



2005

Annual Visitor Research Report

DBEDT

State of Hawaii

Department of Business, Economic Development & Tourism

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**2005 ANNUAL VISITOR
RESEARCH REPORT**

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ABOUT THIS REPORT

This report was produced by the staff of the Research and Economic Analysis Division of the Hawaii State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Mr. Theodore E. Liu. This report was prepared by Mr. Cy S.Y. Feng under the direction of the Division Administrator, Dr. Pearl Imada Iboshi, with the assistance of Dr. Eugene Tian, Mr. Lawrence Liu and Ms. Naomi Akamine.

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

For further information on the content of this report, contact the DBEDT Library at 586-2424, or e-mail library@dbedt.hawaii.gov. If you would like copies of this report, contact the Research and Economic Analysis Division at (808) 586-2466.

SUMMARY OF 2005 VISITORS TO HAWAII

OVERVIEW OF ALL VISITORS

ALL VISITORS

VISITORS BY AIR:

VISITOR DAYS AND ARRIVALS

EXPENDITURES

PER PERSON PER DAY SPENDING

PER PERSON PER TRIP SPENDING

CRUISE PASSENGERS



OVERVIEW OF ALL VISITORS

ALL VISITORS

2005 was a record-breaking year for Hawaii's visitor industry in terms of total visitor expenditures, visitor days, and arrivals.

Visitor expenditures reached \$11.9 billion in 2005, a 9.6 percent increase from 2004. Expenditures increased from all the markets, except the European market. Total visitor days increased 7.7 percent to 68.2 million days in 2005. This represents a daily visitor census of 185,445 (average number of visitors in Hawaii in a typical day). A total of nearly 7.5 million visitors came to Hawaii in 2005, of which 99.0 percent came by air. 2005 was the first year that visitor arrivals broke the 7 million mark.

ARRIVALS BY AIR

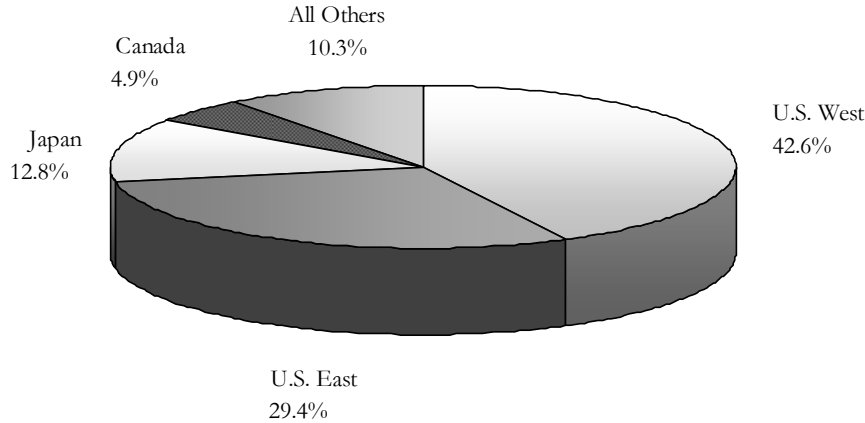
VISITOR DAYS AND ARRIVALS

Total visitor days (visitor arrivals multiplied by the average length of stay) of those who came to the islands by air rose 7.8 percent in 2005. A total of 7,416,574 visitors arrived by air to the state, up 7.3 percent compared to 2004. International air visitor days grew 4.6 percent mainly due to a 4.2 percent increase in arrivals to 2,103,293 visitors. Domestic visitor days rose 8.8 percent due to an 8.6 percent growth in arrivals. In fact, total domestic air arrivals of 5,313,281 visitors in 2005, was the best year on record.

By MMA:

- The strong increase in the number of visitors from the U.S. West, Hawaii's primary market, pushed its share of total visitor days up to 42.6 percent in 2005. More than 60 percent of visitors from the U.S. West resided in California.
- U.S. East visitors--Hawaii's second largest market--also increased, maintaining their share of nearly 30 percent of visitor days. Texas, Illinois, and New York were the largest markets in the U.S. East.
- Japanese visitor arrivals increased by 2.4 percent in 2005, following last year's 10.6 percent increase. Their length of stay per trip, however, decreased slightly, resulting in visitor days increasing less than 1 percent.

**FIGURE 1: Air Visitor Days by Major Market Areas
Calendar Year 2005**



By Month:

- July continued to be the busiest month of the year, by far.
- Other summer months (June and August) and the winter months (December through March) were also popular times of the year.
- April, May and September continued to be the slowest months for visitor traffic.

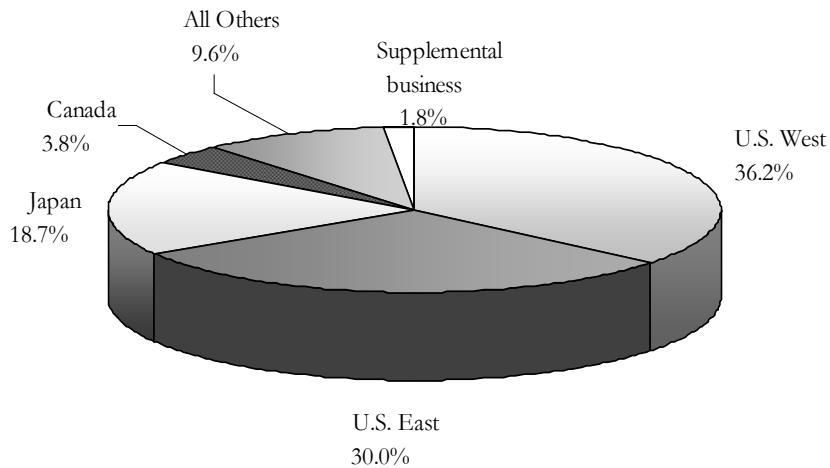
By Island:

- Oahu saw a 6.9 percent increase in visitor days. Domestic visitation increased faster than international. Overall, 63.8 percent of visitors by air went to Oahu, a slight decrease from 2004.
- The Island of Maui accounted for 25.3 percent of the state total visitor days in 2005 with a 6.5 percent growth in visitor arrivals. Maui continues to attract the bulk of its visitors from the domestic market.
- The Big Island had the largest increase in the number of visitors at 18.8 percent, with growth from both the domestic and international markets. Slightly more than 20 percent of all visitors by air went to the Big Island.
- Kauai's growth in visitor days was a modest 4.0 percent - a result of a large drop in international visitor days which offset the 5.6 percent growth in domestic visitor days. Approximately 15 percent of visitors went to Kauai.
- Molokai saw a slight increase in visitor days at 1 percent due to increases in both the number of visitors and their length of stay. Lanai saw a 4.6 percent decrease in visitor days largely due to a decline in length of stay.

EXPENDITURES

Spending by air visitors from the U.S. West increased 10.0 percent from 2004 to \$4.3 billion and comprised the largest portion of total air visitor expenditures at 36.2 percent. Spending by U.S. East visitors jumped 11.1 percent and ranked second at \$3.6 billion or 30.0 percent of the total. Japanese expenditures which rose 2.4 percent, followed in 3rd place at \$2.2 billion or an 18.7 percent share. Combined, these three MMAs accounted for nearly 85 percent of total air visitor expenditures for the year. Supplemental business expenditures of \$207.8 million or 1.8 percent of total expenditures, represented additional business expenses spent locally by out-of-state conventions and corporate meetings (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending, grew by 30.0 percent in 2005, mainly due to the increase in MCI visitors (27.3%).

FIGURE 2: Air Visitor Expenditures by Major Market Areas Calendar Year 2005



Of the \$11.9 billion in visitor spending by both air and cruise visitors in 2005, \$5.8 billion were spent on Oahu and accounted for 48.4 percent of the state total. Japanese visitors (\$2.0 billion) who came to the state in 2005 spent the most on Oahu, followed by visitors from the U.S. West (\$1.42 billion) and the U.S. East (\$1.38 billion). Maui received \$3.2 billion in visitor spending, \$1.55 billion of which were by U.S. West visitors, \$1.26 billion by U.S. East visitors, \$161.2 million by Canadians and \$56.3 million were by Japanese visitors. Spending on the Big Island was the third highest at \$1.67 billion, of which U.S. West visitors spent \$751.1 million, U.S. East visitors spent \$556.7 million and Japanese visitors spent \$134.2 million (TABLES 1 & 64).

PER PERSON PER DAY SPENDING

Average per person per day (PPPD) expenditures by air visitors in 2005 increased slightly to \$174.4 per person from \$171.5 per person.

Japanese visitors' per day spending continued to be the highest compared to all other visitor groups at \$255.4 per person. Visitors from Other Asia (\$197.4 per day) ranked second followed by those from Oceania (\$183.6 per day), the U.S. East (\$178.4 per day), and Latin America (\$162.9 per day). Visitors from Canada spent the least at \$137 per day. Transpacific airfare costs to and from Hawaii are not included in these spending estimates.

PER PERSON PER TRIP SPENDING

Average spending per trip by air visitors in 2005 was \$1,598.8 per person, 2.3 percent higher than 2004. Latin America visitors spent the most on a per trip basis, averaging \$1,878.4 per person, followed by visitors from the U.S. East at \$1,840.8 per person, Canada at \$1,814.2 per person and Europe at \$1,798.8 per person. Visitors from the U.S. West spent the lowest per trip at \$1,414.4 per person.

CRUISE PASSENGERS

A total of 321,522 passengers were aboard cruise ships touring the islands in 2005, of which 316,546 visitors were from out of state while 4,977 passengers were Hawaii residents (TABLE 68). Of those from out of state, 238,884 visitors came by air to board cruise ships while 77,662 visitors came by cruise ships to Hawaii (TABLE 67).

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: 2005 vs. 2004

CATEGORY AND MMA	2005	2004	(%) Change
TOTAL EXPENDITURES (\$mil.)	11,904.0	10,861.8	9.6
Visitor arrivals by air	11,857.9	10,807.4	9.7
U.S. West	4,289.2	3,899.5	10.0
U.S. East	3,551.5	3,195.7	11.1
Japan	2,214.4	2,162.6	2.4
Canada	451.0	363.6	24.0
Europe	202.1	215.3	-6.1
Oceania	210.9	191.7	10.0
Other Asia	162.9	141.1	15.4
Latin America	27.5	19.6	40.5
Other	540.8	458.4	18.0
Supplemental business (all MMAs)	207.8	159.8	30.0
Visitor arrivals by cruise ships	46.0	54.3	-15.3
TOTAL VISITOR DAYS	68,241,986	63,343,173	7.7
Visitor arrivals by air	67,687,479	62,761,989	7.8
U.S. West	28,860,468	26,419,258	9.2
U.S. East	19,902,690	18,500,060	7.6
Japan	8,669,558	8,599,847	0.8
Canada	3,291,654	2,851,218	15.4
Europe	1,385,956	1,419,042	-2.3
Oceania	1,148,678	1,158,457	-0.8
Other Asia	824,928	761,834	8.3
Latin America	168,950	150,931	11.9
Other	3,434,597	2,901,341	18.4
Visitor arrivals by cruise ships	554,507	581,184	-4.6
VISITOR ARRIVALS	7,494,236	6,991,927	7.2
Visitor arrivals by air	7,416,574	6,912,094	7.3
U.S. West	3,032,492	2,768,002	9.6
U.S. East	1,929,294	1,805,377	6.9
Japan	1,517,439	1,482,085	2.4
Canada	248,617	217,163	14.5
Europe	112,370	114,948	-2.2
Oceania	142,391	132,130	7.8
Other Asia	107,121	98,480	8.8
Latin America	14,655	13,760	6.5
Other	312,194	280,148	11.4
Visitor arrivals by cruise ships	77,662	79,833	-2.7
AVERAGE LENGTH OF STAY (days)	9.11	9.06	0.5
Visitor arrivals by air	9.13	9.08	0.5
U.S. West	9.52	9.54	-0.3
U.S. East	10.32	10.25	0.7
Japan	5.71	5.80	-1.5
Canada	13.24	13.13	0.8
Europe	12.33	12.35	-0.1
Oceania	8.07	8.77	-8.0
Other Asia	7.70	7.74	-0.5
Latin America	11.53	10.97	5.1
Other	11.00	10.36	6.2
Visitor arrivals by cruise ships	7.14	7.28	-1.9

Source: DBEDT

TABLE 1: Summary of Visitor Statistics: 2005 vs. 2004

CATEGORY AND MMA	2005	2004	(%) Change
PER PERSON PER DAY SPENDING (\$)	174.4	171.5	1.7
Visitor arrivals by air	175.2	172.2	1.7
U.S. West	148.6	147.6	0.7
U.S. East	178.4	172.7	3.3
Japan	255.4	251.5	1.6
Canada	137.0	127.5	7.4
Europe	145.8	151.8	-3.9
Oceania	183.6	165.5	10.9
Other Asia	197.4	185.2	6.6
Latin America	162.9	129.8	25.5
Other	157.4	158.0	-0.4
Visitor arrivals by cruise ships	83.0	93.5	-11.2
PER PERSON PER TRIP SPENDING (\$)	1,588.4	1,553.5	2.2
Visitor arrivals by air	1,598.8	1,563.6	2.3
U.S. West	1,414.4	1,408.8	0.4
U.S. East	1,840.8	1,770.1	4.0
Japan	1,459.3	1,459.2	0.0
Canada	1,814.2	1,674.4	8.4
Europe	1,798.8	1,873.4	-4.0
Oceania	1,481.0	1,450.9	2.1
Other Asia	1,520.2	1,432.9	6.1
Latin America	1,878.4	1,424.1	31.9
Other	1,732.1	1,636.3	5.9
Visitor arrivals by cruise ships	592.6	680.7	-12.9
TOTAL EXPENDITURES (\$mil.)			
Oahu	5,770.0	5,478.2	5.3
Maui	3,218.3	2,875.3	11.9
Molokai	33.1	26.0	27.1
Lanai	54.0	57.9	-6.8
Kauai	1,161.6	1,112.4	4.4
Big Island	1,667.0	1,312.0	27.1
PER PERSON PER DAY SPENDING (\$)			
Oahu	175.2	177.8	-1.4
Maui	186.2	176.7	5.4
Molokai	105.9	84.2	25.8
Lanai	234.0	239.4	-2.2
Kauai	159.9	159.2	0.5
Big Island	163.0	150.4	8.4

Source: DBEDT

**TABLE 2: Summary of Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	67,687,479	62,761,989	7.8%	52,704,668	48,441,764	8.8%	14,982,811	14,320,225	4.6%
Total Visitors	7,416,574	6,912,094	7.3%	5,313,281	4,892,960	8.6%	2,103,293	2,019,134	4.2%
PARTY SIZE									
One	1,254,215	1,208,751	3.8%	1,012,503	948,558	6.7%	241,712	260,193	-7.1%
Two	3,079,234	2,823,222	9.1%	2,324,964	2,128,346	9.2%	754,270	694,876	8.5%
Three or more	3,083,125	2,880,121	7.0%	1,975,814	1,816,056	8.8%	1,107,311	1,064,064	4.1%
Avg Party Size	2.11	2.10	0.4%	1.99	1.98	0.3%	2.50	2.46	1.4%
VISIT STATUS									
First-Time	2,747,833	2,600,834	5.7%	1,792,676	1,688,929	6.1%	955,157	911,906	4.7%
Repeat	4,668,741	4,311,260	8.3%	3,520,605	3,204,032	9.9%	1,148,136	1,107,228	3.7%
Average # of Trips	4.65	4.61	0.9%	5.06	5.00	1.3%	3.60	3.67	-1.8%
TRAVEL METHOD									
Group Tour	1,048,611	1,019,845	2.8%	330,713	305,065	8.4%	717,898	714,780	0.4%
Package	3,215,042	3,046,448	5.5%	1,762,618	1,669,947	5.5%	1,452,423	1,376,501	5.5%
Group Tour & Pkg	881,754	859,269	2.6%	258,533	240,993	7.3%	623,220	618,276	0.8%
True Independent	4,034,675	3,710,143	8.7%	3,478,483	3,158,942	10.1%	556,192	551,201	0.9%
ISLANDS VISITED									
Oahu	4,731,843	4,464,551	6.0%	2,808,467	2,612,029	7.5%	1,923,376	1,852,523	3.8%
Maui County	2,346,480	2,207,826	6.3%	2,080,731	1,937,797	7.4%	265,749	270,029	-1.6%
...Maui	2,294,697	2,155,561	6.5%	2,040,855	1,895,582	7.7%	253,843	259,979	-2.4%
...Molokai	73,506	72,099	2.0%	58,515	57,987	0.9%	14,991	14,112	6.2%
...Lanai	73,292	73,388	-0.1%	65,013	63,172	2.9%	8,279	10,216	-19.0%
Kauai	1,090,147	1,020,921	6.8%	988,304	906,105	9.1%	101,843	114,816	-11.3%
Big Island	1,521,537	1,281,156	18.8%	1,173,629	982,704	19.4%	347,907	298,452	16.6%
...Hilo	593,067	481,907	23.1%	433,152	344,992	25.6%	159,915	136,915	16.8%
...Kona	1,285,248	1,072,933	19.8%	1,011,978	825,830	22.5%	273,270	247,103	10.6%
LENGTH OF STAY									
Oahu (days)	6.92	6.86	0.9%	7.58	7.55	0.4%	5.97	5.89	1.3%
Maui (days)	7.46	7.47	-0.1%	7.65	7.70	-0.6%	5.95	5.83	2.1%
Molokai (days)	4.25	4.28	-0.9%	4.77	4.68	2.0%	2.19	2.67	-18.0%
Lanai (days)	3.14	3.29	-4.5%	3.25	3.46	-6.1%	2.32	2.24	3.6%
Kauai (days)	6.59	6.76	-2.6%	6.84	7.07	-3.2%	4.14	4.36	-5.2%
Big Island (days)	6.62	6.68	-0.9%	7.28	7.35	-0.9%	4.38	4.47	-2.1%
...Hilo (days)	3.47	3.65	-4.8%	3.86	4.14	-6.8%	2.42	2.39	0.9%
...Kona (days)	6.23	6.34	-1.7%	6.79	7.01	-3.2%	4.16	4.07	2.1%
Statewide (days)	9.13	9.08	0.5%	9.92	9.90	0.2%	7.12	7.09	0.4%
ACCOMMODATIONS									
Hotel	4,978,189	4,706,129	5.8%	3,178,442	2,978,658	6.7%	1,799,747	1,727,471	4.2%
...Hotel Only	4,374,061	4,169,795	4.9%	2,654,209	2,521,528	5.3%	1,719,852	1,648,267	4.3%
Condo	1,232,099	1,159,360	6.3%	1,037,318	974,795	6.4%	194,781	184,566	5.5%
...Condo Only	945,667	883,050	7.1%	789,115	739,383	6.7%	156,552	143,668	9.0%
Timeshare	539,706	479,661	12.5%	509,923	451,280	13.0%	29,783	28,382	4.9%
...Timeshare Only	390,677	344,652	13.4%	371,778	325,745	14.1%	18,899	18,907	0.0%
Rental House	244,662	208,739	17.2%	225,375	189,248	19.1%	19,287	19,491	-1.0%
Bed & Breakfast	74,879	67,335	11.2%	63,385	58,743	7.9%	11,494	8,592	33.8%
Cruise Ship 1/	255,148	177,667	43.6%	230,769	153,951	49.9%	24,379	23,715	2.8%
Friends or Relatives	688,941	646,333	6.6%	609,353	558,729	9.1%	79,589	87,604	-9.1%
PURPOSE OF TRIP									
Pleasure (Net)	6,006,765	5,705,981	5.3%	4,257,846	3,945,852	7.9%	1,748,918	1,760,128	-0.6%
.....Vacation	5,443,120	5,081,608	7.1%	3,984,270	3,678,863	8.3%	1,458,850	1,402,745	4.0%
.....Honeymoon	536,803	491,457	9.2%	279,117	273,864	1.9%	257,685	217,593	18.4%
.....Wedding	167,354	NA	NA	67,013	61,844	8.4%	100,341	NA	NA
MC&I (Net)	584,005	458,754	27.3%	425,279	360,389	18.0%	158,726	98,366	61.4%
.....Convention/Conf.	363,608	276,821	31.4%	274,549	230,766	19.0%	89,059	46,055	93.4%
.....Corp. Meetings	100,851	87,928	14.7%	80,836	67,607	19.6%	20,015	20,321	-1.5%
.....Incentive	139,234	111,310	25.1%	86,118	77,088	11.7%	53,116	34,222	55.2%
Other Business	277,716	269,520	3.0%	247,113	236,457	4.5%	30,604	33,063	-7.4%
Visit Friends/Relatives	660,109	608,081	8.6%	580,008	530,054	9.4%	80,101	78,027	2.7%
Government/Military	117,481	98,922	18.8%	78,055	74,316	5.0%	39,426	24,606	60.2%
Attend School	20,374	21,119	-3.5%	13,242	13,669	-3.1%	7,132	7,450	-4.3%
Sport Events	146,877	122,906	19.5%	98,850	80,478	22.8%	48,027	42,429	13.2%
EXPENDITURES									
Total Expenditures (\$ mil.)	11,650.2	10,647.6	9.4%	8,444.2	7,631.0	10.7%	3,205.9	3,016.6	6.3%
Per Person Per Day (\$)	172.1	169.7	1.5%	160.2	157.5	1.7%	214.0	210.7	1.6%
Per Person Per Trip (\$)	1,570.8	1,540.4	2.0%	1,589.3	1,559.6	1.9%	1,524.3	1,494.0	2.0%

1/ Derived from the Domestic In-flight and International Departure surveys and covered visitors came by air only. These numbers are different from those in Table 68 where reflects the passenger counts, both came by air and by sea, collected from the Harbors Division of the Department of Transportation.

**TABLE 3: Visitor Characteristics [% of Total] 2005 vs. 2004
(Arrivals by air)**

2005 & 2004 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2005	2004	2005	2004	2005	2004
Total Visitors	7,416,574	6,912,094	5,313,281	4,892,960	2,103,293	2,019,134
PARTY SIZE						
One	16.9%	17.5%	19.1%	19.4%	11.5%	12.9%
Two	41.5%	40.8%	43.8%	43.5%	35.9%	34.4%
Three or more	41.6%	41.7%	37.2%	37.1%	52.6%	52.7%
Avg Party Size	2.11	2.10	1.99	1.98	2.50	2.46
VISIT STATUS						
First-Time	37.0%	37.6%	33.7%	34.5%	45.4%	45.2%
Repeat	63.0%	62.4%	66.3%	65.5%	54.6%	54.8%
Average # of Trips	4.65	4.61	5.06	5.00	3.60	3.67
TRAVEL METHOD						
Group Tour	14.1%	14.8%	6.2%	6.2%	34.1%	35.4%
Package	43.3%	44.1%	33.2%	34.1%	69.1%	68.2%
Group Tour & Pkg	11.9%	12.4%	4.9%	4.9%	29.6%	30.6%
True Independent	54.4%	53.7%	65.5%	64.6%	26.4%	27.3%
ISLANDS VISITED						
Oahu	63.8%	64.6%	52.9%	53.4%	91.4%	91.7%
Maui County	31.6%	31.9%	39.2%	39.6%	12.6%	13.4%
...Maui	30.9%	31.2%	38.4%	38.7%	12.1%	12.9%
...Molokai	1.0%	1.0%	1.1%	1.2%	0.7%	0.7%
...Lanai	1.0%	1.1%	1.2%	1.3%	0.4%	0.5%
Kauai	14.7%	14.8%	18.6%	18.5%	4.8%	5.7%
Big Island	20.5%	18.5%	22.1%	20.1%	16.5%	14.8%
...Hilo	8.0%	7.0%	8.2%	7.1%	7.6%	6.8%
...Kona	17.3%	15.5%	19.0%	16.9%	13.0%	12.2%
ACCOMMODATIONS						
Hotel	67.1%	68.1%	59.8%	60.9%	85.6%	85.6%
...Hotel Only	59.0%	60.3%	50.0%	51.5%	81.8%	81.6%
Condo	16.6%	16.8%	19.5%	19.9%	9.3%	9.1%
...Condo Only	12.8%	12.8%	14.9%	15.1%	7.4%	7.1%
Timeshare	7.3%	6.9%	9.6%	9.2%	1.4%	1.4%
...Timeshare Only	5.3%	5.0%	7.0%	6.7%	0.9%	0.9%
Apartment	3.3%	3.0%	4.2%	3.9%	0.9%	1.0%
Bed & Breakfast	1.0%	1.0%	1.2%	1.2%	0.5%	0.4%
Cruise Ship	3.4%	2.6%	4.3%	3.1%	1.2%	1.2%
Friends or Relatives	9.3%	9.4%	11.5%	11.4%	3.8%	4.3%
PURPOSE OF TRIP						
Pleasure (Net)	81.0%	82.6%	80.1%	80.6%	83.2%	87.2%
.....Vacation	73.4%	73.5%	75.0%	75.2%	69.4%	69.5%
.....Honeymoon	7.2%	7.1%	5.3%	5.6%	12.3%	10.8%
.....Wedding	2.3%	NA	1.3%	1.3%	4.8%	NA
MC&I (Net)	7.9%	6.6%	8.0%	7.4%	7.5%	4.9%
.....Convention/Conf.	4.9%	4.0%	5.2%	4.7%	4.2%	2.3%
.....Corp. Meetings	1.4%	1.3%	1.5%	1.4%	1.0%	1.0%
.....Incentive	1.9%	1.6%	1.6%	1.6%	2.5%	1.7%
Other Business	3.7%	3.9%	4.7%	4.8%	1.5%	1.6%
Visit Friends/Relatives	8.9%	8.8%	10.9%	10.8%	3.8%	3.9%
Government/Military	1.6%	1.4%	1.5%	1.5%	1.9%	1.2%
Attend School	0.3%	0.3%	0.2%	0.3%	0.3%	0.4%
Sport Events	2.0%	1.8%	1.9%	1.6%	2.3%	2.1%

Source: DBEDT

TABLE 4: Visitor Days by Island: 2005 vs. 2004
(Arrivals by air)

	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
TOTAL STATE	67,687,479	62,761,989	7.8%	52,704,668	48,441,764	8.8%	14,982,811	14,320,225	4.6%
OAHU	32,767,952	30,640,704	6.9%	21,292,227	19,732,132	7.9%	11,475,726	10,908,572	5.2%
MAUI COUNTY	17,669,366	16,659,327	6.1%	16,106,987	15,083,468	6.8%	1,562,379	1,575,859	-0.9%
MAUI	17,126,931	16,109,009	6.3%	15,616,562	14,593,692	7.0%	1,510,370	1,515,317	-0.3%
MOLOKAI	312,072	308,865	1.0%	279,300	271,239	3.0%	32,772	37,626	-12.9%
LANAI	230,363	241,453	-4.6%	211,126	218,537	-3.4%	19,237	22,916	-16.1%
KAUAI	7,183,799	6,906,206	4.0%	6,762,313	6,405,086	5.6%	421,486	501,120	-15.9%
BIG ISLAND	10,066,362	8,555,752	17.7%	8,543,141	7,221,078	18.3%	1,523,221	1,334,674	14.1%
HILO	2,058,339	1,756,681	17.2%	1,672,089	1,428,858	17.0%	386,250	327,823	17.8%
KONA	8,008,023	6,799,071	17.8%	6,871,052	5,792,219	18.6%	1,136,971	1,006,851	12.9%

Source: DBEDT

TABLE 5: Visitor Days by Month: 2005 vs. 2004
(Arrivals by air)

	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JANUARY	5,955,054	5,412,527	10.0%	4,501,775	4,032,564	11.6%	1,453,279	1,379,963	5.3%
FEBRUARY	5,355,389	5,032,956	6.4%	4,098,918	3,766,550	8.8%	1,256,472	1,266,406	-0.8%
MARCH	5,980,895	5,159,117	15.9%	4,605,170	3,870,486	19.0%	1,375,725	1,288,631	6.8%
APRIL	4,706,970	4,663,810	0.9%	3,661,430	3,705,930	-1.2%	1,045,540	957,881	9.2%
MAY	4,882,235	4,698,207	3.9%	3,846,990	3,686,589	4.4%	1,035,245	1,011,618	2.3%
JUNE	6,120,621	5,643,628	8.5%	5,020,744	4,598,160	9.2%	1,099,876	1,045,468	5.2%
JULY	6,950,956	6,341,213	9.6%	5,584,150	5,111,387	9.2%	1,366,807	1,229,826	11.1%
AUGUST	6,352,687	5,822,234	9.1%	4,929,426	4,464,517	10.4%	1,423,261	1,357,716	4.8%
SEPTEMBER	4,772,839	4,482,658	6.5%	3,637,506	3,316,092	9.7%	1,135,333	1,166,566	-2.7%
OCTOBER	5,252,430	4,830,436	8.7%	4,003,153	3,713,852	7.8%	1,249,277	1,116,584	11.9%
NOVEMBER	4,961,161	4,645,251	6.8%	3,914,538	3,543,593	10.5%	1,046,623	1,101,658	-5.0%
DECEMBER	6,396,241	6,029,951	6.1%	4,900,869	4,632,043	5.8%	1,495,371	1,397,909	7.0%
TOTAL	67,687,479	62,761,989	7.8%	52,704,668	48,441,764	8.8%	14,982,811	14,320,225	4.6%

Source: DBEDT

**TABLE 6: Average Daily Census by Island: 2005 vs. 2004
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
TOTAL STATE	185,445	171,481	8.1%	144,396	132,355	9.1%	41,049	39,126	4.9%
OAHU	89,775	83,718	7.2%	58,335	53,913	8.2%	31,440	29,805	5.5%
MAUI COUNTY	48,409	45,517	6.4%	44,129	41,212	7.1%	4,280	4,306	-0.6%
MAUI	46,923	44,014	6.6%	42,785	39,873	7.3%	4,138	4,140	-0.1%
MOLOKAI	855	844	1.3%	765	741	3.3%	90	103	-12.7%
LANAI	631	660	-4.3%	578	597	-3.1%	53	63	-15.8%
KAUAI	19,682	18,869	4.3%	18,527	17,500	5.9%	1,155	1,369	-15.7%
BIG ISLAND	27,579	23,376	18.0%	23,406	19,730	18.6%	4,173	3,647	14.4%
HILO	5,639	4,800	17.5%	4,581	3,904	17.3%	1,058	896	18.1%
KONA	21,940	18,577	18.1%	18,825	15,826	19.0%	3,115	2,751	13.2%

Source: DBEDT

**TABLE 7: Average Daily Census by Month: 2005 vs. 2004
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JANUARY	192,099	174,598	10.0%	145,219	130,083	11.6%	46,880	44,515	5.3%
FEBRUARY	191,264	173,550	10.2%	146,390	129,881	12.7%	44,874	43,669	2.8%
MARCH	192,932	166,423	15.9%	148,554	124,854	19.0%	44,378	41,569	6.8%
APRIL	156,899	155,460	0.9%	122,048	123,531	-1.2%	34,851	31,929	9.2%
MAY	157,491	151,555	3.9%	124,096	118,922	4.4%	33,395	32,633	2.3%
JUNE	204,021	188,121	8.5%	167,358	153,272	9.2%	36,663	34,849	5.2%
JULY	224,224	204,555	9.6%	180,134	164,883	9.2%	44,091	39,672	11.1%
AUGUST	204,925	187,814	9.1%	159,014	144,017	10.4%	45,912	43,797	4.8%
SEPTEMBER	159,095	149,422	6.5%	121,250	110,536	9.7%	37,844	38,886	-2.7%
OCTOBER	169,433	155,821	8.7%	129,134	119,802	7.8%	40,299	36,019	11.9%
NOVEMBER	165,372	154,842	6.8%	130,485	118,120	10.5%	34,887	36,722	-5.0%
DECEMBER	206,330	194,515	6.1%	158,093	149,421	5.8%	48,238	45,094	7.0%
TOTAL	185,445	171,481	8.1%	144,396	132,355	9.1%	41,049	39,126	4.9%

Source: DBEDT

**TABLE 8: Visitors Staying Overnight or Longer: 1952-2005
(Arrivals by air)**

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

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 increased 9.6 percent compared to 2004 and resulted in a 9.2 percent growth in U.S. West visitor days. The average length of stay by these visitors was virtually unchanged at 9.52 days. Expenditures by U.S. West visitors rose 10 percent from the previous year to \$4.3 billion. Daily spending by this group of visitors was \$148.6 per person compared to \$147.6 per person in 2004 (TABLES 1 & 11).

Other facts about the U.S. West market:

- Repeat visitors accounted for 77.9 percent of all visitors from the U.S. West (compared to 77.4 percent in the previous year), the highest of all MMAs.
- Reflecting the fact that the majority of U.S. West visitors have been to the islands before, 68 percent of the U.S. West visitors were true independent travelers while the remainder purchased group or package tours.
- 45.5 percent of all U.S. West visitors went to Oahu, 37.1 percent went to Maui, 20.4 percent went to the Big Island and 17.5 percent went to Kauai.
- All of these islands experienced growth in visitations from the U.S. West.
- 54.5 percent of the visitors stayed in hotels, 23.1 percent stayed in condominiums, 12.2 percent stayed with friends and relatives and 10.6 percent stayed in timeshare properties. The largest increases were in non hotel/condominium accommodations.
- The number of visitors who came for pleasure increased 8.4 percent from 2004. Those who came for honeymoons in the islands increased 4.2 percent. Visitors who came for wedding jumped 11.7%.
- More than half (52.2%) of visitors from this MMA were female and 47.8 percent were male. The largest age group was between 41 to 59 years (32.5%), followed by the 25 to 40 years age group (24.6%) and those 60 years and older (15.3%) (TABLE 26)

California remains the largest contributor (64.3%) to total U.S. West arrivals. Arrivals from California increased 8.6 percent to 1.92 million visitors compared to the previous year (1.77 million visitors in 2004). California was also the biggest single state market accounting for 36.1 percent of total domestic visitors and 25.9 percent of total visitors in 2005 (TABLES 10 & 12). Washington (+10.7%) and Oregon (+5.1%), the second and third largest contributors to U.S. West arrivals, also rose to 321,074 and 152,462 visitors, respectively.

U.S. East Visitors by Air:

Hawaii's second largest visitor market is the U.S. East. In 2005 total visitor days from this group rose 7.6 percent due to a 6.9 percent growth in arrivals to the islands. The average length of stay by these visitors increased slightly to 10.32 days. Total expenditures by U.S. East visitors climbed 11.1 percent to \$3.6 billion. Daily spending rose to \$178 per person from \$173 per person in the previous year (TABLES 1 & 13).

In addition:

- Oahu hosted 62.3 percent of the U.S. East visitors who came in 2005. Close to 41 percent visited Maui, 24.6 percent visited the Big Island and 20.7 percent visited Kauai.
- More U.S. East visitors went to the Big Island (+16.7%), Kauai (+8.7%), Maui (+6.9%), and Oahu (+6%) than in 2004.
- Oahu and Molokai 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 (7.48 days), followed by Maui (6.9 days), the Big Island (6.19 days), Kauai (5.76 days), Molokai (3.88 days) and Lanai (2.83 days).
- Similar to their U.S. West counterpart, more U.S. East visitors came for pleasure (+5.8%), for wedding (+5%), for honeymoon (+0.5%) and to visit friends or relatives (+7.3%) in 2005.
- About half (52.2%) of the visitors have been to Hawaii at least once before.
- Close to 65 percent of the U.S. East visitors were true independent travelers.
- The majority (66.7%) of the visitors chose hotels for their lodging, nearly 15 percent stayed in condominiums, 10.7 percent stayed with friends or relatives and 8.7 percent stayed in timeshare properties.
- Over half (52.3%) of U.S. East visitors were female. Those between 41-59 years old were the largest age group (35.6%), followed by those between the ages 25-40 (24.8%) and those 60 years and older (17.4%) (TABLE 26).

All seven regions of the U.S East market reported increased arrivals compared to 2004, led by the South Atlantic region (+11.6%), the New England region (+9.6%), the East South Central region (+7.9%), the West North Central region (+6.6%), the East North Central region (+5.9%), the Mid Atlantic region (+5.8%) and the West South Central region (+4%). The largest of all the sub-markets is the East-North-Central Region with 436,299 visitors. Ranked second in arrivals is the South Atlantic Region with 431,427 visitors (TABLE 14).

Japanese Visitors by Air:

Ranked third in terms of total visitor expenditures, visitor days and arrivals is the Japanese market. A 2.4 percent increase in arrivals led to a 0.8 percent growth in Japanese visitor days in 2005. The average length of stay was 5.71 days. Total Japanese visitor expenditures rose 2.4 percent to \$2.2 billion. Daily spending by Japanese visitors continued to be the highest among all visitors to Hawaii at \$255 per person, up from \$252 per person in the previous year (TABLES 1 & 18).

In addition:

- 96 percent of the Japanese visitors in 2005 came to Oahu, 16 percent visited the Big Island, 6.9 percent visited the island of Maui and 2.9 percent visited Kauai.
- Japanese visitors stayed the longest on Oahu (5.16 days), followed by Maui (3.10 days), the Big Island (3.03 days), Lanai (2.05 days), Kauai (1.88 days) and Molokai (1.14 days).
- In contrast to U.S. visitors, most Japanese visitors came on packaged tours, while only 13.3 percent were true independent travelers.
- Over half (55.7%) of the arrivals were repeat visitors to the islands.
- The most popular choice of lodging among Japanese visitors continues to be hotels, accommodating 92.2 percent of those who came in 2005.
- The number of Japanese visitors who came for pleasure (+0.4%), for meetings, conventions and incentives (+43.5%) and for honeymoon (+17%) increased compared to the previous year.
- Similar to their U.S. counterparts there were also more female (58.9%) visitors from Japan than male. However, the largest age group were younger, between 25 to 40 years old (41.4%), followed by those between 41 to 59 years (24.6%) and those over 60 years old (12.8%) (TABLE 26).

Most (99.3%) of the 1,517,439 Japanese visitors came to Hawaii on international flights. Three central regions: Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya) together, contributed to 45.7 percent of total Japanese arrivals in 2005 (TABLES 18 & 19).

Canadian Visitors by Air:

Total visitor days from Canada, the State's fourth largest visitor market, increased 15.4 percent due to a 14.5 percent growth in arrivals compared to the previous year. The average length of stay by these visitors was 13.24 days, the longest among Hawaii's visitor groups. Total expenditures by Canadian visitors rose 24 percent to \$451 million in 2005. Daily visitor spending increased from \$128 per person to \$137 per person and was the lowest among the MMAs (TABLES 1 & 20).

In addition:

- Repeat visitors comprised 55.8 percent of the Canadian visitors in 2005.
- Oahu and Maui were the two most popular islands, visited by 57.6 percent and 42.7 percent of the Canadians, respectively. The Big Island (+41.8%) experienced significant growth in

visitations compared to the previous year. More Canadian visitors went to Kauai (+18.7%), Oahu (+16.3%) and Maui (+14%) than in 2004.

- Close to 65 percent of all Canadian visitors were true independent travelers.
- Canadian visitors spent the most time on Oahu (9.91 days), followed by Maui (9.67 days), the Big Island (8.16 days), Kauai (6.80 days), Molokai (6.64 days) and Lanai (3.33 days).
- Nearly 55 percent of Canadian visitors stayed in hotels, 28.3 percent stayed in condominiums, 9.2 percent stayed in timeshare properties and 6.8 percent stayed with friends and relatives.
- A greater number of Canadian visitors were in Hawaii for pleasure (+16.1%), for convention/conference (+19.3%), for corporate meetings (+9%), for honeymoon (+5.8%), for wedding (+4.3%) and to visit friends or relatives (+5%) compared to the previous year.
- The largest age group for Canadian visitors was between 41 to 59 years (34.8%), followed by those 25 to 40 years (23.7%) and those over 60 years old (19.9%). Nearly 53 percent of the visitors were female (TABLE 26).

32.8 percent of the 248,617 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:

European total visitor days declined 2.3 percent due to less arrivals and a shorter average length of stay compared to the previous year. Total expenditures by European visitors of \$202 million, were 6.1 percent lower than in 2004 (TABLES 1 & 21).

In addition:

- The United Kingdom (55.9%) and Germany (24.5%) comprised the majority of the total 112,370 European visitors in 2005 (TABLE 10).
- Nearly 91 percent of Europeans arrived in the islands from U.S. cities.
- Oahu was visited by 73.1 percent of the Europeans, followed by Maui (34%), the Big Island (26%) and Kauai (18.7%).
- European visitors stayed the longest on Oahu (8.94 days), followed by Maui (7.81 days), the Big Island (7.37 days), Kauai (6.01 days), Molokai (3.72 days) and Lanai (2.89 days).
- Over half purchased packages for at least their air and hotel accommodations while about 45 percent of the European visitors made independent travel arrangements.
- More European visitors came to Hawaii for honeymoon (+11.1%) and for wedding (+15.3%) compared to 2004.
- Hotels were the lodging choice for 76.1 percent of the European visitors. About 8 percent stayed with friends and relatives, while 7.2 percent stayed in condominium properties.
- About 72 percent were first time visitors to Hawaii.
- Those between 25 to 40 years old comprised the largest age group (33.4%) of European visitors, followed by those between 41 to 59 years (31.6%) and those over 60 years old (17.1%). There were slightly more male (50.6%) than female (49.4%) European visitors in 2005 (TABLE 26).

Oceania — Australia and New Zealand Visitors by Air:

Visitor days from Oceania declined 0.8 percent. Visitor arrivals which increased from the previous year, was offset by a shorter average length of stay by those who came in 2005 (8.07 days compared to 8.77 days in 2004). Total expenditures from this group of visitors jumped 10 percent to \$211 million while their daily spending averaged \$184 per person compared to \$166 per person in 2004 (TABLES 1 & 22).

In addition:

- Of the 142,391 visitors from this market, 86.3 percent were from Australia while the remaining 13.7 percent were from New Zealand (TABLE 10).
- First time visitors comprised over half (53.5%) of all Oceania visitors to the islands.
- Most (96.1%) of the visitors from this market went to Oahu during their stay.
- Nearly 88 percent of the visitors from Oceania stayed in hotels.
- A higher number of visitors from this market came for pleasure (+10.6%) and for honeymoon (+29.9%) compared to the previous year.
- About 43 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 (32.8%) followed by those between 25 to 40 years old (25.9%). 52.5 percent of the visitors from this market were female (TABLE 26).

Other Asian Visitors by Air:

An 8.8 percent increase in arrivals contributed to the 8.3 percent growth in Other Asian visitor days in 2005. The average length of stay was 7.7 days. Visitor expenditures from this group rose 15.4 percent to \$163 million in 2005. Daily spending by these visitors rose from \$185 per person to \$197 per person and remained second highest among all visitor groups (TABLES 1 & 23).

In addition:

- Visitors from China (39.7%), Korea (32.7%), and Taiwan (18.8%) combined made up 91.2 percent of the total 107,121 visitors from Other Asia (TABLE 10).
- Oahu hosted 91 percent of the visitors from this market.
- The average length of stay by these visitors was the longest on the Big Island (7.25 days), followed by Oahu (6.57 days), Lanai (5.45 days), Kauai (4.61 days), Maui (4.38 days) and Molokai (1.76 days).
- The majority (70.2%) of the visitors from Other Asia were first timers to Hawaii.
- Group tours and package trips remained the most popular form of travel for this group of visitors. Only 32.6 percent were true independent travelers.
- About 83 percent of Other Asian visitors stayed in hotels.
- Those between 25 to 40 years (38.6%) and between 41 to 59 years old (37.1%) were the two largest age groups from Other Asia. Close to 58 percent of the visitors were male (TABLE 26).

- The majority of the visitors from Other Asia came from international points of origin while 35.5percent arrived in Hawaii through the U.S. mainland.

Latin American Visitors by Air:

Total expenditures by visitors from Latin America increased 40.5 percent to \$28 million, due to an 11.9 percent growth in visitor days. Visitor arrivals rose by 6.5 percent from the previous year. The average length of stay was 11.53 days by those who came in 2005. Daily spending by these visitors grew from \$130 per person to \$163 per person (TABLE 1 & TABLE 24).

In addition:

- Close to 54 percent of the 14,655 visitors from Latin America were from Mexico, 34.5 percent were from Brazil and 11.8 percent were from Argentina.
- First time visitors comprised 64.7 percent of all visitors from this market.
- Over half (53.9%) were true independent travelers while the remainder purchased group or tour packages.
- 70 percent of the visitors went to Oahu during their stay.
- Close to 68 percent of the visitors stayed in hotels.
- Pleasure trips continued to be the primary purpose of travel for visitors from this market (76.8%).

**TABLE 9: 2005 Visitor Days by Month and MMA
(Arrivals by air)**

2005	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	2,209,586	1,969,651	757,657	482,405	46,472	9,829	29,106	6,039	9,960	101,405	75,726	8,679	84,405
Feb	1,965,038	1,821,658	674,338	456,748	43,191	7,320	29,976	4,174	7,061	91,723	43,034	7,394	50,428
Mar	2,344,667	1,938,488	768,993	473,242	55,994	6,236	34,015	3,576	11,929	111,751	88,157	11,034	99,190
Apr	2,106,543	1,317,330	615,773	187,205	52,243	6,654	26,758	3,958	7,063	96,676	61,720	13,450	75,170
May	2,128,891	1,472,572	647,043	160,689	40,666	6,854	28,237	4,223	7,600	87,579	80,303	19,210	99,513
Jun	2,810,527	1,955,466	666,403	92,650	43,927	7,051	19,709	5,973	6,116	82,775	72,739	27,680	100,419
Jul	3,156,098	2,081,019	773,908	147,640	70,162	15,476	35,083	10,500	14,703	145,923	76,597	25,499	102,096
Aug	2,927,308	1,626,302	880,742	157,503	78,974	15,205	40,152	22,420	8,230	164,981	74,288	20,247	94,535
Sep	2,037,111	1,258,644	744,909	131,206	77,886	7,297	40,182	6,234	11,229	142,828	97,921	25,424	123,345
Oct	2,216,580	1,409,417	700,540	212,540	60,856	10,075	49,856	7,838	14,801	143,426	85,436	18,584	104,020
Nov	2,222,493	1,328,663	640,195	299,440	52,983	6,408	33,238	3,683	8,643	104,956	72,774	13,223	85,997
Dec	2,735,627	1,723,482	799,057	490,387	49,604	8,556	34,192	7,756	11,824	111,932	119,293	10,267	129,559
TOTAL	28,860,468	19,902,690	8,669,558	3,291,654	672,958	106,962	400,504	86,373	119,159	1,385,956	947,988	200,690	1,148,678
DOMESTIC													
Jan	2,115,678	1,935,388	5,399	147,901	41,228	9,326	27,125	5,892	9,089	92,660	25,219	2,531	27,750
Feb	1,941,195	1,789,767	5,266	134,227	36,176	6,814	28,244	4,101	6,357	81,692	9,420	1,704	11,124
Mar	2,317,257	1,897,845	5,736	114,460	50,373	5,753	30,986	3,420	11,399	101,932	8,857	1,356	10,213
Apr	2,079,564	1,281,654	4,463	61,164	45,329	6,286	25,658	3,894	6,370	87,538	13,935	2,403	16,338
May	2,107,104	1,448,369	5,736	44,568	35,700	6,250	27,423	4,076	6,469	79,918	12,238	3,052	15,290
Jun	2,779,653	1,921,681	6,150	22,949	40,274	6,475	18,684	5,835	5,822	77,091	16,862	2,586	19,448
Jul	3,088,849	2,039,877	6,056	55,816	64,998	14,389	34,205	10,149	12,753	136,494	20,228	5,301	25,529
Aug	2,885,927	1,596,915	7,514	59,261	70,372	14,160	38,448	21,510	6,950	151,439	17,892	4,068	21,961
Sep	2,014,643	1,241,850	6,394	53,747	75,002	6,653	39,074	6,105	10,610	137,444	23,216	4,242	27,458
Oct	2,193,449	1,388,751	5,415	85,994	57,493	9,529	48,375	7,719	12,476	135,592	23,570	4,706	28,277
Nov	2,213,232	1,317,872	4,371	108,572	48,775	5,771	32,061	3,564	6,979	97,150	14,779	2,243	17,022
Dec	2,658,580	1,703,440	9,014	191,333	44,612	7,872	32,825	7,628	9,281	102,219	14,642	2,827	17,469
TOTAL	28,395,133	19,563,409	71,512	1,079,991	610,334	99,278	383,109	83,893	104,555	1,281,168	200,859	37,021	237,879
INTERNATIONAL													
Jan	93,908	34,263	752,258	334,504	5,244	503	1,980	147	871	8,745	50,507	6,148	56,655
Feb	23,843	31,891	669,072	322,521	7,015	506	1,732	73	704	10,031	33,614	5,690	39,304
Mar	27,410	40,644	763,257	358,782	5,621	483	3,029	156	530	9,819	79,299	9,678	88,977
Apr	26,979	35,676	611,311	126,041	6,914	368	1,100	64	693	9,139	47,785	11,047	58,832
May	21,787	24,203	641,307	116,121	4,966	604	814	147	1,131	7,662	68,064	16,158	84,222
Jun	30,874	33,785	660,253	69,701	3,653	576	1,025	138	294	5,685	55,877	25,093	80,971
Jul	67,248	41,142	767,852	91,824	5,163	1,087	878	351	1,950	9,429	56,369	20,198	76,567
Aug	41,381	29,387	873,228	98,242	8,602	1,045	1,704	910	1,280	13,542	56,396	16,179	72,575
Sep	22,468	16,794	738,516	77,459	2,884	644	1,108	128	619	5,384	74,705	21,181	95,887
Oct	23,131	20,665	695,125	126,546	3,363	546	1,481	119	2,325	7,834	61,866	13,877	75,743
Nov	9,261	10,790	635,825	190,867	4,208	638	1,177	119	1,664	7,806	57,995	10,980	68,975
Dec	77,046	20,042	790,043	299,054	4,992	684	1,367	128	2,543	9,713	104,651	7,439	112,090
TOTAL	465,335	339,281	8,598,046	2,211,663	62,624	7,685	17,395	2,480	14,604	104,787	747,129	163,670	910,799

TABLE 9: 2005 Visitor Days by Month and MMA (continued)
(Arrivals by air)

2005	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	13,350	3,151	32,219	2,907	9,129	60,755	1,629	6,944	5,350	13,923	275,266	5,955,054
Feb	14,580	5,224	27,285	1,404	9,579	58,071	1,353	3,836	3,813	9,001	228,385	5,355,389
Mar	10,356	2,448	20,303	1,763	5,450	40,320	1,983	4,542	7,682	14,208	190,036	5,980,895
Apr	17,971	1,660	14,420	2,578	5,119	41,748	2,226	4,579	4,866	11,672	254,853	4,706,970
May	17,561	2,603	25,387	2,755	7,793	56,100	2,513	3,551	4,095	10,158	219,691	4,882,235
Jun	13,495	3,080	21,382	3,711	15,323	56,991	769	3,543	5,353	9,665	345,726	6,120,621
Jul	15,016	20,904	56,130	2,782	25,972	120,804	2,414	5,888	12,850	21,152	402,316	6,950,956
Aug	17,096	8,110	45,257	3,450	23,807	97,720	1,596	4,380	7,710	13,686	389,909	6,352,687
Sep	37,057	3,007	13,340	1,212	12,017	66,633	1,384	3,547	5,822	10,753	257,411	4,772,839
Oct	19,587	2,451	19,754	2,939	17,438	62,169	1,886	5,063	6,569	13,518	390,220	5,252,430
Nov	25,211	1,402	17,148	1,986	7,897	53,644	1,415	5,469	5,250	12,134	213,640	4,961,161
Dec	41,866	3,087	49,014	4,768	11,238	109,974	5,803	12,961	10,314	29,078	267,145	6,396,241
TOTAL	243,148	57,126	341,638	32,255	150,762	824,928	24,972	64,304	79,674	168,950	3,434,597	67,687,479
DOMESTIC												
Jan	10,003	1,097	5,757	427	2,270	19,553	1,596	6,768	4,986	13,349	144,095	4,501,775
Feb	6,396	1,157	5,111	326	646	13,634	1,325	3,763	3,713	8,801	113,211	4,098,918
Mar	7,281	706	4,595	494	1,505	14,580	1,928	4,283	7,586	13,797	129,351	4,605,170
Apr	8,917	652	2,750	801	918	14,039	2,146	4,465	4,604	11,215	105,456	3,661,430
May	10,118	1,391	4,697	514	1,145	17,866	2,492	3,262	3,735	9,489	118,650	3,846,990
Jun	8,876	1,309	6,436	762	2,153	19,536	747	3,355	5,059	9,161	165,076	5,020,744
Jul	7,375	1,709	7,881	1,105	1,923	19,993	2,374	5,816	11,990	20,180	191,356	5,584,150
Aug	8,103	2,189	6,370	538	3,062	20,262	1,572	4,308	7,521	13,401	172,746	4,929,426
Sep	10,650	812	3,937	288	1,256	16,943	1,317	3,460	5,589	10,366	128,661	3,637,506
Oct	11,785	1,017	3,657	920	698	18,078	1,806	4,861	6,190	12,857	134,739	4,003,153
Nov	16,365	628	3,428	744	1,190	22,356	1,392	5,411	4,575	11,379	122,585	3,914,538
Dec	14,049	1,350	5,340	1,504	2,430	24,673	5,781	12,721	10,248	28,750	165,392	4,900,869
TOTAL	119,918	14,017	59,957	8,423	19,195	221,511	24,476	62,475	75,795	162,746	1,691,318	52,704,668
INTERNATIONAL												
Jan	3,347	2,054	26,462	2,480	6,859	41,202	34	176	364	574	131,170	1,453,279
Feb	8,184	4,067	22,174	1,078	8,933	44,437	28	72	100	200	115,174	1,256,472
Mar	3,076	1,742	15,708	1,269	3,945	25,740	56	260	96	412	60,684	1,375,725
Apr	9,054	1,008	11,670	1,777	4,201	27,709	81	114	262	457	149,398	1,045,540
May	7,443	1,212	20,690	2,241	6,648	38,234	21	289	360	669	101,041	1,035,245
Jun	4,619	1,771	14,947	2,948	13,169	37,455	22	188	294	504	180,650	1,099,876
Jul	7,641	19,195	48,250	1,677	24,049	100,812	40	72	860	972	210,960	1,366,807
Aug	8,993	5,921	38,887	2,912	20,746	77,458	24	72	189	286	217,163	1,423,261
Sep	26,408	2,195	9,404	924	10,761	49,690	67	87	233	387	128,750	1,135,333
Oct	7,802	1,434	16,096	2,019	16,741	44,091	80	202	379	661	255,481	1,249,277
Nov	8,846	774	13,720	1,242	6,707	31,288	22	58	675	755	91,056	1,046,623
Dec	27,817	1,737	43,674	3,264	8,808	85,301	22	240	66	328	101,753	1,495,371
TOTAL	123,230	43,109	281,681	23,831	131,566	603,417	497	1,829	3,879	6,204	1,743,279	14,982,811

**TABLE 10: 2005 Visitor Arrivals by Month and MMA
(Arrivals by air)**

2005	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
Jan	197,524	163,272	133,587	31,316	4,070	627	1,717	362	527	7,303	9,799	933	10,732
Feb	206,782	171,482	121,651	33,567	4,229	581	1,993	377	430	7,609	5,600	648	6,249
Mar	258,610	199,295	131,001	37,349	5,624	469	2,480	310	541	9,423	8,907	882	9,789
Apr	235,257	136,781	104,750	15,894	5,063	540	2,142	400	439	8,584	8,317	1,427	9,744
May	238,388	151,538	118,410	14,286	3,972	517	2,228	393	476	7,586	11,393	1,623	13,016
Jun	287,136	185,766	124,130	7,921	4,158	441	1,396	452	395	6,843	10,578	2,109	12,687
Jul	324,618	203,074	128,659	12,225	6,609	1,040	2,405	851	905	11,811	10,899	2,897	13,797
Aug	317,443	159,060	139,575	13,136	7,267	1,175	2,610	1,963	398	13,414	10,295	2,239	12,534
Sep	225,451	126,190	135,204	10,541	7,357	690	2,908	598	549	12,103	13,751	2,627	16,377
Oct	238,254	142,657	127,848	16,889	5,776	823	3,397	630	875	11,501	10,999	1,715	12,714
Nov	238,993	131,936	115,290	20,893	4,775	501	2,152	365	420	8,213	9,721	1,007	10,729
Dec	264,037	158,243	137,334	34,601	3,927	698	2,138	676	543	7,982	12,680	1,343	14,023
TOTAL	3,032,492	1,929,294	1,517,439	248,617	62,827	8,103	27,566	7,377	6,498	112,370	122,940	19,451	142,391
DOMESTIC													
Jan	193,134	159,165	696	9,556	3,206	577	1,550	346	460	6,139	3,847	340	4,187
Feb	203,906	167,904	851	9,957	3,363	532	1,852	369	366	6,481	1,385	209	1,595
Mar	255,082	195,403	835	9,303	4,558	421	2,318	293	488	8,077	1,345	173	1,518
Apr	232,477	133,782	683	5,250	4,379	494	2,042	393	373	7,681	2,051	317	2,368
May	234,948	148,086	908	3,928	3,478	457	2,162	377	418	6,892	2,016	442	2,458
Jun	282,525	180,927	1,059	1,954	3,768	393	1,338	437	346	6,283	2,721	355	3,076
Jul	318,241	197,444	762	4,547	5,891	932	2,288	812	827	10,751	3,229	643	3,873
Aug	312,672	154,652	1,031	4,893	6,542	1,077	2,468	1,893	378	12,359	2,569	474	3,043
Sep	222,441	123,566	1,053	4,243	7,014	626	2,833	584	513	11,571	3,718	574	4,291
Oct	234,574	139,514	827	6,725	5,394	745	3,285	617	813	10,854	3,807	589	4,396
Nov	236,705	129,642	755	7,520	4,249	439	2,045	352	367	7,452	2,225	275	2,501
Dec	260,664	155,095	1,135	13,550	3,503	622	2,037	660	462	7,284	2,102	235	2,337
TOTAL	2,987,368	1,885,180	10,595	81,425	55,345	7,316	26,218	7,133	5,811	101,822	31,016	4,627	35,643
INTERNATIONAL													
Jan	4,390	4,107	132,891	21,760	864	50	167	16	67	1,164	5,952	593	6,545
Feb	2,876	3,578	120,800	23,610	866	49	141	8	64	1,128	4,215	439	4,654
Mar	3,528	3,892	130,166	28,046	1,066	48	162	17	53	1,346	7,562	709	8,271
Apr	2,780	2,999	104,067	10,644	684	46	100	7	66	903	6,266	1,110	7,376
May	3,440	3,452	117,502	10,358	494	60	66	16	58	694	9,377	1,181	10,558
Jun	4,611	4,839	123,071	5,967	390	48	58	15	49	560	7,857	1,754	9,611
Jul	6,377	5,630	127,897	7,678	718	108	117	39	78	1,060	7,670	2,254	9,924
Aug	4,771	4,408	138,544	8,243	725	98	142	70	20	1,055	7,726	1,765	9,491
Sep	3,010	2,624	134,151	6,298	343	64	75	14	36	532	10,033	2,053	12,086
Oct	3,680	3,143	127,021	10,164	382	78	112	13	62	647	7,192	1,126	8,318
Nov	2,288	2,294	114,535	13,373	526	62	107	13	53	761	7,496	732	8,228
Dec	3,373	3,148	136,199	21,051	424	76	101	16	81	698	10,578	1,108	11,686
TOTAL	45,124	44,114	1,506,844	167,192	7,482	787	1,348	244	687	10,548	91,924	14,824	106,748

TABLE 10: 2005 Visitor Arrivals by Month and MMA (continued)
(Arrivals by air)

2005	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	2,792	439	3,746	337	1,147	8,461	145	495	398	1,038	23,061	576,294
Feb	2,579	523	3,461	188	1,367	8,118	112	310	475	897	18,118	574,473
Mar	2,438	380	1,954	317	967	6,056	188	353	755	1,296	17,566	670,384
Apr	3,090	283	2,146	295	785	6,600	201	466	522	1,190	29,636	548,434
May	3,015	472	2,743	358	1,177	7,766	145	310	491	946	23,956	575,891
Jun	2,681	528	2,901	361	2,290	8,761	80	313	523	915	28,563	662,721
Jul	2,759	756	4,022	331	3,689	11,557	122	643	1,243	2,007	32,057	739,805
Aug	3,196	594	3,150	287	2,951	10,177	151	390	672	1,213	30,372	696,924
Sep	4,578	352	2,162	206	1,873	9,171	147	399	634	1,181	22,954	559,172
Oct	4,829	299	2,371	381	1,399	9,278	167	463	716	1,346	33,681	594,170
Nov	5,726	263	2,374	277	1,202	9,841	116	371	473	960	25,630	562,484
Dec	4,844	475	3,978	713	1,326	11,335	157	545	965	1,667	26,601	655,822
TOTAL	42,526	5,363	35,008	4,050	20,174	107,121	1,730	5,058	7,867	14,655	312,194	7,416,574
DOMESTIC												
Jan	1,906	123	802	64	177	3,072	142	479	373	994	10,978	387,921
Feb	1,319	131	711	41	98	2,300	105	305	465	875	10,946	404,815
Mar	1,726	86	458	58	233	2,561	183	335	731	1,249	12,941	486,968
Apr	1,928	90	396	90	126	2,631	194	447	504	1,146	10,876	396,892
May	1,992	185	612	76	158	3,024	143	290	467	900	12,003	413,146
Jun	1,676	146	791	113	220	2,946	78	300	481	858	14,884	494,511
Jul	1,412	192	958	126	247	2,935	120	638	1,184	1,941	18,764	559,258
Aug	1,641	212	804	63	328	3,047	149	385	659	1,193	16,291	509,181
Sep	2,332	121	580	52	186	3,271	141	393	618	1,153	12,397	383,986
Oct	2,708	112	481	101	93	3,494	157	449	690	1,296	13,352	415,034
Nov	3,600	90	516	70	182	4,457	114	367	448	929	11,343	401,303
Dec	3,027	155	726	169	195	4,271	155	539	959	1,653	14,278	460,266
TOTAL	25,266	1,642	7,835	1,022	2,244	38,009	1,680	4,927	7,579	14,186	159,052	5,313,281
INTERNATIONAL												
Jan	886	316	2,944	273	970	5,389	3	16	25	44	12,083	188,373
Feb	1,260	392	2,750	147	1,269	5,818	7	5	10	22	7,172	169,658
Mar	712	294	1,496	259	734	3,495	5	18	24	47	4,625	183,416
Apr	1,162	193	1,750	205	659	3,969	7	19	18	44	18,760	151,542
May	1,023	287	2,131	282	1,019	4,742	2	20	24	46	11,953	162,745
Jun	1,005	382	2,110	248	2,070	5,815	2	13	42	57	13,679	168,210
Jul	1,347	564	3,064	205	3,442	8,622	2	5	59	66	13,293	180,547
Aug	1,555	382	2,346	224	2,623	7,130	2	5	13	20	14,081	187,743
Sep	2,246	231	1,582	154	1,687	5,900	6	6	16	28	10,557	175,186
Oct	2,121	187	1,890	280	1,306	5,784	10	14	26	50	20,329	179,136
Nov	2,126	173	1,858	207	1,020	5,384	2	4	25	31	14,287	161,181
Dec	1,817	320	3,252	544	1,131	7,064	2	6	6	14	12,323	195,556
TOTAL	17,260	3,721	27,173	3,028	17,930	69,112	50	131	288	469	153,142	2,103,293

**TABLE 11: U.S. West MMA Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	28,860,468	26,419,258	9.2%	28,395,133	25,963,233	9.4%	465,335	456,025	2.0%
Total Visitors	3,032,492	2,768,002	9.6%	2,987,368	2,720,509	9.8%	45,124	47,493	-5.0%
PARTY SIZE									
One	531,460	493,952	7.6%	520,294	482,263	7.9%	11,166	11,689	-4.5%
Two	1,224,784	1,108,369	10.5%	1,209,260	1,088,024	11.1%	15,524	20,344	-23.7%
Three or more	1,276,248	1,165,681	9.5%	1,257,814	1,150,222	9.4%	18,433	15,459	19.2%
Avg Party Size	2.07	2.07	0.3%	2.07	2.07	0.2%	1.94	1.84	5.2%
VISIT STATUS									
First-Time	669,369	626,805	6.8%	657,022	615,244	6.8%	12,347	11,561	6.8%
Repeat	2,363,123	2,141,197	10.4%	2,330,346	2,105,265	10.7%	32,777	35,932	-8.8%
Average # of Trips	6.28	6.21	1.1%	6.30	6.22	1.3%	4.91	5.94	-17.3%
TRAVEL METHOD									
Group Tour	120,455	110,015	9.5%	115,845	106,901	8.4%	4,609	3,114	48.0%
Package	940,520	879,296	7.0%	929,662	871,767	6.6%	10,858	7,528	44.2%
Group Tour & Pkg	90,466	83,341	8.5%	87,217	81,683	6.8%	3,249	1,659	95.9%
True Independent	2,061,983	1,862,033	10.7%	2,029,078	1,823,524	11.3%	32,905	38,509	-14.6%
ISLANDS VISITED									
Oahu	1,378,411	1,274,318	8.2%	1,341,703	1,236,812	8.5%	36,708	37,506	-2.1%
Maui County	1,147,581	1,064,462	7.8%	1,137,351	1,052,737	8.0%	10,230	11,725	-12.7%
...Maui	1,124,292	1,040,229	8.1%	1,114,125	1,028,927	8.3%	10,167	11,301	-10.0%
...Molokai	29,202	30,003	-2.7%	28,779	28,684	0.3%	422	1,319	-68.0%
...Lanai	30,223	29,283	3.2%	29,361	28,545	2.9%	862	738	16.8%
Kauai	529,432	488,668	8.3%	527,177	482,283	9.3%	2,254	6,384	-64.7%
Big Island	617,493	513,078	20.4%	612,319	504,842	21.3%	5,174	8,236	-37.2%
...Hilo	188,334	151,636	24.2%	183,525	144,419	27.1%	4,809	7,217	-33.4%
...Kona	544,789	447,053	21.9%	539,947	438,818	23.0%	4,842	8,236	-41.2%
LENGTH OF STAY									
Oahu (days)	7.53	7.51	0.3%	7.52	7.55	-0.3%	7.83	6.29	24.4%
Maui (days)	8.13	8.17	-0.4%	8.12	8.16	-0.6%	9.70	8.33	16.4%
Molokai (days)	5.44	5.28	3.1%	5.48	5.43	0.8%	2.95	1.95	51.4%
Lanai (days)	3.58	3.73	-4.2%	3.64	3.80	-4.3%	1.53	1.15	33.2%
Kauai (days)	7.69	7.90	-2.7%	7.69	7.90	-2.7%	7.05	7.48	-5.7%
Big Island (days)	8.10	8.23	-1.6%	8.07	8.22	-1.8%	11.75	9.06	29.7%
...Hilo (days)	4.63	4.86	-4.6%	4.59	4.89	-6.2%	6.19	2.93	111.6%
...Kona (days)	7.58	7.78	-2.6%	7.59	7.84	-3.3%	6.41	6.50	-1.4%
Statewide (days)	9.52	9.54	-0.3%	9.51	9.54	-0.4%	10.31	9.60	7.4%
ACCOMMODATIONS									
Hotel	1,652,225	1,524,681	8.4%	1,621,031	1,495,288	8.4%	31,194	29,392	6.1%
...Hotel Only	1,410,296	1,306,534	7.9%	1,381,327	1,282,405	7.7%	28,969	24,129	20.1%
Condo	700,979	662,568	5.8%	696,293	653,307	6.6%	4,685	9,261	-49.4%
...Condo Only	561,802	528,699	6.3%	557,370	522,344	6.7%	4,432	6,355	-30.3%
Timeshare	322,776	285,502	13.1%	321,450	283,709	13.3%	1,326	1,793	-26.1%
...Timeshare Only	245,375	216,184	13.5%	244,495	214,748	13.9%	880	1,435	-38.7%
Rental House	142,227	120,451	18.1%	140,696	119,286	17.9%	1,530	1,165	31.4%
Bed & Breakfast	28,557	25,541	11.8%	27,775	25,272	9.9%	781	269	190.5%
Cruise Ship	69,757	44,179	57.9%	69,689	43,552	60.0%	68	626	-89.2%
Friends or Relatives	371,005	336,389	10.3%	364,389	326,909	11.5%	6,616	9,480	-30.2%
PURPOSE OF TRIP									
Pleasure (Net)	2,451,554	2,260,962	8.4%	2,425,126	2,227,124	8.9%	26,428	33,838	-21.9%
.....Vacation	2,334,620	2,149,818	8.6%	2,310,259	2,117,514	9.1%	24,362	32,305	-24.6%
.....Honeymoon	115,387	110,715	4.2%	114,657	110,010	4.2%	730	705	3.6%
.....Wedding	37,527	33,603	11.7%	36,191	32,205	12.4%	1,336	1,398	-4.5%
MC&I (Net)	186,641	150,220	24.2%	181,716	148,030	22.8%	4,924	2,190	124.9%
.....Convention/Conf.	115,388	93,925	22.9%	111,070	92,308	20.3%	4,317	1,617	167.1%
.....Corp. Meetings	41,715	33,961	22.8%	41,299	33,630	22.8%	416	332	25.4%
.....Incentive	36,920	28,352	30.2%	36,160	27,909	29.6%	760	444	71.2%
Other Business	156,657	145,504	7.7%	154,248	143,386	7.6%	2,409	2,118	13.7%
Visit Friends/Relatives	347,542	312,663	11.2%	341,831	305,654	11.8%	5,711	7,009	-18.5%
Government/Military	32,032	30,785	4.1%	28,788	28,077	2.5%	3,244	2,708	19.8%
Attend School	7,605	7,418	2.5%	7,072	7,037	0.5%	533	381	39.8%
EXPENDITURES									
Total Expenditures (\$ mil.)	4,289.2	3,899.5	10.0%	4,220.0	3,832.2	10.1%	69.2	67.3	2.7%
Per Person Per Day (\$)	148.6	147.6	0.7%	148.6	147.6	0.7%	148.6	147.6	0.7%
Per Person Per Trip (\$)	1,414.4	1,408.8	0.4%	1,412.6	1,408.6	0.3%	1,532.6	1,417.3	8.1%

Source: DBEDT

**TABLE 12: 2005 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	150,921	163,748	198,403	191,273	184,802	228,654	266,586	276,983	182,604	185,791	192,618	210,049	2,432,433
Alaska	4,823	5,432	7,733	2,404	1,703	2,228	2,096	2,209	1,031	1,730	2,632	5,329	39,349
California	107,545	111,839	144,947	140,445	148,782	191,054	229,975	240,352	150,365	147,750	148,327	158,168	1,919,548
Oregon	13,283	13,257	17,481	11,492	11,444	12,662	11,031	11,287	9,790	12,022	13,719	14,996	152,462
Washington	25,271	33,220	28,243	36,932	22,873	22,711	23,484	23,136	21,419	24,289	27,940	31,555	321,074
MOUNTAIN	42,213	40,158	56,679	41,203	50,146	53,870	51,655	35,689	39,837	48,783	44,086	50,615	554,935
Arizona	8,767	8,873	12,380	10,231	15,525	16,735	18,199	9,975	12,097	15,478	11,255	12,127	151,642
Colorado	10,617	9,712	16,369	10,047	11,669	13,130	11,841	7,826	8,814	12,061	10,995	12,482	135,564
Idaho	3,501	3,127	4,466	2,381	2,153	2,474	1,913	1,500	2,528	2,371	3,087	3,252	32,752
Montana	2,505	2,528	3,295	1,406	1,269	1,468	861	891	759	1,207	1,384	1,821	19,391
Nevada	6,338	6,283	8,586	6,971	7,601	8,533	8,957	7,725	7,155	7,133	7,275	8,629	91,186
New Mexico	2,039	1,758	2,466	1,883	2,576	2,850	3,012	1,879	1,915	2,070	2,272	2,980	27,699
Utah	7,635	7,251	7,855	7,621	8,744	8,120	6,314	5,381	6,084	7,948	7,125	8,506	88,584
Wyoming	812	627	1,262	664	607	560	558	513	485	516	694	819	8,117
TOTAL U.S. WEST	193,134	203,906	255,082	232,477	234,948	282,525	318,241	312,672	222,441	234,574	236,705	260,664	2,987,368

**TABLE 13: U.S. East MMA Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	19,902,690	18,500,060	7.6%	19,563,409	18,080,965	8.2%	339,281	419,096	-19.0%
Total Visitors	1,929,294	1,805,377	6.9%	1,885,180	1,756,940	7.3%	44,114	48,437	-8.9%
PARTY SIZE									
One	400,654	379,506	5.6%	389,623	367,063	6.1%	11,031	12,444	-11.4%
Two	944,134	878,006	7.5%	925,466	861,494	7.4%	18,668	16,512	13.1%
Three or more	584,506	547,864	6.7%	570,091	528,383	7.9%	14,415	19,481	-26.0%
Avg Party Size	1.89	1.89	0.1%	1.89	1.89	0.2%	1.84	1.91	-3.9%
VISIT STATUS									
First-Time	921,621	882,655	4.4%	901,891	857,530	5.2%	19,730	25,125	-21.5%
Repeat	1,007,673	922,722	9.2%	983,289	899,410	9.3%	24,384	23,312	4.6%
Average # of Trips	3.45	3.41	1.4%	3.46	3.42	1.2%	3.22	3.01	7.0%
TRAVEL METHOD									
Group Tour	161,188	152,631	5.6%	159,162	144,930	9.8%	2,026	7,701	-73.7%
Package	650,862	630,941	3.2%	643,530	619,291	3.9%	7,332	11,649	-37.1%
Group Tour & Pkg	128,910	122,891	4.9%	127,239	116,723	9.0%	1,671	6,168	-72.9%
True Independent	1,246,155	1,144,696	8.9%	1,209,728	1,109,441	9.0%	36,427	35,254	3.3%
ISLANDS VISITED									
Oahu	1,202,244	1,133,855	6.0%	1,162,942	1,090,478	6.6%	39,302	43,376	-9.4%
Maui County	811,047	760,951	6.6%	802,500	751,363	6.8%	8,547	9,588	-10.9%
...Maui	797,089	745,518	6.9%	788,829	736,350	7.1%	8,260	9,168	-9.9%
...Molokai	25,555	24,306	5.1%	24,267	23,668	2.5%	1,288	638	101.9%
...Lanai	30,796	29,999	2.7%	30,176	29,287	3.0%	620	713	-13.0%
Kauai	398,597	366,691	8.7%	395,199	362,689	9.0%	3,398	4,002	-15.1%
Big Island	474,380	406,490	16.7%	468,021	399,373	17.2%	6,358	7,117	-10.7%
...Hilo	216,936	175,883	23.3%	211,048	169,775	24.3%	5,888	6,108	-3.6%
...Kona	399,298	329,932	21.0%	393,667	323,684	21.6%	5,631	6,247	-9.9%
LENGTH OF STAY									
Oahu (days)	7.48	7.42	0.7%	7.53	7.45	1.0%	5.99	6.69	-10.3%
Maui (days)	6.90	6.95	-0.8%	6.90	6.97	-0.9%	6.18	5.56	11.3%
Molokai (days)	3.88	3.80	2.1%	4.04	3.85	4.8%	1.00	1.97	-49.2%
Lanai (days)	2.83	3.08	-8.1%	2.86	3.13	-8.7%	1.51	1.00	50.8%
Kauai (days)	5.76	6.00	-3.9%	5.78	6.00	-3.6%	3.44	6.05	-43.2%
Big Island (days)	6.19	6.20	-0.1%	6.19	6.18	0.2%	6.09	7.30	-16.6%
...Hilo (days)	3.15	3.42	-8.0%	3.19	3.43	-7.0%	1.59	3.20	-50.1%
...Kona (days)	5.64	5.81	-2.9%	5.65	5.82	-3.0%	5.21	5.19	0.3%
Statewide (days)	10.32	10.25	0.7%	10.38	10.29	0.8%	7.69	8.65	-11.1%
ACCOMMODATIONS									
Hotel	1,285,913	1,232,242	4.4%	1,254,054	1,196,245	4.8%	31,860	35,997	-11.5%
...Hotel Only	1,040,303	1,018,367	2.2%	1,010,837	986,808	2.4%	29,466	31,559	-6.6%
Condo	286,552	269,727	6.2%	283,270	266,242	6.4%	3,282	3,486	-5.9%
...Condo Only	190,042	177,462	7.1%	188,309	175,299	7.4%	1,733	2,163	-19.9%
Timeshare	167,014	147,316	13.4%	166,041	145,967	13.8%	973	1,349	-27.9%
...Timeshare Only	112,186	96,571	16.2%	111,435	95,761	16.4%	751	810	-7.3%
Rental House	69,411	58,479	18.7%	68,810	56,756	21.2%	601	1,723	-65.1%
Bed & Breakfast	27,575	26,476	4.2%	26,796	25,571	4.8%	778	905	-14.0%
Cruise Ship	136,092	95,060	43.2%	135,926	94,138	44.4%	166	922	-82.0%
Friends or Relatives	205,964	192,519	7.0%	201,346	188,080	7.1%	4,618	4,439	4.0%
PURPOSE OF TRIP									
Pleasure (Net)	1,500,406	1,418,348	5.8%	1,475,377	1,385,134	6.5%	25,029	33,215	-24.6%
.....Vacation	1,367,580	1,284,827	6.4%	1,344,726	1,253,405	7.3%	22,854	31,422	-27.3%
.....Honeymoon	137,413	136,759	0.5%	135,560	135,267	0.2%	1,853	1,492	24.2%
.....Wedding	26,752	25,483	5.0%	26,042	25,013	4.1%	710	470	51.0%
MC&I (Net)	215,988	184,462	17.1%	210,695	181,733	15.9%	5,293	2,729	94.0%
.....Convention/Conf.	145,864	119,893	21.7%	140,974	117,830	19.6%	4,890	2,063	137.1%
.....Corp. Meetings	35,015	29,545	18.5%	34,402	29,060	18.4%	613	485	26.4%
.....Incentive	43,538	43,210	0.8%	43,538	43,002	1.2%	0	208	-100.0%
Other Business	77,438	75,696	2.3%	75,011	73,968	1.4%	2,427	1,728	40.4%
Visit Friends/Relatives	203,072	189,202	7.3%	199,107	185,125	7.6%	3,965	4,077	-2.8%
Government/Military	50,430	45,734	10.3%	43,940	40,529	8.4%	6,491	5,205	24.7%
Attend School	5,020	5,470	-8.2%	4,289	4,745	-9.6%	731	726	0.7%
Sport Events	36,513	31,091	17.4%	35,616	30,754	15.8%	897	336	166.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,551.5	3,195.7	11.1%	3,490.9	3,123.3	11.8%	60.5	72.4	-16.4%
Per Person Per Day (\$)	178.4	172.7	3.3%	178.4	172.7	3.3%	178.4	172.7	3.3%
Per Person Per Trip (\$)	1,840.8	1,770.1	4.0%	1,851.8	1,777.7	4.2%	1,372.4	1,494.6	-8.2%

**TABLE 14: 2005 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	28,616	28,437	31,530	14,651	14,429	17,131	16,572	12,296	10,923	13,449	16,077	20,162	224,273
Iowa	4,170	4,006	3,755	1,691	1,489	2,065	2,277	1,464	1,192	1,447	1,996	2,669	28,221
Kansas	2,657	2,570	3,333	1,601	2,160	2,679	2,900	1,663	1,813	1,793	2,834	2,439	28,442
Minnesota	12,700	12,800	15,876	6,096	4,030	4,269	3,924	3,855	3,074	4,708	5,519	7,710	84,560
Missouri	4,432	4,427	5,041	3,259	4,570	5,649	4,950	3,369	3,321	3,689	3,566	4,089	50,363
Nebraska	2,431	2,327	1,830	1,076	1,328	1,527	1,727	1,109	957	1,065	1,328	1,725	18,429
N. Dakota	1,182	1,094	772	381	313	390	282	386	247	300	288	721	6,356
S. Dakota	1,044	1,214	923	548	537	553	512	449	319	446	546	808	7,901
W.S. CENTRAL	17,410	16,266	26,167	16,982	28,723	35,228	35,198	18,843	19,898	18,875	17,314	21,536	272,439
Arkansas	1221	971	1475	1000	1454	1974	1623	999	1158	1170	1731	1108	15,886
Louisiana	1195	1537	1603	1451	2349	2541	3123	1534	1058	1275	1182	1388	20,237
Oklahoma	1861	1885	2771	1529	2786	3125	3037	1820	2241	2001	1562	2128	26,746
Texas	13,133	11,872	20,318	13,001	22,133	27,588	27,415	14,490	15,440	14,429	12,838	16,912	209,570
E.N. CENTRAL	40,585	45,773	56,417	28,857	27,847	38,233	37,833	29,087	25,706	32,327	34,864	38,770	436,299
Illinois	14,908	14,351	19,490	9,064	9,686	12,796	13,268	10,917	9,270	11,294	11,617	15,143	151,806
Indiana	4,354	5,139	5,914	3,747	3,830	5,710	5,362	3,349	3,379	4,046	3,405	4,486	52,721
Michigan	7,390	10,948	11,826	6,426	5,355	6,182	6,563	5,212	4,722	5,842	6,029	7,917	84,412
Ohio	7,065	7,706	10,006	5,846	6,116	9,572	9,289	6,545	5,749	7,292	6,267	7,010	88,463
Wisconsin	6,869	7,629	9,179	3,774	2,859	3,972	3,352	3,064	2,585	3,853	7,546	4,214	58,897
E.S. CENTRAL	7,019	7,294	9,414	7,611	10,131	11,448	12,060	6,110	7,306	8,230	5,502	7,143	99,269
Alabama	1,470	1,536	2,456	1,600	2,533	2,585	3,047	1,499	1,695	1,887	1,451	1,766	23,524
Kentucky	2,182	1,748	2,256	2,338	2,346	3,352	3,151	1,721	1,877	2,661	1,341	1,785	26,759
Mississippi	662	578	1,249	728	1,109	1,017	1,321	614	685	608	558	639	9,768
Tennessee	2,705	3,432	3,453	2,946	4,143	4,494	4,541	2,276	3,049	3,074	2,152	2,953	39,218
NEW ENGLAND	11,387	14,737	11,448	12,336	8,889	9,337	12,401	13,656	7,951	10,472	7,823	10,082	130,519
Connecticut	2,392	3,192	2,703	2,848	2,198	2,322	3,744	3,587	1,880	2,400	1,989	2,302	31,556
Maine	1,099	1,498	1,071	1,164	652	636	602	735	549	635	603	744	9,987
Massachusetts	5,475	6,668	5,371	5,659	4,220	4,713	5,835	7,196	3,868	5,253	3,536	5,120	62,914
New Hampshire	1,124	1,512	1,010	1,161	840	710	1,040	946	786	1,013	709	868	11,719
Rhode Island	731	957	692	779	578	607	782	798	504	752	516	643	8,339
Vermont	565	911	602	725	402	349	399	394	363	418	471	406	6,003

TABLE 14: 2005 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)
(Arrivals by air)

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MID ATLANTIC	22,926	25,186	24,374	21,780	20,363	23,304	32,922	38,248	19,502	22,366	18,792	21,192	290,955
New Jersey	5,556	5,904	5,900	5,811	5,662	6,337	9,552	11,186	5,036	5,814	5,132	5,404	77,295
New York	10,970	12,507	11,127	10,675	9,016	9,157	14,313	18,681	9,014	10,059	8,624	10,485	134,627
Pennsylvania	6,399	6,775	7,348	5,295	5,685	7,811	9,056	8,381	5,452	6,493	5,035	5,304	79,032
S. ATLANTIC	31,223	30,211	36,052	31,564	37,705	46,247	50,458	36,413	32,281	33,795	29,271	36,209	431,427
Delaware	484	504	560	430	351	545	684	526	431	502	412	467	5,897
Washington,D.C.	689	589	652	423	504	566	731	1,038	530	547	675	988	7,930
Florida	7,625	7,838	8,982	8,975	12,383	14,434	14,381	8,840	9,502	9,959	8,321	10,637	121,877
Georgia	4,002	4,843	5,003	6,450	7,117	7,673	7,460	4,177	5,494	5,041	4,569	5,716	67,544
Maryland	5,080	4,571	5,154	3,611	4,209	5,781	6,963	6,837	4,150	4,550	4,766	4,987	60,660
N. Carolina	3,480	3,620	4,542	3,548	4,073	5,824	5,848	3,781	3,610	4,214	3,056	4,036	49,633
S. Carolina	1,570	1,529	1,983	1,738	1,983	2,537	2,351	1,302	1,637	1,916	1,201	1,704	21,450
Virginia	7,746	6,207	8,414	5,906	6,457	8,005	11,142	9,262	6,397	6,516	5,883	7,291	89,226
West Virginia	547	509	762	483	628	883	899	650	530	549	387	384	7,210
TOTAL U.S. EAST	159,165	167,904	195,403	133,782	148,086	180,927	197,444	154,652	123,566	139,514	129,642	155,095	1,885,180

**TABLE 17: 2005 Market Penetration for Top U.S. MSAs
(Arrivals by air)**

RANK	METRO AREA	2005	2004	% CHNG	2004 Population (1000)	Est. 2005 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	822,983	756,696	8.76%	17,199	47.9
2	San Francisco/Oakland/San Jose, CA	592,377	554,670	6.80%	6,951	85.2
3	Seattle/Tacoma/Bremington, WA	234,264	216,821	8.04%	NA	NA
4	San Diego, CA	178,018	158,683	12.18%	2,833	62.8
5	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	177,088	171,172	3.46%	NA	NA
6	Chicago/Gary/Kenosha, IL/IN/WI	126,151	122,402	3.06%	NA	NA
7	Sacramento/Yolo, CA	123,732	111,345	11.12%	NA	NA
8	Portland/Salem, OR/WA	118,116	103,416	14.21%	NA	NA
9	Washington/Baltimore, DC/MD/VA/WV	117,114	106,006	10.48%	NA	NA
10	Phoenix/Mesa, AZ	110,552	92,069	20.07%	NA	NA
11	Denver/Boulder/Greeley, CO	90,788	86,007	5.56%	NA	NA
12	Dallas/Fort Worth, TX	76,425	75,647	1.03%	5,677	13.5
13	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/NE	68,115	62,282	9.37%	5,749	11.8
14	Las Vegas, NV/AZ	66,627	59,430	12.11%	NA	NA
15	Minneapolis/Saint Paul, MN/WI	63,253	61,008	3.68%	NA	NA
16	Salt Lake City/Ogden, UT	55,713	47,154	18.15%	1,384	40.3
17	Houston/Galveston/Brazoria, TX	54,233	52,717	2.88%	NA	NA
18	Detroit/Ann Arbor/Flint, MI	50,100	49,305	1.61%	5,437	9.2
19	Atlanta, GA	49,149	43,720	12.42%	4,478	11.0
20	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	47,953	44,401	8.00%	NA	NA
21	Saint Louis, MO/IL	27,581	26,293	4.90%	NA	NA
22	Kansas City, MO/KS	24,753	22,136	11.82%	1,823	13.6
23	Cincinnati/Hamilton, OH/KY/IN	23,573	21,859	7.84%	NA	NA
24	Cleveland/Akron, OH	23,542	22,027	6.88%	2,878	8.2
25	Fresno, CA	23,000	20,961	9.73%	978	23.5
26	Santa Barbara/Santa Maria/Lompoc, CA	22,672	22,094	2.61%	385	58.9
27	Stockton-Lodi, CA	22,603	20,549	10.00%	632	35.8
28	Miami/Fort Lauderdale, FL	22,296	19,953	11.74%	4,051	5.5
29	Tucson, AZ	21,687	18,616	16.50%	885	24.5
30	Anchorage, AK	21,362	20,495	4.23%	265	80.6
31	Austin/San Marcos, TX	20,659	18,637	10.85%	1,373	15.0
32	Reno, NV	19,931	17,917	11.24%	375	53.1
33	Tampa/Saint Petersburg/Clearwater, FL	19,711	17,285	14.04%	2,538	7.8
34	Milwaukee/Racine, WI	18,182	16,274	11.72%	NA	NA
35	Norfolk/Virginia Beach/Newport News, VA/NC	17,817	16,462	8.23%	NA	NA
36	Indianapolis, IN	17,600	17,951	-1.95%	1,664	10.6
37	Orlando, FL	16,934	14,174	19.47%	1,831	9.2
38	San Antonio, TX	16,092	14,357	12.09%	1,684	9.6
39	Spokane, WA	15,974	14,188	12.59%	421	38.0
40	Modesto, CA	15,924	13,797	15.41%	491	32.4
41	Salinas, CA	15,905	15,041	5.74%	392	40.6
42	Provo/Orem, UT	15,856	13,179	20.31%	395	40.1
43	Pittsburgh, PA	15,715	14,609	7.57%	2,261	7.0
44	Bakersfield, CA	15,686	13,544	15.81%	703	22.3
45	Colorado Springs, CO	15,380	13,908	10.58%	539	28.5
46	Albuquerque, NM	14,900	13,234	12.59%	NA	NA
47	Columbus, OH	14,871	14,144	5.14%	NA	NA
48	San Luis/Obispo/Atascadero/Paso Robles, CA	14,607	13,534	7.93%	NA	NA
49	Boise City, ID	14,462	12,229	18.25%	479	30.2
50	Hartford, CT	13,935	13,079	6.54%	1,163	12.0
51	Eugene/Springfield, OR	12,794	11,514	11.12%	324	39.5
52	Nashville, TN	12,706	10,960	15.92%	1,275	10.0
53	Raleigh/Durham/Chapel Hill, NC	12,388	11,354	9.11%	1,278	9.7
54	Charlotte/Gastonia/Rock Hill, NC/SC	11,387	10,356	9.95%	NA	NA
55	Oklahoma City, OK	10,865	10,403	4.44%	1,095	9.9
56	Grand Rapids/Muskegon/Holland, MI	9,859	9,258	6.50%	1,103	8.9
57	Omaha, NE/IA	9,580	9,133	4.90%	NA	NA
58	Bellingham, WA	8,372	7,077	18.29%	NA	NA
59	Tulsa, OK	8,330	8,175	1.90%	810	10.3

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

**TABLE 18: Japan MMA Visitor Characteristics 2005 vs. 2004
(Arrivals by air)**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	8,669,558	8,599,847	0.8%	71,512	83,795	-14.7%	8,598,046	8,516,053	1.0%
Total Visitors	1,517,439	1,482,085	2.4%	10,595	12,186	-13.1%	1,506,844	1,469,899	2.5%
PARTY SIZE									
One	130,654	134,989	-3.2%	3,371	3,936	-14.4%	127,283	131,054	-2.9%
Two	515,996	467,296	10.4%	4,162	4,462	-6.7%	511,834	462,834	10.6%
Three or more	870,790	879,800	-1.0%	3,063	3,788	-19.1%	867,727	876,012	-0.9%
Avg Party Size	2.72	2.76	-1.2%	1.71	1.72	-0.9%	2.73	2.77	-1.2%
VISIT STATUS									
First-Time	672,401	672,916	-0.1%	3,614	4,265	-15.3%	668,787	668,651	0.0%
Repeat	845,038	809,169	4.4%	6,981	7,921	-11.9%	838,057	801,248	4.6%
Average # of Trips	3.72	3.64	2.2%	5.06	5.04	0.4%	3.71	3.63	2.3%
TRAVEL METHOD									
Group Tour	646,686	652,035	-0.8%	1,899	2,301	-17.4%	644,787	649,735	-0.8%
Package	1,230,287	1,196,350	2.8%	4,298	4,935	-12.9%	1,225,990	1,191,415	2.9%
Group Tour & Pkg	561,424	568,809	-1.3%	1,417	1,832	-22.7%	560,007	566,976	-1.2%
True Independent	201,890	202,509	-0.3%	5,815	6,783	-14.3%	196,074	195,726	0.2%
ISLANDS VISITED									
Oahu	1,456,376	1,418,747	2.7%	9,634	10,835	-11.1%	1,446,741	1,407,912	2.8%
Maui County	110,075	125,742	-12.5%	839	1,260	-33.4%	109,237	124,481	-12.2%
...Maui	104,212	119,050	-12.5%	807	1,220	-33.9%	103,405	117,830	-12.2%
...Molokai	6,502	6,512	-0.2%	40	47	-14.1%	6,462	6,466	-0.1%
...Lanai	1,375	4,241	-67.6%	27	49	-44.5%	1,347	4,191	-67.9%
Kauai	43,713	54,904	-20.4%	370	535	-30.8%	43,343	54,370	-20.3%
Big Island	243,420	214,066	13.7%	898	1,079	-16.8%	242,522	212,986	13.9%
...Hilo	88,788	77,520	14.5%	262	314	-16.5%	88,526	77,206	14.7%
...Kona	180,822	170,511	6.0%	734	871	-15.7%	180,088	169,640	6.2%
LENGTH OF STAY									
Oahu (days)	5.16	5.22	-1.1%	5.96	5.99	-0.5%	5.16	5.21	-1.1%
Maui (days)	3.10	3.12	-0.9%	6.28	6.73	-6.6%	3.07	3.09	-0.5%
Molokai (days)	1.14	1.49	-23.4%	6.00	3.95	52.2%	1.11	1.47	-24.5%
Lanai (days)	2.05	2.47	-16.7%	6.22	3.03	105.4%	1.97	2.46	-19.9%
Kauai (days)	1.88	1.89	-0.6%	5.66	5.52	2.5%	1.85	1.86	-0.4%
Big Island (days)	3.03	3.26	-6.9%	7.29	6.91	5.5%	3.02	3.24	-6.9%
...Hilo (days)	1.60	1.89	-15.3%	4.24	7.55	-43.8%	1.59	1.86	-14.7%
...Kona (days)	3.30	3.23	2.0%	7.40	5.83	26.9%	3.28	3.22	2.0%
Statewide (days)	5.71	5.80	-1.5%	6.75	6.88	-1.8%	5.71	5.79	-1.5%
ACCOMMODATIONS									
Hotel	1,399,606	1,358,224	3.0%	8,591	9,504	-9.6%	1,391,015	1,348,720	3.1%
...Hotel Only	1,375,861	1,333,917	3.1%	8,218	9,073	-9.4%	1,367,643	1,324,844	3.2%
Condo	109,331	109,518	-0.2%	1,128	1,478	-23.7%	108,203	108,040	0.2%
...Condo Only	93,121	91,364	1.9%	893	1,256	-28.9%	92,228	90,108	2.4%
Timeshare	6,571	6,031	9.0%	118	154	-23.6%	6,453	5,877	9.8%
...Timeshare Only	4,549	4,238	7.3%	68	105	-35.4%	4,481	4,132	8.4%
Rental House	3,529	3,748	-5.8%	94	189	-50.2%	3,435	3,559	-3.5%
Bed & Breakfast	1,909	1,651	15.7%	69	44	58.7%	1,840	1,607	14.5%
Cruise Ship	1,085	911	19.2%	81	89	-8.8%	1,004	822	22.2%
Friends or Relatives	15,772	19,350	-18.5%	730	991	-26.4%	15,042	18,359	-18.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,368,640	1,363,487	0.4%	8,934	10,052	-11.1%	1,359,706	1,353,435	0.5%
.....Vacation	1,107,332	1,028,242	7.7%	7,183	8,497	-15.5%	1,100,150	1,019,745	7.9%
.....Honeymoon	231,510	197,837	17.0%	1,797	1,551	15.8%	229,713	196,286	17.0%
.....Wedding	92,368	NA	NA	99	102	-2.7%	92,270	NA	NA
MC&I (Net)	72,759	50,699	43.5%	465	597	-22.2%	72,295	50,102	44.3%
.....Convention/Conf.	16,955	11,621	45.9%	267	298	-10.4%	16,688	11,323	47.4%
.....Corp. Meetings	11,369	13,308	-14.6%	170	189	-9.7%	11,199	13,119	-14.6%
.....Incentive	45,758	26,750	71.1%	54	134	-59.9%	45,705	26,616	71.7%
Other Business	9,824	10,938	-10.2%	348	474	-26.5%	9,476	10,464	-9.4%
Visit Friends/Relatives	24,716	25,267	-2.2%	881	1,101	-20.0%	23,835	24,166	-1.4%
Government/Military	1,265	1,490	-15.1%	126	139	-9.4%	1,139	1,351	-15.7%
Attend School	1,737	3,316	-47.6%	59	106	-44.7%	1,679	3,210	-47.7%
Sport Events	34,983	34,875	0.3%	110	108	2.3%	34,873	34,767	0.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,214.4	2,162.6	2.4%	18.3	21.1	-13.3%	2,196.1	2,141.6	2.5%
Per Person Per Day (\$)	255.4	251.5	1.6%	255.4	251.5	1.6%	255.4	251.5	1.6%
Per Person Per Trip (\$)	1,459.3	1,459.2	0.0%	1,723.9	1,729.2	-0.3%	1,457.4	1,456.9	0.0%

Source: DBEDT

**TABLE 19: 2005 International Japanese Visitor Characteristics by Region
(Arrivals by air)**

JAPAN BY REGION										
	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
Visitor Counts	126,839	149,785	35,458	417,043	34,015	16,643	38,167	41,930	2,826	644,138
PARTY SIZE										
One	8,202	11,008	2,351	33,503	2,222	1,285	3,577	3,037	370	61,727
Two	44,998	49,204	13,882	138,724	11,280	5,890	13,672	13,830	694	219,660
Three or more	73,638	89,573	19,225	244,816	20,513	9,468	20,917	25,063	1,762	362,751
Avg Party Size	2.81	2.79	2.79	2.71	2.98	2.80	2.71	2.82	2.70	2.70
VISIT STATUS										
First-Time	58,079	65,919	19,165	147,109	20,249	9,043	20,992	17,899	1,511	308,819
Repeat	68,759	83,866	16,293	269,934	13,766	7,600	17,175	24,031	1,315	335,318
Average # of Trips	3.38	4.23	3.19	4.55	2.63	2.70	2.97	3.86	2.72	3.27
TRAVEL METHOD										
Group Tour	53,784	65,967	15,760	164,972	16,679	6,960	18,034	17,545	1,197	283,890
Package	104,801	124,573	29,959	334,287	28,059	13,992	31,949	35,822	1,883	520,665
Group Tour & Pkg	47,244	58,363	13,207	148,772	13,617	6,297	15,924	15,817	966	239,799
True Independent	15,498	17,608	2,947	66,556	2,894	1,989	4,108	4,380	713	79,382
ISLANDS VISITED										
Oahu	123,122	145,564	34,352	395,865	32,492	16,276	37,578	40,995	2,696	617,802
Maui County	11,732	10,906	2,301	31,626	1,977	1,037	2,441	1,600	243	45,373
...Maui	11,343	10,466	2,301	30,304	1,818	980	1,756	1,524	243	42,670
...Molokai	470	440	0	1,210	136	80	684	194	0	3,247
...Lanai	73	49	0	554	23	0	15	0	0	632
Kauai	4,614	3,755	1,025	12,334	1,152	262	1,395	1,056	111	17,638
Big Island	22,464	17,586	5,962	77,721	7,861	2,896	4,704	6,048	238	97,043
...Hilo	10,540	7,669	2,805	20,517	4,907	1,498	2,248	1,978	28	36,335
...Kona	14,815	12,423	4,001	62,635	4,056	1,901	3,115	4,756	209	72,176
LENGTH OF STAY										
Oahu (days)	4.86	5.18	5.04	5.29	5.00	4.96	4.84	5.26	6.59	5.14
Maui (days)	2.15	3.01	2.67	3.29	2.24	2.13	2.39	4.14	2.42	3.29
Molokai (days)	1.00	1.00	1.10	1.73	1.00	1.00	1.00	1.00	0	0.95
Lanai (days)	3.50	1.00	2.10	3.12	0	0	0	1.82	1.32	1.07
Kauai (days)	1.66	2.34	1.94	1.96	1.44	1.90	1.70	1.61	3.33	1.77
Big Island (days)	2.46	2.72	2.53	3.27	2.70	3.94	2.69	3.03	3.55	3.05
...Hilo (days)	1.30	1.54	1.93	1.55	1.84	2.83	1.60	1.45	1.00	1.63
...Kona (days)	2.81	2.89	2.42	3.55	3.00	3.77	2.91	3.25	3.90	3.28
Statewide (days)	5.41	5.63	5.53	5.94	5.57	5.70	5.28	5.78	6.92	5.66
ACCOMMODATIONS										
Hotel	118,333	139,925	33,274	376,064	31,582	15,749	35,839	38,968	2,374	598,906
...Hotel Only	117,234	138,509	32,955	368,832	30,052	15,364	35,323	38,253	2,299	588,822
Condo	7,840	8,851	1,896	39,303	1,277	890	2,409	3,036	268	42,432
...Condo Only	6,833	7,775	1,755	33,004	1,263	568	1,952	2,496	268	36,314
Timeshare	671	720	205	2,960	155	68	0	260	0	1,414
...Timeshare Only	406	523	79	2,075	155	68	0	185	0	990
Apartment	26	279	42	750	0	194	310	68	12	1,754
Bed & Breakfast	309	302	44	485	0	0	0	0	0	699
Cruise Ship	70	29	0	112	0	0	0	0	0	793
Friends or Relatives	845	777	259	4,438	631	88	371	370	232	7,029
PURPOSE OF TRIP										
Pleasure (Net)	116,495	136,686	31,279	377,788	28,718	15,166	34,391	38,470	2,153	578,561
....Vacation	92,655	113,507	21,055	324,841	21,455	11,506	27,422	30,778	1,656	455,275
....Honeymoon	22,138	19,015	9,471	45,710	6,372	3,162	6,515	7,003	663	109,664
....Wedding	6,538	10,147	2,394	21,421	2,084	1,398	1,447	2,592	388	43,860
MC&I (Net)	7,075	6,666	2,382	15,797	1,277	1,101	1,697	1,951	224	34,125
....Convention/Conf.	1,168	1,979	355	4,857	300	149	155	232	165	7,328
....Corp. Meetings	725	697	12	2,279	283	75	238	205	0	6,685
....Incentive	5,522	4,211	2,015	8,830	694	876	1,304	1,514	59	20,679
Other Business	447	1,030	284	2,730	60	65	58	41	74	4,685
Visit Friends/Relatives	1,232	1,881	583	8,323	534	89	596	906	308	9,384
Government/Military	76	0	0	43	0	0	0	0	13	1,006
Attend School	239	179	143	176	174	41	15	0	0	712
Sport Events	1,319	2,821	462	12,884	1,037	351	405	465	114	15,014

Source: DBEDT

TABLE 20: Canada MMA Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	3,291,654	2,851,218	15.4%	1,079,991	743,519	45.3%	2,211,663	2,107,698	4.9%
Total Visitors	248,617	217,163	14.5%	81,425	57,947	40.5%	167,192	159,216	5.0%
PARTY SIZE									
One	44,176	41,382	6.8%	15,114	11,960	26.4%	29,062	29,422	-1.2%
Two	125,134	108,288	15.6%	40,882	28,258	44.7%	84,252	80,030	5.3%
Three or more	79,307	67,492	17.5%	25,429	17,729	43.4%	53,878	49,763	8.3%
Avg Party Size	1.95	1.92	1.6%	1.93	1.89	2.3%	1.97	1.94	1.5%
VISIT STATUS									
First-Time	109,918	93,116	18.0%	36,713	25,894	41.8%	73,205	67,222	8.9%
Repeat	138,699	124,048	11.8%	44,712	32,053	39.5%	93,987	91,994	2.2%
Average # of Trips	3.53	3.61	-2.2%	3.71	3.75	-0.9%	3.44	3.56	-3.4%
TRAVEL METHOD									
Group Tour	20,031	15,094	32.7%	6,442	3,953	63.0%	13,588	11,142	22.0%
Package	84,672	70,114	20.8%	27,454	18,748	46.4%	57,218	51,366	11.4%
Group Tour & Pkg	17,004	11,896	42.9%	5,419	3,083	75.8%	11,584	8,812	31.5%
True Independent	160,918	143,851	11.9%	52,948	38,330	38.1%	107,970	105,520	2.3%
ISLANDS VISITED									
Oahu	143,225	123,099	16.3%	45,606	30,212	51.0%	97,618	92,886	5.1%
Maui County	108,164	94,914	14.0%	36,272	26,128	38.8%	71,892	68,786	4.5%
...Maui	106,175	93,140	14.0%	35,648	25,659	38.9%	70,527	67,482	4.5%
...Molokai	3,058	2,931	4.3%	1,274	863	47.6%	1,784	2,069	-13.7%
...Lanai	3,068	2,754	11.4%	1,484	854	73.8%	1,585	1,900	-16.6%
Kauai	46,289	39,005	18.7%	15,962	10,222	56.1%	30,328	28,783	5.4%
Big Island	61,293	43,213	41.8%	22,579	13,534	66.8%	38,714	29,679	30.4%
...Hilo	27,239	18,161	50.0%	10,016	5,075	97.4%	17,222	13,086	31.6%
...Kona	54,469	37,119	46.7%	20,160	11,664	72.8%	34,309	25,455	34.8%
LENGTH OF STAY									
Oahu (days)	9.91	9.99	-0.8%	9.73	9.62	1.1%	10.00	10.11	-1.1%
Maui (days)	9.67	10.10	-4.2%	9.42	9.91	-5.0%	9.80	10.17	-3.6%
Molokai (days)	6.64	5.62	18.2%	5.05	4.80	5.0%	7.78	5.96	30.6%
Lanai (days)	3.33	3.58	-6.9%	2.66	3.40	-21.7%	3.96	3.66	8.1%
Kauai (days)	6.80	7.70	-11.6%	6.56	7.44	-11.9%	6.93	7.79	-11.0%
Big Island (days)	8.16	8.20	-0.6%	8.22	8.53	-3.6%	8.12	8.05	0.8%
...Hilo (days)	3.25	3.74	-13.0%	3.17	3.94	-19.6%	3.30	3.66	-9.8%
...Kona (days)	7.55	7.72	-2.2%	7.63	8.18	-6.7%	7.50	7.51	-0.1%
Statewide (days)	13.24	13.13	0.8%	13.26	12.83	3.4%	13.23	13.24	-0.1%
ACCOMMODATIONS									
Hotel	136,436	122,605	11.3%	44,355	32,015	38.5%	92,081	90,590	1.6%
...Hotel Only	99,694	94,315	5.7%	32,082	24,820	29.3%	67,613	69,495	-2.7%
Condo	70,421	61,939	13.7%	22,713	16,214	40.1%	47,708	45,725	4.3%
...Condo Only	54,371	47,652	14.1%	17,422	12,643	37.8%	36,949	35,009	5.5%
Timeshare	22,762	20,551	10.8%	7,736	5,678	36.2%	15,026	14,873	1.0%
...Timeshare Only	15,607	13,972	11.7%	5,319	3,928	35.4%	10,288	10,043	2.4%
Rental House	9,965	6,803	46.5%	3,309	2,175	52.1%	6,656	4,628	43.8%
Bed & Breakfast	4,481	3,775	18.7%	1,570	1,064	47.6%	2,911	2,712	7.3%
Cruise Ship	27,365	14,267	91.8%	9,316	3,895	139.2%	18,050	10,373	74.0%
Friends or Relatives	16,877	16,854	0.1%	5,692	4,689	21.4%	11,185	12,165	-8.1%
PURPOSE OF TRIP									
Pleasure (Net)	220,079	189,495	16.1%	71,871	50,330	42.8%	148,208	139,165	6.5%
.....Vacation	208,772	178,418	17.0%	67,881	47,001	44.4%	140,891	131,417	7.2%
.....Honeymoon	11,812	11,160	5.8%	4,202	3,374	24.5%	7,611	7,786	-2.3%
.....Wedding	2,683	2,572	4.3%	891	726	22.7%	1,792	1,846	-2.9%
MC&I (Net)	18,096	16,068	12.6%	6,084	4,354	39.7%	12,012	11,714	2.5%
.....Convention/Conf.	12,181	10,211	19.3%	4,155	2,714	53.1%	8,026	7,497	7.0%
.....Corp. Meetings	2,401	2,203	9.0%	838	622	34.7%	1,563	1,581	-1.2%
.....Incentive	4,082	4,346	-6.1%	1,288	1,213	6.1%	2,794	3,133	-10.8%
Other Business	4,158	4,929	-15.7%	1,403	1,388	1.1%	2,754	3,542	-22.2%
Visit Friends/Relatives	13,885	13,230	5.0%	4,723	3,787	24.7%	9,163	9,443	-3.0%
Government/Military	673	727	-7.4%	228	191	19.6%	445	536	-17.0%
Attend School	426	596	-28.5%	162	154	5.0%	264	442	-40.1%
Sport Events	6,152	4,056	51.7%	2,139	1,171	82.7%	4,013	2,885	39.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	451.0	363.6	24.0%	148.0	94.8	56.1%	303.1	268.8	12.7%
Per Person Per Day (\$)	137.0	127.5	7.4%	137.0	127.5	7.4%	137.0	127.5	7.4%
Per Person Per Trip (\$)	1,814.2	1,674.4	8.4%	1,817.4	1,636.3	11.1%	1,812.6	1,688.2	7.4%

Source: DBEDT

**TABLE 21: Europe MMA Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	1,385,956	1,419,042	-2.3%	1,281,168	1,260,278	1.7%	104,787	158,765	-34.0%
Total Visitors	112,370	114,948	-2.2%	101,822	100,672	1.1%	10,548	14,276	-26.1%
PARTY SIZE									
One	26,445	26,839	-1.5%	24,661	24,214	1.8%	1,785	2,625	-32.0%
Two	60,242	62,668	-3.9%	53,808	53,710	0.2%	6,434	8,958	-28.2%
Three or more	25,683	25,441	1.0%	23,353	22,748	2.7%	2,330	2,693	-13.5%
Avg Party Size	1.77	1.77	0.1%	1.76	1.76	0.0%	1.89	1.84	3.0%
VISIT STATUS									
First-Time	80,613	81,844	-1.5%	72,180	70,842	1.9%	8,432	11,002	-23.4%
Repeat	31,757	33,104	-4.1%	29,641	29,830	-0.6%	2,116	3,274	-35.4%
Average # of Trips	2.24	2.23	0.3%	2.28	2.32	-1.6%	1.80	1.60	12.3%
TRAVEL METHOD									
Group Tour	13,725	14,070	-2.5%	12,473	13,257	-5.9%	1,253	813	54.1%
Package	59,298	60,080	-1.3%	54,391	53,896	0.9%	4,907	6,184	-20.6%
Group Tour & Pkg	10,549	10,922	-3.4%	9,426	10,230	-7.9%	1,122	693	62.0%
True Independent	49,894	51,720	-3.5%	44,384	43,749	1.5%	5,510	7,971	-30.9%
ISLANDS VISITED									
Oahu	82,090	84,220	-2.5%	71,971	71,882	0.1%	10,120	12,339	-18.0%
Maui County	39,072	39,146	-0.2%	36,407	35,059	3.8%	2,664	4,087	-34.8%
...Maui	38,205	38,208	0.0%	35,695	34,230	4.3%	2,510	3,978	-36.9%
...Molokai	1,836	2,061	-10.9%	1,593	1,737	-8.3%	243	324	-24.8%
...Lanai	1,728	1,879	-8.0%	1,514	1,523	-0.6%	214	356	-39.9%
Kauai	21,062	20,415	3.2%	19,620	19,313	1.6%	1,442	1,103	30.8%
Big Island	29,162	26,019	12.1%	27,195	24,066	13.0%	1,967	1,953	0.7%
...Hilo	13,440	11,880	13.1%	11,709	10,167	15.2%	1,731	1,713	1.0%
...Kona	24,142	20,761	16.3%	22,175	18,884	17.4%	1,967	1,878	4.7%
LENGTH OF STAY									
Oahu (days)	8.94	9.07	-1.4%	9.15	9.18	-0.3%	7.47	8.43	-11.3%
Maui (days)	7.81	7.94	-1.6%	8.00	8.12	-1.5%	5.20	6.39	-18.6%
Molokai (days)	3.72	4.02	-7.4%	4.14	4.40	-5.9%	1.01	2.00	-49.7%
Lanai (days)	2.89	3.12	-7.5%	3.15	3.04	3.9%	1.02	3.50	-70.8%
Kauai (days)	6.01	6.48	-7.3%	6.16	6.53	-5.6%	3.94	5.66	-30.4%
Big Island (days)	7.37	7.69	-4.1%	7.54	7.66	-1.5%	5.08	8.12	-37.5%
...Hilo (days)	4.31	4.88	-11.7%	4.56	5.03	-9.4%	2.65	4.02	-34.0%
...Kona (days)	6.51	6.85	-4.9%	6.84	7.05	-3.0%	2.74	4.79	-42.7%
Statewide (days)	12.33	12.35	-0.1%	12.58	12.52	0.5%	9.93	11.12	-10.7%
ACCOMMODATIONS									
Hotel	85,529	88,071	-2.9%	77,678	77,309	0.5%	7,852	10,762	-27.0%
...Hotel Only	73,397	76,931	-4.6%	66,627	67,575	-1.4%	6,770	9,356	-27.6%
Condo	8,096	8,546	-5.3%	7,447	7,311	1.9%	649	1,236	-47.5%
...Condo Only	5,512	5,645	-2.4%	5,058	4,874	3.8%	454	771	-41.2%
Timeshare	2,649	2,964	-10.6%	2,601	2,795	-7.0%	48	168	-71.2%
...Timeshare Only	1,836	1,997	-8.1%	1,829	1,893	-3.4%	7	104	-92.8%
Rental House	4,584	3,926	16.8%	4,237	3,740	13.3%	347	186	86.6%
Bed & Breakfast	4,187	3,996	4.8%	3,679	3,584	2.7%	508	412	23.4%
Cruise Ship	7,157	5,138	39.3%	6,962	5,120	36.0%	195	18	968.9%
Friends or Relatives	9,073	9,688	-6.4%	8,446	8,525	-0.9%	627	1,163	-46.1%
PURPOSE OF TRIP									
Pleasure (Net)	96,753	98,944	-2.2%	87,268	86,438	1.0%	9,485	12,506	-24.2%
.....Vacation	85,397	88,750	-3.8%	76,556	76,898	-0.4%	8,842	11,852	-25.4%
.....Honeymoon	11,638	10,475	11.1%	11,014	9,814	12.2%	624	660	-5.4%
.....Wedding	1,665	1,444	15.3%	1,545	1,402	10.2%	119	42	184.7%
MC&I (Net)	7,115	6,748	5.4%	6,759	6,286	7.5%	356	461	-22.9%
.....Convention/Conf.	5,197	4,699	10.6%	4,842	4,393	10.2%	356	306	16.3%
.....Corp. Meetings	878	931	-5.7%	878	905	-3.0%	0	26	-100.0%
.....Incentive	1,337	1,336	0.1%	1,337	1,207	10.8%	0	130	-100.0%
Other Business	2,219	2,502	-11.3%	2,049	2,140	-4.3%	170	362	-53.1%
Visit Friends/Relatives	8,050	8,294	-2.9%	7,456	7,563	-1.4%	594	732	-18.8%
Government/Military	434	542	-20.0%	434	530	-18.1%	0	12	-100.0%
Attend School	612	565	8.4%	537	466	15.2%	76	99	-23.3%
Sport Events	2,942	2,219	32.6%	2,637	2,094	26.0%	304	126	142.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	202.1	215.3	-6.1%	186.8	191.3	-2.3%	15.3	24.1	-36.6%
Per Person Per Day (\$)	145.8	151.8	-3.9%	145.8	151.8	-3.9%	145.8	151.8	-3.9%
Per Person Per Trip (\$)	1,798.8	1,873.4	-4.0%	1,835.0	1,899.8	-3.4%	1,448.8	1,687.7	-14.2%

Source: DBEDT

**TABLE 22: Oceania MMA Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	1,148,678	1,158,457	-0.8%	237,879	192,092	23.8%	910,799	966,365	-5.8%
Total Visitors	142,391	132,130	7.8%	35,643	28,495	25.1%	106,748	103,635	3.0%
PARTY SIZE									
One	18,824	21,085	-10.7%	7,573	6,678	13.4%	11,251	14,407	-21.9%
Two	67,638	64,162	5.4%	15,224	12,478	22.0%	52,414	51,684	1.4%
Three or more	55,929	46,883	19.3%	12,846	9,339	37.5%	43,083	37,544	14.8%
Avg Party Size	2.15	2.05	5.1%	1.93	1.87	3.5%	2.23	2.10	6.1%
VISIT STATUS									
First-Time	76,150	71,048	7.2%	17,275	13,495	28.0%	58,875	57,553	2.3%
Repeat	66,241	61,082	8.4%	18,368	15,000	22.5%	47,873	46,082	3.9%
Average # of Trips	2.52	2.47	1.8%	2.76	2.95	-6.5%	2.44	2.34	4.1%
TRAVEL METHOD									
Group Tour	5,800	8,731	-33.6%	1,218	804	51.6%	4,582	7,928	-42.2%
Package	80,693	71,037	13.6%	19,202	14,633	31.2%	61,490	56,404	9.0%
Group Tour & Pkg	4,993	7,743	-35.5%	956	590	61.9%	4,038	7,153	-43.5%
True Independent	60,891	60,104	1.3%	16,178	13,648	18.5%	44,714	46,455	-3.7%
ISLANDS VISITED									
Oahu	136,780	124,754	9.6%	32,833	25,981	26.4%	103,946	98,773	5.2%
Mauai County	22,797	24,137	-5.6%	3,900	3,293	18.4%	18,897	20,843	-9.3%
...Mauai	22,278	23,666	-5.9%	3,811	3,177	20.0%	18,467	20,489	-9.9%
...Molokai	1,715	1,599	7.3%	153	134	14.4%	1,562	1,465	6.6%
...Lanai	1,749	1,418	23.3%	118	102	16.0%	1,630	1,316	23.9%
Kauai	10,633	10,878	-2.2%	1,523	1,228	24.0%	9,110	9,650	-5.6%
Big Island	18,852	18,292	3.1%	2,840	2,193	29.5%	16,012	16,100	-0.5%
...Hilo	14,687	14,989	-2.0%	1,062	812	30.8%	13,625	14,177	-3.9%
...Kona	17,531	16,900	3.7%	2,231	1,657	34.6%	15,300	15,243	0.4%
LENGTH OF STAY									
Oahu (days)	6.56	6.98	-5.9%	5.75	5.85	-1.6%	6.82	7.28	-6.3%
Mauai (days)	4.97	5.75	-13.5%	6.22	5.89	5.5%	4.71	5.72	-17.6%
Molokai (days)	2.68	1.96	37.2%	5.16	2.99	72.9%	2.44	1.86	31.1%
Lanai (days)	1.24	1.51	-17.6%	3.75	3.78	-0.9%	1.06	1.33	-20.3%
Kauai (days)	3.73	4.78	-22.0%	5.63	6.10	-7.7%	3.41	4.62	-26.1%
Big Island (days)	4.97	5.17	-4.0%	5.43	6.00	-9.5%	4.88	5.06	-3.5%
...Hilo (days)	1.75	1.86	-6.1%	3.91	4.56	-14.3%	1.58	1.71	-7.4%
...Kona (days)	3.87	3.95	-1.9%	5.05	5.70	-11.4%	3.70	3.76	-1.5%
Statewide (days)	8.07	8.77	-8.0%	6.67	6.74	-1.0%	8.53	9.32	-8.5%
ACCOMMODATIONS									
Hotel	125,094	113,201	10.5%	30,969	24,300	27.4%	94,126	88,902	5.9%
...Hotel Only	114,551	101,120	13.3%	29,817	23,305	27.9%	84,734	77,815	8.9%
Condo	9,736	9,231	5.5%	1,498	1,226	22.1%	8,238	8,004	2.9%
...Condo Only	5,912	4,749	24.5%	1,150	923	24.5%	4,763	3,825	24.5%
Timeshare	2,667	2,827	-5.7%	509	490	3.9%	2,157	2,337	-7.7%
...Timeshare Only	1,399	1,786	-21.7%	359	333	7.6%	1,040	1,453	-28.4%
Apartment	2,078	1,759	18.2%	396	341	16.3%	1,682	1,418	18.6%
Bed & Breakfast	1,002	1,620	-38.2%	239	254	-5.9%	763	1,366	-44.2%
Cruise Ship	3,446	3,167	8.8%	344	268	28.3%	3,102	2,899	7.0%
Friends or Relatives	5,414	7,947	-31.9%	1,773	1,738	2.0%	3,641	6,208	-41.4%
PURPOSE OF TRIP									
Pleasure (Net)	129,268	116,893	10.6%	32,556	25,768	26.3%	96,713	91,124	6.1%
.....Vacation	122,524	111,352	10.0%	31,352	24,760	26.6%	91,173	86,592	5.3%
.....Honeymoon	6,727	5,177	29.9%	1,312	1,072	22.4%	5,415	4,105	31.9%
.....Wedding	578	1,052	-45.0%	133	148	-10.2%	445	904	-50.7%
MC&I (Net)	5,183	6,706	-22.7%	878	691	27.2%	4,305	6,016	-28.4%
.....Convention/Conf.	4,534	5,168	-12.3%	572	441	29.9%	3,961	4,727	-16.2%
.....Corp. Meetings	266	479	-44.4%	170	137	24.0%	97	342	-71.8%
.....Incentive	411	1,401	-70.6%	165	134	23.1%	247	1,267	-80.5%
Other Business	2,339	1,340	74.6%	646	631	2.4%	1,693	709	138.7%
Visit Friends/Relatives	5,210	7,236	-28.0%	1,663	1,592	4.4%	3,547	5,644	-37.2%
Government/Military	302	403	-25.0%	171	190	-10.1%	132	214	-38.3%
Attend School	119	276	-57.0%	32	37	-13.0%	86	238	-63.8%
Sport Events	2,575	1,779	44.8%	330	185	78.5%	2,245	1,594	40.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	210.9	191.7	10.0%	43.7	31.8	37.4%	167.2	159.9	4.6%
Per Person Per Day (\$)	183.6	165.5	10.9%	183.6	165.5	10.9%	183.6	165.5	10.9%
Per Person Per Trip (\$)	1,481.0	1,450.9	2.1%	1,225.2	1,115.6	9.8%	1,566.4	1,543.1	1.5%

Source: DBEDT

**TABLE 23: Other Asia MMA Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	824,928	761,834	8.3%	221,511	221,585	0.0%	603,417	540,250	11.7%
Total Visitors	107,121	98,480	8.8%	38,009	36,009	5.6%	69,112	62,471	10.6%
PARTY SIZE									
One	16,834	18,280	-7.9%	8,386	8,306	1.0%	8,448	9,973	-15.3%
Two	27,622	24,672	12.0%	7,488	6,824	9.7%	20,134	17,848	12.8%
Three or more	62,666	55,529	12.9%	22,135	20,879	6.0%	40,530	34,650	17.0%
Avg Party Size	2.56	2.37	8.1%	2.32	2.28	1.4%	2.69	2.41	11.4%
VISIT STATUS									
First-Time	75,187	68,560	9.7%	28,325	26,149	8.3%	46,862	42,411	10.5%
Repeat	31,934	29,921	6.7%	9,685	9,860	-1.8%	22,250	20,060	10.9%
Average # of Trips	2.05	2.10	-2.1%	2.19	2.32	-5.4%	1.98	1.97	0.3%
TRAVEL METHOD									
Group Tour	52,004	44,694	16.4%	20,688	19,474	6.2%	31,315	25,220	24.2%
Package	65,481	55,893	17.2%	23,853	22,842	4.4%	41,628	33,051	25.9%
Group Tour & Pkg	45,315	37,474	20.9%	17,200	16,559	3.9%	28,114	20,915	34.4%
True Independent	34,951	35,367	-1.2%	10,668	10,253	4.0%	24,283	25,115	-3.3%
ISLANDS VISITED									
Oahu	97,529	89,946	8.4%	34,277	32,632	5.0%	63,252	57,314	10.4%
Maui County	16,040	17,508	-8.4%	4,592	4,445	3.3%	11,448	13,063	-12.4%
...Maui	15,219	16,926	-10.1%	4,369	4,179	4.6%	10,851	12,747	-14.9%
...Molokai	789	1,501	-47.4%	262	361	-27.4%	527	1,140	-53.8%
...Lanai	1,010	712	41.8%	173	239	-27.8%	837	473	77.1%
Kauai	4,151	4,727	-12.2%	1,646	1,575	4.5%	2,506	3,152	-20.5%
Big Island	12,578	13,074	-3.8%	3,212	3,044	5.5%	9,366	10,030	-6.6%
...Hilo	8,365	8,926	-6.3%	1,557	1,445	7.8%	6,808	7,481	-9.0%
...Kona	10,308	10,704	-3.7%	2,264	2,103	7.7%	8,044	8,601	-6.5%
LENGTH OF STAY									
Oahu (days)	6.57	6.63	-0.9%	4.99	5.22	-4.5%	7.43	7.44	-0.1%
Maui (days)	4.38	4.30	1.9%	4.86	4.95	-1.9%	4.19	4.09	2.5%
Molokai (days)	1.76	2.13	-17.5%	2.76	2.98	-7.5%	1.26	1.86	-32.3%
Lanai (days)	5.45	2.56	113.2%	4.02	5.54	-27.4%	5.75	1.05	449.1%
Kauai (days)	4.61	4.31	7.0%	5.62	5.61	0.1%	3.95	3.66	8.0%
Big Island (days)	7.25	5.13	41.2%	5.81	6.38	-8.9%	7.75	4.76	62.8%
...Hilo (days)	4.57	2.29	99.5%	4.22	3.71	13.6%	4.66	2.02	130.6%
...Kona (days)	5.13	4.36	17.8%	5.34	6.68	-20.1%	5.08	3.79	33.9%
Statewide (days)	7.70	7.74	-0.5%	5.83	6.15	-5.3%	8.73	8.65	1.0%
ACCOMMODATIONS									
Hotel	88,409	82,066	7.7%	33,074	31,207	6.0%	55,335	50,859	8.8%
...Hotel Only	81,647	77,563	5.3%	31,507	29,702	6.1%	50,140	47,861	4.8%
Condo	7,601	6,440	18.0%	1,323	1,521	-13.0%	6,278	4,920	27.6%
...Condo Only	5,332	4,473	19.2%	977	1,096	-10.9%	4,355	3,377	29.0%
Timeshare	835	855	-2.4%	511	459	11.4%	323	396	-18.4%
...Timeshare Only	462	526	-12.3%	332	274	20.8%	130	252	-48.3%
Rental House	1,458	1,623	-10.1%	443	458	-3.2%	1,015	1,165	-12.9%
Bed & Breakfast	3,131	1,761	77.8%	698	632	10.4%	2,434	1,129	115.6%
Cruise Ship	1,535	890	72.5%	775	444	74.5%	760	446	70.5%
Friends or Relatives	9,148	8,643	5.8%	2,316	2,333	-0.7%	6,832	6,311	8.3%
PURPOSE OF TRIP									
Pleasure (Net)	39,687	64,962	-38.9%	26,869	24,474	9.8%	12,818	40,488	-68.3%
.....Vacation	31,394	58,602	-46.4%	25,930	23,628	9.7%	5,464	34,973	-84.4%
.....Honeymoon	7,897	5,925	33.3%	935	832	12.4%	6,962	5,093	36.7%
.....Wedding	694	1,042	-33.4%	202	202	0.2%	492	840	-41.5%
MC&I (Net)	41,923	12,683	230.5%	2,842	3,125	-9.1%	39,081	9,558	308.9%
.....Convention/Conf.	36,114	7,567	377.3%	1,451	1,656	-12.4%	34,663	5,910	486.5%
.....Corp. Meetings	3,818	2,830	34.9%	598	580	3.1%	3,220	2,250	43.1%
.....Incentive	3,135	2,528	24.0%	919	957	-4.0%	2,216	1,571	41.0%
Other Business	8,735	9,727	-10.2%	5,560	5,588	-0.5%	3,176	4,139	-23.3%
Visit Friends/Relatives	9,744	8,633	12.9%	2,640	2,660	-0.8%	7,103	5,972	18.9%
Government/Military	6,716	2,384	181.7%	1,003	1,152	-12.9%	5,713	1,232	363.8%
Attend School	1,145	1,285	-10.9%	214	207	3.3%	931	1,077	-13.6%
Sport Events	2,011	816	146.4%	278	208	33.6%	1,733	608	185.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	162.9	141.1	15.4%	43.7	41.0	6.5%	119.1	100.1	19.0%
Per Person Per Day (\$)	197.4	185.2	6.6%	197.4	185.2	6.6%	197.4	185.2	6.6%
Per Person Per Trip (\$)	1,520.2	1,432.9	6.1%	1,150.5	1,139.8	0.9%	1,723.6	1,601.8	7.6%

Source: DBEDT

TABLE 24: Latin America MMA Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	168,950	150,931	11.9%	162,746	144,484	12.6%	6,204	6,447	-3.8%
Total Visitors	14,655	13,760	6.5%	14,186	13,214	7.4%	469	546	-14.1%
PARTY SIZE									
One	3,813	3,484	9.4%	3,690	3,407	8.3%	123	77	59.9%
Two	5,628	5,420	3.8%	5,506	5,324	3.4%	122	96	27.1%
Three or more	5,214	4,856	7.4%	4,990	4,483	11.3%	224	373	-39.9%
Avg Party Size	1.85	1.85	0.1%	1.85	1.84	0.3%	1.99	2.07	-3.9%
VISIT STATUS									
First-Time	9,477	9,019	5.1%	9,278	8,596	7.9%	199	423	-53.0%
Repeat	5,178	4,741	9.2%	4,908	4,619	6.3%	270	123	120.0%
Average # of Trips	2.47	2.56	-3.5%	2.45	2.57	-4.8%	2.96	2.10	41.0%
TRAVEL METHOD									
Group Tour	1,677	1,700	-1.4%	1,526	1,546	-1.3%	152	155	-1.9%
Package	6,327	6,244	1.3%	6,015	6,004	0.2%	312	240	29.9%
Group Tour & Pkg	1,242	1,286	-3.5%	1,090	1,162	-6.2%	152	124	22.0%
True Independent	7,893	7,102	11.1%	7,736	6,827	13.3%	157	275	-43.0%
ISLANDS VISITED									
Oahu	10,252	9,703	5.6%	9,788	9,257	5.7%	463	447	3.7%
Mauai County	5,621	5,311	5.8%	5,610	5,082	10.4%	11	230	-95.4%
...Mauai	5,518	5,194	6.2%	5,507	4,964	10.9%	11	230	-95.4%
...Molokai	158	227	-30.3%	157	199	-21.1%	2	29	-93.8%
...Lanai	223	264	-15.6%	221	236	-6.2%	2	28	-93.7%
Kauai	1,959	1,862	5.2%	1,952	1,743	12.0%	8	120	-93.7%
Big Island	3,428	2,870	19.4%	3,334	2,682	24.3%	94	189	-50.0%
...Hilo	1,438	1,241	15.9%	1,344	1,113	20.8%	94	128	-26.3%
...Kona	2,927	2,387	22.6%	2,920	2,215	31.8%	8	172	-95.6%
LENGTH OF STAY									
Oahu (days)	9.08	8.34	8.8%	8.93	8.35	6.9%	12.38	8.29	49.4%
Mauai (days)	7.77	7.33	6.0%	7.78	7.46	4.3%	0.00	4.53	-100.0%
Molokai (days)	2.99	3.56	-15.8%	3.03	4.07	-25.6%	0.00	0.00	NA
Lanai (days)	2.83	2.67	6.0%	2.85	2.99	-4.6%	0.00	0.00	NA
Kauai (days)	5.50	6.34	-13.2%	5.52	6.30	-12.3%	0.00	6.89	-100.0%
Big Island (days)	6.15	6.39	-3.6%	6.19	6.60	-6.2%	4.96	3.40	45.9%
...Hilo (days)	3.13	3.13	0.1%	3.00	3.36	-10.7%	4.96	1.10	352.4%
...Kona (days)	5.67	6.05	-6.4%	5.68	6.30	-9.7%	0.00	2.92	-100.0%
Statewide (days)	11.53	10.97	5.1%	11.47	10.93	4.9%	13.23	11.81	12.0%
ACCOMMODATIONS									
Hotel	9,919	9,923	0.0%	9,547	9,529	0.2%	372	394	-5.5%
...Hotel Only	8,746	8,922	-2.0%	8,380	8,583	-2.4%	366	339	8.1%
Condo	1,037	1,125	-7.8%	1,023	1,042	-1.8%	14	83	-82.6%
...Condo Only	809	879	-8.0%	795	826	-3.8%	14	53	-72.7%
Timeshare	528	510	3.6%	528	487	8.5%	0	23	NA
...Timeshare Only	404	347	16.3%	404	347	16.3%	0	0	NA
Rental House	774	487	58.8%	774	414	86.9%	0	73	-100.0%
Bed & Breakfast	171	161	6.8%	171	148	15.7%	0	12	NA
Cruise Ship	1,166	872	33.6%	1,166	848	37.5%	0	24	NA
Friends or Relatives	1,864	1,461	27.6%	1,781	1,385	28.7%	83	76	8.3%
PURPOSE OF TRIP									
Pleasure (Net)	11,256	10,469	7.5%	11,024	10,025	10.0%	232	444	-47.7%
.....Vacation	9,949	9,330	6.6%	9,722	8,936	8.8%	227	394	-42.4%
.....Honeymoon	1,340	1,150	16.5%	1,334	1,086	22.8%	6	63	-91.0%
.....Wedding	154	143	7.5%	148	131	13.4%	6	12	-54.0%
MC&I (Net)	1,665	1,985	-16.1%	1,473	1,940	-24.0%	192	45	327.5%
.....Convention/Conf.	1,009	1,561	-35.3%	872	1,516	-42.5%	137	45	205.3%
.....Corp. Meetings	305	265	15.0%	250	253	-1.0%	55	12	341.1%
.....Incentive	410	296	38.5%	410	284	44.6%	0	12	-100.0%
Other Business	442	429	2.9%	442	406	8.8%	0	23	-100.0%
Visit Friends/Relatives	1,263	1,040	21.5%	1,217	1,004	21.2%	46	36	30.3%
Government/Military	176	86	106.0%	123	63	96.4%	53	23	132.0%
Attend School	179	82	117.8%	133	70	90.1%	46	12	273.3%
Sport Events	579	399	45.0%	579	324	78.6%	0	75	-100.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	27.5	19.6	40.5%	26.5	18.8	41.4%	1.0	0.8	20.8%
Per Person Per Day (\$)	162.9	129.8	25.5%	162.9	129.8	25.5%	162.9	129.8	25.5%
Per Person Per Trip (\$)	1,878.4	1,424.1	31.9%	1,869.2	1,419.6	31.7%	2,155.3	1,533.1	40.6%

Source: DBEDT

**TABLE 25: Other MMA Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	3,434,597	2,901,341	18.4%	1,691,318	1,751,814	-3.5%	1,743,279	1,149,527	51.7%
Total Visitors	312,194	280,148	11.4%	159,052	166,987	-4.8%	153,142	113,161	35.3%
PARTY SIZE									
One	81,355	89,235	-8.8%	39,792	40,821	-2.5%	41,564	48,414	-14.1%
Two	108,058	104,348	3.6%	63,168	67,800	-6.8%	44,890	36,548	22.8%
Three or more	122,781	86,564	41.8%	56,092	58,365	-3.9%	66,688	28,199	136.5%
Avg Party Size	1.89	1.76	7.8%	1.86	1.87	-0.5%	1.93	1.59	21.2%
VISIT STATUS									
First-Time	133,097	94,871	40.3%	66,378	66,913	-0.8%	66,719	27,958	138.6%
Repeat	179,097	185,277	-3.3%	92,674	100,074	-7.4%	86,423	85,203	1.4%
Average # of Trips	4.44	5.31	-16.5%	4.80	4.90	-2.2%	4.06	5.91	-31.3%
TRAVEL METHOD									
Group Tour	27,045	20,872	29.6%	11,459	11,899	-3.7%	15,586	8,973	73.7%
Package	96,902	76,494	26.7%	54,213	57,831	-6.3%	42,689	18,662	128.7%
Group Tour & Pkg	21,852	14,908	46.6%	8,569	9,131	-6.2%	13,284	5,777	130.0%
True Independent	210,099	202,762	3.6%	101,948	106,388	-4.2%	108,151	96,374	12.2%
ISLANDS VISITED									
Oahu	224,937	205,909	9.2%	99,712	103,940	-4.1%	125,225	101,970	22.8%
Maui County	86,082	75,657	13.8%	53,259	58,430	-8.8%	32,823	17,227	90.5%
...Maui	81,709	73,630	11.0%	52,064	56,876	-8.5%	29,645	16,754	76.9%
...Molokai	4,690	2,958	58.6%	1,991	2,295	-13.3%	2,700	663	307.3%
...Lanai	3,120	2,838	9.9%	1,938	2,337	-17.1%	1,182	501	135.9%
Kauai	34,311	33,771	1.6%	24,856	26,517	-6.3%	9,455	7,254	30.3%
Big Island	60,932	44,054	38.3%	33,231	31,892	4.2%	27,701	12,161	127.8%
...Hilo	33,840	21,671	56.2%	12,628	11,873	6.4%	21,212	9,799	116.5%
...Kona	50,964	37,566	35.7%	27,881	25,934	7.5%	23,083	11,632	98.4%
LENGTH OF STAY									
Oahu (days)	9.32	8.27	12.6%	8.41	8.22	2.3%	10.04	8.33	20.6%
Maui (days)	7.61	7.74	-1.8%	7.97	7.83	1.8%	6.96	7.45	-6.5%
Molokai (days)	2.76	3.70	-25.3%	4.27	4.36	-2.2%	1.65	1.38	19.7%
Lanai (days)	2.83	3.15	-10.0%	3.89	3.58	8.6%	1.10	1.11	-0.8%
Kauai (days)	6.53	6.71	-2.7%	6.73	7.01	-4.0%	6.01	5.63	6.9%
Big Island (days)	7.73	8.66	-10.7%	7.66	7.78	-1.5%	7.82	10.97	-28.7%
...Hilo (days)	4.33	4.75	-8.7%	4.39	4.54	-3.2%	4.30	5.00	-14.1%
...Kona (days)	6.37	7.42	-14.1%	7.14	7.49	-4.6%	5.43	7.25	-25.1%
Statewide (days)	11.00	10.36	6.2%	10.63	10.49	1.4%	11.38	10.16	12.1%
ACCOMMODATIONS									
Hotel	195,058	175,116	11.4%	99,144	103,262	-4.0%	95,914	71,855	33.5%
...Hotel Only	169,565	152,126	11.5%	85,414	89,257	-4.3%	84,151	62,868	33.9%
Condo	38,348	30,266	26.7%	22,623	26,454	-14.5%	15,724	3,813	312.4%
...Condo Only	28,766	22,129	30.0%	17,142	20,122	-14.8%	11,624	2,007	479.3%
Timeshare	13,903	13,105	6.1%	10,427	11,540	-9.6%	3,476	1,565	122.1%
...Timeshare Only	8,861	9,032	-1.9%	7,539	8,355	-9.8%	1,322	677	95.3%
Rental House	10,635	11,463	-7.2%	6,615	6,179	7.1%	4,020	5,284	-23.9%
Bed & Breakfast	3,866	2,355	64.2%	2,387	2,175	9.7%	1,480	180	722.0%
Cruise Ship	7,545	13,182	-42.8%	6,510	5,597	16.3%	1,035	7,585	-86.4%
Friends or Relatives	53,826	53,482	0.6%	22,881	24,079	-5.0%	30,945	29,403	5.2%
PURPOSE OF TRIP									
Pleasure (Net)	189,122	182,420	3.7%	118,821	126,507	-6.1%	70,301	55,913	25.7%
.....Vacation	175,552	172,271	1.9%	110,662	118,224	-6.4%	64,890	54,046	20.1%
.....Honeymoon	13,079	9,745	34.2%	8,307	8,343	-0.4%	4,771	1,403	240.2%
.....Wedding	4,932	2,796	76.4%	1,761	1,916	-8.1%	3,171	880	260.2%
MC&I (Net)	34,635	29,185	18.7%	14,367	13,633	5.4%	20,269	15,551	30.3%
.....Convention/Conf.	26,366	22,177	18.9%	10,346	9,610	7.7%	16,021	12,567	27.5%
.....Corp. Meetings	5,084	4,406	15.4%	2,231	2,233	-0.1%	2,853	2,173	31.3%
.....Incentive	3,643	3,090	17.9%	2,248	2,250	-0.1%	1,395	840	66.1%
Other Business	15,906	18,454	-13.8%	7,406	8,476	-12.6%	8,500	9,978	-14.8%
Visit Friends/Relatives	46,627	42,516	9.7%	20,490	21,568	-5.0%	26,136	20,948	24.8%
Government/Military	25,452	16,772	51.8%	3,243	3,446	-5.9%	22,209	13,326	66.7%
Attend School	3,530	2,111	67.2%	744	848	-12.2%	2,786	1,264	120.5%
Sport Events	5,818	4,548	27.9%	3,462	2,987	15.9%	2,356	1,561	50.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	540.8	458.4	18.0%	266.3	276.8	-3.8%	274.5	181.6	51.1%
Per Person Per Day (\$)	157.4	158.0	-0.4%	157.4	158.0	-0.4%	157.4	158.0	-0.4%
Per Person Per Trip (\$)	1,732.1	1,636.3	5.9%	1,674.2	1,657.5	1.0%	1,792.3	1,605.0	11.7%

Source: DBEDT

**TABLE 26: 2005 Visitor Age Distribution by MMA (% of MMA Total)
(Arrivals by air)**

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	6.4	6.6	12.9	3.9	4.3	8.2	3.8	4.0	7.8	4.0	4.4	8.4	2.7	2.8	5.5
13-17	3.1	3.5	6.5	2.7	3.1	5.8	1.0	1.5	2.5	2.7	3.4	6.0	1.8	2.0	3.8
18-24	3.5	4.6	8.1	3.5	4.8	8.4	3.1	7.7	10.8	3.0	4.2	7.2	3.9	4.8	8.6
25-40	11.6	13.0	24.6	11.9	12.8	24.8	16.9	24.5	41.4	11.1	12.6	23.7	17.4	16.0	33.4
41-59	15.6	16.8	32.5	17.1	18.5	35.6	10.3	14.3	24.6	16.5	18.3	34.8	16.0	15.6	31.6
>60	7.7	7.6	15.3	8.6	8.8	17.4	5.9	6.9	12.8	10.0	9.9	19.9	8.8	8.3	17.1
Total	47.8	52.2	100.0	47.7	52.3	100.0	41.1	58.9	100.0	47.2	52.8	100.0	50.6	49.4	100.0
Visitors	1,450,942	1,581,550	3,032,492	919,788	1,009,506	1,929,294	623,470	893,969	1,517,439	117,296	131,322	248,617	56,876	55,493	112,370

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	4.3	4.3	8.5	4.0	3.4	7.4	4.0	4.4	8.4	5.6	3.8	9.4	4.9	5.1	10.1
13-17	2.2	2.8	5.0	1.1	1.6	2.7	3.5	3.8	7.3	2.5	3.2	5.7	2.4	2.9	5.3
18-24	3.9	5.9	9.7	1.7	2.6	4.3	5.8	7.0	12.8	4.5	4.5	9.0	3.5	5.3	8.7
25-40	12.5	13.4	25.9	20.8	17.8	38.6	18.7	16.6	35.3	16.9	14.4	31.2	13.2	15.5	28.7
41-59	15.5	17.3	32.8	24.9	12.2	37.1	13.3	12.1	25.4	17.6	15.0	32.6	15.2	16.6	31.8
>60	9.2	8.9	18.1	5.3	4.7	10.0	5.7	5.1	10.7	6.4	5.6	12.0	7.6	7.8	15.3
Total	47.5	52.5	100.0	57.8	42.2	100.0	51.0	49.0	100.0	53.5	46.5	100.0	46.8	53.2	100.0
Visitors	67,662	74,728	142,391	61,872	45,250	107,121	7,480	7,175	14,655	167,040	145,154	312,194	3,472,427	3,944,147	7,416,574

Figure 3: 2005 Visitor Age Distribution: U.S. West

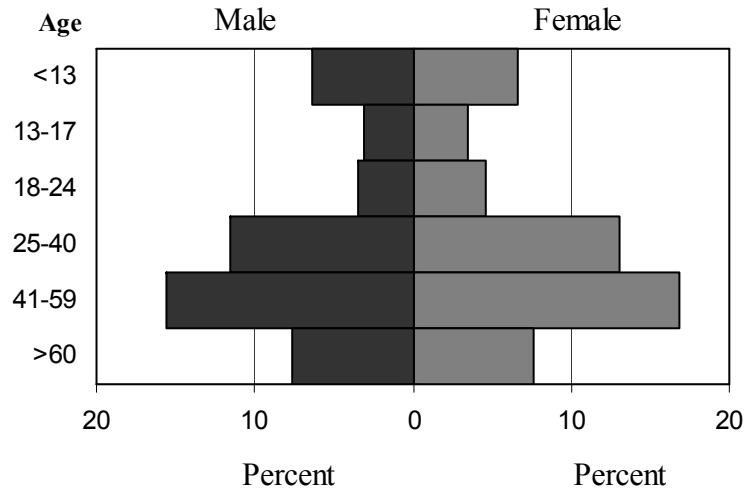


Figure 4: 2005 Visitor Age Distribution: U.S. East

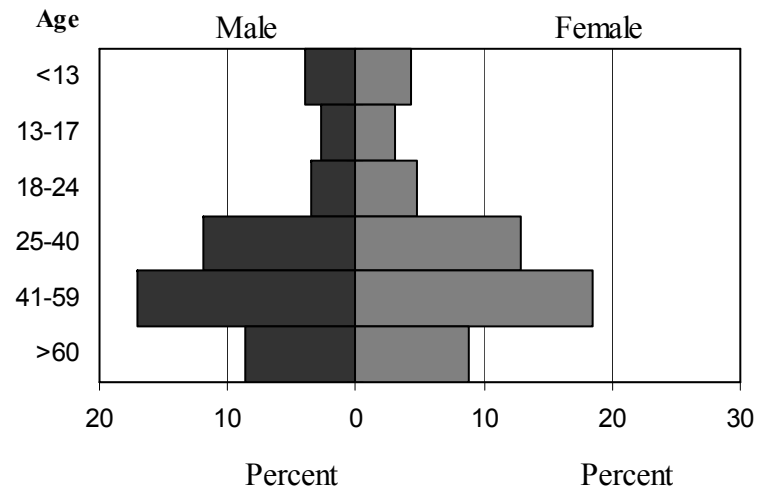


Figure 5: 2005 Visitor Age Distribution: Japan

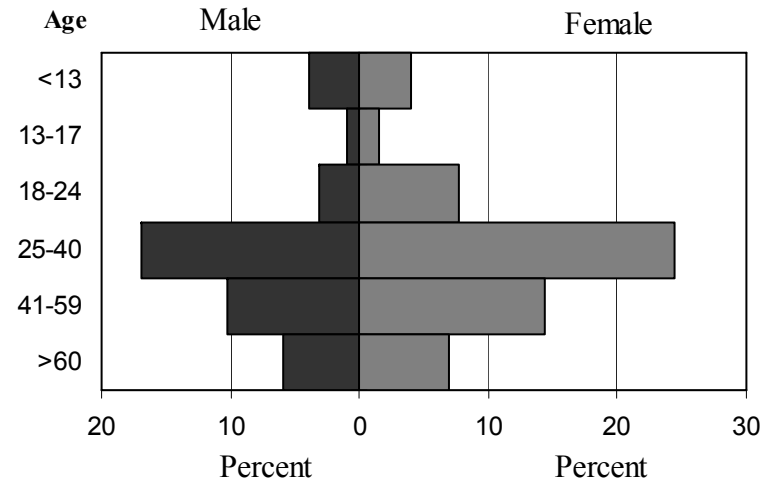
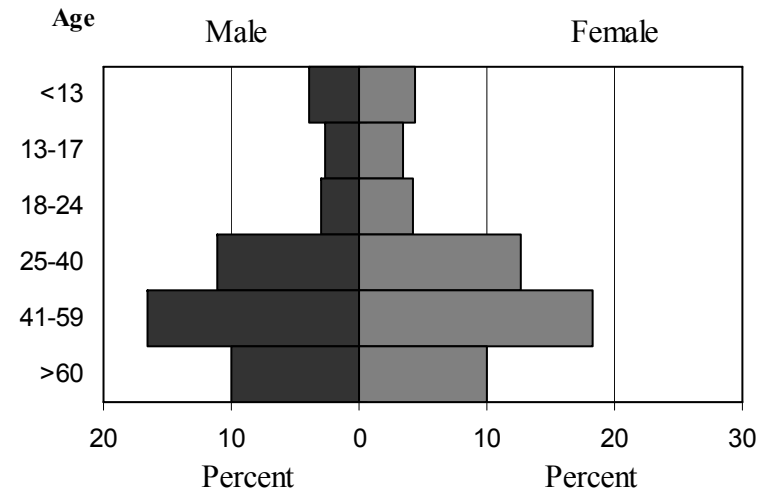


Figure 6: 2005 Visitor Age Distribution: Canada



**TABLE 27: 2005 Visitors by Lifestyle / Lifestage (% of MMA Total)
(Arrivals by air)**

Lifestage^{1/}	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Wedding / Honeymoon	12.0%	6.8%	10.8%	24.8%	6.7%	15.6%	5.6%	12.2%	14.5%	7.8%
Family	28.8%	36.0%	24.1%	24.0%	26.8%	14.0%	27.8%	23.1%	22.4%	27.4%
Age 18-24	6.0%	5.4%	5.5%	7.2%	5.2%	7.1%	7.5%	2.9%	10.1%	7.4%
Age 25-40	17.8%	15.9%	16.9%	20.7%	16.3%	24.0%	17.7%	25.8%	25.9%	22.1%
Age 41-59	23.8%	24.1%	29.2%	15.2%	27.8%	25.8%	24.6%	29.5%	19.7%	25.9%
Age 60 or above	11.6%	11.7%	13.6%	8.2%	17.3%	13.5%	16.8%	6.6%	7.4%	9.3%

1/ All categories are mutually exclusive.

AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON VISITOR

WEDDING VISITOR

*MEETINGS, CONVENTION AND INCENTIVE
VISITOR*

VISITING FRIENDS AND RELATIVES

AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON: A total of 536,803 visitors arrived by air for honeymoon in Hawaii in 2005, up 9.2 percent compared to the previous year. This group comprised 7.2 percent of total air visitors to the islands. 48 percent arrived from international points of origin while the remainder came on domestic flights. Molokai, the Big Island and Oahu experienced growth in the number of honeymooners during the year. 69.4 percent were first-time visitors to the state. Only 28.7 percent travel as true independent while the majority purchased group or packaged tours (TABLE 28).

Oahu was visited by 72 percent of all honeymoon visitors. Close to 33 percent visited Maui, 18.9 percent visited the Big Island and 16.8 percent visited Kauai. The average length of stay by this group in the state was 7.83 days. These visitors spent the most time on Maui (6.34 days), followed by Kauai (5.52 days), Oahu (5.51 days), the Big Island (4.31 days), Lanai (2.64 days) and Molokai (2.52 days). The majority (87.1%) stayed in hotels while 8.2 percent chose condominiums.

WEDDING: A total of 167,354 visitors came to the islands by air for wedding in 2005. This group comprised 2.3 percent of total air visitors to the islands (60 percent arrived from foreign countries while 40 percent came from the U.S. mainland). Over half (54.2%) were first-time visitors to the state. Only 29.8 percent travel as true independent while the majority purchased group or packaged tours (TABLE 29).

Oahu was visited by 74.8 percent of all wedding visitors. Close to 26 percent visited Maui, 14.5 percent visited the Big Island and 11 percent visited Kauai. The average length of stay by this group in the state was 7.73 days. These visitors spent the most time on Maui (7.29 days), followed by Kauai (6.23 days), Oahu (5.91 days), Lanai (4.68 days), the Big Island (4.6 days) and Molokai (4.39 days). The majority (83.6%) stayed in hotels while 12.5 percent chose condominiums.

Due to the change on the international Japanese survey form in 2005, international data on wedding visitors between 2004 and 2005 were not comparable.

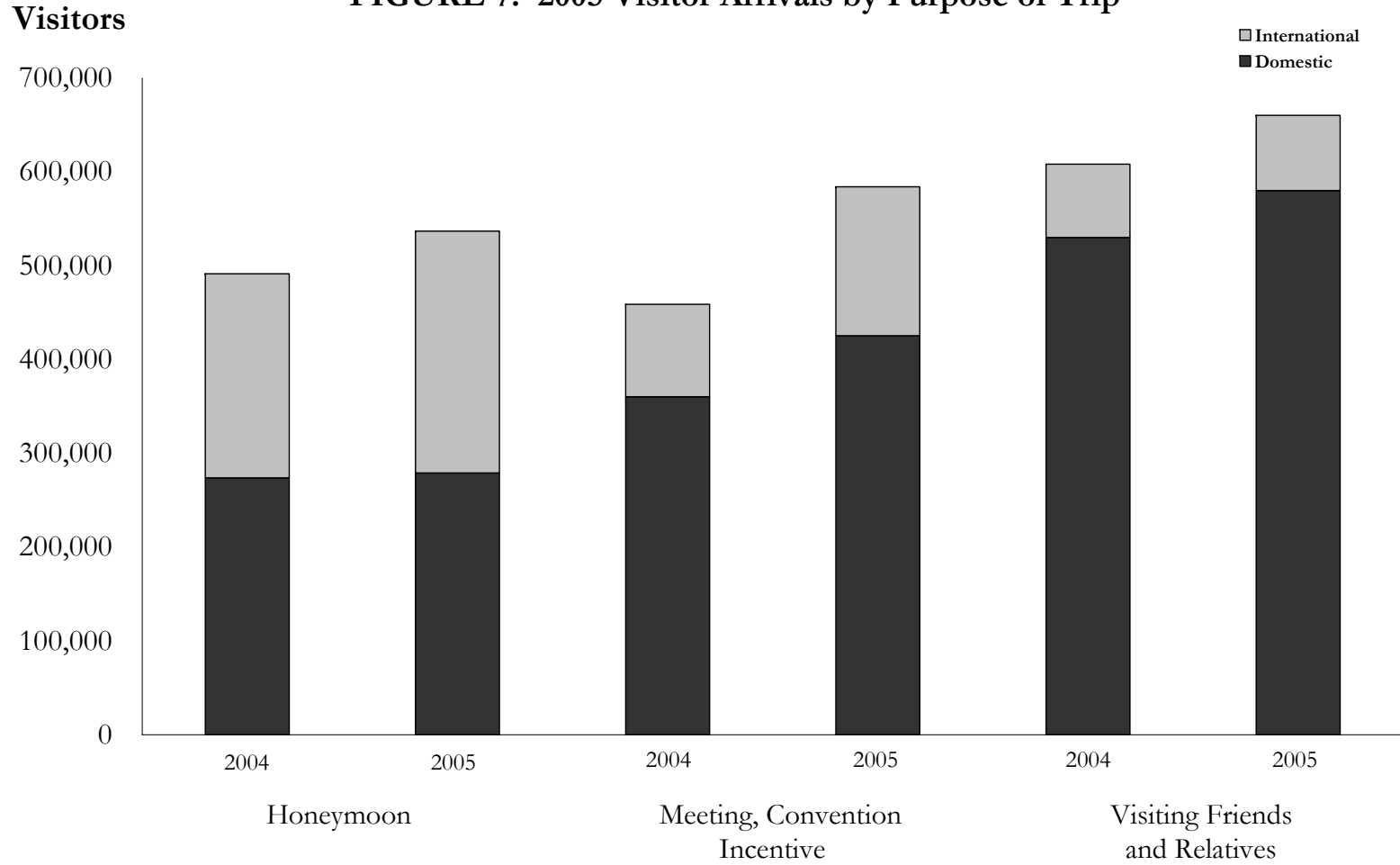
MEETINGS, CONVENTION AND INCENTIVE (MCI): A total of 584,005 visitors came to the islands by air for meetings, conventions and incentives, up 27.3 percent compared to 2004. MCI visitors accounted for 7.9 percent of total air visitors in 2005. The majority arrived on domestic flights while 27.2 percent came from foreign destinations. About 59 percent were repeat visitors. Over half (52.5%) came as true independents, while the remainder purchased either group or package tour accommodations (TABLE 30).

MCI visitors stayed an average of 7.9 days in Hawaii. They spent the most time on Maui (6.5 days), followed by Oahu (6.36 days), the Big Island (6.2 days), Kauai (5.76 days), Lanai (3.54 days) and Molokai (2.61 days). Hotels remained the most popular lodging choice for nearly 90% of all MCI travelers during their stay.

VISITING FRIENDS AND RELATIVES: Those who came to Hawaii to see friends or relatives increased 8.6 percent to 660,109 visitors and comprised 8.9 percent of all visitors who came by air in 2005. Nearly 88 percent arrived from the U.S. mainland while 12.1 percent came from foreign countries. The majority (76.4%) has been to Hawaii before and 82.3 percent were independent travelers. Close to 72 percent of this group of visitors went to Oahu, 20.1 percent visited Maui and 19.5 percent visited the Big Island.

The average length of stay for this group of visitors was 11.62 days, longer than the average 9.13 days for all air visitors to the state. Visitors here to see friends and family spent the most time on Oahu (9.86 days), followed by the Big Island (9.25 days), Maui (8.91 days), Kauai (8.35 days), Molokai (6.21 days) and Lanai (3.98 days). The majority (60.3%) of this group of visitors stayed with their friends and relatives, 33 percent stayed in hotels and 10.8 percent stayed in condominiums (TABLE 31).

FIGURE 7: 2005 Visitor Arrivals by Purpose of Trip



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**TABLE 28: Honeymoon Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	4,201,629	3,926,755	7.0%	2,627,263	2,590,904	1.4%	1,574,366	1,335,851	17.9%
Total Visitors	536,803	491,457	9.2%	279,117	273,864	1.9%	257,685	217,593	18.4%
PARTY SIZE									
One	23,231	25,978	-10.6%	19,795	20,987	-5.7%	3,436	4,991	-31.2%
Two	424,726	388,045	9.5%	235,503	230,424	2.2%	189,223	157,621	20.0%
Three or more	88,846	77,434	14.7%	23,819	22,453	6.1%	65,027	54,981	18.3%
Avg Party Size	2.26	2.13	6.4%	2.15	1.93	11.0%	2.39	2.38	0.7%
VISIT STATUS									
First-Time	372,419	339,679	9.6%	186,596	183,375	1.8%	185,823	156,305	18.9%
Repeat	164,383	151,778	8.3%	92,521	90,489	2.2%	71,862	61,288	17.3%
Average # of Trips	1.83	2.08	-12.2%	1.81	2.22	-18.6%	1.85	1.90	-2.9%
TRAVEL METHOD									
Group Tour	81,762	78,846	3.7%	8,384	8,463	-0.9%	73,377	70,383	4.3%
Package	376,513	341,302	10.3%	151,502	151,091	0.3%	225,011	190,211	18.3%
Group Tour & Pkg	75,362	71,854	4.9%	6,661	6,894	-3.4%	68,701	64,959	5.8%
True Independent	153,890	143,162	7.5%	125,892	121,204	3.9%	27,998	21,959	27.5%
ISLANDS VISITED									
Oahu	386,443	344,094	12.3%	136,218	134,081	1.6%	250,225	210,013	19.1%
Maui County	178,503	178,354	0.1%	151,344	152,266	-0.6%	27,159	26,088	4.1%
...Maui	175,600	175,745	-0.1%	149,596	150,271	-0.4%	26,004	25,474	2.1%
...Molokai	5,554	4,574	21.4%	3,637	3,625	0.3%	1,917	949	101.9%
...Lanai	5,217	5,896	-11.5%	4,988	5,074	-1.7%	230	822	-72.1%
Kauai	89,920	89,534	0.4%	80,498	80,494	0.0%	9,422	9,039	4.2%
Big Island	101,200	82,738	22.3%	54,995	48,488	13.4%	46,205	34,250	34.9%
...Hilo	39,512	29,930	32.0%	22,571	18,084	24.8%	16,941	11,846	43.0%
...Kona	84,095	70,240	19.7%	47,548	41,013	15.9%	36,547	29,227	25.0%
LENGTH OF STAY									
Oahu (days)	5.51	5.49	0.2%	5.94	5.82	2.1%	5.27	5.29	-0.3%
Maui (days)	6.34	6.40	-1.0%	6.79	6.86	-0.9%	3.73	3.72	0.1%
Molokai (days)	2.52	2.93	-14.0%	3.26	3.22	1.4%	1.12	1.84	-39.3%
Lanai (days)	2.64	2.75	-3.8%	2.60	2.98	-12.6%	3.53	1.34	164.2%
Kauai (days)	5.52	5.72	-3.5%	5.88	6.04	-2.6%	2.46	2.91	-15.2%
Big Island (days)	4.31	4.48	-3.8%	5.54	5.53	0.1%	2.85	2.99	-4.7%
...Hilo (days)	2.07	2.27	-8.7%	2.70	2.86	-5.5%	1.23	1.36	-9.8%
...Kona (days)	4.21	4.31	-2.3%	5.12	5.28	-2.9%	3.03	2.96	2.4%
Statewide (days)	7.83	7.99	-2.0%	9.41	9.46	-0.5%	6.11	6.14	-0.5%
ACCOMMODATIONS									
Hotel	467,652	425,624	9.9%	217,701	216,020	0.8%	249,951	209,605	19.2%
...Hotel Only	433,421	394,308	9.9%	187,348	188,543	-0.6%	246,072	205,765	19.6%
Condo	43,923	45,594	-3.7%	38,903	38,483	1.1%	5,020	7,111	-29.4%
...Condo Only	28,869	30,206	-4.4%	25,527	25,476	0.2%	3,342	4,730	-29.3%
Timeshare	20,961	20,877	0.4%	20,215	19,976	1.2%	746	900	-17.1%
...Timeshare Only	13,945	13,632	2.3%	13,516	13,081	3.3%	429	551	-22.1%
Rental House	10,355	8,167	26.8%	8,458	7,732	9.4%	1,897	436	335.5%
Bed & Breakfast	6,969	6,722	3.7%	6,188	6,002	3.1%	780	720	8.3%
Cruise Ship	14,528	9,689	50.0%	12,993	8,444	53.9%	1,535	1,244	23.4%
Friends or Relatives	9,017	9,528	-5.4%	8,349	8,056	3.6%	668	1,472	-54.6%
PURPOSE OF TRIP									
Pleasure (Net)	536,803	491,457	9.2%	279,117	273,864	1.9%	257,685	217,593	18.4%
.....Vacation	54,968	46,775	17.5%	35,547	33,793	5.2%	19,421	12,983	49.6%
.....Honeymoon	536,803	491,457	9.2%	279,117	273,864	1.9%	257,685	217,593	18.4%
.....Wedding	60,817	NA	NA	25,274	24,041	5.1%	35,543	NA	NA
MC&I (Net)	5,937	5,172	14.8%	3,474	2,874	20.9%	2,463	2,298	7.2%
.....Convention/Conf.	2,618	2,046	27.9%	2,157	1,755	22.9%	461	291	58.3%
.....Corp. Meetings	725	1,310	-44.7%	675	758	-11.0%	50	552	-91.0%
.....Incentive	3,189	2,851	11.8%	1,235	1,028	20.2%	1,954	1,824	7.1%
Other Business	1,844	1,870	-1.4%	1,639	1,470	11.5%	205	400	-48.7%
Visit Friends/Relatives	6,468	7,586	-14.7%	6,269	5,892	6.4%	199	1,693	-88.3%
Government/Military	1,392	805	73.0%	521	499	4.3%	871	305	185.3%
Attend School	334	623	-46.4%	321	233	37.9%	13	390	-96.7%
Sport Events	1,546	2,682	-42.4%	1,227	963	27.4%	319	1,719	-81.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	1,083.0	979.4	10.6%	532.3	558.6	-4.7%	550.7	420.8	30.9%
Per Person Per Day (\$)	257.8	249.4	3.3%	202.6	215.6	-6.0%	349.8	315.0	11.0%
Per Person Per Trip (\$)	2,017.5	1,992.8	1.2%	1,907.0	2,039.7	-6.5%	2,137.2	1,933.9	10.5%

Source: DBEDT

**TABLE 29: Wedding Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

WEDDING	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	1,294,337	NA	NA	675,934	623,139	8.5%	618,403	NA	NA
Total Visitors	167,354	NA	NA	67,013	61,844	8.4%	100,341	NA	NA
PARTY SIZE									
One	11,877	NA	NA	9,762	9,592	1.8%	2,115	NA	NA
Two	56,330	NA	NA	35,641	33,290	7.1%	20,689	NA	NA
Three or more	99,147	NA	NA	21,610	18,961	14.0%	77,537	NA	NA
Avg Party Size	3.40	NA	NA	2.05	2.01	1.9%	4.31	NA	NA
VISIT STATUS									
First-Time	90,695	NA	NA	30,218	28,746	5.1%	60,477	NA	NA
Repeat	76,659	NA	NA	36,795	33,098	11.2%	39,864	NA	NA
Average # of Trips	2.86	NA	NA	3.70	3.68	0.3%	2.29	NA	NA
TRAVEL METHOD									
Group Tour	42,715	NA	NA	1,976	1,721	14.8%	40,739	NA	NA
Package	113,543	NA	NA	28,110	26,920	4.4%	85,433	NA	NA
Group Tour & Pkg	38,837	NA	NA	1,451	1,306	11.1%	37,386	NA	NA
True Independent	49,932	NA	NA	38,377	34,509	11.2%	11,555	NA	NA
ISLANDS VISITED									
Oahu	125,116	NA	NA	29,126	26,533	9.8%	95,990	NA	NA
Maui County	44,371	NA	NA	33,683	32,064	5.1%	10,688	NA	NA
...Maui	43,061	NA	NA	33,121	31,546	5.0%	9,940	NA	NA
...Molokai	1,909	NA	NA	985	941	4.6%	924	NA	NA
...Lanai	1,160	NA	NA	1,150	1,216	-5.4%	10	NA	NA
Kauai	18,472	NA	NA	15,900	15,309	3.9%	2,573	NA	NA
Big Island	24,256	NA	NA	12,181	9,960	22.3%	12,074	NA	NA
...Hilo	11,412	NA	NA	4,430	3,327	33.2%	6,981	NA	NA
...Kona	17,087	NA	NA	10,602	8,520	24.4%	6,485	NA	NA
LENGTH OF STAY									
Oahu (days)	5.91	NA	NA	7.25	7.26	-0.1%	5.51	NA	NA
Maui (days)	7.29	NA	NA	7.84	7.82	0.3%	5.48	NA	NA
Molokai (days)	4.39	NA	NA	7.29	3.62	101.5%	1.30	NA	NA
Lanai (days)	4.68	NA	NA	4.68	3.46	35.2%	4.10	NA	NA
Kauai (days)	6.23	NA	NA	6.86	7.11	-3.4%	2.34	NA	NA
Big Island (days)	4.60	NA	NA	6.86	6.80	1.0%	2.32	NA	NA
...Hilo (days)	2.11	NA	NA	3.53	3.37	4.8%	1.20	NA	NA
...Kona (days)	5.13	NA	NA	6.41	6.63	-3.3%	3.03	NA	NA
Statewide (days)	7.73	NA	NA	10.09	10.08	0.1%	6.16	NA	NA
ACCOMMODATIONS									
Hotel	139,845	NA	NA	44,001	41,618	5.7%	95,844	NA	NA
...Hotel Only	129,551	NA	NA	35,299	34,316	2.9%	94,252	NA	NA
Condo	20,867	NA	NA	15,860	14,366	10.4%	5,007	NA	NA
...Condo Only	14,717	NA	NA	10,891	10,120	7.6%	3,826	NA	NA
Timeshare	4,318	NA	NA	4,047	3,572	13.3%	271	NA	NA
...Timeshare Only	2,775	NA	NA	2,610	2,182	19.6%	165	NA	NA
Rental House	5,452	NA	NA	5,014	4,125	21.6%	438	NA	NA
Bed & Breakfast	1,552	NA	NA	1,476	1,347	9.5%	76	NA	NA
Cruise Ship	2,073	NA	NA	1,964	1,201	63.6%	109	NA	NA
Friends or Relatives	5,193	NA	NA	4,965	4,353	14.1%	228	NA	NA
PURPOSE OF TRIP									
Pleasure (Net)	167,354	NA	NA	67,013	61,844	8.4%	100,341	NA	NA
.....Vacation	43,981	NA	NA	22,732	21,227	7.1%	21,249	NA	NA
.....Honeymoon	60,817	NA	NA	25,274	24,041	5.1%	35,543	NA	NA
.....Wedding	167,354	NA	NA	67,013	61,844	8.4%	100,341	NA	NA
MC&I (Net)	4,311	NA	NA	1,783	3,679	-51.5%	2,528	NA	NA
.....Convention/Conf.	1,130	NA	NA	1,001	2,165	-53.8%	129	NA	NA
.....Corp. Meetings	604	NA	NA	441	927	-52.5%	163	NA	NA
.....Incentive	3,176	NA	NA	779	1,305	-40.3%	2,397	NA	NA
Other Business	1,120	NA	NA	975	1,942	-49.8%	145	NA	NA
Visit Friends/Relatives	4,465	NA	NA	4,201	7,850	-46.5%	264	NA	NA
Government/Military	297	NA	NA	296	653	-54.8%	1	NA	NA
Attend School	653	NA	NA	240	285	-15.7%	412	NA	NA
Sport Events	1,223	NA	NA	769	1,261	-39.1%	454	NA	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	300.2	NA	NA	149.6	137.5	8.8%	150.6	NA	NA
Per Person Per Day (\$)	231.9	NA	NA	221.3	220.7	0.3%	243.5	NA	NA
Per Person Per Trip (\$)	1,793.6	NA	NA	2,232.2	2,223.8	0.4%	1,500.7	NA	NA

Source: DBEDT

**TABLE 30: Meeting, Convention and Incentive Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	4,611,088	3,696,353	24.7%	3,523,358	3,011,811	17.0%	1,087,730	684,542	58.9%
Total Visitors	584,005	458,754	27.3%	425,279	360,389	18.0%	158,726	98,366	61.4%
PARTY SIZE									
One	132,524	113,956	16.3%	106,834	87,482	22.1%	25,690	26,474	-3.0%
Two	246,061	203,368	21.0%	209,895	178,999	17.3%	36,166	24,369	48.4%
Three or more	205,420	141,430	45.2%	108,550	93,908	15.6%	96,871	47,523	103.8%
Avg Party Size	2.01	1.86	7.7%	1.78	1.80	-1.1%	2.62	2.11	24.2%
VISIT STATUS									
First-Time	238,269	177,115	34.5%	151,111	131,871	14.6%	87,158	45,245	92.6%
Repeat	345,736	281,639	22.8%	274,168	228,518	20.0%	71,568	53,121	34.7%
Average # of Trips	3.97	4.06	-2.2%	4.36	4.28	1.9%	2.93	3.26	-10.1%
TRAVEL METHOD									
Group Tour	164,638	122,416	34.5%	86,806	74,339	16.8%	77,832	48,077	61.9%
Package	235,746	180,832	30.4%	141,509	125,382	12.9%	94,237	55,450	69.9%
Group Tour & Pkg	122,956	91,872	33.8%	60,754	54,299	11.9%	62,201	37,572	65.6%
True Independent	306,577	247,378	23.9%	257,719	214,967	19.9%	48,858	32,411	50.7%
ISLANDS VISITED									
Oahu	365,224	266,574	37.0%	225,204	181,406	24.1%	140,020	85,167	64.4%
Maui County	170,941	158,931	7.6%	146,420	140,854	4.0%	24,521	18,078	35.6%
...Maui	165,141	153,943	7.3%	143,349	136,528	5.0%	21,792	17,415	25.1%
...Molokai	5,823	3,853	51.1%	2,897	3,163	-8.4%	2,926	690	324.0%
...Lanai	6,085	7,772	-21.7%	5,158	7,002	-26.3%	926	770	20.3%
Kauai	59,087	57,351	3.0%	52,105	52,036	0.1%	6,982	5,315	31.4%
Big Island	135,092	94,389	43.1%	108,523	81,547	33.1%	26,570	12,842	106.9%
...Hilo	41,538	27,120	53.2%	24,780	19,249	28.7%	16,757	7,872	112.9%
...Kona	116,994	81,994	42.7%	96,593	71,342	35.4%	20,402	10,652	91.5%
LENGTH OF STAY									
Oahu (days)	6.36	6.29	1.1%	6.65	6.53	1.8%	5.91	5.79	2.0%
Maui (days)	6.50	6.59	-1.5%	6.75	6.80	-0.8%	4.85	4.96	-2.3%
Molokai (days)	2.61	3.73	-30.1%	3.41	4.14	-17.6%	1.81	1.85	-2.3%
Lanai (days)	3.54	3.83	-7.6%	3.52	4.03	-12.7%	3.64	1.99	82.8%
Kauai (days)	5.76	6.09	-5.5%	6.04	6.22	-2.9%	3.63	4.81	-24.4%
Big Island (days)	6.20	6.47	-4.2%	6.60	6.55	0.8%	4.56	5.99	-23.8%
...Hilo (days)	3.36	3.64	-7.6%	3.70	3.56	3.9%	2.87	3.83	-25.2%
...Kona (days)	5.96	6.25	-4.5%	6.47	6.52	-0.9%	3.58	4.39	-18.3%
Statewide (days)	7.90	8.06	-2.0%	8.28	8.36	-0.9%	6.85	6.96	-1.5%
ACCOMMODATIONS									
Hotel	524,242	415,555	26.2%	385,027	325,275	18.4%	139,215	90,280	54.2%
...Hotel Only	479,923	380,098	26.3%	349,962	295,006	18.6%	129,961	85,091	52.7%
Condo	42,311	33,727	25.4%	31,834	28,848	10.4%	10,477	4,880	114.7%
...Condo Only	23,241	17,101	35.9%	15,833	14,612	8.4%	7,408	2,489	197.6%
Timeshare	10,951	9,618	13.9%	10,297	9,172	12.3%	654	445	46.8%
...Timeshare Only	5,272	4,735	11.3%	4,862	4,540	7.1%	410	196	109.3%
Rental House	9,159	7,019	30.5%	7,310	6,469	13.0%	1,849	550	236.2%
Bed & Breakfast	8,445	5,624	50.2%	5,155	4,790	7.6%	3,291	834	294.5%
Cruise Ship	8,176	5,576	46.6%	7,137	4,958	44.0%	1,039	618	68.1%
Friends or Relatives	20,653	13,696	50.8%	12,425	10,869	14.3%	8,229	2,827	191.1%
PURPOSE OF TRIP									
Pleasure (Net)	168,606	141,122	19.5%	144,190	122,458	17.7%	24,416	18,665	30.8%
.....Vacation	163,634	137,771	18.8%	142,033	120,880	17.5%	21,601	16,891	27.9%
.....Honeymoon	5,937	3,765	57.7%	3,474	2,874	20.9%	2,463	891	176.4%
.....Wedding	4,311	NA	NA	1,783	1,567	13.8%	2,528	NA	NA
MC&I (Net)	584,005	458,754	27.3%	425,279	360,389	18.0%	158,726	98,366	61.4%
.....Convention/Conf.	363,608	276,821	31.4%	274,549	230,766	19.0%	89,059	46,055	93.4%
.....Corp. Meetings	100,851	87,928	14.7%	80,836	67,607	19.6%	20,015	20,321	-1.5%
.....Incentive	139,234	111,310	25.1%	86,118	77,088	11.7%	53,116	34,222	55.2%
Other Business	9,934	9,218	7.8%	9,008	8,503	5.9%	926	715	29.6%
Visit Friends/Relatives	12,348	9,768	26.4%	10,577	9,050	16.9%	1,770	717	146.8%
Government/Military	5,243	5,844	-10.3%	3,713	3,121	19.0%	1,530	2,723	-43.8%
Attend School	597	618	-3.4%	561	572	-1.8%	36	47	-23.7%
Sport Events	2,862	2,059	39.0%	1,900	1,604	18.4%	962	455	111.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	936.7	731.6	28.0%	681.8	565.9	20.5%	255.0	165.7	53.9%
Per Person Per Day (\$)	203.1	197.9	2.6%	193.5	187.9	3.0%	234.4	242.0	-3.1%
Per Person Per Trip (\$)	1,604.0	1,594.7	0.6%	1,603.1	1,570.3	2.1%	1,606.3	1,684.1	-4.6%

Source: DBEDT

**TABLE 31: Visiting Friends and Relatives Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	7,668,054	7,615,522	0.7%	6,821,411	6,298,764	8.3%	846,643	1,316,758	-35.7%
Total Visitors	660,109	608,081	8.6%	580,008	530,054	9.4%	80,101	78,027	2.7%
PARTY SIZE									
One	201,827	209,580	-3.7%	178,375	165,525	7.8%	23,452	44,055	-46.8%
Two	237,627	240,346	-1.1%	213,805	194,902	9.7%	23,822	45,445	-47.6%
Three or more	220,656	158,155	39.5%	187,829	169,628	10.7%	32,827	-11,473	-386.1%
Avg Party Size	1.75	1.72	1.6%	1.73	1.72	0.5%	1.88	1.73	9.0%
VISIT STATUS									
First-Time	155,905	141,688	10.0%	130,921	122,457	6.9%	24,984	19,231	29.9%
Repeat	504,204	466,393	8.1%	449,087	407,597	10.2%	55,117	58,796	-6.3%
Average # of Trips	7.24	4.48	61.7%	7.53	4.28	75.8%	5.16	5.81	-11.3%
TRAVEL METHOD									
Group Tour	22,545	15,646	44.1%	6,889	6,474	6.4%	15,656	9,172	70.7%
Package	112,558	96,640	16.5%	81,360	76,814	5.9%	31,199	19,826	57.4%
Group Tour & Pkg	18,343	10,801	69.8%	4,167	4,111	1.4%	14,176	6,690	111.9%
True Independent	543,349	506,596	7.3%	495,926	450,877	10.0%	47,422	55,719	-14.9%
ISLANDS VISITED									
Oahu	473,292	438,867	7.8%	404,580	373,119	8.4%	68,712	65,748	4.5%
Maui County	138,691	130,132	6.6%	128,345	117,841	8.9%	10,346	12,291	-15.8%
...Maui	132,565	123,932	7.0%	122,735	112,363	9.2%	9,830	11,569	-15.0%
...Molokai	7,831	8,043	-2.6%	7,064	6,833	3.4%	767	1,210	-36.6%
...Lanai	5,621	5,576	0.8%	5,198	5,184	0.3%	423	392	8.0%
Kauai	68,645	66,116	3.8%	64,642	60,584	6.7%	4,002	5,531	-27.6%
Big Island	128,408	117,369	9.4%	116,166	102,934	12.9%	12,242	14,434	-15.2%
...Hilo	60,362	55,256	9.2%	52,367	45,583	14.9%	7,995	9,673	-17.3%
...Kona	97,191	88,024	10.4%	86,923	75,942	14.5%	10,268	12,082	-15.0%
LENGTH OF STAY									
Oahu (days)	9.86	9.96	-1.0%	9.90	10.01	-1.1%	9.61	9.63	-0.2%
Maui (days)	8.91	9.10	-2.1%	9.02	9.04	-0.2%	7.61	9.75	-22.0%
Molokai (days)	6.21	5.33	16.4%	5.94	5.85	1.6%	8.65	2.42	257.9%
Lanai (days)	3.98	3.93	1.5%	4.04	4.06	-0.5%	3.27	2.16	51.5%
Kauai (days)	8.35	8.64	-3.4%	8.49	8.65	-1.9%	6.10	8.53	-28.5%
Big Island (days)	9.25	9.31	-0.7%	9.44	9.34	1.0%	7.44	9.11	-18.4%
...Hilo (days)	6.48	6.84	-5.3%	6.90	6.94	-0.5%	3.72	6.40	-41.9%
...Kona (days)	8.24	8.15	1.1%	8.45	8.50	-0.5%	6.38	5.94	7.5%
Statewide (days)	11.62	12.52	-7.2%	11.76	11.88	-1.0%	10.57	16.88	-37.4%
ACCOMMODATIONS									
Hotel	217,541	199,126	9.2%	178,358	164,249	8.6%	39,183	34,877	12.3%
...Hotel Only	144,203	127,154	13.4%	111,328	103,776	7.3%	32,874	23,378	40.6%
Condo	71,432	65,765	8.6%	62,988	57,902	8.8%	8,444	7,863	7.4%
...Condo Only	43,872	40,376	8.7%	38,331	35,573	7.8%	5,541	4,803	15.4%
Timeshare	21,308	19,897	7.1%	20,704	18,953	9.2%	604	943	-36.0%
...Timeshare Only	10,108	9,416	7.3%	9,926	8,957	10.8%	182	459	-60.4%
Apartment	2,907	22,991	-87.4%	30	21,325	-99.9%	2,877	1,666	72.7%
Bed & Breakfast	8,179	7,167	14.1%	7,572	6,498	16.5%	607	668	-9.2%
Cruise Ship	5,673	3,884	46.1%	4,872	3,471	40.3%	801	412	94.2%
Friends or Relatives	398,135	378,337	5.2%	363,549	334,200	8.8%	34,586	44,136	-21.6%
PURPOSE OF TRIP									
Pleasure (Net)	254,062	238,690	6.4%	231,661	211,626	9.5%	22,400	27,064	-17.2%
.....Vacation	250,816	234,887	6.8%	228,721	208,937	9.5%	22,095	25,949	-14.9%
.....Honeymoon	6,468	6,902	-6.3%	6,269	5,892	6.4%	199	1,009	-80.3%
.....Wedding	4,465	NA	NA	4,201	3,838	9.4%	264	NA	NA
MC&I (Net)	12,348	9,768	26.4%	10,577	9,050	16.9%	1,770	717	146.8%
.....Convention/Conf.	8,229	7,027	17.1%	6,997	6,050	15.6%	1,232	976	26.2%
.....Corp. Meetings	3,000	2,438	23.1%	2,592	2,109	22.9%	408	329	24.1%
.....Incentive	2,050	1,996	2.7%	1,912	1,714	11.6%	138	282	-51.1%
Other Business	19,074	19,968	-4.5%	17,943	16,697	7.5%	1,131	3,271	-65.4%
Visit Friends/Relatives	660,109	608,081	8.6%	580,008	530,054	9.4%	80,101	78,027	2.7%
Government/Military	3,662	4,290	-14.6%	3,191	3,257	-2.0%	471	1,033	-54.4%
Attend School	1,462	2,053	-28.8%	1,305	1,539	-15.2%	157	514	-69.5%
Sport Events	7,475	7,409	0.9%	6,217	5,093	22.1%	1,257	2,316	-45.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	593.7	619.3	-4.1%	493.2	482.5	2.2%	100.5	136.8	-26.5%
Per Person Per Day (\$)	77.4	81.3	-4.8%	72.3	76.6	-5.6%	118.7	103.9	14.2%
Per Person Per Trip (\$)	899.4	1,018.4	-11.7%	850.3	910.3	-6.6%	1,254.6	1,753.4	-28.4%

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTEL ONLY VISITOR

CONDOMINIUM ONLY VISITOR

TIMESHARE ONLY VISITOR



AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

HOTELS ONLY: The number of air visitors who chose hotels as their only accommodation rose 4.9 percent to 4,374,061 visitors or 59 percent of the total air visitors to Hawaii in 2005. More domestic visitors (60.7%) than international visitors (39.3%) stayed exclusively in hotels. Over half (57.3%) of hotel only visitors were repeat visitors to Hawaii. About 39 percent were true independent travelers while the majority purchased group or package tours.

The average length of stay by hotel only visitors was 7.29 days. This group spent the most time on Maui (6.26 days), followed by Oahu (5.96 days), Kauai (5.38 days), the Big Island (5.21 days), Lanai (3.44 days) and Molokai (2.59 days).

Pleasure was the primary reason given by 80.7 percent of all hotel only visitors for their trip to Hawaii. Nearly 10 percent of the total from this group were honeymoon visitors. MCI travelers comprised 11 percent (TABLE 32).

CONDOMINIUMS ONLY: About 13 percent of the total air visitors to the islands, or 945,667 visitors stayed exclusively in condominiums in 2005, 7.1 percent higher compared to the previous year. About 91 percent traveled to Hawaii for pleasure. The majority (83.4%) came from the domestic market while 65.2 percent were true independent travelers. More than half (52.7%) visited Maui, 27.9 percent visited Oahu, 15.7 percent visited Kauai while 15.5 percent visited the Big Island. This group of visitors stayed longer in Hawaii (11.27 days) than their hotel-only counterpart. Condominium-only visitors spent the most time on Maui (10.24 days), followed by Oahu (10.05 days), the Big Island (9.75 days), Kauai (9.31 days), Molokai (7.38 days) and Lanai (2.91 days) (TABLE 33).

TIMESHARE ONLY: Those who stayed exclusively in timeshare increased 13.4 percent to 390,677 visitors and comprised 5.3 percent of all visitors who came by air in 2005. About 97 percent traveled to Hawaii for pleasure. The majority (95.2%) came from the domestic market. 86.6 percent were true independent travelers. Maui was visited by 37.3 percent, followed by Kauai (33%), Oahu (23.6%) and the Big Island (22.3%).

The average length of stay by this group of visitors was 8.47 days. This group spent the most time on the Big Island (8.8 days), followed by Maui (8.61 days), Molokai (8.44 days), Oahu (7.1 days), Lanai (3.43 days) and Kauai (3.05 days) (TABLE 34).

FIGURE 8: 2005 Visitor Arrivals by Accommodation

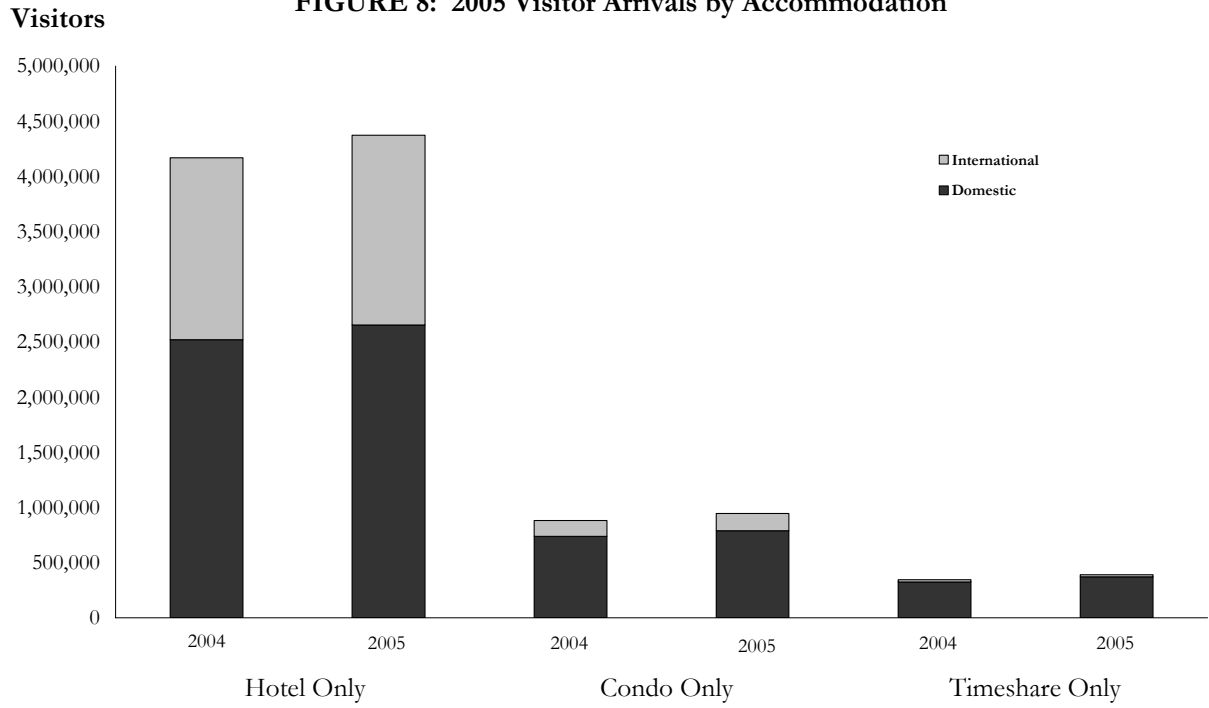
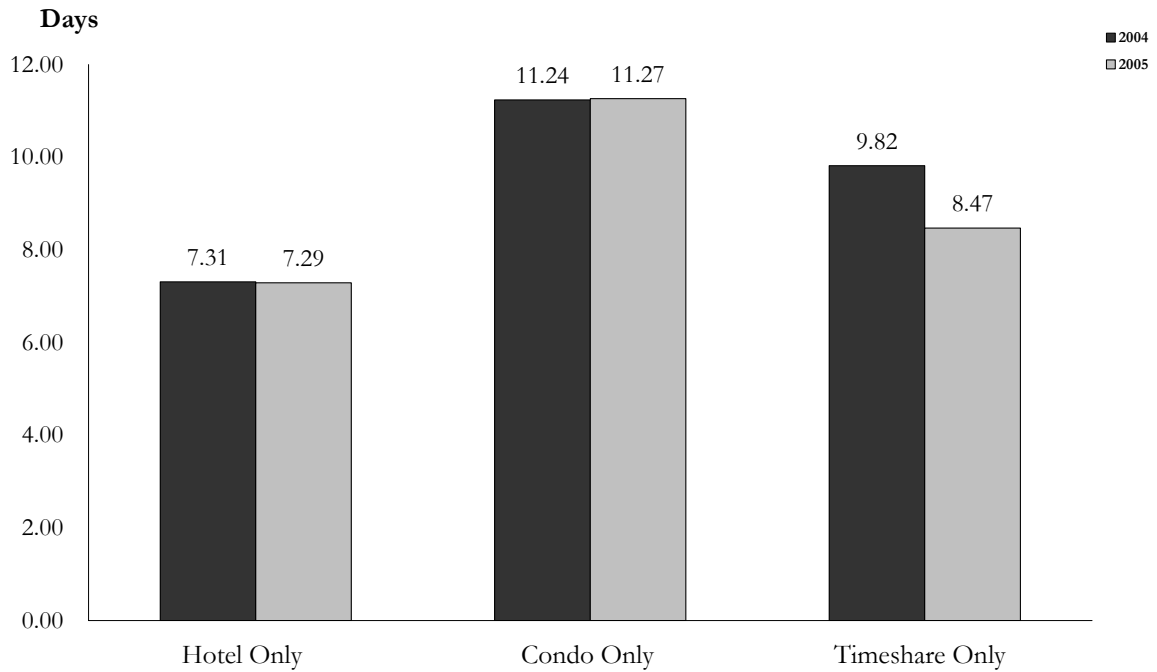


FIGURE 9: Length of Stay by Accommodation: 2005 vs. 2004



**TABLE 32: Hotel Only Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Hotel Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	31,875,017	30,472,300	4.6%	21,692,681	20,740,984	4.6%	10,182,336	9,731,316	4.6%
Total Visitors	4,374,061	4,169,795	4.9%	2,654,209	2,521,528	5.3%	1,719,852	1,648,267	4.3%
PARTY SIZE									
One	680,676	673,040	1.1%	510,786	490,315	4.2%	169,891	182,724	-7.0%
Two	1,819,690	1,703,807	6.8%	1,191,611	1,132,695	5.2%	628,079	571,112	10.0%
Three or more	1,873,695	1,792,949	4.5%	951,813	898,518	5.9%	921,882	894,431	3.1%
Avg Party Size	2.21	2.20	0.5%	1.97	1.97	0.3%	2.58	2.56	0.9%
VISIT STATUS									
First-Time	1,868,191	1,812,375	3.1%	1,040,530	1,017,573	2.3%	827,661	794,802	4.1%
Repeat	2,505,870	2,357,420	6.3%	1,613,679	1,503,955	7.3%	892,191	853,465	4.5%
Average # of Trips	3.92	3.86	1.5%	4.33	4.24	2.1%	3.28	3.28	0.2%
TRAVEL METHOD									
Group Tour	904,264	890,768	1.5%	235,170	225,726	4.2%	669,093	665,042	0.6%
Package	2,520,720	2,420,342	4.1%	1,177,072	1,151,191	2.2%	1,343,648	1,269,151	5.9%
Group Tour & Pkg	772,007	764,165	1.0%	183,733	180,337	1.9%	588,274	583,828	0.8%
True Independent	1,721,084	1,622,850	6.1%	1,425,700	1,324,948	7.6%	295,384	297,902	-0.8%
ISLANDS VISITED									
Oahu	3,228,838	3,107,010	3.9%	1,595,392	1,539,444	3.6%	1,633,446	1,567,565	4.2%
Maui County	1,077,167	1,088,990	-1.1%	920,162	918,461	0.2%	157,005	170,529	-7.9%
...Maui	1,052,524	1,061,754	-0.9%	903,510	898,886	0.5%	149,014	162,868	-8.5%
...Molokai	25,830	27,728	-6.8%	17,535	19,550	-10.3%	8,294	8,177	1.4%
...Lanai	32,156	37,323	-13.8%	27,718	31,446	-11.9%	4,438	5,877	-24.5%
Kauai	370,728	384,347	-3.5%	314,461	314,522	0.0%	56,267	69,826	-19.4%
Big Island	744,012	643,505	15.6%	481,734	419,877	14.7%	262,277	223,628	17.3%
...Hilo	231,643	205,683	12.6%	122,509	112,712	8.7%	109,134	92,971	17.4%
...Kona	614,690	534,955	14.9%	413,568	354,282	16.7%	201,122	180,672	11.3%
LENGTH OF STAY									
Oahu (days)	5.96	5.91	0.7%	6.66	6.62	0.6%	5.27	5.22	1.0%
Maui (days)	6.26	6.18	1.3%	6.67	6.64	0.4%	3.78	3.63	4.0%
Molokai (days)	2.59	2.63	-1.3%	3.21	3.08	4.2%	1.28	1.54	-16.4%
Lanai (days)	3.44	3.43	0.3%	3.59	3.63	-0.9%	2.44	2.34	4.5%
Kauai (days)	5.38	5.26	2.2%	5.90	5.82	1.3%	2.50	2.75	-9.3%
Big Island (days)	5.21	5.15	1.2%	6.30	6.14	2.6%	3.22	3.29	-2.3%
...Hilo (days)	2.68	2.80	-4.5%	3.65	3.60	1.3%	1.59	1.84	-13.5%
...Kona (days)	5.30	5.11	3.6%	6.25	6.13	2.1%	3.33	3.13	6.4%
Statewide (days)	7.29	7.31	-0.3%	8.17	8.23	-0.6%	5.92	5.90	0.3%
ACCOMMODATIONS									
Hotel	4,374,061	4,169,795	4.9%	2,654,209	2,521,528	5.3%	1,719,852	1,648,267	4.3%
...Hotel Only	4,374,061	4,169,795	4.9%	2,654,209	2,521,528	5.3%	1,719,852	1,648,267	4.3%
PURPOSE OF TRIP									
Pleasure (Net)	3,529,750	3,465,168	1.9%	2,065,940	1,992,564	3.7%	1,463,810	1,472,604	-0.6%
.....Vacation	3,067,342	2,943,491	4.2%	1,880,891	1,807,626	4.1%	1,186,451	1,135,865	4.5%
.....Honeymoon	433,421	394,308	9.9%	187,348	188,543	-0.6%	246,072	205,765	19.6%
.....Wedding	129,551	NA	NA	35,299	34,316	2.9%	94,252	NA	NA
MC&I (Net)	479,923	380,098	26.3%	349,962	295,006	18.6%	129,961	85,091	52.7%
.....Convention/Conf.	291,778	222,085	31.4%	223,169	185,364	20.4%	68,609	36,722	86.8%
.....Corp. Meetings	81,242	74,155	9.6%	66,622	55,345	20.4%	14,620	18,809	-22.3%
.....Incentive	123,034	98,367	25.1%	73,636	66,834	10.2%	49,398	31,533	56.7%
Other Business	181,762	177,940	2.1%	159,296	157,379	1.2%	22,466	20,562	9.3%
Visit Friends/Relatives	144,203	127,154	13.4%	111,328	103,776	7.3%	32,874	23,378	40.6%
Government/Military	77,853	68,969	12.9%	54,793	52,964	3.5%	23,060	16,005	44.1%
Attend School	6,653	6,214	7.1%	3,907	4,104	-4.8%	2,746	2,110	30.1%
Sport Events	106,257	89,947	18.1%	68,273	56,658	20.5%	37,984	33,289	14.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	6,577.0	6,042.4	8.8%	4,327.7	3,903.5	10.9%	2,249.3	2,138.9	5.2%
Per Person Per Day (\$)	206.3	198.3	4.1%	199.5	188.2	6.0%	220.9	219.8	0.5%
Per Person Per Trip (\$)	1,503.6	1,449.1	3.8%	1,630.5	1,548.1	5.3%	1,307.8	1,297.7	0.8%

**TABLE 33: Condo Only Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Condo Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	10,654,600	9,922,471	7.4%	8,870,305	8,288,665	7.0%	1,784,295	1,633,806	9.2%
Total Visitors	945,667	883,050	7.1%	789,115	739,383	6.7%	156,552	143,668	9.0%
PARTY SIZE									
One	111,339	105,324	5.7%	96,061	90,911	5.7%	15,278	14,413	6.0%
Two	364,245	338,787	7.5%	321,484	297,610	8.0%	42,760	41,177	3.8%
Three or more	470,083	438,939	7.1%	371,570	350,862	5.9%	98,513	88,078	11.8%
Avg Party Size	2.33	2.32	0.2%	2.26	2.27	-0.2%	2.67	2.62	1.8%
VISIT STATUS									
First-Time	216,470	211,477	2.4%	179,335	175,067	2.4%	37,135	36,410	2.0%
Repeat	729,196	671,574	8.6%	609,780	564,316	8.1%	119,417	107,258	11.3%
Average # of Trips	6.13	6.10	0.6%	6.21	6.09	1.9%	5.74	6.10	-5.9%
TRAVEL METHOD									
Group Tour	104,265	32,806	217.8%	81,935	9,197	790.9%	22,331	23,610	-5.4%
Package	321,305	263,859	21.8%	268,556	212,356	26.5%	52,750	51,503	2.4%
Group Tour & Pkg	96,639	23,095	318.4%	79,507	6,499	1123.5%	17,132	16,597	3.2%
True Independent	616,735	609,480	1.2%	518,132	524,329	-1.2%	98,603	85,152	15.8%
ISLANDS VISITED									
Oahu	263,801	254,088	3.8%	155,768	151,281	3.0%	108,033	102,807	5.1%
Maui County	504,137	473,284	6.5%	460,957	434,916	6.0%	43,180	38,368	12.5%
...Maui	498,258	466,595	6.8%	455,516	429,181	6.1%	42,742	37,414	14.2%
...Molokai	10,181	11,785	-13.6%	9,457	9,723	-2.7%	724	2,062	-64.9%
...Lanai	7,478	7,925	-5.6%	6,737	6,780	-0.6%	741	1,145	-35.3%
Kauai	148,241	151,538	-2.2%	140,039	140,542	-0.4%	8,202	10,996	-25.4%
Big Island	146,398	127,563	14.8%	126,046	110,086	14.5%	20,352	17,477	16.4%
...Hilo	27,370	24,852	10.1%	20,178	18,226	10.7%	7,192	6,626	8.5%
...Kona	133,780	116,793	14.5%	117,046	101,783	15.0%	16,734	15,011	11.5%
LENGTH OF STAY									
Oahu (days)	10.05	9.65	4.1%	10.13	9.75	3.9%	9.93	9.50	4.5%
Maui (days)	10.24	10.16	0.8%	10.10	10.02	0.9%	11.66	11.75	-0.7%
Molokai (days)	7.38	6.71	10.0%	7.35	6.97	5.5%	7.82	5.50	42.1%
Lanai (days)	2.91	3.26	-10.8%	3.04	3.51	-13.3%	1.69	1.80	-5.8%
Kauai (days)	9.31	9.18	1.4%	9.38	9.31	0.8%	7.95	7.56	5.1%
Big Island (days)	9.75	9.68	0.7%	10.20	10.13	0.7%	6.94	6.89	0.7%
...Hilo (days)	3.93	4.11	-4.3%	4.41	4.56	-3.1%	2.59	2.89	-10.4%
...Kona (days)	9.86	9.70	1.7%	10.22	10.14	0.9%	7.33	6.75	8.6%
Statewide (days)	11.27	11.24	0.3%	11.24	11.21	0.3%	11.40	11.37	0.2%
ACCOMMODATIONS									
Condo	945,667	883,050	7.1%	789,115	739,383	6.7%	156,552	143,668	9.0%
...Condo Only	945,667	883,050	7.1%	789,115	739,383	6.7%	156,552	143,668	9.0%
PURPOSE OF TRIP									
Pleasure (Net)	861,685	811,253	6.2%	722,865	680,427	6.2%	138,820	130,826	6.1%
.....Vacation	831,247	774,093	7.4%	696,202	653,852	6.5%	135,045	120,241	12.3%
.....Honeymoon	28,869	30,206	-4.4%	25,527	25,476	0.2%	3,342	4,730	-29.3%
.....Wedding	14,717	NA	NA	10,891	10,120	7.6%	3,826	NA	NA
MC&I (Net)	23,241	17,101	35.9%	15,833	14,612	8.4%	7,408	2,489	197.6%
.....Convention/Conf.	16,808	11,688	43.8%	10,984	10,208	7.6%	5,823	1,480	293.5%
.....Corp. Meetings	3,902	3,568	9.4%	3,349	3,123	7.2%	553	445	24.2%
.....Incentive	2,866	2,307	24.2%	1,816	1,639	10.8%	1,050	668	57.1%
Other Business	27,318	23,857	14.5%	24,917	22,546	10.5%	2,401	1,312	83.1%
Visit Friends/Relatives	43,872	40,376	8.7%	38,331	35,573	7.8%	5,541	4,803	15.4%
Government/Military	4,458	2,708	64.6%	2,961	2,547	16.2%	1,497	161	827.9%
Attend School	1,258	2,146	-41.4%	846	775	9.2%	412	1,371	-69.9%
Sport Events	13,909	13,512	2.9%	10,131	8,648	17.1%	3,778	4,864	-22.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	1,618.2	1,462.8	10.6%	1,365.1	1,213.5	12.5%	253.0	249.3	1.5%
Per Person Per Day (\$)	151.9	147.4	3.0%	153.9	146.4	5.1%	141.8	152.6	-7.1%
Per Person Per Trip (\$)	1,711.1	1,656.5	3.3%	1,730.0	1,641.2	5.4%	1,616.2	1,735.4	-6.9%

Source: DBEDT

**TABLE 34: Timeshare Only Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Timeshare Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	3,309,965	3,382,819	-2.2%	3,109,385	3,175,274	-2.1%	200,579	207,545	-3.4%
Total Visitors	390,677	344,652	13.4%	371,778	325,745	14.1%	18,899	18,907	0.0%
PARTY SIZE									
One	38,915	35,422	9.9%	36,970	33,850	9.2%	1,944	1,572	23.7%
Two	186,557	163,388	14.2%	177,820	154,806	14.9%	8,738	8,582	1.8%
Three or more	165,205	145,842	13.3%	156,988	137,089	14.5%	8,217	8,753	-6.1%
Avg Party Size	2.25	2.25	0.2%	2.25	2.24	0.5%	2.25	2.38	-5.5%
VISIT STATUS									
First-Time	99,027	91,269	8.5%	93,275	84,635	10.2%	5,752	6,634	-13.3%
Repeat	291,650	253,382	15.1%	278,503	241,110	15.5%	13,147	12,273	7.1%
Average # of Trips	5.27	5.10	3.5%	5.24	5.11	2.6%	5.96	4.91	21.5%
TRAVEL METHOD									
Group Tour	2,043	2,414	-15.4%	1,652	1,406	17.6%	391	1,008	-61.2%
Package	51,469	44,884	14.7%	48,806	41,756	16.9%	2,663	3,127	-14.8%
Group Tour & Pkg	989	1,217	-18.7%	698	669	4.2%	292	548	-46.8%
True Independent	338,154	298,571	13.3%	322,017	283,252	13.7%	16,137	15,319	5.3%
ISLANDS VISITED									
Oahu	92,298	87,327	5.7%	82,144	77,670	5.8%	10,154	9,657	5.1%
Maui County	147,042	127,455	15.4%	142,478	122,433	16.4%	4,563	5,022	-9.1%
...Maui	145,544	125,984	15.5%	141,028	121,001	16.6%	4,516	4,982	-9.4%
...Molokai	2,491	2,347	6.1%	2,406	2,305	4.4%	85	43	98.1%
...Lanai	2,749	2,608	5.4%	2,672	2,380	12.3%	78	228	-66.0%
Kauai	128,841	119,175	8.1%	125,233	114,773	9.1%	3,607	4,402	-18.1%
Big Island	87,259	73,794	18.2%	82,650	68,909	19.9%	4,608	4,885	-5.7%
...Hilo	13,812	12,762	8.2%	12,801	10,706	19.6%	1,011	2,056	-50.8%
...Kona	81,996	68,906	19.0%	77,624	64,369	20.6%	4,371	4,536	-3.6%
LENGTH OF STAY									
Oahu (days)	7.10	7.14	-0.6%	6.94	6.96	-0.2%	8.37	8.61	-2.9%
Maui (days)	8.61	8.59	0.2%	8.59	8.59	0.0%	9.30	8.71	6.8%
Molokai (days)	8.44	3.61	133.8%	8.56	3.57	139.8%	4.98	5.76	-13.6%
Lanai (days)	3.43	2.82	21.3%	3.49	2.92	19.3%	1.37	1.81	-24.1%
Kauai (days)	3.05	8.82	-65.4%	2.85	8.81	-67.6%	10.02	9.10	10.1%
Big Island (days)	8.80	8.26	6.6%	8.85	8.26	7.1%	8.02	8.23	-2.6%
...Hilo (days)	8.01	3.26	145.9%	8.41	3.56	136.2%	2.95	1.67	76.0%
...Kona (days)	3.83	8.24	-53.5%	3.61	8.25	-56.3%	7.78	8.11	-4.1%
Statewide (days)	8.47	9.82	-13.7%	8.36	9.75	-14.2%	10.61	10.98	-3.3%
ACCOMMODATIONS									
Timeshare	390,677	344,652	13.4%	371,778	325,745	14.1%	18,899	18,907	0.0%
...Timeshare Only	390,677	344,652	13.4%	371,778	325,745	14.1%	18,899	18,907	0.0%
PURPOSE OF TRIP									
Pleasure (Net)	377,715	333,032	13.4%	359,455	315,017	14.1%	18,260	18,015	1.4%
.....Vacation	364,679	320,127	13.9%	346,926	302,864	14.5%	17,753	17,262	2.8%
.....Honeymoon	13,945	13,632	2.3%	13,516	13,081	3.3%	429	551	-22.1%
.....Wedding	2,775	NA	NA	2,610	2,182	19.6%	165	NA	NA
MC&I (Net)	5,272	4,735	11.3%	4,862	4,540	7.1%	410	196	109.3%
.....Convention/Conf.	3,274	2,787	17.5%	2,911	2,630	10.7%	362	157	130.8%
.....Corp. Meetings	1,156	1,251	-7.6%	1,124	1,217	-7.6%	32	34	-6.5%
.....Incentive	924	837	10.4%	905	832	8.8%	19	5	295.2%
Other Business	4,419	4,148	6.5%	4,175	3,901	7.0%	244	247	-1.1%
Visit Friends/Relatives	10,108	9,416	7.3%	9,926	8,957	10.8%	182	459	-60.4%
Government/Military	352	314	11.9%	341	314	8.3%	11	0	NA
Attend School	127	175	-27.8%	127	171	-25.8%	0	5	-100.0%
Sport Events	1,764	1,224	44.1%	1,534	1,024	49.7%	230	200	15.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	379.1	371.5	2.0%	352.9	351.8	0.3%	26.2	19.7	33.0%
Per Person Per Day (\$)	114.5	109.8	4.3%	113.5	110.8	2.4%	130.6	94.9	37.6%
Per Person Per Trip (\$)	970.4	1,077.9	-10.0%	949.3	1,080.0	-12.1%	1,386.1	1,041.7	33.1%

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: 37 percent of the visitors who arrived by air in 2005 were first-time visitors to the islands, an increase of 5.7 percent over the previous year (TABLE 2). About 65 percent of these visitors arrived on domestic flights while the remainder came from foreign destinations.

First-time visitors comprised 22.1 percent of the U.S. West market (TABLE 11), 47.8 percent of the U.S. East market (TABLE 13), 44.3 percent of the Japanese market (TABLE 18) and 44.2 percent of the Canadian market but accounted for the majority of the smaller European (71.7%), Other Asia (70.2%), Latin America (64.7%) and Oceania (53.5%) markets (TABLES 20-24).

40.8 percent traveled as true independent while the remainder purchased either group or package tour accommodations. About 77 percent of all first time visitors stayed in hotels. Oahu was the most popular destination, visited by 74 percent of the first timers to the State, followed by Maui (30%), the Big Island (19.9%) and Kauai (13.9%).

First time visitors stayed the longest on Oahu (6.28 days), followed by Maui (6.17 days), the Big Island (5.31 days), Kauai (5.05 days), Molokai (2.88 days) and Lanai (2.52 days). Most (83.1%) visited the islands for pleasure.

REPEAT VISITORS: The number of repeat visitors rose 8.3 percent to comprise 63 percent of total arrivals by air in the state (TABLE 2). About 62 percent were independent travelers. The majority of the repeat visitors were from the U.S. West where 77.9 percent reported that they have been to the islands before (TABLE 11). Repeat visitors accounted for 52.2 percent of U.S. East arrivals (TABLE 13), 55.7 percent of Japanese arrivals (TABLE 18) and 55.8 percent of Canadian arrivals (TABLE 20) in 2005.

Nearly 58 of all repeat visitors went to Oahu, 31.5 percent visited Maui, 20.9 percent went to the Big Island and 15.1 percent went to Kauai. Repeat visitors stayed the longest on Maui (8.18 days), followed by the Big Island and Kauai (7.42 days), Oahu (7.38 days), Molokai (5.41 days) and Lanai (3.56 days).

61.6 percent of repeat visitors chose hotels for their accommodations, 20 percent stayed in condominiums, 11.1 percent stayed with friends and relatives and 8.6 percent stayed in timeshare properties. Nearly 80 percent returned to Hawaii for pleasure, 10.8 percent to visit friends or relatives and 7.4 percent for meetings, conventions and incentives.

**TABLE 35: First-Time Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	22,850,554	21,322,187	7.2%	16,610,854	15,558,250	6.8%	6,239,701	5,763,938	8.3%
Total Visitors	2,747,833	2,600,834	5.7%	1,792,676	1,688,929	6.1%	955,157	911,906	4.7%
PARTY SIZE									
One	462,204	450,102	2.7%	352,054	338,016	4.2%	110,150	112,086	-1.7%
Two	1,236,106	1,149,631	7.5%	861,298	809,963	6.3%	374,808	339,668	10.3%
Three or more	1,049,523	1,001,101	4.8%	579,324	540,950	7.1%	470,199	460,152	2.2%
Avg Party Size	2.12	2.12	0.0%	1.93	1.92	0.5%	2.46	2.47	-0.6%
VISIT STATUS									
First-Time	2,747,833	2,600,834	5.7%	1,792,676	1,688,929	6.1%	955,157	911,906	4.7%
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
TRAVEL METHOD									
Group Tour	540,626	535,774	0.9%	187,395	176,696	6.1%	353,231	359,078	-1.6%
Package	1,545,746	1,486,054	4.0%	833,250	804,208	3.6%	712,495	681,846	4.5%
Group Tour & Pkg	458,609	452,524	1.3%	153,190	145,390	5.4%	305,419	307,134	-0.6%
True Independent	1,120,070	1,031,531	8.6%	925,221	853,415	8.4%	194,849	178,116	9.4%
ISLANDS VISITED									
Oahu	2,033,289	1,934,324	5.1%	1,139,675	1,077,771	5.7%	893,614	856,553	4.3%
Maui County	841,669	798,362	5.4%	730,174	689,736	5.9%	111,495	108,627	2.6%
...Maui	824,635	784,913	5.1%	720,973	679,870	6.0%	103,662	105,043	-1.3%
...Molokai	29,469	25,655	14.9%	21,834	20,916	4.4%	7,635	4,739	61.1%
...Lanai	29,632	26,860	10.3%	25,453	23,084	10.3%	4,180	3,777	10.7%
Kauai	383,097	360,183	6.4%	341,075	313,864	8.7%	42,022	46,320	-9.3%
Big Island	546,013	456,484	19.6%	396,082	332,200	19.2%	149,931	124,284	20.6%
...Hilo	269,488	214,197	25.8%	190,820	150,809	26.5%	78,668	63,388	24.1%
...Kona	446,403	367,393	21.5%	333,061	266,935	24.8%	113,342	100,458	12.8%
LENGTH OF STAY									
Oahu (days)	6.28	6.22	1.0%	6.90	6.87	0.4%	5.49	5.40	1.6%
Maui (days)	6.17	6.17	0.0%	6.34	6.40	-1.0%	5.01	4.70	6.7%
Molokai (days)	2.88	2.96	-2.6%	3.25	3.14	3.6%	1.84	2.20	-16.0%
Lanai (days)	2.52	2.58	-2.5%	2.51	2.63	-4.8%	2.60	2.30	13.4%
Kauai (days)	5.05	5.32	-5.1%	5.22	5.54	-5.9%	3.68	3.81	-3.3%
Big Island (days)	5.31	5.22	1.7%	5.72	5.83	-1.9%	4.21	3.59	17.4%
...Hilo (days)	2.78	2.81	-1.1%	3.01	3.30	-8.6%	2.21	1.65	33.7%
...Kona (days)	4.82	4.85	-0.7%	5.08	5.40	-5.9%	4.04	3.40	19.0%
Statewide (days)	8.32	8.20	1.4%	9.27	9.21	0.6%	6.53	6.32	3.4%
ACCOMMODATIONS									
Hotel	2,101,061	2,012,740	4.4%	1,235,943	1,186,095	4.2%	865,117	826,645	4.7%
...Hotel Only	1,868,191	1,812,375	3.1%	1,040,530	1,017,573	2.3%	827,661	794,802	4.1%
Condo	300,034	294,770	1.8%	250,784	245,409	2.2%	49,250	49,361	-0.2%
...Condo Only	216,470	211,477	2.4%	179,335	175,067	2.4%	37,135	36,410	2.0%
Timeshare	136,412	127,711	6.8%	128,211	118,264	8.4%	8,201	9,447	-13.2%
...Timeshare Only	99,027	91,269	8.5%	93,275	84,635	10.2%	5,752	6,634	-13.3%
Rental House	68,497	57,161	19.8%	61,607	51,160	20.4%	6,891	6,001	14.8%
Bed & Breakfast	33,865	30,036	12.7%	26,415	25,270	4.5%	7,450	4,765	56.3%
Cruise Ship	148,515	100,620	47.6%	134,234	90,590	48.2%	14,281	10,030	42.4%
Friends or Relatives	171,427	156,594	9.5%	144,866	135,115	7.2%	26,561	21,479	23.7%
PURPOSE OF TRIP									
Pleasure (Net)	2,284,295	2,229,701	2.4%	1,495,965	1,416,447	5.6%	788,330	813,253	-3.1%
.....Vacation	1,901,714	1,820,071	4.5%	1,316,219	1,240,334	6.1%	585,495	579,737	1.0%
.....Honeymoon	372,419	339,679	9.6%	186,596	183,375	1.8%	185,823	156,305	18.9%
.....Wedding	90,695	NA	NA	30,218	28,746	5.1%	60,477	NA	NA
MC&I (Net)	238,269	177,115	34.5%	151,111	131,871	14.6%	87,158	45,245	92.6%
.....Convention/Conf.	151,472	108,380	39.8%	102,635	87,206	17.7%	48,838	21,174	130.6%
.....Corp. Meetings	31,773	27,580	15.2%	20,984	18,691	12.3%	10,789	8,889	21.4%
.....Incentive	61,479	47,278	30.0%	32,449	31,073	4.4%	29,030	16,204	79.2%
Other Business	61,792	60,643	1.9%	50,063	50,061	0.0%	11,729	10,583	10.8%
Visit Friends/Relatives	155,905	141,688	10.0%	130,921	122,457	6.9%	24,984	19,231	29.9%
Government/Military	39,129	27,123	44.3%	20,570	20,166	2.0%	18,559	6,956	166.8%
Attend School	9,563	8,509	12.4%	4,901	5,206	-5.9%	4,663	3,303	41.2%
Sport Events	54,933	47,684	15.2%	35,804	32,824	9.1%	19,129	14,860	28.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	4,330.4	3,970.6	9.1%	3,126.2	2,820.7	10.8%	1,204.3	1,149.9	4.7%
Per Person Per Day (\$)	189.5	186.2	1.8%	188.2	181.3	3.8%	193.0	199.5	-3.3%
Per Person Per Trip (\$)	1,575.9	1,526.7	3.2%	1,743.9	1,670.1	4.4%	1,260.8	1,261.0	0.0%

Source: DBEDT

**TABLE 36: Repeat Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	44,836,486	41,447,856	8.2%	36,093,546	32,884,071	9.8%	8,742,940	8,563,784	2.1%
Total Visitors	4,668,741	4,311,260	8.3%	3,520,605	3,204,032	9.9%	1,148,136	1,107,228	3.7%
PARTY SIZE									
One	791,995	758,645	4.4%	660,432	610,538	8.2%	131,562	148,107	-11.2%
Two	1,843,100	1,673,392	10.1%	1,463,638	1,318,190	11.0%	379,462	355,202	6.8%
Three or more	2,033,646	1,879,222	8.2%	1,396,534	1,275,304	9.5%	637,112	603,919	5.5%
Avg Party Size	2.14	2.13	0.8%	2.02	2.02	0.2%	2.53	2.45	3.1%
VISIT STATUS									
Repeat	4,210,425	4,311,260	-2.3%	3,203,618	3,204,032	0.0%	1,006,807	1,107,228	-9.1%
Average # of Trips	6.75	6.76	-0.1%	7.08	7.08	0.0%	5.76	5.85	-1.5%
TRAVEL METHOD									
Group Tour	507,985	484,071	4.9%	143,318	128,369	11.6%	364,667	355,702	2.5%
Package	1,669,296	1,560,394	7.0%	929,368	865,739	7.3%	739,928	694,655	6.5%
Group Tour & Pkg	423,145	406,745	4.0%	105,343	95,603	10.2%	317,801	311,142	2.1%
True Independent	2,914,561	2,678,612	8.8%	2,553,219	2,305,113	10.8%	361,343	373,498	-3.3%
ISLANDS VISITED									
Oahu	2,698,524	2,530,227	6.7%	1,668,762	1,533,901	8.8%	1,029,762	996,326	3.4%
Maui County	1,504,803	1,409,464	6.8%	1,350,549	1,247,998	8.2%	154,255	161,466	-4.5%
...Maui	1,470,056	1,370,648	7.3%	1,319,875	1,215,676	8.6%	150,180	154,972	-3.1%
...Molokai	44,018	46,444	-5.2%	36,662	37,064	-1.1%	7,357	9,380	-21.6%
...Lanai	43,647	46,528	-6.2%	39,548	40,067	-1.3%	4,099	6,461	-36.6%
Kauai	707,024	660,738	7.0%	647,202	592,225	9.3%	59,822	68,513	-12.7%
Big Island	975,498	824,673	18.3%	777,521	650,415	19.5%	197,976	174,258	13.6%
...Hilo	323,576	267,710	20.9%	242,329	194,139	24.8%	81,247	73,571	10.4%
...Kona	838,822	705,540	18.9%	678,895	558,836	21.5%	159,927	146,704	9.0%
LENGTH OF STAY									
Oahu (days)	7.38	7.36	0.4%	8.05	8.04	0.2%	6.31	6.31	0.0%
Maui (days)	8.18	8.22	-0.4%	8.37	8.43	-0.7%	6.54	6.59	-0.9%
Molokai (days)	5.41	5.00	8.1%	5.68	5.54	2.7%	4.03	2.90	39.0%
Lanai (days)	3.56	3.70	-3.5%	3.73	3.94	-5.3%	2.01	2.20	-8.8%
Kauai (days)	7.42	7.55	-1.7%	7.70	7.88	-2.3%	4.42	4.74	-6.8%
Big Island (days)	7.42	7.49	-0.9%	8.07	8.12	-0.6%	4.85	5.11	-5.1%
...Hilo (days)	4.04	4.32	-6.4%	4.53	4.80	-5.7%	2.59	3.04	-14.9%
...Kona (days)	7.07	7.11	-0.6%	7.63	7.79	-2.0%	4.69	4.55	3.2%
Statewide (days)	9.60	9.61	-0.1%	10.25	10.26	-0.1%	7.61	7.73	-1.5%
ACCOMMODATIONS									
Hotel	2,877,129	2,693,389	6.8%	1,942,499	1,792,514	8.4%	934,630	900,875	3.7%
...Hotel Only	2,505,871	2,357,420	6.3%	1,613,680	1,503,906	7.3%	892,191	853,514	4.5%
Condo	932,059	864,590	7.8%	786,528	729,385	7.8%	145,531	135,204	7.6%
...Condo Only	729,190	671,574	8.6%	609,773	564,316	8.1%	119,417	107,258	11.3%
Timeshare	403,294	351,950	14.6%	381,712	333,013	14.6%	21,582	18,938	14.0%
...Timeshare Only	291,650	253,382	15.1%	278,503	241,106	15.5%	13,147	12,276	7.1%
Apartment	176,165	151,577	16.2%	163,768	138,088	18.6%	12,396	13,489	-8.1%
Bed & Breakfast	41,014	37,299	10.0%	36,970	33,473	10.4%	4,044	3,826	5.7%
Cruise Ship	106,633	77,047	38.4%	96,534	63,361	52.4%	10,099	13,686	-26.2%
Friends or Relatives	517,514	489,739	5.7%	464,487	423,607	9.7%	53,028	66,133	-19.8%
PURPOSE OF TRIP									
Pleasure (Net)	3,722,458	3,476,280	7.1%	2,761,870	2,529,369	9.2%	960,588	946,911	1.4%
.....Vacation	3,541,393	3,261,504	8.6%	2,668,038	2,438,496	9.4%	873,355	823,008	6.1%
.....Honeymoon	164,383	151,775	8.3%	92,521	90,486	2.2%	71,862	61,288	17.3%
.....Wedding	76,659	NA	NA	36,795	33,098	11.2%	39,864	NA	NA
MC&I (Net)	345,737	281,639	22.8%	274,169	228,515	20.0%	71,568	53,124	34.7%
.....Convention/Conf.	212,136	168,441	25.9%	171,915	143,560	19.8%	40,221	24,880	61.7%
.....Corp. Meetings	69,078	60,348	14.5%	59,852	48,916	22.4%	9,226	11,432	-19.3%
.....Incentive	77,755	64,032	21.4%	53,669	46,012	16.6%	24,086	18,020	33.7%
Other Business	215,925	208,876	3.4%	197,050	186,393	5.7%	18,875	22,484	-16.0%
Visit Friends/Relatives	504,198	466,393	8.1%	449,080	407,591	10.2%	55,117	58,803	-6.3%
Government/Military	78,352	71,800	9.1%	57,485	54,150	6.2%	20,867	17,650	18.2%
Attend School	10,810	12,610	-14.3%	8,341	8,463	-1.4%	2,469	4,146	-40.4%
Sport Events	91,945	NA	NA	63,047	54,138	16.5%	28,898	21,084	37.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	7,528.5	6,836.6	10.1%	5,904.9	5,399.6	9.4%	1,623.6	1,437.0	13.0%
Per Person Per Day (\$)	167.9	164.9	1.8%	163.6	164.2	-0.4%	185.7	167.8	10.7%
Per Person Per Trip (\$)	1,612.5	1,585.7	1.7%	1,677.2	1,685.2	-0.5%	1,414.1	1,297.8	9.0%

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: Total arrivals by air to Oahu increased 6 percent to 4,731,843 visitors in 2005. About 69 percent of these visitors stayed exclusively on Oahu while the remainder also visited the neighbor islands (TABLE 43).

Over half (59.4%) of the total Oahu visitors arrived on domestic flights while 40.6 percent came from foreign countries. Independent travelers accounted for 46.3 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.

The majority (77.8%) of all visitors to Oahu stayed in hotels, 10.1 percent stayed with friends or relatives, 9.2 percent stayed in condominiums and 3.7 percent stayed in timeshare properties. 10 percent visited Oahu to visit friends or relatives, 8.2 percent for honeymoon and 7.7 percent for meetings, conventions and incentives.

ISLAND OF MAUI: A total of 2,294,697 visitors came by air to the island of Maui in 2005, 6.5 percent higher compared to the previous year. About 57 percent of these visitors spent all their time on Maui while 42.8 percent also visited other islands in addition to Maui (TABLE 45).

Only 11.1 percent of the Maui visitors arrived on international flights while the majority came from the domestic markets. Repeat visitors comprised 64.1 percent of the total visitors to Maui compared to 35.9 percent of first-time visitors. There were more true independent travelers (59.3%) to Maui than those who purchased group tours or package accommodations.

Maui had the largest share of visitors staying in condominiums (28.5% of total Maui visitors). In addition, 59 percent of all visitors to Maui stayed in hotels, 9.1 percent stayed in timeshare properties and 6.2 percent stayed with friends or relatives. 7.7 percent visited the island of Maui for honeymoon and 7.2 percent for meetings, conventions and incentives.

ISLAND OF MOLOKAI: Total arrivals by air to Molokai increased 2 percent to 73,506 visitors in 2005. Most of those who visited Molokai also visited other islands but only 11.8 percent stayed on Molokai exclusively (TABLE 46).

The majority (79.6%) percent of all Molokai visitors arrived on domestic flights. Nearly 60 percent were repeat visitors while 40.1 percent were first-timers to the state. Close to 61 percent of the visitors to Molokai were independent travelers. The remainder purchased group tour or package accommodations.

Over half (57.7%) stayed in hotels, 22.8 percent stayed in condominiums, 15.3 percent stayed with friends or relatives and 6.2 percent stayed in timeshare properties. More visitors came to Molokai to visit friends or relatives (10.7 percent of all Molokai visitors) than those who came to the other islands.

ISLAND OF LANAI: A total of 73,292 visitors came to Lanai in 2005, down 0.1 percent compared to the previous year. About 10.7 percent of these visitors spent their entire time on this island (TABLE 47).

About 89 percent of the Lanai visitors arrived on domestic flights while 11.3 percent came from foreign destinations. There were more repeat visitors (59.6%) than first timers (40.4%) on Lanai during the year. Similar to visitors on Maui and Molokai, there were more independent travelers to Lanai (59.3%) than those who purchased group tours or package accommodations.

Hotels were the primary choice for lodging by 65 percent of the visitors to Lanai, 16.3 percent stayed in condominiums and 9.5 percent stayed with friends or relatives. 8.3 percent of Lanai's visitors came for meetings, conventions and incentives.

ISLAND OF KAUAI: Total arrivals to Kauai rose 6.8 percent to 1,090,146 visitors in 2005. 42.3 percent of these visitors stayed on this island exclusively (TABLE 48).

There were more visitors to Kauai from the domestic market (90.7%) than those from foreign countries (9.3%). There were also a larger number of repeat visitors (64.9%) compared to first-time visitors (35.1%) during the year. Close to 62 percent of the Kauai visitors were independent travelers.

Of all the islands, Kauai had the largest share of visitors to stayed in timeshare properties (17.6% of total Kauai visitors). Over half (54.2%) of those who visited Kauai stayed in hotels, 21.5 percent stayed in condominium and 6.6 percent stayed with friends or relatives. 8.2 percent of visitors to Kauai came for honeymoon.

THE BIG ISLAND: Arrivals by air to the Big Island rose 18.8 percent from 2004 to 1,521,537 visitors. Those who stayed exclusively on this island comprised 40.7 percent of the total or 618,523 visitors (TABLE 49).

About 77 percent of all Big Island visitors were from the domestic U.S. mainland while 22.9 percent were from foreign countries. Repeat visitors (64.1%) accounted for a larger proportion than first-time visitors (35.9%) among this group. There were also more visitors traveling independently (55.5%) than those who purchased group tours or package accommodations.

About 66 percent of all visitors to the Big Island stayed in hotels, 15.7 percent stayed in condominiums, 9.7 percent stayed with friends and relatives, 8.9 percent stayed in timeshare properties and 11.6 percent stayed on cruise ships. Compared to the other islands, the Big Island had the largest share of meetings, conventions and incentive visitors (8.9% of total visitors to the Big Island).

**TABLE 37: Visitor Arrivals by Island and Month: 2005 vs. 2004
(Arrivals by air)**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	576,294	518,105	11.2%	387,921	348,332	11.4%	188,373	169,773	11.0%
FEB	574,473	540,406	6.3%	404,815	375,176	7.9%	169,658	165,230	2.7%
MAR	670,384	580,702	15.4%	486,968	415,099	17.3%	183,416	165,603	10.8%
APR	548,434	549,158	-0.1%	396,892	406,392	-2.3%	151,542	142,766	6.1%
MAY	575,891	545,903	5.5%	413,146	393,443	5.0%	162,745	152,460	6.7%
JUN	662,721	617,527	7.3%	494,511	452,872	9.2%	168,210	164,655	2.2%
JUL	739,805	684,228	8.1%	559,258	505,912	10.5%	180,547	178,316	1.3%
AUG	696,924	646,631	7.8%	509,181	460,648	10.5%	187,743	185,983	0.9%
SEPT	559,172	522,080	7.1%	383,986	351,803	9.1%	175,186	170,277	2.9%
OCT	594,170	562,763	5.6%	415,034	386,205	7.5%	179,136	176,558	1.5%
NOV	562,484	527,982	6.5%	401,303	366,815	9.4%	161,181	161,167	0.0%
DEC	655,822	616,610	6.4%	460,266	430,264	7.0%	195,556	186,346	4.9%
TOTAL	7,416,574	6,912,094	7.3%	5,313,281	4,892,960	8.6%	2,103,293	2,019,134	4.2%
OAHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	369,426	330,187	11.9%	198,377	182,613	8.6%	171,049	147,573	15.9%
FEB	363,257	351,049	3.5%	212,765	202,759	4.9%	150,492	148,290	1.5%
MAR	413,350	361,168	14.4%	248,850	214,143	16.2%	164,500	147,025	11.9%
APR	338,907	334,642	1.3%	201,536	204,559	-1.5%	137,371	130,083	5.6%
MAY	363,071	348,327	4.2%	211,594	206,237	2.6%	151,477	142,090	6.6%
JUN	432,180	408,533	5.8%	275,125	250,822	9.7%	157,055	157,711	-0.4%
JUL	474,095	442,161	7.2%	306,391	280,348	9.3%	167,703	161,813	3.6%
AUG	448,991	413,103	8.7%	279,288	244,121	14.4%	169,703	168,982	0.4%
SEPT	370,167	353,996	4.6%	204,831	194,503	5.3%	165,336	159,493	3.7%
OCT	379,507	371,699	2.1%	217,729	205,072	6.2%	161,778	166,626	-2.9%
NOV	357,899	345,746	3.5%	208,258	194,012	7.3%	149,641	151,734	-1.4%
DEC	420,994	403,942	4.2%	243,724	232,838	4.7%	177,271	171,103	3.6%
TOTAL	4,731,843	4,464,551	6.0%	2,808,467	2,612,029	7.5%	1,923,376	1,852,523	3.8%
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	80,163	77,027	4.1%	69,200	65,914	5.0%	10,963	11,113	-1.4%
FEB	81,678	82,139	-0.6%	71,029	66,978	6.0%	10,649	15,161	-29.8%
MAR	90,945	83,131	9.4%	81,415	71,802	13.4%	9,530	11,329	-15.9%
APR	82,238	83,141	-1.1%	75,512	74,031	2.0%	6,727	9,109	-26.2%
MAY	83,263	82,780	0.6%	75,535	73,851	2.3%	7,728	8,928	-13.4%
JUN	98,102	89,191	10.0%	91,552	82,010	11.6%	6,551	7,181	-8.8%
JUL	110,956	107,259	3.4%	102,697	98,689	4.1%	8,259	8,570	-3.6%
AUG	102,234	94,802	7.8%	93,436	85,979	8.7%	8,798	8,822	-0.3%
SEPT	89,068	78,872	12.9%	81,586	70,747	15.3%	7,482	8,125	-7.9%
OCT	96,470	88,136	9.5%	87,451	77,808	12.4%	9,019	10,328	-12.7%
NOV	81,132	72,854	11.4%	74,041	65,677	12.7%	7,091	7,177	-1.2%
DEC	93,898	81,590	15.1%	84,852	72,618	16.8%	9,046	8,972	0.8%
TOTAL	1,090,147	1,020,922	6.8%	988,304	906,105	9.1%	101,843	114,816	-11.3%

Source: DBEDT

TABLE 37: Visitor Arrivals by Island and Month: 2005 vs. 2004 (continued)
(Arrivals by air)

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	178,561	171,268	4.3%	152,652	141,576	7.8%	25,909	29,692	-12.7%
FEB	183,394	172,047	6.6%	157,896	145,889	8.2%	25,497	26,158	-2.5%
MAR	217,759	196,384	10.9%	192,831	165,624	16.4%	24,928	30,760	-19.0%
APR	176,655	180,043	-1.9%	155,934	162,780	-4.2%	20,721	17,263	20.0%
MAY	181,130	179,268	1.0%	163,775	157,610	3.9%	17,355	21,658	-19.9%
JUN	203,299	189,820	7.1%	182,740	172,507	5.9%	20,558	17,313	18.7%
JUL	239,859	230,782	3.9%	220,679	207,973	6.1%	19,180	22,808	-15.9%
AUG	223,309	210,022	6.3%	198,792	183,751	8.2%	24,517	26,271	-6.7%
SEPT	170,673	156,327	9.2%	153,980	138,078	11.5%	16,693	18,249	-8.5%
OCT	197,365	178,237	10.7%	171,171	159,599	7.3%	26,194	18,638	40.5%
NOV	179,165	161,934	10.6%	160,121	143,833	11.3%	19,044	18,102	5.2%
DEC	195,313	181,695	7.5%	170,159	158,578	7.3%	25,154	23,117	8.8%
TOTAL	2,346,480	2,207,826	6.3%	2,080,731	1,937,797	7.4%	265,749	270,029	-1.6%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	174,294	167,243	4.2%	148,950	137,988	7.9%	25,345	29,255	-13.4%
FEB	179,351	166,427	7.8%	154,387	142,156	8.6%	24,965	24,271	2.9%
MAR	213,011	190,994	11.5%	189,037	161,199	17.3%	23,975	29,795	-19.5%
APR	172,293	176,085	-2.2%	152,717	159,343	-4.2%	19,577	16,742	16.9%
MAY	176,796	174,958	1.1%	160,967	154,488	4.2%	15,829	20,470	-22.7%
JUN	197,892	185,542	6.7%	179,162	168,716	6.2%	18,731	16,826	11.3%
JUL	235,393	226,466	3.9%	217,245	204,286	6.3%	18,148	22,180	-18.2%
AUG	220,074	205,455	7.1%	195,783	180,339	8.6%	24,290	25,116	-3.3%
SEPT	167,511	153,100	9.4%	151,246	135,444	11.7%	16,265	17,656	-7.9%
OCT	193,666	174,238	11.2%	168,148	156,354	7.5%	25,519	17,884	42.7%
NOV	175,421	157,980	11.0%	156,871	140,602	11.6%	18,550	17,378	6.7%
DEC	188,993	177,070	6.7%	166,342	154,666	7.5%	22,651	22,404	1.1%
TOTAL	2,294,697	2,155,561	6.5%	2,040,855	1,895,582	7.7%	253,843	259,979	-2.4%
MOLO-KAI	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	6,370	6,143	3.7%	5,151	5,493	-6.2%	1,220	650	87.7%
FEB	5,754	7,536	-23.6%	4,976	5,330	-6.6%	778	2,206	-64.7%
MAR	6,284	7,010	-10.3%	5,075	5,142	-1.3%	1,210	1,868	-35.2%
APR	6,246	5,137	21.6%	4,258	3,996	6.6%	1,988	1,141	74.2%
MAY	6,364	5,364	18.6%	4,344	4,323	0.5%	2,020	1,041	94.0%
JUN	6,331	5,554	14.0%	5,242	4,872	7.6%	1,089	682	59.8%
JUL	6,380	6,856	-6.9%	5,476	5,857	-6.5%	904	999	-9.5%
AUG	5,706	5,809	-1.8%	5,214	4,741	10.0%	492	1,067	-53.9%
SEPT	4,742	4,900	-3.2%	4,156	4,020	3.4%	586	881	-33.5%
OCT	5,889	5,904	-0.3%	5,008	4,715	6.2%	881	1,189	-25.9%
NOV	5,590	5,322	5.0%	4,503	4,293	4.9%	1,087	1,029	5.7%
DEC	7,850	6,566	19.5%	5,112	5,207	-1.8%	2,737	1,360	101.3%
TOTAL	73,506	72,099	2.0%	58,515	57,987	0.9%	14,991	14,112	6.2%
LANAI	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	5,705	5,738	-0.6%	5,228	5,044	3.6%	477	694	-31.3%
FEB	5,970	6,652	-10.3%	5,365	4,820	11.3%	604	1,833	-67.0%
MAR	6,485	7,093	-8.6%	5,795	5,984	-3.2%	689	1,109	-37.8%
APR	6,099	6,087	0.2%	5,290	4,975	6.3%	809	1,112	-27.2%
MAY	5,736	6,119	-6.3%	4,920	5,027	-2.1%	816	1,093	-25.3%
JUN	7,010	6,114	14.7%	5,597	5,707	-1.9%	1,413	407	247.1%
JUL	7,319	6,619	10.6%	6,256	6,192	1.0%	1,063	426	149.4%
AUG	6,232	6,091	2.3%	5,641	5,265	7.1%	592	826	-28.3%
SEPT	5,173	5,121	1.0%	4,917	4,468	10.0%	256	653	-60.8%
OCT	6,014	6,099	-1.4%	5,317	5,445	-2.4%	697	654	6.6%
NOV	5,639	5,358	5.2%	5,012	4,750	5.5%	627	608	3.1%
DEC	5,911	6,298	-6.1%	5,675	5,494	3.3%	236	804	-70.6%
TOTAL	73,292	73,388	-0.1%	65,013	63,172	2.9%	8,279	10,216	-19.0%

Source: DBEDT

TABLE 37: Visitor Arrivals by Island and Month: 2005 vs. 2004 (continued)
(Arrivals by air)

BIG ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	125,331	98,991	26.6%	93,387	74,789	24.9%	31,944	24,203	32.0%
FEB	120,556	100,903	19.5%	92,884	74,624	24.5%	27,672	26,279	5.3%
MAR	133,850	109,045	22.7%	104,388	83,585	24.9%	29,462	25,460	15.7%
APR	107,251	102,335	4.8%	85,024	79,723	6.7%	22,226	22,613	-1.7%
MAY	113,042	93,325	21.1%	84,689	73,196	15.7%	28,353	20,129	40.9%
JUN	130,085	110,230	18.0%	105,539	88,679	19.0%	24,546	21,550	13.9%
JUL	154,732	126,250	22.6%	125,079	100,614	24.3%	29,653	25,635	15.7%
AUG	137,818	118,236	16.6%	107,167	86,821	23.4%	30,650	31,414	-2.4%
SEPT	110,263	90,620	21.7%	80,944	66,127	22.4%	29,320	24,493	19.7%
OCT	127,468	110,843	15.0%	97,834	86,300	13.4%	29,634	24,543	20.7%
NOV	118,823	101,902	16.6%	88,152	76,676	15.0%	30,672	25,226	21.6%
DEC	142,317	118,476	20.1%	108,541	91,569	18.5%	33,776	26,907	25.5%
TOTAL	1,521,537	1,281,156	18.8%	1,173,629	982,704	19.4%	347,907	298,452	16.6%
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	48,158	36,858	30.7%	31,565	25,883	22.0%	16,593	10,975	51.2%
FEB	45,695	37,155	23.0%	31,523	24,401	29.2%	14,172	12,754	11.1%
MAR	48,539	38,245	26.9%	35,484	27,937	27.0%	13,054	10,308	26.6%
APR	42,384	38,071	11.3%	31,060	26,184	18.6%	11,324	11,886	-4.7%
MAY	44,516	34,577	28.7%	30,671	24,602	24.7%	13,845	9,975	38.8%
JUN	47,721	38,985	22.4%	37,049	28,172	31.5%	10,672	10,813	-1.3%
JUL	58,722	47,479	23.7%	45,814	37,492	22.2%	12,907	9,987	29.2%
AUG	54,352	44,171	23.0%	42,289	31,026	36.3%	12,063	13,145	-8.2%
SEPT	47,763	37,348	27.9%	33,240	26,325	26.3%	14,523	11,023	31.8%
OCT	53,198	43,929	21.1%	39,158	32,692	19.8%	14,040	11,237	24.9%
NOV	45,175	41,170	9.7%	33,344	27,715	20.3%	11,831	13,455	-12.1%
DEC	56,845	43,918	29.4%	41,955	32,561	28.9%	14,890	11,357	31.1%
TOTAL	593,067	481,907	23.1%	433,152	344,992	25.6%	159,915	136,915	16.8%
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
JAN	104,109	81,529	27.7%	80,658	61,056	32.1%	23,452	20,473	14.6%
FEB	99,090	83,222	19.1%	80,050	61,112	31.0%	19,040	22,111	-13.9%
MAR	113,130	89,759	26.0%	89,304	68,275	30.8%	23,826	21,484	10.9%
APR	90,361	85,377	5.8%	73,532	66,956	9.8%	16,829	18,422	-8.6%
MAY	95,830	77,661	23.4%	72,502	61,374	18.1%	23,328	16,286	43.2%
JUN	110,576	90,355	22.4%	89,885	74,445	20.7%	20,692	15,910	30.1%
JUL	131,739	106,514	23.7%	107,389	84,466	27.1%	24,350	22,047	10.4%
AUG	116,971	99,401	17.7%	92,274	73,545	25.5%	24,697	25,856	-4.5%
SEPT	90,491	76,081	18.9%	69,986	55,992	25.0%	20,506	20,089	2.1%
OCT	109,396	95,504	14.5%	85,741	74,550	15.0%	23,656	20,955	12.9%
NOV	101,173	87,100	16.2%	76,827	66,141	16.2%	24,346	20,959	16.2%
DEC	122,382	100,431	21.9%	93,832	77,919	20.4%	28,550	22,512	26.8%
TOTAL	1,285,248	1,072,932	19.8%	1,011,978	825,830	22.5%	273,270	247,103	10.6%

Source: DBEDT

**TABLE 38: 2005 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	92,071	88,760	89,882	75,290	77,180	100,971	109,094	105,743	79,545	80,549	78,209	99,102	89,775
Maui County	48,857	52,389	54,743	42,572	41,145	50,452	57,626	51,674	39,277	45,666	44,607	51,748	48,409
....Maui	47,042	50,733	53,134	41,219	39,983	48,852	56,049	50,419	38,193	44,350	43,237	49,712	46,923
....Molokai	1,152	970	923	720	637	952	767	713	584	767	775	1,300	855
....Lanai	664	686	686	633	526	648	809	542	500	549	595	736	631
Kauai	19,371	20,927	19,773	17,396	17,293	22,714	23,973	20,281	18,114	18,380	17,255	20,719	19,682
Big Island	31,800	29,188	28,534	21,641	21,873	29,884	33,532	27,228	22,158	24,838	25,302	34,761	27,579
....Hilo	6,853	5,754	5,194	4,507	4,444	7,236	6,440	6,087	5,326	4,787	4,675	6,354	5,639
...Kona	24,947	23,434	23,340	17,134	17,429	22,647	27,092	21,141	16,832	20,052	20,628	28,408	21,940
TOTAL DOM and INT'L	192,099	191,264	192,932	156,899	157,491	204,021	224,224	204,925	159,095	169,433	165,372	206,330	185,445
DOMESTIC													
Oahu	56,586	56,548	57,495	48,110	49,990	72,562	75,063	69,487	48,654	49,294	51,186	64,457	58,335
Maui County	44,087	45,930	48,855	38,358	39,002	46,800	54,347	47,032	36,860	41,052	41,290	45,679	44,129
....Maui	42,390	44,398	47,415	37,145	37,953	45,282	52,980	45,844	35,816	39,819	40,024	44,096	42,785
....Molokai	1,073	896	822	623	566	918	732	687	561	720	707	883	765
....Lanai	624	637	618	590	483	600	635	501	483	514	560	700	578
Kauai	17,652	18,605	18,202	16,663	16,465	22,065	22,868	19,140	17,313	17,471	16,346	19,485	18,527
Big Island	26,894	25,307	24,002	18,916	18,639	25,931	27,856	23,355	18,422	21,317	21,663	28,472	23,406
....Hilo	5,241	4,672	4,231	3,497	3,782	5,245	5,612	5,221	3,728	4,100	4,054	5,541	4,581
...Kona	21,653	20,634	19,771	15,419	14,857	20,686	22,244	18,134	14,695	17,217	17,609	22,931	18,825
TOTAL DOMESTIC	145,219	146,390	148,554	122,048	124,096	167,358	180,134	159,014	121,250	129,134	130,485	158,093	144,396
INTERNATIONAL													
Oahu	35,485	32,212	32,387	27,179	27,190	28,409	34,031	36,256	30,891	31,255	27,022	34,645	31,440
Maui County	4,770	6,458	5,888	4,215	2,143	3,652	3,279	4,642	2,417	4,614	3,317	6,069	4,280
....Maui	4,652	6,335	5,719	4,074	2,030	3,570	3,069	4,575	2,377	4,531	3,214	5,617	4,138
....Molokai	79	74	100	97	71	34	35	26	23	47	68	417	90
....Lanai	40	49	68	44	42	48	174	41	17	36	35	36	53
Kauai	1,719	2,323	1,571	733	828	649	1,104	1,141	801	908	909	1,234	1,155
Big Island	4,906	3,881	4,532	2,725	3,234	3,952	5,676	3,873	3,736	3,522	3,639	6,289	4,173
....Hilo	1,612	1,081	963	1,010	662	1,991	828	866	1,599	687	621	812	1,058
...Kona	3,294	2,800	3,569	1,715	2,572	1,961	4,848	3,007	2,137	2,835	3,018	5,477	3,115
TOTAL INT'L	46,880	44,874	44,378	34,851	33,395	36,663	44,091	45,912	37,844	40,299	34,887	48,238	41,049

Source: DBEDT

**TABLE 39: 2005 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	14,900	7,461	5,574	5,448	191	194	3,354	3,144	1,279	2,623
Anchorage	21,362	10,922	7,724	7,455	358	134	2,387	4,409	1,469	3,670
Atlanta	49,149	32,683	19,771	19,395	598	812	9,012	11,418	5,038	9,695
Austin	20,659	10,521	8,342	8,191	246	265	4,409	5,083	2,069	4,285
Bakersfield	15,686	7,863	5,656	5,526	158	172	2,652	2,997	1,029	2,581
Bellingham	8,372	3,391	3,285	3,212	122	64	1,685	1,647	454	1,442
Boise	14,462	6,263	5,860	5,727	194	164	2,786	3,207	923	2,859
Boston	68,115	39,839	29,959	29,472	838	1,066	16,923	18,186	7,854	15,351
Charlotte	11,387	7,186	4,710	4,632	129	210	2,265	3,116	1,385	2,671
Chicago	126,151	61,022	64,105	63,302	1,463	2,038	26,262	29,260	10,672	25,784
Cincinnati	23,573	15,754	10,694	10,468	362	353	5,209	5,577	2,632	4,642
Cleveland	23,542	14,082	11,678	11,506	280	378	5,233	6,251	3,092	5,176
Colorado Springs	15,380	8,537	5,049	4,943	158	158	2,862	3,685	1,458	3,145
Columbus	14,871	9,122	6,899	6,793	254	270	3,403	3,923	1,908	3,302
Dallas	76,425	38,475	33,903	33,341	805	1,301	14,946	15,714	6,047	13,495
Denver	90,788	38,649	36,485	35,630	1,003	1,262	20,545	23,016	7,547	20,399
Detroit	50,100	28,955	24,904	24,542	699	731	11,635	12,368	5,493	10,557
Eugene	12,794	5,045	5,009	4,857	190	130	2,478	3,117	937	2,777
Fresno	23,000	10,654	8,844	8,708	182	236	3,897	4,830	1,533	4,345
Grand Rapids	9,859	5,676	4,865	4,801	101	145	2,280	2,384	1,031	2,016
Hartford	13,935	8,456	6,425	6,341	201	204	3,209	3,599	1,693	2,991
Houston	54,233	31,322	23,378	22,982	628	941	10,010	11,250	5,002	9,219
Indianapolis	17,600	10,352	8,385	8,275	273	278	3,588	3,995	1,872	3,480
Kansas City	24,753	13,472	11,535	11,345	311	419	5,262	5,761	2,486	5,009
Las Vegas	66,627	38,561	22,483	22,035	675	718	10,212	12,267	4,859	10,229
Los Angeles	822,983	384,747	307,823	302,054	6,625	8,065	135,700	161,923	45,033	144,067
Miami	22,296	15,109	9,738	9,614	282	424	4,989	6,529	3,337	5,582
Milwaukee	18,182	10,613	9,001	8,859	262	291	4,329	5,049	2,187	4,309
Minneapolis	63,253	35,716	27,134	26,547	710	809	13,449	13,861	5,028	11,900
Modesto	15,924	6,671	6,462	6,361	104	119	2,532	3,186	1,048	2,780
Nashville	12,706	7,735	5,357	5,294	118	201	2,345	3,076	1,356	2,586
New York	177,088	109,911	82,243	80,792	2,417	3,239	42,660	48,470	20,074	40,847
Norfolk	17,817	14,230	4,468	4,360	187	219	2,470	3,200	1,650	2,500
Oklahoma City	10,865	6,537	4,096	3,979	181	182	1,860	2,293	982	1,902
Omaha	9,580	5,335	3,893	3,810	107	147	1,838	2,132	840	1,818
Orlando	16,934	11,192	7,108	7,003	190	286	3,671	4,575	2,223	3,789
Philadelphia	47,953	29,857	21,855	21,475	686	933	11,746	13,414	6,276	11,352
Phoenix	110,552	51,573	45,288	44,624	1,116	1,349	23,642	23,954	8,598	21,076
Pittsburgh	15,715	10,138	6,909	6,790	211	262	3,488	4,416	2,094	3,755
Portland	118,116	49,528	48,010	46,954	1,409	997	20,433	24,238	7,067	21,240
Provo	15,856	10,443	4,902	4,825	114	143	2,793	2,266	903	1,916
Raleigh	12,388	7,557	4,967	4,851	145	217	2,585	3,310	1,534	2,658
Reno	19,931	7,502	7,838	7,675	247	201	3,665	4,992	1,362	4,561
Sacramento	123,732	49,789	51,764	50,959	1,122	1,099	22,453	23,150	6,982	20,522
Saint Louis	27,581	15,368	13,146	12,945	379	462	5,902	6,890	2,992	5,968
Salinas	15,905	6,679	5,705	5,533	167	146	2,614	3,491	995	3,054
Salt Lake City	55,713	31,323	21,898	21,464	438	581	10,338	8,220	3,235	7,086
San Antonio	16,092	10,769	5,213	5,133	157	184	2,560	3,134	1,444	2,476
San Diego	178,018	82,426	65,482	64,093	1,665	1,779	33,797	33,867	10,707	29,441
San Francisco	592,377	249,740	217,928	213,427	4,842	5,586	99,543	125,406	33,744	112,158
San Luis/Obispo	14,607	5,077	5,583	5,376	231	165	3,421	3,600	1,190	3,223
Santa Barbara	22,672	8,888	7,785	7,473	346	216	4,984	5,344	1,360	4,754
Seattle	234,264	100,717	94,789	92,834	2,347	1,872	38,045	43,967	12,486	38,414
Spokane	15,974	7,240	6,567	6,436	175	155	2,713	3,048	929	2,749
Stockton	22,603	10,626	9,060	8,916	244	226	3,173	3,739	1,117	3,273
Tampa	19,711	13,019	8,271	8,140	264	357	4,350	5,551	2,864	4,589
Tucson	21,687	10,236	8,111	7,932	279	283	4,725	5,315	2,000	4,639
Tulsa	8,330	4,818	3,233	3,183	90	138	1,547	1,784	731	1,531
Washington	117,114	80,171	38,513	37,567	1,466	1,706	21,868	28,118	12,333	23,266

Source: DBEDT

**TABLE 40: 2005 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	23,524	17,158	8,242	8,085	341	393	4,196	5,427	2,848	4,457
Alaska	39,349	19,681	14,221	13,710	691	284	4,827	8,757	3,055	7,261
Arizona	151,642	71,300	60,428	59,419	1,696	1,909	32,669	33,936	12,532	29,714
Arkansas	15,886	9,544	6,350	6,211	211	241	2,787	3,838	1,730	3,220
California	1,919,548	850,813	720,080	705,746	16,612	18,586	328,737	388,564	110,046	345,197
Colorado	135,564	59,410	52,823	51,540	1,688	1,820	30,573	34,773	11,683	30,624
Connecticut	31,556	18,517	14,706	14,456	463	554	7,382	8,644	3,581	7,332
Delaware	5,897	3,850	2,472	2,431	69	106	1,285	1,672	812	1,364
Florida	121,877	82,286	50,282	49,428	1,643	2,365	27,006	34,604	17,535	28,790
Georgia	67,544	46,105	26,197	25,717	841	1,092	12,382	15,981	7,535	13,400
Idaho	32,752	14,857	12,610	12,303	394	370	6,480	7,337	2,328	6,411
Illinois	151,806	76,372	75,810	74,777	1,834	2,410	31,294	35,679	13,533	31,199
Indiana	52,721	32,127	23,841	23,527	708	782	10,836	12,649	5,931	10,946
Iowa	28,221	16,628	12,246	12,048	454	319	5,492	6,987	2,973	5,936
Kansas	28,442	15,518	12,841	12,645	310	454	5,706	6,692	2,893	5,739
Kentucky	26,759	17,746	11,460	11,294	326	402	5,235	6,417	3,168	5,388
Louisiana	20,237	13,587	7,793	7,631	268	362	3,782	4,888	2,462	4,033
Maine	9,987	6,440	3,196	3,123	130	118	1,970	2,368	1,062	1,917
Maryland	60,660	41,305	21,527	21,069	818	1,005	12,231	15,545	7,237	13,044
Massachusetts	62,914	36,299	27,939	27,516	749	969	15,839	16,978	7,264	14,299
Michigan	84,412	49,432	40,857	40,220	1,194	1,192	19,450	21,029	9,250	17,966
Minnesota	84,560	48,517	35,869	35,152	934	988	17,769	18,603	6,940	15,850
Mississippi	9,768	7,103	3,134	3,063	124	135	1,405	2,063	1,059	1,669
Missouri	50,363	29,159	22,325	21,948	725	778	10,762	12,332	5,574	10,583
Montana	19,391	8,634	7,992	7,831	284	176	4,081	4,259	1,463	3,617
Nebraska	18,429	10,497	7,521	7,400	194	235	3,679	4,358	1,854	3,655
Nevada	91,186	47,707	31,942	31,275	989	952	14,794	18,336	6,406	15,727
New Hampshire	11,719	6,966	4,885	4,779	176	237	2,693	3,161	1,463	2,619
New Jersey	77,295	49,781	36,560	35,922	1,256	1,456	19,310	21,276	9,642	17,778
New Mexico	27,699	13,943	10,019	9,787	377	359	6,019	6,304	2,622	5,247
New York	134,627	84,891	59,864	58,852	1,675	2,364	31,215	36,349	15,707	30,496
North Carolina	49,633	32,443	18,978	18,606	598	852	10,078	13,372	6,556	11,030
North Dakota	6,356	4,182	2,518	2,463	65	63	1,061	1,328	574	1,088
Ohio	88,463	56,370	40,978	40,333	1,233	1,420	19,729	23,086	11,411	19,378
Oklahoma	26,746	16,357	9,842	9,621	390	433	4,752	5,733	2,510	4,821
Oregon	152,463	61,372	61,589	60,199	1,930	1,268	27,459	33,784	9,765	29,771
Pennsylvania	79,032	51,240	34,821	34,275	1,110	1,506	18,586	22,675	11,110	18,935
Rhode Island	8,339	5,641	3,372	3,307	106	171	1,862	1,982	1,012	1,627
South Carolina	21,450	15,066	8,085	7,941	255	369	4,245	5,574	2,937	4,601
South Dakota	7,901	4,594	3,102	3,059	72	92	1,378	1,815	706	1,528
Tennessee	39,218	25,512	16,051	15,819	437	676	7,262	9,565	4,507	8,103
Texas	209,570	118,678	85,831	84,417	2,339	3,324	39,307	44,317	19,031	37,024
Utah	88,584	51,645	32,776	32,152	699	904	16,468	13,347	5,342	11,446
Vermont	6,003	3,477	2,169	2,097	104	87	1,517	1,727	806	1,375
Virginia	89,226	63,176	27,987	27,327	1,029	1,216	15,774	20,236	9,235	16,563
Washington	321,074	138,446	129,758	127,115	3,320	2,622	53,358	60,969	17,621	53,238
Washington, D.C.	7,930	5,173	2,446	2,352	112	108	1,436	1,868	762	1,525
West Virginia	7,210	5,059	2,712	2,675	97	102	1,347	1,756	935	1,416
Wisconsin	58,897	36,146	27,690	27,240	861	789	13,158	15,448	6,901	12,974
Wyoming	8,117	3,894	3,113	3,049	97	107	1,713	1,955	662	1,696

Source: DBEDT

**TABLE 41: 2005 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%	0.7%	0.4%	0.4%	0.6%	0.7%	0.5%	0.5%	0.7%	0.5%
Alaska	0.8%	0.8%	0.7%	0.7%	1.3%	0.5%	0.5%	0.8%	0.8%	0.8%
Arizona	3.1%	2.8%	3.1%	3.1%	3.2%	3.2%	3.5%	3.1%	3.2%	3.2%
Arkansas	0.3%	0.4%	0.3%	0.3%	0.4%	0.4%	0.3%	0.4%	0.4%	0.3%
California	39.4%	34.0%	37.1%	37.1%	31.3%	31.2%	35.6%	36.0%	27.9%	37.0%
Colorado	2.8%	2.4%	2.7%	2.7%	3.2%	3.1%	3.3%	3.2%	3.0%	3.3%
Connecticut	0.6%	0.7%	0.8%	0.8%	0.9%	0.9%	0.8%	0.8%	0.9%	0.8%
Delaware	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%
Florida	2.5%	3.3%	2.6%	2.6%	3.1%	4.0%	2.9%	3.2%	4.4%	3.1%
Georgia	1.4%	1.8%	1.4%	1.4%	1.6%	1.8%	1.3%	1.5%	1.9%	1.4%
Idaho	0.7%	0.6%	0.7%	0.6%	0.7%	0.6%	0.7%	0.7%	0.6%	0.7%
Illinois	3.1%	3.0%	3.9%	3.9%	3.5%	4.0%	3.4%	3.3%	3.4%	3.3%
Indiana	1.1%	1.3%	1.2%	1.2%	1.3%	1.3%	1.2%	1.2%	1.5%	1.2%
Iowa	0.6%	0.7%	0.6%	0.6%	0.9%	0.5%	0.6%	0.6%	0.8%	0.6%
Kansas	0.6%	0.6%	0.7%	0.7%	0.6%	0.8%	0.6%	0.6%	0.7%	0.6%
Kentucky	0.5%	0.7%	0.6%	0.6%	0.6%	0.7%	0.6%	0.6%	0.8%	0.6%
Louisiana	0.4%	0.5%	0.4%	0.4%	0.5%	0.6%	0.4%	0.5%	0.6%	0.4%
Maine	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
Maryland	1.2%	1.6%	1.1%	1.1%	1.5%	1.7%	1.3%	1.4%	1.8%	1.4%
Massachusetts	1.3%	1.4%	1.4%	1.4%	1.4%	1.6%	1.7%	1.6%	1.8%	1.5%
Michigan	1.7%	2.0%	2.1%	2.1%	2.3%	2.0%	2.1%	1.9%	2.3%	1.9%
Minnesota	1.7%	1.9%	1.8%	1.8%	1.8%	1.7%	1.9%	1.7%	1.8%	1.7%
Mississippi	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
Missouri	1.0%	1.2%	1.2%	1.2%	1.4%	1.3%	1.2%	1.1%	1.4%	1.1%
Montana	0.4%	0.3%	0.4%	0.4%	0.5%	0.3%	0.4%	0.4%	0.4%	0.4%
Nebraska	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.4%	0.5%	0.4%
Nevada	1.9%	1.9%	1.6%	1.6%	1.9%	1.6%	1.6%	1.7%	1.6%	1.7%
New Hampshire	0.2%	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%
New Jersey	1.6%	2.0%	1.9%	1.9%	2.4%	2.4%	2.1%	2.0%	2.4%	1.9%
New Mexico	0.6%	0.6%	0.5%	0.5%	0.7%	0.6%	0.7%	0.6%	0.7%	0.6%
New York	2.8%	3.4%	3.1%	3.1%	3.2%	4.0%	3.4%	3.4%	4.0%	3.3%
North Carolina	1.0%	1.3%	1.0%	1.0%	1.1%	1.4%	1.1%	1.2%	1.7%	1.2%
North Dakota	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Ohio	1.8%	2.3%	2.1%	2.1%	2.3%	2.4%	2.1%	2.1%	2.9%	2.1%
Oklahoma	0.5%	0.7%	0.5%	0.5%	0.7%	0.7%	0.5%	0.5%	0.6%	0.5%
Oregon	3.1%	2.5%	3.2%	3.2%	3.6%	2.1%	3.0%	3.1%	2.5%	3.2%
Pennsylvania	1.6%	2.0%	1.8%	1.8%	2.1%	2.5%	2.0%	2.1%	2.8%	2.0%
Rhode Island	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%
South Carolina	0.4%	0.6%	0.4%	0.4%	0.5%	0.6%	0.5%	0.5%	0.7%	0.5%
South Dakota	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%
Tennessee	0.8%	1.0%	0.8%	0.8%	0.8%	1.1%	0.8%	0.9%	1.1%	0.9%
Texas	4.3%	4.7%	4.4%	4.4%	4.4%	5.6%	4.3%	4.1%	4.8%	4.0%
Utah	1.8%	2.1%	1.7%	1.7%	1.3%	1.5%	1.8%	1.2%	1.4%	1.2%
Vermont	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.1%
Virginia	1.8%	2.5%	1.4%	1.4%	1.9%	2.0%	1.7%	1.9%	2.3%	1.8%
Washington	6.6%	5.5%	6.7%	6.7%	6.3%	4.4%	5.8%	5.6%	4.5%	5.7%
Washington, D.C.	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
West Virginia	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.2%
Wisconsin	1.2%	1.4%	1.4%	1.4%	1.6%	1.3%	1.4%	1.4%	1.7%	1.4%
Wyoming	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%

**TABLE 42: 2005 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	9.66	7.55	5.79	3.27	1.96	4.93	5.21	2.68	4.64
Alaska	12.88	9.45	10.53	10.58	4.74	10.37	13.45	9.46	12.23
Arizona	9.64	7.45	7.56	4.24	2.83	6.92	7.16	3.62	6.65
Arkansas	9.72	7.41	6.67	4.99	2.39	5.54	6.57	3.49	5.95
California	8.97	7.23	7.78	5.04	3.62	7.45	7.68	4.33	7.26
Colorado	10.29	7.42	8.23	5.11	3.73	7.69	8.05	4.25	7.51
Connecticut	11.11	7.55	7.40	5.28	3.23	5.90	6.48	3.12	6.12
Delaware	10.95	8.02	6.71	3.04	2.33	5.60	5.81	3.16	5.24
Florida	10.59	7.80	6.13	3.03	3.05	5.04	5.70	3.06	4.99
Georgia	9.51	7.10	6.13	3.04	2.70	5.17	5.52	2.90	4.96
Idaho	10.54	7.77	8.71	5.41	3.83	8.27	8.93	4.91	8.44
Illinois	10.06	6.93	7.55	4.23	2.89	6.22	6.30	2.88	5.95
Indiana	10.18	7.31	6.81	4.45	2.08	5.61	6.03	2.70	5.50
Iowa	10.37	7.37	7.13	4.62	2.07	6.11	6.87	3.72	6.22
Kansas	9.77	6.97	7.07	3.92	3.11	6.10	6.38	3.01	5.93
Kentucky	9.90	7.05	6.56	4.50	2.74	5.06	5.71	2.84	5.13
Louisiana	9.81	7.67	5.95	4.16	2.54	5.07	5.64	3.13	4.93
Maine	13.44	10.80	8.39	4.29	8.80	8.29	8.67	5.81	7.50
Maryland	10.27	7.89	6.27	3.06	2.85	5.52	5.91	2.93	5.41
Massachusetts	11.40	7.93	7.40	4.16	2.89	6.55	6.82	3.73	6.21
Michigan	11.12	7.37	7.63	5.17	2.78	6.15	6.60	3.34	6.00
Minnesota	10.96	7.38	8.28	4.86	3.72	7.27	7.53	3.99	7.09
Mississippi	9.88	8.19	6.00	3.06	3.85	5.05	5.81	3.52	4.95
Missouri	10.14	7.32	6.95	3.53	3.50	5.80	6.24	3.17	5.60
Montana	11.44	8.19	9.23	5.85	3.17	8.66	9.67	5.42	9.19
Nebraska	9.99	7.47	7.22	5.19	3.14	6.14	6.41	3.28	5.98
Nevada	9.58	7.94	7.70	5.34	3.02	7.03	7.74	4.27	7.29
New Hampshire	11.93	8.56	7.72	8.16	2.34	6.71	7.32	4.07	6.57
New Jersey	10.71	7.13	6.64	3.67	2.75	5.32	5.77	2.99	5.29
New Mexico	10.34	7.81	8.03	4.25	2.90	7.79	7.85	4.63	7.12
New York	10.79	7.62	6.81	3.75	2.92	5.48	6.08	3.33	5.53
North Carolina	10.41	7.92	6.34	3.67	2.72	5.50	6.12	3.46	5.36
North Dakota	10.92	8.29	7.29	9.11	2.58	6.30	7.06	4.04	6.48
Ohio	10.49	7.28	6.80	4.58	2.43	5.29	5.62	2.69	5.12
Oklahoma	9.94	8.05	6.88	3.67	2.88	5.86	6.53	3.25	6.07
Oregon	10.87	8.31	9.29	6.58	3.83	8.91	9.64	6.10	8.94
Pennsylvania	10.82	7.73	6.47	4.51	2.84	5.20	5.82	2.91	5.27
Rhode Island	11.57	8.98	6.82	3.72	2.45	5.67	6.01	3.50	5.15
South Carolina	10.30	7.90	6.03	3.10	2.68	5.01	5.54	2.95	4.83
South Dakota	10.72	7.92	7.55	4.63	2.17	7.15	8.15	5.37	7.21
Tennessee	9.82	7.35	6.36	3.31	2.87	5.23	5.80	2.81	5.29
Texas	9.49	7.38	6.81	3.40	2.80	6.14	6.31	3.33	5.84
Utah	9.35	7.32	7.22	4.31	4.24	6.88	7.33	4.07	6.65
Vermont	12.49	8.62	8.55	4.96	3.78	7.95	8.19	5.28	7.20
Virginia	10.22	8.13	6.45	3.94	2.81	5.82	6.06	3.19	5.63
Washington	10.93	8.64	9.60	7.23	4.14	8.97	9.48	5.59	9.01
Washington, D.C.	9.71	7.55	6.78	3.30	4.53	6.10	6.64	3.71	6.28
West Virginia	10.14	7.52	6.62	5.69	1.97	4.81	5.77	3.43	4.88
Wisconsin	10.79	6.93	7.26	4.97	2.62	5.95	6.63	3.35	6.11
Wyoming	10.94	8.05	8.05	4.85	4.21	8.52	8.88	5.91	7.93

Source: DBEDT

**TABLE 43: Oahu Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Oahu	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	32,767,952	30,640,704	6.9%	21,292,227	19,732,132	7.9%	11,475,726	10,908,572	5.2%
Total Visitors	4,731,843	4,464,551	6.0%	2,808,467	2,612,029	7.5%	1,923,376	1,852,523	3.8%
PARTY SIZE									
One	871,049	855,452	1.8%	655,530	622,774	5.3%	215,519	232,677	-7.4%
Two	1,868,400	1,719,184	8.7%	1,181,698	1,089,709	8.4%	686,702	629,474	9.1%
Three or more	1,992,393	1,889,916	5.4%	971,239	899,545	8.0%	1,021,154	990,371	3.1%
Avg Party Size	2.14	2.13	0.5%	1.88	1.87	0.5%	2.52	2.49	1.0%
VISIT STATUS									
First-Time	2,033,289	1,934,324	5.1%	1,139,675	1,077,771	5.7%	893,614	856,553	4.3%
Repeat	2,698,554	2,530,227	6.7%	1,668,792	1,534,257	8.8%	1,029,762	995,970	3.4%
Average # of Trips	4.22	4.22	0.0%	4.68	4.65	0.6%	3.54	3.60	-1.8%
TRAVEL METHOD									
Group Tour	925,422	906,745	2.1%	232,707	216,997	7.2%	692,715	689,748	0.4%
Package	2,408,169	2,291,721	5.1%	1,023,506	978,790	4.6%	1,384,664	1,312,931	5.5%
Group Tour & Pkg	791,720	775,199	2.1%	186,626	176,081	6.0%	605,094	599,118	1.0%
True Independent	2,189,972	2,046,011	7.0%	1,738,881	1,592,322	9.2%	451,091	453,689	-0.6%
ISLANDS VISITED									
Oahu	4,731,843	4,464,551	6.0%	2,808,467	2,612,029	7.5%	1,923,376	1,852,523	3.8%
Maui County	792,737	756,016	4.9%	624,273	571,542	9.2%	168,464	184,474	-8.7%
...Maui	766,540	729,593	5.1%	607,066	553,724	9.6%	159,474	175,870	-9.3%
...Molokai	44,423	41,890	6.0%	31,267	29,822	4.8%	13,155	12,067	9.0%
...Lanai	37,447	37,240	0.6%	32,456	29,139	11.4%	4,991	8,101	-38.4%
Kauai	477,215	430,415	10.9%	399,274	343,405	16.3%	77,941	87,011	-10.4%
Big Island	741,807	631,617	17.4%	471,109	399,722	17.9%	270,699	231,895	16.7%
...Hilo	404,477	324,934	24.5%	272,065	209,372	29.9%	132,412	115,562	14.6%
...Kona	585,305	492,064	18.9%	381,362	306,952	24.2%	203,943	185,111	10.2%
Oahu Only	3,271,109	3,142,267	4.1%	1,828,846	1,700,005	7.6%	1,442,262	1,442,262	0.0%
LENGTH OF STAY									
Oahu (days)	6.92	6.86	0.9%	7.58	7.55	0.4%	5.97	5.89	1.3%
Maui (days)	4.39	4.50	-2.4%	4.63	4.79	-3.4%	3.45	3.56	-3.0%
Molokai (days)	3.13	3.03	3.6%	3.39	3.31	2.6%	2.52	2.33	8.2%
Lanai (days)	2.30	2.29	0.1%	2.36	2.45	-3.6%	1.85	1.72	7.8%
Kauai (days)	3.90	4.17	-6.5%	4.14	4.49	-7.7%	2.64	2.92	-9.6%
Big Island (days)	4.00	4.11	-2.6%	4.42	4.57	-3.3%	3.27	3.30	-1.0%
...Hilo (days)	2.29	2.40	-4.5%	2.46	2.70	-9.2%	1.94	1.84	5.8%
...Kona (days)	3.49	3.69	-5.4%	3.71	4.11	-9.8%	3.08	2.99	3.0%
Statewide (days)	8.69	8.63	0.7%	9.98	9.92	0.5%	6.81	6.80	0.1%
ACCOMMODATIONS									
Hotel	3,679,569	3,501,451	5.1%	1,973,549	1,866,147	5.8%	1,706,019	1,635,305	4.3%
...Hotel Only	3,228,838	3,107,010	3.9%	1,595,392	1,539,444	3.6%	1,633,446	1,567,565	4.2%
Condo	433,618	421,667	2.8%	293,125	284,916	2.9%	140,492	136,751	2.7%
...Condo Only	263,801	254,088	3.8%	155,768	151,281	3.0%	108,033	102,807	5.1%
Timeshare	173,808	161,840	7.4%	155,558	145,453	6.9%	18,250	16,387	11.4%
...Timeshare Only	92,298	87,327	5.7%	82,144	77,670	5.8%	10,154	9,657	5.1%
Rental House	115,966	96,419	20.3%	101,965	82,489	23.6%	14,002	13,930	0.5%
Bed & Breakfast	38,986	34,283	13.7%	29,808	27,824	7.1%	9,178	6,459	42.1%
Cruise Ship	233,255	162,560	43.5%	210,689	140,146	50.3%	22,567	22,414	0.7%
Friends or Relatives	478,391	454,561	5.2%	414,439	383,384	8.1%	63,952	71,177	-10.2%
PURPOSE OF TRIP									
Pleasure (Net)	3,727,125	3,610,218	3.2%	2,115,888	1,986,001	6.5%	1,611,237	1,624,217	-0.8%
.....Vacation	3,315,459	3,135,705	5.7%	1,986,083	1,858,573	6.9%	1,329,376	1,277,132	4.1%
.....Honeymoon	386,443	344,094	12.3%	136,218	134,081	1.6%	250,225	210,013	19.1%
.....Wedding	125,116	NA	NA	29,126	26,533	9.8%	95,990	NA	NA
MC&I (Net)	365,224	266,574	37.0%	225,204	181,406	24.1%	140,020	85,167	64.4%
.....Convention/Conf.	245,820	170,481	44.2%	169,763	132,041	28.6%	76,058	38,440	97.9%
.....Corp. Meetings	55,152	50,277	9.7%	37,385	31,674	18.0%	17,768	18,603	-4.5%
.....Incentive	73,193	52,853	38.5%	24,357	22,899	6.4%	48,837	29,954	63.0%
Other Business	197,777	196,040	0.9%	170,812	167,041	2.3%	26,965	28,998	-7.0%
Visit Friends/Relatives	473,292	438,867	7.8%	404,580	373,119	8.4%	68,712	65,748	4.5%
Government/Military	106,338	91,105	16.7%	70,840	68,183	3.9%	35,498	22,922	54.9%
Attend School	16,312	16,701	-2.3%	9,976	10,318	-3.3%	6,336	6,383	-0.7%
Sport Events	115,287	95,011	21.3%	71,586	56,433	26.9%	43,701	38,578	13.3%

Source: DBEDT

**TABLE 44: Maui County Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Maui County	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	17,669,366	16,659,327	6.1%	16,106,987	15,083,468	6.8%	1,562,379	1,575,859	-0.9%
Total Visitors	2,346,480	2,207,826	6.3%	2,080,731	1,937,797	7.4%	265,749	270,029	-1.6%
PARTY SIZE									
One	316,986	308,205	2.8%	286,069	270,428	5.8%	30,917	37,777	-18.2%
Two	1,106,921	1,031,357	7.3%	994,897	919,615	8.2%	112,023	111,742	0.3%
Three or more	922,573	868,264	6.3%	799,764	747,754	7.0%	122,809	120,510	1.9%
Avg Party Size	2.14	2.13	0.5%	2.12	2.11	0.1%	2.35	2.27	3.8%
VISIT STATUS									
First-Time	841,669	798,362	5.4%	730,174	689,736	5.9%	111,495	108,627	2.6%
Repeat	1,504,811	1,409,464	6.8%	1,350,556	1,248,061	8.2%	154,255	161,403	-4.4%
Average # of Trips	4.61	4.59	0.5%	4.71	4.67	0.7%	3.90	4.01	-2.6%
TRAVEL METHOD									
Group Tour	195,732	193,987	0.9%	139,995	126,665	10.5%	55,737	67,322	-17.2%
Package	917,377	883,493	3.8%	777,452	738,064	5.3%	139,924	145,429	-3.8%
Group Tour & Pkg	162,412	157,779	2.9%	113,275	101,398	11.7%	49,137	56,381	-12.8%
True Independent	1,395,784	1,288,846	8.3%	1,276,559	1,174,466	8.7%	119,225	114,380	4.2%
ISLANDS VISITED									
Oahu	792,737	756,016	4.9%	624,273	571,542	9.2%	168,464	184,474	-8.7%
Maui County	2,346,480	2,207,826	6.3%	2,080,731	1,937,797	7.4%	265,749	270,029	-1.6%
...Maui	2,294,697	2,156,242	6.4%	2,040,855	1,895,582	7.7%	253,843	260,660	-2.6%
...Molokai	73,487	72,134	1.9%	58,496	57,987	0.9%	14,991	14,147	6.0%
...Lanai	73,280	73,424	-0.2%	65,001	63,172	2.9%	8,279	10,253	-19.3%
Kauai	371,445	315,367	17.8%	331,367	278,891	18.8%	40,078	36,476	9.9%
Big Island	415,165	343,917	20.7%	359,072	290,366	23.7%	56,093	53,550	4.7%
...Hilo	266,291	200,244	33.0%	224,384	161,609	38.8%	41,907	38,634	8.5%
...Kona	354,731	277,868	27.7%	307,424	233,558	31.6%	47,307	44,311	6.8%
One Island Only	1,329,259	1,169,752	13.6%	1,247,034	1,095,920	13.8%	82,226	73,832	11.4%
Maui County Only	1,274,651	1,206,472	5.7%	1,190,809	1,130,588	5.3%	83,843	75,884	10.5%
Maui Only	1,312,716	1,217,987	7.8%	1,231,500	1,145,099	7.5%	81,217	72,888	11.4%
Molokai Only	8,665	8,590	0.9%	8,212	8,295	-1.0%	453	295	53.4%
Lanai Only	7,878	9,178	-14.2%	7,322	8,530	-14.2%	556	648	-14.2%
LENGTH OF STAY									
Oahu (days)	4.82	4.81	0.0%	4.78	4.77	0.3%	4.94	4.96	-0.4%
Maui (days)	7.46	7.47	-0.1%	7.65	7.70	-0.6%	5.91	5.83	1.4%
Molokai (days)	4.25	4.28	-0.9%	4.77	4.68	2.0%	2.91	2.66	9.5%
Lanai (days)	3.14	3.29	-4.5%	3.25	3.46	-6.1%	2.31	2.24	3.2%
Kauai (days)	3.29	3.66	-10.0%	3.37	3.72	-9.5%	2.65	3.14	-15.8%
Big Island (days)	3.91	3.89	0.4%	3.87	3.98	-2.6%	4.13	3.44	20.3%
...Hilo (days)	2.07	2.08	-0.5%	1.97	2.16	-8.8%	2.59	1.74	49.2%
...Kona (days)	3.02	3.32	-9.0%	3.09	3.45	-10.5%	2.60	2.64	-1.3%
Statewide (days)	10.37	10.32	0.5%	10.38	10.32	0.6%	10.29	10.32	-0.3%
ACCOMMODATIONS									
Hotel	1,386,669	1,351,104	2.6%	1,196,392	1,150,182	4.0%	190,277	200,922	-5.3%
...Hotel Only	1,077,167	1,088,990	-1.1%	920,162	918,461	0.2%	157,005	170,529	-7.9%
Condo	662,515	625,163	6.0%	603,641	569,350	6.0%	58,874	55,812	5.5%
...Condo Only	504,137	473,284	6.5%	460,957	434,916	6.0%	43,180	38,368	12.5%
Timeshare	212,596	185,439	14.6%	203,434	177,074	14.9%	9,162	8,365	9.5%
...Timeshare Only	147,042	127,455	15.4%	142,478	122,433	16.4%	4,563	5,022	-9.1%
Rental House	65,195	54,624	19.4%	59,566	50,447	18.1%	5,629	4,177	34.8%
Bed & Breakfast	28,924	27,469	5.3%	26,084	24,526	6.4%	2,840	2,943	-3.5%
Cruise Ship	185,997	115,050	61.7%	170,364	104,476	63.1%	15,633	10,574	47.8%
Friends or Relatives	151,341	141,700	6.8%	134,030	124,053	8.0%	17,310	17,647	-1.9%
PURPOSE OF TRIP									
Pleasure (Net)	2,055,809	1,940,829	5.9%	1,834,612	1,707,493	7.4%	221,198	233,336	-5.2%
.....Vacation	1,878,172	1,758,322	6.8%	1,686,170	1,557,742	8.2%	192,002	200,580	-4.3%
.....Honeymoon	178,503	178,354	0.1%	151,344	152,266	-0.6%	27,159	26,088	4.1%
.....Wedding	44,371	NA	NA	33,683	32,064	5.1%	10,688	NA	NA
MC&I (Net)	170,941	158,931	7.6%	146,420	140,854	4.0%	24,521	18,078	35.6%
.....Convention/Conf.	96,001	88,404	8.6%	79,756	79,321	0.5%	16,245	9,083	78.8%
.....Corp. Meetings	35,471	30,998	14.4%	31,277	28,094	11.3%	4,193	2,904	44.4%
.....Incentive	47,647	47,767	-0.2%	42,795	41,142	4.0%	4,853	6,624	-26.7%
Other Business	66,047	63,661	3.7%	62,389	60,334	3.4%	3,658	3,327	9.9%
Visit Friends/Relatives	138,691	130,132	6.6%	128,345	117,841	8.9%	10,346	12,291	-15.8%
Government/Military	12,932	10,088	28.2%	6,367	6,042	5.4%	6,565	4,046	62.3%
Attend School	3,615	3,751	-3.6%	2,411	2,752	-12.4%	1,203	999	20.4%
Sport Events	30,339	26,132	16.1%	24,707	20,229	22.1%	5,633	5,904	-4.6%

Source: DBEDT

**TABLE 45: Maui Island Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Maui	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	17,126,931	16,109,009	6.3%	15,616,562	14,593,692	7.0%	1,510,370	1,515,317	-0.3%
Total Visitors	2,294,697	2,155,561	6.5%	2,040,855	1,895,582	7.7%	253,843	259,979	-2.4%
PARTY SIZE									
One	307,292	297,728	3.2%	277,601	261,511	6.2%	29,691	36,216	-18.0%
Two	1,083,500	1,007,060	7.6%	974,878	898,757	8.5%	108,622	108,303	0.3%
Three or more	903,906	850,773	6.2%	788,376	735,313	7.2%	115,530	115,460	0.1%
Avg Party Size	2.15	2.14	0.4%	2.12	2.12	0.1%	2.33	2.26	3.2%
VISIT STATUS									
First-Time	824,635	784,913	5.1%	720,973	679,870	6.0%	103,662	105,043	-1.3%
Repeat	1,470,062	1,370,649	7.3%	1,319,882	1,215,712	8.6%	150,180	154,936	-3.1%
Average # of Trips	4.58	4.55	0.7%	4.66	4.62	0.8%	3.92	3.99	-1.7%
TRAVEL METHOD									
Group Tour	190,386	188,127	1.2%	137,988	124,314	11.0%	52,398	63,813	-17.9%
Package	901,838	867,172	4.0%	768,416	728,045	5.5%	133,422	139,128	-4.1%
Group Tour & Pkg	158,117	152,911	3.4%	111,903	99,765	12.2%	46,214	53,145	-13.0%
True Independent	1,360,590	1,253,853	8.5%	1,246,353	1,142,988	9.0%	114,237	110,864	3.0%
ISLANDS VISITED									
Oahu	766,540	729,593	5.1%	607,066	553,724	9.6%	159,474	175,870	-9.3%
Maui County	2,294,697	2,155,561	6.5%	2,040,855	1,895,582	7.7%	253,843	259,979	-2.4%
...Maui	2,294,697	2,155,561	6.5%	2,040,855	1,895,582	7.7%	253,843	259,979	-2.4%
...Molokai	43,099	43,485	-0.9%	37,200	36,020	3.3%	5,899	7,466	-21.0%
...Lanai	50,879	48,244	5.5%	45,536	41,772	9.0%	5,343	6,472	-17.5%
Kauai	364,506	307,459	18.6%	325,475	272,266	19.5%	39,031	35,192	10.9%
Big Island	403,451	333,773	20.9%	351,186	282,108	24.5%	52,265	51,664	1.2%
...Hilo	260,078	195,478	33.0%	221,638	158,347	40.0%	38,440	37,131	3.5%
...Kona	344,813	269,847	27.8%	300,880	226,994	32.5%	43,933	42,854	2.5%
Maui Only	1,312,716	1,217,987	7.8%	1,231,500	1,145,099	7.5%	81,217	72,888	11.4%
LENGTH OF STAY									
Oahu (days)	4.79	4.77	0.5%	4.75	4.73	0.4%	4.95	4.89	1.3%
Maui (days)	7.46	7.47	-0.1%	7.65	7.70	-0.6%	5.95	5.83	2.1%
Molokai (days)	2.67	2.55	5.0%	2.84	2.68	5.8%	1.66	1.92	-13.4%
Lanai (days)	2.11	2.14	-1.2%	2.18	2.22	-2.0%	1.53	1.58	-3.1%
Kauai (days)	3.24	3.59	-9.9%	3.31	3.66	-9.5%	2.64	3.09	-14.7%
Big Island (days)	3.85	3.84	0.4%	3.81	3.91	-2.6%	4.14	3.42	20.9%
...Hilo (days)	2.05	2.05	-0.2%	1.94	2.13	-8.8%	2.68	1.74	53.9%
...Kona (days)	2.96	3.26	-9.1%	3.02	3.38	-10.7%	2.58	2.62	-1.5%
Statewide (days)	10.35	10.29	0.6%	10.35	10.29	0.6%	10.36	10.32	0.3%
ACCOMMODATIONS									
Hotel	1,353,125	1,317,475	2.7%	1,173,363	1,124,857	4.3%	179,762	192,619	-6.7%
...Hotel Only	1,052,524	1,061,754	-0.9%	903,510	898,886	0.5%	149,014	162,868	-8.5%
Condo	653,389	615,271	6.2%	595,240	560,704	6.2%	58,149	54,567	6.6%
...Condo Only	498,258	466,595	6.8%	455,516	429,181	6.1%	42,742	37,414	14.2%
Timeshare	209,945	182,738	14.9%	200,926	174,513	15.1%	9,020	8,225	9.7%
...Timeshare Only	145,544	125,984	15.5%	141,028	121,001	16.6%	4,516	4,982	-9.4%
Rental House	61,224	51,154	19.7%	55,994	47,162	18.7%	5,230	3,992	31.0%
Bed & Breakfast	27,901	26,536	5.1%	25,173	23,680	6.3%	2,728	2,856	-4.5%
Cruise Ship	184,971	113,989	62.3%	169,473	103,574	63.6%	15,498	10,416	48.8%
Friends or Relatives	141,732	134,703	5.2%	126,777	117,495	7.9%	14,955	17,208	-13.1%
PURPOSE OF TRIP									
Pleasure (Net)	2,016,515	1,900,347	6.1%	1,803,393	1,674,938	7.7%	213,122	225,409	-5.5%
.....Vacation	1,841,912	1,720,981	7.0%	1,656,684	1,527,143	8.5%	185,227	193,838	-4.4%
.....Honeymoon	175,600	175,745	-0.1%	149,596	150,271	-0.4%	26,004	25,474	2.1%
.....Wedding	43,061	NA	NA	33,121	31,546	5.0%	9,940	NA	NA
MCI (Net)	165,141	153,943	7.3%	143,349	136,528	5.0%	21,792	17,415	25.1%
.....Convention/Conf.	94,007	85,592	9.8%	78,166	76,838	1.7%	15,840	8,755	80.9%
.....Corp. Meetings	32,755	30,077	8.9%	30,381	27,182	11.8%	2,374	2,895	-18.0%
.....Incentive	46,330	46,267	0.1%	42,039	39,971	5.2%	4,291	6,296	-31.8%
Other Business	63,252	60,414	4.7%	59,775	57,495	4.0%	3,477	2,919	19.1%
Visit Friends/Relatives	132,565	123,932	7.0%	122,735	112,363	9.2%	9,830	11,569	-15.0%
Government/Military	11,936	9,655	23.6%	5,952	5,614	6.0%	5,985	4,041	48.1%
Attend School	3,452	3,563	-3.1%	2,283	2,566	-11.0%	1,169	997	17.3%
Sport Events	29,310	25,133	16.6%	24,022	19,625	22.4%	5,289	5,509	-4.0%

Source: DBEDT

**TABLE 46: Molokai Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Molokai	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	312,072	308,865	1.0%	279,300	271,239	3.0%	32,772	37,626	-12.9%
Total Visitors	73,506	72,099	2.0%	58,515	57,987	0.9%	14,991	14,112	6.2%
PARTY SIZE									
One	13,301	13,942	-4.6%	11,659	12,023	-3.0%	1,642	1,919	-14.5%
Two	35,571	34,366	3.5%	30,039	28,409	5.7%	5,532	5,956	-7.1%
Three or more	24,635	23,791	3.5%	16,817	17,554	-4.2%	7,817	6,237	25.3%
Avg Party Size	2.05	1.97	4.1%	1.89	1.89	0.0%	2.68	2.30	16.8%
VISIT STATUS									
First-Time	29,469	25,655	14.9%	21,834	20,916	4.4%	7,635	4,739	61.1%
Repeat	44,037	46,444	-5.2%	36,681	37,071	-1.1%	7,357	9,373	-21.5%
Average # of Trips	4.89	5.14	-4.9%	5.08	5.17	-1.6%	4.16	5.05	-17.7%
TRAVEL METHOD									
Group Tour	9,370	9,071	3.3%	5,361	5,220	2.7%	4,010	3,851	4.1%
Package	27,144	26,250	3.4%	19,183	18,830	1.9%	7,961	7,421	7.3%
Group Tour & Pkg	7,753	7,450	4.1%	4,179	4,004	4.4%	3,574	3,445	3.7%
True Independent	44,745	44,263	1.1%	38,150	37,942	0.5%	6,595	6,321	4.3%
ISLANDS VISITED									
Oahu	44,423	41,890	6.0%	31,267	29,822	4.8%	13,155	12,067	9.0%
Maui County	73,487	72,099	1.9%	58,496	57,987	0.9%	14,991	14,112	6.2%
...Maui	43,099	43,485	-0.9%	37,200	36,020	3.3%	5,899	7,466	-21.0%
...Molokai	73,506	72,099	2.0%	58,515	57,987	0.9%	14,991	14,112	6.2%
...Lanai	16,267	16,226	0.2%	14,545	13,072	11.3%	1,722	3,154	-45.4%
Kauai	21,804	19,855	9.8%	17,574	16,014	9.7%	4,230	3,841	10.1%
Big Island	26,106	22,999	13.5%	20,467	18,718	9.3%	5,640	4,281	31.7%
...Hilo	20,813	17,408	19.6%	15,524	13,660	13.6%	5,289	3,748	41.1%
...Kona	23,221	19,715	17.8%	18,076	15,852	14.0%	5,146	3,862	33.2%
Molokai Only	8,665	8,590	0.9%	8,212	8,295	-1.0%	453	295	53.4%
LENGTH OF STAY									
Oahu (days)	5.75	6.17	-6.8%	6.03	5.85	3.0%	5.08	6.96	-26.9%
Maui (days)	5.39	5.31	1.6%	5.35	5.45	-1.8%	5.64	4.62	22.2%
Molokai (days)	4.25	4.28	-0.9%	4.77	4.68	2.0%	2.19	2.67	-18.0%
Lanai (days)	1.82	1.70	7.4%	1.86	1.76	6.1%	1.48	1.45	2.3%
Kauai (days)	3.32	3.42	-2.9%	3.56	3.56	-0.1%	2.32	2.81	-17.5%
Big Island (days)	4.69	4.57	2.7%	5.15	4.55	13.1%	3.03	4.65	-34.9%
...Hilo (days)	2.44	2.23	9.1%	2.75	2.45	12.4%	1.53	1.47	4.2%
...Kona (days)	3.09	3.36	-8.0%	3.47	3.27	6.2%	1.75	3.73	-53.2%
Statewide (days)	14.09	13.85	1.8%	14.74	13.92	5.8%	11.56	13.52	-14.5%
ACCOMMODATIONS									
Hotel	42,384	41,546	2.0%	30,785	31,329	-1.7%	11,599	10,217	13.5%
...Hotel Only	25,830	27,728	-6.8%	17,535	19,550	-10.3%	8,294	8,177	1.4%
Condo	16,782	18,748	-10.5%	15,377	15,471	-0.6%	1,405	3,277	-57.1%
...Condo Only	10,181	11,785	-13.6%	9,457	9,723	-2.7%	724	2,062	-64.9%
Timeshare	4,528	4,452	1.7%	4,317	4,251	1.5%	212	201	5.3%
...Timeshare Only	2,491	2,347	6.1%	2,406	2,305	4.4%	85	43	98.1%
Rental House	5,770	4,763	21.1%	4,834	4,384	10.3%	935	379	146.8%
Bed & Breakfast	1,946	2,000	-2.7%	1,816	1,823	-0.4%	130	177	-27.0%
Cruise Ship	8,782	6,299	39.4%	8,144	5,651	44.1%	638	648	-1.5%
Friends or Relatives	11,224	9,381	19.6%	8,340	8,076	3.3%	2,884	1,306	120.9%
PURPOSE OF TRIP									
Pleasure (Net)	59,711	59,477	0.4%	48,944	48,054	1.9%	10,767	11,424	-5.7%
.....Vacation	54,203	54,683	-0.9%	45,636	44,640	2.2%	8,567	10,043	-14.7%
.....Honeymoon	5,554	4,574	21.4%	3,637	3,625	0.3%	1,917	949	101.9%
.....Wedding	1,909	NA	NA	985	941	4.6%	924	NA	NA
MC&I (Net)	5,823	3,853	51.1%	2,897	3,163	-8.4%	2,926	690	324.0%
.....Convention/Conf.	2,456	2,407	2.0%	1,850	2,046	-9.6%	606	361	68.0%
.....Corp. Meetings	2,465	703	250.5%	576	577	-0.3%	1,889	126	1401.2%
.....Incentive	1,151	960	19.9%	704	697	1.0%	447	263	70.0%
Other Business	3,560	3,878	-8.2%	3,321	3,474	-4.4%	239	404	-40.9%
Visit Friends/Relatives	7,831	8,043	-2.6%	7,064	6,833	3.4%	767	1,210	-36.6%
Government/Military	1,705	719	137.1%	593	522	13.5%	1,112	197	465.8%
Attend School	388	430	-9.9%	256	310	-17.4%	132	120	9.5%
Sport Events	1,384	1,186	16.7%	917	895	2.5%	467	291	60.5%

Source: DBEDT

**TABLE 47: Lanai Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Lanai	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	230,363	241,453	-4.6%	211,126	218,537	-3.4%	19,237	22,916	-16.1%
Total Visitors	73,292	73,388	-0.1%	65,013	63,172	2.9%	8,279	10,216	-19.0%
PARTY SIZE									
One	12,244	11,954	2.4%	10,734	10,184	5.4%	1,511	1,770	-14.6%
Two	38,739	38,123	1.6%	35,549	33,929	4.8%	3,190	4,195	-23.9%
Three or more	22,309	23,311	-4.3%	18,731	19,059	-1.7%	3,578	4,252	-15.9%
Avg Party Size	1.97	2.01	-1.9%	1.96	1.98	-1.2%	2.08	2.19	-5.2%
VISIT STATUS									
First-Time	29,632	26,861	10.3%	25,453	23,084	10.3%	4,180	3,777	10.7%
Repeat	43,660	46,528	-6.2%	39,560	40,088	-1.3%	4,099	6,440	-36.3%
Average # of Trips	4.69	5.10	-8.1%	4.76	5.10	-6.7%	4.18	5.13	-18.5%
TRAVEL METHOD									
Group Tour	8,920	9,488	-6.0%	7,812	6,969	12.1%	1,108	2,519	-56.0%
Package	28,092	27,376	2.6%	24,818	22,781	8.9%	3,274	4,595	-28.8%
Group Tour & Pkg	7,207	7,402	-2.6%	6,361	5,480	16.1%	846	1,922	-56.0%
True Independent	43,488	43,962	-1.1%	38,745	38,902	-0.4%	4,743	5,060	-6.3%
ISLANDS VISITED									
Oahu	37,447	37,240	0.6%	32,456	29,139	11.4%	4,991	8,101	-38.4%
Maui County	73,280	73,388	-0.1%	65,001	63,172	2.9%	8,279	10,216	-19.0%
...Maui	50,879	48,244	5.5%	45,536	41,772	9.0%	5,343	6,472	-17.5%
...Molokai	16,267	16,226	0.2%	14,545	13,072	11.3%	1,722	3,154	-45.4%
...Lanai	73,292	73,388	-0.1%	65,013	63,172	2.9%	8,279	10,216	-19.0%
Kauai	26,299	23,034	14.2%	22,793	19,209	18.7%	3,506	3,824	-8.3%
Big Island	31,675	27,031	17.2%	26,938	22,195	21.4%	4,738	4,836	-2.0%
...Hilo	24,107	19,845	21.5%	19,813	15,502	27.8%	4,294	4,343	-1.1%
...Kona	28,572	23,840	19.9%	24,233	19,397	24.9%	4,339	4,443	-2.3%
Lanai Only	7,878	9,178	-14.2%	7,322	8,530	-14.2%	556	648	-14.2%
LENGTH OF STAY									
Oahu (days)	5.37	5.54	-3.1%	5.39	5.30	1.7%	5.20	6.40	-18.8%
Maui (days)	5.35	5.30	1.0%	5.37	5.37	-0.1%	5.20	4.80	8.3%
Molokai (days)	1.81	1.79	0.8%	1.87	1.86	0.1%	1.30	1.49	-13.0%
Lanai (days)	3.14	3.29	-4.5%	3.25	3.46	-6.1%	2.32	2.24	3.6%
Kauai (days)	3.06	3.15	-3.0%	3.02	3.18	-5.1%	3.31	3.02	9.6%
Big Island (days)	4.48	4.04	10.9%	4.50	4.13	8.9%	4.34	3.58	21.0%
...Hilo (days)	2.14	1.85	15.7%	2.25	2.02	11.2%	1.64	1.23	33.2%
...Kona (days)	3.16	3.04	4.0%	3.16	3.11	1.7%	3.11	2.70	15.4%
Statewide (days)	13.03	12.45	4.7%	13.04	12.26	6.4%	12.95	13.60	-4.8%
ACCOMMODATIONS									
Hotel	47,628	50,327	-5.4%	41,555	42,380	-1.9%	6,073	7,947	-23.6%
...Hotel Only	32,156	37,323	-13.8%	27,718	31,446	-11.9%	4,438	5,877	-24.5%
Condo	11,975	12,682	-5.6%	10,934	10,585	3.3%	1,041	2,097	-50.3%
...Condo Only	7,478	7,925	-5.6%	6,737	6,780	-0.6%	741	1,145	-35.3%
Timeshare	4,974	4,512	10.2%	4,582	4,150	10.4%	391	362	8.0%
...Timeshare Only	2,749	2,608	5.4%	2,672	2,380	12.3%	78	228	-66.0%
Rental House	2,348	2,186	7.4%	2,102	2,042	3.0%	246	144	71.0%
Bed & Breakfast	1,419	1,292	9.8%	1,286	1,141	12.7%	133	152	-12.2%
Cruise Ship	14,439	9,702	48.8%	13,127	8,420	55.9%	1,312	1,283	2.3%
Friends or Relatives	6,984	6,329	10.3%	6,013	5,829	3.2%	971	500	94.3%
PURPOSE OF TRIP									
Pleasure (Net)	62,118	61,269	1.4%	55,540	53,034	4.7%	6,577	8,234	-20.1%
.....Vacation	57,192	55,211	3.6%	50,819	48,070	5.7%	6,373	7,141	-10.7%
.....Honeymoon	5,217	5,896	-11.5%	4,988	5,074	-1.7%	230	822	-72.1%
.....Wedding	1,160	NA	NA	1,150	1,216	-5.4%	10	NA	NA
MC&I (Net)	6,085	7,772	-21.7%	5,158	7,002	-26.3%	926	770	20.3%
.....Convention/Conf.	3,091	4,020	-23.1%	2,369	3,703	-36.0%	722	317	127.3%
.....Corp. Meetings	1,527	1,591	-4.0%	1,445	1,532	-5.7%	83	60	38.6%
.....Incentive	1,945	2,734	-28.8%	1,750	2,272	-23.0%	195	462	-57.7%
Other Business	2,946	3,030	-2.8%	2,784	2,678	4.0%	162	352	-54.0%
Visit Friends/Relatives	5,621	5,576	0.8%	5,198	5,184	0.3%	423	392	8.0%
Government/Military	595	449	32.6%	437	421	3.9%	158	28	461.7%
Attend School	248	262	-5.1%	165	216	-23.7%	84	46	82.5%
Sport Events	741	965	-23.2%	588	551	6.8%	153	415	-63.1%

Source: DBEDT

**TABLE 48: Kauai Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Kauai	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	7,183,799	6,906,206	4.0%	6,762,313	6,405,086	5.6%	421,486	501,120	-15.9%
Total Visitors	1,090,146	1,020,921	6.8%	988,304	906,105	9.1%	101,843	114,816	-11.3%
PARTY SIZE									
One	144,225	140,873	2.4%	133,265	127,314	4.7%	10,960	13,559	-19.2%
Two	567,312	524,482	8.2%	518,090	471,994	9.8%	49,222	52,488	-6.2%
Three or more	378,610	355,566	6.5%	336,948	306,797	9.8%	41,661	48,769	-14.6%
Avg Party Size	2.09	2.08	0.4%	2.07	2.06	0.7%	2.30	2.30	-0.2%
VISIT STATUS									
First-Time	383,097	360,183	6.4%	341,075	313,864	8.7%	42,022	46,320	-9.3%
Repeat	707,051	660,738	7.0%	647,229	592,241	9.3%	59,822	68,497	-12.7%
Average # of Trips	4.66	4.99	-6.6%	4.76	5.10	-6.7%	3.70	4.11	-9.9%
TRAVEL METHOD									
Group Tour	103,535	98,542	5.1%	76,878	66,543	15.5%	26,657	31,999	-16.7%
Package	398,607	367,367	8.5%	342,170	303,443	12.8%	56,437	63,924	-11.7%
Group Tour & Pkg	86,712	81,643	6.2%	64,031	53,727	19.2%	22,681	27,916	-18.8%
True Independent	674,717	636,952	5.9%	633,287	589,846	7.4%	41,430	47,106	-12.0%
ISLANDS VISITED									
Oahu	477,215	430,415	10.9%	399,274	343,405	16.3%	77,941	87,011	-10.4%
Maui County	371,445	315,367	17.8%	331,367	278,891	18.8%	40,078	36,476	9.9%
...Maui	364,506	307,459	18.6%	325,475	272,266	19.5%	39,031	35,192	10.9%
...Molokai	21,804	19,855	9.8%	17,574	16,014	9.7%	4,230	3,841	10.1%
...Lanai	26,299	23,034	14.2%	22,793	19,209	18.7%	3,506	3,824	-8.3%
Kauai	1,090,146	1,020,921	6.8%	988,304	906,105	9.1%	101,843	114,816	-11.3%
Big Island	303,216	241,768	25.4%	265,972	203,694	30.6%	37,244	38,073	-2.2%
...Hilo	215,395	155,281	38.7%	187,056	127,403	46.8%	28,339	27,879	1.6%
...Kona	264,657	199,412	32.7%	234,203	167,173	40.1%	30,454	32,238	-5.5%
Kauai Only	460,876	444,357	3.7%	446,378	423,774	5.3%	14,499	20,583	-29.6%
LENGTH OF STAY									
Oahu (days)	4.68	4.79	-2.4%	4.65	4.65	0.0%	4.83	5.36	-9.9%
Maui (days)	4.03	4.36	-7.5%	4.09	4.43	-7.6%	3.48	3.77	-7.6%
Molokai (days)	2.19	2.37	-7.9%	2.36	2.41	-1.7%	1.45	2.24	-35.4%
Lanai (days)	1.83	1.82	1.0%	1.90	1.90	0.1%	1.40	1.40	0.2%
Kauai (days)	6.59	6.76	-2.6%	6.84	7.07	-3.2%	4.14	4.36	-5.2%
Big Island (days)	3.80	3.89	-2.4%	3.80	3.97	-4.3%	3.84	3.50	9.6%
...Hilo (days)	1.90	1.95	-2.7%	1.84	2.02	-9.0%	2.31	1.64	40.7%
...Kona (days)	2.81	3.20	-12.3%	2.84	3.29	-13.7%	2.55	2.72	-6.4%
Statewide (days)	11.13	11.12	0.1%	11.18	11.14	0.4%	10.66	10.97	-2.8%
ACCOMMODATIONS									
Hotel	590,911	568,862	3.9%	515,865	480,971	7.3%	75,047	87,891	-14.6%
...Hotel Only	370,728	384,347	-3.5%	314,461	314,522	0.0%	56,267	69,826	-19.4%
Condo	233,888	236,570	-1.1%	218,874	218,407	0.2%	15,014	18,163	-17.3%
...Condo Only	148,241	151,538	-2.2%	140,039	140,542	-0.4%	8,202	10,996	-25.4%
Timeshare	191,808	176,631	8.6%	184,359	169,063	9.0%	7,449	7,568	-1.6%
...Timeshare Only	128,841	119,175	8.1%	125,233	114,773	9.1%	3,607	4,402	-18.1%
Rental House	68,325	64,513	5.9%	65,657	60,859	7.9%	2,668	3,654	-27.0%
Bed & Breakfast	19,502	20,294	-3.9%	17,555	17,963	-2.3%	1,947	2,331	-16.5%
Cruise Ship	165,521	98,712	67.7%	152,318	89,864	69.5%	13,203	8,848	49.2%
Friends or Relatives	72,194	69,836	3.4%	67,087	64,038	4.8%	5,106	5,798	-11.9%
PURPOSE OF TRIP									
Pleasure (Net)	978,931	914,151	7.1%	889,635	812,841	9.4%	89,296	101,309	-11.9%
....Vacation	891,835	822,959	8.4%	812,547	735,329	10.5%	79,288	87,630	-9.5%
....Honeymoon	89,920	89,534	0.4%	80,498	80,494	0.0%	9,422	9,039	4.2%
....Wedding	18,472	NA	NA	15,900	15,309	3.9%	2,573	NA	NA
MC&I (Net)	59,087	57,351	3.0%	52,105	52,036	0.1%	6,982	5,315	31.4%
....Convention/Conf.	36,699	36,206	1.4%	32,682	33,052	-1.1%	4,017	3,153	27.4%
....Corp. Meetings	10,364	9,345	10.9%	9,534	8,563	11.3%	830	781	6.2%
....Incentive	14,239	15,069	-5.5%	12,032	13,224	-9.0%	2,207	1,845	19.6%
Other Business	28,942	27,582	4.9%	28,159	26,203	7.5%	783	1,379	-43.2%
Visit Friends/Relatives	68,645	66,116	3.8%	64,642	60,584	6.7%	4,002	5,531	-27.6%
Government/Military	8,686	6,411	35.5%	5,971	5,190	15.1%	2,715	1,222	122.2%
Attend School	1,375	2,293	-40.0%	1,185	1,336	-11.3%	190	957	-80.1%
Sport Events	7,407	7,409	0.0%	6,218	5,350	16.2%	1,190	2,059	-42.2%

Source: DBEDT

**TABLE 49: Island of Hawaii (Big Island) Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Hawaii (Big Island)	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	10,066,362	8,555,752	17.7%	8,543,141	7,221,078	18.3%	1,523,221	1,334,674	14.1%
Total Visitors	1,521,537	1,281,156	18.8%	1,173,629	982,704	19.4%	347,907	298,452	16.6%
PARTY SIZE									
One	233,144	204,401	14.1%	196,527	169,629	15.9%	36,617	34,772	5.3%
Two	707,430	584,566	21.0%	568,919	470,811	20.8%	138,510	113,755	21.8%
Three or more	580,963	492,189	18.0%	408,183	342,264	19.3%	172,780	149,926	15.2%
Avg Party Size	2.12	2.11	0.5%	2.01	2.00	0.5%	2.49	2.47	0.8%
VISIT STATUS									
First-Time	546,013	456,484	19.6%	396,082	332,200	19.2%	149,931	124,284	20.6%
Repeat	975,523	824,673	18.3%	777,547	650,505	19.5%	197,976	174,168	13.7%
Average # of Trips	4.70	4.77	-1.4%	5.06	5.06	0.1%	3.49	3.83	-8.7%
TRAVEL METHOD									
Group Tour	229,044	184,456	24.2%	112,979	85,109	32.7%	116,065	99,348	16.8%
Package	636,295	515,061	23.5%	404,757	320,058	26.5%	231,539	195,003	18.7%
Group Tour & Pkg	188,551	152,367	23.7%	91,190	67,220	35.7%	97,362	85,147	14.3%
True Independent	844,749	734,675	15.0%	747,083	644,757	15.9%	97,666	89,918	8.6%
ISLANDS VISITED									
Oahu	741,807	631,617	17.4%	471,109	399,722	17.9%	270,699	231,895	16.7%
Maui County	415,165	343,917	20.7%	359,072	290,366	23.7%	56,093	53,550	4.7%
...Maui	403,451	333,773	20.9%	351,186	282,108	24.5%	52,265	51,664	1.2%
...Molokai	26,106	22,999	13.5%	20,467	18,718	9.3%	5,640	4,281	31.7%
...Lanai	31,675	27,031	17.2%	26,938	22,195	21.4%	4,738	4,836	-2.0%
Kauai	303,216	241,768	25.4%	265,972	203,694	30.6%	37,244	38,073	-2.2%
Big Island	1,521,537	1,281,156	18.8%	1,173,629	982,704	19.4%	347,907	298,452	16.6%
...Hilo	593,067	483,503	22.7%	433,152	344,992	25.6%	159,915	138,511	15.5%
...Kona	1,077,078	1,075,233	0.2%	1,011,979	825,830	22.5%	65,099	249,403	-73.9%
Big Island Only	618,523	510,746	21.1%	561,193	453,415	23.8%	57,330	57,330	0.0%
LENGTH OF STAY									
Oahu (days)	4.83	4.83	0.1%	5.06	5.14	-1.5%	4.43	4.29	3.3%
Maui (days)	3.89	4.06	-4.0%	4.00	4.22	-5.3%	3.22	3.16	1.7%
Molokai (days)	2.30	2.34	-1.8%	2.47	2.48	-0.5%	1.66	1.71	-3.0%
Lanai (days)	1.96	1.91	2.5%	2.07	2.03	1.7%	1.35	1.36	-0.5%
Kauai (days)	3.07	3.33	-7.6%	3.11	3.44	-9.5%	2.82	2.73	3.3%
Big Island (days)	6.62	6.68	-1.0%	7.28	7.35	-0.9%	4.38	4.47	-2.1%
...Hilo (days)	3.47	3.64	-4.8%	3.86	4.14	-6.8%	2.40	2.40	0.0%
...Kona (days)	6.65	6.33	4.9%	6.79	7.01	-3.2%	4.42	4.08	8.4%
Statewide (days)	10.74	10.84	-0.9%	11.30	11.46	-1.3%	8.85	8.80	0.5%
ACCOMMODATIONS									
Hotel	1,000,094	851,390	17.5%	704,619	597,511	17.9%	295,475	253,879	16.4%
...Hotel Only	744,012	643,505	15.6%	481,734	419,877	14.7%	262,277	223,628	17.3%
Condo	238,257	214,396	11.1%	206,392	183,890	12.2%	31,865	30,506	4.5%
...Condo Only	146,398	127,563	14.8%	126,046	110,086	14.5%	20,352	17,477	16.4%
Timeshare	135,250	118,151	14.5%	126,955	108,982	16.5%	8,295	9,168	-9.5%
...Timeshare Only	87,259	73,794	18.2%	82,650	68,909	19.9%	4,608	4,885	-5.7%
Rental House	62,519	49,146	27.2%	57,257	45,345	26.3%	5,262	3,801	38.4%
Bed & Breakfast	39,229	34,281	14.4%	34,247	30,722	11.5%	4,981	3,559	40.0%
Cruise Ship	176,623	109,252	61.7%	162,220	99,600	62.9%	14,403	9,651	49.2%
Friends or Relatives	147,864	134,185	10.2%	131,092	117,013	12.0%	16,772	17,172	-2.3%
PURPOSE OF TRIP									
Pleasure (Net)	1,268,437	1,087,483	16.6%	976,563	822,202	18.8%	291,874	265,282	10.0%
.....Vacation	1,167,451	998,815	16.9%	925,188	776,834	19.1%	242,263	221,981	9.1%
.....Honeymoon	101,200	82,738	22.3%	54,995	48,488	13.4%	46,205	34,250	34.9%
.....Wedding	24,256	NA	NA	12,181	9,960	22.3%	12,074	NA	NA
MC&I (Net)	135,092	94,389	43.1%	108,523	81,547	33.1%	26,570	12,842	106.9%
.....Convention/Conf.	78,753	59,848	31.6%	65,060	53,149	22.4%	13,693	6,699	104.4%
.....Corp. Meetings	25,562	16,584	54.1%	20,364	14,361	41.8%	5,198	2,224	133.7%
.....Incentive	36,416	21,909	66.2%	27,883	17,632	58.1%	8,533	4,278	99.5%
Other Business	59,231	52,275	13.3%	52,239	45,652	14.4%	6,992	6,624	5.6%
Visit Friends/Relatives	128,409	117,369	9.4%	116,166	102,934	12.9%	12,242	14,434	-15.2%
Government/Military	11,070	6,414	72.6%	5,747	5,201	10.5%	5,324	1,213	338.7%
Attend School	4,851	5,280	-8.1%	3,411	3,597	-5.2%	1,440	1,683	-14.4%
Sport Events	27,554	21,421	28.6%	19,968	15,251	30.9%	7,587	6,170	23.0%

**TABLE 50: Hilo Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)**

Hilo	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	2,058,339	1,756,681	17.2%	1,672,089	1,428,858	17.0%	386,250	327,823	17.8%
Total Visitors	593,067	481,907	23.1%	433,152	344,992	25.6%	159,915	136,915	16.8%
PARTY SIZE									
One	97,764	87,541	11.7%	78,530	67,695	16.0%	19,234	19,847	-3.1%
Two	281,181	227,034	23.8%	222,461	173,406	28.3%	58,720	53,628	9.5%
Three or more	214,122	167,331	28.0%	132,161	103,891	27.2%	81,961	63,440	29.2%
Avg Party Size	2.09	2.03	2.9%	1.94	1.91	1.6%	2.49	2.34	6.7%
VISIT STATUS									
First-Time	269,488	214,197	25.8%	190,820	150,809	26.5%	78,668	63,388	24.1%
Repeat	323,579	267,711	20.9%	242,332	194,182	24.8%	81,247	73,527	10.5%
Average # of Trips	3.69	3.95	-6.4%	3.92	4.02	-2.6%	3.09	3.76	-17.9%
TRAVEL METHOD									
Group Tour	119,853	92,929	29.0%	63,893	48,657	31.3%	55,960	44,272	26.4%
Package	287,520	218,981	31.3%	186,650	135,919	37.3%	100,870	83,062	21.4%
Group Tour & Pkg	99,713	78,155	27.6%	54,107	40,173	34.7%	45,605	37,983	20.1%
True Independent	285,407	248,483	14.9%	236,717	200,588	18.0%	48,690	47,895	1.7%
ISLANDS VISITED									
Oahu	404,477	324,934	24.5%	272,065	209,372	29.9%	132,412	115,562	14.6%
Maui County	266,291	200,244	33.0%	224,384	161,609	38.8%	41,907	38,634	8.5%
...Maui	260,078	195,478	33.0%	221,638	158,347	40.0%	38,440	37,131	3.5%
...Molokai	20,813	17,408	19.6%	15,524	13,660	13.6%	5,289	3,748	41.1%
...Lanai	24,107	19,845	21.5%	19,813	15,502	27.8%	4,294	4,343	-1.1%
Kauai	215,395	155,281	38.7%	187,056	127,403	46.8%	28,339	27,879	1.6%
Big Island	593,067	481,907	23.1%	433,152	344,992	25.6%	159,915	136,915	16.8%
...Hilo	593,067	481,907	23.1%	433,152	344,992	25.6%	159,915	136,915	16.8%
...Kona	356,778	274,804	29.8%	271,501	188,118	44.3%	85,277	86,686	-1.6%
LENGTH OF STAY									
Oahu (days)	5.23	5.23	-0.1%	5.28	5.49	-3.8%	5.10	4.76	7.3%
Maui (days)	3.19	3.34	-4.7%	3.20	3.34	-4.2%	3.08	3.33	-7.4%
Molokai (days)	1.96	2.38	-17.7%	2.08	2.17	-4.2%	1.60	3.14	-49.0%
Lanai (days)	1.66	1.66	-0.3%	1.74	1.64	6.1%	1.25	1.72	-27.2%
Kauai (days)	2.39	2.31	3.4%	2.34	2.53	-7.8%	2.74	1.30	110.6%
Big Island (days)	5.56	5.20	7.1%	5.99	6.19	-3.3%	4.42	2.69	64.2%
...Hilo (days)	3.47	3.65	-4.8%	3.86	4.14	-6.8%	2.42	2.39	0.9%
...Kona (days)	3.49	3.33	4.8%	3.39	3.75	-9.6%	3.79	2.40	57.9%
Statewide (days)	11.53	9.77	18.0%	12.11	12.15	-0.4%	9.96	3.77	164.4%
ACCOMMODATIONS									
Hotel	387,891	321,893	20.5%	254,791	208,292	22.3%	133,100	113,600	17.2%
...Hotel Only	231,643	205,683	12.6%	122,509	112,712	8.7%	109,134	92,971	17.4%
Condo	59,116	55,350	6.8%	46,788	42,035	11.3%	12,327	13,314	-7.4%
...Condo Only	27,370	24,852	10.1%	20,178	18,226	10.7%	7,192	6,626	8.5%
Timeshare	26,070	25,316	3.0%	24,047	20,515	17.2%	2,023	4,801	-57.9%
...Timeshare Only	13,812	12,762	8.2%	12,801	10,706	19.6%	1,011	2,056	-50.8%
Rental House	25,740	19,802	30.0%	22,627	17,780	27.3%	3,113	2,022	54.0%
Bed & Breakfast	25,789	22,066	16.9%	21,846	19,141	14.1%	3,943	2,925	34.8%
Cruise Ship	164,546	99,267	65.8%	150,898	91,093	65.7%	13,649	8,174	67.0%
Friends or Relatives	68,320	63,312	7.9%	57,655	51,450	12.1%	10,665	11,862	-10.1%
PURPOSE OF TRIP									
Pleasure (Net)	488,615	406,422	20.2%	366,751	289,528	26.7%	121,864	116,894	4.3%
.....Vacation	449,842	373,215	20.5%	346,696	273,194	26.9%	103,146	100,021	3.1%
.....Honeymoon	39,512	29,930	32.0%	22,571	18,084	24.8%	16,941	11,846	43.0%
.....Wedding	11,412	NA	NA	4,430	3,327	33.2%	6,981	NA	NA
MC&I (Net)	41,538	27,120	53.2%	24,780	19,249	28.7%	16,757	7,872	112.9%
.....Convention/Conf.	25,836	17,991	43.6%	16,502	13,717	20.3%	9,333	4,274	118.4%
.....Corp. Meetings	7,298	3,862	89.0%	3,932	2,806	40.1%	3,366	1,056	218.6%
.....Incentive	10,043	6,202	61.9%	5,260	3,507	50.0%	4,783	2,695	77.5%
Other Business	25,115	20,970	19.8%	20,185	17,261	16.9%	4,930	3,709	32.9%
Visit Friends/Relatives	60,362	55,256	9.2%	52,367	45,583	14.9%	7,995	9,673	-17.3%
Government/Military	7,435	3,926	89.4%	3,416	2,927	16.7%	4,018	999	302.4%
Attend School	3,048	3,106	-1.9%	1,790	1,823	-1.8%	1,257	1,284	-2.1%
Sport Events	7,785	6,387	21.9%	4,682	3,789	23.6%	3,103	2,598	19.4%

Source: DBEDT

TABLE 51: Kona Visitor Characteristics: 2005 vs. 2004
(Arrivals by air)

Kona	TOTAL			DOMESTIC			INTERNATIONAL		
	2005	2004	% Change	2005	2004	% Change	2005	2004	% Change
Total Visitor Days	8,008,023	6,799,071	17.8%	6,871,052	5,792,219	18.6%	1,136,971	1,006,851	12.9%
Total Visitors	1,285,248	1,072,933	19.8%	1,011,978	825,830	22.5%	273,270	247,103	10.6%
PARTY SIZE									
One	189,434	163,016	16.2%	159,676	133,853	19.3%	29,758	29,163	2.0%
Two	611,380	493,010	24.0%	495,573	397,491	24.7%	115,807	95,519	21.2%
Three or more	484,434	416,907	16.2%	356,728	294,486	21.1%	127,705	122,421	4.3%
Avg Party Size	2.11	2.12	-0.7%	2.03	2.03	0.2%	2.40	2.44	-1.9%
VISIT STATUS									
First-Time	446,403	367,393	21.5%	333,061	266,935	24.8%	113,342	100,458	12.8%
Repeat	838,845	705,540	18.9%	678,917	558,895	21.5%	159,927	146,645	9.1%
Average # of Trips	4.80	4.86	-1.3%	5.12	5.17	-1.0%	3.61	3.83	-5.8%
TRAVEL METHOD									
Group Tour	180,529	147,266	22.6%	99,841	69,919	42.8%	80,688	77,348	4.3%
Package	529,858	424,590	24.8%	355,048	267,969	32.5%	174,810	156,621	11.6%
Group Tour & Pkg	149,452	120,759	23.8%	80,900	55,237	46.5%	68,553	65,522	4.6%
True Independent	724,313	622,378	16.4%	637,989	543,180	17.5%	86,324	79,198	9.0%
ISLANDS VISITED									
Oahu	585,305	492,064	18.9%	381,362	306,952	24.2%	203,943	185,111	10.2%
Maui County	354,731	277,868	27.7%	307,424	233,558	31.6%	47,307	44,311	6.8%
...Maui	344,813	269,847	27.8%	300,880	226,994	32.5%	43,933	42,854	2.5%
...Molokai	23,221	19,715	17.8%	18,076	15,852	14.0%	5,146	3,862	33.2%
...Lanai	28,572	23,840	19.9%	24,233	19,397	24.9%	4,339	4,443	-2.3%
Kauai	264,657	199,412	32.7%	234,203	167,173	40.1%	30,454	32,238	-5.5%
Big Island	1,285,248	1,072,933	19.8%	1,011,978	825,830	22.5%	273,270	247,103	10.6%
...Hilo	356,778	274,804	29.8%	271,501	188,118	44.3%	85,277	86,686	-1.6%
...Kona	1,285,248	1,072,933	19.8%	1,011,978	825,830	22.5%	273,270	247,103	10.6%
LENGTH OF STAY									
Oahu (days)	4.67	4.60	1.5%	4.83	4.87	-0.7%	4.37	4.17	4.9%
Maui (days)	3.80	4.05	-6.0%	3.87	4.18	-7.4%	3.36	3.36	0.0%
Molokai (days)	2.25	2.46	-8.6%	2.41	2.29	5.2%	1.71	3.18	-46.3%
Lanai (days)	1.94	1.94	-0.3%	2.05	2.01	1.8%	1.33	1.65	-19.2%
Kauai (days)	2.93	3.07	-4.8%	2.98	3.40	-12.4%	2.52	1.37	84.6%
Big Island (days)	6.92	6.34	9.2%	7.39	7.01	5.3%	5.19	4.07	27.5%
...Hilo (days)	2.28	3.15	-27.6%	2.22	2.40	-7.3%	2.48	4.80	-48.4%
...Kona (days)	6.23	6.34	-1.7%	6.79	7.01	-3.2%	4.16	4.07	2.1%
Statewide (days)	10.75	9.63	11.6%	11.14	11.30	-1.4%	9.33	4.08	128.7%
ACCOMMODATIONS									
Hotel	835,300	707,863	18.0%	605,772	499,622	21.2%	229,528	208,241	10.2%
...Hotel Only	614,690	534,955	14.9%	413,568	354,282	16.7%	201,122	180,672	11.3%
Condo	214,602	192,864	11.3%	187,118	165,695	12.9%	27,484	27,169	1.2%
...Condo Only	133,780	116,793	14.5%	117,046	101,783	15.0%	16,734	15,011	11.5%
Timeshare	125,360	108,808	15.2%	117,474	100,198	17.2%	7,886	8,609	-8.4%
...Timeshare Only	81,996	68,906	19.0%	77,624	64,369	20.6%	4,371	4,536	-3.6%
Rental House	50,846	39,771	27.8%	46,169	36,750	25.6%	4,676	3,021	54.8%
Bed & Breakfast	30,572	26,686	14.6%	26,387	23,594	11.8%	4,185	3,092	35.3%
Cruise Ship	163,067	90,587	80.0%	149,577	81,901	82.6%	13,490	8,686	55.3%
Friends or Relatives	111,016	101,281	9.6%	97,546	85,958	13.5%	13,470	15,323	-12.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,086,587	919,479	18.2%	853,128	700,234	21.8%	233,459	219,244	6.5%
.....Vacation	1,003,610	845,402	18.7%	808,451	661,815	22.2%	195,159	183,587	6.3%
.....Honeymoon	84,095	70,240	19.7%	47,548	41,013	15.9%	36,547	29,227	25.0%
.....Wedding	17,087	NA	NA	10,602	8,520	24.4%	6,485	NA	NA
MC&I (Net)	116,994	81,994	42.7%	96,593	71,342	35.4%	20,402	10,652	91.5%
.....Convention/Conf.	67,060	51,845	29.3%	56,628	45,909	23.3%	10,432	5,937	75.7%
.....Corp. Meetings	22,660	14,498	56.3%	18,312	12,853	42.5%	4,348	1,645	164.3%
.....Incentive	32,564	19,218	69.4%	26,090	15,825	64.9%	6,474	3,393	90.8%
Other Business	45,647	41,305	10.5%	40,977	35,630	15.0%	4,670	5,675	-17.7%
Visit Friends/Relatives	97,191	88,024	10.4%	86,923	75,942	14.5%	10,268	12,082	-15.0%
Government/Military	8,448	4,076	107.3%	3,598	3,215	11.9%	4,850	861	463.3%
Attend School	3,721	4,037	-7.8%	2,375	2,528	-6.1%	1,346	1,509	-10.8%
Sport Events	23,946	18,150	31.9%	17,729	13,097	35.4%	6,217	5,052	23.1%

Source: DBEDT

**TABLE 52: 2005 Visitor Days by Island and MMA
(Arrivals by air)**

2005	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	10,382,877	8,987,303	7,516,223	1,419,611	412,040	56,222	170,497	38,935	56,221	733,915	747,487	150,402	897,889
Maui	9,141,006	5,496,257	322,620	1,026,666	117,702	22,381	100,346	27,294	30,826	298,548	81,847	28,894	110,741
Molokai	158,911	99,179	7,412	20,313	2,158	543	2,696	662	777	6,837	3,562	1,041	4,603
Lanai	108,069	87,101	2,824	10,222	2,365	533	1,354	299	443	4,994	2,080	94	2,174
Kauai	4,068,761	2,297,590	82,195	314,952	56,517	8,168	44,939	7,827	9,162	126,614	32,935	6,725	39,660
Big Island	5,000,845	2,935,259	738,285	499,889	82,177	19,114	80,671	11,355	21,729	215,047	80,076	13,534	93,610
...Hilo	872,275	682,583	141,838	88,594	21,896	6,299	22,447	2,500	4,813	57,954	21,868	3,846	25,713
...Kona	4,128,570	2,252,676	596,447	411,295	60,281	12,815	58,224	8,855	16,917	157,092	58,208	9,689	67,897
STATE	28,860,468	19,902,690	8,669,558	3,291,654	672,958	106,962	400,504	86,373	119,159	1,385,956	947,988	200,690	1,148,678
DOMESTIC													
Oahu	10,095,464	8,751,726	57,399	443,666	361,540	51,081	161,448	37,372	46,867	658,307	162,625	26,330	188,954
Maui	9,042,343	5,445,169	5,068	335,637	112,241	21,567	96,854	26,981	27,848	285,491	18,185	5,506	23,691
Molokai	157,667	97,892	240	6,426	2,008	522	2,682	662	717	6,592	296	494	790
Lanai	106,753	86,165	170	3,950	2,343	409	1,341	299	384	4,775	386	58	444
Kauai	4,052,864	2,285,902	2,092	104,671	53,569	7,491	43,554	7,827	8,495	120,936	7,077	1,500	8,577
Big Island	4,940,042	2,896,555	6,544	185,641	78,633	18,208	77,231	10,751	20,243	205,066	12,290	3,133	15,423
...Hilo	842,509	673,198	1,111	31,722	20,168	5,879	20,590	2,425	4,302	53,364	3,361	792	4,152
...Kona	4,097,533	2,223,357	5,433	153,919	58,465	12,329	56,640	8,326	15,941	151,702	8,929	2,342	11,271
STATE	28,395,133	19,563,409	71,512	1,079,991	610,334	99,278	383,109	83,893	104,555	1,281,168	200,859	37,021	237,879
INTERNATIONAL													
Oahu	287,413	235,577	7,458,825	975,945	50,500	5,141	9,049	1,563	9,354	75,607	584,862	124,072	708,934
Maui	98,663	51,088	317,552	691,028	5,461	814	3,492	313	2,977	13,057	63,663	23,388	87,050
Molokai	1,244	1,288	7,172	13,887	150	21	14	0	60	245	3,266	547	3,813
Lanai	1,316	935	2,654	6,272	22	124	14	0	59	219	1,694	37	1,731
Kauai	15,896	11,689	80,103	210,281	2,948	677	1,386	0	667	5,678	25,858	5,225	31,084
Big Island	60,803	38,704	731,741	314,248	3,544	907	3,440	604	1,486	9,981	67,786	10,401	78,187
...Hilo	29,766	9,385	140,726	56,872	1,728	420	1,856	75	511	4,590	18,507	3,054	21,561
...Kona	31,037	29,319	591,014	257,377	1,816	487	1,584	529	975	5,390	49,279	7,347	56,626
STATE	465,335	339,281	8,598,046	2,211,663	62,624	7,685	17,395	2,480	14,604	104,787	747,129	163,670	910,799

TABLE 52: 2005 Visitor Days by Island and MMA (continued)
(Arrivals by air)

2005	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	191,672	38,698	262,015	19,759	128,842	640,986	12,283	39,005	41,808	93,096	2,096,052	32,767,952
Maui	12,210	5,703	38,544	4,882	5,367	66,705	9,767	14,210	18,893	42,871	621,516	17,126,931
Molokai	775	108	271	59	175	1,387	36	180	258	474	12,954	312,072
Lanai	2,820	1,025	439	122	1,100	5,507	31	247	353	631	8,840	230,363
Kauai	4,335	4,648	5,826	1,609	2,731	19,149	1,243	4,638	4,901	10,781	224,097	7,183,799
Big Island	31,335	6,944	34,544	5,824	12,547	91,194	1,611	6,024	13,460	21,096	471,137	10,066,362
...Hilo	23,170	1,637	6,358	1,686	5,419	38,269	238	1,374	2,886	4,499	146,613	2,058,339
...Kona	8,165	5,308	28,186	4,138	7,128	52,925	1,373	4,650	10,575	16,597	324,524	8,008,023
STATE	243,148	57,126	341,638	32,255	150,762	824,928	24,972	64,304	79,674	168,950	3,434,597	67,687,479
DOMESTIC												
Oahu	99,956	8,851	43,250	5,423	13,477	170,958	11,787	37,208	38,366	87,360	838,392	21,292,227
Maui	8,392	2,300	7,112	1,107	2,320	21,233	9,767	14,210	18,893	42,871	415,058	15,616,562
Molokai	434	63	98	59	68	723	36	180	258	474	8,496	279,300
Lanai	368	82	77	122	47	696	31	247	353	631	7,541	211,126
Kauai	3,998	1,209	2,040	392	1,607	9,246	1,243	4,638	4,901	10,781	167,245	6,762,313
Big Island	6,770	1,512	7,379	1,320	1,675	18,656	1,611	5,993	13,024	20,628	254,586	8,543,141
...Hilo	2,703	642	2,351	307	566	6,568	238	1,343	2,450	4,031	55,433	1,672,089
...Kona	4,067	870	5,028	1,013	1,109	12,088	1,373	4,650	10,575	16,597	199,153	6,871,052
STATE	119,918	14,017	59,957	8,423	19,195	221,511	24,476	62,475	75,795	162,746	1,691,318	52,704,668
INTERNATIONAL												
Oahu	91,716	29,847	218,764	14,336	115,365	470,028	497	1,797	3,443	5,736	1,257,660	11,475,726
Maui	3,817	3,403	31,432	3,774	3,046	45,473	0	0	0	0	206,458	1,510,370
Molokai	341	44	172	0	107	665	0	0	0	0	4,459	32,772
Lanai	2,452	943	362	0	1,053	4,811	0	0	0	0	1,299	19,237
Kauai	338	3,439	3,786	1,217	1,123	9,903	0	0	0	0	56,851	421,486
Big Island	24,566	5,432	27,165	4,504	10,872	72,538	0	32	436	468	216,551	1,523,221
...Hilo	20,467	994	4,007	1,380	4,853	31,701	0	32	436	468	91,180	386,250
...Kona	4,098	4,438	23,158	3,124	6,019	40,837	0	0	0	0	125,371	1,136,971
STATE	123,230	43,109	281,681	23,831	131,566	603,417	497	1,829	3,879	6,204	1,743,279	14,982,811

**TABLE 53: 2005 Visitor Arrivals by Island and MMA
(Arrivals by air)**

2005	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Oahu	1,378,411	1,202,244	1,456,376	143,225	48,321	5,561	19,337	4,528	4,344	82,090	118,443	18,337	136,780
Maui	1,124,292	797,089	104,212	106,175	16,674	2,658	12,263	3,377	3,232	38,205	18,839	3,439	22,278
Molokai	29,199	25,538	6,502	3,058	758	160	593	113	213	1,836	1,483	232	1,715
Lanai	30,221	30,786	1,375	3,068	849	209	391	101	179	1,728	1,693	56	1,749
Kauai	529,432	398,597	43,713	46,289	9,735	1,456	7,225	1,266	1,379	21,062	9,292	1,341	10,633
Big Island	617,494	474,380	243,420	61,293	12,715	2,524	9,953	1,602	2,369	29,162	16,637	2,214	18,852
...Hilo	188,334	216,936	88,788	27,239	5,989	1,263	4,390	673	1,125	13,440	12,945	1,741	14,687
...Kona	544,789	399,298	180,822	54,469	10,717	1,975	8,141	1,342	1,967	24,142	15,497	2,034	17,531
STATE	3,032,492	1,929,294	1,517,439	248,617	62,827	8,103	27,566	7,377	6,498	112,370	122,940	19,451	142,391
DOMESTIC													
Oahu	1,341,703	1,162,942	9,634	45,606	40,946	4,793	18,138	4,359	3,735	71,971	28,842	3,992	32,833
Maui	1,114,125	788,829	807	35,648	15,641	2,417	11,622	3,299	2,716	35,695	3,152	659	3,811
Molokai	28,777	24,250	40	1,274	608	141	579	113	153	1,593	123	30	153
Lanai	29,359	30,166	27	1,484	826	92	377	101	119	1,514	100	19	118
Kauai	527,177	395,199	370	15,962	9,052	1,183	6,918	1,266	1,201	19,620	1,251	272	1,523
Big Island	612,320	468,022	898	22,579	11,866	2,245	9,547	1,526	2,011	27,195	2,356	484	2,840
...Hilo	183,525	211,048	262	10,016	5,358	985	4,001	598	767	11,709	900	162	1,062
...Kona	539,948	393,667	734	20,160	9,868	1,696	7,735	1,267	1,609	22,175	1,836	395	2,231
STATE	2,987,368	1,885,180	10,595	81,425	55,345	7,316	26,218	7,133	5,811	101,822	31,016	4,627	35,643
INTERNATIONAL													
Oahu	36,708	39,302	1,446,741	97,618	7,375	767	1,200	169	609	10,120	89,601	14,345	103,946
Maui	10,167	8,260	103,405	70,527	1,032	241	641	79	517	2,510	15,687	2,780	18,467
Molokai	422	1,288	6,462	1,784	150	20	14	0	60	243	1,360	203	1,562
Lanai	862	620	1,347	1,585	23	117	14	0	60	214	1,593	37	1,630
Kauai	2,254	3,398	43,343	30,328	683	273	307	0	179	1,442	8,041	1,069	9,110
Big Island	5,174	6,358	242,522	38,714	849	278	406	76	358	1,967	14,282	1,730	16,012
...Hilo	4,809	5,888	88,526	17,222	631	278	389	76	358	1,731	12,046	1,579	13,625
...Kona	4,842	5,631	180,088	34,309	849	278	406	76	358	1,967	13,661	1,639	15,300
STATE	45,124	44,114	1,506,844	167,192	7,482	787	1,348	244	687	10,548	91,924	14,824	106,748

TABLE 53: 2005 Visitor Arrivals by Island and MMA (continued)
(Arrivals by air)

2005	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	39,513	4,320	31,525	2,850	19,320	97,529	1,104	3,828	5,320	10,252	224,937	4,731,843
Maui	3,268	1,010	8,163	1,358	1,421	15,219	751	1,752	3,015	5,518	81,709	2,294,697
Molokai	408	47	197	13	125	789	18	47	93	158	4,690	73,487
Lanai	499	139	138	18	216	1,010	14	64	146	223	3,120	73,280
Kauai	1,189	574	1,230	596	561	4,151	181	757	1,021	1,959	34,311	1,090,147
Big Island	4,337	1,021	4,290	1,019	1,910	12,578	251	979	2,198	3,428	60,932	1,521,538
...Hilo	3,099	682	2,252	883	1,449	8,365	83	406	949	1,438	33,840	593,067
...Kona	2,869	913	3,819	986	1,720	10,308	225	784	1,918	2,927	50,964	1,285,249
STATE	42,526	5,363	35,008	4,050	20,174	107,121	1,730	5,058	7,867	14,655	312,194	7,416,574
DOMESTIC												
Oahu	23,664	1,264	6,739	760	1,850	34,277	1,060	3,697	5,032	9,788	99,712	2,808,467
Maui	2,135	363	1,262	185	423	4,369	740	1,752	3,015	5,507	52,064	2,040,855
Molokai	185	15	31	13	18	262	17	47	93	157	1,991	58,496
Lanai	94	19	24	18	19	173	12	64	146	221	1,938	65,001
Kauai	899	152	362	77	155	1,646	174	757	1,021	1,952	24,856	988,304
Big Island	1,779	259	658	204	311	3,212	244	947	2,143	3,334	33,231	1,173,631
...Hilo	1,001	121	225	68	142	1,557	76	374	894	1,344	12,628	433,152
...Kona	1,171	173	516	172	233	2,264	218	784	1,918	2,920	27,881	1,011,979
STATE	25,266	1,642	7,835	1,022	2,244	38,009	1,680	4,927	7,579	14,186	159,052	5,313,281
INTERNATIONAL												
Oahu	15,849	3,056	24,786	2,090	17,471	63,252	44	131	288	463	125,225	1,923,376
Maui	1,132	647	6,901	1,173	998	10,851	11	0	0	11	29,645	253,843
Molokai	222	32	166	0	107	527	2	0	0	2	2,700	14,991
Lanai	405	120	114	0	197	837	2	0	0	2	1,182	8,279
Kauai	289	422	868	520	406	2,506	8	0	0	8	9,455	101,843
Big Island	2,559	762	3,632	814	1,599	9,366	8	32	55	94	27,701	347,907
...Hilo	2,098	561	2,027	814	1,307	6,808	8	32	55	94	21,212	159,915
...Kona	1,699	741	3,303	814	1,487	8,044	8	0	0	8	23,083	273,270
STATE	17,260	3,721	27,173	3,028	17,930	69,112	50	131	288	469	153,142	2,103,293

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

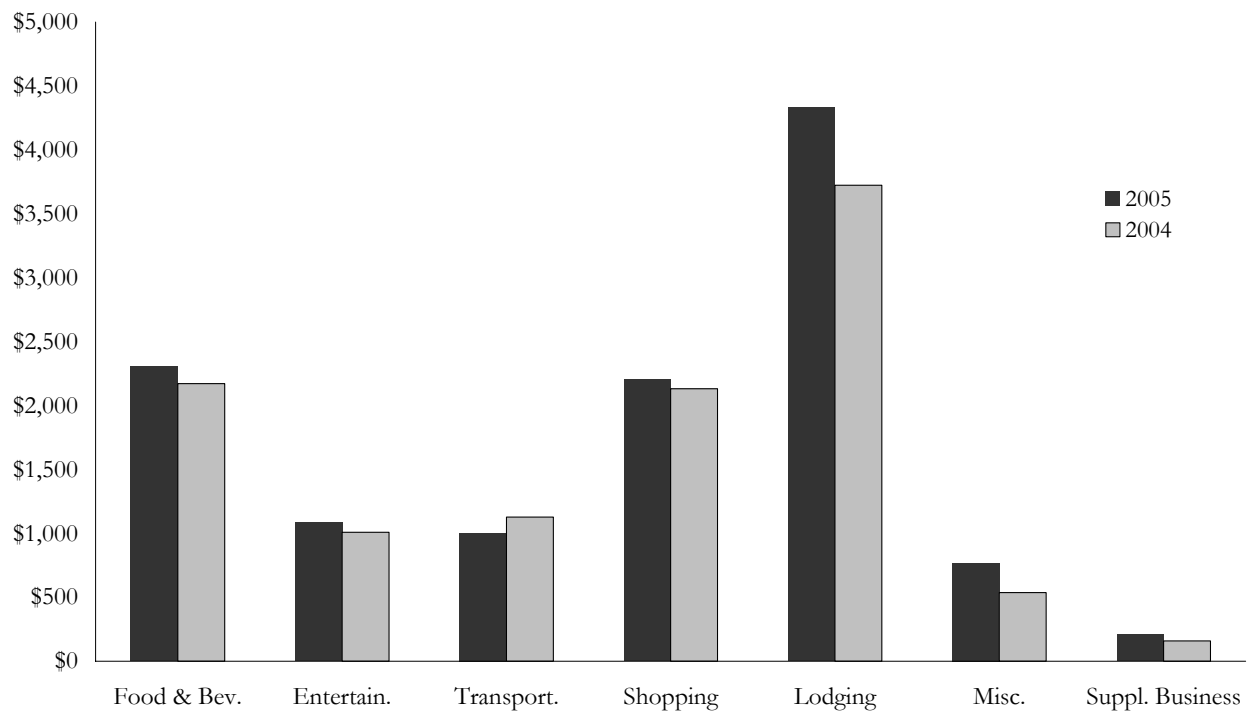
OTHER

VISITOR EXPENDITURES BY CATEGORY

Total expenditures by visitors who arrived in the islands by air rose 9.6 percent to \$11.9 billion due to increased visitor days in 2005 (TABLE 54).

Lodging, the largest expenditure category increased 16.3 percent to \$4.3 billion and comprised 36.4 percent of total air visitor expenditures. Food and beverage, the second largest category, rose (+6.2%) to \$2.3 billion or accounted for 19.4 percent of the total. Shopping was the next biggest expense at \$2.2 billion (+3.4%), followed by entertainment and recreation at \$1.1 billion (+7.4%). However, transportation declined (-11%) to \$1 billion compared to 2004.

FIGURE 10: Total Visitor Expenditures by Category: 2005 vs. 2004
(in millions)



DAILY VISITOR SPENDING PATTERNS BY SELECTED MMAS

U.S. West: Daily spending by U.S. West air visitors in 2005 was \$149 per person, virtually unchanged from the previous year (TABLE 55). Lodging expenditures by these visitors averaged \$60 per person per day, 4.2 percent higher compared to 2004. This group spent less on food and beverages (-1.1% to \$31 per person), transportation (-17.9% to \$14 per person) and shopping (-1.7% to \$20 per person) than those who came during the previous year.

U.S. East: Per day expenditures by U.S. East air visitors rose from \$173 per person to \$178 per person in 2005 (TABLE 56), ranking fourth among the visitor markets. Lodging expenditures, the largest expense for this group, were up 9.3 percent than in 2004 to average \$69 per person on a daily basis. Food and beverages was the next largest expense for these visitors at \$36 per person (-0.9%), followed by shopping at \$23 per person (-6.3%).

Japan: Spending by air visitors from Japan grew from \$252 per person to \$255 per person per day (TABLE 57). In contrast to other visitor groups, the largest expense by Japanese visitors was shopping which averaged \$99 per person per day (+0.2%). Japanese visitors spent over four times as much per day shopping as those from the U.S. mainland, Canada and Europe. Japanese visitor spending on lodging, at \$69 per person, was 14.1 percent higher than in 2004. These visitors spent \$43 per person on food and beverages (-1%).

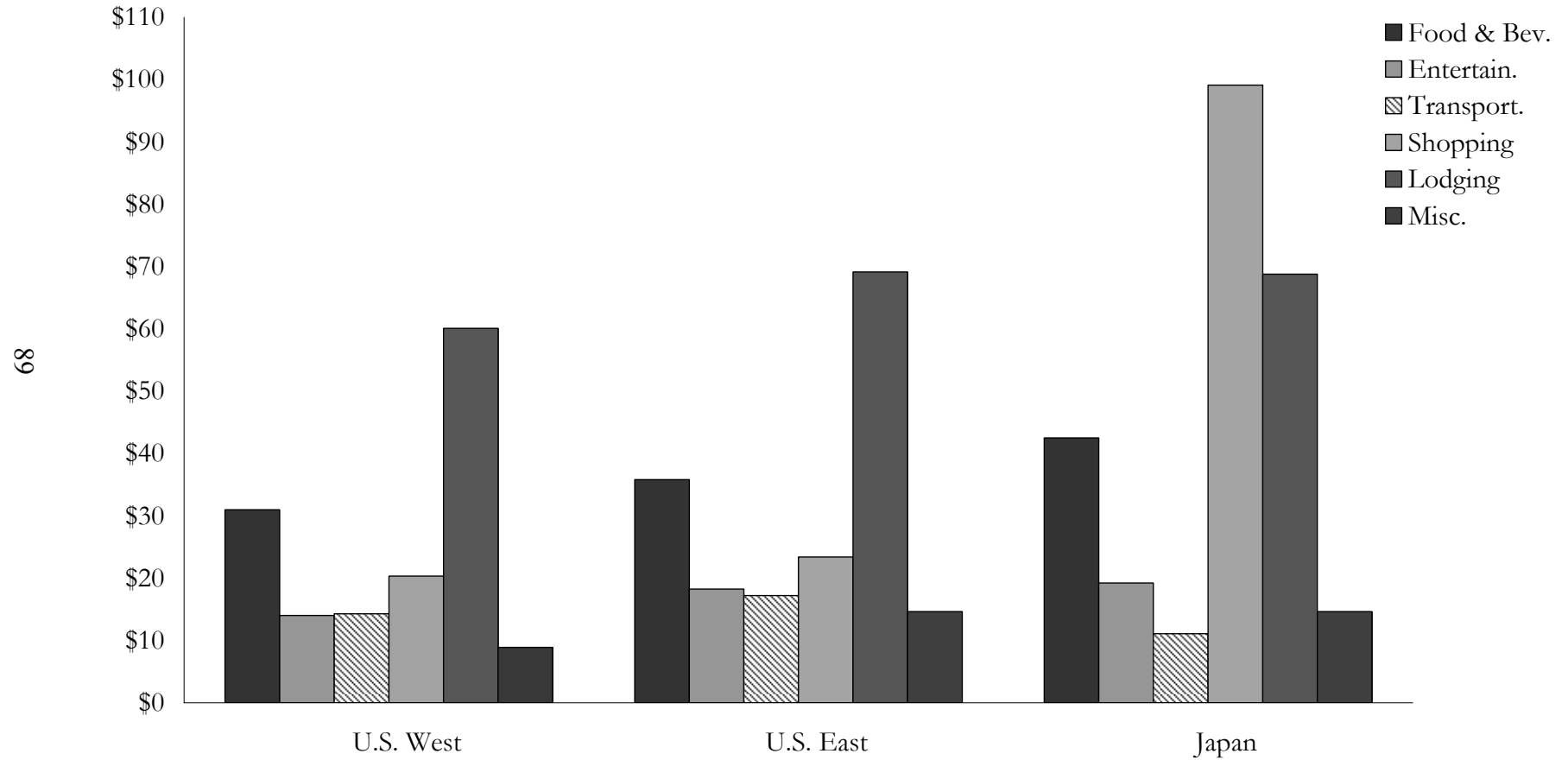
Canada: Daily spending by Canadian air visitors in 2005 was \$137 per person compared to \$128 per person in the previous year (TABLE 58). Lodging expenditures by these visitors rose 9.8 percent to \$61 per person per day compared to 2004. Food and beverages expenses averaged \$28 per person (+0.9%), while shopping expenses averaged \$16 per person, up 7.6 percent from the previous year.

Europe: Daily spending by air visitors from Europe averaged \$146 per person, down from \$152 per person in 2005 (TABLE 59). Lodging expenditures by these visitors increased 11.6 percent to \$62 per person per day. Spending on food and beverages and shopping were \$30 per person and \$17 per person, respectively, lower than in 2004.

Oceania: Daily spending by air visitors from Oceania grew from \$166 per person to \$184 per person in 2005 (TABLE 60). This group spent more on lodging (+20.7% to \$68 per person), shopping (+9.4% to \$41 per person) and food and beverage (+6%, to \$38 per person) compared to 2004.

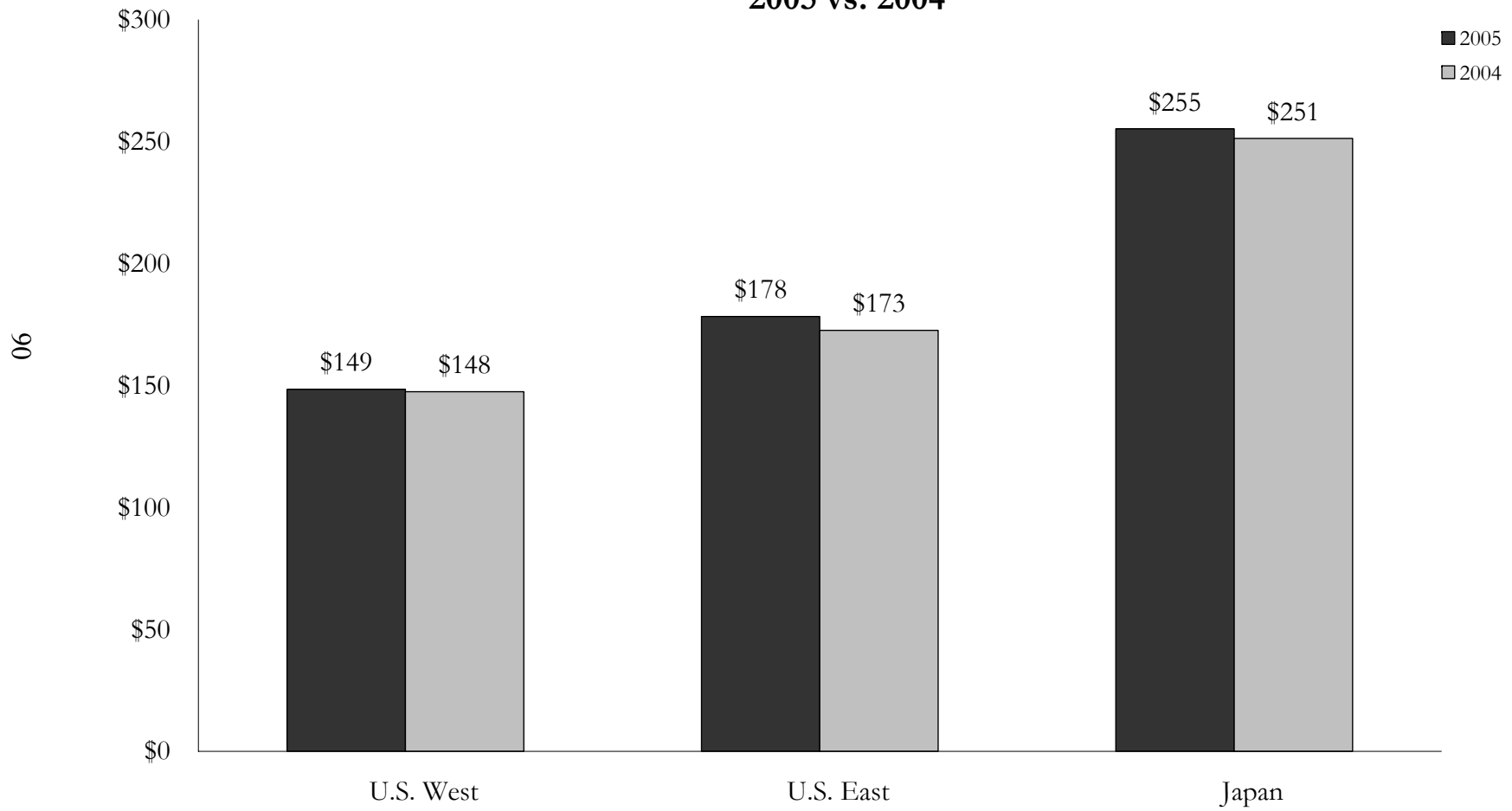
Other Asia: Ranked second in daily spending were visitors from Other Asia at \$197 per person, up from \$185 per person in the previous year (TABLE 61). Lodging expenditures by these visitors rose 18 percent to \$58 per person per day. Shopping expenses rose (+9%) to \$52 per person, while food and beverages expenses averaged \$41 per person (+7.7%).

FIGURE 11: 2005 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:
2005 vs. 2004**



Source: DBEDT

TABLE 54: Visitor Expenditures by Category: 2005 and 2004
(in millions of dollars)

Expenditure Type	2005	2004	% change
GRAND TOTAL	11,904.0	10,861.8	9.6
Total Food and beverage	2,306.4	2,171.4	6.2
Restaurant food	1,578.0	1,480.4	6.6
Dinner shows and cruises	259.8	253.4	2.5
Groceries and snacks	468.6	437.7	7.1
Entertainment & Recreation	1,084.5	1,009.5	7.4
Total Transportation	1,003.6	1,128.1	-11.0
Interisland airfare	179.1	306.3	-41.5
Ground transportation	103.2	107.2	-3.7
Rental vehicles	637.6	641.6	-0.6
Gasoline, parking, etc.	83.7	72.9	14.7
Total Shopping	2,203.5	2,131.7	3.4
Fashion and clothing	746.3	713.2	4.6
Jewelry and watches	415.7	403.7	3.0
Cosmetics, perfume	79.2	81.7	-3.1
Leather goods	340.2	337.1	0.9
Hawaii food products	217.8	213.1	2.2
Souvenirs	404.2	382.9	5.6
Lodging	4,331.5	3,723.7	16.3
All other expenses 1/	766.7	537.7	42.6
Supplemental business	207.8	159.8	30.0

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

**TABLE 55: U.S. West Visitor Personal Daily Spending by Category:
2005 vs. 2004 (in dollars)
(Arrivals by air)**

Expenditure Type	2005	2004	% change
GRAND TOTAL	148.6	147.6	0.7
Total Food and beverage	31.0	31.3	-1.1
Restaurant food	20.6	20.9	-1.4
Dinner shows and cruises	3.2	3.3	-2.6
Groceries and snacks	7.2	7.1	0.7
Entertainment & Recreation	14.0	13.9	0.9
Total Transportation	14.3	17.4	-17.9
Interisland airfare	1.9	3.7	-48.9
Ground transportation	0.7	0.8	-6.9
Rental vehicles	10.3	11.6	-10.8
Gasoline, parking, etc.	1.3	1.2	8.3
Total Shopping	20.3	20.7	-1.7
Fashion and clothing	7.8	8.0	-3.0
Jewelry and watches	4.7	4.4	6.1
Cosmetics, perfume	0.3	0.4	-7.9
Leather goods	0.6	0.5	17.9
Hawaii food products	2.1	2.3	-7.8
Souvenirs	4.7	5.0	-5.6
Lodging	60.1	57.7	4.2
All other expenses 1/	8.9	6.6	34.3

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

**TABLE 56: U.S. East Visitor Personal Daily Spending by Category:
2005 vs. 2004 (in dollars)
(Arrivals by air)**

Expenditure Type	2005	2004	% change
GRAND TOTAL	178.4	172.7	3.3
Total Food and beverage	35.8	36.1	-0.9
Restaurant food	25.5	25.8	-1.2
Dinner shows and cruises	4.4	4.4	0.5
Groceries and snacks	5.9	5.9	-0.3
Entertainment & Recreation	18.3	18.8	-2.8
Total Transportation	17.2	21.2	-18.8
Interisland airfare	3.1	6.5	-52.2
Ground transportation	1.0	1.0	0.5
Rental vehicles	11.5	12.2	-5.7
Gasoline, parking, etc.	1.5	1.5	5.9
Total Shopping	23.4	25.0	-6.3
Fashion and clothing	8.0	8.6	-7.1
Jewelry and watches	5.7	6.4	-10.6
Cosmetics, perfume	0.3	0.5	-32.2
Leather goods	0.5	0.5	-16.2
Hawaii food products	2.2	2.3	-1.9
Souvenirs	6.7	6.7	-0.2
Lodging	69.1	63.3	9.3
All other expenses 1/	14.6	8.4	73.8

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

**TABLE 57: Japanese Visitor Personal Daily Spending by Category:
2005 vs. 2004 (in dollars)
(Arrivals by air)**

Expenditure Type	2005	2004	% change
GRAND TOTAL	255.4	251.5	1.6
Total Food and beverage	42.5	43.0	-1.0
Restaurant food	29.5	29.8	-0.9
Dinner shows and cruises	5.5	5.5	na
Groceries and snacks	7.5	7.7	-2.0
Entertainment & Recreation	19.2	18.5	3.8
Total Transportation	11.1	13.4	-16.9
Interisland airfare	3.6	5.6	-36.4
Ground transportation	4.7	5.0	-6.8
Rental vehicles	2.5	2.4	3.3
Gasoline, parking, etc.	0.3	0.3	16.6
Total Shopping	99.1	98.9	0.2
Fashion and clothing	25.5	24.6	3.5
Jewelry and watches	14.1	14.5	-3.2
Cosmetics, perfume	5.7	5.8	-1.2
Leather goods	34.3	34.6	-1.0
Hawaii food products	10.4	10.1	3.1
Souvenirs	9.2	9.3	-1.2
Lodging	68.8	60.3	14.1
All other expenses 1/	14.6	17.4	-15.9

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

**TABLE 58: Canadian Visitor Personal Daily Spending by Category:
2005 vs. 2004 (in dollars)
(Arrivals by air)**

Expenditure Type	2005	2004	% change
GRAND TOTAL	137.0	127.5	7.5
Total Food and beverage	28.1	27.8	0.9
Restaurant food	17.0	15.7	8.0
Dinner shows and cruises	3.0	3.1	-3.7
Groceries and snacks	8.1	9.0	-9.8
Entertainment & Recreation	11.2	10.4	7.7
Total Transportation	13.3	14.9	-10.9
Interisland airfare	2.1	2.5	-14.8
Ground transportation	1.0	1.1	-9.1
Rental vehicles	8.9	9.9	-10.5
Gasoline, parking, etc.	1.3	1.4	-7.5
Total Shopping	16.1	14.9	7.6
Fashion and clothing	7.8	7.0	11.2
Jewelry and watches	2.5	2.2	13.7
Cosmetics, perfume	0.3	0.3	9.7
Leather goods	0.4	0.4	-1.1
Hawaii food products	1.5	1.5	2.3
Souvenirs	3.6	3.6	-0.2
Lodging	60.5	55.1	9.8
All other expenses 1/	7.9	4.4	81.3

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

**TABLE 59: European Visitor Personal Daily Spending by Category:
2005 vs. 2004 (in dollars)
(Arrivals by air)**

Expenditure Type	2005	2004	% change
GRAND TOTAL	145.8	151.8	-3.9
Total Food and beverage	29.5	34.9	-15.5
Restaurant food	21.4	25.6	-16.3
Dinner shows and cruises	2.0	2.7	-24.7
Groceries and snacks	6.1	6.6	-8.8
Entertainment & Recreation	11.8	15.3	-22.7
Total Transportation	17.7	22.5	-21.2
Interisland airfare	3.5	5.6	-37.2
Ground transportation	2.5	5.1	-51.4
Rental vehicles	10.8	10.3	4.5
Gasoline, parking, etc.	0.9	1.5	-36.9
Total Shopping	16.6	21.7	-23.6
Fashion and clothing	7.6	12.3	-38.2
Jewelry and watches	3.2	3.0	9.6
Cosmetics, perfume	0.4	0.3	28.5
Leather goods	0.5	0.1	360.3
Hawaii food products	0.9	1.1	-16.5
Souvenirs	3.9	4.9	-20.5
Lodging	61.7	55.3	11.6
All other expenses 1/	8.5	2.0	316.7

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

**TABLE 60: Oceania Visitor Personal Daily Spending by Category:
2005 vs. 2004 (in dollars)
(Arrivals by air)**

Expenditure Type	2005	2004	% change
GRAND TOTAL	183.6	165.5	10.9
Total Food and beverage	37.8	35.7	6.0
Restaurant food	25.7	24.7	3.9
Dinner shows and cruises	4.3	4.0	7.2
Groceries and snacks	7.8	7.0	12.5
Entertainment & Recreation	15.2	15.1	0.4
Total Transportation	11.9	12.2	-2.6
Interisland airfare	3.3	3.9	-15.9
Ground transportation	2.6	2.7	-4.6
Rental vehicles	5.3	4.8	10.4
Gasoline, parking, etc.	0.8	0.8	-7.7
Total Shopping	40.7	37.2	9.4
Fashion and clothing	22.5	20.0	12.5
Jewelry and watches	7.1	6.6	8.4
Cosmetics, perfume	2.8	3.0	-7.3
Leather goods	1.8	1.3	37.2
Hawaii food products	1.3	1.0	26.7
Souvenirs	5.2	5.3	-1.9
Lodging	68.3	56.6	20.7
All other expenses 1/	9.7	8.7	11.9

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

**TABLE 61: Other Asian Visitor Personal Daily Spending by Category:
2005 vs. 2004 (in dollars)
(Arrivals by air)**

Expenditure Type	2005	2004	% change
GRAND TOTAL	197.4	185.2	6.6
Total Food and beverage	40.9	38.0	7.7
Restaurant food	26.6	24.2	10.0
Dinner shows and cruises	6.7	5.9	13.3
Groceries and snacks	7.6	7.9	-3.5
Entertainment & Recreation	22.4	26.6	-16.1
Total Transportation	13.9	17.7	-21.0
Interisland airfare	5.2	7.6	-31.4
Ground transportation	2.6	3.2	-18.2
Rental vehicles	5.5	6.2	-11.2
Gasoline, parking, etc.	0.6	0.7	-9.6
Total Shopping	52.2	47.9	9.0
Fashion and clothing	16.3	14.5	12.9
Jewelry and watches	10.0	6.2	59.6
Cosmetics, perfume	5.9	4.6	26.5
Leather goods	7.2	5.6	29.2
Hawaii food products	6.7	8.5	-21.5
Souvenirs	6.1	8.5	-27.4
Lodging	57.6	48.8	18.1
All other expenses 1/	10.4	6.2	66.8

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

**TABLE 62: Latin American Visitor Personal Daily Spending by Category:
2005 vs. 2004 (in dollars)
(Arrivals by air)**

Expenditure Type	2005	2004	% change
GRAND TOTAL	162.9	129.8	25.5
Total Food and beverage	29.8	23.4	27.7
Restaurant food	19.2	13.9	38.3
Dinner shows and cruises	4.4	6.6	-32.8
Groceries and snacks	6.2	2.9	114.6
Entertainment & Recreation	16.2	13.7	18.1
Total Transportation	14.3	11.1	29.4
Interisland airfare	2.8	2.8	1.0
Ground transportation	1.6	1.3	22.2
Rental vehicles	8.5	5.5	53.6
Gasoline, parking, etc.	1.4	1.4	-3.2
Total Shopping	33.1	37.2	-10.9
Fashion and clothing	19.5	17.0	14.3
Jewelry and watches	2.6	9.2	na
Cosmetics, perfume	1.2	1.6	-24.6
Leather goods	0.7	2.1	na
Hawaii food products	2.6	0.4	596.4
Souvenirs	6.6	6.8	-4.3
Lodging	55.1	41.6	32.4
All other expenses 1/	14.3	2.8	403.4

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

**TABLE 63: Other Visitor Personal Daily Spending by Category:
2005 vs. 2004 (in dollars)
(Arrivals by air)**

Expenditure Type	2005	2004	% change
GRAND TOTAL	157.4	158.0	-0.4
Total Food and beverage	32.0	33.7	-4.9
Restaurant food	21.9	20.8	5.2
Dinner shows and cruises	2.3	4.6	-50.2
Groceries and snacks	7.9	8.3	-5.1
Entertainment & Recreation	13.6	8.9	53.1
Total Transportation	15.0	18.3	-18.3
Interisland airfare	2.6	4.0	-35.7
Ground transportation	2.2	2.5	-14.3
Rental vehicles	8.8	10.8	-18.1
Gasoline, parking, etc.	1.4	1.0	34.7
Total Shopping	30.6	34.5	-11.3
Fashion and clothing	17.0	17.8	-4.8
Jewelry and watches	2.6	5.1	-48.3
Cosmetics, perfume	1.1	1.8	-37.9
Leather goods	1.6	2.6	-39.1
Hawaii food products	1.8	2.8	-33.2
Souvenirs	6.5	4.5	45.2
Lodging	58.3	55.3	5.6
All other expenses 1/	7.9	7.3	7.2

1/ Includes cruise package spending on Hawaii home-ported cruise ships.

TABLE 64: 2005 Visitor Expenditures by Island and MMA
(in \$millions)

2005	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	1,417.5	1,384.5	2,031.8	175.4	95.2	163.9	145.4	15.6	340.6	5,770.0
Maui	1,549.3	1,256.0	56.3	161.2	51.4	25.3	18.4	6.4	94.1	3,218.3
Molokai	15.9	11.3	0.8	1.8	0.4	0.8	0.2	0.1	1.8	33.1
Lanai	22.8	25.1	0.6	1.4	0.8	0.3	1.2	0.1	1.7	54.0
Kauai	613.6	420.9	9.2	46.9	22.0	5.3	2.5	2.4	38.9	1,161.6
Big Island	751.1	556.7	134.2	78.4	37.3	18.0	9.6	3.8	78.0	1,667.0
STATE	4,370.2	3,654.5	2,232.8	465.1	207.1	213.7	177.4	28.4	554.9	11,904.0

TABLE 65: 2005 Visitor Expenditures by Island and MMA
(% share of State Total)

2005	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	32.4%	37.9%	91.0%	37.7%	46.0%	76.7%	82.0%	55.1%	61.4%	48.5%
Maui	35.5%	34.4%	2.5%	34.7%	24.8%	11.9%	10.4%	22.5%	17.0%	27.0%
Molokai	0.4%	0.3%	0.0%	0.4%	0.2%	0.4%	0.1%	0.2%	0.3%	0.3%
Lanai	0.5%	0.7%	0.0%	0.3%	0.4%	0.2%	0.7%	0.4%	0.3%	0.5%
Kauai	14.0%	11.5%	0.4%	10.1%	10.6%	2.5%	1.4%	8.3%	7.0%	9.8%
Big Island	17.2%	15.2%	6.0%	16.8%	18.0%	8.4%	5.4%	13.5%	14.1%	14.0%
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, BY ISLAND,

AND BY MMA



CRUISE SHIP PASSENGERS IN HAWAII

In addition to the 77,662 visitors who arrived by cruise ships, another 238,884 visitors came by air to board cruise ships touring the islands in 2005. Combined, there were 316,546 cruise visitors to the state, 31.5 percent higher compared to the previous year.

There were 24 foreign cruise ships came to the islands 60 times in 2005. These ships combined with the U.S. flagged, Hawaii home-ported ship Pride of Aloha and Pride of America, made 175 tours around the islands during the year. In 2004, there were 64 foreign cruise ships which made 146 tours carrying 240,800 cruise visitors.

One more U.S. flagged ships will be added to Hawaii's inter-island cruise routes in 2006, further expanding Hawaii's cruise visitor industry.

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

Point of Origin and Island Visitation

In total there were 321,522 passengers aboard cruise ships in the islands during 2005, 99 percent were visitors while 4,977 passengers were Hawaii residents.

By the nature of the cruise routes, these passengers went to most of the larger neighbor islands. All of the cruise passengers visited Oahu, 99.2 percent visited Maui, 98.8 percent visited the Big Island and 98.4 percent visited Kauai. In addition to their cruise itinerary, 13,361 passengers visited Lanai while 11,903 visited Molokai.

Visitors from the U.S. East comprised the largest percentage (54%), followed by visitors from U.S. West (28.4%), Canada (8.8%), Europe (2.8%) and others (6%).

54.8 percent were repeat visitors to the islands, while 45.2 percent came to Hawaii for the first time.

The majority (80%) of the visitors cruised the islands for leisure, 9.8 percent visited friends and relatives, 4.6 percent were on their honeymoon while 4.3 percent played golf.

Length of Stay and Type of Accommodation

The total average length of stay by cruise visitors in 2005 was 9.64 days. In addition to the average of 6.09 days these visitors spent aboard ship touring the islands and the 1.19 days they spent on shore after their cruise was over, visitors who arrived in Hawaii by air stayed an average of 2.36 days in Hawaii before their cruise.

Passengers from Canada spent the most time in the islands at 10.59 days. Their average length of cruise was 5.73 days and they also spent 2.11 days on shore after their cruise was over. The average length of stay by European visitors was 8.89 total days, of which 5.63 days were spent on ship and 1.37 days were spent post cruise. U.S. West visitors spent an average of 10.24 total days in the islands, 5.99 days aboard ship and 1.19 days after cruise. The average length of stay by U.S. East visitors was 9.21 days, 6.23 days of which were spent on ship and 1.01 spent after the cruise was over.

Of those out-of-state who spent extra nights in Hawaii either before or after their shipboard cruises, 61.7 percent chose to stay in hotels. Other types of lodging used by cruise visitors during their extra nights included condominiums (5.8%), timeshare properties (5.3%) and staying with friends and relatives (4.7%).

Cruise Visitor Expenditures

The average out-of-state cruise visitor in 2005 spent approximately \$176.2 per person per day (PPPD), including spending on ships for visitors cruised the Pride of Aloha and Pride of America, which were considered Hawaii businesses. On ship spending (mainly room and board) of \$90.0 per person per day was included in the statewide figure, was not allocated to the islands.

Oahu had the highest on shore spending in 2005 at \$113.6 per person per day. Maui followed second at \$77.8, the Big Island at \$75.5, and Kauai at \$63.5.

U.S. East cruise visitors spent the most at \$199.3 PPPD statewide. By island, visitors from U.S. East spent the most on Oahu at \$114.4 PPPD, followed by Maui at \$88.9, the Big Island at \$80.7 and Kauai at \$68.3.

Cruise visitors from other markets (other than the major four – U.S. West, U.S. East, Canada, and Europe) spent \$190.7 PPPD statewide, ranked the second. Oahu was the island they spent the most on daily basis at \$148.4 per person, followed by the Big Island at \$88.1, Maui at \$70.8, and Kauai at \$60.4.

Cruise visitors from Europe spent \$141.6 PPPD statewide. Oahu received the most daily on shore spending by this group of visitors at \$110.8 per person, followed by the Big Island at \$82.8, Maui at \$70.5 and Kauai at \$62.6.

U.S. West visitors spent \$152.1 PPPD statewide while Oahu had the highest daily on shore spending at \$101.0 per person. Kauai had the lowest daily on shore spending at \$48.5 per person.

Cruise visitors from Canada spent the least in Hawaii at \$128.5 PPPD. For on shore spending, Oahu had the highest daily expenditures at \$119.2 per person, and Kauai ranked the second at \$104.3, Maui at \$72.0 and the Big Island at \$68.0.

TABLE 66: 2004 Cruise Ship Visitors

2004	NUMBER OF VISITORS						AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
	SHIP ARRIVALS FROM OUT-OF-STATE 1/	NUMBER OF TOURS	ARRIVED BY SHIPS	ARRIVED BY AIR	TOTAL			
JANUARY	7	12	4,767	10,616	15,383	7.39	113,667	
FEBRUARY	6	11	4,851	11,938	16,789	7.22	121,183	
MARCH	8	13	7,828	10,349	18,177	7.09	128,865	
APRIL	8	14	7,828	15,541	23,369	7.37	172,148	
MAY	6	13	8,674	9,415	18,089	8.06	145,864	
JUNE	3	5	2,253	3,758	6,011	7.72	46,427	
JULY	1	7	-	14,471	14,471	9.38	135,764	
AUGUST	1	9	645	16,745	17,390	9.22	160,357	
SEPTEMBER	3	12	6,000	15,180	21,180	8.60	182,144	
OCTOBER	8	20	13,576	21,865	35,441	8.45	299,308	
NOVEMBER	8	17	14,479	16,023	30,502	8.15	248,536	
DECEMBER	5	13	8,932	15,066	23,998	8.27	198,413	
TOTAL	64	146	79,833	160,967	240,800	8.11	1,952,674	

1/ Ship arrivals excludes Hawaii home-ported ships (Norwegian Star, Norwegian Wind, and Pride of Aloha).
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 67: 2005 Cruise Ship Visitors

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

1/ Ship arrivals excludes Hawaii home-ported ships (Norwegian Star, Norwegian Wind, Pride of Aloha, and Pride of America).
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 68: 2005 Total Cruise Passengers by MMA

	Visitors by MMA						Hawaii Residents	Total Passengers
	Visitors	US West	US East	Canada	Europe	Other		
Total Passengers	316,546	89,914	170,879	27,943	8,769	19,040	4,977	321,522
Island Visitation (Number of Passengers)								
Oahu	316,546	89,914	170,879	27,943	8,769	19,040	4,977	321,522
Kauai	311,705	88,539	168,266	27,515	8,635	18,749	4,679	316,383
Maui County	314,123	89,226	169,571	27,729	8,702	18,894	4,779	318,901
Maui	314,123	89,226	169,571	27,729	8,702	18,894	4,779	318,901
Molokai	11,849	4,516	5,512	770	347	703	54	11,903
Lanai	13,323	4,892	6,402	837	350	842	38	13,361
Big Island	312,812	88,853	168,864	27,613	8,666	18,816	4,791	317,602
Purpose of Trip (Number of Passengers)								
Honeymoon	14,511	3,746	8,099	1,052	317	1,296	103	14,613
Wedding	4,383	1,348	2,359	240	93	342	47	4,430
Convention / Conference	6,602	1,780	3,748	493	163	417	46	6,648
Business	6,695	2,282	3,475	381	146	411	255	6,951
Visit Friends or Relatives	30,920	13,328	14,200	1,186	249	1,957	1,447	32,367
Play Golf	13,605	3,752	7,429	1,191	538	718	274	13,902
Leisure	253,095	67,983	138,156	24,321	7,697	14,938	3,052	256,162
Type of Accommodation Before or After Cruise (Number of Passengers)								
Hotel	195,389	45,157	114,213	17,557	5,321	13,141	548	195,937
Hotel only	173,658	37,243	104,718	15,265	4,604	11,828	270	173,928
Condo	18,297	7,176	7,479	2,571	335	737	295	18,592
Condo only	3,456	1,284	1,374	678	34	86	235	3,690
Timeshare	16,914	6,075	7,601	1,730	598	909	117	17,031
Timeshare Only	2,850	808	1,341	424	98	179	77	2,927
Bed & Breakfast	10,509	3,880	5,045	906	311	367	157	10,666
Bed & Breakfast only	441	167	193	20	0	60	0	441
Friends & relatives	14,884	6,146	6,716	1,098	391	533	396	15,280
Friends only	2,891	1,345	1,300	159	0	86	126	3,017
Other accommodation	16,375	5,693	8,188	1,351	518	625	1,617	17,992
Other accommodation only	5,098	1,801	2,555	512	73	157	1,407	6,506
Average Length of Stay (days)								
Total Length of Stay in Hawaii	9.64	10.24	9.21	10.59	8.89	9.67	6.73	9.60
LOS in Hawaii Before Cruise	2.36	3.06	1.97	2.76	1.89	2.17	0.07	2.32
LOS in Hawaii During Cruise	6.09	5.99	6.23	5.73	5.63	6.07	6.61	6.10
LOS in Hawaii After Cruise	1.19	1.19	1.01	2.11	1.37	1.43	0.05	1.18
Type of Visitors								
First Timers	143,044	21,594	95,200	11,828	6,450	7,971	575	143,620
Repeat Visitors	173,501	68,320	75,679	16,114	2,319	11,069	4,402	177,903
Total Expenditures								
PPPD (All visitors, \$ mil.)	537.9	140.1	313.6	38.0	11.0	35.1		
PPPD (On domestic ships, \$)	176.2	152.1	199.3	128.5	141.6	190.7		
PPPD (On foreign ships, \$)	252.0	234.2	262.5	213.7	232.1	270.1		
	84.8	71.1	88.5	90.9	86.4	115.5		

Source: DBEDT

**Table 69: 2005 Cruise Visitor Per Person Per Day Spending:
All Cruise Visitors (in dollars)**

Expenditure Type	Statewide	Oahu	Maui	Kauai	Big Island
Total per person per day spending	176.2	113.6	77.8	63.5	75.5
Lodging	15.1	30.2	9.2	6.9	7.2
Food & beverages	10.8	19.5	7.5	5.2	6.9
Restaurant	7.4	13.9	4.6	3.3	4.5
Dinner shows	1.9	3.5	1.6	0.6	0.8
Groceries/snacks	1.6	2.1	1.2	1.3	1.6
Entertainment and Recreation	4.7	7.9	4.2	2.6	2.7
Shore Tour	20.4	13.6	21.5	24.0	25.2
Total Transportation	8.5	11.0	7.7	6.7	7.5
Inter-island airfare	3.4	3.6	3.0	3.0	3.7
Ground transportation	1.4	2.6	0.7	0.9	0.9
Rental car/moped	3.1	4.0	3.5	2.4	2.3
Other trans	0.6	0.9	0.5	0.4	0.6
Total Shopping	19.4	21.4	19.8	13.0	20.9
Fashion& clothing	5.8	6.9	5.9	3.8	5.7
Jewelry/watch	5.5	5.6	7.2	3.6	5.0
Cosmetics/perfumes	0.3	0.5	0.2	0.1	0.5
leather goods	0.3	0.3	0.2	0.1	0.5
Hawaii food products	2.1	1.7	1.5	1.0	3.8
Souvenirs	5.4	6.5	4.9	4.3	5.5
All other spending outside ship	7.2	9.9	7.8	5.1	5.0
Unallocated and on ship spending	90.0				

**Table 70: 2005 Cruise Visitor Per Person Per Day Spending:
US West Visitors (in dollars)**

Expenditure Type	Statewide	Oahu	Maui	Kauai	Big Island
Total per person per day spending	152.1	101.0	62.5	48.5	65.0
Lodging	10.8	23.8	5.6	4.5	5.3
Food & beverages	9.2	17.6	6.8	3.5	5.9
Restaurant	5.7	11.3	4.1	2.3	3.4
Dinner shows	1.9	4.1	1.3	0.4	0.9
Groceries/snacks	1.6	2.3	1.4	0.8	1.7
Entertainment and Recreation	4.1	6.8	3.6	2.2	2.8
Shore Tour	16.0	11.5	15.8	18.1	19.8
Total Transportation	7.9	10.5	6.5	6.4	7.5
Inter-island airfare	2.9	3.3	2.4	2.1	3.3
Ground transportation	1.3	2.1	0.8	1.5	0.9
Rental car/moped	3.0	3.8	2.9	2.3	2.5
Other trans	0.8	1.3	0.4	0.4	0.7
Total Shopping	17.6	20.0	17.9	10.2	18.7
Fashion& clothing	5.5	7.2	5.7	3.4	4.7
Jewelry/watch	4.6	5.3	5.6	2.4	3.9
Cosmetics/perfumes	0.4	0.5	0.2	0.1	0.6
leather goods	0.4	0.3	0.4	0.1	0.6
Hawaii food products	2.2	1.8	1.5	1.1	3.8
Souvenirs	4.6	4.9	4.5	3.1	5.1
All other spending outside ship	6.8	10.8	6.3	3.7	4.9
Unallocated and on ship spending	79.8				

**Table 71: 2005 Cruise Visitor Per Person Per Day Spending:
US East Visitors (in dollars)**

Expenditure Type	Statewide	Oahu	Maui	Kauai	Big Island
Total per person per day spending	199.3	114.4	88.9	68.3	80.7
Lodging	16.0	31.1	10.7	7.8	8.2
Food & beverages	9.9	18.5	7.8	4.1	5.4
Restaurant	6.8	13.8	4.8	2.6	3.0
Dinner shows	1.8	3.0	2.0	0.5	0.9
Groceries/snacks	1.4	1.7	1.0	0.9	1.5
Entertainment and Recreation	4.9	8.3	4.7	2.5	2.7
Shore Tour	24.6	16.1	27.1	28.6	29.8
Total Transportation	8.3	10.5	7.9	6.5	7.4
Inter-island airfare	3.4	3.5	3.1	3.1	3.6
Ground transportation	1.2	2.4	0.7	0.5	0.9
Rental car/moped	3.1	3.9	3.6	2.4	2.3
Other trans	0.6	0.7	0.6	0.4	0.6
Total Shopping	20.3	21.1	22.0	14.3	22.5
Fashion& clothing	5.6	5.6	6.1	3.9	6.6
Jewelry/watch	6.0	5.6	8.4	3.9	5.7
Cosmetics/perfumes	0.3	0.3	0.2	0.1	0.5
leather goods	0.3	0.3	0.1	0.2	0.5
Hawaii food products	2.0	1.7	1.5	1.0	3.6
Souvenirs	6.2	7.7	5.6	5.3	5.7
All other spending outside ship	6.8	8.6	8.7	4.6	4.7
Unallocated and on ship spending	108.3				

**Table 72: 2005 Cruise Visitor Per Person Per Day Spending:
Canadian Visitors (in dollars)**

Expenditure Type	Statewide	Oahu	Maui	Kauai	Big Island
Total per person per day spending	128.5	119.2	72.0	104.3	68.0
Lodging	18.4	33.9	12.1	9.0	6.2
Food & beverages	14.7	23.5	8.1	25.0	4.6
Restaurant	9.3	15.7	4.8	13.5	2.4
Dinner shows	3.0	5.3	1.6	2.5	0.5
Groceries/snacks	2.4	2.5	1.7	9.0	1.7
Entertainment and Recreation	6.4	10.2	5.2	6.4	2.2
Shore Tour	14.6	8.9	13.3	23.3	20.1
Total Transportation	9.1	11.1	8.8	7.8	7.2
Inter-island airfare	4.0	4.1	3.5	4.3	4.2
Ground transportation	1.5	3.0	0.6	0.6	0.8
Rental car/moped	3.1	3.4	4.1	2.5	1.7
Other trans	0.6	0.7	0.6	0.3	0.4
Total Shopping	18.8	21.1	15.2	16.1	21.2
Fashion& clothing	5.7	7.7	5.2	4.1	4.3
Jewelry/watch	5.0	4.4	4.7	6.6	5.3
Cosmetics/perfumes	0.2	0.3	0.1	0.1	0.2
leather goods	0.3	0.3	0.1	0.3	0.4
Hawaii food products	2.4	1.9	1.6	1.0	5.2
Souvenirs	5.3	6.6	3.5	4.0	5.8
All other spending outside ship	9.8	10.4	9.4	16.7	6.5
Unallocated and on ship spending	36.7				

**Table 73: 2005 Cruise Visitor Per Person Per Day Spending:
European Visitors (in dollars)**

Expenditure Type	Statewide	Oahu	Maui	Kauai	Big Island
Total per person per day spending	141.6	110.8	70.5	62.6	82.8
Lodging	16.2	26.0	11.4	9.9	10.4
Food & beverages	11.9	21.8	6.1	5.8	6.3
Restaurant	9.5	18.8	4.7	4.2	3.5
Dinner shows	0.7	1.2	0.5	0.3	0.7
Groceries/snacks	1.6	1.9	1.0	1.3	2.1
Entertainment and Recreation	2.1	3.9	1.1	0.1	1.6
Shore Tour	16.2	9.0	18.1	21.8	21.8
Total Transportation	12.9	15.8	12.5	9.4	11.1
Inter-island airfare	5.2	5.0	5.5	4.9	5.5
Ground transportation	1.6	2.7	1.0	0.5	1.3
Rental car/moped	5.3	7.2	5.5	3.1	3.4
Other trans	0.8	0.9	0.5	1.0	0.9
Total Shopping	22.9	24.7	19.4	13.4	27.9
Fashion& clothing	6.2	6.7	6.2	3.5	6.4
Jewelry/watch	8.8	10.4	9.2	3.9	8.1
Cosmetics/perfumes	0.5	0.8	0.1	0.0	0.6
leather goods	0.4	0.4	0.1	0.1	1.0
Hawaii food products	1.3	0.6	0.5	0.7	3.7
Souvenirs	5.6	5.7	3.4	5.0	8.1
All other spending outside ship	5.1	9.5	1.9	2.1	3.6
Unallocated and on ship spending	54.3				

**Table 74: 2005 Cruise Visitor Per Person Per Day Spending:
Other Visitors (in dollars)**

Expenditure Type	Statewide	Oahu	Maui	Kauai	Big Island
Total per person per day spending	190.7	148.4	70.8	60.4	88.1
Lodging	22.2	42.1	9.4	8.9	9.0
Food & beverages	19.0	25.9	6.5	4.3	26.3
Restaurant	15.4	19.4	4.9	2.8	24.0
Dinner shows	1.8	3.4	0.9	0.5	0.9
Groceries/snacks	1.8	3.0	0.8	1.0	1.4
Entertainment and Recreation	4.7	7.8	2.9	2.1	2.8
Shore Tour	16.7	11.6	18.3	20.3	20.0
Total Transportation	10.3	14.4	8.4	6.6	7.9
Inter-island airfare	4.7	5.3	4.3	3.9	4.5
Ground transportation	2.4	4.9	1.1	0.8	1.1
Rental car/moped	2.7	3.6	2.8	1.7	1.8
Other trans	0.4	0.6	0.3	0.2	0.5
Total Shopping	20.9	30.2	16.5	12.0	14.9
Fashion& clothing	8.4	14.1	5.1	4.1	4.4
Jewelry/watch	5.3	6.9	6.1	4.1	2.7
Cosmetics/perfumes	1.0	2.0	0.3	0.1	0.6
leather goods	0.5	0.8	0.2	0.1	0.4
Hawaii food products	1.8	1.6	1.2	1.2	2.9
Souvenirs	3.9	4.8	3.5	2.4	3.9
All other spending outside ship	10.7	16.5	8.9	6.3	7.1
Unallocated and on ship spending	86.3				

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



Table 75: Total Visitor Arrivals 2005 vs. 2004

	2005			2004			% CHANGE		
	By Air	By Ship	Total	By Air	By ship	Total	By Air	By ship	Total
STATE	7,416,574	77,662	7,494,236	6,912,094	79,833	6,991,927	7.3%	-2.7%	7.2%
OAHU	4,731,843	77,662	4,809,505	4,464,551	79,376	4,543,927	6.0%	-2.2%	5.8%
MAUI COUNTY	2,346,480	43,514	2,389,994	2,207,826	69,427	2,277,253	6.3%	-37.3%	5.0%
...Maui	2,294,697	43,514	2,338,211	2,155,561	69,427	2,224,988	6.5%	-37.3%	5.1%
...Molokai	73,506	5,090	78,596	72,099	7,573	79,672	2.0%	-32.8%	-1.3%
...Lanai	73,292	6,009	79,301	73,388	8,971	82,359	-0.1%	-33.0%	-3.7%
KAUAI	1,090,147	38,660	1,128,807	1,020,921	66,014	1,086,935	6.8%	-41.4%	3.9%
BIG ISLAND	1,521,537	40,548	1,562,085	1,281,156	73,901	1,355,057	18.8%	-45.1%	15.3%
...Hilo	593,067	40,548	633,615	481,907	71,991	553,898	23.1%	-43.7%	14.4%
...Kona	1,285,248	36,899	1,322,146	1,072,933	70,730	1,143,663	19.8%	-47.8%	15.6%

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 76: State Hotel Occupancy Rate: 2005 vs. 2004

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2005	2004	Absolute Change	2005	2004	% Change	2005	2004	% Change
JANUARY	80.6	76.3	4.3	159.72	150.74	6.0	128.75	115.08	11.9
FEBRUARY	86.0	83.5	2.5	166.27	152.06	9.3	142.98	126.91	12.7
MARCH	84.9	80.8	4.1	169.97	154.64	9.9	144.27	125.01	15.4
APRIL	75.2	74.2	1.0	158.70	153.59	3.3	119.26	114.01	4.6
MAY	76.8	72.4	4.4	152.48	142.34	7.1	117.05	103.02	13.6
JUNE	83.2	80.3	2.9	163.74	150.64	8.7	136.15	121.00	12.5
JULY	88.3	86.2	2.1	174.89	159.17	9.9	154.44	137.14	12.6
AUGUST	85.9	83.7	2.2	179.80	160.72	11.9	154.52	134.60	14.8
SEPTEMBER	79.0	74.9	4.1	156.37	139.17	12.4	123.48	104.19	18.5
OCTOBER	79.5	76.9	2.6	159.67	142.07	12.4	126.98	109.31	16.2
NOVEMBER	75.9	71.9	4.0	165.13	143.41	15.1	125.35	103.14	21.5
DECEMBER	76.5	71.1	5.4	189.98	168.92	12.5	145.36	120.04	21.1
TOTAL	81.2	77.7	3.5	166.86	152.17	9.7	135.50	118.21	14.6

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 77: Oahu Hotel Occupancy Rate: 2005 vs. 2004

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2005	2004	Absolute Change	2005	2004	% Change	2005	2004	% Change
JANUARY	84.6	76.8	7.8	133.35	123.78	7.7	112.81	95.06	18.7
FEBRUARY	87.9	86.2	1.7	135.57	122.57	10.6	119.17	105.66	12.8
MARCH	86.5	80.0	6.5	133.62	119.53	11.8	115.58	95.62	20.9
APRIL	76.5	71.5	5.0	129.59	119.50	8.4	99.14	85.44	16.0
MAY	79.6	72.0	7.6	131.71	118.27	11.4	104.84	85.15	23.1
JUNE	87.0	82.8	4.2	135.46	120.56	12.4	117.85	99.82	18.1
JULY	92.7	89.8	2.9	143.73	128.16	12.1	133.24	115.09	15.8
AUGUST	91.2	85.2	6.0	151.40	128.48	17.8	138.08	109.46	26.1
SEPTEMBER	86.7	78.3	8.4	137.20	118.46	15.8	118.95	92.75	28.2
OCTOBER	84.7	80.8	3.9	139.18	122.38	13.7	117.89	98.88	19.2
NOVEMBER	80.9	75.6	5.3	143.93	121.17	18.8	116.44	91.60	27.1
DECEMBER	84.4	76.4	8.0	156.76	134.63	16.4	132.31	102.86	28.6
TOTAL	85.6	79.7	5.9	139.68	123.34	16.3	119.57	98.30	21.6

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 78: Maui Hotel Occupancy Rate: 2005 vs. 2004

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2005	2004	Absolute Change	2005	2004	% Change	2005	2004	% Change
JANUARY	78.7	78.2	0.5	202.87	188.03	7.9	159.66	147.04	8.6
FEBRUARY	85.9	83.1	2.8	216.84	198.15	9.4	186.27	164.66	13.1
MARCH	86.2	83.6	2.6	229.55	205.91	11.5	197.87	172.14	14.9
APRIL	77.4	80.6	-3.2	200.60	196.82	1.9	155.26	158.64	-2.1
MAY	78.6	76.5	2.1	183.85	174.02	5.6	144.51	133.13	8.5
JUNE	83.8	79.3	4.5	214.95	197.78	8.7	180.13	156.84	14.8
JULY	84.9	82.4	2.5	235.41	212.80	10.6	199.86	175.35	14.0
AUGUST	81.8	82.9	-1.1	234.16	209.95	11.5	191.54	174.05	10.0
SEPTEMBER	75.4	73.0	2.4	192.39	169.59	13.4	145.06	123.80	17.2
OCTOBER	77.0	74.6	2.4	196.21	170.42	15.1	151.08	127.13	18.8
NOVEMBER	73.2	70.7	2.5	206.57	175.39	17.8	151.21	124.00	21.9
DECEMBER	71.5	69.1	2.4	254.59	221.84	14.8	182.03	153.29	18.7
TOTAL	79.6	77.8	2.3	214.41	194.96	10.0	170.67	151.68	12.5

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 79: Kauai Hotel Occupancy Rate: 2005 vs. 2004

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2005	2004	Absolute Change	2005	2004	% Change	2005	2004	% Change
JANUARY	71.7	75.2	-3.5	174.75	175.76	-0.6	125.30	132.17	-5.2
FEBRUARY	82.4	80.7	1.7	182.70	177.92	2.7	150.54	143.58	4.8
MARCH	81.4	81.8	-0.4	188.22	178.25	5.6	153.21	145.81	5.1
APRIL	74.4	76.4	-2.0	173.20	176.31	-1.8	128.86	134.70	-4.3
MAY	75.3	78.1	-2.8	167.00	165.23	1.1	125.75	129.04	-2.5
JUNE	80.2	82.7	-2.5	180.70	181.25	-0.3	144.92	149.89	-3.3
JULY	88.3	87.8	0.5	194.76	187.70	3.8	171.97	164.80	4.4
AUGUST	83.1	86.8	-3.7	197.73	188.01	5.2	164.31	163.19	0.7
SEPTEMBER	74.1	76.0	-1.9	176.85	170.01	4.0	131.05	129.21	1.4
OCTOBER	75.8	80.1	-4.3	176.66	165.43	6.8	133.91	132.51	1.1
NOVEMBER	71.6	70.6	1.0	177.35	164.65	7.7	126.98	116.24	9.2
DECEMBER	59.8	61.9	-2.1	204.78	191.25	7.1	122.46	118.38	3.4
TOTAL	76.7	78.3	-1.6	184.10	177.21	3.9	141.20	138.76	1.8

Source: Smith Travel Research, Hospitality Advisors LLC

TABLE 80: Island of Hawaii (Big Island) Hotel Occupancy Rate: 2005 vs. 2004

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2005	2004	Absolute Change	2005	2004	% Change	2005	2004	% Change
JANUARY	75.3	72.2	3.1	174.84	163.09	7.2	131.65	117.75	11.8
FEBRUARY	81.7	76.0	5.7	177.56	162.44	9.3	145.07	123.45	17.5
MARCH	79.0	78.3	0.7	182.62	167.94	8.7	144.27	131.50	9.7
APRIL	67.3	70.8	-3.5	175.59	171.94	2.1	118.17	121.73	-2.9
MAY	65.1	62.6	2.5	162.10	152.93	6.0	105.53	95.73	10.2
JUNE	71.0	71.6	-0.6	165.05	159.31	3.6	117.19	114.07	2.7
JULY	79.5	78.7	0.8	171.71	164.79	4.2	136.51	129.69	5.3
AUGUST	77.3	78.2	-0.9	181.11	173.63	4.3	140.00	135.78	3.1
SEPTEMBER	62.9	64.9	-2.0	155.36	146.36	6.1	97.72	94.99	2.9
OCTOBER	69.2	65.7	3.5	162.00	153.95	5.2	112.10	101.15	10.8
NOVEMBER	67.0	62.1	4.9	164.49	159.80	2.9	110.21	99.24	11.1
DECEMBER	69.6	61.3	8.3	202.00	200.12	0.9	140.59	122.67	14.6
TOTAL	72.2	70.0	2.2	173.67	167.51	3.7	125.39	117.26	6.9

Source: Smith Travel Research, Hospitality Advisors LLC

VISITOR PLANT INVENTORY

EXISTING INVENTORY

CLASS OF UNITS

AVAILABLE UNITS



TABLE 81: 2005 Visitor Plant Inventory – Existing Inventory by Island by Type

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	% CHANGE FROM 2004
OAHU	APARTMENT/ HOTEL	12	306	
	BED & BREAKFAST	27	53	
	CONDOMINIUM HOTEL	32	3,782	
	HOSTEL	7	249	
	HOTEL	66	27,542	
	INDIVIDUAL VACATION UNIT	60	316	
	TIMESHARE	6	1429	
	OTHER	12	490	
	TOTAL		222	34,167
HAWAII	APARTMENT/ HOTEL	1	1	
	BED & BREAKFAST	93	353	
	CONDOMINIUM HOTEL	27	1,462	
	HOSTEL	2	21	
	HOTEL	29	6,977	
	INDIVIDUAL VACATION UNIT	96	756	
	TIMESHARE	14	1592	
	OTHER	12	189	
	TOTAL		274	11,351
KAUAI	APARTMENT/ HOTEL	3	8	
	BED & BREAKFAST	35	97	
	CONDOMINIUM HOTEL	55	2,095	
	HOSTEL	1	40	
	HOTEL	16	2,892	
	INDIVIDUAL VACATION UNIT	308	763	
	TIMESHARE	10	2115	
	OTHER	19	71	
	TOTAL		447	8,081
MAUI	APARTMENT/ HOTEL	6	45	
	BED & BREAKFAST	29	116	
	CONDOMINIUM HOTEL	112	7,509	
	HOSTEL	3	37	
	HOTEL	29	7,974	
	INDIVIDUAL VACATION UNIT	72	570	
	TIMESHARE	15	1852	
	OTHER	15	366	
	TOTAL		281	18,469
MOLOKAI	BED & BREAKFAST	2	3	
	CONDOMINIUM HOTEL	6	259	
	HOTEL	3	141	
	INDIVIDUAL VACATION UNIT	23	30	
	TIMESHARE	0	15	
	OTHER	1	4	
TOTAL		35	452	51.2%
LANAI	APARTMENT/ HOTEL	1	1	
	BED & BREAKFAST	1	3	
	HOTEL	3	362	
	INDIVIDUAL VACATION UNIT	2	3	
	TOTAL		7	369
STATEWIDE	APARTMENT/ HOTEL	23	361	
	BED & BREAKFAST	187	625	
	CONDOMINIUM HOTEL	232	15,107	
	HOSTEL	13	347	
	HOTEL	146	45,888	
	INDIVIDUAL VACATION UNIT	561	2438	
	TIMESHARE	45	7003	
	OTHER	59	1120	
STATE TOTAL		1,266	72,889	0.4%

Source: DBEDT

TABLE 82: 2005 Visitor Plant Inventory – Class of Units by County

ISLAND	CLASS	AVAILABLE UNITS	PERCENT	NUMBER RESPONDING
OAHU	BUDGET (UP TO \$100)	3,686	11.3%	
	STANDARD (\$101 TO \$250)	14,679	45.0%	
	DELUXE (\$251 TO \$500)	12,192	37.4%	
	LUXURY (OVER \$500/NIGHT)	2,056	6.3%	
	TOTAL	32,613	100.0%	211
HAWAII	BUDGET (UP TO \$100)	1,906	18.5%	
	STANDARD (\$101 TO \$250)	3,532	34.3%	
	DELUXE (\$251 TO \$500)	3,637	35.3%	
	LUXURY (OVER \$500/NIGHT)	1,214	11.8%	
	TOTAL	10,289	100.0%	258
KAUAI	BUDGET (UP TO \$100)	823	10.4%	
	STANDARD (\$101 TO \$250)	3,662	46.4%	
	DELUXE (\$251 TO \$500)	2,603	33.0%	
	LUXURY (OVER \$500/NIGHT)	806	10.2%	
	TOTAL	7,894	100.0%	432
MAUI	BUDGET (UP TO \$100)	2,111	11.8%	
	STANDARD (\$101 TO \$250)	5,895	33.1%	
	DELUXE (\$251 TO \$500)	6,806	38.2%	
	LUXURY (OVER \$500/NIGHT)	3,017	16.9%	
	TOTAL	17,829	100.0%	271
MOLOKAI	BUDGET (UP TO \$100)	213	50.0%	
	STANDARD (\$101 TO \$250)	144	34.0%	
	DELUXE (\$251 TO \$500)	67	15.8%	
	LUXURY (OVER \$500/NIGHT)	1	0.2%	
	TOTAL	425	100.0%	33
LANAI	BUDGET (UP TO \$100)	6	1.7%	
	STANDARD (\$101 TO \$250)	12	3.2%	
	DELUXE (\$251 TO \$500)	160	43.3%	
	LUXURY (OVER \$500/NIGHT)	191	51.8%	
	TOTAL	369	100.0%	7
STATE TOTAL		69,419		1,212

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.

TABLE 83: 1965-2005 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	70,742	35,664	50.4	9,478	13.4	7,257	10.3	18,343	25.9
2004	72,614	35,987	49.6	10,037	13.8	8,105	11.2	18,485	25.5
2005	72,889	34,167	46.9	11,351	15.6	8,081	11.1	19,290	26.5

^{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 SEATS

DOMESTIC AIR SEATS

INTERNATIONAL AIR SEATS



TABLE 84: Total Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2005	%Chge	2005	%Chge	2005	%Chge	2005	%Chge	2005	%Chge
TOTAL SEATS	10,310,052	7.0%	7,435,617	5.5%	1,894,234	16.1%	624,310	1.5%	355,891	6.3%
Scheduled Seats	10,023,606	7.6%	7,229,731	6.0%	1,852,814	16.5%	604,930	1.4%	336,131	7.5%
Charter seats	286,446	-8.9%	205,886	-11.5%	41,420	0.6%	19,380	4.5%	19,760	-10.0%

TABLE 85: Domestic Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2005	%Chge	2005	%Chge	2005	%Chge	2005	%Chge	2005	%Chge
DOMESTIC SEATS	7,349,491	7.5%	4,686,467	6.3%	1,821,553	14.2%	485,580	-2.5%	355,891	6.3%
Scheduled Seats	7,172,245	9.1%	4,589,781	8.5%	1,780,133	14.6%	466,200	-2.7%	336,131	7.5%
Charter seats	177,246	-31.1%	96,686	-44.9%	41,420	0.6%	19,380	4.5%	19,760	-10.0%
US West	5,756,866	8.7%	3,496,432	10.0%	1,458,103	10.1%	466,200	-2.7%	336,131	7.5%
...Anchorage	15,680	NA			15,680	NA				
...Burbank	13,516	-82.8%	2,108	-95.4%	11,408	-65.4%				
...Denver	94,356	-4.6%	84,013	-5.5%			10,343	3.2%		
...Las Vegas	209,192	112.0%	209,192	112.2%						
...Los Angeles	2,325,061	3.8%	1,344,042	6.2%	527,885	-3.3%	248,587	-2.3%	204,547	17.6%
...Oakland	179,932	11.6%	58,414	-5.4%	82,199	63.4%	34,574	-11.5%	4,745	-53.3%
...Orange County	170,996	25.7%	62,992	38.8%	62,744	38.3%	45,260	0.0%		
...Phoenix	210,101	64.7%	148,466	40.1%	61,635	185.4%				
...Portland	207,688	52.1%	169,068	92.1%	38,620	-20.4%				
...Sacramento	132,090	34.4%	87,078	3.4%	45,012	218.4%				
...Salt Lake City	178,977	70.4%	104,571	-0.4%	70,131	NA	4,275	NA		
...San Diego	169,938	59.2%	104,438	24.1%	65,500	190.1%				
...San Francisco	1,412,613	2.6%	824,186	5.9%	338,427	-0.3%	123,161	-5.7%	126,839	-1.4%
...San Jose	68,796	-35.0%	62,222	7.4%	6,574	-86.3%				
...Seattle	367,930	-10.8%	235,642	-8.0%	132,288	-15.2%				
US East	1,415,379	10.4%	1,093,349	3.9%	322,030	40.6%				
...Atlanta	211,590	97.9%	209,142	96.7%	2,448	326.5%				
...Chicago	369,092	26.5%	194,206	-7.4%	174,886	113.4%				
...Cincinnati	104,571	0.1%	104,571	0.1%						
...Dallas	236,306	1.4%	159,288	2.5%	77,018	-0.7%				
...Detroit	810	-94.9%	810	-94.9%						
...Houston	248,802	-1.6%	181,124	-1.5%	67,678	-1.9%				
...Minneapolis	158,490	-16.7%	158,490	-16.7%						
...Newark	85,718	-1.0%	85,718	-1.0%						

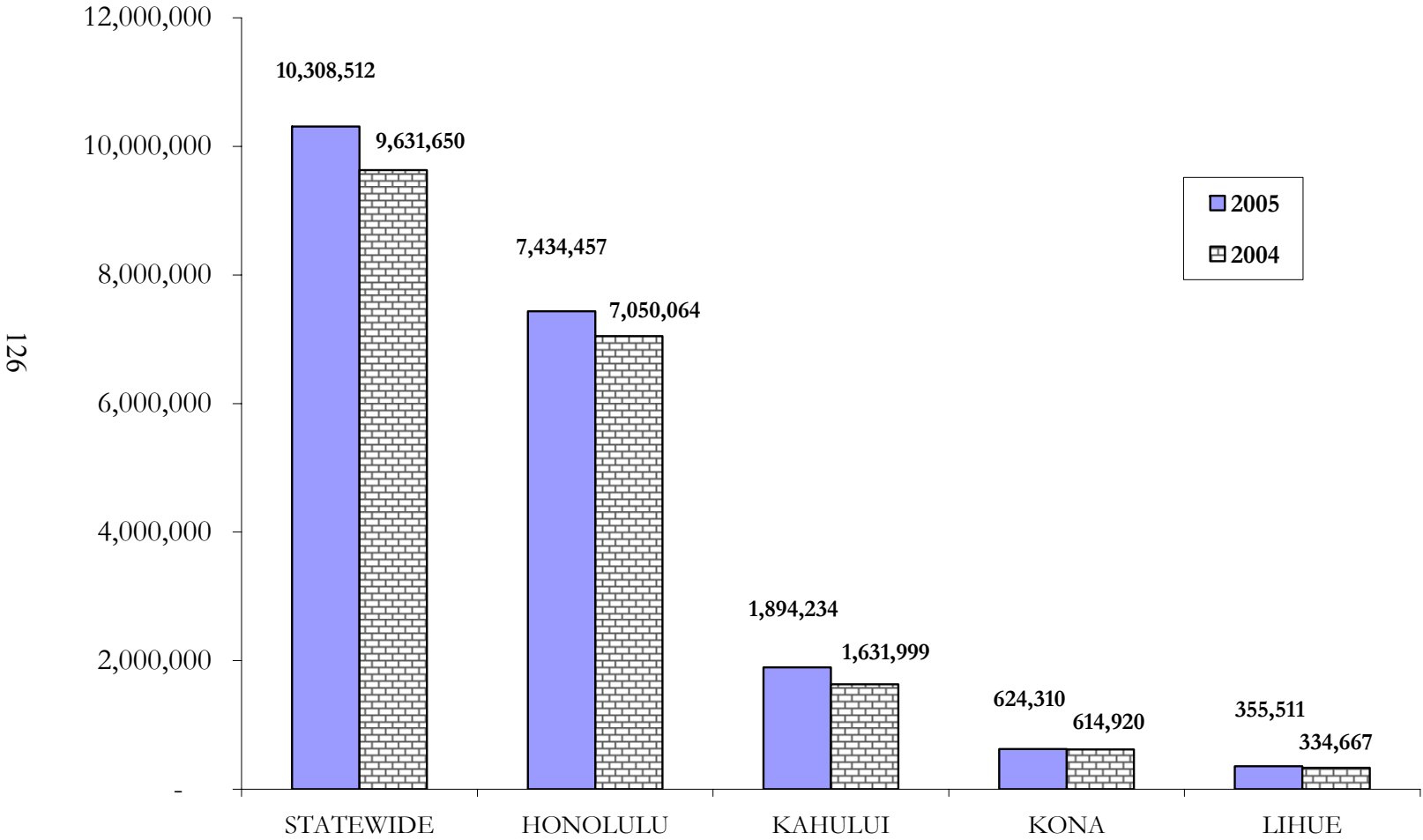
Source: Scheduled seats from OAG schedules, charter seats estimated based on reports from State of Hawaii DOT Airports Division

TABLE 86: International Air Seats Operated To Hawaii

	STATEWIDE		HONOLULU		KAHULUI		KONA		LIHUE	
	2005	%Chge	2005	%Chge	2005	%Chge	2005	%Chge	2005	%Chge
INTERNATIONAL SEATS	2,960,561	5.8%	2,749,150	4.0%	72,681	96.2%	138,730	18.5%		
Scheduled Seats	2,851,361	4.1%	2,639,950	2.1%	72,681	96.2%	138,730	18.5%		
Charter seats	109,200	90.9%	109,200	90.9%						
Japan	1,970,365	6.1%	1,836,033	5.3%			134,332	18.6%		
...Fukuoka	77,038	-26.9%	77,038	-26.9%						
...Nagoya	233,742	57.0%	233,742	57.0%						
...Osaka	436,370	5.8%	436,370	5.8%						
...Tokyo-NRT	1,223,215	2.7%	1,088,883	1.1%			134,332	18.6%		
Canada	300,182	3.3%	223,103	-10.7%	72,681	96.2%	4,398	16.5%		
...Abbotsford	588	NA	588	NA						
...Calgary	2,352	NA	1,372	NA	980	NA				
...Kelowna	588	NA	588	NA						
...Vancouver	293,111	0.8%	217,012	-13.2%	71,701	93.6%	4,398	16.5%		
...Victoria	3,543	NA	3,543	NA						
Other Asia	126,751	22.1%	126,751	22.1%						
...Seoul	61,996	-6.2%	61,996	-6.2%						
...Taipei	64,755	71.5%	64,755	71.5%						
Oceania	227,268	-0.6%	227,268	-0.6%						
...Auckland	31,824	-8.1%	31,824	-8.1%						
...Sydney	195,444	0.8%	195,444	0.8%						
Other	226,795	-12.7%	226,795	-12.7%						
...Apia	7,546	-43.2%	7,546	-43.2%						
...Christmas Island	448	NA	448	NA						
...Fiji	72,274	-1.6%	72,274	-1.6%						
...Guam	22,936	-2.3%	22,936	-2.3%						
...Kwajalein	20,582	-7.9%	20,582	-7.9%						
...Majuro	5,915	-10.6%	5,915	-10.6%						
...Midway	30,888	-0.8%	30,888	-0.8%						
...Manila	23,358	29.5%	23,358	29.5%						
...Nadi	3,862	-20.5%	3,862	-20.5%						
...Noumea, N.C.	19,392	-38.9%	19,392	-38.9%						
...Pago Pago	16,162	-13.3%	16,162	-13.3%						
...Papeete	3,432	6.6%	3,432	6.6%						

Source: OAG schedules and State of Hawaii DOT Airports Division

Figure 13: Air Seats Operated to Hawaii by Island: 2005 vs. 2004



Source: OAG schedules and State of Hawaii DOT Airports Division

APPENDIX A

DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

TECHNICAL NOTES, DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

DEFINITIONS

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

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

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

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

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

Domestic Visitor:

Visitor who stayed in Hawaii for at least one night but less than one year arriving on flights from the U.S. mainland. Total domestic arrivals include U.S. residents and international visitors who came to Hawaii on domestic flights. A foreign resident arriving 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 reasons 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 thirteen 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. Island Intercept Surveys at the Honolulu International Airport on Oahu, Kahului Airport on Maui, Ho'olehua Airport on Molokai, Lanai City Airport on Lanai, Lihu'e Airport on Kauai, Kona and Hilo airports on Big Island,
8. A Cruise Visitor Survey,
9. Honolulu International Airport billing records,
10. A Visitor Expenditure Survey for domestic visitors,
11. Cruise ship passenger counts reported by the Harbors Division of the Department of Transportation,
12. A Visitor Plant Inventory survey (refer to DBEDT's *2005 Visitor Plant Inventory Report*), and
13. 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 2005, a total of 87,763 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 6,433,364 passengers in 2005, excluding in-transit passengers who are only in Hawaii for a few hours. In 2005, there were 3,084,142 usable forms collected and processed. Each form represented an average party of 1.99 visitors, for a total of 6,137,443 surveyed passengers, which accounted for 95.4 percent of total passengers. The characteristics of respondents were attributed to non-respondents as well. All usable forms were optically scanned and tabulated to produce the results presented here.

Island Visitor Survey: The Island Visitor Survey provides island specific information such as purpose of trip, accommodation, length of stay, and expenditures. Surveys are conducted at departure area of the airports on all the islands. In 2005, 22,258 completed survey forms were received from Honolulu International Airport for Oahu specific data, 11,157 completed forms received from Maui, 464 forms from Molokai, 316 forms from Lanai, 11,417 forms from Kauai, 1,931 forms from Hilo on the Big Island, and 6,509 forms from Kona of the Big Island.

Cruise Visitor Survey: The cruise visitor survey forms are distributed to the cabins on the ships, collecting information specific to cruise visitors, including purpose of trip, island visitation, and spending by port. In 2005, a total of 22,945 completed forms were processed for cruise visitor information.

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

Cruise Passenger Counts: All cruise ships entering Honolulu, Hilo and Lahaina Harbor report passenger counts to the Department of Transportation, Harbors Division, and the Department of Land and Natural Resources. DBEDT obtains passenger counts from these harbors and estimates counts for other harbors based on this information. The DBEDT 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.

APPENDIX B

SURVEY FORMS (English version)

DOMESTIC IN-FLIGHT SURVEY FORM

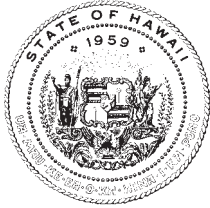
INTERNATIONAL INTERCEPT SURVEY FORM

CRUISE VISITOR SURVEY FORM



DOMESTIC IN-FLIGHT
SURVEY FORM

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



STATE OF HAWAII
Department of Agriculture
PLANTS AND ANIMALS DECLARATION FORM
MANDATORY DECLARATION



FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS

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

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

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

A) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- | | |
|---|--|
| <input type="checkbox"/> Fresh Fruit & Vegetables | <input type="checkbox"/> Soil, Growing Media, Sand, etc. |
| <input type="checkbox"/> Cut Flowers & Foliage | <input type="checkbox"/> Live Seafood (lobsters, clams, oysters, etc.) |
| <input type="checkbox"/> Rooted Plants & Plant Cuttings, or Algae | <input type="checkbox"/> Cultures of Bacteria, Fungi, Viruses, or Protozoa |
| <input type="checkbox"/> Raw or Propagative Seeds or Bulbs | <input type="checkbox"/> Insects, Live Fishes, Amphibians, etc. |

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

B) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- | | |
|--------------------------------|--|
| <input type="checkbox"/> Dogs | <input type="checkbox"/> Reptiles (Turtles, Lizards, Snakes, etc.) |
| <input type="checkbox"/> Cats | <input type="checkbox"/> Other Animals |
| <input type="checkbox"/> Birds | |

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

NONE OF THE ABOVE

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

1 _____ 3 _____
 2 _____ 4 _____

Origin (State or Country) of above items _____

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

Signature _____ Date _____

61618





STATE OF HAWAI'I

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

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

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

(Fill out one form per party/family)

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

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

2. I am a:

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

Number of nights away from Hawai'i.
[] [] [] NIGHTS
(ANSWER QUESTIONS 10 TO 14 ONLY.)

3. This trip to Hawai'i is my:

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

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

- A few hours only. (STOP HERE)
- One night or more.

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

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

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

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

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

- Yes No

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

- Yes No

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

- Yes No

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

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

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

- Honeymoon Other Business
- To Get Married Visiting Friends or Relatives
- Pleasure/Vacation Government or Military Business
- Convention/Conference To Attend School
- Corporate Meeting Sports Event
- Incentive Trip Other (please specify): _____

11. What is your age:

[] []

12. What is your gender:

- Male Female

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

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

14. I am a resident of:

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

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

1 ○ ○ ○ ○ ○
2 ○ ○ ○ ○ ○
3 ○ ○ ○ ○ ○
4 ○ ○ ○ ○ ○
5 ○ ○ ○ ○ ○
6 ○ ○ ○ ○ ○
7 ○ ○ ○ ○ ○
8 ○ ○ ○ ○ ○
9 ○ ○ ○ ○ ○
0 ○ ○ ○ ○ ○

- Canada (provide postal code below)

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

- Japan

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

- Argentina
- Australia
- Brazil
- China
- France
- Germany
- Hong Kong
- Italy
- Korea
- Mexico
- New Zealand
- Philippines
- Singapore
- Switzerland
- Taiwan
- United Kingdom
- Other (please specify) _____

INTERNATIONAL INTERCEPT
SURVEY FORM

14. On this trip, I first arrived at:

- Honolulu International Airport
- Kona International Airport
- Maui Airport
- Kauai Airport
- Other (please specify) _____

15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?

- Yes
- No

16. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 16a-16e.

IF NOT, please skip to Question 17.

a. How much did the package trip cost?
(please specify currency)

,
 US \$
 name of currency: _____

b. What did the package trip include? (Check all that apply)

- Airfare (to and from Hawai'i)
- Breakfast
- Airfare (inter island)
- Lunch/Dinner
- Rental Car
- Tours/attractions
- Lodging (hotel, condo, etc.)
- Other (please specify)
- Trip to another state/country _____

c. Name of the package: _____

d. Number of nights in Hawai'i covered by it: night(s)

e. Number of people covered by amount: persons

17. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)?

(please specify currency)

,
 US \$
 name of currency: _____

(for internal purposes only)

18. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.)

How many people are you reporting for? (specify total number of people) persons

18a. Lodging (hotel, condo, B&B, hostel, etc., including tips) . . . US\$,

18b. Total food and beverage . . . US\$,

In restaurants, bars and other eating places . . . US\$,

Dinner shows/dinner cruises . . . US\$,

Groceries/snacks US\$,

18c. Total Entertainment US\$,

Attractions/entertainment US\$,

Recreation (golf, tennis, snorkling, etc.) US\$,

Other activities & tours US\$,

18d. Total Transportation US\$,

Inter island airfare US\$,

Bus, taxi, trolley, etc. US\$,

Rental car/mopeds US\$,

Other expenses (gasoline, parking, etc.) US\$,

18e. Total Shopping US\$,

Fashion and clothing US\$,

Jewelry/watches US\$,

Cosmetics/perfumes US\$,

Leather goods (belts, wallets, handbags, etc.) US\$,

Hawai'i food products to take home (fruits, nuts, coffee etc.) US\$,

Souvenirs US\$,

18f. Other Spending US\$,

(Please describe) _____

18. TOTAL for Question 18 (18a-18f) US\$,



CRUISE VISITOR SURVEY FORM



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

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

Cruise Start Date:

		-			-		
Month			Day			Year	

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

--	--

 persons

2. I am a:

Visitor to Hawai'i
 Resident of Hawai'i

3. Including this trip, I have made:

--	--

 trips to Hawai'i in my lifetime

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

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

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

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

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

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

7. While you were on your cruise, did you purchase any shore tours in Hawai'i?

Yes No

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

US\$

--	--

 ,

--	--	--	--

8a. Package details:

Number of nights covered:

--	--

Number of people covered by (\$) amount:

--	--

9. What was included in the cruise package you purchased when booking your cruise to Hawai'i?
(Please mark (x) all that apply)

Airfare (Transpacific)

--	--

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

--	--

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

--	--

 (Number of nights)
 Meals on shore

--	--

 (Number of meals)
 Rental car

--	--

 (Number of days)
 None of the above

10. I am a resident of:

U.S.A.

--	--	--	--	--

(specify zip code)

Canada United Kingdom
 Japan Germany
 Korea France
 Taiwan Switzerland
 Hong Kong Australia
 Other (specify) _____

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

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

12. What is your age:

--	--

 years old

13. What is your gender?

Male Female

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

	NUMBER OF MALES	NUMBER OF FEMALES				
Under 10 years	<table border="1"><tr><td> </td><td> </td></tr></table>			<table border="1"><tr><td> </td><td> </td></tr></table>		
10 - 19	<table border="1"><tr><td> </td><td> </td></tr></table>			<table border="1"><tr><td> </td><td> </td></tr></table>		
20 - 29	<table border="1"><tr><td> </td><td> </td></tr></table>			<table border="1"><tr><td> </td><td> </td></tr></table>		
30 - 39	<table border="1"><tr><td> </td><td> </td></tr></table>			<table border="1"><tr><td> </td><td> </td></tr></table>		
40 - 49	<table border="1"><tr><td> </td><td> </td></tr></table>			<table border="1"><tr><td> </td><td> </td></tr></table>		
50 - 59	<table border="1"><tr><td> </td><td> </td></tr></table>			<table border="1"><tr><td> </td><td> </td></tr></table>		
60 or more	<table border="1"><tr><td> </td><td> </td></tr></table>			<table border="1"><tr><td> </td><td> </td></tr></table>		
TOTAL	<table border="1"><tr><td> </td><td> </td></tr></table>			<table border="1"><tr><td> </td><td> </td></tr></table>		

CRUISE DOMESTIC 2005Q1



DBEDT

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

S T A T E O F H A W A I I

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