,421	2,073,051	2.5%	1,852,144	1,725,051	7.4%	273,277	348,000	-21.5%
MOLO-KAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	7,958	4,358	82.6%	6,078	3,588	69.4%	1,880	770	144.1%
FEB	7,507	5,237	43.4%	6,000	3,789	58.4%	1,507	1,448	4.1%
MAR	14,309	7,605	88.1%	5,998	3,238	85.3%	8,311	4,367	90.3%
APR	6,003	3,871	55.1%	5,299	3,026	75.1%	704	845	-16.6%
MAY	7,341	4,391	67.2%	5,575	3,670	51.9%	1,766	721	144.9%
JUN	7,544	6,017	25.4%	6,478	4,596	41.0%	1,065	1,422	-25.1%
JUL	8,751	8,305	5.4%	7,089	5,842	21.4%	1,661	2,463	-32.6%
AUG	8,310	8,942	-7.1%	6,142	5,756	6.7%	2,169	3,186	-31.9%
SEPT	5,642	5,610	0.6%	4,875	3,917	24.5%	767	1,693	-54.7%
OCT	6,670	6,977	-4.4%	5,708	5,204	9.7%	962	1,773	-45.7%
NOV	6,183	6,205	-0.3%	5,166	5,078	1.7%	1,017	1,127	-9.8%
DEC	7,889	7,618	3.6%	6,215	5,450	14.0%	1,674	2,168	-22.8%
TOTAL	94,106	75,134	25.3%	70,624	53,152	32.9%	23,483	21,983	6.8%
LANAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	8,482	5,644	50.3%	6,599	4,777	38.2%	1,883	867	117.1%
FEB	7,537	6,002	25.6%	5,843	4,880	19.7%	1,694	1,122	50.9%
MAR	14,826	6,765	119.2%	7,421	5,274	40.7%	7,405	1,491	396.8%
APR	7,933	6,605	20.1%	6,709	4,851	38.3%	1,224	1,754	-30.2%
MAY	6,487	6,595	-1.6%	5,414	5,386	0.5%	1,073	1,209	-11.3%
JUN	8,091	6,934	16.7%	6,909	5,507	25.5%	1,181	1,426	-17.2%
JUL	6,798	7,240	-6.1%	6,458	5,756	12.2%	340	1,484	-77.1%
AUG	7,334	10,484	-30.0%	6,502	6,672	-2.5%	831	3,811	-78.2%
SEPT	5,556	5,392	3.1%	4,657	4,659	0.0%	900	733	22.7%
OCT	6,069	6,884	-11.9%	5,534	6,015	-8.0%	534	869	-38.5%
NOV	5,154	6,046	-14.8%	4,663	5,036	-7.4%	491	1,010	-51.3%
DEC	7,179	6,285	14.2%	5,964	5,620	6.1%	1,215	665	82.8%
TOTAL	91,445	80,874	13.1%	72,674	64,433	12.8%	18,772	16,441	14.2%

Source: DBEDT

TABLE 35: Visitor Arrivals by Island and Month: 2003 vs. 2002 (continued)
(Arrivals by air)

BIG ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	104,029	95,784	8.6%	72,588	71,052	2.2%	31,442	24,732	27.1%
FEB	100,472	103,682	-3.1%	71,990	76,422	-5.8%	28,481	27,261	4.5%
MAR	108,462	112,417	-3.5%	81,548	78,918	3.3%	26,914	33,499	-19.7%
APR	95,158	94,404	0.8%	80,738	73,791	9.4%	14,420	20,613	-30.0%
MAY	88,946	89,003	-0.1%	71,833	69,917	2.7%	17,113	19,087	-10.3%
JUN	100,560	111,913	-10.1%	84,894	84,779	0.1%	15,666	27,134	-42.3%
JUL	117,886	115,183	2.3%	94,550	88,080	7.3%	23,335	27,102	-13.9%
AUG	115,231	117,116	-1.6%	85,572	82,790	3.4%	29,659	34,326	-13.6%
SEPT	82,677	85,905	-3.8%	59,103	61,033	-3.2%	23,573	24,872	-5.2%
OCT	98,543	110,672	-11.0%	73,259	83,050	-11.8%	25,284	27,622	-8.5%
NOV	89,752	96,885	-7.4%	66,431	69,513	-4.4%	23,322	27,372	-14.8%
DEC	105,448	110,349	-4.4%	79,712	79,335	0.5%	25,736	31,014	-17.0%
TOTAL	1,207,164	1,243,313	-2.9%	922,217	918,680	0.4%	284,946	324,633	-12.2%
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	37,896	26,498	43.0%	27,175	18,835	44.3%	10,721	7,663	39.9%
FEB	38,597	35,585	8.5%	26,312	24,760	6.3%	12,285	10,824	13.5%
MAR	43,413	35,900	20.9%	30,328	23,228	30.6%	13,086	12,672	3.3%
APR	37,308	33,425	11.6%	29,847	24,070	24.0%	7,461	9,355	-20.2%
MAY	36,603	32,621	12.2%	28,531	26,113	9.3%	8,072	6,509	24.0%
JUN	36,982	39,116	-5.5%	29,705	27,046	9.8%	7,277	12,069	-39.7%
JUL	44,044	41,839	5.3%	33,048	31,207	5.9%	10,997	10,632	3.4%
AUG	39,507	40,676	-2.9%	29,081	28,886	0.7%	10,427	11,789	-11.6%
SEPT	31,391	35,011	-10.3%	21,106	25,024	-15.7%	10,284	9,986	3.0%
OCT	39,189	45,821	-14.5%	27,884	32,851	-15.1%	11,305	12,969	-12.8%
NOV	33,209	38,604	-14.0%	23,391	26,367	-11.3%	9,817	12,237	-19.8%
DEC	41,474	43,355	-4.3%	28,876	30,033	-3.9%	12,598	13,322	-5.4%
TOTAL	459,612	448,449	2.5%	335,283	318,422	5.3%	124,329	130,028	-4.4%
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
JAN	86,740	83,353	4.1%	58,681	62,156	-5.6%	28,059	21,197	32.4%
FEB	83,087	85,055	-2.3%	58,469	63,643	-8.1%	24,618	21,413	15.0%
MAR	86,969	96,042	-9.4%	65,744	66,431	-1.0%	21,225	29,611	-28.3%
APR	77,167	79,142	-2.5%	65,461	62,892	4.1%	11,706	16,251	-28.0%
MAY	70,893	74,373	-4.7%	57,004	57,891	-1.5%	13,889	16,481	-15.7%
JUN	80,832	92,565	-12.7%	67,901	69,726	-2.6%	12,931	22,840	-43.4%
JUL	95,538	92,641	3.1%	75,455	70,432	7.1%	20,082	22,209	-9.6%
AUG	93,704	97,583	-4.0%	68,528	66,496	3.1%	25,177	31,087	-19.0%
SEPT	65,764	70,407	-6.6%	47,164	48,175	-2.1%	18,600	22,231	-16.3%
OCT	79,655	92,540	-13.9%	59,355	68,424	-13.3%	20,300	24,116	-15.8%
NOV	73,391	80,634	-9.0%	53,683	57,147	-6.1%	19,709	23,487	-16.1%
DEC	83,455	89,279	-6.5%	63,281	63,128	0.2%	20,174	26,151	-22.9%
TOTAL	977,195	1,033,614	-5.5%	740,726	756,541	-2.1%	236,469	277,073	-14.7%

Source: DBEDT

**TABLE 36: 2003 Average Daily Census by Island and Month
(Arrivals by air)**

TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
Oahu	80,702	77,083	70,691	63,309	63,255	81,514	90,068	91,245	69,144	70,432	70,640	92,536	76,776
Maui County	46,740	47,828	45,466	43,967	38,515	48,831	53,024	49,010	34,219	38,448	40,236	47,812	44,510
....Maui	44,521	45,780	42,899	42,524	37,141	47,024	51,053	47,253	33,013	36,987	38,616	45,690	42,710
....Molokai	1,240	1,110	1,355	669	755	895	1,157	893	627	771	785	1,100	947
....Lanai	979	938	1,211	775	619	912	813	864	579	690	835	1,022	853
Kauai	17,164	17,587	17,049	16,715	16,401	20,545	21,854	20,929	15,509	16,308	15,969	17,802	17,828
Big Island	24,962	24,732	20,785	19,409	18,192	22,152	25,473	26,343	16,079	19,072	20,195	25,762	21,934
....Hilo	5,120	5,242	4,373	3,938	4,931	5,063	5,470	5,608	3,388	3,850	3,906	5,793	4,726
....Kona	19,842	19,490	16,412	15,471	13,261	17,090	20,003	20,735	12,691	15,222	16,288	19,969	17,207
TOTAL DOM and INT'L	169,567	167,230	153,990	143,401	136,363	173,042	190,420	187,527	134,951	144,260	147,040	183,913	161,048
DOMESTIC													
Oahu	48,766	44,324	44,684	44,745	43,773	60,654	61,347	57,434	40,601	42,655	43,263	57,089	49,170
Maui County	38,140	39,472	38,510	39,358	35,214	46,457	50,082	45,008	31,208	35,588	35,268	42,198	39,728
....Maui	36,258	37,764	36,968	38,016	33,995	44,809	48,297	43,483	30,152	34,249	33,985	40,372	38,215
....Molokai	1,074	946	647	626	663	831	993	723	531	711	717	967	786
....Lanai	807	762	896	717	557	816	791	802	525	628	566	858	728
Kauai	15,251	15,561	15,263	15,042	14,975	19,638	21,026	19,344	14,444	15,196	14,506	16,360	16,396
Big Island	19,742	19,713	17,251	17,228	14,738	19,960	21,470	19,769	13,041	15,902	16,766	21,541	18,095
....Hilo	4,356	3,977	3,621	3,446	3,192	4,334	4,503	4,426	2,695	3,195	3,221	4,576	3,798
....Kona	15,386	15,737	13,630	13,782	11,546	15,626	16,967	15,343	10,346	12,706	13,545	16,965	14,297
TOTAL DOMESTIC	121,899	119,071	115,708	116,373	108,699	146,709	153,924	141,555	99,294	109,340	109,802	137,187	123,389
INTERNATIONAL													
Oahu	31,936	32,759	26,007	18,564	19,482	20,860	28,721	33,811	28,543	27,777	27,377	35,448	27,606
Maui County	8,600	8,356	6,955	4,609	3,300	2,374	2,942	4,003	3,012	2,860	4,968	5,614	4,782
....Maui	8,263	8,016	5,932	4,508	3,146	2,215	2,756	3,770	2,861	2,738	4,631	5,318	4,495
....Molokai	166	164	708	43	92	63	164	170	97	60	68	133	162
....Lanai	171	176	316	58	62	96	22	62	53	63	269	164	126
Kauai	1,913	2,026	1,786	1,674	1,427	907	828	1,585	1,065	1,112	1,464	1,442	1,432
Big Island	5,220	5,018	3,534	2,181	3,455	2,192	4,004	6,574	3,038	3,170	3,429	4,221	3,839
....Hilo	764	1,265	752	492	1,740	728	967	1,182	694	654	686	1,217	929
....Kona	4,455	3,753	2,782	1,689	1,715	1,464	3,036	5,392	2,344	2,516	2,743	3,004	2,910
TOTAL INT'L	47,669	48,159	38,283	27,028	27,664	26,333	36,495	45,973	35,657	34,920	37,238	46,725	37,659

Source: DBEDT

**TABLE 37: 2003 Domestic U.S. Visitor Arrivals by Island from Top U.S. MSAs
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Albuquerque	12,550	7,762	5,899	5,761	191	278	2,737	3,469	1,422	2,719
Anchorage	20,814	11,710	9,830	9,602	322	501	4,268	4,301	1,766	3,334
Atlanta	42,485	28,100	18,589	18,156	696	893	7,874	9,424	4,129	6,980
Austin	17,417	8,586	6,828	6,639	275	293	3,778	3,899	1,447	3,164
Bakersfield	12,650	7,127	4,673	4,542	208	190	2,686	2,616	1,050	2,023
Bellingham	5,928	2,278	2,690	2,618	87	81	1,028	1,197	357	997
Boise	11,271	4,557	4,823	4,687	182	112	2,077	2,553	803	2,171
Boston	60,338	36,070	28,803	28,054	1,130	1,433	15,589	15,383	6,743	11,792
Charlotte	9,913	5,904	4,334	4,210	174	226	2,135	2,637	1,171	1,971
Chicago	116,871	57,331	61,402	60,229	1,871	2,553	25,999	26,406	9,826	21,034
Cincinnati	20,031	11,899	10,264	10,029	358	374	4,682	4,903	2,287	3,680
Cleveland	20,748	11,990	6,504	6,150	466	174	3,016	4,529	1,383	3,842
Colorado Springs	13,185	5,810	5,634	5,530	174	149	2,188	2,109	644	1,745
Columbus	12,854	4,753	5,545	5,369	262	202	3,019	2,649	847	2,277
Dallas	72,952	37,700	35,494	34,813	1,089	1,452	13,408	13,682	5,224	10,590
Denver	91,801	44,079	38,955	38,039	1,344	1,571	19,900	17,570	5,998	14,248
Detroit	50,724	30,836	17,201	16,758	663	655	7,106	8,198	2,959	6,421
Eugene	11,489	7,764	3,600	3,479	133	133	2,163	1,387	516	1,057
Fresno	18,507	8,637	7,656	7,481	278	196	2,747	2,857	913	2,367
Grand Rapids	8,178	4,649	3,685	3,551	163	167	1,492	1,722	657	1,320
Hartford	11,617	7,399	5,452	5,309	213	281	2,791	2,992	1,299	2,324
Houston	44,481	27,332	16,686	16,258	592	564	8,406	6,463	2,271	5,240
Indianapolis	14,536	11,624	3,814	3,716	227	239	2,163	2,693	1,334	1,901
Kansas City	20,161	8,103	7,911	7,679	288	245	4,504	4,287	1,273	3,645
Las Vegas	46,081	28,237	23,491	23,027	794	901	11,938	11,495	5,416	8,733
Los Angeles	706,081	330,824	291,736	284,659	9,106	9,610	117,813	121,456	34,869	102,290
Miami	17,711	11,723	8,057	7,819	370	418	3,845	4,660	2,145	3,363
Milwaukee	16,079	10,953	6,788	6,600	345	359	3,680	4,383	2,233	3,185
Minneapolis	56,717	33,722	25,051	24,377	867	878	12,254	12,040	4,368	9,640
Modesto	12,738	8,642	5,472	5,349	205	250	2,717	3,177	1,487	2,326
Nashville	8,702	5,288	3,982	3,874	169	169	1,744	2,142	856	1,677
New York	161,971	100,225	80,575	78,497	2,925	4,097	41,851	42,746	17,190	33,068
Norfolk	14,043	6,021	5,685	5,497	253	252	2,405	2,916	841	2,473
Oklahoma City	10,013	6,174	4,681	4,560	209	229	1,996	2,261	1,050	1,656
Omaha	7,881	4,599	3,526	3,443	116	153	1,411	1,578	657	1,182
Orlando	13,132	6,082	5,609	5,494	191	159	2,242	2,484	747	2,119
Philadelphia	41,498	26,065	19,421	19,032	717	926	10,357	10,997	4,744	8,468
Phoenix	86,586	39,212	37,145	36,226	1,378	1,391	19,690	20,388	6,349	17,347
Pittsburgh	13,557	8,300	6,775	6,640	255	294	2,975	3,376	1,604	2,528
Portland	102,730	43,119	43,992	43,119	1,405	1,096	19,220	17,444	5,201	14,726
Provo	11,667	5,843	4,806	4,653	138	225	1,863	1,820	587	1,513
Raleigh	9,760	6,004	4,010	3,925	164	165	1,622	2,020	829	1,540
Reno	14,371	8,369	6,982	6,843	229	341	3,033	3,241	1,456	2,413
Sacramento	100,973	42,829	44,038	42,798	1,544	1,326	17,353	20,101	5,777	17,115
Saint Louis	26,649	15,480	13,295	13,009	427	639	5,336	5,827	2,472	4,444
Salinas	14,959	8,896	7,613	7,479	247	317	3,614	4,223	1,827	3,355
Salt Lake City	49,838	29,547	22,811	22,252	725	1,041	8,834	9,658	4,429	6,993
San Antonio	13,805	9,548	4,937	4,799	221	279	2,280	2,610	1,276	1,821
San Diego	150,752	73,475	56,935	55,432	1,903	1,951	30,261	26,609	8,432	22,259
San Francisco	537,900	226,755	220,099	214,476	7,386	6,751	94,706	101,247	27,892	87,636
San Luis/Obispo	12,105	5,772	5,115	5,001	154	145	2,196	2,376	699	2,019
Santa Barbara	19,362	9,213	8,231	8,088	241	248	3,227	3,217	1,090	2,659
Seattle	200,011	87,422	87,148	85,342	2,754	2,217	32,635	35,784	10,385	30,576
Spokane	13,251	7,213	4,952	4,828	203	209	2,888	2,735	1,127	2,103
Stockton	18,643	12,296	9,208	9,010	294	332	4,252	4,441	1,934	3,500
Tampa	15,417	6,464	6,457	6,292	218	283	2,871	3,134	901	2,698
Tucson	18,544	9,736	8,149	7,928	298	377	3,961	4,177	1,615	3,266
Tulsa	8,362	4,908	4,238	4,112	141	179	2,076	2,169	990	1,651
Washington	97,410	67,454	34,063	32,990	1,587	1,795	18,978	21,820	9,669	16,276

Source: DBEDT

**TABLE 38: 2003 Domestic U.S. Visitor Arrivals by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	21,989	16,552	7,910	7,699	380	417	3,398	4,620	2,480	3,079
Alaska	36,954	20,442	11,882	11,230	828	325	5,319	8,988	2,767	7,579
Arizona	123,746	60,058	51,053	49,763	1,894	2,053	26,774	24,518	8,638	19,877
Arkansas	12,776	7,839	5,288	5,167	187	242	2,383	2,652	1,125	2,008
California	1,666,672	746,481	682,650	665,714	22,444	21,652	293,745	299,015	86,593	253,911
Colorado	124,514	57,425	52,298	50,930	2,061	2,028	29,103	29,126	9,639	24,469
Connecticut	27,068	16,232	13,401	13,036	488	702	6,709	7,164	2,894	5,629
Delaware	4,726	3,100	2,110	2,059	77	88	1,192	1,232	572	890
Florida	93,543	63,706	39,990	38,909	1,930	2,244	21,078	24,737	12,044	18,065
Georgia	56,765	38,332	24,055	23,456	931	1,216	10,398	12,706	5,769	9,291
Idaho	26,550	13,024	10,555	10,221	421	343	4,835	5,495	1,743	4,585
Illinois	139,209	71,570	71,633	70,247	2,317	2,835	30,537	31,005	11,893	24,464
Indiana	41,640	24,789	20,190	19,818	698	861	8,521	9,167	3,977	7,032
Iowa	24,269	14,189	11,308	10,898	471	547	4,963	5,305	2,241	3,983
Kansas	23,109	13,125	10,637	10,408	370	525	4,548	4,735	2,015	3,639
Kentucky	21,314	14,074	9,834	9,585	370	386	4,034	4,484	2,054	3,362
Louisiana	18,138	12,123	7,392	7,231	318	320	3,281	3,952	1,950	2,662
Maine	7,505	4,896	2,715	2,624	165	119	1,666	1,873	841	1,363
Maryland	48,981	33,311	18,397	17,933	772	947	10,234	11,735	5,392	8,722
Massachusetts	55,620	32,891	26,766	26,090	1,007	1,303	14,554	14,246	6,229	10,985
Michigan	75,321	46,089	37,642	36,801	1,391	1,475	18,999	18,758	8,754	14,132
Minnesota	74,975	45,376	32,839	31,951	1,145	1,134	16,079	15,995	6,014	12,633
Mississippi	8,376	5,973	3,096	3,035	96	137	1,259	1,605	784	1,185
Missouri	44,829	26,184	21,790	21,334	740	1,026	8,926	9,863	4,262	7,450
Montana	15,902	7,710	6,884	6,674	249	245	2,989	3,317	1,048	2,831
Nebraska	15,421	8,788	7,072	6,862	262	263	2,830	3,257	1,364	2,454
Nevada	69,986	38,973	25,089	24,452	946	975	10,821	12,233	4,102	9,876
New Hampshire	9,787	6,064	4,322	4,208	193	238	2,283	2,504	1,170	1,843
New Jersey	69,991	44,722	34,601	33,818	1,245	1,627	18,264	18,410	7,747	13,998
New Mexico	23,678	12,771	8,766	8,499	407	398	5,182	5,194	2,200	3,987
New York	118,881	73,999	57,380	55,893	2,176	2,904	29,432	31,318	12,838	24,148
North Carolina	37,690	24,054	15,863	15,466	717	785	7,579	9,427	4,279	7,067
North Dakota	5,173	3,359	2,148	2,117	61	51	898	978	394	740
Ohio	74,957	46,933	36,995	36,226	1,389	1,513	16,738	18,261	8,479	13,841
Oklahoma	24,355	14,937	10,038	9,810	398	424	4,120	5,048	2,048	3,875
Oregon	128,894	52,689	55,862	54,284	2,079	1,627	23,492	27,028	7,962	23,055
Pennsylvania	64,431	41,216	29,692	29,076	1,150	1,331	15,256	17,487	7,796	13,351
Rhode Island	6,752	4,584	3,010	2,946	117	128	1,623	1,659	900	1,226
South Carolina	16,275	11,154	6,740	6,570	294	349	3,096	3,714	1,741	2,651
South Dakota	6,721	4,062	2,958	2,864	140	102	1,144	1,370	478	1,098
Tennessee	31,132	20,226	13,826	13,505	621	675	6,050	7,102	3,311	5,153
Texas	192,644	110,685	86,056	84,039	3,102	3,867	35,204	37,467	15,894	28,051
Utah	68,734	42,698	24,954	24,271	926	910	13,119	9,846	3,524	7,918
Vermont	4,680	2,743	1,881	1,822	94	90	1,225	1,208	503	968
Virginia	74,461	53,620	24,449	23,622	1,221	1,347	13,468	15,828	7,138	11,762
Washington	271,022	118,719	117,292	114,775	3,930	3,014	45,030	49,911	14,478	42,576
Washington, D.C.	6,724	4,412	2,372	2,251	151	153	1,264	1,511	660	1,086
West Virginia	5,848	3,821	2,564	2,500	109	131	970	1,343	563	1,052
Wisconsin	45,729	27,317	22,142	21,607	824	842	10,963	12,413	5,368	9,660
Wyoming	6,865	3,597	2,595	2,501	132	101	1,339	1,562	555	1,277

Source: DBEDT

**TABLE 39: 2003 Domestic U.S. Visitor Arrivals (% of Total) by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	0.5%	0.8%	0.4%	0.4%	0.6%	0.6%	0.4%	0.5%	0.8%	0.4%
Alaska	0.9%	0.9%	0.7%	0.6%	1.3%	0.5%	0.7%	1.1%	0.9%	1.1%
Arizona	3.0%	2.8%	2.9%	2.9%	2.9%	3.1%	3.3%	2.9%	2.8%	2.9%
Arkansas	0.3%	0.4%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%
California	39.9%	34.4%	38.3%	38.3%	34.8%	32.3%	36.4%	35.1%	28.2%	37.0%
Colorado	3.0%	2.6%	2.9%	2.9%	3.2%	3.0%	3.6%	3.4%	3.1%	3.6%
Connecticut	0.6%	0.7%	0.8%	0.8%	0.8%	1.0%	0.8%	0.8%	0.9%	0.8%
Delaware	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
Florida	2.2%	2.9%	2.2%	2.2%	3.0%	3.3%	2.6%	2.9%	3.9%	2.6%
Georgia	1.4%	1.8%	1.4%	1.4%	1.4%	1.8%	1.3%	1.5%	1.9%	1.4%
Idaho	0.6%	0.6%	0.6%	0.6%	0.7%	0.5%	0.6%	0.6%	0.6%	0.7%
Illinois	3.3%	3.3%	4.0%	4.0%	3.6%	4.2%	3.8%	3.6%	3.9%	3.6%
Indiana	1.0%	1.1%	1.1%	1.1%	1.1%	1.3%	1.1%	1.1%	1.3%	1.0%
Iowa	0.6%	0.7%	0.6%	0.6%	0.7%	0.8%	0.6%	0.6%	0.7%	0.6%
Kansas	0.6%	0.6%	0.6%	0.6%	0.6%	0.8%	0.6%	0.6%	0.7%	0.5%
Kentucky	0.5%	0.6%	0.6%	0.6%	0.6%	0.6%	0.5%	0.5%	0.7%	0.5%
Louisiana	0.4%	0.6%	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%	0.6%	0.4%
Maine	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.3%	0.2%
Maryland	1.2%	1.5%	1.0%	1.0%	1.2%	1.4%	1.3%	1.4%	1.8%	1.3%
Massachusetts	1.3%	1.5%	1.5%	1.5%	1.6%	1.9%	1.8%	1.7%	2.0%	1.6%
Michigan	1.8%	2.1%	2.1%	2.1%	2.2%	2.2%	2.4%	2.2%	2.8%	2.1%
Minnesota	1.8%	2.1%	1.8%	1.8%	1.8%	1.7%	2.0%	1.9%	2.0%	1.8%
Mississippi	0.2%	0.3%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%	0.3%	0.2%
Missouri	1.1%	1.2%	1.2%	1.2%	1.1%	1.5%	1.1%	1.2%	1.4%	1.1%
Montana	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.3%	0.4%
Nebraska	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%
Nevada	1.7%	1.8%	1.4%	1.4%	1.5%	1.5%	1.3%	1.4%	1.3%	1.4%
New Hampshire	0.2%	0.3%	0.2%	0.2%	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%
New Jersey	1.7%	2.1%	1.9%	1.9%	1.9%	2.4%	2.3%	2.2%	2.5%	2.0%
New Mexico	0.6%	0.6%	0.5%	0.5%	0.6%	0.6%	0.6%	0.6%	0.7%	0.6%
New York	2.8%	3.4%	3.2%	3.2%	3.4%	4.3%	3.6%	3.7%	4.2%	3.5%
North Carolina	0.9%	1.1%	0.9%	0.9%	1.1%	1.2%	0.9%	1.1%	1.4%	1.0%
North Dakota	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Ohio	1.8%	2.2%	2.1%	2.1%	2.2%	2.3%	2.1%	2.1%	2.8%	2.0%
Oklahoma	0.6%	0.7%	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%	0.7%	0.6%
Oregon	3.1%	2.4%	3.1%	3.1%	3.2%	2.4%	2.9%	3.2%	2.6%	3.4%
Pennsylvania	1.5%	1.9%	1.7%	1.7%	1.8%	2.0%	1.9%	2.1%	2.5%	1.9%
Rhode Island	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
South Carolina	0.4%	0.5%	0.4%	0.4%	0.5%	0.5%	0.4%	0.4%	0.6%	0.4%
South Dakota	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
Tennessee	0.7%	0.9%	0.8%	0.8%	1.0%	1.0%	0.7%	0.8%	1.1%	0.8%
Texas	4.6%	5.1%	4.8%	4.8%	4.8%	5.8%	4.4%	4.4%	5.2%	4.1%
Utah	1.6%	2.0%	1.4%	1.4%	1.4%	1.4%	1.6%	1.2%	1.1%	1.2%
Vermont	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
Virginia	1.8%	2.5%	1.4%	1.4%	1.9%	2.0%	1.7%	1.9%	2.3%	1.7%
Washington	6.5%	5.5%	6.6%	6.6%	6.1%	4.5%	5.6%	5.9%	4.7%	6.2%
Washington, D.C.	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
West Virginia	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
Wisconsin	1.1%	1.3%	1.2%	1.2%	1.3%	1.3%	1.4%	1.5%	1.7%	1.4%
Wyoming	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%

Source: DBEDT

**TABLE 40: 2003 Domestic U.S. Visitor Length of Stay by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	OAHU	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	9.27	7.13	5.66	3.70	2.55	4.86	5.05	3.21	5.00
Alaska	13.50	9.58	10.44	8.31	14.95	9.96	13.46	9.59	12.46
Arizona	9.56	7.36	7.44	4.04	3.38	6.89	7.02	3.93	6.95
Arkansas	9.57	7.28	6.57	3.16	2.49	5.96	5.99	3.13	6.16
California	9.11	7.21	7.66	3.96	3.96	7.61	7.65	4.55	7.45
Colorado	10.10	6.85	7.94	4.74	3.98	7.56	7.62	4.34	7.36
Connecticut	11.11	7.35	7.16	3.68	3.57	5.89	6.18	3.59	6.02
Delaware	10.92	7.63	6.49	3.59	3.60	5.91	5.60	2.96	5.86
Florida	10.47	7.51	6.25	2.85	3.01	5.23	5.46	3.24	5.31
Georgia	9.31	6.59	6.14	4.20	2.94	5.32	5.42	3.41	5.30
Idaho	10.68	7.76	8.56	4.50	4.19	8.35	9.35	6.36	8.79
Illinois	10.15	6.86	7.42	3.46	3.28	6.22	6.24	3.25	6.33
Indiana	10.16	7.04	7.04	3.73	2.63	5.91	5.90	3.07	5.95
Iowa	10.22	7.14	6.88	6.65	4.23	6.30	6.60	3.90	6.60
Kansas	9.67	6.95	6.85	4.01	3.29	6.28	6.15	4.02	5.78
Kentucky	9.85	6.87	6.81	3.07	2.64	5.31	5.47	3.19	5.34
Louisiana	9.65	7.35	6.01	4.04	2.82	5.08	5.99	4.39	5.68
Maine	12.80	9.82	8.06	4.01	3.89	7.25	7.30	5.04	6.92
Maryland	10.35	7.79	6.35	2.89	2.76	5.79	5.92	3.33	5.91
Massachusetts	11.31	7.74	7.23	3.34	3.82	6.08	6.27	3.71	6.02
Michigan	11.01	6.97	7.17	3.87	3.44	6.18	6.20	3.59	6.01
Minnesota	10.90	7.20	7.90	4.83	3.21	7.00	7.30	4.42	7.14
Mississippi	9.66	7.87	6.03	2.27	4.27	5.14	5.14	3.32	4.78
Missouri	10.06	7.14	6.87	3.65	3.31	5.91	5.96	3.30	6.00
Montana	10.96	7.26	8.69	5.29	5.09	8.72	9.57	5.80	9.06
Nebraska	9.77	7.12	6.85	4.76	3.35	6.14	6.64	3.75	6.73
Nevada	9.57	7.68	7.96	3.40	3.49	7.19	7.47	4.58	7.35
New Hampshire	11.75	8.22	7.36	3.12	4.69	6.66	6.90	4.76	6.35
New Jersey	10.61	6.83	6.50	2.60	3.16	5.66	5.75	3.27	5.75
New Mexico	10.38	7.65	7.45	4.44	2.82	7.49	8.23	4.82	8.06
New York	10.85	7.40	6.63	3.83	3.62	5.69	5.91	3.59	5.76
North Carolina	10.18	7.65	6.47	2.72	3.10	5.57	5.64	3.29	5.53
North Dakota	10.61	7.17	7.65	7.76	2.28	7.25	7.67	5.20	7.37
Ohio	10.33	6.92	6.76	3.71	2.66	5.56	5.60	3.31	5.36
Oklahoma	9.64	7.37	6.68	3.67	3.30	6.02	6.25	3.80	6.13
Oregon	10.82	8.02	9.14	5.61	3.72	8.75	9.34	5.42	9.08
Pennsylvania	10.72	7.48	6.50	3.68	3.27	5.50	5.77	3.14	5.72
Rhode Island	10.99	7.94	6.59	3.94	2.41	5.29	5.44	3.22	4.99
South Carolina	10.24	7.84	6.21	3.01	2.93	5.18	5.52	3.58	5.39
South Dakota	10.44	7.16	7.57	4.69	3.05	6.88	7.69	5.45	7.22
Tennessee	9.88	7.17	6.35	3.02	3.06	5.66	5.41	2.88	5.61
Texas	9.26	6.93	6.65	3.76	2.98	6.00	5.96	3.45	6.01
Utah	9.37	7.15	7.08	3.41	3.74	6.99	6.94	3.65	7.01
Vermont	13.12	9.02	9.26	3.75	3.42	7.51	8.22	5.09	7.61
Virginia	10.38	8.20	6.32	2.90	3.09	5.94	6.06	3.58	5.99
Washington	11.04	8.41	9.54	5.17	4.01	8.95	9.29	5.08	9.17
Washington, D.C.	9.63	7.26	6.47	3.20	4.50	6.04	6.19	4.12	6.11
West Virginia	10.34	7.83	6.72	7.02	3.48	5.51	5.34	2.72	5.36
Wisconsin	11.00	7.19	7.05	4.02	3.27	6.08	6.57	3.68	6.40
Wyoming	10.54	7.97	7.69	6.85	4.69	7.46	8.40	5.71	7.80

Source: DBEDT

TABLE 41: Oahu Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

Oahu	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	28,023,305	29,033,763	-3.5%	17,947,045	18,478,119	-2.9%	10,076,260	10,555,644	-4.5%
Total Visitors	4,090,483	4,276,077	-4.3%	2,415,386	2,423,169	-0.3%	1,675,097	1,852,908	-9.6%
PARTY SIZE									
One	814,285	801,754	1.6%	590,871	596,150	-0.9%	223,414	205,604	8.7%
Two	1,580,968	1,586,668	-0.4%	1,003,698	1,027,580	-2.3%	577,270	559,088	3.3%
Three or more	1,695,230	1,887,655	-10.2%	820,817	799,440	2.7%	874,413	1,088,215	-19.6%
Avg Party Size	2.10	2.17	-3.2%	1.86	1.85	0.7%	2.44	2.58	-5.5%
VISIT STATUS									
First-Time	1,757,240	1,838,428	-4.4%	974,988	959,459	1.6%	782,252	878,969	-11.0%
Repeat	2,333,243	2,437,649	-4.3%	1,440,398	1,463,710	-1.6%	892,845	973,939	-8.3%
Average # of Trips	4.31	4.16	3.6%	4.71	4.43	6.3%	3.72	3.80	-2.0%
TRAVEL METHOD									
Group Tour	824,549	919,386	-10.3%	211,323	225,652	-6.4%	613,227	693,735	-11.6%
Package	2,071,943	2,281,922	-9.2%	890,968	885,500	0.6%	1,180,975	1,396,422	-15.4%
Group Tour & Pkg	719,841	842,609	-14.6%	173,125	185,185	-6.5%	546,716	657,424	-16.8%
True Independent	1,913,831	1,917,379	-0.2%	1,486,220	1,497,202	-0.7%	427,611	420,177	1.8%
ISLANDS VISITED									
Oahu	4,090,483	4,276,077	-4.3%	2,415,386	2,423,169	-0.3%	1,675,097	1,852,908	-9.6%
Maui County	789,395	867,499	-9.0%	590,399	604,845	-2.4%	198,996	262,653	-24.2%
...Maui	748,042	829,523	-9.8%	569,578	585,262	-2.7%	178,464	244,260	-26.9%
...Molokai	55,813	47,307	18.0%	36,007	28,542	26.2%	19,806	18,765	5.5%
...Lanai	49,303	44,133	11.7%	34,096	30,522	11.7%	15,207	13,611	11.7%
Kauai	434,383	494,977	-12.2%	345,762	364,485	-5.1%	88,622	130,492	-32.1%
Big Island	609,045	666,007	-8.6%	394,215	405,276	-2.7%	214,830	260,731	-17.6%
...Hilo	308,864	313,279	-1.4%	207,806	201,348	3.2%	101,058	111,931	-9.7%
...Kona	448,730	521,382	-13.9%	277,002	302,126	-8.3%	171,729	219,256	-21.7%
Oahu Only	2,751,653	2,818,338	-2.4%	1,488,097	1,497,881	-0.7%	1,263,556	1,320,457	-4.3%
LENGTH OF STAY									
Oahu (days)	6.85	6.79	0.9%	7.43	7.63	-2.6%	6.02	5.70	5.6%
Maui (days)	4.51	4.40	2.6%	4.79	4.88	-1.7%	3.62	3.25	11.3%
Molokai (days)	2.98	3.67	-18.7%	3.37	4.51	-25.4%	2.29	2.39	-4.4%
Lanai (days)	2.64	3.98	-33.6%	2.85	4.25	-32.8%	2.18	3.39	-35.8%
Kauai (days)	4.27	3.97	7.5%	4.50	4.49	0.2%	3.38	2.52	34.3%
Big Island (days)	4.31	4.20	2.8%	4.58	4.72	-2.9%	3.81	3.38	12.8%
...Hilo (days)	2.64	2.66	-1.0%	2.79	2.98	-6.2%	2.32	2.10	10.4%
...Kona (days)	4.04	3.76	7.4%	4.43	4.35	1.8%	3.40	2.95	15.5%
Statewide (days)	9.02	8.95	0.7%	10.33	10.64	-2.9%	7.12	6.74	5.6%
ACCOMMODATIONS									
Hotel	3,171,316	3,296,342	-3.8%	1,717,668	1,667,814	3.0%	1,453,648	1,628,527	-10.7%
...Hotel Only	2,780,484	2,954,037	-5.9%	1,396,572	1,397,579	-0.1%	1,383,912	1,556,458	-11.1%
Condo	430,039	420,605	2.2%	281,270	279,770	0.5%	148,768	140,835	5.6%
...Condo Only	261,341	274,572	-4.8%	149,255	174,188	-14.3%	112,086	100,385	11.7%
Timeshare	148,765	146,387	1.6%	132,856	130,959	1.4%	15,909	15,428	3.1%
...Timeshare Only	78,800	83,860	-6.0%	70,506	77,317	-8.8%	8,294	6,543	26.8%
Apartment	2,619	26,553	-90.1%	2,585	19,466	-86.7%	34	7,086	-99.5%
Bed & Breakfast	34,117	37,752	-9.6%	28,182	29,101	-3.2%	5,935	8,651	-31.4%
Cruise Ship	164,399	172,191	-4.5%	142,292	153,264	-7.2%	22,107	18,927	16.8%
Friends or Relatives	425,921	418,612	1.7%	354,713	341,450	3.9%	71,208	77,162	-7.7%
PURPOSE OF TRIP									
Pleasure (Net)	3,246,292	3,427,578	-5.3%	1,810,801	1,807,195	0.2%	1,435,491	1,620,383	-11.4%
...Honeymoon/Get Married (Net)	491,520	545,015	-9.8%	142,608	135,230	5.5%	348,912	409,785	-14.9%
MC&I (Net)	281,053	243,528	15.4%	192,602	167,360	15.1%	88,451	76,168	16.1%
.....Convention/Conf.	182,673	154,033	18.6%	141,211	119,759	17.9%	41,463	34,274	21.0%
.....Corp. Meetings	49,485	45,446	8.9%	34,157	30,925	10.5%	15,328	14,522	5.6%
.....Incentive	56,568	48,994	15.5%	23,132	19,490	18.7%	33,435	29,505	13.3%
Other Business	177,850	181,829	-2.2%	151,370	141,911	6.7%	26,480	39,918	-33.7%
Visit Friends/Relatives	404,320	378,918	6.7%	335,544	299,670	12.0%	68,776	79,247	-13.2%
Government/Military	89,748	88,793	1.1%	66,231	62,064	6.7%	23,517	26,729	-12.0%
Attend School	14,109	18,779	-24.9%	9,182	8,952	2.6%	4,928	9,827	-49.9%

Source: DBEDT

**TABLE 42: Maui County Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

Maui County	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	16,246,284	15,255,048	6.5%	14,500,894	13,431,664	8.0%	1,745,390	1,823,384	-4.3%
Total Visitors	2,196,447	2,139,427	2.7%	1,900,174	1,770,103	7.3%	296,273	369,324	-19.8%
PARTY SIZE									
One	316,508	310,912	1.8%	277,609	268,745	3.3%	38,899	42,167	-7.8%
Two	1,019,540	983,978	3.6%	895,973	853,448	5.0%	123,567	130,530	-5.3%
Three or more	860,399	844,537	1.9%	726,592	647,910	12.1%	133,807	196,627	-31.9%
Avg Party Size	2.12	2.13	-0.2%	2.10	2.06	1.5%	2.30	2.43	-5.4%
VISIT STATUS									
First-Time	798,864	791,711	0.9%	674,393	632,079	6.7%	124,471	159,632	-22.0%
Repeat	1,397,583	1,347,716	3.1%	1,225,782	1,138,024	7.7%	171,802	209,692	-18.1%
Average # of Trips	4.56	4.27	6.8%	4.65	4.33	7.4%	4.01	3.99	0.5%
TRAVEL METHOD									
Group Tour	203,499	238,589	-14.7%	132,552	134,527	-1.5%	70,947	104,062	-31.8%
Package	901,245	894,378	0.8%	742,872	674,310	10.2%	158,372	220,068	-28.0%
Group Tour & Pkg	171,409	207,280	-17.3%	108,550	110,419	-1.7%	62,858	96,861	-35.1%
True Independent	1,263,112	1,213,741	4.1%	1,133,300	1,071,685	5.7%	129,812	142,056	-8.6%
ISLANDS VISITED									
Oahu	789,395	867,499	-9.0%	590,399	604,845	-2.4%	198,996	262,653	-24.2%
Maui County	2,196,447	2,139,427	2.7%	1,900,174	1,770,103	7.3%	296,273	369,323	-19.8%
...Maui	2,125,421	2,073,051	2.5%	1,852,144	1,725,051	7.4%	273,277	348,001	-21.5%
...Molokai	94,106	75,134	25.3%	70,624	53,152	32.9%	23,483	21,983	6.8%
...Lanai	91,445	80,874	13.1%	72,674	64,433	12.8%	18,772	16,441	14.2%
Kauai	319,715	356,852	-10.4%	281,052	304,333	-7.6%	38,663	52,519	-26.4%
Big Island	351,324	380,311	-7.6%	291,022	307,455	-5.3%	60,302	72,856	-17.2%
...Hilo	200,109	201,873	-0.9%	161,210	160,279	0.6%	38,900	41,593	-6.5%
...Kona	254,540	289,239	-12.0%	207,132	232,438	-10.9%	47,408	56,801	-16.5%
Maui Only	1,156,517	1,041,012	11.1%	1,078,848	953,544	13.1%	77,669	87,468	-11.2%
Molokai Only	8,536	7,427	14.9%	7,811	6,834	14.3%	725	593	22.3%
Lanai Only	9,986	10,137	-1.5%	9,261	9,241	0.2%	725	896	-19.0%
LENGTH OF STAY									
Oahu (days)	4.92	5.24	-6.1%	4.87	5.12	-4.9%	5.06	5.51	-8.1%
Maui (days)	7.33	7.04	4.2%	7.53	7.47	0.8%	6.00	4.89	22.8%
Molokai (days)	3.67	4.18	-12.1%	4.06	4.82	-15.8%	2.51	2.63	-4.5%
Lanai (days)	3.41	4.37	-22.0%	3.65	4.49	-18.6%	2.44	3.88	-37.0%
Kauai (days)	3.78	3.83	-1.1%	3.85	3.97	-3.2%	3.32	2.97	11.6%
Big Island (days)	4.00	4.10	-2.5%	4.04	4.25	-4.8%	3.81	3.51	8.6%
...Hilo (days)	2.25	2.51	-10.3%	2.34	2.56	-8.5%	1.87	2.32	-19.2%
...Kona (days)	3.75	3.65	3.0%	3.86	3.85	0.1%	3.31	2.80	18.2%
Statewide (days)	10.59	10.64	-0.5%	10.60	10.96	-3.3%	10.50	9.08	15.7%
ACCOMMODATIONS									
Hotel	1,357,696	1,326,996	2.3%	1,142,094	1,048,076	9.0%	215,602	278,920	-22.7%
...Hotel Only	1,097,701	1,099,959	-0.2%	914,126	854,012	7.0%	183,575	245,947	-25.4%
Condo	631,946	559,733	12.9%	562,926	496,394	13.4%	69,021	63,339	9.0%
...Condo Only	478,093	434,100	10.1%	428,771	394,188	8.8%	49,322	39,912	23.6%
Timeshare	165,063	153,990	7.2%	155,331	142,778	8.8%	9,732	11,212	-13.2%
...Timeshare Only	111,191	108,050	2.9%	106,058	102,865	3.1%	5,132	5,185	-1.0%
Apartment	1,257	17,220	-92.7%	1,251	9,209	-86.4%	6	8,011	-99.9%
Bed & Breakfast	29,082	28,737	1.2%	25,420	24,422	4.1%	3,662	4,315	-15.1%
Cruise Ship	107,852	126,251	-14.6%	96,062	115,393	-16.8%	11,789	10,858	8.6%
Friends or Relatives	144,866	143,309	1.1%	128,235	116,924	9.7%	16,632	26,385	-37.0%
PURPOSE OF TRIP									
Pleasure (Net)	1,911,147	1,857,392	2.9%	1,656,550	1,538,494	7.7%	254,597	318,898	-20.2%
...Honeymoon/Get Married (Net)	216,438	219,464	-1.4%	171,405	153,923	11.4%	45,033	65,541	-31.3%
MC&I (Net)	170,674	141,072	21.0%	153,277	120,526	27.2%	17,397	20,546	-15.3%
...Convention/Conf.	101,707	82,439	23.4%	91,668	71,188	28.8%	10,039	11,251	-10.8%
...Corp. Meetings	31,014	27,882	11.2%	28,539	24,496	16.5%	2,476	3,387	-26.9%
...Incentive	46,873	34,406	36.2%	41,323	27,959	47.8%	5,549	6,447	-13.9%
Other Business	65,115	56,024	16.2%	59,293	48,613	22.0%	5,823	7,411	-21.4%
Visit Friends/Relatives	131,990	114,551	15.2%	117,820	95,214	23.7%	14,170	19,337	-26.7%
Government/Military	10,311	11,082	-7.0%	7,703	6,639	16.0%	2,608	4,443	-41.3%
Attend School	4,291	4,248	1.0%	2,668	2,390	11.7%	1,623	1,858	-12.7%

Source: DBEDT

**TABLE 43: Maui Island Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

Maui	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	15,589,099	14,587,800	6.9%	13,948,570	12,886,011	8.2%	1,640,530	1,701,790	-3.6%
Total Visitors	2,125,421	2,073,051	2.5%	1,852,144	1,725,051	7.4%	273,277	348,000	-21.5%
PARTY SIZE									
One	303,554	297,881	1.9%	267,518	259,081	3.3%	36,036	38,800	-7.1%
Two	988,572	955,812	3.4%	872,832	831,032	5.0%	115,741	124,780	-7.2%
Three or more	833,295	819,358	1.7%	711,795	634,938	12.1%	121,500	184,420	-34.1%
Avg Party Size	2.12	2.13	-0.3%	2.10	2.07	1.5%	2.28	2.43	-6.2%
VISIT STATUS									
First-Time	775,993	772,017	0.5%	662,189	621,265	6.6%	113,805	150,752	-24.5%
Repeat	1,349,428	1,301,036	3.7%	1,189,956	1,103,786	7.8%	159,472	197,249	-19.2%
Average # of Trips	4.53	4.23	7.1%	4.60	4.28	7.5%	4.05	3.97	2.0%
TRAVEL METHOD									
Group Tour	191,736	228,169	-16.0%	129,513	131,103	-1.2%	62,223	97,065	-35.9%
Package	871,071	868,451	0.3%	730,060	662,846	10.1%	141,011	205,605	-31.4%
Group Tour & Pkg	160,884	198,348	-18.9%	106,278	107,884	-1.5%	54,607	90,464	-39.6%
True Independent	1,223,499	1,174,780	4.1%	1,098,849	1,038,985	5.8%	124,650	135,795	-8.2%
ISLANDS VISITED									
Oahu	748,042	829,523	-9.8%	569,578	585,262	-2.7%	178,464	244,260	-26.9%
Maui County	2,125,421	2,073,051	2.5%	1,852,144	1,725,051	7.4%	273,277	348,001	-21.5%
...Maui	2,125,421	2,073,051	2.5%	1,852,144	1,725,051	7.4%	273,277	348,001	-21.5%
...Molokai	56,134	39,549	41.9%	46,500	31,173	49.2%	9,633	8,377	15.0%
...Lanai	54,543	46,847	16.4%	46,506	39,180	18.7%	8,037	7,668	4.8%
Kauai	309,025	347,425	-11.1%	272,141	295,892	-8.0%	36,884	51,533	-28.4%
Big Island	332,258	364,989	-9.0%	278,734	296,320	-5.9%	53,524	68,669	-22.1%
...Hilo	190,226	195,234	-2.6%	156,106	155,742	0.2%	34,120	39,492	-13.6%
...Kona	240,934	277,386	-13.1%	197,335	223,569	-11.7%	43,599	53,817	-19.0%
Maui Only	1,156,517	1,041,012	11.1%	1,078,848	953,544	13.1%	77,669	87,468	-11.2%
LENGTH OF STAY									
Oahu (days)	4.90	5.17	-5.2%	4.83	5.08	-4.8%	5.11	5.38	-5.0%
Maui (days)	7.33	7.04	4.2%	7.53	7.47	0.8%	6.00	4.89	22.8%
Molokai (days)	2.48	3.24	-23.7%	2.55	3.46	-26.2%	2.11	2.46	-13.9%
Lanai (days)	2.57	3.37	-23.5%	2.56	3.55	-27.9%	2.63	2.40	9.6%
Kauai (days)	3.73	3.77	-1.0%	3.78	3.91	-3.2%	3.34	2.97	12.5%
Big Island (days)	3.95	3.99	-1.1%	3.94	4.11	-4.1%	4.00	3.49	14.4%
...Hilo (days)	2.21	2.41	-8.2%	2.27	2.43	-6.9%	1.97	2.32	-15.3%
...Kona (days)	3.69	3.55	4.0%	3.77	3.75	0.5%	3.37	2.75	22.2%
Statewide (days)	10.57	10.57	0.1%	10.55	10.88	-3.0%	10.72	9.01	19.1%
ACCOMMODATIONS									
Hotel	1,307,831	1,281,463	2.1%	1,111,867	1,019,966	9.0%	195,965	261,497	-25.1%
...Hotel Only	1,055,917	1,061,067	-0.5%	890,884	831,472	7.1%	165,033	229,594	-28.1%
Condo	620,584	548,772	13.1%	554,040	487,889	13.6%	66,544	60,882	9.3%
...Condo Only	470,767	426,634	10.3%	423,067	388,373	8.9%	47,700	38,261	24.7%
Timeshare	161,892	151,160	7.1%	152,403	140,231	8.7%	9,489	10,929	-13.2%
...Timeshare Only	109,434	106,494	2.8%	104,397	101,404	3.0%	5,037	5,090	-1.0%
Apartment	1,170	16,410	-92.9%	1,164	8,873	-86.9%	6	7,537	-99.9%
Bed & Breakfast	27,946	27,688	0.9%	24,391	23,422	4.1%	3,555	4,265	-16.6%
Cruise Ship	106,051	124,762	-15.0%	94,569	114,020	-17.1%	11,482	10,742	6.9%
Friends or Relatives	135,950	134,912	0.8%	120,629	109,735	9.9%	15,321	25,178	-39.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,854,516	1,806,139	2.7%	1,619,356	1,504,052	7.7%	235,160	302,087	-22.2%
...Honeymoon/Get Married (Net)	209,251	213,511	-2.0%	168,403	151,266	11.3%	40,849	62,245	-34.4%
MC&I (Net)	164,550	135,333	21.6%	148,498	116,150	27.8%	16,052	19,183	-16.3%
.....Convention/Conf.	98,607	79,414	24.2%	88,871	68,735	29.3%	9,736	10,679	-8.8%
.....Corp. Meetings	29,659	26,694	11.1%	27,426	23,603	16.2%	2,233	3,091	-27.8%
.....Incentive	44,800	32,562	37.6%	40,072	26,827	49.4%	4,728	5,735	-17.6%
Other Business	61,346	52,796	16.2%	56,226	46,086	22.0%	5,121	6,710	-23.7%
Visit Friends/Relatives	124,521	108,146	15.1%	111,440	89,795	24.1%	13,081	18,352	-28.7%
Government/Military	9,403	10,269	-8.4%	7,115	6,138	15.9%	2,288	4,131	-44.6%
Attend School	4,027	3,705	8.7%	2,466	2,244	9.9%	1,561	1,461	6.8%

Source: DBEDT

TABLE 44: Molokai Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

Molokai	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	345,733	314,174	10.0%	286,753	256,355	11.9%	58,979	57,819	2.0%
Total Visitors	94,106	75,135	25.3%	70,624	53,152	32.9%	23,483	21,983	6.8%
PARTY SIZE									
One	18,089	14,301	26.5%	14,126	11,379	24.1%	3,963	2,923	35.6%
Two	41,698	31,942	30.5%	33,854	25,108	34.8%	7,845	6,834	14.8%
Three or more	34,319	28,892	18.8%	22,644	16,665	35.9%	11,674	12,226	-4.5%
Avg Party Size	2.02	2.06	-1.9%	1.92	1.90	1.5%	2.31	2.45	-5.9%
VISIT STATUS									
First-Time	35,977	28,194	27.6%	24,688	18,783	31.4%	11,288	9,411	20.0%
Repeat	58,130	46,941	23.8%	45,935	34,369	33.7%	12,194	12,572	-3.0%
Average # of Trips	5.00	4.79	4.4%	5.30	4.83	9.6%	4.11	4.68	-12.2%
TRAVEL METHOD									
Group Tour	12,604	11,864	6.2%	6,125	4,219	45.2%	6,478	7,645	-15.3%
Package	38,576	31,544	22.3%	24,306	16,786	44.8%	14,271	14,758	-3.3%
Group Tour & Pkg	11,075	10,267	7.9%	4,940	3,312	49.2%	6,135	6,955	-11.8%
True Independent	54,001	41,993	28.6%	45,133	35,459	27.3%	8,869	6,534	35.7%
ISLANDS VISITED									
Oahu	55,813	47,307	18.0%	36,007	28,542	26.2%	19,806	18,765	5.5%
Maui County	94,106	75,134	25.3%	70,624	53,152	32.9%	23,483	21,983	6.8%
...Maui	56,134	39,549	41.9%	46,500	31,173	49.2%	9,633	8,377	15.0%
...Molokai	94,106	75,134	25.3%	70,624	53,152	32.9%	23,483	21,983	6.8%
...Lanai	21,422	16,942	26.4%	16,915	12,741	32.8%	4,507	4,202	7.3%
Kauai	26,216	21,103	24.2%	21,046	17,037	23.5%	5,171	4,067	27.2%
Big Island	32,681	26,736	22.2%	24,873	19,593	27.0%	7,808	7,143	9.3%
...Hilo	23,071	17,926	28.7%	17,969	13,202	36.1%	5,102	4,723	8.0%
...Kona	27,127	22,130	22.6%	20,238	16,214	24.8%	6,888	5,917	16.4%
Molokai Only	8,536	7,427	14.9%	7,811	6,834	14.3%	725	593	22.3%
LENGTH OF STAY									
Oahu (days)	5.27	6.35	-17.0%	5.62	6.74	-16.7%	4.63	5.75	-19.5%
Maui (days)	5.65	5.80	-2.5%	5.57	6.31	-11.8%	6.04	3.87	56.1%
Molokai (days)	3.67	4.18	-12.1%	4.06	4.82	-15.8%	2.51	2.63	-4.5%
Lanai (days)	2.05	4.09	-49.8%	2.09	4.20	-50.1%	1.90	3.77	-49.5%
Kauai (days)	3.41	4.06	-16.0%	3.65	4.56	-19.9%	2.45	1.99	23.4%
Big Island (days)	4.67	6.04	-22.8%	4.99	6.90	-27.6%	3.64	3.70	-1.7%
...Hilo (days)	2.51	3.84	-34.6%	2.77	4.43	-37.5%	1.61	2.18	-26.1%
...Kona (days)	3.48	4.17	-16.5%	3.67	4.72	-22.2%	2.93	2.66	10.0%
Statewide (days)	13.39	14.43	-7.2%	14.19	16.47	-13.9%	11.00	9.49	15.9%
ACCOMMODATIONS									
Hotel	57,533	47,610	20.8%	39,805	29,834	33.4%	17,728	17,775	-0.3%
...Hotel Only	41,642	36,995	12.6%	26,515	21,644	22.5%	15,127	15,351	-1.5%
Condo	21,815	17,317	26.0%	18,153	13,642	33.1%	3,661	3,674	-0.4%
...Condo Only	14,149	10,983	28.8%	11,888	9,240	28.7%	2,261	1,744	29.6%
Timeshare	5,748	4,119	39.5%	5,232	3,760	39.2%	516	360	43.4%
...Timeshare Only	3,401	2,525	34.7%	3,055	2,382	28.3%	346	143	142.0%
Apartment	123	553	-77.8%	122	360	-66.0%	1	193	-99.6%
Bed & Breakfast	2,476	1,908	29.8%	2,107	1,761	19.7%	369	148	149.8%
Cruise Ship	7,480	2,852	162.3%	6,341	2,428	161.1%	1,139	424	168.9%
Friends or Relatives	12,214	9,527	28.2%	9,787	7,721	26.8%	2,427	1,806	34.4%
PURPOSE OF TRIP									
Pleasure (Net)	76,277	61,449	24.1%	58,320	43,160	35.1%	17,958	18,290	-1.8%
...Honeymoon/Get Married (Net)	8,100	7,148	13.3%	5,043	3,766	33.9%	3,058	3,381	-9.6%
MC&I (Net)	6,244	4,148	50.5%	4,542	3,213	41.4%	1,702	935	82.0%
.....Convention/Conf.	3,770	2,652	42.2%	2,855	2,136	33.7%	915	516	77.2%
.....Corp. Meetings	1,201	742	61.8%	971	596	63.0%	229	146	57.1%
.....Incentive	1,620	995	62.8%	1,061	665	59.5%	560	330	69.5%
Other Business	3,925	3,566	10.1%	3,581	2,764	29.5%	344	801	-57.0%
Visit Friends/Relatives	9,732	7,099	37.1%	8,235	5,958	38.2%	1,497	1,141	31.2%
Government/Military	1,930	1,133	70.3%	840	699	20.2%	1,090	434	151.1%
Attend School	473	307	54.5%	359	290	23.9%	114	17	588.6%

Source: DBEDT

TABLE 45: Lanai Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

Lanai	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	311,452	353,074	-11.8%	265,571	289,299	-8.2%	45,881	63,775	-28.1%
Total Visitors	91,445	80,874	13.1%	72,674	64,433	12.8%	18,772	16,441	14.2%
PARTY SIZE									
One	14,378	14,552	-1.2%	12,164	11,711	3.9%	2,214	2,841	-22.1%
Two	45,664	39,266	16.3%	38,088	34,550	10.2%	7,576	4,716	60.7%
Three or more	31,402	27,056	16.1%	22,422	18,172	23.4%	8,981	8,884	1.1%
Avg Party Size	2.07	2.00	3.3%	1.98	1.92	2.8%	2.42	2.31	4.8%
VISIT STATUS									
First-Time	33,682	29,692	13.4%	26,394	22,551	17.0%	7,288	7,140	2.1%
Repeat	57,763	51,183	12.9%	46,279	41,882	10.5%	11,483	9,301	23.5%
Average # of Trips	4.83	4.78	1.0%	4.93	4.78	3.0%	4.46	4.79	-6.7%
TRAVEL METHOD									
Group Tour	13,282	11,516	15.3%	7,707	7,250	6.3%	5,575	4,266	30.7%
Package	38,485	31,680	21.5%	26,448	21,771	21.5%	12,037	9,909	21.5%
Group Tour & Pkg	11,465	9,705	18.1%	6,261	5,868	6.7%	5,204	3,836	35.6%
True Independent	51,144	47,382	7.9%	44,780	41,281	8.5%	6,363	6,102	4.3%
ISLANDS VISITED									
Oahu	49,303	44,133	11.7%	34,096	30,522	11.7%	15,207	13,611	11.7%
Maui County	91,445	80,874	13.1%	72,674	64,433	12.8%	18,772	16,441	14.2%
...Maui	54,543	46,847	16.4%	46,506	39,180	18.7%	8,037	7,668	4.8%
...Molokai	21,422	16,942	26.4%	16,915	12,741	32.8%	4,507	4,202	7.3%
...Lanai	91,445	80,875	13.1%	72,674	64,433	12.8%	18,772	16,441	14.2%
Kauai	28,026	24,738	13.3%	23,164	20,089	15.3%	4,862	4,649	4.6%
Big Island	37,703	29,936	25.9%	28,016	24,233	15.6%	9,687	5,704	69.8%
...Hilo	26,864	19,015	41.3%	19,227	14,677	31.0%	7,637	4,338	76.0%
...Kona	29,497	24,856	18.7%	23,146	20,140	14.9%	6,351	4,716	34.7%
Lanai Only	9,986	10,137	-1.5%	9,261	9,241	0.2%	725	896	-19.0%
LENGTH OF STAY									
Oahu (days)	4.96	5.69	-12.7%	5.16	5.25	-1.6%	4.52	6.67	-32.3%
Maui (days)	5.35	4.94	8.3%	5.28	5.13	3.0%	5.76	4.00	44.2%
Molokai (days)	2.31	3.05	-24.1%	2.31	3.13	-26.4%	2.34	2.78	-16.0%
Lanai (days)	3.41	4.37	-22.0%	3.65	4.49	-18.6%	2.44	3.88	-37.0%
Kauai (days)	3.26	2.95	10.4%	3.43	3.13	9.7%	2.42	2.17	11.5%
Big Island (days)	4.39	4.34	1.2%	4.62	4.58	1.0%	3.72	3.32	11.9%
...Hilo (days)	2.17	2.46	-11.8%	2.48	2.62	-5.5%	1.39	1.90	-27.2%
...Kona (days)	3.64	3.24	12.2%	3.54	3.48	1.7%	4.00	2.23	79.1%
Statewide (days)	12.82	13.19	-2.8%	13.12	13.51	-2.9%	11.66	11.93	-2.3%
ACCOMMODATIONS									
Hotel	64,669	56,874	13.7%	50,272	45,102	11.5%	14,397	11,772	22.3%
...Hotel Only	50,158	46,751	7.3%	38,126	36,688	3.9%	12,032	10,064	19.6%
Condo	15,438	12,914	19.5%	11,997	10,205	17.6%	3,440	2,709	27.0%
...Condo Only	9,739	8,378	16.2%	7,415	6,931	7.0%	2,324	1,447	60.6%
Timeshare	4,816	3,749	28.4%	4,519	3,361	34.5%	297	389	-23.6%
...Timeshare Only	2,857	2,203	29.7%	2,724	2,073	31.4%	133	130	2.3%
Apartment	62	880	-92.9%	61	464	-86.8%	1	416	-99.8%
Bed & Breakfast	1,707	1,546	10.4%	1,421	1,175	20.9%	286	371	-22.9%
Cruise Ship	9,869	5,284	86.8%	8,209	4,496	82.6%	1,660	788	110.6%
Friends or Relatives	8,603	7,858	9.5%	7,143	6,409	11.5%	1,460	1,449	0.8%
PURPOSE OF TRIP									
Pleasure (Net)	75,919	63,905	18.8%	59,932	52,422	14.3%	15,987	11,483	39.2%
...Honeymoon/Get Married (Net)	9,399	8,039	16.9%	6,828	6,067	12.6%	2,570	1,972	30.3%
MC&I (Net)	9,648	8,302	16.2%	8,368	6,538	28.0%	1,280	1,764	-27.4%
.....Convention/Conf.	4,955	4,593	7.9%	4,629	3,378	37.0%	326	1,215	-73.2%
.....Corp. Meetings	2,133	1,720	24.0%	1,853	1,426	29.9%	280	294	-4.7%
.....Incentive	3,388	2,528	34.0%	2,692	1,987	35.5%	696	541	28.6%
Other Business	3,832	3,406	12.5%	3,177	2,580	23.2%	655	826	-20.7%
Visit Friends/Relatives	7,633	5,813	31.3%	6,299	5,066	24.3%	1,334	747	78.5%
Government/Military	884	824	7.2%	662	577	14.8%	222	247	-10.4%
Attend School	344	706	-51.3%	324	299	8.1%	20	406	-95.1%

Source: DBEDT

**TABLE 46: Kauai Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

Kauai	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	6,507,320	6,221,632	4.6%	5,984,480	5,693,632	5.1%	522,840	527,999	-1.0%
Total Visitors	975,866	1,005,898	-3.0%	861,580	849,913	1.4%	114,287	155,985	-26.7%
PARTY SIZE									
One	141,443	150,574	-6.1%	128,003	133,267	-3.9%	13,439	17,307	-22.3%
Two	500,480	509,872	-1.8%	450,346	453,508	-0.7%	50,134	56,364	-11.1%
Three or more	333,945	345,452	-3.3%	283,231	263,138	7.6%	50,714	82,314	-38.4%
Avg Party Size	2.06	2.06	0.0%	2.03	1.99	1.9%	2.33	2.46	-5.3%
VISIT STATUS									
First-Time	350,772	375,416	-6.6%	302,911	306,723	-1.2%	47,861	68,694	-30.3%
Repeat	625,092	630,482	-0.9%	558,666	543,190	2.8%	66,426	87,292	-23.9%
Average # of Trips	4.81	4.68	2.7%	4.93	4.78	3.0%	3.94	4.14	-4.9%
TRAVEL METHOD									
Group Tour	94,610	125,866	-24.8%	63,463	72,538	-12.5%	31,147	53,328	-41.6%
Package	358,162	412,755	-13.2%	298,219	304,596	-2.1%	59,944	108,159	-44.6%
Group Tour & Pkg	79,442	111,505	-28.8%	52,338	60,529	-13.5%	27,104	50,976	-46.8%
True Independent	602,538	578,781	4.1%	552,237	533,307	3.5%	50,301	45,475	10.6%
ISLANDS VISITED									
Oahu	434,383	494,977	-12.2%	345,762	364,485	-5.1%	88,622	130,492	-32.1%
Mauai County	319,715	356,852	-10.4%	281,052	304,333	-7.6%	38,663	52,519	-26.4%
...Mauai	309,025	347,425	-11.1%	272,141	295,892	-8.0%	36,884	51,533	-28.4%
...Molokai	26,216	21,103	24.2%	21,046	17,037	23.5%	5,171	4,067	27.2%
...Lanai	28,026	24,738	13.3%	23,164	20,089	15.3%	4,862	4,649	4.6%
Kauai	975,867	1,005,897	-3.0%	861,580	849,913	1.4%	114,287	155,985	-26.7%
Big Island	239,071	266,991	-10.5%	204,122	221,324	-7.8%	34,949	45,667	-23.5%
...Hilo	150,039	151,976	-1.3%	126,159	125,812	0.3%	23,879	26,164	-8.7%
...Kona	170,531	205,462	-17.0%	142,599	166,981	-14.6%	27,932	38,480	-27.4%
Kauai Only	388,196	361,969	7.2%	371,916	346,458	7.3%	16,279	15,511	5.0%
LENGTH OF STAY									
Oahu (days)	4.79	4.78	0.2%	4.78	4.49	6.6%	4.79	5.58	-14.1%
Mauai (days)	4.43	4.03	10.0%	4.49	4.16	8.1%	3.93	3.28	19.8%
Molokai (days)	2.95	2.88	2.5%	2.70	3.01	-10.4%	3.99	2.32	71.7%
Lanai (days)	2.37	2.78	-14.8%	2.50	2.98	-16.1%	1.73	1.90	-8.8%
Kauai (days)	6.67	6.19	7.8%	6.95	6.70	3.7%	4.57	3.38	-7.0%
Big Island (days)	3.96	3.78	4.7%	4.04	3.83	5.6%	3.47	3.55	-2.4%
...Hilo (days)	2.17	2.14	1.0%	2.21	2.13	3.9%	1.93	2.23	-13.5%
...Kona (days)	3.65	3.33	9.5%	3.83	3.48	10.3%	2.69	2.70	-0.4%
Statewide (days)	11.38	10.86	4.8%	11.44	11.22	2.0%	10.87	8.87	22.6%
ACCOMMODATIONS									
Hotel	557,012	588,251	-5.3%	474,439	463,536	2.4%	82,573	124,715	-33.8%
...Hotel Only	380,865	433,703	-12.2%	315,193	326,278	-3.4%	65,673	107,424	-38.9%
Condo	226,378	208,601	8.5%	207,107	188,193	10.1%	19,270	20,407	-5.6%
...Condo Only	145,012	143,091	1.3%	132,290	131,234	0.8%	12,722	11,857	7.3%
Timeshare	157,668	145,648	8.3%	149,813	138,334	8.3%	7,854	7,314	7.4%
...Timeshare Only	104,098	102,122	1.9%	99,989	98,423	1.6%	4,109	3,699	11.1%
Apartment	636	5,713	-88.9%	636	4,690	-86.4%	0	1,023	-100.0%
Bed & Breakfast	20,337	20,238	0.5%	18,375	17,733	3.6%	1,962	2,505	-21.7%
Cruise Ship	89,863	104,401	-13.9%	80,324	96,648	-16.9%	9,539	7,753	23.0%
Friends or Relatives	73,739	69,109	6.7%	64,811	62,288	4.1%	8,928	6,821	30.9%
PURPOSE OF TRIP									
Pleasure (Net)	866,372	892,010	-2.9%	767,100	752,034	2.0%	99,272	139,975	-29.1%
...Honeymoon/Get Married (Net)	104,706	112,035	-6.5%	88,060	82,889	-10.7%	16,646	29,146	-42.9%
MC&I (Net)	57,480	50,626	13.5%	51,614	43,504	18.6%	5,866	7,122	-17.6%
...Convention/Conf.	35,878	31,984	12.2%	33,120	27,597	20.0%	2,759	4,387	-37.1%
...Corp. Meetings	10,673	9,284	15.0%	8,988	8,514	5.6%	1,686	770	119.0%
...Incentive	13,448	10,906	23.3%	11,935	8,580	39.1%	1,513	2,326	-35.0%
Other Business	27,269	24,041	13.4%	25,493	21,864	16.6%	1,776	2,177	-18.4%
Visit Friends/Relatives	65,297	54,580	19.6%	59,353	48,511	22.3%	5,944	6,068	-2.1%
Government/Military	6,154	7,109	-13.4%	5,737	5,514	4.0%	417	1,595	-73.8%
Attend School	1,746	1,774	-1.6%	1,411	1,407	0.2%	335	367	-8.6%

Source: DBEDT

**TABLE 47: Island of Hawaii (Big Island) Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)**

Hawaii (Big Island)	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	8,005,790	7,960,890	0.6%	6,604,563	6,572,522	0.5%	1,401,227	1,388,367	0.9%
Total Visitors	1,207,164	1,243,313	-2.9%	922,217	918,680	0.4%	284,946	324,633	-12.2%
PARTY SIZE									
One	195,827	203,194	-3.6%	163,085	170,631	-4.4%	32,742	32,563	0.5%
Two	548,042	549,334	-0.2%	441,770	445,634	-0.9%	106,272	103,700	2.5%
Three or more	463,295	490,785	-5.6%	317,362	302,415	4.9%	145,933	188,370	-22.5%
Avg Party Size	2.10	2.12	-0.9%	1.99	1.95	1.7%	2.48	2.60	-4.5%
VISIT STATUS									
First-Time	432,059	447,111	-3.4%	310,124	307,077	1.0%	121,936	140,034	-12.9%
Repeat	775,105	796,202	-2.6%	612,094	611,603	0.1%	163,011	184,599	-11.7%
Average # of Trips	4.76	4.52	5.3%	5.07	4.70	7.9%	3.76	4.02	-6.3%
TRAVEL METHOD									
Group Tour	178,894	208,183	-14.1%	83,449	95,645	-12.8%	95,445	112,539	-15.2%
Package	487,998	537,518	-9.2%	307,368	311,958	-1.5%	180,630	225,560	-19.9%
Group Tour & Pkg	152,124	185,585	-18.0%	67,903	79,203	-14.3%	84,221	106,383	-20.8%
True Independent	692,395	683,198	1.3%	599,303	590,280	1.5%	93,092	92,918	0.2%
ISLANDS VISITED									
Oahu	609,045	666,007	-8.6%	394,215	405,276	-2.7%	214,830	260,731	-17.6%
Maui County	351,324	380,311	-7.6%	291,022	307,455	-5.3%	60,302	72,856	-17.2%
...Maui	332,258	364,989	-9.0%	278,734	296,320	-5.9%	53,524	68,669	-22.1%
...Molokai	32,681	26,736	22.2%	24,873	19,593	27.0%	7,808	7,143	9.3%
...Lanai	37,703	29,936	25.9%	28,016	24,233	15.6%	9,687	5,704	69.8%
Kauai	239,071	266,991	-10.5%	204,122	221,324	-7.8%	34,949	45,667	-23.5%
Big Island	1,207,164	1,243,313	-2.9%	922,217	918,680	0.4%	284,946	324,633	-12.2%
...Hilo	459,612	448,449	2.5%	335,283	318,422	5.3%	124,329	130,027	-4.4%
...Kona	977,195	1,033,615	-5.5%	740,726	756,541	-2.1%	236,469	277,073	-14.7%
Big Island Only	452,120	438,796	3.0%	394,261	386,543	2.0%	57,860	52,254	10.7%
LENGTH OF STAY									
Oahu (days)	4.95	5.14	-3.6%	5.18	4.86	6.6%	4.53	5.58	-18.7%
Maui (days)	4.14	3.83	8.0%	4.23	3.96	6.9%	3.66	3.28	11.4%
Molokai (days)	2.71	3.07	-11.8%	2.93	3.35	-12.5%	2.02	2.32	-13.0%
Lanai (days)	2.43	2.93	-16.9%	2.72	3.17	-14.1%	1.59	1.90	-15.9%
Kauai (days)	3.45	3.40	1.4%	3.59	3.37	6.6%	2.63	3.57	-26.2%
Big Island (days)	6.63	6.40	3.5%	7.16	7.15	0.1%	4.92	4.28	-14.3%
...Hilo (days)	3.82	3.63	5.2%	4.22	4.20	0.5%	2.73	2.23	22.3%
...Kona (days)	6.57	5.76	14.1%	7.24	6.88	5.2%	4.49	2.70	66.5%
Statewide (days)	11.24	10.86	3.5%	11.80	11.56	2.0%	9.46	8.87	6.6%
ACCOMMODATIONS									
Hotel	805,781	824,719	-2.3%	572,631	551,052	3.9%	233,150	273,668	-14.8%
...Hotel Only	609,658	651,148	-6.4%	403,485	405,477	-0.5%	206,173	245,671	-16.1%
Condo	203,976	194,106	5.1%	171,309	159,583	7.3%	32,666	34,523	-5.4%
...Condo Only	121,673	125,977	-3.4%	100,890	105,940	-4.8%	20,783	20,037	3.7%
Timeshare	104,147	102,686	1.4%	96,295	94,811	1.6%	7,852	7,875	-0.3%
...Timeshare Only	64,860	69,115	-6.2%	60,607	65,164	-7.0%	4,253	3,951	7.6%
Apartment	773	6,352	-87.8%	697	4,554	-84.7%	76	1,798	-95.8%
Bed & Breakfast	33,421	31,633	5.7%	28,900	26,670	8.4%	4,521	4,963	-8.9%
Cruise Ship	102,411	119,288	-14.1%	91,437	109,970	-16.9%	10,974	9,318	17.8%
Friends or Relatives	131,537	121,565	8.2%	111,780	103,931	7.6%	19,757	17,634	12.0%
PURPOSE OF TRIP									
Pleasure (Net)	1,008,898	1,031,590	-2.2%	765,427	748,355	2.3%	243,471	283,236	-14.0%
...Honeymoon/Get Married (Net)	98,969	100,091	-1.1%	52,646	48,485	8.6%	46,323	51,605	-10.2%
MC&I (Net)	99,109	97,612	1.5%	80,848	80,045	1.0%	18,261	17,567	3.9%
.....Convention/Conf.	62,216	60,018	3.7%	52,151	51,180	1.9%	10,065	8,838	13.9%
.....Corp. Meetings	15,840	17,580	-9.9%	13,655	14,995	-8.9%	2,185	2,585	-15.5%
.....Incentive	24,922	22,429	11.1%	18,454	15,876	16.2%	6,468	6,554	-1.3%
Other Business	45,551	44,642	2.0%	40,877	35,812	14.1%	4,675	8,830	-47.1%
Visit Friends/Relatives	110,774	95,314	16.2%	95,905	80,359	19.3%	14,869	14,955	-0.6%
Government/Military	8,255	8,229	0.3%	6,087	5,772	5.5%	2,168	2,457	-11.8%
Attend School	4,751	6,239	-23.9%	3,349	3,554	-5.8%	1,402	2,686	-47.8%

Source: DBEDT

TABLE 48: Hilo Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

Hilo	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	1,725,147	1,685,019	2.4%	1,386,128	1,343,347	3.2%	339,020	341,671	-0.8%
Total Visitors	459,612	448,449	2.5%	335,283	318,422	5.3%	124,329	130,028	-4.4%
PARTY SIZE									
One	84,871	82,746	2.6%	67,122	66,068	1.6%	17,750	16,678	6.4%
Two	215,134	205,900	4.5%	166,702	161,826	3.0%	48,432	44,074	9.9%
Three or more	159,606	159,803	-0.1%	101,459	90,528	12.1%	58,148	69,276	-16.1%
Avg Party Size	2.01	2.03	-1.1%	1.90	1.87	1.6%	2.31	2.43	-5.0%
VISIT STATUS									
First-Time	202,231	199,798	1.2%	143,255	136,106	5.3%	58,976	63,692	-7.4%
Repeat	257,381	248,652	3.5%	192,028	182,316	5.3%	65,354	66,335	-1.5%
Average # of Trips	3.97	3.83	3.7%	4.12	3.87	6.3%	3.58	3.72	-3.9%
TRAVEL METHOD									
Group Tour	86,251	95,598	-9.8%	45,356	49,037	-7.5%	40,896	46,560	-12.2%
Package	208,916	216,165	-3.4%	133,208	129,076	3.2%	75,708	87,089	-13.1%
Group Tour & Pkg	75,664	86,217	-12.2%	38,480	42,369	-9.2%	37,183	43,847	-15.2%
True Independent	240,108	222,903	7.7%	195,199	182,678	6.9%	44,909	40,225	11.6%
ISLANDS VISITED									
Oahu	308,864	313,279	-1.4%	207,806	201,348	3.2%	101,058	111,931	-9.7%
Maui County	200,109	201,873	-0.9%	161,210	160,279	0.6%	38,900	41,593	-6.5%
...Maui	190,226	195,234	-2.6%	156,106	155,742	0.2%	34,120	39,492	-13.6%
...Molokai	23,071	17,926	28.7%	17,969	13,202	36.1%	5,102	4,723	8.0%
...Lanai	26,864	19,015	41.3%	19,227	14,677	31.0%	7,637	4,338	76.0%
Kauai	150,039	151,976	-1.3%	126,159	125,812	0.3%	23,879	26,164	-8.7%
Big Island	459,612	448,449	2.5%	335,283	318,422	5.3%	124,329	130,027	-4.4%
...Hilo	459,612	448,449	2.5%	335,283	318,422	5.3%	124,329	130,027	-4.4%
...Kona	229,642	238,750	-3.8%	153,791	156,283	-1.6%	75,851	82,467	-8.0%
LENGTH OF STAY									
Oahu (days)	5.33	5.30	0.5%	5.47	5.10	7.2%	5.04	5.67	-11.0%
Maui (days)	3.42	3.15	8.7%	3.33	3.19	4.6%	3.83	3.00	27.9%
Molokai (days)	2.40	3.21	-25.3%	2.66	3.33	-20.3%	1.50	2.88	-48.0%
Lanai (days)	2.06	2.81	-26.8%	2.23	2.76	-19.1%	1.63	3.00	-45.7%
Kauai (days)	2.71	2.65	2.4%	2.73	2.58	5.9%	2.61	2.98	-12.6%
Big Island (days)	5.90	5.69	3.7%	6.15	6.10	0.9%	5.20	4.68	11.2%
...Hilo (days)	3.75	3.76	-0.1%	4.13	4.22	-2.0%	2.73	2.63	3.8%
...Kona (days)	4.16	3.57	16.5%	4.21	3.87	9.0%	4.05	3.01	34.7%
Statewide (days)	12.02	11.32	6.2%	12.39	12.20	1.6%	11.01	9.17	20.1%
ACCOMMODATIONS									
Hotel	306,394	294,205	4.1%	207,532	186,147	11.5%	98,863	108,058	-8.5%
...Hotel Only	197,690	203,945	-3.1%	116,111	109,887	5.7%	81,579	94,059	-13.3%
Condo	55,084	48,235	14.2%	42,124	36,582	15.1%	12,960	11,653	11.2%
...Condo Only	26,189	25,534	2.6%	19,026	19,421	-2.0%	7,163	6,113	17.2%
Timeshare	22,560	19,988	12.9%	19,578	18,310	6.9%	2,981	1,678	77.7%
...Timeshare Only	11,444	11,711	-2.3%	10,345	10,877	-4.9%	1,099	834	31.8%
Apartment	282	2,509	-88.8%	263	1,728	-84.8%	19	781	-97.6%
Bed & Breakfast	21,244	18,955	12.1%	17,713	15,845	11.8%	3,531	3,110	13.5%
Cruise Ship	90,569	91,043	-0.5%	81,955	85,042	-3.6%	8,614	6,001	43.6%
Friends or Relatives	63,014	56,229	12.1%	50,627	45,473	11.3%	12,387	10,756	15.2%
PURPOSE OF TRIP									
Pleasure (Net)	380,658	368,740	3.2%	278,422	259,987	7.1%	102,235	108,753	-6.0%
...Honeymoon/Get Married (Net)	37,547	33,544	11.9%	20,150	17,783	13.3%	17,397	15,761	10.4%
MC&I (Net)	28,644	24,212	18.3%	20,098	16,653	20.7%	8,546	7,559	13.1%
....Convention/Conf.	18,664	15,769	18.4%	13,713	11,334	21.0%	4,951	4,435	11.6%
....Corp. Meetings	4,095	3,826	7.0%	3,196	2,910	9.8%	900	915	-1.7%
....Incentive	7,056	5,219	35.2%	4,148	2,853	45.4%	2,907	2,366	22.9%
Other Business	18,956	17,708	7.0%	16,364	14,085	16.2%	2,592	3,623	-28.5%
Visit Friends/Relatives	51,871	45,554	13.9%	43,625	36,101	20.8%	8,246	9,453	-12.8%
Government/Military	5,103	4,795	6.4%	3,628	3,331	8.9%	1,475	1,463	0.8%
Attend School	2,936	3,446	-14.8%	1,818	1,762	3.2%	1,118	1,683	-33.6%

Source: DBEDT

TABLE 49: Kona Visitor Characteristics: 2003 vs. 2002
(Arrivals by air)

Kona	TOTAL			DOMESTIC			INTERNATIONAL		
	2003	2002	% Change	2003	2002	% Change	2003	2002	% Change
Total Visitor Days	6,280,643	6,275,871	0.1%	5,218,436	5,229,175	-0.2%	1,062,207	1,046,696	1.5%
Total Visitors	977,195	1,033,614	-5.5%	740,726	756,541	-2.1%	236,469	277,073	-14.7%
PARTY SIZE									
One	150,877	160,457	-6.0%	123,755	134,010	-7.7%	27,121	26,447	2.6%
Two	444,714	456,906	-2.7%	355,732	368,072	-3.4%	88,982	88,834	0.2%
Three or more	381,604	416,252	-8.3%	261,238	254,459	2.7%	120,366	161,793	-25.6%
Avg Party Size	2.13	2.15	-1.1%	2.02	1.98	1.9%	2.47	2.62	-5.7%
VISIT STATUS									
First-Time	329,002	356,303	-7.7%	231,763	239,268	-3.1%	97,239	117,035	-16.9%
Repeat	648,193	677,311	-4.3%	508,963	517,273	-1.6%	139,230	160,038	-13.0%
Average # of Trips	4.93	4.60	7.2%	5.29	4.83	9.5%	3.82	3.98	-4.1%
TRAVEL METHOD									
Group Tour	136,398	168,683	-19.1%	61,885	74,635	-17.1%	74,513	94,049	-20.8%
Package	382,414	442,072	-13.5%	237,528	249,283	-4.7%	144,886	192,789	-24.8%
Group Tour & Pkg	115,149	150,535	-23.5%	50,009	61,397	-18.5%	65,139	89,138	-26.9%
True Independent	573,531	573,394	0.0%	491,322	494,021	-0.5%	82,209	79,373	3.6%
ISLANDS VISITED									
Oahu	448,730	521,382	-13.9%	277,002	302,126	-8.3%	171,729	219,256	-21.7%
Maui County	254,540	289,239	-12.0%	207,132	232,438	-10.9%	47,408	56,801	-16.5%
...Maui	240,934	277,386	-13.1%	197,335	223,569	-11.7%	43,599	53,817	-19.0%
...Molokai	27,127	22,130	22.6%	20,238	16,214	24.8%	6,888	5,917	16.4%
...Lanai	29,497	24,856	18.7%	23,146	20,140	14.9%	6,351	4,716	34.7%
Kauai	170,531	205,462	-17.0%	142,599	166,981	-14.6%	27,932	38,480	-27.4%
Big Island	977,195	1,033,615	-5.5%	740,726	756,541	-2.1%	236,469	277,073	-14.7%
...Hilo	229,642	238,750	-3.8%	153,791	156,283	-1.6%	75,851	82,467	-8.0%
...Kona	977,195	1,033,614	-5.5%	740,726	756,541	-2.1%	236,469	277,073	-14.7%
LENGTH OF STAY									
Oahu (days)	4.73	4.92	-3.8%	4.92	4.70	4.7%	4.43	5.23	-15.2%
Maui (days)	4.37	3.91	11.9%	4.48	4.10	9.1%	3.91	3.10	25.9%
Molokai (days)	2.62	2.88	-9.3%	2.79	2.99	-6.6%	2.09	2.60	-19.5%
Lanai (days)	2.49	3.14	-20.8%	2.71	3.19	-14.9%	1.67	2.95	-43.4%
Kauai (days)	3.69	3.46	6.5%	3.86	3.55	9.0%	2.79	3.10	-10.2%
Big Island (days)	7.21	6.70	7.7%	7.80	7.45	4.6%	5.38	4.63	16.3%
...Hilo (days)	2.73	2.57	6.0%	2.70	2.78	-2.8%	2.78	2.18	27.5%
...Kona (days)	6.43	6.07	5.9%	7.05	6.91	1.9%	4.49	3.78	18.9%
Statewide (days)	11.25	10.69	5.3%	11.73	11.52	1.8%	9.76	8.43	15.8%
ACCOMMODATIONS									
Hotel	652,768	692,022	-5.7%	460,634	457,549	0.7%	192,134	234,473	-18.1%
...Hotel Only	504,108	555,644	-9.3%	336,099	345,736	-2.8%	168,010	209,908	-20.0%
Condo	181,340	173,961	4.2%	151,668	142,985	6.1%	29,671	30,976	-4.2%
...Condo Only	110,027	114,061	-3.5%	91,610	96,361	-4.9%	18,417	17,699	4.1%
Timeshare	94,742	94,107	0.7%	87,282	86,764	0.6%	7,459	7,344	1.6%
...Timeshare Only	60,030	63,947	-6.1%	55,971	60,280	-7.1%	4,059	3,667	10.7%
Apartment	599	5,288	-88.7%	542	3,740	-85.5%	57	1,548	-96.3%
Bed & Breakfast	26,136	25,050	4.3%	21,969	20,966	4.8%	4,167	4,084	2.0%
Cruise Ship	58,691	79,306	-26.0%	50,703	71,922	-29.5%	7,988	7,385	8.2%
Friends or Relatives	98,419	90,049	9.3%	80,937	76,167	6.3%	17,481	13,882	25.9%
PURPOSE OF TRIP									
Pleasure (Net)	822,554	865,075	-4.9%	620,593	622,139	-0.2%	201,962	242,936	-16.9%
...Honeymoon/Get Married (Net)	78,846	85,130	-7.4%	42,037	39,687	5.9%	36,809	45,443	-19.0%
MC&I (Net)	84,502	86,911	-2.8%	69,195	71,526	-3.3%	15,307	15,385	-0.5%
.....Convention/Conf.	52,800	52,947	-0.3%	44,037	45,418	-3.0%	8,763	7,529	16.4%
.....Corp. Meetings	13,695	15,944	-14.1%	11,942	13,475	-11.4%	1,753	2,469	-29.0%
.....Incentive	21,400	20,248	5.7%	16,207	14,467	12.0%	5,192	5,781	-10.2%
Other Business	34,496	34,659	-0.5%	30,990	27,575	12.4%	3,506	7,084	-50.5%
Visit Friends/Relatives	82,587	69,665	18.5%	69,570	58,356	19.2%	13,016	11,309	15.1%
Government/Military	5,533	5,294	4.5%	3,617	3,649	-0.9%	1,916	1,645	16.5%
Attend School	3,365	4,156	-19.1%	2,242	2,542	-11.8%	1,123	1,614	-30.4%

Source: DBEDT

**TABLE 50: 2003 Visitor Days by Island and MMA
(Arrivals by air)**

2003	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Oahu	8,970,429	7,498,087	6,740,585	1,080,737	440,982	46,542	161,207	33,246	45,602	727,578	491,532	121,502	613,033
Maui	8,271,831	4,894,944	403,728	998,199	130,445	22,407	90,650	23,961	28,054	295,516	92,647	27,937	120,583
Molokai	163,328	103,482	16,075	21,966	8,317	417	2,132	665	1,030	12,561	1,641	1,808	3,449
Lanai	135,933	106,858	19,228	18,808	2,505	418	1,487	304	577	5,291	2,803	623	3,426
Kauai	3,626,483	2,071,410	104,884	277,935	62,698	8,702	40,335	8,598	10,063	130,396	40,642	7,897	48,539
Big Island	3,893,939	2,301,495	636,921	362,758	85,690	17,527	72,301	9,457	16,776	201,751	65,803	17,106	82,908
...Hilo	699,469	594,336	114,151	82,239	21,202	5,069	19,549	3,187	4,439	53,446	17,152	3,881	21,033
...Kona	3,194,470	1,707,159	522,771	280,519	64,488	12,458	52,752	6,269	12,337	148,305	48,650	13,225	61,875
STATE	25,061,943	16,976,276	7,921,422	2,760,403	730,637	96,013	368,111	76,231	102,101	1,373,093	695,067	176,872	871,939
DOMESTIC													
Oahu	8,725,337	7,242,264	69,511	210,867	358,741	39,136	139,254	31,975	41,242	610,349	81,167	19,308	100,475
Maui	8,179,271	4,851,859	8,701	173,183	113,020	20,565	84,359	22,632	26,116	266,692	11,661	3,525	15,186
Molokai	157,533	101,953	221	4,239	2,984	417	2,124	665	1,007	7,197	286	424	710
Lanai	134,989	106,712	150	4,184	2,388	418	1,487	304	555	5,151	281	173	454
Kauai	3,585,671	2,030,648	3,346	55,682	54,982	7,169	37,877	8,364	8,957	117,350	6,100	1,959	8,058
Big Island	3,817,013	2,257,796	8,083	80,636	70,172	15,637	65,215	9,126	15,970	176,120	9,596	2,111	11,706
...Hilo	675,955	571,807	2,698	18,298	18,006	4,724	17,968	3,074	4,244	48,015	2,397	461	2,858
...Kona	3,141,058	1,685,989	5,385	62,338	52,166	10,913	47,247	6,052	11,726	128,104	7,198	1,650	8,848
STATE	24,599,814	16,591,231	90,011	528,792	602,288	83,342	330,316	73,066	93,847	1,182,859	109,091	27,499	136,590
INTERNATIONAL													
Oahu	245,093	255,824	6,671,075	869,870	82,240	7,406	21,953	1,271	4,360	117,229	410,365	102,194	512,559
Maui	92,560	43,085	395,027	825,016	17,425	1,843	6,290	1,328	1,938	28,824	80,985	24,412	105,397
Molokai	5,795	1,529	15,854	17,727	5,333	0	8	0	22	5,364	1,355	1,384	2,739
Lanai	944	146	19,078	14,624	117	0	0	0	22	139	2,522	450	2,972
Kauai	40,811	40,762	101,539	222,253	7,716	1,533	2,457	234	1,106	13,046	34,543	5,938	40,481
Big Island	76,925	43,699	628,838	282,122	15,518	1,890	7,086	331	806	25,631	56,207	14,995	71,202
...Hilo	23,514	22,530	111,452	63,941	3,196	345	1,581	114	195	5,430	14,755	3,420	18,175
...Kona	53,411	21,170	517,386	218,181	12,322	1,545	5,505	217	611	20,201	41,452	11,575	53,027
STATE	462,129	385,045	7,831,411	2,231,612	128,350	12,671	37,794	3,165	8,254	190,234	585,976	149,373	735,349

TABLE 50: 2003 Visitor Days by Island and MMA (continued)
(Arrivals by air)

2003	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Oahu	131,388	82,804	385,731	27,127	109,567	736,617	7,806	26,455	45,542	79,803	1,576,434	28,023,305
Maui	11,487	8,995	40,488	3,433	14,023	78,426	5,571	10,493	16,463	32,528	493,344	15,589,099
Molokai	1,319	828	949	30	328	3,455	55	355	666	1,076	20,340	345,733
Lanai	1,942	72	897	159	113	3,184	177	1,698	697	2,572	16,154	311,452
Kauai	6,470	8,547	9,617	443	3,087	28,164	961	3,758	6,016	10,735	208,774	6,507,320
Big Island	11,135	7,763	46,856	24,855	15,117	105,725	2,011	5,798	11,583	19,391	400,902	8,005,790
...Hilo	3,745	3,299	9,992	2,378	5,310	24,724	737	1,870	3,122	5,729	130,021	1,725,147
...Kona	7,390	4,464	36,864	22,476	9,806	81,001	1,274	3,928	8,461	13,662	270,882	6,280,643
STATE	163,741	109,009	484,538	56,046	142,235	955,570	16,580	48,557	80,968	146,105	2,715,948	58,782,699
DOMESTIC												
Oahu	91,495	12,494	48,606	6,814	15,425	174,834	7,313	24,241	40,360	71,914	741,495	17,947,045
Maui	9,953	3,354	6,536	1,334	2,804	23,981	5,571	9,863	16,406	31,841	397,856	13,948,570
Molokai	1,263	110	198	30	58	1,659	55	355	666	1,076	12,165	286,753
Lanai	616	72	411	159	86	1,344	177	1,698	519	2,394	10,193	265,571
Kauai	4,322	1,138	1,978	283	935	8,657	961	3,758	5,948	10,667	164,402	5,984,480
Big Island	6,010	2,923	6,013	1,316	2,322	18,585	2,011	5,070	11,583	18,664	215,960	6,604,563
...Hilo	2,001	1,371	1,012	272	679	5,335	737	1,702	3,122	5,561	55,600	1,386,128
...Kona	4,009	1,552	5,001	1,044	1,643	13,250	1,274	3,368	8,461	13,103	160,360	5,218,436
STATE	113,659	20,092	63,740	9,936	21,631	229,058	16,087	44,986	75,482	136,556	1,542,070	45,036,982
INTERNATIONAL												
Oahu	39,893	70,309	337,125	20,313	94,141	561,783	493	2,213	5,182	7,889	834,940	10,076,260
Maui	1,534	5,641	33,952	2,099	11,219	54,445	0	630	57	687	95,487	1,640,530
Molokai	57	718	752	0	270	1,796	0	0	0	0	8,175	58,979
Lanai	1,326	0	487	0	27	1,840	0	0	177	177	5,961	45,881
Kauai	2,148	7,409	7,639	160	2,152	19,507	0	0	69	69	44,372	522,840
Big Island	5,125	4,840	40,843	23,538	12,795	87,140	0	728	0	728	184,942	1,401,227
...Hilo	1,744	1,927	8,980	2,107	4,632	19,389	0	168	0	168	74,421	339,020
...Kona	3,381	2,913	31,863	21,432	8,163	67,751	0	559	0	559	110,521	1,062,207
STATE	50,082	88,917	420,798	46,111	120,604	726,512	493	3,571	5,485	9,549	1,173,877	13,745,717

**TABLE 51: 2003 Visitor Arrivals by Island and MMA
(Arrivals by air)**

2003	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
Oahu	1,210,386	1,033,553	1,276,468	113,712	50,744	4,934	17,504	3,439	4,180	80,800	71,340	15,853	87,193
Maui	1,035,283	721,445	123,135	95,013	17,672	2,708	10,859	2,484	2,993	36,716	17,419	3,431	20,851
Molokai	37,388	28,730	13,189	4,102	969	147	558	148	149	1,971	1,116	306	1,422
Lanai	34,553	33,489	10,126	4,064	871	99	351	96	162	1,578	1,309	350	1,659
Kauai	468,019	349,410	51,696	37,509	9,629	1,221	6,311	912	1,524	19,598	8,962	1,267	10,230
Big Island	482,474	382,041	192,809	44,709	11,799	2,222	8,853	1,048	1,828	25,749	12,690	2,500	15,190
...Hilo	148,881	169,106	63,498	21,660	5,548	1,021	3,887	444	811	11,710	9,511	1,785	11,296
...Kona	407,948	290,305	155,097	35,803	9,407	1,721	7,195	850	1,472	20,644	11,439	2,388	13,826
STATE	2,609,862	1,653,357	1,340,034	204,999	66,296	7,565	25,211	5,588	6,414	111,074	78,191	17,323	95,514
DOMESTIC													
Oahu	1,174,586	997,045	11,576	22,767	38,885	4,187	15,474	3,109	3,419	65,073	13,387	2,991	16,378
Maui	1,023,312	713,483	1,500	18,437	15,029	2,358	9,912	2,229	2,607	32,134	2,059	507	2,566
Molokai	36,316	28,117	76	802	756	147	549	148	126	1,728	88	56	143
Lanai	33,670	33,344	61	817	755	99	351	96	139	1,440	104	57	161
Kauai	461,748	345,165	636	7,952	8,247	1,080	5,723	865	1,241	17,157	997	247	1,244
Big Island	476,233	376,140	1,184	10,233	9,864	1,940	7,825	945	1,678	22,251	1,455	317	1,772
...Hilo	143,250	163,960	445	4,373	4,069	797	3,004	387	684	8,941	616	151	767
...Kona	401,941	284,597	905	7,879	7,605	1,439	6,166	746	1,322	17,279	1,076	217	1,293
STATE	2,563,517	1,611,804	12,901	41,298	52,726	6,579	22,941	5,224	5,610	93,080	15,139	3,502	18,641
INTERNATIONAL													
Oahu	35,800	36,508	1,264,892	90,945	11,859	747	2,030	330	761	15,727	57,953	12,862	70,815
Maui	11,970	7,962	121,635	76,575	2,643	350	948	255	385	4,582	15,360	2,924	18,285
Molokai	1,073	613	13,113	3,300	212	0	8	0	22	243	1,028	250	1,278
Lanai	883	145	10,065	3,247	116	0	0	0	22	139	1,205	293	1,498
Kauai	6,271	4,245	51,060	29,557	1,382	141	588	47	283	2,441	7,965	1,021	8,986
Big Island	6,241	5,901	191,625	34,476	1,935	282	1,028	104	150	3,499	11,235	2,183	13,418
...Hilo	5,631	5,146	63,053	17,287	1,479	223	883	57	127	2,768	8,895	1,634	10,529
...Kona	6,007	5,708	154,192	27,924	1,802	282	1,028	104	150	3,366	10,363	2,170	12,533
STATE	46,345	41,553	1,327,133	163,701	13,570	986	2,270	364	804	17,994	63,052	13,821	76,873

TABLE 51: 2003 Visitor Arrivals by Island and MMA (continued)
(Arrivals by air)

2003	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Oahu	23,477	4,913	43,868	3,201	13,096	88,556	944	3,017	6,179	10,140	189,674	4,090,483
Maui	2,881	1,342	12,103	835	2,978	20,140	683	1,566	3,262	5,511	67,329	2,125,421
Molokai	268	165	771	25	234	1,472	33	108	220	362	5,472	94,106
Lanai	227	29	489	21	49	834	125	130	306	561	4,581	91,445
Kauai	1,264	386	2,404	92	1,346	5,501	224	477	1,280	1,981	31,925	975,867
Big Island	2,724	1,525	7,195	1,450	3,661	16,555	316	854	2,188	3,358	44,280	1,207,164
...Hilo	1,521	1,137	4,015	1,283	3,164	11,119	152	460	944	1,555	20,786	459,612
...Kona	2,139	1,308	6,047	1,418	3,144	14,057	265	723	1,779	2,767	36,747	977,195
STATE	25,443	6,008	48,493	4,068	14,454	98,466	1,501	4,115	8,508	14,124	253,009	6,380,439
DOMESTIC												
Oahu	16,458	1,525	7,709	781	1,825	28,297	869	2,323	5,668	8,860	90,804	2,415,386
Maui	2,127	482	1,370	242	595	4,816	608	1,273	3,180	5,061	50,835	1,852,144
Molokai	211	58	70	25	44	417	33	108	220	362	2,663	70,624
Lanai	134	29	104	21	23	330	50	130	207	387	2,464	72,674
Kauai	858	194	454	52	228	1,795	174	477	1,247	1,898	23,986	861,580
Big Island	1,435	412	781	178	371	3,176	266	664	2,188	3,117	28,113	922,217
...Hilo	650	209	299	63	138	1,359	102	269	944	1,315	10,873	335,283
...Kona	1,017	286	595	146	279	2,323	215	532	1,779	2,527	21,983	740,726
STATE	17,822	2,036	8,685	1,037	2,287	31,867	1,426	3,359	7,997	12,782	145,399	4,531,289
INTERNATIONAL												
Oahu	7,020	3,389	36,159	2,420	11,271	60,259	75	694	511	1,280	98,870	1,675,097
Maui	754	860	10,732	594	2,383	15,324	75	293	82	450	16,494	273,277
Molokai	57	107	701	0	190	1,054	0	0	0	0	2,809	23,483
Lanai	93	0	384	0	27	504	75	0	99	174	2,117	18,772
Kauai	406	192	1,950	40	1,118	3,705	50	0	33	83	7,939	114,287
Big Island	1,289	1,113	6,414	1,272	3,290	13,379	50	190	0	241	16,166	284,946
...Hilo	870	928	3,716	1,220	3,026	9,760	50	190	0	241	9,913	124,329
...Kona	1,122	1,022	5,452	1,272	2,866	11,734	50	190	0	241	14,764	236,469
STATE	7,621	3,972	39,808	3,031	12,167	66,599	75	756	511	1,342	107,610	1,849,150

AIR VISITOR EXPENDITURES BY CATEGORY

*AIR VISITOR SPENDING PATTERNS BY SELECTED
MMA:*

U.S. WEST

U.S. EAST

JAPAN

CANADA

EUROPE

OCEANIA

OTHER ASIA

LATIN AMERICA

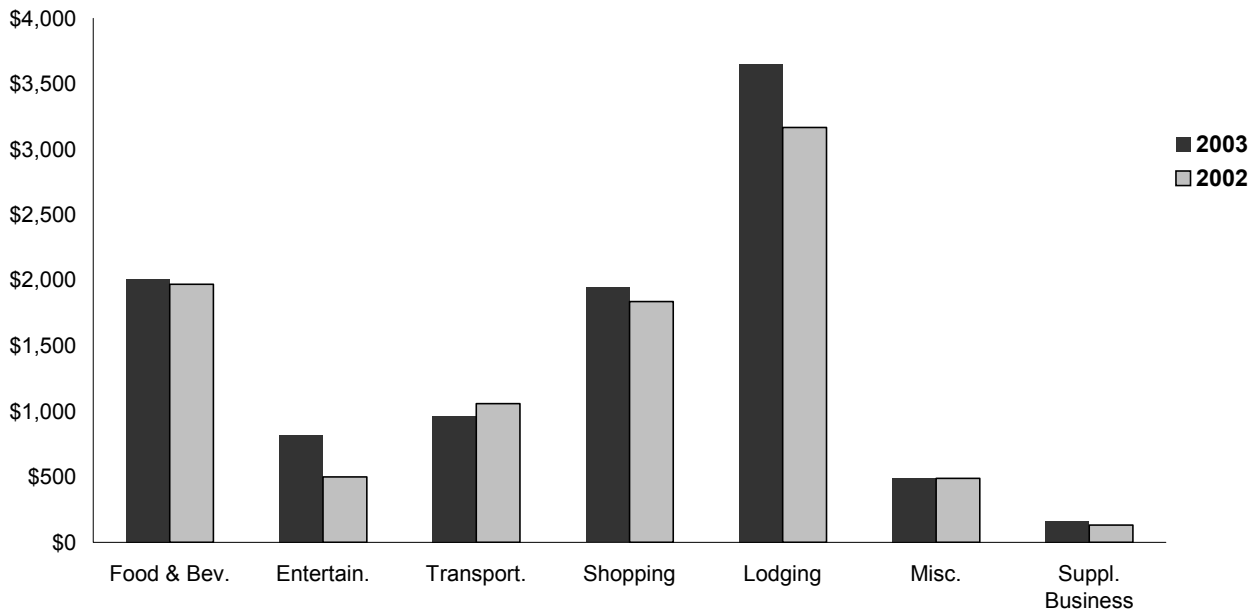
OTHER

VISITOR EXPENDITURES BY CATEGORY

Total expenditures by visitors who arrived in the islands by air increased 4.8 percent to \$10.1 billion due to increased visitor days in 2003 (TABLE 52).

Lodging, the largest expenditure category grew 15.2 percent to \$3.7 billion and comprised 36.3 percent of total air visitor expenditures. Food and beverage, the second largest category, rose (+2.2%) to \$2.0 billion or 20 percent of the total. Shopping was the next biggest expense at \$1.9 billion (+5.9%), followed by transportation at \$965.4 million (-8.8%). Entertainment and recreation expenses totaled \$820.9 million. 2003 data for this category includes optional tour package expenses and is not comparable to 2002.

FIGURE 10: Total Visitor Expenditures by Category: 2003 vs. 2002
(in millions)



DAILY VISITOR SPENDING PATTERNS BY SELECTED MMAS

U.S. West: Daily spending by U.S. West air visitors in 2003 was \$153 per person, up from \$142 per person in the previous year (TABLE 53). Lodging expenditures by these visitors averaged \$64 per person per day, 26.4 percent higher compared to 2002. This group also spent more on food and beverages (+1.7% to \$32 per person) and shopping (+6.7% to \$21 per person) than those who came during the previous year.

U.S. East: Per person per day expenditures by U.S. East air visitors was virtually unchanged from the previous year at \$163 per person (TABLE 54), ranking third among the visitor markets. Lodging expenditures for this group increased 13.7 percent to average \$64 per person on a daily basis same as their U.S. West counterpart. Food and beverages was the next largest expense for these visitors at \$35 per person (+.4%), followed by shopping at \$26 per person (+4.5%).

Japan: Spending by air visitors from Japan grew from \$233 per person to \$240 per person per day (TABLE 55). In contrast to other visitor groups, the largest expense by Japanese visitors was shopping which rose 9.5 percent to \$90 per person per day. Japanese visitors spent over three times as much per day shopping than those from the U.S. mainland, Canada and Europe. Japanese visitor spending on lodging, at \$61 per person, was 2.3 percent lower than in 2002. These visitors spent \$41 per person on food and beverages (+2.7%).

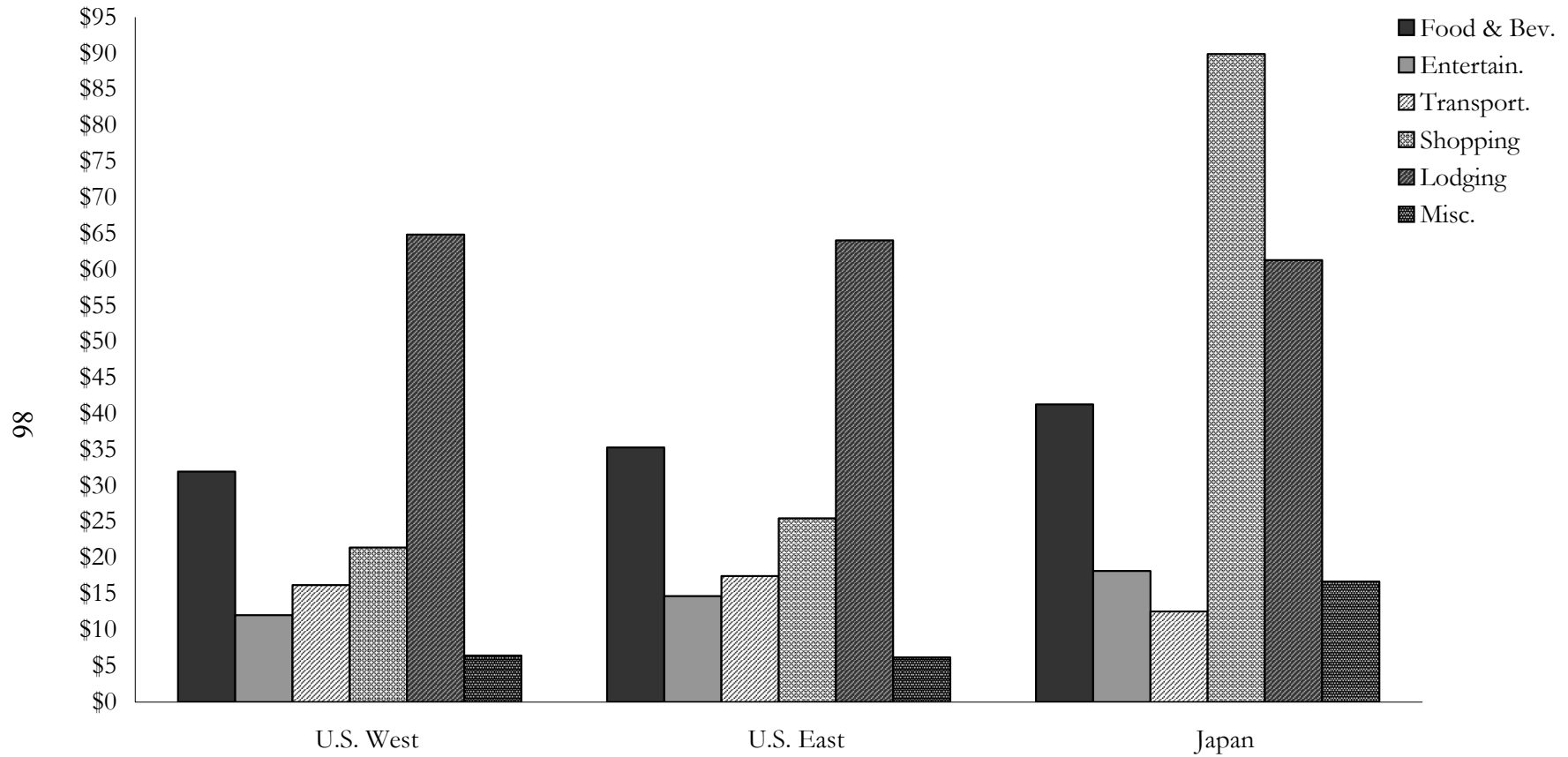
Canada: Daily spending by Canadian air visitors in 2003 was \$122 per person compared to \$115 per person in the previous year (TABLE 56). Lodging expenditures by these visitors averaged \$52 per person per day, up 11.5 percent compared to 2002. Food and beverages expenses rose 1.9 percent to \$26 per person, while shopping expenses averaged \$13 per person, down 10.2 percent from the previous year.

Europe: Daily spending by air visitors from Europe averaged \$159 per person, up from \$145 per person in 2002. (TABLE 57). Lodging expenditures by these visitors rose 2.2 percent to \$54 per person per day. Food and beverages expenses and shopping expenses rose significantly from 2002 to \$46 per person and \$24 per person, respectively.

Oceania: Daily pending by air visitors from Oceania rose from \$148 per person to \$157 per person in 2003. (TABLE 58). Lodging (+10.3% to \$58 per person) and shopping (+28.5% to \$32 per person) expenses increased while food and beverage expenses were lower (-13.5%, to \$31 per person) compared to 2002.

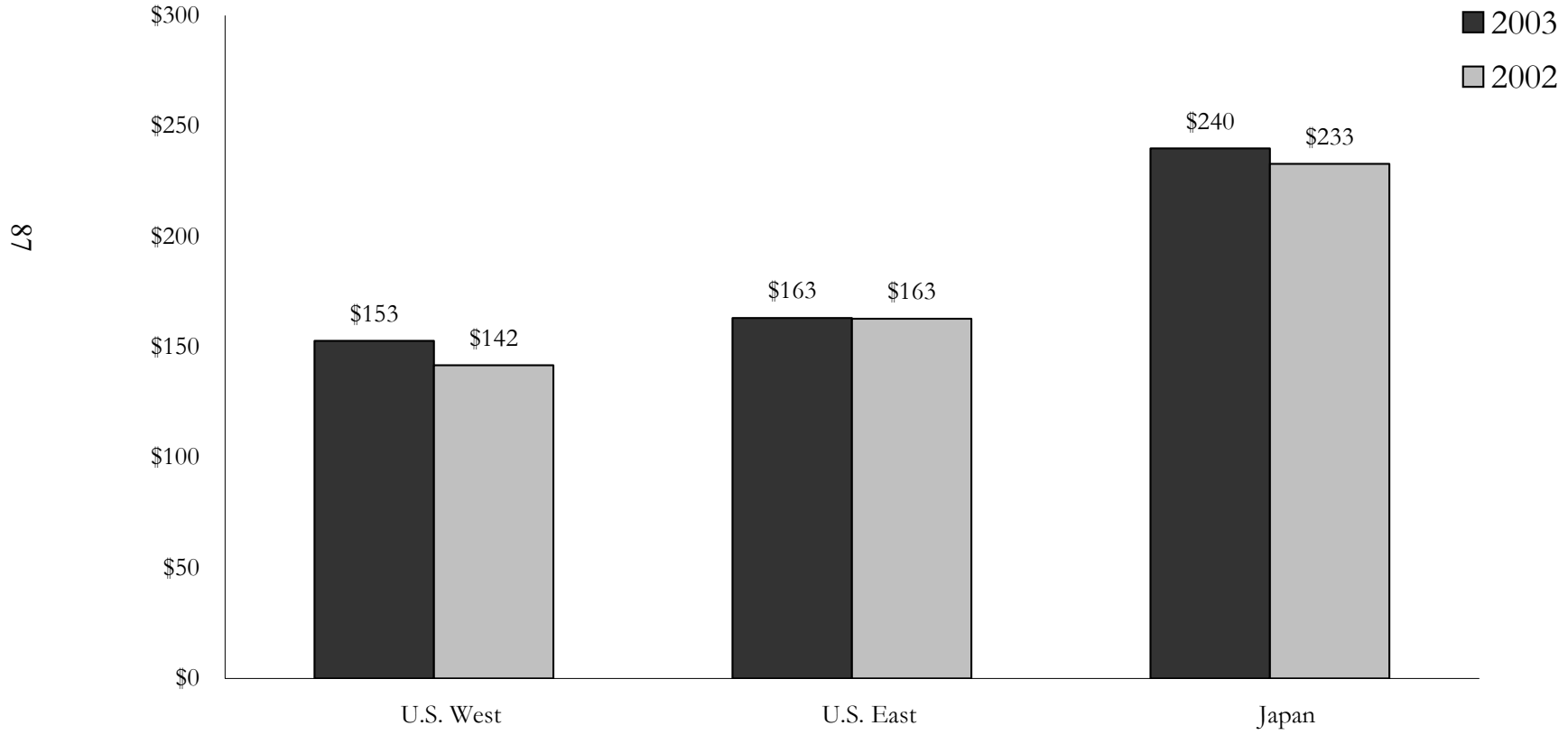
Other Asia: Ranked second in daily spending were visitors from Other Asia at \$176 per person, up from \$165 per person in the previous year. (TABLE 59). Lodging expenditures by these visitors grew 8.6 percent to \$54 per person per day. Shopping expenses increased (+7.9%) to \$42 per person, while food and beverages expenses averaged \$33 per person (-9.8%).

FIGURE 11: 2003 Per Person Per Day Spending by Category and Selected MMA



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

FIGURE 12: Per Person Per Day Spending by Selected MMA: 2003 vs. 2002



Source: DBEDT

TABLE 52: Visitor Expenditures by Category: 2003 and 2002
(in millions of dollars)

Expenditure Type	2003	2002	% change
GRAND TOTAL	10,054.5	9,608.9	4.6
Total Food and beverage	2,013.9	1,971.4	2.2
Restaurant food	1,378.7	1,381.9	-0.2
Dinner shows and cruises	258.1	250.7	2.9
Groceries and snacks	377.1	338.8	11.3
Entertainment & Recreation ^{1/}	820.9	499.9	NA
Total Transportation	965.4	1,059.0	-8.8
Interisland airfare	161.5	270.0	-40.2
Ground transportation	104.6	126.0	-17.0
Rental vehicles	618.5	570.9	8.3
Gasoline, parking, etc.	80.9	92.1	-12.2
Total Shopping	1,946.0	1,838.0	5.9
Fashion and clothing	656.1	595.5	10.2
Jewelry and watches	358.1	334.9	6.9
Cosmetics, perfume	67.5	73.1	-7.6
Leather goods	273.4	241.6	13.2
Hawaii food products	198.8	120.6	64.9
Souvenirs	392.1	472.3	-17.0
Lodging	3,650.5	3,168.4	15.2
All other expenses	492.6	488.6	0.8
Optional tour packages ^{1/}	NA	439.7	NA
Supplemental business	165.2	143.9	14.8

^{1/} Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

**TABLE 53: U.S. West Visitor Personal Daily Spending by Category:
2003 vs. 2002 (in dollars)
(Arrivals by air)**

Expenditure Type	2003	2002	% change
GRAND TOTAL	153.0	141.9	7.8
Total Food and beverage	32.0	31.5	1.7
Restaurant food	21.6	21.6	-0.2
Dinner shows and cruises	4.1	4.1	-1.4
Groceries and snacks	6.3	5.7	10.8
Entertainment & Recreation ^{1/}	12.1	8.9	NA
Total Transportation	16.2	18.4	-11.9
Interisland airfare	1.2	3.7	-68.5
Ground transportation	0.8	1.0	-13.8
Rental vehicles	12.7	11.9	6.7
Gasoline, parking, etc.	1.6	1.9	-18.0
Total Shopping	21.4	20.1	6.7
Fashion and clothing	8.1	7.9	1.5
Jewelry and watches	4.5	4.5	0.9
Cosmetics, perfume	0.3	0.5	-28.3
Leather goods	0.4	0.4	11.4
Hawaii food products	2.2	2.0	9.6
Souvenirs	5.9	4.8	22.4
Lodging	64.9	51.3	26.4
All other expenses	6.5	7.8	-16.9
Optional tour packages ^{1/}	NA	3.9	NA

1/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

**TABLE 54: U.S. East Visitor Personal Daily Spending by Category:
2003 vs. 2002 (in dollars)
(Arrivals by air)**

Expenditure Type	2003	2002	% change
GRAND TOTAL	163.3	163.0	0.2
Total Food and beverage	35.4	35.2	0.4
Restaurant food	25.6	25.5	0.7
Dinner shows and cruises	4.6	5.0	-7.5
Groceries and snacks	5.1	4.8	7.0
Entertainment & Recreation ^{1/}	14.7	10.7	NA
Total Transportation	17.5	21.3	-17.8
Interisland airfare	2.8	6.6	-57.0
Ground transportation	1.4	1.3	8.3
Rental vehicles	11.5	11.5	0.2
Gasoline, parking, etc.	1.8	1.9	-8.5
Total Shopping	25.5	24.4	4.5
Fashion and clothing	9.0	8.5	5.9
Jewelry and watches	5.7	6.8	-15.0
Cosmetics, perfume	0.3	0.4	-4.3
Leather goods	0.4	0.4	-0.2
Hawaii food products	2.6	2.1	21.2
Souvenirs	7.4	6.2	18.7
Lodging	64.1	56.4	13.7
All other expenses	6.2	9.4	-33.8
Optional tour packages ^{1/}	NA	5.7	NA

^{1/} Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

**TABLE 55: Japanese Visitor Personal Daily Spending by Category:
2003 vs. 2002 (in dollars)
(Arrivals by air)**

Expenditure Type	2003	2002	% change
GRAND TOTAL	240.1	233.1	3.0
Total Food and beverage	41.3	40.2	2.7
Restaurant food	27.9	30.0	-7.0
Dinner shows and cruises	5.6	3.0	na
Groceries and snacks	7.9	7.2	8.8
Entertainment & Recreation ^{1/}	18.2	6.0	NA
Total Transportation	12.6	11.5	9.7
Interisland airfare	4.8	3.4	40.7
Ground transportation	4.7	5.0	-5.8
Rental vehicles	2.8	2.7	2.6
Gasoline, parking, etc.	0.3	0.3	-12.6
Total Shopping	89.9	82.2	9.5
Fashion and clothing	22.4	17.9	24.9
Jewelry and watches	12.6	10.1	24.3
Cosmetics, perfume	5.4	4.7	14.6
Leather goods	30.4	24.7	23.4
Hawaii food products	9.7	1.8	450.2
Souvenirs	9.5	23.0	-58.9
Lodging	61.3	62.8	-2.3
All other expenses	16.7	11.4	47.0
Optional tour packages ^{1/}	NA	19.2	NA

^{1/} Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

**TABLE 56: Canadian Visitor Personal Daily Spending by Category:
2003 vs. 2002 (in dollars)
(Arrivals by air)**

Expenditure Type	2003	2002	% change
GRAND TOTAL	121.5	115.2	5.5
Total Food and beverage	26.0	25.5	1.9
Restaurant food	14.8	15.0	-1.4
Dinner shows and cruises	2.9	3.7	-19.4
Groceries and snacks	8.2	6.8	20.5
Entertainment & Recreation ^{1/}	10.6	5.5	NA
Total Transportation	14.4	14.2	0.9
Interisland airfare	2.6	3.1	-16.5
Ground transportation	1.0	0.9	13.1
Rental vehicles	9.6	9.1	6.0
Gasoline, parking, etc.	1.1	1.1	-3.2
Total Shopping	13.4	14.9	-10.2
Fashion and clothing	6.5	6.7	-2.2
Jewelry and watches	1.9	1.6	20.6
Cosmetics, perfume	0.2	0.3	-27.4
Leather goods	0.2	0.4	-46.7
Hawaii food products	1.3	1.3	0.8
Souvenirs	3.3	4.8	-30.7
Lodging	52.1	46.7	11.5
All other expenses	5.1	3.0	70.9
Optional Tour packages ^{1/}	NA	5.3	NA

1/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

**TABLE 57: European Visitor Personal Daily Spending by Category:
2003 vs. 2002 (in dollars)
(Arrivals by air)**

Expenditure Type	2003	2002	% change
GRAND TOTAL	159.2	144.5	10.2
Total Food and beverage	45.5	28.9	57.5
Restaurant food	33.5	21.0	59.9
Dinner shows and cruises	3.8	2.0	85.1
Groceries and snacks	8.1	5.9	39.1
Entertainment & Recreation ^{1/}	13.8	7.5	NA
Total Transportation	18.0	25.6	-29.7
Interisland airfare	4.1	4.5	-7.8
Ground transportation	3.9	12.2	-68.4
Rental vehicles	8.9	7.9	12.2
Gasoline, parking, etc.	1.1	1.0	11.5
Total Shopping	23.5	15.2	54.7
Fashion and clothing	9.4	7.2	30.1
Jewelry and watches	6.1	1.4	320.5
Cosmetics, perfume	0.9	1.1	-16.2
Leather goods	0.4	0.5	-20.9
Hawaii food products	1.5	1.7	-12.2
Souvenirs	5.2	3.2	61.5
Lodging	54.4	53.2	2.2
All other expenses	4.1	3.9	6.5
Optional tour packages ^{1/}	NA	10.2	NA

1/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

**TABLE 58: Oceania Visitor Personal Daily Spending by Category:
2003 vs. 2002 (in dollars)
(Arrivals by air)**

Expenditure Type	2003	2002	% change
GRAND TOTAL	157.4	147.6	6.6
Total Food and beverage	31.1	35.9	-13.5
Restaurant food	20.6	26.0	-20.5
Dinner shows and cruises	2.9	3.3	-11.7
Groceries and snacks	7.5	6.7	12.9
Entertainment & Recreation ^{1/}	12.6	6.4	NA
Total Transportation	13.6	15.1	-9.7
Interisland airfare	4.6	5.3	-11.7
Ground transportation	2.8	2.6	9.8
Rental vehicles	5.4	5.9	-7.1
Gasoline, parking, etc.	0.7	1.4	-49.3
Total Shopping	32.2	25.1	28.5
Fashion and clothing	17.9	13.4	33.8
Jewelry and watches	4.6	3.3	38.5
Cosmetics, perfume	1.7	1.5	16.5
Leather goods	0.7	0.7	5.9
Hawaii food products	1.3	1.3	-0.4
Souvenirs	5.9	4.8	21.8
Lodging	58.0	52.6	10.3
All other expenses	9.8	5.4	80.7
Optional tour packages ^{1/}	NA	7.1	NA

1/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

**TABLE 59: Other Asian Visitor Personal Daily Spending by Category:
2003 vs. 2002 (in dollars)
(Arrivals by air)**

Expenditure Type	2003	2002	% change
GRAND TOTAL	176.2	165.2	6.7
Total Food and beverage	32.9	36.5	-9.8
Restaurant food	21.9	24.9	-12.1
Dinner shows and cruises	5.1	5.7	-10.7
Groceries and snacks	5.9	5.8	0.9
Entertainment & Recreation ^{1/}	21.6	8.3	NA
Total Transportation	17.3	15.2	13.9
Interisland airfare	7.1	7.6	-6.5
Ground transportation	4.2	3.0	40.1
Rental vehicles	5.0	4.0	25.1
Gasoline, parking, etc.	0.9	0.6	67.9
Total Shopping	42.2	39.1	7.9
Fashion and clothing	14.0	11.6	20.4
Jewelry and watches	5.7	7.3	-21.9
Cosmetics, perfume	3.9	3.8	1.4
Leather goods	6.2	2.6	142.7
Hawaii food products	6.3	4.8	31.1
Souvenirs	6.2	9.0	-31.7
Lodging	53.6	49.3	8.6
All other expenses	8.6	3.7	131.4
Optional tour packages ^{1/}	NA	13.1	NA

1/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

**TABLE 60: Latin American Visitor Personal Daily Spending by Category:
2003 vs. 2002 (in dollars)
(Arrivals by air)**

Expenditure Type	2003	2002	% change
GRAND TOTAL	125.8	122.7	2.5
Total Food and beverage	24.9	26.1	-4.9
Restaurant food	17.3	13.7	25.7
Dinner shows and cruises	3.1	4.2	-26.6
Groceries and snacks	4.5	8.2	-45.0
Entertainment & Recreation ^{1/}	6.6	5.7	NA
Total Transportation	10.8	9.8	10.2
Interisland airfare	1.7	3.3	-47.8
Ground transportation	1.7	3.5	-52.0
Rental vehicles	6.9	2.7	153.8
Gasoline, parking, etc.	0.6	0.3	79.7
Total Shopping	26.5	28.5	-7.1
Fashion and clothing	17.6	15.4	13.8
Jewelry and watches	5.6	3.0	na
Cosmetics, perfume	0.6	1.3	-52.4
Leather goods	0.6	0.2	na
Hawaii food products	0.1	1.2	-91.4
Souvenirs	2.0	7.3	-72.2
Lodging	43.6	42.3	3.0
All other expenses	13.4	10.1	32.8
Optional tour packages ^{1/}	NA	0.1	NA

1/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

**TABLE 61: Other Visitor Personal Daily Spending by Category:
2003 vs. 2002 (in dollars)
(Arrivals by air)**

Expenditure Type	2003	2002	% change
GRAND TOTAL	168.3	146.4	14.9
Total Food and beverage	30.6	30.7	-0.3
Restaurant food	18.3	18.0	1.7
Dinner shows and cruises	3.8	6.1	-36.8
Groceries and snacks	8.5	6.6	27.8
Entertainment & Recreation ^{1/}	11.7	4.9	NA
Total Transportation	23.3	17.8	30.8
Interisland airfare	7.5	4.5	64.2
Ground transportation	2.4	3.5	-30.9
Rental vehicles	12.1	8.1	49.9
Gasoline, parking, etc.	1.3	1.7	-22.9
Total Shopping	41.9	31.8	31.5
Fashion and clothing	21.4	16.0	33.7
Jewelry and watches	7.8	2.6	203.7
Cosmetics, perfume	1.3	2.3	-45.1
Leather goods	2.6	1.6	62.0
Hawaii food products	3.8	3.2	18.5
Souvenirs	5.0	6.1	-17.9
Lodging	42.6	46.8	-8.8
All other expenses	18.3	5.9	211.2
Optional tour packages ^{1/}	NA	8.5	NA

1/ Due to changes in survey forms in 2003, spending on optional tours included in the Entertainment & Recreation category for 2003.

TABLE 62: 2003 Visitor Expenditures by Island and MMA
(in \$millions)

2003	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
Oahu	1,221.6	1,006.5	1,713.4	126.3	118.1	103.6	135.3	11.3	290.1	4,726.2
Maui	1,486.4	1,072.6	71.9	135.9	51.6	16.4	13.1	4.0	96.0	2,948.0
Molokai	13.2	9.8	1.9	4.9	2.0	0.3	0.4	0.1	2.8	35.3
Lanai	26.9	30.7	3.8	2.9	1.0	0.5	0.6	0.4	3.5	70.3
Kauai	542.5	375.5	12.5	33.6	21.5	8.2	5.0	1.1	26.8	1,026.8
Big Island	613.1	372.4	111.7	40.8	28.7	10.9	18.5	2.5	49.0	1,247.8
STATE	3,903.9	2,867.5	1,915.3	344.5	222.9	139.9	172.9	19.4	468.2	10,054.5

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TABLE 63: 2003 Visitor Expenditures by Island and MMA
(% share of State Total)

2003	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
Oahu	31.3%	35.1%	89.5%	36.7%	53.0%	74.0%	78.3%	58.5%	62.0%	47.0%
Maui	38.1%	37.4%	3.8%	39.5%	23.2%	11.8%	7.6%	20.4%	20.5%	29.3%
Molokai	0.3%	0.3%	0.1%	1.4%	0.9%	0.2%	0.2%	0.3%	0.6%	0.4%
Lanai	0.7%	1.1%	0.2%	0.9%	0.5%	0.4%	0.3%	2.0%	0.7%	0.7%
Kauai	13.9%	13.1%	0.7%	9.8%	9.6%	5.9%	2.9%	5.7%	5.7%	10.2%
Big Island	15.7%	13.0%	5.8%	11.9%	12.9%	7.8%	10.7%	13.1%	10.5%	12.4%
STATE	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIPS

LENGTH OF STAY

CRUISE VISITOR DAYS

TOTAL CRUISE PASSENGERS BY MMA

DAILY SPENDING BY CATEGORY AND BY

MMA



CRUISE SHIP PASSENGERS IN HAWAII

In addition to the 61,581 out-of-state visitors who arrived by cruise ships, another 168,914 out-of-state visitors also came by air to board cruise ships touring the islands. Combined, there were 230,495 cruise visitors to the state, 1.9 percent lower than a year ago.

In addition to two cruise ships home-ported in Hawaii, 46 out-of-state cruise ships made 125 tours around the islands during the year. There were also two Hawaii home-ported ships in 2002 and 55 out-of-state cruise ships which made 131 tours carrying 235,027 out-of-state visitors.

The decrease in cruise visitors was mainly due to a shift in scheduling, which brought fewer out-of-state cruise ships with less passenger capacity to the islands in 2003. The number of cruise visitors to Hawaii should increase in 2004 and beyond with the addition of several U.S. flagged ship that will be home based in Hawaii offering inter-island cruises.

Point of Origin and Island Visitation

In total there were 236,149 passengers aboard cruise ships in the islands during 2003, 97.6 percent were out-of-state visitors while 5,654 passengers were Hawaii residents.

By the nature of the cruise routes, these passengers visited most of the neighbor islands. All of the cruise passengers visited Oahu, 92.3 percent visited Maui, 91.1 percent visited the Big Island and 90.3 percent visited Kauai. In addition to their cruise itinerary, 6,057 passengers visited Lanai while 5,163 visited Molokai.

Visitors from the U.S. East comprised the largest percentage of out-of-state passengers (54.5%), followed by visitors from U.S. West (28.6%), Canada (6.5%), Europe (2.8%) and others (7.6%).

Close to 58 percent of the out-of-state passengers were repeat visitors to the islands, while 41.9 percent came to Hawaii for the first time.

The majority (82.4%) of the out-of-state passengers cruised the islands for leisure, 8.4 percent visited friends and relatives, 4.2 percent were on their honeymoon while 3.4 percent played golf.

Length of Stay and Type of Accommodation

The total average length of stay by out-of-state cruise passengers in 2003 was 7.30 days. In addition to the average of 4.52 days these passengers spent aboard ship touring the islands and the 1.13 days they spent on shore after their cruise was over, visitors who arrived in Hawaii by air stayed an average of 1.65 days in Hawaii before their cruise.

Passengers from Europe spent the most time in the islands at 8.23 days. Their average length of cruise was 4.47 days and they also spent 1.80 days on shore after their cruise was over. The average length of stay by Canadian visitors was 7.84 total days, of which 4.71 days were spent on ship and 1.57 days were spent post cruise. U.S. West visitors spent an average of 7.22 total days in the islands, 4.49 days aboard ship and 1.20 days after cruise. The average length of stay by U.S. East visitors was 7.10 days, 4.53 days of which were spent on ship and 0.93 spent after the cruise was over.

Of those out-of-state who spent extra nights in Hawaii either before or after their shipboard cruises, 64.5 percent chose to stay in hotels. Other types of lodging used by cruise visitors during their extra nights included condominiums (4.7%), timeshare properties (4.2%) and staying with friends and relatives (3.5%).

Cruise Visitor Expenditures

The average out-of-state cruise visitor in 2003 spent approximately \$101 per person per day (PPPD) while on shore in Hawaii. This amount is comprised of tour costs and other on-land expenditures such as lodging, food and beverages, shopping, transportation and entertainment.

U.S. East cruise visitors spent the most at \$108 PPPD, followed by visitors from Europe (\$104), Canada (\$98), and the U.S. West (\$87). In contrast, daily spending by Hawaii resident cruise passengers was only \$51 per person.

U.S. East and U.S. West cruise visitors spent more on shore tours than on shopping and food and beverages. In contrast, European cruise visitors spent a higher proportion of their daily expenditure on shopping than on shore tours.

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

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

TABLE 64: 2002 Cruise Ship Visitors

2002	NUMBER OF VISITORS						VISITOR DAYS
	SHIP ARRIVALS FROM OUT-OF-STATE 1/	NUMBER OF TOURS	ARRIVED BY SHIPS	ARRIVED BY AIR	TOTAL	AVERAGE LENGTH OF STAY (DAYS)	
JANUARY	8	10	5,122	9,198	14,320	7.38	105,656
FEBRUARY	3	10	6,261	12,468	18,729	8.19	153,461
MARCH	6	12	8,652	10,656	19,308	7.16	138,198
APRIL	8	16	8,317	16,770	25,087	6.66	167,045
MAY	5	13	8,894	16,261	25,155	6.79	170,877
JUNE	0	5	-	12,232	12,232	6.43	78,632
JULY	2	6	528	10,124	10,652	6.50	69,190
AUGUST	0	4	-	9,987	9,987	6.87	68,608
SEPTEMBER	5	14	6,078	19,959	26,037	6.78	176,618
OCTOBER	7	17	10,356	21,092	31,448	6.87	216,039
NOVEMBER	5	12	5,796	16,072	21,868	6.76	147,919
DECEMBER	6	12	3,772	16,432	20,204	7.57	152,947
TOTAL	55	131	63,776	171,251	235,027	7.00	1,645,189

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

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

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

TABLE 65: 2003 Cruise Ship Visitors

2003	NUMBER OF VISITORS						VISITOR DAYS
	SHIP ARRIVALS FROM OUT-OF-STATE 1/	NUMBER OF TOURS	ARRIVED BY SHIPS	ARRIVED BY AIR	TOTAL	AVERAGE LENGTH OF STAY (DAYS)	
JANUARY	5	12	4892	14079	18,971	7.50	142,195
FEBRUARY	3	10	3529	14143	17,672	7.08	125,113
MARCH	6	14	8556	16784	25,340	7.12	180,455
APRIL	9	20	12521	20823	33,343	7.35	245,223
MAY	6	15	10260	18731	28,991	6.88	199,558
JUNE	0	5	0	12476	12,476	6.95	86,644
JULY	0	4	0	10014	10,014	6.95	69,598
AUGUST	0	4	0	9959	9,959	6.94	69,133
SEPTEMBER	4	9	4611	11251	15,862	7.89	125,224
OCTOBER	4	12	6194	16491	22,685	7.56	171,571
NOVEMBER	3	7	5311	9060	14,371	7.55	108,473
DECEMBER	6	13	5707	15103	20,810	6.89	143,306
TOTAL	46	125	61,581	168,914	230,495	7.23	1,666,494

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

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

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

Table 66: 2003 Total Cruise Passengers by MMA

	Passenger Type			Visitors by MMA				
	Out-of-		Hawaii Residents	US West	US East	Canada	Europe	Other
	Total	State Visitors						
Total Passengers	236,149	230,495	5,654	65,822	125,645	15,064	6,368	17,596
Island Visitation (Number of Passengers)								
Oahu	236,149	230,495	5,654	65,822	125,645	15,064	6,368	17,596
Kauai	213,229	207,574	5,654	59,433	113,450	13,602	5,750	15,339
Maui County	218,082	212,428	5,654	60,786	116,033	13,911	5,880	15,817
Maui	218,082	212,428	5,654	60,786	116,033	13,911	5,880	15,817
Molokai	5,163	5,090	73	2,110	2,436	256	42	245
Lanai	6,057	6,009	48	2,260	3,143	243	40	323
Big Island	215,116	209,462	5,654	59,959	114,455	13,722	5,800	15,525
Purpose of Trip (Number of Passengers)								
Honeymoon	9,854	9,772	82	2,690	5,215	611	261	995
Wedding	1,973	1,959	13	616	1,038	146	13	146
Convention / Conference	2,674	2,593	81	510	1,563	306	6	207
Business	3,705	3,523	181	1,319	1,853	77	NA	274
Visit Friends or Relatives	20,468	19,341	1,127	7,887	9,039	1,112	34	1,268
Play Golf	8,021	7,836	185	2,039	4,737	499	95	466
Leisure	194,101	189,900	4,201	52,204	104,692	12,448	5,875	14,681
Type of Accommodation Before or After Cruise (Number of Passengers)								
Hotel	149,015	148,575	440	36,791	83,930	9,868	5,465	12,520
Hotel only	134,733	134,491	243	31,332	77,752	8,878	4,995	11,533
Condo	11,132	10,783	349	4,675	4,335	813	13	948
Condo only	2,793	2,504	288	1,262	675	250	NA	317
Timeshare	9,653	9,614	38	3,388	4,695	631	341	560
Timeshare Only	1,943	1,943	NA	589	1,058	134	NA	163
Bed & Breakfast	4,534	4,511	24	1,424	2,560	215	49	263
Bed & Breakfast only	113	104	9	42	50	12	NA	NA
Friends & relatives	8,438	8,060	378	2,676	4,377	418	13	576
Friends only	2,866	2,552	314	839	1,349	191	NA	172
Other accommodation	10,242	8,428	1,814	3,034	4,463	406	42	483
Other accommodation only	4,569	2,897	1,672	1,183	1,504	73	NA	136
Average Length of Stay (days)								
Total Length of Stay in Hawaii	7.23	7.30	4.09	7.22	7.10	7.84	8.23	8.25
LOS in Hawaii Before Cruise	1.61	1.65	0.00	1.54	1.64	1.56	1.96	2.06
LOS in Hawaii During Cruise	4.51	4.52	4.08	4.49	4.53	4.71	4.47	4.50
LOS in Hawaii After Cruise	1.10	1.13	0.02	1.20	0.93	1.57	1.80	1.68
Type of Visitors								
First Timers	97,884	96,595	1,289	15,393	64,252	5,670	4,575	6,705
Repeat Visitors	138,265	133,899	4,366	50,429	61,393	9,393	1,793	10,891

Source: DBEDT

Table 67. 2003 Per Person Per Day Cruise Passenger Spending by Category and by MMA

	Passenger Type		Visitors by MMA Expenditure				
	Visitor	Resident in Hawaii	US West	US East	Canada	Europe	Other
Total Lodging	\$18.8	\$5.6	\$15.1	\$19.3	\$22.1	\$26.1	\$22.2
Total Food & Beverage	\$12.9	\$6.5	\$11.3	\$13.4	\$14.3	\$15.7	\$13.0
Food at Restaurants	\$6.6	\$3.3	\$5.8	\$6.7	\$8.6	\$8.8	\$6.1
Dinner Shows	\$3.1	\$0.3	\$2.6	\$3.7	\$2.2	\$0.9	\$2.5
Groceries	\$1.2	\$1.1	\$1.3	\$1.0	\$1.8	\$1.5	\$1.5
Other Food Expenditures	\$1.9	\$1.7	\$1.6	\$1.9	\$1.6	\$4.5	\$2.9
Total Entertainment	\$3.9	\$1.2	\$3.6	\$4.0	\$3.9	\$2.4	\$3.7
Total Transportation	\$11.1	\$5.8	\$10.0	\$12.0	\$8.9	\$16.8	\$9.5
Inter-island airfare	\$4.9	\$2.7	\$3.7	\$5.7	\$3.1	\$9.8	\$3.4
Ground transportation	\$1.3	\$0.8	\$1.2	\$1.2	\$1.6	\$2.8	\$1.5
Rental vehicles	\$2.9	\$1.4	\$3.0	\$2.9	\$2.8	\$1.9	\$2.3
Other transportation	\$2.1	\$0.9	\$2.0	\$2.2	\$1.4	\$2.3	\$2.2
Total Shopping	\$18.1	\$11.6	\$17.0	\$18.8	\$16.1	\$19.0	\$18.2
Fashion and Clothing	\$4.9	\$3.6	\$4.7	\$4.9	\$5.6	\$4.0	\$5.4
Jewelry / Watch	\$4.5	\$2.2	\$4.0	\$5.0	\$2.9	\$4.2	\$4.4
Cosmetics / Perfumes	\$0.4	\$0.6	\$0.4	\$0.3	\$0.4	\$0.5	\$0.8
Leather Goods	\$0.3	\$0.4	\$0.3	\$0.2	\$0.2	\$1.8	\$0.4
Hawaii food Products	\$1.6	\$0.9	\$1.7	\$1.6	\$2.2	\$0.9	\$1.1
Souvenirs	\$4.7	\$1.9	\$4.0	\$5.2	\$3.6	\$5.6	\$3.7
Other Shopping	\$1.7	\$2.0	\$1.8	\$1.5	\$1.2	\$2.2	\$2.3
All Other Expenses	\$10.6	\$6.3	\$9.3	\$11.2	\$11.2	\$7.2	\$11.0
Shore Tour Spending	\$25.3	\$13.7	\$20.8	\$29.2	\$21.3	\$16.8	\$21.3
Shore Tour: Honolulu (Oahu)	\$4.5	\$1.4	\$3.1	\$5.2	\$5.0	\$2.0	\$5.2
Lahaina (Maui)	\$4.3	\$1.6	\$3.4	\$5.1	\$3.3	\$4.2	\$3.2
Kahului (Maui)	\$3.4	\$1.9	\$3.0	\$4.0	\$2.2	\$2.1	\$2.6
Kona side (Big Island)	\$2.3	\$0.5	\$1.9	\$2.6	\$1.7	\$1.2	\$2.1
Hilo side (Big Island)	\$5.1	\$2.0	\$4.7	\$5.8	\$4.3	\$3.5	\$3.8
Nawiliwili (Kauai)	\$5.7	\$6.3	\$4.7	\$6.6	\$4.7	\$3.7	\$4.3
Total Spending Per Person Per Day	\$100.7	\$50.8	\$87.2	\$107.9	\$97.7	\$104.0	\$98.9

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



Table 68: Total Visitor Arrivals 2003 vs. 2002

	2003			2002			% CHANGE		
	By Air	By Ship	Total	By Air	By ship	Total	By Air	By ship	Total
STATE	6,380,439	61,581	6,442,020	6,389,058	63,776	6,452,834	-0.1%	-3.4%	-0.2%
OAHU	4,090,483	61,581	4,152,064	4,276,077	63,776	4,339,853	-4.3%	-3.4%	-4.3%
MAUI COUNTY	2,196,447	43,514	2,239,961	2,139,427	58,853	2,198,280	2.7%	-26.1%	1.9%
...Maui	2,125,421	43,514	2,168,935	2,073,051	58,853	2,131,904	2.5%	-26.1%	1.7%
...Molokai	94,106	5,090	99,196	75,135	0	75,135	25.3%	NA	32.0%
...Lanai	91,445	6,009	97,454	80,874	0	80,874	13.1%	NA	20.5%
KAUAI	975,867	38,660	1,014,527	1,005,898	53,898	1,059,796	-3.0%	-28.3%	-4.3%
BIG ISLAND	1,207,164	40,548	1,247,712	1,243,313	55,630	1,298,943	-2.9%	-27.1%	-3.9%
...Hilo	459,612	40,548	500,160	448,449	55,114	503,563	2.5%	-26.4%	-0.7%
...Kona	977,195	36,899	1,014,093	1,033,614	52,204	1,085,818	-5.5%	-29.3%	-6.6%

Source: DBEDT

HOTEL OCCUPANCY AND ROOM RATE

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

STATE

OAHU

MAUI

KAUAI

HAWAII (Big Island)

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

TABLE 69: State Hotel Occupancy Rate: 2003 vs. 2002

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2003	2002	Absolute Change	2003	2002	% change	2003	2002	% change
JANUARY	71.4	64.8	6.6	149.37	141.39	5.6	106.65	91.68	16.3
FEBRUARY	78.4	77.4	1	148.67	143.76	3.4	116.56	111.24	4.8
MARCH	73.6	72.5	1.1	150.67	147.61	2.1	110.89	107.06	3.6
APRIL	66.4	64.9	1.5	148.96	144.18	3.3	98.91	93.59	5.7
MAY	64.4	65.9	-1.5	137.22	132.96	3.2	88.37	87.56	0.9
JUNE	70.7	72.3	-1.6	141.72	137.42	3.1	100.20	99.37	0.8
JULY	79.4	75.0	4.4	146.76	143.73	2.1	116.53	107.79	8.1
AUGUST	83.1	78.3	4.8	150.19	148.54	1.1	124.81	116.37	7.3
SEPTEMBER	70.2	65.0	5.2	135.10	129.36	4.4	94.84	84.09	12.8
OCTOBER	71.8	69.1	2.7	135.81	132.16	2.8	97.51	91.29	6.8
NOVEMBER	69.1	66.4	2.7	134.98	129.83	4.0	93.27	86.14	8.3
DECEMBER	72.8	66.7	6.1	158.32	152.51	3.8	115.26	101.72	13.3
TOTAL	72.5	69.8	2.7	144.44	140.54	2.8	104.72	98.13	6.7

TABLE 70: Oahu Hotel Occupancy Rate: 2003 vs. 2002

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2003	2003	Absolute Change	2003	2002	% change	2003	2002	% change
JANUARY	73.7	64.7	9	118.57	112.66	5.2	87.39	72.89	19.9
FEBRUARY	80.4	77.8	2.6	117.37	114.42	2.6	94.37	89.02	6.0
MARCH	71.9	70.6	1.3	114.02	112.02	1.8	81.98	79.09	3.7
APRIL	62.8	63.0	-0.2	113.62	108.50	4.7	71.35	68.36	4.4
MAY	61.6	67.2	-5.6	111.19	111.71	-0.5	68.49	75.07	-8.8
JUNE	69.5	72.6	-3.1	109.72	109.47	0.2	76.26	79.48	-4.1
JULY	77.3	73.4	3.9	109.86	114.74	-4.3	84.92	84.22	0.8
AUGUST	82.2	75.9	6.3	119.05	121.02	-1.6	97.86	91.85	6.5
SEPTEMBER	73.7	65.6	8.1	118.80	109.49	8.5	87.56	71.83	21.9
OCTOBER	73.6	69.1	4.5	115.60	110.96	4.2	85.08	76.67	11.0
NOVEMBER	72.7	69.2	3.5	113.47	107.43	5.6	82.49	74.34	11.0
DECEMBER	79.2	73.0	6.2	124.98	119.05	5.0	98.98	86.89	13.9
TOTAL	73.1	70.3	2.8	116.25	111.46	4.8	84.98	78.36	8.4

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 71: Maui Hotel Occupancy Rate: 2003 vs. 2002

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2003	2002	Absolute Change	2003	2002	% change	2003	2002	% change
JANUARY	72.4	66.2	6.2	195.40	189.67	3.0	141.47	125.56	12.7
FEBRUARY	79.9	78.3	1.6	196.73	193.51	1.7	157.19	151.52	3.7
MARCH	78.4	77.8	0.6	198.95	200.26	-0.7	155.98	155.80	0.1
APRIL	74.1	72.7	1.4	191.98	194.72	-1.4	142.26	141.56	0.5
MAY	71.8	68.3	3.5	169.69	161.85	4.8	121.84	110.54	10.2
JUNE	76.0	75.2	0.8	182.01	176.13	3.3	138.33	132.45	4.4
JULY	84.1	78.8	5.3	191.65	185.38	3.4	161.18	146.08	10.3
AUGUST	84.1	81.4	2.7	192.83	186.48	3.4	162.17	151.79	6.8
SEPTEMBER	67.0	64.6	2.4	167.27	156.70	6.7	112.07	101.23	10.7
OCTOBER	69.7	68.1	1.6	161.65	157.13	2.9	112.67	107.01	5.3
NOVEMBER	66.7	62.2	4.5	167.94	164.49	2.1	112.02	102.31	9.5
DECEMBER	69.6	62.5	7.1	210.42	204.14	3.1	146.45	127.59	14.8
TOTAL	74.2	71.0	4.5	186.96	181.25	3.2	138.72	128.69	7.8

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 72: Kauai Hotel Occupancy Rate: 2003 vs. 2002

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2003	2002	Absolute Change	2003	2002	% Change	2003	2002	% Change
JANUARY	65.0	58.0	7	180.28	148.98	21.0	117.18	86.41	35.6
FEBRUARY	72.4	67.6	4.8	176.40	166.16	6.2	127.71	112.32	13.7
MARCH	72.5	71.5	1	176.32	162.93	8.2	127.83	116.49	9.7
APRIL	68.6	66.8	1.8	169.00	162.77	3.8	115.93	108.73	6.6
MAY	74.3	69.2	5.1	158.56	149.95	5.7	117.81	103.77	13.5
JUNE	81.3	76.1	5.2	154.40	156.06	-1.1	125.53	118.76	5.7
JULY	87.7	82.2	5.5	161.14	160.65	0.3	141.32	132.05	7.0
AUGUST	89.9	83.4	6.5	156.09	160.24	-2.6	140.32	133.64	5.0
SEPTEMBER	80.2	73.8	6.4	147.72	150.01	-1.5	118.47	110.71	7.0
OCTOBER	82.9	75.6	7.3	145.54	151.24	-3.8	120.65	114.34	5.5
NOVEMBER	71.5	64.9	6.6	143.70	148.31	-3.1	102.75	96.25	6.7
DECEMBER	64.2	53.4	10.8	166.96	175.63	-4.9	107.19	93.79	14.3
TOTAL	76.1	70.0	6.1	152.91	156.78	-2.5	116.36	109.75	6.0

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 73: Island of Hawaii (Big Island) Hotel Occupancy Rate: 2003 vs. 2002

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2003	2002	Absolute Change	2003	2002	% Change	2003	2002	% Change
JANUARY	64.4	64.2	0.2	165.67	182.00	-9.0	106.69	116.84	-8.7
FEBRUARY	72.6	70.7	1.9	156.94	184.46	-27.5	113.92	130.41	-16.5
MARCH	71.3	67.6	3.7	167.44	185.51	-9.7	119.38	125.40	-4.8
APRIL	63.9	57.4	6.5	166.60	181.85	-8.4	106.46	104.38	2.0
MAY	54.2	50.8	3.4	144.54	163.91	-11.8	78.34	83.27	-5.9
JUNE	62.1	62.4	-0.3	152.84	165.38	-7.6	94.91	103.20	-8.0
JULY	73.9	67.0	6.9	156.13	167.17	-6.6	115.38	112.00	3.0
AUGUST	79.9	75.9	4	165.67	176.26	-6.0	132.37	133.78	-1.1
SEPTEMBER	56.6	52.6	4	145.04	148.99	-2.7	82.09	78.37	4.8
OCTOBER	61.7	62.4	-0.7	151.64	157.96	-4.0	93.56	98.57	-5.1
NOVEMBER	60.6	58.3	2.3	151.95	155.78	-2.5	92.08	90.82	1.4
DECEMBER	61.1	57.4	3.7	194.13	208.84	-7.0	118.61	119.87	-1.1
TOTAL	65.3	62.1	3.2	163.23	172.80	-5.5	106.59	107.31	-0.7

Source: Smith Travel Research, Hospitality Advisors LLC

VISITOR PLANT INVENTORY

EXISTING INVENTORY

CLASS OF UNITS

AVAILABLE UNITS



TABLE 74: 2003 Visitor Plant Inventory – Existing Inventory by Island and Type

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	% CHANGE FROM 2002
OAHU	APARTMENT/ HOTEL	13	312	
	BED & BREAKFAST	14	54	
	CONDOMINIUM HOTEL	28	3,779	
	HOSTEL	7	243	
	HOTEL	76	30,196	
	INDIVIDUAL VACATION UNIT	50	326	
	OTHER	11	754	
	TOTAL		199	35,664
HAWAII	BED & BREAKFAST	61	265	
	CONDOMINIUM HOTEL	33	2,122	
	HOSTEL	2	39	
	HOTEL	31	6,483	
	INDIVIDUAL VACATION UNIT	49	395	
	OTHER	10	174	
	TOTAL		186	9,478
KAUAI	APARTMENT/ HOTEL	2	5	
	BED & BREAKFAST	30	98	
	CONDOMINIUM HOTEL	47	2,721	
	HOSTEL	1	40	
	HOTEL	15	3,302	
	INDIVIDUAL VACATION UNIT	277	579	
	OTHER	19	512	
	TOTAL		391	7,257
MAUI	APARTMENT/ HOTEL	6	69	
	BED & BREAKFAST	22	110	
	CONDOMINIUM HOTEL	106	7,955	
	HOSTEL	2	30	
	HOTEL	29	8,379	
	INDIVIDUAL VACATION UNIT	63	638	
	OTHER	19	730	
	TOTAL		247	17,911
MOLOKAI	BED & BREAKFAST	2	3	
	CONDOMINIUM HOTEL	6	159	
	HOTEL	1	45	
	OTHER	17	26	
	INDIVIDUAL VACATION UNIT	2	66	
	TOTAL		28	299
LANAI	BED & BREAKFAST	1	3	
	HOTEL	3	362	
	INDIVIDUAL VACATION UNIT	2	3	
	TOTAL		6	368
STATE TOTAL		1,057	70,977	0.3%

Source: DBEDT

TABLE 75: 2003 Visitor Plant Inventory – Class of Units by County

ISLAND	CLASS	AVAILABLE UNITS	PERCENT	NUMBER RESPONDING
OAHU	BUDGET (UP TO \$100)	3,725	10.6%	
	STANDARD (\$101 TO \$250)	17,734	50.6%	
	DELUXE (\$251 TO \$500)	12,324	35.1%	
	LUXURY (OVER \$500/NIGHT)	1,297	3.7%	
	TOTAL	35,080	100.0%	186
HAWAII	BUDGET (UP TO \$100)	1,886	20.3%	
	STANDARD (\$101 TO \$250)	3,064	32.9%	
	DELUXE (\$251 TO \$500)	3,248	34.9%	
	LUXURY (OVER \$500/NIGHT)	1,112	11.9%	
	TOTAL	9,310	100.0%	173
KAUAI	BUDGET (UP TO \$100)	1,070	15.0%	
	STANDARD (\$101 TO \$250)	3,101	43.3%	
	DELUXE (\$251 TO \$500)	2,320	32.4%	
	LUXURY (OVER \$500/NIGHT)	663	9.3%	
	TOTAL	7,154	100.0%	370
MAUI	BUDGET (UP TO \$100)	2,400	13.8%	
	STANDARD (\$101 TO \$250)	5,828	33.5%	
	DELUXE (\$251 TO \$500)	6,924	39.8%	
	LUXURY (OVER \$500/NIGHT)	2,238	12.9%	
	TOTAL	17,390	100.0%	232
MOLOKAI	BUDGET (UP TO \$100)	66	28.0%	
	STANDARD (\$101 TO \$250)	104	44.1%	
	DELUXE (\$251 TO \$500)	66	28.0%	
	LUXURY (OVER \$500/NIGHT)	0	0.0%	
	TOTAL	236	100.0%	24
LANAI	BUDGET (UP TO \$100)	7	2.0%	
	STANDARD (\$101 TO \$250)	10	2.7%	
	DELUXE (\$251 TO \$500)	174	47.3%	
	LUXURY (OVER \$500/NIGHT)	177	48.2%	
	TOTAL	368	100.0%	6
STATE TOTAL		69,537		991

NOTE: Based on 991 properties for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total due to rounding error.

Source: DBEDT

TABLE 76: Visitor Plant Inventory – Available Units by County

YEAR	STATE TOTAL	OAHU		HAWAII COUNTY		KAUAI COUNTY		MAUI COUNTY	
		UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE
1965	12,903	10,031	77.7	865	6.7	776	6.0	1,231	9.5
1966	14,827	11,083	74.7	1,387	9.4	860	5.8	1,497	10.1
1967	17,217	12,598	73.2	1,790	10.4	1,115	6.5	1,714	10.0
1968	18,657	13,166	70.6	2,188	11.7	1,260	6.8	2,043	11.0
1969	22,801	15,992	70.1	2,480	10.9	1,914	8.4	2,415	10.6
1970	26,923	18,449	68.5	3,166	11.8	2,565	9.5	2,743	10.2
1971	32,289	22,531	69.8	3,435	10.6	2,628	8.1	3,695	11.4
1972	35,797	24,742	69.1	4,241	11.8	2,719	7.6	4,095	11.4
1973	36,608	25,108	68.6	4,796	13.1	2,629	7.2	4,075	11.1
1974	38,675	25,365	65.6	5,234	13.5	2,868	7.4	5,208	13.5
1975	39,632	25,352	64.0	5,348	13.5	3,102	7.8	5,830	14.7
1976	42,648	25,851	60.6	6,045	14.2	3,520	8.3	7,232	17.0
1977	44,986	27,363	60.8	5,929	13.2	3,657	8.1	8,037	17.9
1978	47,070	28,546	60.6	6,002	12.8	3,786	8.0	8,736	18.6
1979	49,832	30,065	60.3	6,093	12.2	4,202	8.4	9,472	19.0
1980	54,246	34,334	63.3	5,889	10.9	4,322	8.0	9,701	17.9
1981	56,769	33,967	59.8	6,705	11.8	4,738	8.3	11,359	20.0
1982	57,968	33,492	57.8	7,167	12.4	5,147	8.9	12,162	21.0
1983	58,765	34,354	58.5	7,469	12.7	4,193	7.1	12,749	21.7
1984	62,448	36,848	59.0	7,149	11.4	5,313	8.5	13,138	21.0
1985	65,919	38,600	58.6	7,511	11.4	5,656	8.6	14,152	21.5
1986	66,308	39,010	58.8	7,280	11.0	5,922	8.9	14,096	21.3
1987	65,318	38,185	58.5	7,328	11.2	5,956	9.1	13,849	21.2
1988	69,012	37,841	54.8	8,823	12.8	7,180	10.4	15,168	22.0
1989	67,734	36,467	53.8	8,161	12.0	7,398	10.9	15,708	23.2
1990	71,266	36,899	51.8	8,952	12.6	7,546	10.6	17,869	25.1
1991	72,275	36,623	50.7	9,383	13.0	7,567	10.5	18,702	25.9
1992	73,089	36,851	50.4	9,170	12.5	7,778	10.6	19,290	26.4
1993	69,502	36,604	52.7	9,140	13.2	4,631	6.7	19,127	27.5
1994	70,463	36,194	51.4	9,595	13.6	5,870	8.3	18,804	26.7
1995 ^{1/}	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	36,146	51.4	9,558	13.6	6,760	9.6	17,824	25.4
1997	71,025	35,971	50.6	9,913	14.0	6,589	9.3	18,552	26.1
1998	71,480	36,206	50.7	9,655	13.5	6,969	9.7	18,650	26.1
1999	71,157	35,861	50.4	9,815	13.8	6,872	9.7	18,609	26.2
2000	71,506	36,303	50.8	9,774	13.7	7,159	10.1	18,270	25.6
2001	72,204	36,824	51.0	9,944	13.8	7,202	10.0	18,234	25.3
2002	70,783	36,457	51.5	9,297	13.1	7,037	9.9	17,992	25.4
2003	70,977	35,664	50.2	9,478	13.4	7,257	10.2	18,578	26.2

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

NA: Not available

Source: DBEDT and Hawaii Visitors & Convention Bureau

**TOTAL AIR SEATS OPERATED TO
HAWAII**

TOTAL AIR SETS

DOMESTIC AIR SEATS

INTERNATIONAL AIR SEATS



TABLE 77: Total Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2003	%Chge	2003	%Chge	2003	%Chge	2003	%Chge	2003	%Chge
TOTAL SEATS	8,876,911	2.6%	6,594,884	-0.6%	1,480,866	11.6%	501,751	4.9%	299,410	41.3%
Scheduled Seats	8,557,770	3.7%	6,349,083	0.4%	1,444,386	12.5%	482,371	5.0%	281,930	49.7%
Charter seats	319,141	-20.5%	245,801	-22.3%	36,480	-15.0%	19,380	4.0%	17,480	-25.8%

TABLE 78: Domestic Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2003	%Chge	2003	%Chge	2003	%Chge	2003	%Chge	2003	%Chge
DOMESTIC SEATS	6,209,701	7.2%	4,084,318	3.6%	1,421,582	11.5%	404,391	11.1%	299,410	41.3%
Scheduled Seats	5,951,644	9.0%	3,899,601	5.5%	1,385,102	12.4%	385,011	11.5%	281,930	49.7%
Charter seats	258,057	-22.5%	184,717	-25.5%	36,480	-15.0%	19,380	4.0%	17,480	-25.8%
US West	4,987,951	7.5%	3,133,100	3.8%	1,187,910	9.0%	385,011	11.5%	281,930	49.7%
...Burbank	83,576	215.0%	45,260	70.6%	38,316	na				
...Denver	86,654	194.7%	80,648	179.5%			6,006	1000.0%		
...Las Vegas	62,100	na	62,100	na						
...Los Angeles	2,229,207	-1.8%	1,311,408	-8.0%	562,663	4.4%	208,295	5.4%	146,841	35.3%
...Oakland	129,580	9.7%	45,756	0	45,260	-1.4%	33,108	28.4%	5,456	na
...Ontario	66,010	35.6%	66,010	35.6%						
...Orange County	113,212	24.9%	45,384	0.0%	45,260	0.0%	22,568	na		
...Phoenix	128,514	99.8%	106,232	155.4%	22,282	-2.0%				
...Portland	123,348	10.9%	86,088	-22.6%	37,260	na				
...Sacramento	83,950	75.5%	83,950	75.5%						
...Salt Lake City	104,755	13.7%	104,755	13.7%						
...San Diego	95,680	14.0%	83,950	0.0%	11,730	na				
...San Francisco	1,255,713	4.9%	711,671	4.5%	299,375	-4.9%	115,034	-5.06%	129,633	62.3%
...San Jose	99,792	-12.6%	54,208	-11.5%	45,584	-14.0%				
...Seattle	325,860	-5.8%	245,680	-11.3%	80,180	16.1%				
US East	963,693	17.3%	766,501	12.9%	197,192	38.1%				
...Atlanta	32,687	na	32,687	na						
...Chicago	145,803	101.3%	88,726	22.5%	57,077	na				
...Cincinnati	17,507	na	17,507	na						
...Dallas	246,415	14.5%	158,102	10.7%	88,313	21.9%				
...Detroit	23,220	7.5%	23,220	7.5%						
...Houston	217,129	33.0%	180,755	10.8%	36,374	na				
...Minneapolis	111,033	-7.4%	111,033	-7.4%						
...Newark	88,579	2.4%	88,579	2.4%						
...St. Louis	81,320	-43.0%	65,892	-8.8%	15,428	-78.1%				

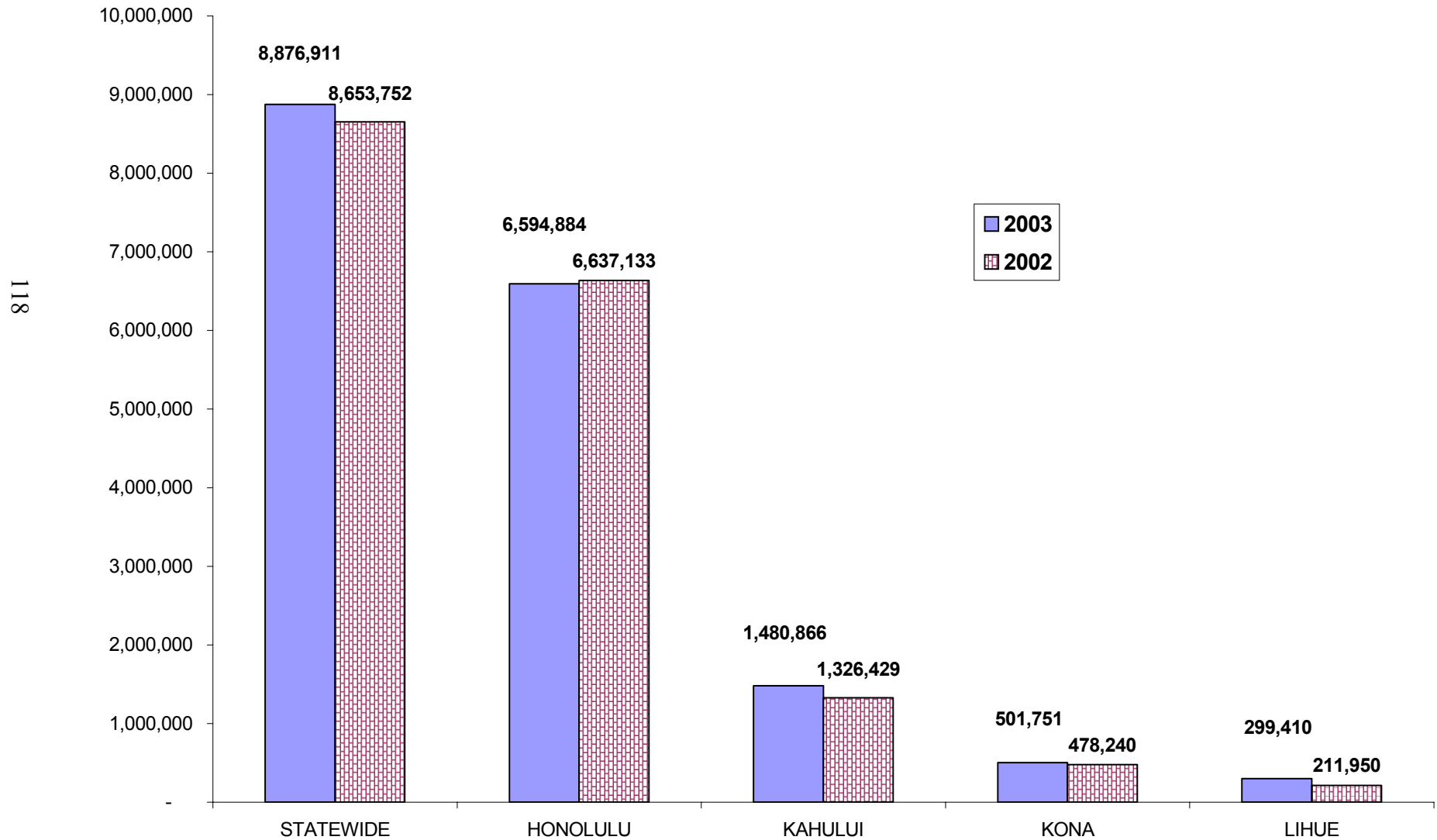
Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

TABLE 79: International Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2003	%Chge	2003	%Chge	2003	%Chge	2003	%Chge	2003	%Chge
INTERNATIONAL SEATS	2,667,210	-6.7%	2,510,566	-6.8%	59,284	15.5%	97,360	-14.9%		
Scheduled Seats	2,606,126	-6.6%	2,449,482	-6.7%	59,284	15.5%	97,360	-14.9%		
Charter seats	61,084	-10.7%	61,084	-10.7%						
Japan	1,785,277	-9.0%	1,689,917	-8.5%			95,360	-16.7%		
...Fukuoka	116,072	-19.9%	116,072	-19.9%						
...Hiroshima	16,472	-33.3%	16,472	-33.3%						
...Nagoya	145,304	0.6%	145,304	0.6%						
...Niigata	7,100	47.1%	7,100	47.1%						
...Osaka	394,018	-8.1%	394,018	-8.1%						
...Sapporo	63,448	-32.2%	63,448	-32.2%						
...Sendai	40,612	-12.0%	40,612	-12.0%						
...Tokyo-NRT	1,002,251	-4.0%	906,891	-2.5%			95,360	-16.7%		
Canada	299,419	-4.6%	238,135	-9.3%	59,284	15.5%	2,000	na		
...Calgary	19,134	320.2%	9,240	233.3%	9,894	455.2%				
...Edmonton	9,912	355.1%	6,534	312.5%	3,378	468.7%				
...Toronto	17,808	-69.7%	17,808	-69.7%						
...Vancouver	252,565	1.7%	204,553	2.6%	46,012	-6.0%	2,000	na		
Other Asia	94,407	20.8%	94,407	20.8%						
...Seoul	82,343	5.3%	82,343	5.3%						
...Taipei	12,064	na	12,064	na						
Oceania	189,564	-10.2%	189,564	-10.2%						
...Auckland	36,504	12.2%	36,504	12.2%						
...Sydney	153,060	-5.1%	153,060	-5.1%						
Other	237,459	5.1%	237,459	5.1%						
...Apia	8,162	1.9%	8,162	1.9%						
...Guam	91,655	8.4%	91,655	8.4%						
...Johnston Island	11,049	-8.5%	11,049	-8.5%						
...Kwajalein	992	na	992	na						
...Majuro	25,530	6.2%	25,530	6.2%						
...Manila	29,380	11.1%	29,380	11.1%						
...Nadi	19,722	18.9%	19,722	18.9%						
...Pago Pago	28,072	-21.1%	28,072	-21.1%						
...Papeete	13,540	-16.0%	13,540	-16.0%						
...Rarotonga	8,432	871.4%	8,432	871.4%						
...Tongatapu	925	150.0%	925	150.0%						

Source: OAG schedules and State of Hawaii DOT Airports Division

Figure 13: Air Seats Operated to Hawaii by Island: 2003 vs. 2002



Source: OAG schedules and State of Hawaii DOT Airports Division

APPENDIX

DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS



DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

DEFINITIONS

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

Average Length of Stay: Number of days visitors are in the State including the day of arrival and of departure. Note that 2002 domestic length of stay presented in this report are different from data from the 2002 Annual Visitor Research Report. The revision is due to improved length of stay data processing for domestic visitor arrivals.

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

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

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

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

International Visitor

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

Group Tour

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

Package

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

True Independent

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

Pleasure (Net)

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

MC&I (Net)

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

SOURCES OF DATA

The data in this report come from eleven sources:

1. Monthly passenger counts for each airline,
2. International visitors by country of residence from the Bureau of Customs & Border Protection, U.S. Department of Homeland Security,
3. International visitor counts by visa type from the Bureau of Customs & Border Protection, Honolulu office,
4. U.S. Customs declaration forms,
5. An International Intercept Survey at the Honolulu International Airport,
6. A Domestic in-flight survey of passengers on flights originating in the Mainland U.S.,
7. Honolulu International Airport billing records,
8. A Visitor Expenditure Survey for domestic visitors,
9. Honolulu and Hilo Harbor cruise ship passenger counts, and
10. A Visitor Plant Inventory survey (refer to DBEDT's *2003 Visitor Plant Inventory Report*).
11. Hospitality Advisors hotel report.

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

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

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

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

International Intercept Survey: The international intercept survey provides information on international visitor characteristics such as length of stay, island visitation patterns, accommodations, etc. The survey also collects information on visitor expenditures. It is distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport and the Kahului Airport on Maui. In 2003, a total of 67,170 such surveys were completed and processed.

Domestic Survey: The domestic survey form is on the reverse side of the Hawaii State Department of Agriculture's mandatory Plants and Animals declaration form. The dual-sided form is distributed to passengers on all flights from the U.S. mainland to Hawaii every day of the year. Hawaii-bound air carriers from the U.S. mainland reported carrying 5,461,554 passengers in 2003, excluding in-transit passengers who are only in Hawaii for a few hours. In 2003, there were 2,032,153 usable forms collected and processed. Each form represented an average party of 1.97 visitors, for a total of 4,531,289 surveyed passengers, which accounted for 83.0 percent of total passengers. The characteristics of respondents were attributed to non-respondents as well. All usable forms were optically scanned and tabulated to produce the results presented here.

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

Domestic Visitor Expenditure Survey: Approximately 2,300 surveys a month are sent to the place of accommodation of domestic visitors to obtain daily expenditure patterns. Only visitors who stay at least four days are selected. Beginning in 1999, the survey was sent to all types of accommodations on all islands. In 2003, there were 50,920 usable forms collected and processed.

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