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TOTAL VISITOR ARRIVALS INCREASED 2.3 PERCENT COMPARED TO APRIL 2014

Total Visitor Expenditures Rose 5.4 Percent to \$1.2 Billion

HONOLULU – Total visitor arrivals to the Hawaiian Islands in April 2015 increased 2.3 percent to 677,754 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority. Arrivals by air grew 4.1 percent to 665,393 visitors, offsetting a 46.6 percent decline in arrivals by cruise ships. Total visitor days¹ were up 2.1 percent compared to April 2014. Combined with higher average daily spending (+3.2% to \$196 per person), total visitor expenditures rose 5.4 percent to \$1.2 billion².

For the U.S. West, arrivals by air increased 7.7 percent to 295,683 visitors, and contributed to a 6.7 percent growth in visitor expenditures to \$424.2 million. Daily spending was \$162 per person (+0.5%).

U.S. East arrivals grew 3.6 percent to 133,509 visitors and the average daily spending was \$195 per person (-0.5%). U.S. East visitor expenditures increased 2.6 percent to \$248.5 million.

After four previous months of declines, Japanese arrivals rose 1.9 percent to 98,240 visitors in April 2015. However, lower daily spending (-11.2% to \$242 per person) led to a 10.5 percent decrease in visitor expenditures to \$136.2 million.

At the top of the slow season, Canadian arrivals declined 8.3 percent to 45,422 visitors, which resulted in a 7.1 percent drop in visitor expenditures to \$88.1 million.

Arrivals from All Other markets rose 2.9 percent to 92,538 visitors. Combined expenditures from All Other visitors were \$256.8 million, 26.5 percent higher than last April.

Visitors days increased on O'ahu (+4.8%), Maui (+2.5%) and Hawai'i Island (+4.3%) and was relatively unchanged for Kaua'i (+0.2%) compared to April 2014.

There were 978,585 total air seats to Hawai'i in April 2015, up 8.9 percent from a year ago. Growth in scheduled seats from U.S. West (+14.7%), Oceania (+14%), U.S. East (+12.8%) and Canada (+12.5%) offset fewer seats from Other Asia (-11.7%) and Japan (-7.7%).

Year-to-Date 2015:

For the first four months of 2015, total arrivals (by air and by cruise ships) increased 2.9 percent to 2,798,427 visitors. Total visitor expenditures of \$5 billion were similar to year-to-date 2014. Total visitor expenditures increased on Kaua'i (+6.2%) and Maui (+5.4%), but declined on Hawai'i Island (-8.3%) and O'ahu (-1.8%).

¹ Aggregate number of days stayed by all visitors.

²Total visitor expenditure statistics presented in this press release are not adjusted for inflation (nominal dollars).

April 2015 Arrivals at a Glance

CATEGORY AND MMA	Apr 2015P	Apr 2014P	% change	YTD 2015P	YTD 2014P	% change
TOTAL EXPENDITURES (\$mil.)	1,157.7	1,098.7	5.4	4,999.5	4,991.6	0.2
Total by air	1,153.9	1,090.0	5.9	4,985.9	4,968.9	0.3
U.S. West	424.2	397.6	6.7	1,653.9	1,562.2	5.9
U.S. East	248.5	242.3	2.6	1,230.7	1,278.7	-3.8
Japan	136.2	152.3	-10.5	645.4	761.1	-15.2
Canada	88.1	94.8	-7.1	592.3	563.3	5.1
All Others	256.8	203.0	26.5	863.7	803.7	7.5
Visitor arrivals by cruise ships	3.8	8.6	-55.5	13.7	22.7	-39.8
TOTAL VISITOR DAYS	5,893,413	5,771,666	2.1	26,136,656	25,423,310	2.8
Total by air	5,838,232	5,643,166	3.5	25,924,420	25,066,965	3.4
U.S. West	2,614,367	2,463,494	6.1	10,194,797	9,585,275	6.4
U.S. East	1,273,921	1,235,734	3.1	6,277,096	6,243,609	0.5
Japan	562,723	558,314	0.8	2,644,269	2,744,805	-3.7
Canada	552,073	600,577	-8.1	3,471,819	3,439,581	0.9
All Others	835,148	785,046	6.4	3,336,440	3,053,694	9.3
Visitor arrivals by cruise ships	55,181	128,500	-57.1	212,236	356,345	-40.4
VISITOR ARRIVALS	677,754	662,553	2.3	2,798,427	2,720,760	2.9
Total by air	665,393	639,395	4.1	2,750,399	2,653,503	3.7
U.S. West	295,683	274,656	7.7	1,083,016	997,642	8.6
U.S. East	133,509	128,898	3.6	589,767	584,520	0.9
Japan	98,240	96,400	1.9	457,120	473,058	-3.4
Canada	45,422	49,548	-8.3	260,257	260,003	0.1
All Others	92,538	89,894	2.9	360,240	338,280	6.5
Visitor arrivals by cruise ships	12,361	23,157	-46.6	48,028	67,257	-28.6
AVERAGE LENGTH OF STAY	8.70	8.71	-0.2	9.34	9.34	0.0
Total by air	8.77	8.83	-0.6	9.43	9.45	-0.2
U.S. West	8.84	8.97	-1.4	9.41	9.61	-2.0
U.S. East	9.54	9.59	-0.5	10.64	10.68	-0.4
Japan	5.73	5.79	-1.1	5.78	5.80	-0.3
Canada	12.15	12.12	0.3	13.34	13.23	0.8
All Others	9.02	8.73	3.3	9.26	9.03	2.6
Visitor arrivals by cruise ships	4.46	5.55	-19.6	4.42	5.30	-16.6
PER PERSON PER DAY SPENDING (\$)	196.4	190.4	3.2	191.3	196.3	-2.6
Total by air	197.6	193.2	2.3	192.3	198.2	-3.0
U.S. West	162.3	161.4	0.5	162.2	163.0	-0.5
U.S. East	195.1	196.1	-0.5	196.1	204.8	-4.3
Japan	242.1	272.8	-11.2	244.1	277.3	-12.0
Canada	159.5	157.8	1.1	170.6	163.8	4.2
All Others	307.5	258.6	18.9	258.9	263.2	-1.6
Visitor arrivals by cruise ships	69.7	67.2	3.7	64.3	63.6	1.1
PER PERSON PER TRIP SPENDING (\$)	1,708.1	1,658.3	3.0	1,786.6	1,834.6	-2.6
Total by air	1,734.1	1,704.8	1.7	1,812.8	1,872.6	-3.2
U.S. West	1,434.8	1,447.8	-0.9	1,527.1	1,565.9	-2.5
U.S. East	1,861.6	1,879.7	-1.0	2,086.7	2,187.6	-4.6
Japan	1,386.8	1,579.9	-12.2	1,411.8	1,608.8	-12.2
Canada	1,938.6	1,912.6	1.4	2,275.7	2,166.5	5.0
All Others	2,774.8	2,258.8	22.8	2,397.5	2,375.8	0.9
Visitor arrivals by cruise ships	311.1	373.1	-16.6	284.3	337.1	-15.6

P=Preliminary data.

Source:Hawai'i Tourism Authority

Other Highlights:

- For U.S. West, arrivals from the Pacific region increased 7.6 percent compared to April 2014. There were more visitors from California (+6.6%), particularly from the San Francisco, San Jose and Sacramento metro areas. Arrivals from Oregon (+8.8%), Washington (+10.3%) and Alaska (+6.9%) also increased. Arrivals from the Mountain region grew 7.8 percent with more visitors from Arizona (+11.4%), Colorado (+19.2%) and Utah (+16%). For the first four months of 2015, arrivals from the Pacific and Mountain regions were up by 8.8 percent and 8.1 percent, respectively.
- For U.S. East, growth in arrivals from the East South Central (+29.3%), West South Central (+10.8%), South Atlantic (+8.5%) and East North Central (+2%) regions offset declines from the West North Central (-8.2%), Mid Atlantic (-3.7%) and New England (-2.5%) regions. For the first four months of 2015, there were more visitors from the East South Central (+6.5%), West South Central (+4.9%) and South Atlantic (+2.7%) regions, but fewer visitors from the West North Central (-4.1%) and New England (-1%) regions.
- A greater number of visitors came to get married (+12.6% to 8,903) in comparison to April 2014, with much of this increase coming from the Japanese market (+72.6% to 3,849). For the first four months of 2015, the number of visitors who came to get married rose seven percent to 35,025 visitors.
- There were 44,093 visitors who came for meetings, conventions and incentives (MCI) in April 2015, up 4.3 percent from a year ago. More visitors traveled on incentives (+14.6%), boosted by growth in Japanese (+27.5% to 5,853) and U.S. East (+14.7% to 8,118) incentive visitors. However, fewer visitors came for conventions (-5% to 16,384) and corporate meetings (-8.8% to 9,595). For the first four months of 2015, total MCI arrivals decreased 3.1 percent to 190,673 visitors.
- In April 2015, more U.S. West visitors stayed with friends/relatives (+12.9% to 31,136) and in bed & breakfast properties (+12.5% to 2,698) compared to a year ago. Among U.S. East visitors, stays with friends/relatives (+7.2% to 14,566) and in bed & breakfast properties (+8.4%) also increased while usage of condominiums (-1.6% to 16,645) declined. Among Japanese visitors, more stayed in hotels (+3.3% to 85,014) but usage of condominiums (-5.4% to 9,679) and timeshare properties (-3.8% to 4,093) was down.

Highlights from All Other Markets:

Arrivals by air from developing markets rose 2.9 percent to 92,538 visitors in April 2015 and comprised 13.9 percent of total air visitors to Hawai'i. For the first four months of 2015, arrivals from All Other Markets were up 6.5 percent to 360,240 visitors.

- **Australia:** Arrivals from Australia dropped 3.7 percent to 25,724 visitors in April 2015. However, for the first four months of 2015, arrivals increased 13.4 percent to 96,992 visitors.
- **New Zealand:** There were more visitors from New Zealand (+14.3% to 5,602) compared to April 2014. Through April 2015, arrivals rose 19.9 percent to 14,865 visitors.
- **China:** Arrivals from China decreased 1.8 percent to 11,400 visitors. However, for year-to-date 2015, arrivals were up 4.5 percent to 50,273 visitors.
- **Korea:** There were 13,724 visitors from Korea in April 2015, down 2.7 percent from a year ago. During the first four months of 2015, arrivals dropped 3.3 percent to 57,424 visitors.

April 2015 Island Highlights

CATEGORY AND ISLAND	Apr 2015P	Apr 2014P	% change	YTD 2015P	YTD 2014P	% change
TOTAL EXPENDITURES (\$mil.)	1,157.7	1,098.7	5.4	4,999.5	4,991.6	0.2
Total by air	1,153.9	1,090.0	5.9	4,985.9	4,968.9	0.3
O'ahu	556.4	504.2	10.4	2,248.2	2,288.9	-1.8
Maui	343.1	317.2	8.2	1,529.3	1,451.1	5.4
Moloka'i	1.7	2.3	-25.5	13.4	11.0	20.9
Lāna'i	5.7	5.7	-0.1	27.5	24.3	13.1
Kaua'i	116.9	116.6	0.2	533.1	501.7	6.2
Hawai'i Island	130.1	144.0	-9.7	634.4	691.8	-8.3
Visitor arrivals by cruise ships	3.8	8.6	-55.5	13.7	22.7	-39.8
TOTAL VISITOR DAYS	5,893,413	5,771,666	2.1	26,136,656	25,423,310	2.8
Total by air	5,838,232	5,643,166	3.5	25,924,420	25,066,965	3.4
O'ahu	2,702,415	2,579,419	4.8	11,522,944	11,163,905	3.2
Maui	1,609,713	1,571,081	2.5	7,207,243	6,950,058	3.7
Moloka'i	18,792	18,410	2.1	112,090	95,649	17.2
Lāna'i	14,520	16,927	-14.2	65,155	76,630	-15.0
Kaua'i	672,208	670,804	0.2	2,976,499	2,878,015	3.4
Hawai'i Island	820,584	786,525	4.3	4,040,490	3,902,708	3.5
Visitor arrivals by cruise ships	55,181	128,500	-57.1	212,236	356,345	-40.4
VISITOR ARRIVALS	677,754	662,553	2.3	2,798,427	2,720,760	2.9
Total by air	665,393	639,395	4.1	2,750,399	2,653,503	3.7
O'ahu	400,404	388,661	3.0	1,655,722	1,624,025	2.0
Maui	201,910	196,983	2.5	838,875	797,279	5.2
Moloka'i	4,039	4,183	-3.4	24,234	18,708	29.5
Lāna'i	4,977	5,531	-10.0	23,127	21,944	5.4
Kaua'i	92,452	88,598	4.3	376,820	354,391	6.3
Hawai'i Island	116,121	108,629	6.9	505,166	485,935	4.0
Visitor arrivals by cruise ships	12,361	23,157	-46.6	48,028	67,257	-28.6
AVERAGE LENGTH OF STAY	8.70	8.71	-0.2	9.34	9.34	0.0
Total by air	8.77	8.83	-0.6	9.43	9.45	-0.2
O'ahu	6.75	6.64	1.7	6.96	6.87	1.2
Maui	7.97	7.98	0.0	8.59	8.72	-1.4
Moloka'i	4.65	4.40	5.7	4.63	5.11	-9.5
Lāna'i	2.92	3.06	-4.7	2.82	3.49	-19.3
Kaua'i	7.27	7.57	-4.0	7.90	8.12	-2.7
Hawai'i Island	7.07	7.24	-2.4	8.00	8.03	-0.4
Visitor arrivals by cruise ships	4.46	5.55	-19.6	4.42	5.30	-16.6
PER PERSON PER DAY SPENDING (\$)	196.4	190.4	3.2	191.3	196.3	-2.6
Total by air	197.6	193.2	2.3	192.3	198.2	-3.0
O'ahu	205.9	195.5	5.3	195.1	205.0	-4.8
Maui	213.2	201.9	5.6	212.2	208.8	1.6
Moloka'i	91.6	125.5	-27.0	119.2	115.5	3.2
Lāna'i	390.9	335.8	16.4	421.8	317.1	33.0
Kaua'i	173.8	173.9	0.0	179.1	174.3	2.7
Hawai'i Island	158.5	183.1	-13.5	157.0	177.3	-11.4
Visitor arrivals by cruise ships	69.7	67.2	3.7	64.3	63.6	1.1
PER PERSON PER TRIP SPENDING (\$)	1,708.1	1,658.3	3.0	1,786.6	1,834.6	-2.6
Total by air	1,734.1	1,704.8	1.7	1,812.8	1,872.6	-3.2
O'ahu	1,389.6	1,297.2	7.1	1,357.9	1,409.4	-3.7
Maui	1,699.4	1,610.2	5.5	1,823.0	1,820.1	0.2
Moloka'i	426.1	552.3	-22.9	551.2	590.6	-6.7
Lāna'i	1,140.5	1,027.7	11.0	1,188.4	1,107.3	7.3
Kaua'i	1,264.0	1,316.6	-4.0	1,414.7	1,415.8	-0.1
Hawai'i Island	1,120.0	1,325.9	-15.5	1,255.9	1,423.7	-11.8
Visitor arrivals by cruise ships	311.1	373.1	-16.6	284.3	337.1	-15.6

P=Preliminary data.

Source:Hawai'i Tourism Authority

- **Taiwan:** Arrivals from Taiwan fell 12.4 percent to 1,040 visitors. Through April 2015, arrivals decreased 42 percent to 4,753 visitors.
- **Europe:** There were 10,583 visitors from the European market (United Kingdom, France, Germany, Italy and Switzerland), which was a 7.9 percent decline from April 2014. For the first four months of 2015, arrivals dropped 5.8 percent to 37,138 visitors.
- **Latin America:** Arrivals from the Latin America market (Mexico, Brazil and Argentina) decreased 22 percent from last April to 2,068 visitors. Through the first four months of 2015, arrivals from this market fell 8.7 percent to 9,144 visitors.

Island Highlights:

- **O'ahu:** Arrivals to O'ahu grew three percent to 400,404 visitors in April 2015. There were more visitors from U.S. West (+4.1%), U.S. East (+3%) and Japan (+2.2%), but fewer from Canada (-4.5%) compared to last April. Higher daily visitor spending (+5.3% to \$206 per person) also contributed to a 10.4 percent gain in visitor expenditures to \$556.4 million.
- **Maui:** Arrivals rose 2.5 percent to 201,910 visitors. Daily spending increased 5.6 percent to \$213 per person. This led to an 8.2 percent growth in visitor expenditures to \$343.1 million.
- **Hawai'i Island:** Arrivals to Hawai'i Island were up 6.9 percent to 116,121 visitors. There were significantly more day trip visitors (+20.7% to 10,114) to this island compared to a year ago. However, much lower daily spending (-13.5% to \$159 per person) resulted in a 9.7 percent drop in visitor expenditures to \$130.1 million.
- **Kaua'i:** Arrivals increased 4.3 percent to 92,452 visitors in April 2015. The number of day trippers to Kaua'i rose 20.3 percent to 10,453 visitors, resulting in a shorter average length of stay (-4% to 7.27 days). Visitor expenditures of \$116.9 million was about the same compared to April 2014.

Air Seats to Hawai'i (Table 9, page 22):

- Air capacity to the Hawaiian Islands rose 8.9 percent to 978,585 total seats in April 2015. There were more seats to Honolulu (+5.4% to 657,739), Kahului (+17.3% to 195,493), Kona (+28.5% to 67,833), Līhu'e (+3.7% to 53,670) and Hilo (+19% to 3,850) than in April 2014.
- There was more scheduled (+8.9% to 973,875) and chartered (+6.7% to 4,710) air seats compared to a year ago.
- Scheduled seats from U.S. West grew 14.7 percent from April 2014. Service increased from Anchorage (+7%), Denver (+16%), Las Vegas (+4.7%), Los Angeles (+8.2%), Oakland (+6.8%), Phoenix (+14%), Portland (+6.7%), San Diego (+14.5%), San Francisco (+25%), San Jose (+49.1%) and Seattle (+29.6%).
- Scheduled seats from U.S. East were up 12.8 percent. Growth in seats out of Chicago (+23.8%), Dallas (+8.9%) and Houston (+42.1%) and a doubling of seats out of Washington D.C. compensated for fewer seats from New York City's JFK airport (-4.5%).
- Scheduled seats from Japan dropped 7.7 percent in April 2015. The number of seats out of Fukuoka decreased by two-thirds, as one airline discontinued this route in July 2014. There were also fewer seats out of Nagoya (-15.9%) and Narita (-3.6%), which were partially offset by more seats from Osaka (+8.5%).
- Scheduled seats out of Canada rose 12.5 percent, boosted by significantly more seats to Honolulu (+20.8%), Līhu'e (+15.4%) and Kona (+11.5%) compared to last April.

- Scheduled seats from Oceania rose 14 percent. Seats out of Brisbane nearly doubled and there were slightly more seats from Sydney (+1.3%). Seats out of Auckland were also up 13.6 percent from April 2014.
- Scheduled seats from Other Asia declined 11.7 percent. For the China market, seats out of Beijing increased 26.8 percent, but seats out of Shanghai dropped 19 percent compared to last April. Seats out of Taipei declined 24.2 percent as one airline discontinued service in mid-April 2014. Additionally, the number of seats from Seoul was down 15.8 percent.
- For the first four months of 2015, total air capacity was up 6.5 percent to 3,913,315 seats. Growth in seats to Honolulu (+2.8% to 2,614,493), Kahului (+18.6% to 790,019), Kona (+14.8% to 276,414) and Līhu'e (+4.6% to 220,685) offset fewer seats to Hilo (-13.9% to 11,704).

Cruise Ship Visitors (Table 8, page 21):

- Six out-of-state cruise ships with 12,361 visitors came in April 2015, down 46.6 percent from last April when 23,157 visitors arrived on 11 ships.
- Visitors who came by air to board cruise ships grew 30.4 percent to 11,596 visitors. In addition to tours from the Hawai'i home-ported ship, there were visitors who flew to Hawai'i and boarded an out-of-state cruise ship as it turned around in Honolulu.
- In total, the number of cruise visitors (by air and by ship) declined 25.2 percent from April 2014 to 23,957 visitors.
- In the first four months of 2015, 48,028 visitors entered the islands aboard 27 out-of-state cruise ships. This was 28.6 percent fewer than the 67,257 visitors who came on 36 cruise ships in year-to-date 2014. There were 88,434 total cruise visitors in the first four months of 2015, which was a 16.2 percent drop from the same period last year.

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Current monthly visitor statistics and other tables referenced in this release can be viewed at <http://www.hawaii tourism authority.org/research/>.

TABLE 1. TOTAL VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2015 P	2014 P	% CHANGE	2015 P	2014 P	% CHANGE
TOTAL VISITORS	665,393	639,395	4.1	2,750,399	2,653,502	3.7
Domestic	459,312	437,210	5.1	1,828,686	1,753,398	4.3
International	206,081	202,185	1.9	921,713	900,104	2.4
VISITOR DAYS	5,838,232	5,643,166	3.5	25,924,420	25,066,965	3.4
AVERAGE DAILY CENSUS	194,608	188,106	3.5	216,037	208,891	3.4
TOTAL AIR SEATS	978,585	898,448	8.9	3,913,315	3,675,120	6.5
TOTAL LOAD FACTOR (%)	78.9	82.4	-4.3	82.5	84.5	-2.4
ISLANDS VISITED						
O'ahu	400,404	388,661	3.0	1,655,722	1,624,025	2.0
O'ahu only	307,083	292,643	4.9	1,255,073	1,223,489	2.6
O'ahu one day or less	15,758	16,840	-6.4	69,429	69,574	-0.2
Kaua'i	92,452	88,598	4.3	376,820	354,391	6.3
Kaua'i only	52,005	50,305	3.4	205,661	194,558	5.7
Kaua'i one day or less	10,453	8,691	20.3	40,677	32,514	25.1
Maui County	205,071	199,769	2.7	853,796	810,230	5.4
Maui	201,910	196,983	2.5	838,875	797,279	5.2
Maui only	134,804	128,399	5.0	542,417	510,583	6.2
Maui one day or less	11,290	12,850	-12.1	52,996	49,801	6.4
Moloka'i *	4,039	4,183	-3.4	24,234	18,708	29.5
Moloka'i only *	695	544	27.8	2,997	2,464	21.6
Moloka'i one day or less *	1,836	2,198	-16.4	13,186	9,299	41.8
Lāna'i *	4,977	5,531	-10.0	23,127	21,944	5.4
Lāna'i only *	533	612	-13.0	2,339	2,694	-13.2
Lāna'i one day or less *	2,860	2,664	7.4	14,736	10,800	36.4
Hawai'i Island	116,121	108,629	6.9	505,166	485,935	4.0
Kona side	98,453	92,210	6.8	428,856	412,385	4.0
Hilo side	42,733	40,613	5.2	181,313	170,432	6.4
Hawai'i Island only	58,364	53,055	10.0	255,704	239,717	6.7
Hawai'i Island one day or less	10,114	8,381	20.7	43,723	41,122	6.3
Any Neighbor Island	358,310	346,752	3.3	1,495,326	1,430,014	4.6
NI only	264,989	250,734	5.7	1,094,677	1,029,478	6.3
Oahu & NI	93,322	96,018	-2.8	400,649	400,536	0.0
Any one island only	553,484	525,559	5.3	2,264,190	2,173,505	4.2
Multiple Islands	111,909	113,837	-1.7	486,210	479,998	1.3
Avg. Islands Visited	1.23	1.24	-0.6	1.24	1.24	0.0
Average Length of Stay in Hawai'i	8.77	8.83	-0.6	9.43	9.45	-0.2
ACCOMMODATIONS						
Plan to stay in Hotel	416,802	402,102	3.7	1,696,829	1,665,951	1.9
Hotel only	362,140	352,847	2.6	1,478,130	1,459,422	1.3
Plan to stay in Condo	118,290	116,578	1.5	512,546	497,009	3.1
Condo only	95,161	93,671	1.6	404,168	392,449	3.0
Plan to stay in Timeshare	63,703	63,630	0.1	242,456	234,377	3.4
Timeshare only	49,636	49,441	0.4	183,754	177,253	3.7
Cruise Ship	12,721	12,531	1.5	45,196	43,958	2.8
Friends/Relatives	55,831	48,822	14.4	247,886	227,767	8.8
Bed & Breakfast	7,296	6,052	20.5	35,496	28,734	23.5
Other	9,083	8,165	11.2	43,423	36,409	19.3

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Change represents absolute change in rates rather than percentage change in rate.

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2015 P	2014 P	% CHANGE	2015 P	2014 P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	551,302	535,326	3.0	2,287,953	2,198,778	4.1
Honeymoon/Get Married	48,108	48,429	-0.7	193,067	184,931	4.4
Honeymoon	43,195	43,994	-1.8	173,724	165,889	4.7
Get Married	8,903	7,904	12.6	35,025	32,736	7.0
Pleasure/Vacation	508,521	491,828	3.4	2,118,416	2,033,767	4.2
Mtgs/Conventions/Incentive	44,093	42,286	4.3	190,673	196,705	-3.1
Conventions	16,384	17,250	-5.0	92,598	106,954	-13.4
Corporate Meetings	9,595	10,517	-8.8	36,746	39,081	-6.0
Incentive	20,537	17,924	14.6	69,905	61,640	13.4
Other Business	21,129	20,596	2.6	97,415	88,871	9.6
Visit Friends/Rel.	52,819	47,038	12.3	222,526	207,466	7.3
Govt/Military	6,382	6,813	-6.3	33,647	27,721	21.4
Attend School	794	1,480	-46.3	9,824	8,371	17.3
Sport Events	4,243	6,185	-31.4	21,522	28,450	-24.4
TRAVEL STATUS						
First Timers (%)**	34.3	34.2	0.1	32.8	33.7	-0.9
Repeaters (%)**	65.7	65.8	-0.1	67.2	66.3	0.9
Average # of Trips	5.08	5.02	1.0	5.14	5.04	2.0
Group Tour	54,852	51,216	7.1	227,426	236,415	-3.8
Non-Group	610,541	588,179	3.8	2,522,973	2,417,088	4.4
Package Trip	209,375	203,275	3.0	850,490	866,734	-1.9
No Package	456,017	436,120	4.6	1,899,909	1,786,769	6.3
Net True Independent	445,985	426,720	4.5	1,854,928	1,746,831	6.2
Ave. Age	46	46	0.3	46	46	-0.1
Ave. Party Size	2.20	2.19	0.5	2.16	2.14	1.2

** Change represents absolute change in rates rather than percentage change in rate.

Source: Hawai'i Tourism Authority

Collaboration of the following agencies are gratefully acknowledged: Airlines, State Department of Agriculture - Plant Quarantine Branch, State Department of Transportation - Airport Division, and U.S. Department of Homeland Security, Bureau of Customs & Border Protection - Honolulu office.

TABLE 2. DOMESTIC VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2015 P	2014 P	% CHANGE	2015 P	2014 P	% CHANGE
DOMESTIC VISITORS	459,312	437,210	5.1	1,828,686	1,753,398	4.3
DOMESTIC VISITOR DAYS	4,211,524	4,051,457	4.0	18,415,222	17,930,550	2.7
DOMESTIC AVERAGE DAILY CENSUS	140,384	135,049	4.0	153,460	149,421	2.7
DOMESTIC AIR SEATS	662,497	579,346	14.4	2,619,407	2,374,450	10.3
DOMESTIC LOAD FACTOR (%)	82.9	89.7	-7.5	85.3	89.5	-4.7
ISLANDS VISITED						
O'ahu	222,643	217,672	2.3	876,500	870,770	0.7
O'ahu only	164,805	158,826	3.8	636,706	622,441	2.3
O'ahu one day or less	14,621	13,941	4.9	59,489	59,272	0.4
Kaua'i	79,797	76,979	3.7	319,366	308,035	3.7
Kaua'i only	48,712	46,460	4.8	187,571	177,855	5.5
Kaua'i one day or less	5,641	5,886	-4.2	24,183	21,226	13.9
Maui County	168,530	159,421	5.7	672,808	634,869	6.0
Maui	166,085	156,855	5.9	660,212	623,392	5.9
Maui only	117,483	109,312	7.5	456,486	422,656	8.0
Maui one day or less	5,921	7,331	-19.2	24,864	25,142	-1.1
Moloka'i *	3,257	3,331	-2.2	20,085	14,959	34.3
Moloka'i only *	568	544	4.4	2,689	2,327	15.5
Moloka'i one day or less *	1,387	1,479	-6.2	10,388	6,349	63.6
Lāna'i *	3,763	4,565	-17.6	18,463	18,124	1.9
Lāna'i only *	504	605	-16.7	2,204	2,640	-16.5
Lāna'i one day or less *	1,773	1,999	-11.3	10,922	8,230	32.7
Hawai'i Island	88,141	81,892	7.6	378,966	359,705	5.4
Kona side	77,315	71,321	8.4	329,520	313,800	5.0
Hilo side	29,055	28,437	2.2	125,799	119,217	5.5
Hawai'i Island only	52,816	47,385	11.5	227,264	208,598	8.9
Hawai'i Island one day or less	3,557	3,634	-2.1	17,263	14,466	19.3
Any Neighbor Island	294,507	278,384	5.8	1,191,980	1,130,958	5.4
NI only	236,669	219,538	7.8	952,187	882,629	7.9
Oahu & NI	57,838	58,846	-1.7	239,793	248,329	-3.4
Any one island only	384,888	363,132	6.0	1,512,921	1,436,518	5.3
Multiple Islands	74,424	74,079	0.5	315,765	316,881	-0.4
Avg. Islands Visited	1.23	1.24	-0.9	1.24	1.25	-0.7
Average Length of Stay in Hawai'i	9.17	9.27	-1.1	10.07	10.23	-1.5
ACCOMMODATIONS						
Plan to stay in Hotel	256,483	246,143	4.2	990,365	965,032	2.6
Hotel only	217,367	207,033	5.0	827,541	802,104	3.2
Plan to stay in Condo	88,371	86,091	2.6	364,615	357,608	2.0
Condo only	70,953	68,397	3.7	286,528	279,293	2.6
Plan to stay in Timeshare	52,769	53,037	-0.5	197,380	195,804	0.8
Timeshare only	41,523	41,196	0.8	150,038	148,142	1.3
Cruise Ship	10,170	11,013	-7.7	35,895	38,157	-5.9
Friends/Relatives	48,255	43,742	10.3	219,928	200,622	9.6
Bed & Breakfast	5,193	4,862	6.8	26,923	23,392	15.1
Other	7,692	7,497	2.6	37,576	33,152	13.3

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Change represents absolute change in rates rather than percentage change in rate.

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2015 P	2014 P	% CHANGE	2015 P	2014 P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	375,822	357,212	5.2	1,487,769	1,416,472	5.0
Honeymoon/Get Married	18,092	18,242	-0.8	73,285	63,986	14.5
Honeymoon	14,984	14,961	0.2	61,650	52,231	18.0
Get Married	4,376	5,161	-15.2	16,771	18,428	-9.0
Pleasure/Vacation	361,104	342,616	5.4	1,431,563	1,366,412	4.8
Mtgs/Conventions/Incentive	32,635	33,872	-3.7	136,336	150,522	-9.4
Conventions	12,977	14,889	-12.8	75,147	87,777	-14.4
Corporate Meetings	8,558	9,891	-13.5	33,010	35,507	-7.0
Incentive	13,196	12,368	6.7	35,605	37,368	-4.7
Other Business	19,593	19,526	0.3	89,898	80,615	11.5
Visit Friends/Rel.	45,727	42,268	8.2	195,702	182,973	7.0
Govt/Military	5,783	5,782	0.0	27,900	24,361	14.5
Attend School	648	1,176	-44.9	6,547	6,603	-0.8
Sport Events	2,630	3,797	-30.7	16,189	21,219	-23.7
TRAVEL STATUS						
First Timers (%)**	27.96	28.5	-0.5	26.46	27.2	-0.8
Repeaters (%)**	72.04	71.5	0.5	73.54	72.8	0.8
Average # of Trips	5.88	5.76	2.1	6.03	5.92	1.8
Group Tour	20,552	20,447	0.5	72,035	76,694	-6.1
Non-Group	438,760	416,764	5.3	1,756,651	1,676,705	4.8
Package Trip	101,257	97,754	3.6	353,941	353,386	0.2
No Package	358,055	339,456	5.5	1,474,746	1,400,013	5.3
Net True Independent	351,825	333,327	5.5	1,451,384	1,375,821	5.5
Ave. Age of Party Head	47	47	0.4	47	48	-0.5
Ave. Party Size	2.06	2.08	-1.0	2.00	1.98	1.0

** Change represents absolute change in rates rather than percentage change in rate.

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2015 P	2014 P	% CHANGE	2015 P	2014 P	% CHANGE
INTERNATIONAL VISITORS	206,081	202,185	1.9	921,713	900,104	2.4
INTERNATIONAL VISITOR DAYS	1,626,709	1,591,708	2.2	7,509,198	7,136,415	5.2
INTERNATIONAL AVERAGE DAILY CENSUS	54,224	53,057	2.2	62,577	59,470	5.2
INTERNATIONAL AIR SEATS	316,088	319,102	-0.9	1,293,908	1,300,670	-0.5
INTERNATIONAL LOAD FACTOR (%)	70.4	69.3	1.6	76.9	75.5	1.9
ISLANDS VISITED						
O'ahu	177,761	170,989	4.0	779,223	753,255	3.4
O'ahu only	142,277	133,817	6.3	618,366	601,048	2.9
O'ahu one day or less	1,136	2,899	-60.8	9,940	10,301	-3.5
Kaua'i	12,655	11,619	8.9	57,453	46,356	23.9
Kaua'i only	3,293	3,846	-14.4	18,090	16,703	8.3
Kaua'i one day or less	4,812	2,805	71.5	16,494	11,288	46.1
Maui County	36,541	40,348	-9.4	180,988	175,360	3.2
Maui	35,825	40,128	-10.7	178,663	173,887	2.7
Maui only	17,320	19,087	-9.3	85,930	87,927	-2.3
Maui one day or less	5,370	5,519	-2.7	28,131	24,659	14.1
Moloka'i *	782	853	-8.3	4,149	3,749	10.7
Moloka'i only *	127	0	0.0	307	137	124.2
Moloka'i one day or less *	449	718	-37.4	2,798	2,950	-5.1
Lāna'i *	1,214	965	25.7	4,664	3,821	22.1
Lāna'i only *	29	7	296.8	134	54	148.6
Lāna'i one day or less *	1,087	664	63.6	3,815	2,570	48.4
Hawai'i Island	27,981	26,737	4.7	126,199	126,230	0.0
Kona side	21,138	20,889	1.2	99,336	98,586	0.8
Hilo side	13,678	12,176	12.3	55,514	51,215	8.4
Hawai'i Island only	5,548	5,670	-2.1	28,440	31,119	-8.6
Hawai'i Island one day or less	6,557	4,747	38.1	26,460	26,656	-0.7
Any Neighbor Island	63,804	68,368	-6.7	303,347	299,056	1.4
NI only	28,320	31,196	-9.2	142,490	146,849	-3.0
Oahu & NI	35,484	37,172	-4.5	160,856	152,207	5.7
Any one island only	168,596	162,427	3.8	751,268	736,988	1.9
Multiple Islands	37,485	39,758	-5.7	170,445	163,116	4.5
Avg. Islands Visited	1.24	1.24	0.0	1.25	1.23	1.5
Average Length of Stay in Hawai'i	7.89	7.87	0.3	8.15	7.93	2.8
ACCOMMODATIONS						
Plan to stay in Hotel	160,319	155,959	2.8	706,465	700,920	0.8
Hotel only	144,773	145,814	-0.7	650,589	657,318	-1.0
Plan to stay in Condo	29,919	30,486	-1.9	147,930	139,401	6.1
Condo only	24,208	25,274	-4.2	117,640	113,157	4.0
Plan to stay in Timeshare	10,934	10,594	3.2	45,076	38,573	16.9
Timeshare only	8,113	8,245	-1.6	33,716	29,112	15.8
Cruise Ship	2,551	1,518	68.1	9,301	5,801	60.3
Friends/Relatives	7,576	5,079	49.2	27,959	27,145	3.0
Bed & Breakfast	2,103	1,190	76.7	8,573	5,342	60.5
Other	1,391	667	108.3	5,847	3,258	79.5

* Sample sizes for Moloka'i and Lāna'i are relatively small.

** Change represents absolute change in rates rather than percentage change in rate.

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2015 P	2014 P	% CHANGE	2015 P	2014 P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	175,481	178,114	-1.5	800,184	782,306	2.3
Honeymoon/Get Married	30,017	30,187	-0.6	119,782	120,946	-1.0
Honeymoon	28,211	29,032	-2.8	112,074	113,659	-1.4
Get Married	4,527	2,743	65.0	18,254	14,308	27.6
Pleasure/Vacation	147,416	149,212	-1.2	686,853	667,355	2.9
Mtgs/Conventions/Incentive	11,459	8,414	36.2	54,337	46,182	17.7
Conventions	3,407	2,360	44.4	17,451	19,177	-9.0
Corporate Meetings	1,037	626	65.7	3,736	3,574	4.5
Incentive	7,341	5,557	32.1	34,300	24,272	41.3
Other Business	1,536	1,071	43.5	7,516	8,256	-9.0
Visit Friends/Rel.	7,092	4,770	48.7	26,824	24,493	9.5
Govt/Military	599	1,031	-41.9	5,747	3,359	71.1
Attend School	146	304	-52.1	3,276	1,768	85.3
Sport Events	1,613	2,388	-32.5	5,332	7,231	-26.3
TRAVEL STATUS						
First Timers (%)**	48.44	46.4	2.0	45.37	46.3	-0.9
Repeaters (%)**	51.56	53.6	-2.0	54.63	53.7	0.9
Average # of Trips	3.28	3.43	-4.5	3.39	3.33	1.6
Group Tour	34,300	30,769	11.5	155,391	159,720	-2.7
Non-Group	171,781	171,416	0.2	766,322	740,384	3.5
Package Trip	108,119	105,521	2.5	496,550	513,348	-3.3
No Package	97,962	96,664	1.3	425,163	386,756	9.9
Net True Independent	94,160	93,393	0.8	403,545	371,010	8.8
Ave. Age of Party Head	43	43	-0.1	43	42	0.7
Ave. Party Size	2.51	2.42	3.7	2.48	2.44	1.6

** Change represents absolute change in rates rather than percentage change in rate.

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	295,683	274,656	7.7	1,083,016	997,642	8.6
Domestic	290,493	269,864	7.6	1,062,162	977,800	8.6
International	5,190	4,792	8.3	20,854	19,842	5.1
VISITOR DAYS	2,614,367	2,463,494	6.1	10,194,797	9,585,275	6.4
AVERAGE DAILY CENSUS	87,146	82,116	6.1	84,957	79,877	6.4
ISLANDS VISITED						
O'ahu	126,261	121,231	4.1	467,307	442,407	5.6
O'ahu only	101,672	96,819	5.0	373,550	349,062	7.0
O'ahu one day or less	5,619	6,022	-6.7	23,387	23,215	0.7
Kaua'i	49,994	46,971	6.4	180,594	167,524	7.8
Kaua'i only	36,906	34,514	6.9	129,226	119,576	8.1
Kaua'i one day or less	2,587	1,962	31.9	9,960	7,747	28.6
Maui County	106,580	98,496	8.2	384,132	348,785	10.1
Maui	105,024	96,891	8.4	376,967	342,044	10.2
Maui only	85,158	78,153	9.0	298,965	269,432	11.0
Maui one day or less	2,625	2,603	0.8	11,894	9,931	19.8
Moloka'i *	1,852	1,780	4.0	10,409	7,448	39.8
Moloka'i only *	419	396	5.9	1,758	1,599	9.9
Moloka'i one day or less *	740	692	6.9	5,193	2,738	89.6
Lāna'i *	2,012	2,093	-3.9	9,087	8,995	1.0
Lāna'i only *	362	423	-14.4	1,410	1,739	-18.9
Lāna'i one day or less *	957	904	5.8	5,205	4,018	29.6
Hawai'i Island	52,808	45,697	15.6	206,632	186,226	11.0
Kona side	46,725	40,568	15.2	182,342	165,336	10.3
Hilo side	14,585	12,996	12.2	59,215	51,736	14.5
Hawai'i Island only	38,037	32,550	16.9	148,430	131,605	12.8
Hawai'i Island one day or less	2,308	1,487	55.3	8,532	6,684	27.7
Any Neighbor Island	194,012	177,837	9.1	709,466	648,580	9.4
NI only	169,423	153,425	10.4	615,709	555,235	10.9
Oahu & NI	24,589	24,412	0.7	93,756	93,345	0.4
Any one island only	262,554	242,854	8.1	953,339	873,014	9.2
Multiple Islands	33,129	31,802	4.2	129,677	124,628	4.1
Avg. Islands Visited	1.14	1.15	-0.2	1.16	1.16	-0.2
Average Length of Stay in Hawai'i	8.84	8.97	-1.4	9.41	9.61	-2.0
ACCOMMODATIONS						
Plan to stay in Hotel	150,280	139,484	7.7	540,914	498,430	8.5
Hotel only	129,029	118,873	8.5	460,586	421,680	9.2
Plan to stay in Condo	65,923	62,895	4.8	239,592	227,836	5.2
Condo only	54,679	51,926	5.3	195,206	185,600	5.2
Plan to stay in Timeshare	37,572	37,613	-0.1	122,446	119,542	2.4
Timeshare only	30,331	29,926	1.4	96,053	93,267	3.0
Cruise Ship	3,006	2,838	5.9	10,534	9,573	10.0
Friends/Relatives	31,136	27,580	12.9	136,052	122,069	11.5
Bed & Breakfast	2,698	2,398	12.5	13,646	11,048	23.5
Other	4,896	4,800	2.0	22,196	19,286	15.1

* Sample sizes for Moloka'i and Lāna'i are relatively small.

TABLE 4. TOTAL US WEST VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	248,779	229,923	8.2	893,004	815,128	9.6
Honeymoon/Get Married	9,842	9,496	3.6	38,161	32,333	18.0
Honeymoon	7,703	7,444	3.5	30,956	25,409	21.8
Get Married	2,870	3,098	-7.4	9,886	10,566	-6.4
Pleasure/Vacation	241,268	222,632	8.4	864,406	790,289	9.4
Mtgs/Conventions/Incentive	14,444	14,875	-2.9	63,234	64,366	-1.8
Conventions	6,707	7,230	-7.2	36,683	37,563	-2.3
Corporate Meetings	4,189	4,469	-6.3	16,361	17,121	-4.4
Incentive	4,313	4,499	-4.1	13,286	14,083	-5.7
Other Business	12,595	12,519	0.6	55,326	50,983	8.5
Visit Friends/Rel.	29,373	26,227	12.0	118,886	110,133	7.9
Govt/Military	2,241	2,988	-25.0	11,523	10,582	8.9
Attend School	350	786	-55.5	3,490	3,756	-7.1
Sport Events	1,945	2,499	-22.2	10,376	12,651	-18.0
TRAVEL STATUS						
First Timers (%)**	18.7	18.0	0.6	17.6	17.4	0.3
Repeaters (%)**	81.3	82.0	-0.6	82.4	82.6	-0.3
Average # of Trips	6.99	6.96	0.4	7.14	7.18	-0.6
Group Tour	7,274	7,389	-1.6	24,102	25,091	-3.9
Non-Group	288,410	267,267	7.9	1,058,914	972,552	8.9
Package Trip	56,081	51,417	9.1	180,218	166,713	8.1
No Package	239,602	223,239	7.3	902,798	830,929	8.6
Net True Independent	236,995	220,575	7.4	892,224	820,971	8.7
Ave. Age	47	47	0.3	47	47	-0.8
Ave. Party Size	2.18	2.20	-0.9	2.08	2.05	1.4

** Change represents absolute change in rates rather than percentage change in rate.

Source: Hawai'i Tourism Authority

TABLE 5. TOTAL US EAST VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	133,509	128,898	3.6	589,767	584,520	0.9
Domestic	128,367	123,963	3.6	571,980	568,128	0.7
International	5,142	4,935	4.2	17,787	16,392	8.5
VISITOR DAYS	1,273,921	1,235,734	3.1	6,277,096	6,243,609	0.5
AVERAGE DAILY CENSUS	42,464	41,191	3.1	52,309	52,030	0.5
ISLANDS VISITED						
O'ahu	76,692	74,442	3.0	324,645	331,270	-2.0
O'ahu only	49,703	46,362	7.2	206,250	206,482	-0.1
O'ahu one day or less	7,350	6,932	6.0	31,519	30,749	2.5
Kaua'i	25,294	24,988	1.2	114,389	115,288	-0.8
Kaua'i only	10,079	10,259	-1.7	47,035	47,870	-1.7
Kaua'i one day or less	2,883	2,996	-3.8	12,740	11,853	7.5
Maui County	51,382	50,395	2.0	231,454	223,425	3.6
Maui	50,663	49,625	2.1	227,201	219,701	3.4
Maui only	27,041	25,700	5.2	124,823	115,543	8.0
Maui one day or less	2,916	4,100	-28.9	12,386	13,059	-5.2
Moloka'i *	1,102	1,094	0.7	7,597	5,415	40.3
Moloka'i only *	123	111	11.2	730	534	36.5
Moloka'i one day or less*	513	572	-10.3	4,256	2,651	60.5
Lāna'i *	1,464	2,016	-27.4	7,458	7,794	-4.3
Lāna'i only *	103	150	-30.9	647	747	-13.4
Lāna'i one day or less*	668	850	-21.4	4,459	3,524	26.5
Hawai'i Island	29,179	27,567	5.8	133,772	132,462	1.0
Kona side	25,480	23,341	9.2	114,545	113,086	1.3
Hilo side	11,827	11,813	0.1	53,062	51,627	2.8
Hawai'i Island only	12,764	11,506	10.9	59,672	58,002	2.9
Hawai'i Island one day or less	1,518	1,613	-5.9	7,800	6,784	15.0
Any Neighbor Island	83,807	82,535	1.5	383,517	378,039	1.4
NI only	56,818	54,456	4.3	265,122	253,251	4.7
Oahu & NI	26,989	28,079	-3.9	118,395	124,788	-5.1
Any one island only	99,813	94,087	6.1	439,157	429,178	2.3
Multiple Islands	33,696	34,810	-3.2	150,610	155,343	-3.0
Avg. Islands Visited	1.38	1.39	-1.0	1.38	1.39	-0.5
Average Length of Stay in Hawai'i	9.54	9.59	-0.5	10.64	10.68	-0.4
ACCOMMODATIONS						
Plan to stay in Hotel	86,935	84,416	3.0	361,612	365,105	-1.0
Hotel only	72,118	69,730	3.4	294,949	297,815	-1.0
Plan to stay in Condo	16,645	16,921	-1.6	88,064	89,089	-1.2
Condo only	11,637	11,840	-1.7	61,561	62,256	-1.1
Plan to stay in Timeshare	13,890	13,894	0.0	63,993	64,314	-0.5
Timeshare only	10,456	10,216	2.3	46,601	46,479	0.3
Cruise Ship	6,189	6,105	1.4	22,308	23,056	-3.2
Friends/Relatives	14,566	13,587	7.2	71,720	67,460	6.3
Bed & Breakfast	1,647	1,519	8.4	9,460	7,833	20.8
Other	2,395	2,183	9.7	12,427	11,040	12.6

* Sample sizes for Moloka'i and Lāna'i are relatively small.

TABLE 5. TOTAL US EAST VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	101,294	98,831	2.5	457,860	451,125	1.5
Honeymoon/Get Married	6,274	6,218	0.9	26,799	23,684	13.2
Honeymoon	5,505	5,334	3.2	23,419	20,018	17.0
Get Married	1,194	1,540	-22.5	5,375	6,034	-10.9
Pleasure/Vacation	96,106	93,653	2.6	437,175	432,236	1.1
Mtgs/Conventions/Incentive	16,441	16,586	-0.9	63,020	72,800	-13.4
Conventions	5,517	6,510	-15.2	32,864	42,367	-22.4
Corporate Meetings	4,047	4,735	-14.5	14,417	15,366	-6.2
Incentive	8,118	7,076	14.7	19,463	19,863	-2.0
Other Business	5,855	5,812	0.7	29,753	26,433	12.6
Visit Friends/Rel.	14,941	13,145	13.7	67,396	62,673	7.5
Govt/Military	3,273	2,924	11.9	15,165	13,246	14.5
Attend School	163	289	-43.6	2,021	2,036	-0.7
Sport Events	444	914	-51.4	4,313	6,740	-36.0
TRAVEL STATUS						
First Timers (%)**	43.3	43.3	0.0	37.4	38.4	-1.0
Repeaters (%)**	56.7	56.7	0.0	62.6	61.6	1.0
Average # of Trips	3.83	3.79	1.0	4.47	4.38	2.2
Group Tour	9,675	9,510	1.7	35,003	38,965	-10.2
Non-Group	123,834	119,387	3.7	554,764	545,556	1.7
Package Trip	34,565	32,631	5.9	127,475	132,736	-4.0
No Package	98,944	96,267	2.8	462,292	451,785	2.3
Net True Independent	96,380	93,389	3.2	452,521	440,916	2.6
Ave. Age	48	48	0.0	49	49	-0.3
Ave. Party Size	1.90	1.91	-0.6	1.88	1.88	0.3

** Change represents absolute change in rates rather than percentage change in rate.

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	98,240	96,400	1.9	457,120	473,058	-3.4
Domestic	609	512	19.0	2,853	2,719	4.9
International	97,631	95,888	1.8	454,267	470,339	-3.4
VISITOR DAYS	562,723	558,314	0.8	2,644,269	2,744,805	-3.7
AVERAGE DAILY CENSUS	18,757	18,610	0.8	22,036	22,873	-3.7
ISLANDS VISITED						
O'ahu	96,201	94,126	2.2	446,828	461,048	-3.1
O'ahu only	86,157	80,779	6.7	394,832	398,510	-0.9
O'ahu one day or less	468	648	-27.8	3,216	3,919	-17.9
Kaua'i	1,168	1,572	-25.7	7,388	7,682	-3.8
Kaua'i only	99	220	-55.0	634	724	-12.3
Kaua'i one day or less	726	945	-23.1	4,425	4,952	-10.7
Maui County	3,280	3,498	-6.2	20,671	20,465	1.0
Maui	3,264	3,358	-2.8	20,024	19,695	1.7
Maui only	618	776	-20.3	2,384	3,116	-23.5
Maui one day or less	1,068	1,386	-23.0	7,597	8,967	-15.3
Moloka'i *	98	144	-31.9	594	862	-31.2
Moloka'i only *	1	0	0.0	2	1	99.3
Moloka'i one day or less *	95	129	-26.6	425	749	-43.3
Lāna'i *	64	244	-73.9	716	470	52.4
Lāna'i only *	2	0	0.0	36	1	3147.6
Lāna'i one day or less *	59	155	-61.7	618	297	107.9
Hawai'i Island	8,805	11,660	-24.5	43,006	55,876	-23.0
Kona side	6,145	7,612	-19.3	30,731	38,281	-19.7
Hilo side	3,450	5,470	-36.9	16,469	24,114	-31.7
Hawai'i Island only	1,221	1,233	-1.0	6,258	7,488	-16.4
Hawai'i Island one day or less	2,106	3,281	-35.8	10,845	15,294	-29.1
Any Neighbor Island	12,083	15,621	-22.6	62,288	74,548	-16.4
NI only	2,039	2,274	-10.3	10,292	12,010	-14.3
Oahu & NI	10,045	13,347	-24.7	51,996	62,538	-16.9
Any one island only	88,098	83,008	6.1	404,145	409,840	-1.4
Multiple Islands	10,142	13,392	-24.3	52,974	63,218	-16.2
Avg. Islands Visited	1.12	1.15	-3.2	1.13	1.15	-1.6
Average Length of Stay in Hawai'i	5.73	5.79	-1.1	5.78	5.80	-0.3
ACCOMMODATIONS						
Plan to stay in Hotel	85,014	82,317	3.3	394,302	414,104	-4.8
Hotel only	83,220	80,727	3.1	384,628	404,650	-4.9
Plan to stay in Condo	9,679	10,233	-5.4	46,884	45,352	3.4
Condo only	8,067	9,047	-10.8	39,674	38,584	2.8
Plan to stay in Timeshare	4,093	4,253	-3.8	18,038	16,831	7.2
Timeshare only	3,138	3,621	-13.3	14,631	13,310	9.9
Cruise Ship	208	167	24.4	1,379	1,199	15.0
Friends/Relatives	1,223	1,186	3.1	5,342	4,809	11.1
Bed & Breakfast	41	54	-24.1	610	478	27.6
Other	95	157	-39.4	1,390	618	125.0

* Sample sizes for Moloka'i and Lāna'i are relatively small.

TABLE 6. TOTAL JAPAN VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	78,753	80,002	-1.6	380,145	402,493	-5.6
Honeymoon/Get Married	19,590	17,838	9.8	77,414	79,880	-3.1
Honeymoon	18,225	17,109	6.5	72,205	75,578	-4.5
Get Married	3,849	2,230	72.6	14,027	10,739	30.6
Pleasure/Vacation	60,093	63,147	-4.8	306,483	327,002	-6.3
Mtgs/Conventions/Incentive						
Conventions	464	310	49.4	2,654	2,465	7.6
Corporate Meetings	176	91	92.5	816	653	25.0
Incentive	5,853	4,592	27.5	25,889	15,688	65.0
Other Business						
Visit Friends/Rel.	1,367	1,892	-27.8	7,815	8,302	-5.9
Govt/Military	0	106	-100.0	92	200	-53.9
Attend School	77	143	-46.4	2,202	723	204.7
Sport Events	1,586	1,387	14.3	3,324	4,392	-24.3
TRAVEL STATUS						
First Timers (%)**	41.3	37.9	3.4	42.1	42.6	-0.5
Repeaters (%)**	58.7	62.1	-3.4	57.9	57.4	0.5
Average # of Trips	3.88	4.26	-8.9	3.79	3.75	1.1
Group Tour						
Group Tour	24,167	20,714	16.7	113,697	115,819	-1.8
Non-Group	74,073	75,685	-2.1	343,423	357,239	-3.9
Package Trip						
Package Trip	70,210	68,343	2.7	336,464	362,173	-7.1
No Package	28,030	28,057	-0.1	120,655	110,885	8.8
Net True Independent	25,178	26,028	-3.3	104,288	101,281	3.0
Ave. Age	44	43	0.9	42	42	0.7
Ave. Party Size	2.74	2.54	8.0	2.65	2.60	2.1

** Change represents absolute change in rates rather than percentage change in rate.

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	APRIL			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	45,422	49,548	-8.3	260,257	260,003	0.1
Domestic	9,863	12,138	-18.7	75,703	89,518	-15.4
International	35,559	37,410	-4.9	184,554	170,485	8.3
VISITOR DAYS	552,073	600,577	-8.1	3,471,819	3,439,581	0.9
AVERAGE DAILY CENSUS	18,402	20,019	-8.1	28,932	28,663	0.9
ISLANDS VISITED						
O'ahu	18,219	19,073	-4.5	97,962	93,833	4.4
O'ahu only	12,513	11,660	7.3	66,731	61,331	8.8
O'ahu one day or less	946	1,159	-18.4	4,292	4,936	-13.0
Kaua'i	6,387	7,076	-9.7	38,038	38,372	-0.9
Kaua'i only	3,186	3,499	-8.9	20,531	20,620	-0.4
Kaua'i one day or less	901	1,042	-13.5	4,152	3,310	25.4
Maui County	23,557	26,261	-10.3	130,456	134,586	-3.1
Maui	23,314	26,186	-11.0	129,302	133,891	-3.4
Maui only	17,488	18,790	-6.9	98,546	101,075	-2.5
Maui one day or less	915	1,124	-18.6	4,518	4,661	-3.1
Moloka'i *	310	382	-18.9	2,440	2,035	19.9
Moloka'i only *	122	5	2138.8	405	227	78.6
Moloka'i one day or less *	107	214	-49.8	1,153	1,000	15.3
Lāna'i *	235	471	-50.1	2,128	2,209	-3.6
Lāna'i only *	36	19	85.6	160	90	77.8
Lāna'i one day or less *	115	288	-60.2	1,418	1,278	11.0
Hawai'i Island	8,562	10,623	-19.4	53,678	53,632	0.1
Kona side	7,942	9,718	-18.3	49,723	49,608	0.2
Hilo side	3,452	3,602	-4.2	16,962	16,428	3.3
Hawai'i Island only	4,274	5,733	-25.5	30,841	31,331	-1.6
Hawai'i Island one day or less	446	474	-5.9	1,857	2,128	-12.7
Any Neighbor Island	32,909	37,888	-13.1	193,526	198,672	-2.6
NI only	27,203	30,475	-10.7	162,294	166,170	-2.3
Oahu & NI	5,706	7,413	-23.0	31,231	32,501	-3.9
Any one island only	37,618	39,706	-5.3	217,215	214,674	1.2
Multiple Islands	7,804	9,842	-20.7	43,042	45,329	-5.0
Avg. Islands Visited	1.26	1.29	-2.5	1.24	1.25	-0.2
Average Length of Stay in Hawai'i	12.15	12.12	0.3	13.34	13.23	0.8
ACCOMMODATIONS						
Plan to stay in Hotel	18,985	21,723	-12.6	108,255	111,064	-2.5
Hotel only	14,528	16,029	-9.4	81,192	83,867	-3.2
Plan to stay in Condo	18,004	19,766	-8.9	106,023	108,616	-2.4
Condo only	15,723	16,425	-4.3	88,401	90,360	-2.2
Plan to stay in Timeshare	5,365	5,037	6.5	27,763	25,232	10.0
Timeshare only	4,044	3,682	9.8	19,173	18,127	5.8
Cruise Ship	1,395	1,458	-4.3	5,053	4,527	11.6
Friends/Relatives	2,030	1,764	15.0	12,331	11,548	6.8
Bed & Breakfast	650	706	-8.0	4,760	3,990	19.3
Other	467	394	18.7	3,187	2,488	28.1

* Sample sizes for Moloka'i and Lāna'i are relatively small.

TABLE 7. TOTAL CANADA VISITORS BY AIR (CONT.)

	APRIL			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	42,597	46,031	-7.5	243,389	243,578	-0.1
Honeymoon/Get Married	1,065	1,578	-32.5	6,348	6,058	4.8
Honeymoon	931	1,231	-24.3	5,347	4,780	11.8
Get Married	232	509	-54.4	1,541	1,908	-19.2
Pleasure/Vacation	41,714	44,779	-6.8	238,811	238,995	-0.1
Mtgs/Conventions/Incentive	1,268	2,181	-41.8	12,274	12,061	1.8
Conventions	546	1,370	-60.2	9,203	8,135	13.1
Corporate Meetings	263	463	-43.3	1,489	2,473	-39.8
Incentive	585	511	14.4	2,059	2,311	-10.9
Other Business	371	638	-41.9	2,811	2,604	7.9
Visit Friends/Rel.	1,781	1,465	21.6	9,104	8,920	2.1
Govt/Military	40	78	-48.2	667	592	12.8
Attend School	40	57	-29.8	479	435	10.1
Sport Events	81	433	-81.2	2,193	2,222	-1.3
TRAVEL STATUS						
First Timers (%)**	34.9	40.4	-5.5	29.8	31.8	-2.0
Repeaters (%)**	65.1	59.6	5.5	70.2	68.2	2.0
Average # of Trips	4.04	3.49	15.9	4.25	4.02	5.8
Group Tour	808	1,524	-47.0	6,867	6,667	3.0
Non-Group	44,614	48,024	-7.1	253,390	253,336	0.0
Package Trip	10,656	10,822	-1.5	52,160	55,417	-5.9
No Package	34,767	38,726	-10.2	208,096	204,586	1.7
Net True Independent	34,503	38,169	-9.6	206,079	202,614	1.7
Ave. Age	49	47	2.8	50	49	0.6
Ave. Party Size	2.16	2.15	0.4	2.22	2.20	0.5

** Change represents absolute change in rates rather than percentage change in rate.

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	APRIL			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
VISITOR DAYS	177,332	221,925	-20.1	653,037	777,089	-16.0
TOTAL VISITORS	23,957	32,049	-25.2	88,434	105,562	-16.2
ARRIVED BY SHIP	12,361	23,157	-46.6	48,028	67,257	-28.6
ARRIVED BY AIR	11,596	8,892	30.4	40,406	38,305	5.5
NUMBER OF SHIP ARRIVALS	6	11	-45.5	27	36	-25.0
ISLANDS VISITED						
O'ahu	23,957	32,050	-25.3	86,922	104,656	-16.9
Kaua'i	18,244	28,511	-36.0	70,870	95,841	-26.1
Maui County	23,957	31,547	-24.1	84,038	100,106	-16.1
Maui	23,957	31,547	-24.1	84,038	100,106	-16.1
Moloka'i	305	518	-41.1	900	1,301	-30.8
Lāna'i	535	646	-17.2	1,645	1,969	-16.4
Hawai'i Island	21,824	32,050	-31.9	80,695	102,663	-21.4
Average Islands Visited	3.7	3.91	-5.2	3.7	3.85	-4.6
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.42	0.62	130.1	1.21	0.90	34.7
Days in Hawai'i during Cruise	5.15	5.02	2.6	5.08	5.12	-0.7
Days in Hawai'i after Cruise	0.83	1.29	-35.5	1.10	1.35	-18.6
Total days in Hawai'i	7.40	6.92	6.9	7.38	7.36	0.3
ACCOMMODATIONS						
Hotel	9,260	13,716	-32.5	39,084	47,702	-18.1
Hotel only	7,989	11,074	-27.9	34,362	39,985	-14.1
Condo	1,075	2,059	-47.8	3,854	5,764	-33.1
Condo only	189	776	-75.6	939	1,597	-41.2
Timeshare	990	1,348	-26.6	2,711	3,982	-31.9
Timeshare Only	446	356	25.3	963	1,265	-23.9
Bed & Breakfast	126	165	-23.9	586	699	-16.3
Bed & Breakfast only	45	6	654.8	131	105	24.4
Friends & relatives	595	602	-1.2	1,963	2,571	-23.6
Other accommodation	560	1,541	-63.7	2,795	4,989	-44.0
Accommodation (NET)	10,881	16,054	-32.2	44,655	55,040	-18.9
Cruise only	13,076	15,995	-18.3	43,779	50,522	-13.3
TRAVEL STATUS						
% First timers	44.1	37.6	6.5	43.6	39.8	3.9
% Repeat visitors	55.9	62.4	-6.5	56.4	60.2	-3.9

Source: Hawai'i Tourism Authority

