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HTA Release (16-58)

Hawaii Visitor Arrivals Set New Record for Month of August; Extends Streak to 19 Consecutive Months of Growth in Arrivals

Visitor Expenditures Gained 5.1 Percent to \$1.3 Billion

HONOLULU – A total of 780,723 visitors came to the Hawaiian Islands in August 2016, the most ever recorded for the month of August, according to preliminary statistics released today by the Hawaii Tourism Authority (HTA). This represented an increase of 3.1 percent from last August and also extended Hawaii's streak to 19 consecutive months of year-over-year growth in arrivals, dating back to February 2015. Total visitor days¹ increased by 2.3 percent.

There were 778,840 visitors who arrived on airlines (+2.8%) in August 2016, while 1,883 visitors came to Hawaii via cruise ship. Arrivals by air rose from U.S. West (+4.8% to 329,951), U.S. East (+2.8% to 149,705) and All Other International Markets (+2.5% to 118,864), while Japan (-0.4% to 152,438) and Canada (-0.4% to 27,881) reported no growth in arrivals compared to August 2015.

While visitor volumes have increased over the last 19 months, total visitor expenditures have seen gains and losses largely due to fluctuations in daily visitors spending. In August 2016, total visitor expenditures² rose (+5.2% to \$1.3 billion), the third straight month of increases. Visitor spending rose from U.S. West (+7.1% to \$482.8 million), U.S. East (+6.6% to \$294 million), Japan (+2% to \$211.5 million), and from All Other International Markets (+3.9% to \$274.9 million), while spending by visitors from Canada (\$48 million) was unchanged from August 2015.

In August 2016, the statewide average daily spending of \$192 per person was higher (+2.9%) compared to a year ago. Visitors spent more on a daily basis from U.S. West (+3.4%), U.S. East (+5.4%), Japan (+4.8%), and Canada (+4.7%), while visitors from All Other International Markets spent less (-2.5%).

In August 2016, visitor arrivals to O'ahu increased (+1.8%) but visitor expenditure growth was similar (+0.5%) to a year ago. The island of Hawaii recorded increases in both arrivals (+2.5%) and expenditures (+7.9%), as did Maui with gains in arrivals (+5.3%) and expenditures (+8%). While arrivals to Kaua'i rose slightly (+0.9%), there was a substantial gain in expenditures (+13.2%) compared to August 2015.

Total air capacity to the Hawaiian Islands decreased (-1.3% to 1,061,887 seats) compared to August 2015. Growth in scheduled seats from Oceania (+3.6%) and U.S. West (+2%) were offset by declines from Japan (-11.6%), U.S. East (-5.6%), Canada (-2.9%) and Other Asia (-1%).

Year-to-Date 2016

Through the first eight months of 2016, total visitor arrivals (+2.6% to 6,031,940) and visitor expenditures (+3% to \$10.4 billion) surpassed the same period last year. Year-to-date arrivals increased from U.S. West (+4.2%), U.S. East (+2.2%), Japan (+0.6%), and All Other International markets (+6.4%), but declined from Canada (-9.2%) compared to 2015.

¹ Aggregate number of days stayed by all visitors.

² Expenditure data for January-July 2016 were revised.

Year-to-date through August 2016, there were gains in visitor expenditures from U.S. West (+5.7% to \$3.8 billion), U.S. East (+3.7% to \$2.7 billion), and All Other International markets (+5.6% to \$2 billion), no growth from Japan (-0.2% to \$1.3 billion) and a decrease in spending by visitors from Canada (-14.1% to \$650.5 million).

Through August 2016, visitor arrivals increased for Maui (+3%) and O'ahu (+1.9%) while growth for the island of Hawai'i (+0.4%) and Kaua'i (-0.3%) remained flat compared to last year.

Visitor expenditures year-to-date increased for Maui (+8.2% to \$3 billion), the island of Hawai'i (+8.5% to \$1.4 billion), and Kaua'i (+6.3% to \$1.1 billion), but declined for O'ahu (-2.7% to \$4.8 billion).

Other Highlights:

- **U.S. West:** More visitors came from the Pacific region (+5%) in August 2016 versus the year prior, led by Alaska (+14.7%), Washington (+6.1%) and Oregon (+5.8%). Arrivals also increased (+4%) from the Mountain region, led by Nevada (+7.6%) and Utah (+6.8%). Year-to-date through August 2016, arrivals increased from both the Pacific region (+5.4%) and Mountain region (+2.8%) compared to the same period last year.
- **U.S. East:** In August 2016, most U.S. East regions reported year-over-year growth in visitor arrivals, except for New England and West South Central where arrivals were flat. For the first eight months of 2016, visitor arrivals were up from all U.S. East regions, highlighted by increases from the two largest regions, South Atlantic (+5.5%) and East North Central (+3.4%).
- **Japan:** More visitors from Japan went to multiple islands (+16.7% to 17,232) in August 2016 compared to a year ago. The island of Hawai'i saw strong growth in arrivals (+28.5% to 17,363) and considerably more day-trip visitors (+78.8% to 3,732). Kaua'i also saw growth in arrivals (+5.6% to 2,475) and significantly more day-trip visitors (+33.3% to 1,474).
- **MCI:** Visitor arrivals coming to the Hawaiian Islands for meetings, conventions and incentives (MCI) declined (-3.3% to 23,652) in August 2016 compared to a year ago. More visitors came on incentive trips (+42.8% to 10,508) with growth from the four larger visitor markets. However, fewer visitors came for conventions (-27.7% to 9,669) and corporate meetings (-6.8% to 4,093). Year-to-date through August 2016, total MCI visitors declined (-3.6% to 335,122) from the same period last year.

Highlights from All Other Markets:

- **Australia:** Visitor arrivals increased in both August 2016 (+2% to 27,858) and through the first eight months of 2016 (+3% to 215,810) year-over-year. Year-to-date, daily spending averaged \$267 per person, down slightly from \$269 per person for the same period last year.
- **New Zealand:** Visitor arrivals have been increasing over the past three months, with year-over-year growth in August 2016 (+6.4% to 6,991). However, decreases in the first half of the year resulted in arrivals being flat (+0.5% to 42,005) year-to-date.
- **China:** Growth in visitor arrivals has been fluctuating this year. In August 2016, arrivals dropped (-11.7% to 14,572) and, year-to-date, arrivals are also down slightly (-1.9% to 121,588). Even though daily visitor spending was down compared to year-to-date 2015 (-5.3% to \$372 per person), it continued to be the highest among all visitor markets.

August 2016 Arrivals at a Glance

| CATEGORY AND MMA | 2016P | 2015 | % change | YTD 2016P | YTD 2015 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,312.0 | 1,246.6 | 5.2 | 10,438.8 | 10,139.0 | 3.0 |
| Total by air | 1,311.2 | 1,246.6 | 5.2 | 10,416.1 | 10,120.4 | 2.9 |
| U.S. West | 482.8 | 450.9 | 7.1 | 3,773.7 | 3,571.0 | 5.7 |
| U.S. East | 294.0 | 275.9 | 6.6 | 2,651.7 | 2,556.2 | 3.7 |
| Japan | 211.5 | 207.3 | 2.0 | 1,331.9 | 1,334.0 | -0.2 |
| Canada | 48.0 | 48.0 | -0.1 | 650.5 | 757.8 | -14.1 |
| All Others | 274.9 | 264.5 | 3.9 | 2,008.3 | 1,901.5 | 5.6 |
| Visitor arrivals by cruise ships | 0.9 | 0.0 | NA | 22.7 | 18.5 | 22.4 |
| TOTAL VISITOR DAYS | 6,817,669 | 6,663,657 | 2.3 | 54,492,912 | 53,587,949 | 1.7 |
| Total by air | 6,811,007 | 6,663,657 | 2.2 | 54,222,140 | 53,314,025 | 1.7 |
| U.S. West | 2,892,068 | 2,793,461 | 3.5 | 22,775,613 | 22,142,796 | 2.9 |
| U.S. East | 1,460,450 | 1,444,926 | 1.1 | 13,408,750 | 13,173,507 | 1.8 |
| Japan | 963,989 | 989,728 | -2.6 | 5,727,400 | 5,724,527 | 0.1 |
| Canada | 302,218 | 316,743 | -4.6 | 4,136,732 | 4,559,219 | -9.3 |
| All Others | 1,192,281 | 1,118,800 | 6.6 | 8,173,644 | 7,713,977 | 6.0 |
| Visitor arrivals by cruise ships | 6,662 | 0 | NA | 270,772 | 273,924 | -1.2 |
| VISITOR ARRIVALS | 780,723 | 757,539 | 3.1 | 6,031,940 | 5,879,272 | 2.6 |
| Total by air | 778,840 | 757,539 | 2.8 | 5,972,550 | 5,816,807 | 2.7 |
| U.S. West | 329,951 | 314,877 | 4.8 | 2,491,537 | 2,390,061 | 4.2 |
| U.S. East | 149,705 | 145,627 | 2.8 | 1,305,457 | 1,277,185 | 2.2 |
| Japan | 152,438 | 153,081 | -0.4 | 972,868 | 967,067 | 0.6 |
| Canada | 27,881 | 27,996 | -0.4 | 323,571 | 356,533 | -9.2 |
| All Others | 118,864 | 115,958 | 2.5 | 879,117 | 825,960 | 6.4 |
| Visitor arrivals by cruise ships | 1,883 | 0 | NA | 59,390 | 62,465 | -4.9 |
| AVERAGE LENGTH OF STAY | 8.73 | 8.80 | -0.7 | 9.03 | 9.11 | -0.9 |
| Total by air | 8.75 | 8.80 | -0.6 | 9.08 | 9.17 | -0.9 |
| U.S. West | 8.77 | 8.87 | -1.2 | 9.14 | 9.26 | -1.3 |
| U.S. East | 9.76 | 9.92 | -1.7 | 10.27 | 10.31 | -0.4 |
| Japan | 6.32 | 6.47 | -2.2 | 5.89 | 5.92 | -0.5 |
| Canada | 10.84 | 11.31 | -4.2 | 12.78 | 12.79 | 0.0 |
| All Others | 10.03 | 9.65 | 4.0 | 9.30 | 9.34 | -0.4 |
| Visitor arrivals by cruise ships | 3.54 | NA | NA | 4.56 | 4.39 | 4.0 |
| PER PERSON PER DAY SPENDING (\$) | 192.4 | 187.1 | 2.9 | 191.6 | 189.2 | 1.2 |
| Total by air | 192.5 | 187.1 | 2.9 | 192.1 | 189.8 | 1.2 |
| U.S. West | 166.9 | 161.4 | 3.4 | 165.7 | 161.3 | 2.7 |
| U.S. East | 201.3 | 190.9 | 5.4 | 197.8 | 194.0 | 1.9 |
| Japan | 219.4 | 209.5 | 4.8 | 232.6 | 233.0 | -0.2 |
| Canada | 158.7 | 151.6 | 4.7 | 157.3 | 166.2 | -5.4 |
| All Others | 230.5 | 236.4 | -2.5 | 245.7 | 246.5 | -0.3 |
| Visitor arrivals by cruise ships | 127.6 | NA | NA | 83.8 | 67.7 | 23.9 |
| PER PERSON PER TRIP SPENDING (\$) | 1,680.5 | 1,645.6 | 2.1 | 1,730.6 | 1,724.5 | 0.4 |
| Total by air | 1,683.5 | 1,645.6 | 2.3 | 1,744.0 | 1,739.9 | 0.2 |
| U.S. West | 1,463.2 | 1,431.9 | 2.2 | 1,514.6 | 1,494.1 | 1.4 |
| U.S. East | 1,964.0 | 1,894.5 | 3.7 | 2,031.2 | 2,001.5 | 1.5 |
| Japan | 1,387.7 | 1,354.4 | 2.5 | 1,369.1 | 1,379.4 | -0.7 |
| Canada | 1,720.4 | 1,715.2 | 0.3 | 2,010.5 | 2,125.4 | -5.4 |
| All Others | 2,312.4 | 2,281.2 | 1.4 | 2,284.5 | 2,302.2 | -0.8 |
| Visitor arrivals by cruise ships | 451.5 | NA | NA | 382.2 | 296.8 | 28.8 |

Note: Expenditure data for January-July 2016 were revised and published in the August 2016.xls file on the HTA website: www.hawaiiourismauthority.org/research/research/visitor-highlights/

P=Preliminary data.

Source:Hawai'i Tourism Authority

- **Korea:** Visitor arrivals have increased every month this year. In both August 2016 (+19.5% to 17,991) and year-to-date 2016 (+18.6% to 141,529) arrivals rose by double-digits. Visitors spent more on a daily basis year-to-date (\$291 per person) compared to 2015 (\$283 per person).
- **Taiwan:** Visitor arrivals dropped slightly (-0.6% to 1,638) in August 2016 year-over-year. For the first eight months of 2016, there was marginal growth in arrivals (+0.6% to 12,241) over last year.
- **Europe:** Total visitor arrivals from the United Kingdom, France, Germany, Italy, and Switzerland declined in August 2016 (-1.2% to 19,352) and through the first eight months (-3.7% to 93,924) year-over-year.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina decreased in August 2016 (-11.5% to 1,800) and for the first eight months (-8.2% to 17,832) compared to last year.

Island Highlights – July 2016:

- **O'ahu:** Visitor arrivals (+1.8%) and visitor days (+1.6%) increased in August 2016 versus last year. However, growth in visitor expenditures (+0.5% to \$643.4 million) was flat due to lower daily spending (-1.1% to \$188 per person). Increased arrivals from U.S. West (+4.4%) and U.S. East (+1.3%) offset declines from Canada (-2.7%) and Japan (-0.6%).
- **Maui:** Growth in visitor arrivals (+5.3%) and visitor days (+4.6%) combined with higher daily spending (+3.2% to \$206 per person) contributed to increased visitor expenditures (+8% to \$350.6 million) in August 2016. There were more visitors from U.S. West (+7.4%), U.S. East (+1.6%) and Canada (+1.3%), but fewer visitors from Japan (-21%).
- **Island of Hawai'i:** Visitor arrivals rose (+2.5%) from August 2015, primarily due to growth from the Japan market. Significantly more visitors from Japan went to the island of Hawai'i (+28.5% to 17,363), a quarter of which were day-trip visitors. The high volume of day-trip visitors from Japan resulted in an overall shorter average length-of-stay, which led to no growth in visitor days (-0.3%). However, daily visitor spending was higher than last year (+8.2% to \$181 per person), and contributed to an increase in visitor expenditures (+7.9% to \$162.2 million).
- **Kaua'i:** Growth in visitor arrivals (+0.9%) and visitor days (+0.7%) in August 2016 were marginal compared to last year. More visitors came from U.S. East (+9.1%) and Japan (+5.6%), which offset declines in visitors from U.S. West (-1.3%) and Canada (-19.2%). Over half of the visitors from Japan came for day trips. Much higher daily visitor spending (+12.4% to \$190 per person) contributed to an increase in visitor expenditures (+13.2% to \$141.7 million).

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

- Total air seats to Hawai'i in August 2016 decreased (-1.3% to 1,061,887) from a year ago. There were fewer scheduled seats (-1.3% to 1,047,586) but more charter seats (+3.3% to 14,301). There was growth in total seats to Līhu'e (+11%), Kona (+5.2%) and Kahului (+2.8%), but fewer seats to Hilo (-15.5%) and Honolulu (-3.9%).
- Scheduled seats from U.S. West grew (+2%) in August 2016 year-over-year. Growth in seats from Anchorage (+34.8%), Denver (13.8%), Oakland (+15.8%), San Francisco (+8.4%) and Seattle (+9.8%) offset decreases from Los Angeles (-3.4%) and Phoenix (-5%).
- Seat capacity from U.S. East declined (-5.6%) in August 2016, as a result of fewer seats from Atlanta (-22.1%) and Chicago (-22.7%).
- Scheduled seats from Oceania increased (+3.6%) in August 2016 compared to the year prior. There were more seats from Melbourne (+2.7%), Sydney (+2.3%) and Auckland (+11.5%).

August 2016 Island Highlights

| CATEGORY AND ISLAND | 2016P | 2015 | % change | YTD 2016P | YTD 2015 | % change |
|--|------------------|------------------|-------------|-------------------|-------------------|-------------|
| TOTAL EXPENDITURES (\$mil.) | 1,312.0 | 1,246.6 | 5.2 | 10,438.8 | 10,139.0 | 3.0 |
| Total by air | 1,311.2 | 1,246.6 | 5.2 | 10,416.1 | 10,120.4 | 2.9 |
| O'ahu | 643.4 | 640.3 | 0.5 | 4,804.4 | 4,936.9 | -2.7 |
| Maui | 350.6 | 324.7 | 8.0 | 3,049.4 | 2,817.5 | 8.2 |
| Moloka'i | 3.3 | 2.8 | 18.1 | 20.8 | 23.0 | -9.8 |
| Lāna'i | 10.1 | 3.5 | 191.5 | 54.8 | 29.4 | 86.5 |
| Kaua'i | 141.7 | 125.1 | 13.2 | 1,126.4 | 1,059.3 | 6.3 |
| Haw ai'i Island | 162.2 | 150.3 | 7.9 | 1,360.3 | 1,254.3 | 8.5 |
| Visitor arrivals by cruise ships | 0.9 | 0.0 | NA | 22.7 | 18.5 | 22.4 |
| TOTAL VISITOR DAYS | 6,817,669 | 6,663,657 | 2.3 | 54,492,912 | 53,587,949 | 1.7 |
| Total by air | 6,811,007 | 6,663,657 | 2.2 | 54,222,140 | 53,314,025 | 1.7 |
| O'ahu | 3,416,674 | 3,362,882 | 1.6 | 25,218,456 | 24,773,076 | 1.8 |
| Maui | 1,703,536 | 1,628,059 | 4.6 | 14,604,270 | 14,206,216 | 2.8 |
| Moloka'i | 27,213 | 19,391 | 40.3 | 196,132 | 195,231 | 0.5 |
| Lāna'i | 18,390 | 10,831 | 69.8 | 141,914 | 116,434 | 21.9 |
| Kaua'i | 746,544 | 741,162 | 0.7 | 6,232,303 | 6,183,665 | 0.8 |
| Haw ai'i Island | 898,650 | 901,332 | -0.3 | 7,829,066 | 7,839,403 | -0.1 |
| Visitor arrivals by cruise ships | 6,662 | 0 | NA | 270,772 | 273,924 | -1.2 |
| VISITOR ARRIVALS | 780,723 | 757,539 | 3.1 | 6,031,940 | 5,879,272 | 2.6 |
| Total by air | 778,840 | 757,539 | 2.8 | 5,972,550 | 5,816,807 | 2.7 |
| O'ahu | 497,994 | 489,423 | 1.8 | 3,669,413 | 3,601,525 | 1.9 |
| Maui | 227,652 | 216,265 | 5.3 | 1,797,637 | 1,744,449 | 3.0 |
| Moloka'i | 5,761 | 5,158 | 11.7 | 41,553 | 46,981 | -11.6 |
| Lāna'i | 6,039 | 4,567 | 32.2 | 42,218 | 43,420 | -2.8 |
| Kaua'i | 104,838 | 103,924 | 0.9 | 807,916 | 809,996 | -0.3 |
| Haw ai'i Island | 133,561 | 130,351 | 2.5 | 1,049,247 | 1,045,471 | 0.4 |
| Visitor arrivals by cruise ships | 1,883 | 0 | NA | 59,390 | 62,465 | -4.9 |
| AVERAGE LENGTH OF STAY | 8.73 | 8.80 | -0.7 | 9.03 | 9.11 | -0.9 |
| Total by air | 8.75 | 8.80 | -0.6 | 9.08 | 9.17 | -0.9 |
| O'ahu | 6.86 | 6.87 | -0.1 | 6.87 | 6.88 | -0.1 |
| Maui | 7.48 | 7.53 | -0.6 | 8.12 | 8.14 | -0.2 |
| Moloka'i | 4.72 | 3.76 | 25.6 | 4.72 | 4.16 | 13.6 |
| Lāna'i | 3.05 | 2.37 | 28.4 | 3.36 | 2.68 | 25.4 |
| Kaua'i | 7.12 | 7.13 | -0.2 | 7.71 | 7.63 | 1.0 |
| Haw ai'i Island | 6.73 | 6.91 | -2.7 | 7.46 | 7.50 | -0.5 |
| Visitor arrivals by cruise ships | 3.54 | NA | NA | 4.56 | 4.39 | 4.0 |
| PER PERSON PER DAY SPENDING (\$) | 192.4 | 187.1 | 2.9 | 191.6 | 189.2 | 1.2 |
| Total by air | 192.5 | 187.1 | 2.9 | 192.1 | 189.8 | 1.2 |
| O'ahu | 188.3 | 190.4 | -1.1 | 190.5 | 199.3 | -4.4 |
| Maui | 205.8 | 199.4 | 3.2 | 208.8 | 198.3 | 5.3 |
| Moloka'i | 120.1 | 142.7 | -15.9 | 105.8 | 117.9 | -10.2 |
| Lāna'i | 547.5 | 318.9 | 71.7 | 386.1 | 252.3 | 53.1 |
| Kaua'i | 189.8 | 168.8 | 12.4 | 180.7 | 171.3 | 5.5 |
| Haw ai'i Island | 180.5 | 166.7 | 8.2 | 173.8 | 160.0 | 8.6 |
| Visitor arrivals by cruise ships | 127.6 | NA | NA | 83.8 | 67.7 | 23.9 |
| PER PERSON PER TRIP SPENDING (\$) | 1,680.5 | 1,645.6 | 2.1 | 1,730.6 | 1,724.5 | 0.4 |
| Total by air | 1683.5 | 1645.6 | 2.3 | 1744.0 | 1739.9 | 0.2 |
| O'ahu | 1292.0 | 1308.3 | -1.2 | 1309.3 | 1370.8 | -4.5 |
| Maui | 1540.1 | 1501.4 | 2.6 | 1696.4 | 1615.1 | 5.0 |
| Moloka'i | 567.1 | 536.4 | 5.7 | 499.6 | 490.0 | 2.0 |
| Lāna'i | 1667.3 | 756.3 | 120.5 | 1297.8 | 676.5 | 91.9 |
| Kaua'i | 1351.3 | 1204.0 | 12.2 | 1394.2 | 1307.8 | 6.6 |
| Haw ai'i Island | 1214.3 | 1152.8 | 5.3 | 1296.5 | 1199.8 | 8.1 |
| Visitor arrivals by cruise ships | 451.5 | NA | NA | 382.2 | 296.8 | 28.8 |

Note: Expenditure data for January-July 2016 were revised and published in the August 2016.xls file on the HTA website:

www.hawaiitourismauthority.org/research/research/visitor-highlights/

P=Preliminary data.

Source:Haw ai'i Tourism Authority

- Air capacity from Other Asia markets dropped slightly (-1%) in August 2016 versus last year. Seats rose (+8%) from Seoul, South Korea. Seats from China declined (-19%) due to fewer seats from Beijing and Shanghai. Seats out of Taipei were unchanged compared to a year ago.
- Year-to-date through August 2016, total air capacity into the Hawaiian Islands increased (+1.1% to 8,210,970 seats) versus the same period last year. There was growth in air seats to Kona (+5.5%), Līhu‘e (+5%) and Kahului (+2.9%), but Honolulu (-0.3%) and Hilo (+0.3%) remained flat compared to last year.

Cruise Ship Visitors (Table 8, page 21):

- In August 2016, one out-of-state cruise ship brought 1,883 visitors into Hawai‘i. No cruise ship came to Hawai‘i in August 2015.
- Total cruise ship visitors (arrivals by ships and by air to board the Hawai‘i home-ported cruise ship) declined (-5.3% to 11,582) in August 2016 versus last year. Contributing to the decrease was one fewer sail of the Hawai‘i home-ported cruise ship due to there being one less Saturday in August 2016 versus last year. The cruise ship departs from Honolulu each Saturday. There were four Saturdays in August 2016, compared to five Saturdays in August 2015.
- Year-to-date through 2016, a total of 59,390 visitors arrived in Hawai‘i aboard 31 out-of-state cruise ships, which was less (-4.9% to 62,465) than the number of visitors who arrived on 36 cruise ships over the same timeframe last year. Through August 2016, total cruise visitors (arrivals by cruise ships and by air to board the Hawai‘i home-ported cruise ship) declined (-9.8% to 132,058) from a year ago.

About the Hawai‘i Tourism Authority

The [Hawai‘i Tourism Authority](#) is responsible for strategically managing the State of Hawai‘i’s marketing initiatives to support tourism. HTA’s goal is to optimize tourism’s benefits for Hawai‘i, while being attentive to the interests of travelers, the community and visitor industry. Established in 1998 to support Hawai‘i’s leading industry and largest employer, HTA continually strives to help ensure the sustainability of tourism’s success.

For more information about HTA, please visit www.hawaii tourism authority.org. Follow updates about HTA on [Facebook](#), [Twitter](#) (@HawaiiHTA) and its [YouTube Channel](#).

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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/>.

For more information, contact:

Charlene Chan
Director of Communications
Hawai‘i Tourism Authority
(808) 973-2272
Charlene@gohta.net

Daniel Nāho‘opi‘i
Director of Tourism Research
Hawai‘i Tourism Authority
(808) 973-2264
Daniel@gohta.net

Patrick Dugan
Anthology Marketing Group
(808) 539-3411/(808) 741-2712
Patrick.Dugan@AnthologyGroup.com

Stefani Wan
Anthology Marketing Group
(808) 539-3478/(808) 256-3590
Stefani.Wan@AnthologyGroup.com

TABLE 1. TOTAL VISITORS BY AIR

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|-----------|-----------|----------|--------------|------------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| TOTAL VISITORS | 778,840 | 757,539 | 2.8 | 5,972,550 | 5,816,807 | 2.7 |
| Domestic | 521,390 | 506,339 | 3.0 | 4,074,603 | 3,967,981 | 2.7 |
| International | 257,450 | 251,200 | 2.5 | 1,897,947 | 1,848,826 | 2.7 |
| VISITOR DAYS | 6,811,007 | 6,663,657 | 2.2 | 54,222,140 | 53,314,025 | 1.7 |
| AVERAGE DAILY CENSUS | 219,710 | 214,957 | 2.2 | 222,222 | 219,399 | 1.3 |
| TOTAL AIR SEATS | 1,061,887 | 1,075,551 | -1.3 | 8,210,970 | 8,125,233 | 1.1 |
| TOTAL LOAD FACTOR (%) | 85.9 | 82.6 | 3.4 | 85.9 | 84.3 | 1.9 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 497,994 | 489,423 | 1.8 | 3,669,413 | 3,601,525 | 1.9 |
| O'ahu only | 376,016 | 369,301 | 1.8 | 2,784,348 | 2,705,744 | 2.9 |
| O'ahu one day or less | 18,885 | 18,935 | -0.3 | 140,373 | 151,273 | -7.2 |
| Kaua'i | 104,838 | 103,924 | 0.9 | 807,916 | 809,996 | -0.3 |
| Kaua'i only | 55,028 | 54,169 | 1.6 | 442,709 | 432,663 | 2.3 |
| Kaua'i one day or less | 9,214 | 11,117 | -17.1 | 69,619 | 85,556 | -18.6 |
| Maui County | 231,448 | 219,226 | 5.6 | 1,827,768 | 1,772,697 | 3.1 |
| Maui | 227,652 | 216,265 | 5.3 | 1,797,637 | 1,744,449 | 3.0 |
| Maui only | 138,851 | 129,790 | 7.0 | 1,149,476 | 1,092,658 | 5.2 |
| Maui one day or less | 13,966 | 12,060 | 15.8 | 95,518 | 106,994 | -10.7 |
| Moloka'i * | 5,761 | 5,158 | 11.7 | 41,553 | 46,981 | -11.6 |
| Moloka'i only * | 496 | 449 | 10.7 | 5,091 | 5,178 | -1.7 |
| Moloka'i one day or less* | 2,498 | 2,914 | -14.3 | 19,315 | 26,413 | -26.9 |
| Lāna'i * | 6,039 | 4,567 | 32.2 | 42,218 | 43,420 | -2.8 |
| Lāna'i only* | 697 | 370 | 88.3 | 6,310 | 3,961 | 59.3 |
| Lāna'i one day or less* | 3,531 | 3,294 | 7.2 | 23,139 | 28,906 | -19.9 |
| Hawai'i Island | 133,561 | 130,351 | 2.5 | 1,049,247 | 1,045,471 | 0.4 |
| Kona side | 113,875 | 111,612 | 2.0 | 898,099 | 889,318 | 1.0 |
| Hilo side | 48,068 | 46,841 | 2.6 | 372,058 | 380,480 | -2.2 |
| Hawai'i Island only | 61,086 | 61,029 | 0.1 | 516,632 | 503,039 | 2.7 |
| Hawai'i Island one day or less | 10,696 | 9,521 | 12.3 | 79,103 | 85,637 | -7.6 |
| Any Neighbor Island | 402,824 | 388,238 | 3.8 | 3,188,202 | 3,111,063 | 2.5 |
| NI only | 280,846 | 268,116 | 4.7 | 2,303,137 | 2,215,282 | 4.0 |
| O'ahu & NI | 121,978 | 120,122 | 1.5 | 885,065 | 895,781 | -1.2 |
| Any one island only | 632,174 | 615,106 | 2.8 | 4,904,566 | 4,743,244 | 3.4 |
| Multiple Islands | 146,666 | 142,433 | 3.0 | 1,067,984 | 1,073,563 | -0.5 |
| Avg. Islands Visited | 1.25 | 1.25 | -0.1 | 1.24 | 1.25 | -1.1 |
| Average Length of Stay in Hawai'i | 8.75 | 8.80 | -0.6 | 9.08 | 9.17 | -0.9 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 493,115 | 479,585 | 2.8 | 3,696,853 | 3,610,295 | 2.4 |
| Hotel only | 431,287 | 419,570 | 2.8 | 3,228,551 | 3,146,498 | 2.6 |
| Plan to stay in Condo | 131,234 | 127,598 | 2.8 | 1,046,720 | 1,034,948 | 1.1 |
| Condo only | 99,721 | 96,808 | 3.0 | 814,847 | 804,546 | 1.3 |
| Plan to stay in Timeshare | 74,080 | 77,208 | -4.1 | 544,963 | 552,748 | -1.4 |
| Timeshare only | 58,872 | 60,986 | -3.5 | 424,735 | 426,246 | -0.4 |

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

| | AUGUST | | | YEAR-TO-DATE | | |
|-------------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 10,834 | 10,457 | 3.6 | 79,054 | 95,331 | -17.1 |
| Friends/Relatives | 64,580 | 60,768 | 6.3 | 535,014 | 515,483 | 3.8 |
| Bed & Breakfast | 7,212 | 7,877 | -8.4 | 64,517 | 67,093 | -3.8 |
| Rental House | 59,039 | 55,821 | 5.8 | 475,622 | 439,217 | 8.3 |
| Hostel | 4,894 | 5,258 | -6.9 | 42,025 | 45,053 | -6.7 |
| Camp Site, Beach | 4,160 | 3,987 | 4.3 | 35,866 | 38,020 | -5.7 |
| Private Room in Private Home** | 7,995 | NA | NA | 30,883 | NA | NA |
| Shared Room/Space in Private Home** | 2,410 | NA | NA | 8,017 | NA | NA |
| Other | 9,257 | 10,555 | -12.3 | 85,431 | 87,893 | -2.8 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 671,436 | 657,167 | 2.2 | 4,980,397 | 4,869,984 | 2.3 |
| Honeymoon/Get Married | 43,488 | 44,094 | -1.4 | 397,252 | 408,726 | -2.8 |
| Honeymoon | 38,227 | 39,228 | -2.6 | 357,266 | 367,339 | -2.7 |
| Get Married | 7,853 | 7,337 | 7.0 | 68,138 | 73,123 | -6.8 |
| Pleasure/Vacation | 632,725 | 618,230 | 2.3 | 4,622,718 | 4,507,594 | 2.6 |
| Mtgs/Conventions/Incentive | 23,652 | 24,461 | -3.3 | 335,122 | 347,550 | -3.6 |
| Conventions | 9,669 | 13,381 | -27.7 | 152,134 | 173,116 | -12.1 |
| Corporate Meetings | 4,093 | 4,389 | -6.8 | 57,347 | 61,001 | -6.0 |
| Incentive | 10,508 | 7,356 | 42.8 | 136,399 | 127,174 | 7.3 |
| Other Business | 21,070 | 20,091 | 4.9 | 171,840 | 175,717 | -2.2 |
| Visit Friends/Rel. | 59,093 | 56,761 | 4.1 | 492,916 | 481,104 | 2.5 |
| Govt/Military | 9,911 | 8,615 | 15.0 | 69,613 | 65,473 | 6.3 |
| Attend School | 5,358 | 5,647 | -5.1 | 21,644 | 21,506 | 0.6 |
| Sport Events | 5,727 | 6,204 | -7.7 | 44,036 | 36,691 | 20.0 |
| Other | 18,284 | 17,610 | 3.8 | 147,446 | 138,483 | 6.5 |
| TRAVEL STATUS | | | | | | |
| % First Timers *** | 33.6 | 33.5 | 0.1 | 34.2 | 34.2 | 0.0 |
| % Repeaters *** | 66.4 | 66.5 | -0.1 | 65.8 | 65.8 | 0.0 |
| Average # of Trips | 5.0 | 5.0 | -0.8 | 5.0 | 5.0 | -0.1 |
| Group Tour | 48,439 | 48,335 | 0.2 | 432,075 | 462,795 | -6.6 |
| Non-Group | 730,401 | 709,204 | 3.0 | 5,540,475 | 5,354,012 | 3.5 |
| Package Trip | 243,679 | 241,095 | 1.1 | 1,801,464 | 1,825,952 | -1.3 |
| No Package | 535,160 | 516,444 | 3.6 | 4,171,086 | 3,990,855 | 4.5 |
| Net True Independent | 523,453 | 506,776 | 3.3 | 4,071,087 | 3,899,712 | 4.4 |
| Ave. Age | 45 | 44 | 0.7 | 45 | 45 | 0.1 |
| Ave. Party Size | 2.46 | 2.32 | 5.7 | 2.27 | 2.19 | 3.7 |

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

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

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|-----------|-----------|----------|--------------|------------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| DOMESTIC VISITORS | 521,390 | 506,339 | 3.0 | 4,074,603 | 3,967,981 | 2.7 |
| DOMESTIC VISITOR DAYS | 4,817,965 | 4,776,783 | 0.9 | 39,405,175 | 39,074,447 | 0.8 |
| DOMESTIC AVERAGE DAILY CENSUS | 155,418 | 154,090 | 0.9 | 161,497 | 160,800 | 0.4 |
| DOMESTIC AIR SEATS | 755,639 | 748,349 | 1.0 | 5,711,035 | 5,629,283 | 1.5 |
| DOMESTIC LOAD FACTOR (%) | 84.4 | 82.9 | 1.5 | 87.3 | 86.4 | 1.0 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 260,924 | 254,465 | 2.5 | 1,995,384 | 1,964,384 | 1.6 |
| O'ahu only | 187,766 | 182,097 | 3.1 | 1,440,364 | 1,406,651 | 2.4 |
| O'ahu one day or less | 15,544 | 15,422 | 0.8 | 119,872 | 125,851 | -4.8 |
| Kaua'i | 94,439 | 91,859 | 2.8 | 714,812 | 708,076 | 1.0 |
| Kaua'i only | 54,255 | 53,293 | 1.8 | 420,195 | 409,823 | 2.5 |
| Kaua'i one day or less | 5,921 | 6,264 | -5.5 | 44,812 | 51,945 | -13.7 |
| Maui County | 193,318 | 184,846 | 4.6 | 1,503,930 | 1,458,110 | 3.1 |
| Maui | 190,400 | 182,674 | 4.2 | 1,480,028 | 1,435,207 | 3.1 |
| Maui only | 128,447 | 121,947 | 5.3 | 1,017,241 | 970,384 | 4.8 |
| Maui one day or less | 6,407 | 6,236 | 2.7 | 50,899 | 53,671 | -5.2 |
| Moloka'i * | 3,500 | 3,399 | 3.0 | 30,706 | 36,050 | -14.8 |
| Moloka'i only * | 496 | 448 | 10.8 | 4,659 | 4,830 | -3.5 |
| Moloka'i one day or less * | 1,664 | 1,525 | 9.1 | 13,197 | 17,972 | -26.6 |
| Lāna'i * | 4,412 | 3,101 | 42.3 | 33,115 | 32,930 | 0.6 |
| Lāna'i only * | 680 | 339 | 100.6 | 5,908 | 3,723 | 58.7 |
| Lāna'i one day or less * | 2,059 | 1,862 | 10.6 | 15,691 | 19,821 | -20.8 |
| Hawai'i Island | 99,168 | 99,391 | -0.2 | 804,258 | 795,196 | 1.1 |
| Kona side | 86,284 | 86,553 | -0.3 | 702,100 | 691,892 | 1.5 |
| Hilo side | 34,229 | 33,719 | 1.5 | 266,435 | 268,648 | -0.8 |
| Hawai'i Island only | 54,764 | 55,038 | -0.5 | 466,866 | 452,561 | 3.2 |
| Hawai'i Island one day or less | 3,860 | 3,861 | 0.0 | 31,632 | 34,514 | -8.3 |
| Any Neighbor Island | 333,624 | 324,242 | 2.9 | 2,634,239 | 2,561,330 | 2.8 |
| NI only | 260,466 | 251,874 | 3.4 | 2,079,219 | 2,003,597 | 3.8 |
| O'ahu & NI | 73,158 | 72,369 | 1.1 | 555,021 | 557,733 | -0.5 |
| Any one island only | 426,408 | 413,162 | 3.2 | 3,355,234 | 3,247,971 | 3.3 |
| Multiple Islands | 94,982 | 93,177 | 1.9 | 719,369 | 720,010 | -0.1 |
| Avg. Islands Visited | 1.25 | 1.25 | -0.1 | 1.24 | 1.25 | -0.9 |
| Average Length of Stay in Hawai'i | 9.24 | 9.43 | -2.0 | 9.67 | 9.85 | -1.8 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 294,700 | 283,867 | 3.8 | 2,220,392 | 2,162,441 | 2.7 |
| Hotel only | 249,612 | 241,421 | 3.4 | 1,870,117 | 1,811,437 | 3.2 |
| Plan to stay in Condo | 90,601 | 89,644 | 1.1 | 763,166 | 762,074 | 0.1 |
| Condo only | 71,268 | 70,790 | 0.7 | 603,398 | 597,793 | 0.9 |
| Plan to stay in Timeshare | 55,400 | 59,646 | -7.1 | 446,791 | 454,447 | -1.7 |
| Timeshare only | 43,333 | 47,525 | -8.8 | 347,615 | 351,444 | -1.1 |

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

| | AUGUST | | | YEAR-TO-DATE | | |
|-------------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 8,796 | 8,686 | 1.3 | 67,200 | 77,017 | -12.7 |
| Friends/Relatives | 57,441 | 52,739 | 8.9 | 472,392 | 459,122 | 2.9 |
| Bed & Breakfast | 5,558 | 5,765 | -3.6 | 48,572 | 49,720 | -2.3 |
| Rental House | 50,804 | 48,624 | 4.5 | 408,205 | 378,252 | 7.9 |
| Hostel | 3,912 | 3,655 | 7.0 | 29,008 | 30,162 | -3.8 |
| Camp Site, Beach | 3,783 | 3,513 | 7.7 | 28,870 | 30,636 | -5.8 |
| Private Room in Private Home** | 4,942 | NA | NA | 10,650 | NA | NA |
| Shared Room/Space in Private Home** | 1,688 | NA | NA | 3,837 | NA | NA |
| Other | 8,217 | 8,961 | -8.3 | 76,357 | 76,436 | -0.1 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 442,197 | 430,358 | 2.8 | 3,371,266 | 3,283,166 | 2.7 |
| Honeymoon/Get Married | 28,226 | 27,644 | 2.1 | 168,504 | 176,417 | -4.5 |
| Honeymoon | 24,651 | 23,960 | 2.9 | 141,958 | 149,088 | -4.8 |
| Get Married | 4,900 | 5,017 | -2.3 | 36,532 | 38,474 | -5.0 |
| Pleasure/Vacation | 417,785 | 406,732 | 2.7 | 3,231,299 | 3,140,090 | 2.9 |
| Mtgs/Conventions/Incentive | 13,527 | 14,378 | -5.9 | 207,943 | 227,929 | -8.8 |
| Conventions | 7,547 | 9,330 | -19.1 | 117,112 | 129,150 | -9.3 |
| Corporate Meetings | 3,801 | 3,930 | -3.3 | 51,692 | 53,896 | -4.1 |
| Incentive | 2,636 | 1,519 | 73.5 | 47,877 | 56,016 | -14.5 |
| Other Business | 19,386 | 18,691 | 3.7 | 160,358 | 163,410 | -1.9 |
| Visit Friends/Rel. | 51,477 | 49,925 | 3.1 | 431,222 | 427,671 | 0.8 |
| Govt/Military | 7,689 | 7,090 | 8.4 | 57,827 | 56,848 | 1.7 |
| Attend School | 3,287 | 3,589 | -8.4 | 11,140 | 13,830 | -19.4 |
| Sport Events | 4,362 | 4,392 | -0.7 | 32,361 | 27,475 | 17.8 |
| Other | 17,283 | 16,461 | 5.0 | 137,568 | 130,815 | 5.2 |
| TRAVEL STATUS | | | | | | |
| % First Timers *** | 31.0 | 30.9 | 0.1 | 29.0 | 29.1 | -0.1 |
| % Repeaters *** | 69.0 | 69.1 | -0.1 | 71.0 | 70.9 | 0.1 |
| Average # of Trips | 5.5 | 5.5 | 0.5 | 5.7 | 5.7 | 0.4 |
| Group Tour | 10,749 | 11,435 | -6.0 | 131,298 | 142,334 | -7.8 |
| Non-Group | 510,641 | 494,904 | 3.2 | 3,943,305 | 3,825,647 | 3.1 |
| Package Trip | 116,254 | 114,295 | 1.7 | 836,904 | 840,124 | -0.4 |
| No Package | 405,136 | 392,045 | 3.3 | 3,237,699 | 3,127,857 | 3.5 |
| Net True Independent | 401,070 | 387,708 | 3.4 | 3,193,780 | 3,082,141 | 3.6 |
| Ave. Age of Party Head | 45 | 45 | -0.6 | 46 | 46 | -0.2 |
| Ave. Party Size | 2.20 | 2.08 | 6.3 | 2.13 | 2.02 | 5.1 |

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

| | AUGUST | | | YEAR-TO-DATE | | |
|------------------------------------|-----------|-----------|----------|--------------|------------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| INTERNATIONAL VISITORS | 257,450 | 251,200 | 2.5 | 1,897,947 | 1,848,826 | 2.7 |
| INTERNATIONAL VISITOR DAYS | 1,993,042 | 1,886,873 | 5.6 | 14,816,965 | 14,239,578 | 4.1 |
| INTERNATIONAL AVERAGE DAILY CENSUS | 64,292 | 60,867 | 5.6 | 60,725 | 58,599 | 3.6 |
| INTERNATIONAL AIR SEATS | 306,248 | 327,202 | -6.4 | 2,499,935 | 2,495,950 | 0.2 |
| INTERNATIONAL LOAD FACTOR (%) | 89.7 | 81.9 | 7.8 | 82.5 | 79.4 | 3.9 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 237,070 | 234,957 | 0.9 | 1,674,029 | 1,637,141 | 2.3 |
| O'ahu only | 188,250 | 187,204 | 0.6 | 1,343,985 | 1,299,094 | 3.5 |
| O'ahu one day or less | 3,341 | 3,512 | -4.9 | 20,500 | 25,422 | -19.4 |
| Kaua'i | 10,399 | 12,065 | -13.8 | 93,104 | 101,920 | -8.7 |
| Kaua'i only | 774 | 875 | -11.6 | 22,513 | 22,840 | -1.4 |
| Kaua'i one day or less | 3,293 | 4,853 | -32.2 | 24,807 | 33,611 | -26.2 |
| Maui County | 38,130 | 34,380 | 10.9 | 323,839 | 314,587 | 2.9 |
| Maui | 37,252 | 33,592 | 10.9 | 317,609 | 309,242 | 2.7 |
| Maui only | 10,405 | 7,843 | 32.7 | 132,235 | 122,275 | 8.1 |
| Maui one day or less | 7,560 | 5,823 | 29.8 | 44,619 | 53,324 | -16.3 |
| Moloka'i * | 2,262 | 1,759 | 28.6 | 10,848 | 10,931 | -0.8 |
| Moloka'i only * | 0 | 1 | -100.0 | 432 | 349 | 23.9 |
| Moloka'i one day or less * | 834 | 1,389 | -39.9 | 6,118 | 8,441 | -27.5 |
| Lāna'i * | 1,627 | 1,466 | 11.0 | 9,103 | 10,489 | -13.2 |
| Lāna'i only * | 17 | 31 | -46.5 | 402 | 237 | 69.6 |
| Lāna'i one day or less * | 1,472 | 1,431 | 2.8 | 7,448 | 9,084 | -18.0 |
| Hawai'i Island | 34,393 | 30,960 | 11.1 | 244,989 | 250,276 | -2.1 |
| Kona side | 27,592 | 25,060 | 10.1 | 195,999 | 197,426 | -0.7 |
| Hilo side | 13,839 | 13,121 | 5.5 | 105,623 | 111,832 | -5.6 |
| Hawai'i Island only | 6,321 | 5,991 | 5.5 | 49,765 | 50,479 | -1.4 |
| Hawai'i Island one day or less | 6,836 | 5,660 | 20.8 | 47,471 | 51,123 | -7.1 |
| Any Neighbor Island | 69,200 | 63,996 | 8.1 | 553,962 | 549,732 | 0.8 |
| NI only | 20,380 | 16,243 | 25.5 | 223,918 | 211,685 | 5.8 |
| O'ahu & NI | 48,820 | 47,754 | 2.2 | 330,044 | 338,048 | -2.4 |
| Any one island only | 205,766 | 201,945 | 1.9 | 1,549,332 | 1,495,272 | 3.6 |
| Multiple Islands | 51,684 | 49,255 | 4.9 | 348,615 | 353,554 | -1.4 |
| Avg. Islands Visited | 1.25 | 1.25 | 0.1 | 1.24 | 1.25 | -1.3 |
| Average Length of Stay in Hawai'i | 7.7 | 7.5 | 3.1 | 7.8 | 7.7 | 1.4 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 198,414 | 195,718 | 1.4 | 1,476,462 | 1,447,854 | 2.0 |
| Hotel only | 181,675 | 178,148 | 2.0 | 1,358,435 | 1,335,061 | 1.8 |
| Plan to stay in Condo | 40,632 | 37,954 | 7.1 | 283,554 | 272,875 | 3.9 |
| Condo only | 28,452 | 26,018 | 9.4 | 211,449 | 206,752 | 2.3 |
| Plan to stay in Timeshare | 18,680 | 17,562 | 6.4 | 98,172 | 98,301 | -0.1 |
| Timeshare only | 15,540 | 13,461 | 15.4 | 77,120 | 74,802 | 3.1 |

* 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.)

| | AUGUST | | | YEAR-TO-DATE | | |
|-------------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 2,037 | 1,771 | 15.0 | 11,854 | 18,314 | -35.3 |
| Friends/Relatives | 7,139 | 8,029 | -11.1 | 62,622 | 56,361 | 11.1 |
| Bed & Breakfast | 1,655 | 2,112 | -21.7 | 15,945 | 17,373 | -8.2 |
| Rental House | 8,235 | 7,197 | 14.4 | 67,417 | 60,964 | 10.6 |
| Hostel | 983 | 1,603 | -38.7 | 13,017 | 14,891 | -12.6 |
| Camp Site, Beach | 377 | 474 | -20.4 | 6,996 | 7,384 | -5.3 |
| Private Room in Private Home** | 3,054 | NA | NA | 20,233 | NA | NA |
| Shared Room/Space in Private Home** | 722 | NA | NA | 4,180 | NA | NA |
| Other | 1,040 | 1,594 | -34.8 | 9,074 | 11,457 | -20.8 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 229,239 | 226,809 | 1.1 | 1,609,131 | 1,586,818 | 1.4 |
| Honeymoon/Get Married | 15,262 | 16,450 | -7.2 | 228,748 | 232,309 | -1.5 |
| Honeymoon | 13,576 | 15,268 | -11.1 | 215,309 | 218,251 | -1.3 |
| Get Married | 2,953 | 2,321 | 27.2 | 31,606 | 34,648 | -8.8 |
| Pleasure/Vacation | 214,940 | 211,498 | 1.6 | 1,391,419 | 1,367,503 | 1.7 |
| Mtgs/Conventions/Incentive | 10,125 | 10,083 | 0.4 | 127,178 | 119,621 | 6.3 |
| Conventions | 2,122 | 4,051 | -47.6 | 35,023 | 43,966 | -20.3 |
| Corporate Meetings | 292 | 459 | -36.4 | 5,655 | 7,105 | -20.4 |
| Incentive | 7,872 | 5,837 | 34.9 | 88,522 | 71,159 | 24.4 |
| Other Business | 1,684 | 1,401 | 20.2 | 11,482 | 12,308 | -6.7 |
| Visit Friends/Rel. | 7,616 | 6,836 | 11.4 | 61,693 | 53,433 | 15.5 |
| Govt/Military | 2,222 | 1,525 | 45.7 | 11,785 | 8,625 | 36.6 |
| Attend School | 2,071 | 2,058 | 0.6 | 10,504 | 7,677 | 36.8 |
| Sport Events | 1,365 | 1,812 | -24.7 | 11,675 | 9,216 | 26.7 |
| Other | 1,002 | 1,150 | -12.9 | 9,878 | 7,668 | 28.8 |
| TRAVEL STATUS | | | | | | |
| % First Timers *** | 38.9 | 38.9 | 0.0 | 45.4 | 45.1 | 0.3 |
| % Repeaters *** | 61.1 | 61.1 | 0.0 | 54.6 | 54.9 | -0.3 |
| Average # of Trips | 3.9 | 4.1 | -4.4 | 3.5 | 3.6 | -1.7 |
| Group Tour | 37,690 | 36,900 | 2.1 | 300,777 | 320,460 | -6.1 |
| Non-Group | 219,760 | 214,300 | 2.5 | 1,597,170 | 1,528,366 | 4.5 |
| Package Trip | 127,426 | 126,801 | 0.5 | 964,561 | 985,828 | -2.2 |
| No Package | 130,024 | 124,399 | 4.5 | 933,386 | 862,998 | 8.2 |
| Net True Independent | 122,383 | 119,068 | 2.8 | 877,307 | 817,571 | 7.3 |
| Ave. Age of Party Head | 44 | 43 | 3.4 | 43 | 43 | 1.0 |
| Ave. Party Size | 3.0 | 2.8 | 5.0 | 2.6 | 2.5 | 1.4 |

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|-----------|-----------|----------|--------------|------------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| TOTAL VISITORS | 329,951 | 314,877 | 4.8 | 2,491,537 | 2,390,061 | 4.2 |
| Domestic | 320,297 | 305,518 | 4.8 | 2,430,664 | 2,317,136 | 4.9 |
| International | 9,654 | 9,359 | 3.2 | 60,873 | 72,925 | -16.5 |
| VISITOR DAYS | 2,892,068 | 2,793,461 | 3.5 | 22,775,613 | 22,142,796 | 2.9 |
| AVERAGE DAILY CENSUS | 93,293 | 90,112 | 3.5 | 93,343 | 91,123 | 2.4 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 144,385 | 138,264 | 4.4 | 1,074,640 | 1,046,969 | 2.6 |
| O'ahu only | 114,712 | 108,020 | 6.2 | 859,219 | 826,150 | 4.0 |
| O'ahu one day or less | 5,742 | 7,041 | -18.4 | 46,929 | 50,487 | -7.0 |
| Kaua'i | 55,202 | 55,926 | -1.3 | 417,234 | 411,960 | 1.3 |
| Kaua'i only | 40,465 | 40,148 | 0.8 | 302,984 | 293,345 | 3.3 |
| Kaua'i one day or less | 2,160 | 2,897 | -25.4 | 17,139 | 21,775 | -21.3 |
| Maui County | 123,184 | 113,725 | 8.3 | 904,907 | 857,390 | 5.5 |
| Maui | 120,735 | 112,442 | 7.4 | 889,914 | 844,207 | 5.4 |
| Maui only | 95,510 | 88,351 | 8.1 | 713,149 | 665,405 | 7.2 |
| Maui one day or less | 4,338 | 2,869 | 51.2 | 23,195 | 25,734 | -9.9 |
| Moloka'i * | 3,300 | 1,999 | 65.1 | 18,041 | 18,900 | -4.5 |
| Moloka'i only * | 314 | 293 | 7.1 | 3,146 | 3,184 | -1.2 |
| Moloka'i one day or less* | 1,080 | 1,037 | 4.1 | 6,875 | 9,133 | -24.7 |
| Lāna'i * | 2,256 | 1,926 | 17.2 | 17,080 | 16,684 | 2.4 |
| Lāna'i only * | 480 | 248 | 93.9 | 3,649 | 2,421 | 50.7 |
| Lāna'i one day or less* | 1,072 | 1,226 | -12.5 | 8,161 | 9,771 | -16.5 |
| Hawai'i Island | 53,418 | 53,948 | -1.0 | 438,704 | 430,526 | 1.9 |
| Kona side | 47,676 | 48,154 | -1.0 | 390,482 | 381,455 | 2.4 |
| Hilo side | 15,120 | 15,292 | -1.1 | 123,029 | 124,066 | -0.8 |
| Hawai'i Island only | 38,154 | 38,079 | 0.2 | 313,995 | 301,892 | 4.0 |
| Hawai'i Island one day or less | 1,608 | 2,082 | -22.8 | 14,306 | 16,893 | -15.3 |
| Any Neighbor Island | 215,239 | 206,857 | 4.1 | 1,632,317 | 1,563,911 | 4.4 |
| NI only | 185,566 | 176,613 | 5.1 | 1,416,897 | 1,343,092 | 5.5 |
| O'ahu & NI | 29,673 | 30,243 | -1.9 | 215,421 | 220,819 | -2.4 |
| Any one island only | 289,635 | 275,139 | 5.3 | 2,196,143 | 2,092,396 | 5.0 |
| Multiple Islands | 40,316 | 39,738 | 1.5 | 295,394 | 297,665 | -0.8 |
| Avg. Islands Visited | 1.15 | 1.16 | -0.7 | 1.15 | 1.16 | -1.1 |
| Average Length of Stay in Hawai'i | 8.77 | 8.87 | -1.2 | 9.14 | 9.26 | -1.3 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 170,863 | 165,799 | 3.1 | 1,249,288 | 1,194,489 | 4.6 |
| Hotel only | 147,378 | 142,279 | 3.6 | 1,073,579 | 1,018,426 | 5.4 |
| Plan to stay in Condo | 67,361 | 63,450 | 6.2 | 531,751 | 518,950 | 2.5 |
| Condo only | 54,870 | 51,482 | 6.6 | 438,281 | 424,105 | 3.3 |
| Plan to stay in Timeshare | 39,903 | 41,076 | -2.9 | 299,236 | 302,211 | -1.0 |
| Timeshare only | 32,302 | 33,609 | -3.9 | 239,480 | 241,167 | -0.7 |

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

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

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 2,326 | 2,224 | 4.6 | 16,555 | 21,723 | -23.8 |
| Friends/Relatives | 37,154 | 32,859 | 13.1 | 292,462 | 283,381 | 3.2 |
| Bed & Breakfast | 2,545 | 3,184 | -20.1 | 23,335 | 24,553 | -5.0 |
| Rental House | 32,828 | 30,310 | 8.3 | 258,840 | 239,027 | 8.3 |
| Hostel | 1,561 | 1,401 | 11.4 | 13,146 | 13,132 | 0.1 |
| Camp Site, Beach | 1,892 | 1,592 | 18.9 | 16,686 | 17,669 | -5.6 |
| Private Room in Private Home** | 3,099 | NA | NA | 7,133 | NA | NA |
| Shared Room/Space in Private Home | 919 | NA | NA | 2,303 | NA | NA |
| Other | 4,953 | 5,306 | -6.7 | 44,781 | 44,489 | 0.7 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 281,187 | 268,537 | 4.7 | 2,085,090 | 2,003,953 | 4.0 |
| Honeymoon/Get Married | 14,231 | 13,249 | 7.4 | 85,911 | 88,260 | -2.7 |
| Honeymoon | 11,381 | 10,929 | 4.1 | 68,377 | 71,289 | -4.1 |
| Get Married | 3,546 | 3,008 | 17.9 | 22,765 | 22,848 | -0.4 |
| Pleasure/Vacation | 269,056 | 257,545 | 4.5 | 2,015,352 | 1,934,362 | 4.2 |
| Mtgs/Conventions/Incentive | 6,488 | 7,127 | -9.0 | 99,373 | 103,845 | -4.3 |
| Conventions | 3,464 | 4,216 | -17.8 | 57,226 | 60,401 | -5.3 |
| Corporate Meetings | 2,196 | 2,338 | -6.1 | 26,675 | 27,449 | -2.8 |
| Incentive | 1,078 | 795 | 35.5 | 19,267 | 20,430 | -5.7 |
| Other Business | 12,359 | 11,943 | 3.5 | 100,135 | 101,229 | -1.1 |
| Visit Friends/Rel. | 33,820 | 31,259 | 8.2 | 263,974 | 260,982 | 1.1 |
| Govt/Military | 3,349 | 2,946 | 13.7 | 24,276 | 23,582 | 2.9 |
| Attend School | 2,220 | 2,351 | -5.6 | 7,675 | 7,613 | 0.8 |
| Sport Events | 3,062 | 3,781 | -19.0 | 20,197 | 18,434 | 9.6 |
| Other | 10,942 | 10,543 | 3.8 | 83,827 | 79,293 | 5.7 |
| TRAVEL STATUS | | | | | | |
| % First Timers *** | 20.8 | 20.1 | 0.7 | 19.3 | 19.0 | 0.3 |
| % Repeaters *** | 79.2 | 79.9 | -0.7 | 80.7 | 81.0 | -0.3 |
| Average # of Trips | 6.7 | 6.7 | 0.4 | 6.8 | 6.9 | -0.4 |
| Group Tour | 3,883 | 4,490 | -13.5 | 43,952 | 47,596 | -7.7 |
| Non-Group | 326,067 | 310,387 | 5.1 | 2,447,584 | 2,342,465 | 4.5 |
| Package Trip | 67,666 | 66,274 | 2.1 | 457,814 | 448,323 | 2.1 |
| No Package | 262,285 | 248,603 | 5.5 | 2,033,723 | 1,941,738 | 4.7 |
| Net True Independent | 260,430 | 246,642 | 5.6 | 2,014,804 | 1,921,379 | 4.9 |
| Ave. Age | 45 | 45 | -0.6 | 46 | 46 | -0.2 |
| Ave. Party Size | 2.31 | 2.33 | -1.0 | 2.22 | 2.23 | -0.4 |

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US EAST VISITORS BY AIR

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|-----------|-----------|----------|--------------|------------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| TOTAL VISITORS | 149,705 | 145,627 | 2.8 | 1,305,457 | 1,277,185 | 2.2 |
| Domestic | 141,389 | 137,481 | 2.8 | 1,249,536 | 1,198,805 | 4.2 |
| International | 8,316 | 8,146 | 2.1 | 55,921 | 78,380 | -28.7 |
| VISITOR DAYS | 1,460,450 | 1,444,926 | 1.1 | 13,408,750 | 13,173,507 | 1.8 |
| AVERAGE DAILY CENSUS | 47,111 | 46,611 | 1.1 | 54,954 | 54,212 | 1.4 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 90,569 | 89,393 | 1.3 | 755,494 | 752,823 | 0.4 |
| O'ahu only | 56,717 | 55,423 | 2.3 | 474,097 | 470,237 | 0.8 |
| O'ahu one day or less | 7,661 | 7,384 | 3.8 | 63,909 | 68,064 | -6.1 |
| Kaua'i | 30,249 | 27,724 | 9.1 | 248,307 | 244,670 | 1.5 |
| Kaua'i only | 11,211 | 10,153 | 10.4 | 99,449 | 95,096 | 4.6 |
| Kaua'i one day or less | 3,202 | 2,916 | 9.8 | 24,254 | 29,095 | -16.6 |
| Maui County | 55,528 | 54,423 | 2.0 | 497,469 | 485,559 | 2.5 |
| Maui | 54,607 | 53,757 | 1.6 | 489,450 | 478,201 | 2.4 |
| Maui only | 25,763 | 24,928 | 3.3 | 255,643 | 243,893 | 4.8 |
| Maui one day or less | 3,117 | 3,015 | 3.4 | 26,536 | 28,685 | -7.5 |
| Moloka'i * | 1,146 | 1,323 | -13.4 | 10,674 | 14,410 | -25.9 |
| Moloka'i only * | 120 | 124 | -3.8 | 1,165 | 1,262 | -7.7 |
| Moloka'i one day or less * | 584 | 557 | 4.8 | 5,224 | 8,356 | -37.5 |
| Lāna'i * | 2,027 | 1,145 | 77.1 | 13,883 | 13,414 | 3.5 |
| Lāna'i only * | 138 | 74 | 86.7 | 1,835 | 1,009 | 81.9 |
| Lāna'i one day or less * | 1,162 | 748 | 55.4 | 6,994 | 8,516 | -17.9 |
| Hawai'i Island | 32,081 | 32,231 | -0.5 | 290,187 | 287,089 | 1.1 |
| Kona side | 27,320 | 27,011 | 1.1 | 248,045 | 241,759 | 2.6 |
| Hilo side | 13,226 | 13,413 | -1.4 | 114,087 | 120,786 | -5.5 |
| Hawai'i Island only | 12,575 | 12,263 | 2.5 | 121,251 | 115,418 | 5.1 |
| Hawai'i Island one day or less | 1,638 | 1,953 | -16.1 | 16,459 | 17,048 | -3.5 |
| Any Neighbor Island | 92,988 | 90,204 | 3.1 | 831,360 | 806,947 | 3.0 |
| NI only | 59,137 | 56,234 | 5.2 | 549,963 | 524,362 | 4.9 |
| O'ahu & NI | 33,852 | 33,970 | -0.4 | 281,398 | 282,586 | -0.4 |
| Any one island only | 106,523 | 102,965 | 3.5 | 953,439 | 926,915 | 2.9 |
| Multiple Islands | 43,183 | 42,662 | 1.2 | 352,018 | 350,270 | 0.5 |
| Avg. Islands Visited | 1.41 | 1.41 | -0.3 | 1.38 | 1.40 | -1.2 |
| Average Length of Stay in Hawai'i | 9.76 | 9.92 | -1.7 | 10.27 | 10.31 | -0.4 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 93,344 | 88,651 | 5.3 | 790,130 | 780,945 | 1.2 |
| Hotel only | 76,700 | 72,367 | 6.0 | 640,181 | 634,182 | 0.9 |
| Plan to stay in Condo | 19,373 | 21,260 | -8.9 | 197,091 | 192,413 | 2.4 |
| Condo only | 13,094 | 14,609 | -10.4 | 137,237 | 133,847 | 2.5 |
| Plan to stay in Timeshare | 15,053 | 15,318 | -1.7 | 134,355 | 136,547 | -1.6 |
| Timeshare only | 11,352 | 11,300 | 0.5 | 99,214 | 100,112 | -0.9 |

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

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

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 5,302 | 5,026 | 5.5 | 42,825 | 48,546 | -11.8 |
| Friends/Relatives | 17,860 | 17,390 | 2.7 | 160,217 | 152,503 | 5.1 |
| Bed & Breakfast | 1,592 | 1,481 | 7.5 | 16,435 | 16,985 | -3.2 |
| Rental House | 13,583 | 13,415 | 1.3 | 120,041 | 106,171 | 13.1 |
| Hostel | 980 | 818 | 19.8 | 7,862 | 8,936 | -12.0 |
| Camp Site, Beach | 955 | 807 | 18.4 | 8,275 | 9,395 | -11.9 |
| Private Room in Private Home** | 1,123 | NA | NA | 3,654 | NA | NA |
| Shared Room/Space in Private Home | 432 | NA | NA | 1,335 | NA | NA |
| Other | 2,451 | 2,618 | -6.4 | 25,368 | 25,633 | -1.0 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 123,009 | 119,330 | 3.1 | 1,037,885 | 1,015,822 | 2.2 |
| Honeymoon/Get Married | 10,514 | 10,113 | 4.0 | 63,706 | 66,410 | -4.1 |
| Honeymoon | 9,392 | 9,118 | 3.0 | 55,886 | 58,495 | -4.5 |
| Get Married | 1,789 | 1,485 | 20.5 | 11,971 | 12,465 | -4.0 |
| Pleasure/Vacation | 113,672 | 110,379 | 3.0 | 983,687 | 961,347 | 2.3 |
| Mtgs/Conventions/Incentive | 4,840 | 5,145 | -5.9 | 90,989 | 103,336 | -11.9 |
| Conventions | 2,254 | 3,565 | -36.8 | 48,573 | 55,523 | -12.5 |
| Corporate Meetings | 1,497 | 1,250 | 19.8 | 21,338 | 22,685 | -5.9 |
| Incentive | 1,254 | 482 | 160.2 | 25,121 | 30,696 | -18.2 |
| Other Business | 6,232 | 5,865 | 6.3 | 52,589 | 53,400 | -1.5 |
| Visit Friends/Rel. | 16,766 | 16,494 | 1.6 | 151,340 | 148,658 | 1.8 |
| Govt/Military | 4,695 | 4,755 | -1.3 | 33,911 | 32,255 | 5.1 |
| Attend School | 949 | 730 | 30.0 | 3,733 | 3,770 | -1.0 |
| Sport Events | 924 | 631 | 46.3 | 9,084 | 6,457 | 40.7 |
| Other | 5,074 | 5,144 | -1.4 | 43,548 | 41,152 | 5.8 |
| TRAVEL STATUS | | | | | | |
| % First Timers *** | 43.8 | 44.0 | -0.2 | 41.2 | 40.9 | 0.3 |
| % Repeaters *** | 56.2 | 56.0 | 0.2 | 58.8 | 59.1 | -0.3 |
| Average # of Trips | 3.8 | 3.8 | 0.3 | 4.1 | 4.1 | 0.0 |
| Group Tour | 3,567 | 3,661 | -2.6 | 56,456 | 63,267 | -10.8 |
| Non-Group | 146,138 | 141,967 | 2.9 | 1,249,001 | 1,213,918 | 2.9 |
| Package Trip | 32,566 | 29,830 | 9.2 | 276,173 | 279,957 | -1.4 |
| No Package | 117,139 | 115,797 | 1.2 | 1,029,284 | 997,228 | 3.2 |
| Net True Independent | 115,876 | 114,658 | 1.1 | 1,011,691 | 979,208 | 3.3 |
| Ave. Age | 45 | 45 | -0.1 | 47 | 47 | -0.8 |
| Ave. Party Size | 2.09 | 2.06 | 1.6 | 2.01 | 2.03 | -0.6 |

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

NA = Not applicable

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL JAPAN VISITORS BY AIR

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| TOTAL VISITORS | 152,438 | 153,081 | -0.4 | 972,868 | 967,067 | 0.6 |
| Domestic | 952 | 1,098 | -13.3 | 5,415 | 6,261 | -13.5 |
| International | 151,486 | 151,983 | -0.3 | 967,453 | 960,806 | 0.7 |
| VISITOR DAYS | 963,989 | 989,728 | -2.6 | 5,727,400 | 5,724,527 | 0.1 |
| AVERAGE DAILY CENSUS | 31,096 | 31,927 | -2.6 | 23,473 | 23,558 | -0.4 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 145,950 | 146,764 | -0.6 | 942,321 | 937,910 | 0.5 |
| O'ahu only | 129,223 | 132,160 | -2.2 | 840,219 | 831,284 | 1.1 |
| O'ahu one day or less | 1,804 | 758 | 138.1 | 5,468 | 7,168 | -23.7 |
| Kaua'i | 2,475 | 2,344 | 5.6 | 15,452 | 17,388 | -11.1 |
| Kaua'i only | 291 | 355 | -17.9 | 1,542 | 2,148 | -28.2 |
| Kaua'i one day or less | 1,474 | 1,106 | 33.3 | 9,822 | 10,055 | -2.3 |
| Maui County | 4,720 | 6,145 | -23.2 | 37,135 | 42,106 | -11.8 |
| Maui | 4,717 | 5,971 | -21.0 | 36,480 | 40,517 | -10.0 |
| Maui only | 1,182 | 1,722 | -31.4 | 6,503 | 6,718 | -3.2 |
| Maui one day or less | 1,465 | 1,351 | 8.5 | 13,518 | 13,831 | -2.3 |
| Moloka'i * | 110 | 96 | 15.1 | 1,147 | 1,616 | -29.0 |
| Moloka'i only * | 0 | 0 | 0.0 | 30 | 19 | 59.9 |
| Moloka'i one day or less * | 1 | 47 | -97.6 | 706 | 838 | -15.8 |
| Lāna'i * | 2 | 174 | -98.6 | 740 | 969 | -23.6 |
| Lāna'i only * | 0 | 0 | 0.0 | 28 | 58 | -50.9 |
| Lāna'i one day or less * | 1 | 174 | -99.3 | 587 | 801 | -26.7 |
| Hawai'i Island | 17,363 | 13,513 | 28.5 | 93,592 | 92,535 | 1.1 |
| Kona side | 13,501 | 11,138 | 21.2 | 70,796 | 70,005 | 1.1 |
| Hilo side | 5,582 | 3,111 | 79.4 | 31,296 | 30,404 | 2.9 |
| Hawai'i Island only | 4,510 | 4,072 | 10.8 | 19,886 | 17,990 | 10.5 |
| Hawai'i Island one day or less | 3,732 | 2,087 | 78.8 | 21,852 | 21,176 | 3.2 |
| Any Neighbor Island | 23,215 | 20,921 | 11.0 | 132,649 | 135,783 | -2.3 |
| NI only | 6,488 | 6,317 | 2.7 | 30,548 | 29,157 | 4.8 |
| O'ahu & NI | 16,727 | 14,604 | 14.5 | 102,102 | 106,626 | -4.2 |
| Any one island only | 135,206 | 138,309 | -2.2 | 868,208 | 858,217 | 1.2 |
| Multiple Islands | 17,232 | 14,772 | 16.7 | 104,660 | 108,851 | -3.8 |
| Avg. Islands Visited | 1.12 | 1.10 | 1.5 | 1.12 | 1.13 | -0.7 |
| Average Length of Stay in Hawai'i | 6.32 | 6.47 | -2.2 | 5.89 | 5.92 | -0.5 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 120,225 | 120,077 | 0.1 | 823,437 | 815,647 | 1.0 |
| Hotel only | 114,911 | 114,628 | 0.2 | 797,585 | 792,352 | 0.7 |
| Plan to stay in Condo | 21,757 | 22,278 | -2.3 | 106,098 | 107,859 | -1.6 |
| Condo only | 16,678 | 17,139 | -2.7 | 84,588 | 87,916 | -3.8 |
| Plan to stay in Timeshare | 13,861 | 14,560 | -4.8 | 55,215 | 53,975 | 2.3 |
| Timeshare only | 11,490 | 11,709 | -1.9 | 45,153 | 43,741 | 3.2 |

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

TABLE 4. TOTAL JAPAN VISITORS BY AIR (CONT.)

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|---------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 193 | 8 | 2456.6 | 1,385 | 1,886 | -26.6 |
| Friends/Relatives | 1,759 | 1,675 | 5.0 | 10,396 | 11,497 | -9.6 |
| Bed & Breakfast | 363 | 27 | 1267.6 | 1,206 | 1,147 | 5.1 |
| Rental House | 1,022 | 1,131 | -9.7 | 3,368 | 3,024 | 11.4 |
| Hostel | 56 | 89 | -37.3 | 705 | 729 | -3.2 |
| Camp Site, Beach | 2 | 10 | -76.2 | 368 | 111 | 229.8 |
| Private Room in Private Home** | 621 | NA | NA | 2,382 | NA | NA |
| Shared Room/Space in Private Home | 267 | NA | NA | 817 | NA | NA |
| Other | 294 | 413 | -28.6 | 2,038 | 2,095 | -2.7 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 136,380 | 139,147 | -2.0 | 795,744 | 798,472 | -0.3 |
| Honeymoon/Get Married | 10,148 | 11,098 | -8.6 | 148,155 | 152,721 | -3.0 |
| Honeymoon | 9,707 | 10,179 | -4.6 | 140,699 | 143,453 | -1.9 |
| Get Married | 1,434 | 1,773 | -19.1 | 22,990 | 26,178 | -12.2 |
| Pleasure/Vacation | 126,923 | 128,880 | -1.5 | 655,498 | 653,579 | 0.3 |
| Mtgs/Conventions/Incentive | 7,586 | 7,314 | 3.7 | 88,026 | 72,671 | 21.1 |
| Conventions | 757 | 2,041 | -62.9 | 14,759 | 12,909 | 14.3 |
| Corporate Meetings | 40 | 272 | -85.3 | 1,796 | 1,687 | 6.5 |
| Incentive | 6,881 | 5,256 | 30.9 | 72,729 | 59,225 | 22.8 |
| Other Business | 668 | 650 | 2.8 | 3,613 | 4,234 | -14.7 |
| Visit Friends/Rel. | 2,428 | 2,385 | 1.8 | 14,989 | 15,134 | -1.0 |
| Govt/Military | 51 | 59 | -14.1 | 540 | 324 | 66.6 |
| Attend School | 1,181 | 1,411 | -16.3 | 5,716 | 4,768 | 19.9 |
| Sport Events | 461 | 698 | -34.0 | 6,855 | 5,325 | 28.7 |
| Other | 390 | 137 | 184.0 | 3,968 | 3,038 | 30.6 |
| TRAVEL STATUS | | | | | | |
| % First Timers *** | 27.5 | 27.2 | 0.3 | 37.7 | 38.4 | -0.6 |
| % Repeaters *** | 72.5 | 72.8 | -0.3 | 62.3 | 61.6 | 0.6 |
| Average # of Trips | 4.8 | 5.1 | -6.0 | 4.1 | 4.1 | -0.8 |
| Group Tour | 28,979 | 25,666 | 12.9 | 217,021 | 229,745 | -5.5 |
| Non-Group | 123,459 | 127,415 | -3.1 | 755,847 | 737,323 | 2.5 |
| Package Trip | 87,794 | 91,076 | -3.6 | 646,261 | 671,505 | -3.8 |
| No Package | 64,644 | 62,005 | 4.3 | 326,608 | 295,562 | 10.5 |
| Net True Independent | 58,385 | 57,676 | 1.2 | 279,877 | 260,798 | 7.3 |
| Ave. Age | 45 | 43 | 3.4 | 43 | 43 | 1.6 |
| Ave. Party Size | 3.26 | 3.18 | 2.7 | 2.80 | 2.74 | 2.2 |

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

Source: Hawai'i Tourism Authority

NA = Not applicable

TABLE 4. TOTAL CANADA VISITORS BY AIR

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| TOTAL VISITORS | 27,881 | 27,996 | -0.4 | 323,571 | 356,533 | -9.2 |
| Domestic | 11,457 | 12,067 | -5.0 | 73,582 | 115,050 | -36.0 |
| International | 16,424 | 15,929 | 3.1 | 249,989 | 241,483 | 3.5 |
| VISITOR DAYS | 302,218 | 316,743 | -4.6 | 4,136,732 | 4,559,219 | -9.3 |
| AVERAGE DAILY CENSUS | 9,749 | 10,218 | -4.6 | 16,954 | 18,762 | -9.6 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 14,914 | 15,329 | -2.7 | 132,414 | 145,656 | -9.1 |
| O'ahu only | 9,416 | 8,511 | 10.6 | 87,559 | 94,548 | -7.4 |
| O'ahu one day or less | 841 | 840 | 0.0 | 5,650 | 6,728 | -16.0 |
| Kaua'i | 3,429 | 4,242 | -19.2 | 45,616 | 52,175 | -12.6 |
| Kaua'i only | 869 | 1,382 | -37.1 | 22,125 | 25,405 | -12.9 |
| Kaua'i one day or less | 364 | 594 | -38.7 | 4,635 | 5,622 | -17.6 |
| Maui County | 14,232 | 14,059 | 1.2 | 165,933 | 179,389 | -7.5 |
| Maui | 14,161 | 13,985 | 1.3 | 164,150 | 177,960 | -7.8 |
| Maui only | 8,784 | 7,591 | 15.7 | 119,653 | 128,543 | -6.9 |
| Maui one day or less | 489 | 512 | -4.5 | 4,954 | 6,440 | -23.1 |
| Moloka'i * | 141 | 223 | -36.8 | 3,179 | 3,243 | -2.0 |
| Moloka'i only * | 7 | 5 | 41.2 | 438 | 460 | -4.7 |
| Moloka'i one day or less * | 85 | 136 | -37.8 | 1,910 | 1,611 | 18.6 |
| Lāna'i * | 248 | 167 | 49.0 | 2,859 | 2,876 | -0.6 |
| Lāna'i only * | 27 | 14 | 91.8 | 371 | 225 | 64.8 |
| Lāna'i one day or less * | 184 | 139 | 32.1 | 1,918 | 1,926 | -0.4 |
| Hawai'i Island | 4,812 | 6,240 | -22.9 | 60,690 | 74,168 | -18.2 |
| Kona side | 4,234 | 5,641 | -24.9 | 55,068 | 68,157 | -19.2 |
| Hilo side | 2,080 | 2,971 | -30.0 | 20,416 | 25,946 | -21.3 |
| Hawai'i Island only | 1,785 | 2,070 | -13.8 | 32,874 | 38,833 | -15.3 |
| Hawai'i Island one day or less | 113 | 208 | -45.5 | 2,330 | 2,636 | -11.6 |
| Any Neighbor Island | 18,465 | 19,485 | -5.2 | 236,012 | 261,985 | -9.9 |
| NI only | 12,967 | 12,667 | 2.4 | 191,157 | 210,877 | -9.4 |
| O'ahu & NI | 5,498 | 6,818 | -19.4 | 44,855 | 51,108 | -12.2 |
| Any one island only | 20,888 | 19,572 | 6.7 | 263,020 | 288,014 | -8.7 |
| Multiple Islands | 6,994 | 8,423 | -17.0 | 60,551 | 68,519 | -11.6 |
| Avg. Islands Visited | 1.35 | 1.44 | -5.8 | 1.26 | 1.28 | -1.2 |
| Average Length of Stay in Hawai'i | 10.84 | 11.31 | -4.2 | 12.78 | 12.79 | 0.0 |
| ACCOMMODATIONS | | | | | | |
| Plan to stay in Hotel | 14,935 | 14,701 | 1.6 | 143,770 | 157,154 | -8.5 |
| Hotel only | 11,539 | 10,799 | 6.9 | 110,395 | 117,602 | -6.1 |
| Plan to stay in Condo | 8,696 | 8,964 | -3.0 | 120,753 | 137,749 | -12.3 |
| Condo only | 6,605 | 6,567 | 0.6 | 98,667 | 112,071 | -12.0 |
| Plan to stay in Timeshare | 2,125 | 2,425 | -12.4 | 32,789 | 36,018 | -9.0 |
| Timeshare only | 1,634 | 1,750 | -6.6 | 24,921 | 25,069 | -0.6 |

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

TABLE 4. TOTAL CANADA VISITORS BY AIR (CONT.)

| | AUGUST | | | YEAR-TO-DATE | | |
|-----------------------------------|--------|--------|----------|--------------|---------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| ACCOMMODATIONS (continued) | | | | | | |
| Cruise Ship | 710 | 731 | -2.8 | 4,859 | 7,368 | -34.1 |
| Friends/Relatives | 1,179 | 1,783 | -33.9 | 16,931 | 18,764 | -9.8 |
| Bed & Breakfast | 436 | 499 | -12.5 | 5,051 | 6,922 | -27.0 |
| Rental House | 3,221 | 3,177 | 1.4 | 35,852 | 42,081 | -14.8 |
| Hostel | 528 | 499 | 5.7 | 4,450 | 5,258 | -15.4 |
| Camp Site, Beach | 549 | 417 | 31.5 | 3,672 | 4,181 | -12.2 |
| Private Room in Private Home** | 352 | NA | NA | 2,266 | NA | NA |
| Shared Room/Space in Private Home | 75 | NA | NA | 634 | NA | NA |
| Other | 320 | 358 | -10.7 | 3,271 | 4,787 | -31.7 |
| PURPOSE OF TRIP | | | | | | |
| Pleasure (Net) | 25,637 | 26,126 | -1.9 | 300,593 | 330,072 | -8.9 |
| Honeymoon/Get Married | 1,458 | 1,670 | -12.7 | 9,442 | 11,611 | -18.7 |
| Honeymoon | 1,308 | 1,566 | -16.5 | 8,052 | 9,792 | -17.8 |
| Get Married | 216 | 130 | 66.1 | 1,854 | 2,724 | -31.9 |
| Pleasure/Vacation | 24,329 | 24,629 | -1.2 | 292,839 | 321,452 | -8.9 |
| Mtgs/Conventions/Incentive | 319 | 502 | -36.5 | 13,581 | 17,383 | -21.9 |
| Conventions | 188 | 386 | -51.4 | 8,834 | 12,658 | -30.2 |
| Corporate Meetings | 29 | 75 | -61.6 | 1,804 | 2,267 | -20.4 |
| Incentive | 103 | 50 | 107.1 | 3,397 | 3,523 | -3.6 |
| Other Business | 148 | 209 | -28.9 | 2,329 | 3,898 | -40.2 |
| Visit Friends/Rel. | 1,068 | 1,333 | -19.9 | 11,411 | 14,041 | -18.7 |
| Govt/Military | 235 | 94 | 151.1 | 679 | 1,251 | -45.7 |
| Attend School | 45 | 57 | -20.0 | 443 | 1,160 | -61.8 |
| Sport Events | 293 | 253 | 15.8 | 1,718 | 3,031 | -43.3 |
| Other | 409 | 386 | 6.1 | 3,056 | 4,321 | -29.3 |
| TRAVEL STATUS | | | | | | |
| % First Timers *** | 46.2 | 43.6 | 2.6 | 34.8 | 33.9 | 0.9 |
| % Repeaters *** | 53.8 | 56.4 | -2.6 | 65.2 | 66.1 | -0.9 |
| Average # of Trips | 3.0 | 3.3 | -10.2 | 4.0 | 4.0 | 0.3 |
| Group Tour | 371 | 332 | 11.7 | 6,671 | 9,416 | -29.2 |
| Non-Group | 27,510 | 27,663 | -0.6 | 316,901 | 347,118 | -8.7 |
| Package Trip | 6,788 | 5,947 | 14.1 | 66,641 | 74,559 | -10.6 |
| No Package | 21,093 | 22,048 | -4.3 | 256,930 | 281,974 | -8.9 |
| Net True Independent | 20,895 | 21,873 | -4.5 | 254,706 | 279,158 | -8.8 |
| Ave. Age | 44 | 44 | -0.4 | 47 | 48 | -2.1 |
| Ave. Party Size | 2.46 | 2.52 | -2.2 | 2.26 | 2.24 | 1.1 |

** Sample sizes for Private Room in Private Home and Shared Room/Space in Private Home are limited.

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

Source: Hawai'i Tourism Authority

NA = Not applicable

Table 8. VISITORS BY CRUISE SHIPS

| | AUGUST | | | YEAR-TO-DATE | | |
|-------------------------------|---------|---------|----------|--------------|-----------|----------|
| | 2016P | 2015 | % CHANGE | 2016P | 2015 | % CHANGE |
| VISITOR DAYS | 111,175 | 133,414 | -16.7 | 1,057,871 | 1,193,871 | -11.4 |
| TOTAL VISITORS | 11,582 | 12,233 | -5.3 | 132,058 | 146,471 | -9.8 |
| ARRIVED BY SHIP | 1,883 | - | NA | 59,390 | 62,465 | -4.9 |
| ARRIVED BY AIR | 9,699 | 12,233 | -20.7 | 72,668 | 84,006 | -13.5 |
| NUMBER OF SHIP ARRIVALS | 1 | - | NA | 31 | 36 | -13.9 |
| ISLANDS VISITED | | | | | | |
| O'ahu | 11,582 | 12,233 | -5.3 | 132,057 | 144,957 | -8.9 |
| Kaua'i | 9,921 | 12,233 | -18.9 | 110,490 | 127,411 | -13.3 |
| Maui County | 11,582 | 12,233 | -5.3 | 124,402 | 139,718 | -11.0 |
| Maui | 11,582 | 12,233 | -5.3 | 124,402 | 139,718 | -11.0 |
| Moloka'i | 81 | 157 | -48.4 | 1,746 | 1,571 | 11.2 |
| Lāna'i | 147 | 133 | 10.1 | 2,658 | 2,555 | 4.0 |
| Hawai'i Island | 11,582 | 12,233 | -5.3 | 121,459 | 136,002 | -10.7 |
| Average Islands Visited | 3.88 | 4.02 | -3.7 | 3.73 | 3.77 | -1.0 |
| AVERAGE LENGTH OF STAY | | | | | | |
| Days in Hawai'i before Cruise | 2.02 | 2.45 | -17.7 | 1.37 | 1.47 | -7.1 |
| Days in Hawai'i during Cruise | 6.35 | 7.00 | -9.3 | 5.62 | 5.50 | 2.3 |
| Days in Hawai'i after Cruise | 1.23 | 1.45 | -15.3 | 1.03 | 1.18 | -13.5 |
| Total days in Hawai'i | 9.60 | 10.91 | -12.0 | 8.01 | 8.15 | -1.7 |
| ACCOMMODATIONS | | | | | | |
| Hotel | 8,576 | 9,994 | -14.2 | 74,091 | 79,614 | -6.9 |
| Hotel only | 8,015 | 9,509 | -15.7 | 67,301 | 71,728 | -6.2 |
| Condo | 422 | 550 | -23.4 | 5,133 | 6,274 | -18.2 |
| Condo only | 186 | 229 | -18.6 | 1,635 | 1,966 | -16.8 |
| Timeshare | 415 | 457 | -9.1 | 5,126 | 5,271 | -2.7 |
| Timeshare Only | 173 | 269 | -35.6 | 2,117 | 2,111 | 0.3 |
| Bed & Breakfast | 26 | 86 | -70.1 | 911 | 892 | 2.1 |
| Bed & Breakfast only | - | 36 | NA | 221 | 249 | -11.5 |
| Friends & relatives | 206 | 258 | -20.1 | 2,852 | 2,952 | -3.4 |
| Other accommodation | 151 | 191 | -21.3 | 2,851 | 4,452 | -36.0 |
| Accommodation (NET) | 9,167 | 10,867 | -15.6 | 82,225 | 89,216 | -7.8 |
| Cruise only | 2,415 | 1,366 | 76.7 | 49,833 | 57,255 | -13.0 |
| TRAVEL STATUS | | | | | | |
| % First timers | 56.4 | 50.9 | 5.5 | 48.4 | 45.9 | 2.5 |
| % Repeat visitors | 43.6 | 49.1 | -5.5 | 51.6 | 54.1 | -2.5 |

NA = Not applicable

Source: Hawai'i Tourism Authority

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA

| AUGUST | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|------------------|------------------|------------------|--------------|----------------|----------------|--------------|----------------|----------------|--------------|---------------|---------------|------------|--------------|--------------|--------------|---------------|---------------|-------------|
| | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge |
| TOTAL | 1,061,887 | 1,075,551 | -1.3 | 712,433 | 741,631 | -3.9 | 195,436 | 190,165 | 2.8 | 77,641 | 73,769 | 5.2 | 4,208 | 4,978 | -15.5 | 72,169 | 65,008 | 11.0 |
| SCHEDULES | 1,047,586 | 1,061,707 | -1.3 | 698,132 | 727,787 | -4.1 | 195,436 | 190,165 | 2.8 | 77,641 | 73,769 | 5.2 | 4,208 | 4,978 | -15.5 | 72,169 | 65,008 | 11.0 |
| CHARTERS | 14,301 | 13,844 | 3.3 | 14,301 | 13,844 | 3.3 | | | | | | | | | | | | |
| US TOTAL | 755,639 | 748,349 | 1.0 | 413,649 | 423,207 | -2.3 | 187,972 | 182,953 | 2.7 | 77,641 | 73,073 | 6.3 | 4,208 | 4,978 | -15.5 | 72,169 | 64,138 | 12.5 |
| SCHEDULES | 750,947 | 742,744 | 1.1 | 408,957 | 417,602 | -2.1 | 187,972 | 182,953 | 2.7 | 77,641 | 73,073 | 6.3 | 4,208 | 4,978 | -15.5 | 72,169 | 64,138 | 12.5 |
| CHARTERS | 4,692 | 5,605 | -16.3 | 4,692 | 5,605 | -16.3 | | | | | | | | | | | | |
| US WEST | 671,868 | 659,004 | 2.0 | 341,569 | 349,234 | -2.2 | 176,281 | 167,581 | 5.2 | 77,641 | 73,073 | 6.3 | 4,208 | 4,978 | -15.5 | 72,169 | 64,138 | 12.5 |
| Anchorage | 5,053 | 3,749 | 34.8 | 5,053 | 3,749 | 34.8 | | | | | | | | | | | | |
| Denver | 14,213 | 12,484 | 13.8 | 10,664 | 10,664 | 0.0 | 2,873 | 910 | 215.7 | 676 | 910 | -25.7 | | | | | | |
| Las Vegas | 25,232 | 25,653 | -1.6 | 25,232 | 25,653 | -1.6 | | | | | | | | | | | | |
| Los Angeles | 246,447 | 255,027 | -3.4 | 121,965 | 128,125 | -4.8 | 57,999 | 61,619 | -5.9 | 32,432 | 33,374 | -2.8 | 4,208 | 4,978 | -15.5 | 29,843 | 26,931 | 10.8 |
| Oakland | 46,826 | 40,434 | 15.8 | 13,926 | 13,658 | 2.0 | 14,004 | 13,082 | 7.0 | 8,585 | 8,208 | 4.6 | | | | 10,311 | 5,486 | 88.0 |
| Phoenix | 43,749 | 46,029 | -5.0 | 22,505 | 23,799 | -5.4 | 9,024 | 9,500 | -5.0 | 4,888 | 5,130 | -4.7 | | | | 7,332 | 7,600 | -3.5 |
| Portland | 23,493 | 23,222 | 1.2 | 15,832 | 15,561 | 1.7 | 7,661 | 7,661 | 0.0 | | | | | | | | | |
| Sacramento | 13,082 | 13,082 | 0.0 | 8,029 | 8,029 | 0.0 | 5,053 | 5,053 | 0.0 | | | | | | | | | |
| Salt Lake City | 7,569 | 8,091 | -6.5 | 7,569 | 8,091 | -6.5 | | | | | | | | | | | | |
| San Diego | 28,185 | 27,696 | 1.8 | 14,004 | 14,004 | 0.0 | 6,846 | 7,009 | -2.3 | 2,608 | 2,119 | 23.1 | | | | 4,727 | 4,564 | 3.6 |
| San Francisco | 111,975 | 103,291 | 8.4 | 53,384 | 52,387 | 1.9 | 37,284 | 27,954 | 33.4 | 11,294 | 13,010 | -13.2 | | | | 10,013 | 9,940 | 0.7 |
| San Jose | 31,034 | 31,903 | -2.7 | 12,864 | 12,754 | 0.9 | 12,919 | 13,082 | -1.2 | 2,480 | 3,133 | -20.8 | | | | 2,771 | 2,934 | -5.6 |
| Seattle | 75,010 | 68,343 | 9.8 | 30,542 | 32,760 | -6.8 | 22,618 | 21,711 | 4.2 | 14,678 | 7,189 | 104.2 | | | | 7,172 | 6,683 | 7.3 |
| US EAST | 79,079 | 83,740 | -5.6 | 67,388 | 68,368 | -1.4 | 11,691 | 15,372 | -23.9 | | | | | | | | | |
| Atlanta | 9,083 | 11,656 | -22.1 | 9,083 | 11,656 | -22.1 | | | | | | | | | | | | |
| Chicago | 11,696 | 15,136 | -22.7 | 10,664 | 10,664 | 0.0 | 1,032 | 4,472 | -76.9 | | | | | | | | | |
| Dallas | 24,244 | 25,070 | -3.3 | 13,585 | 14,170 | -4.1 | 10,659 | 10,900 | -2.2 | | | | | | | | | |
| Houston | 10,664 | 10,664 | 0.0 | 10,664 | 10,664 | 0.0 | | | | | | | | | | | | |
| New York JFK | 9,114 | 9,114 | 0.0 | 9,114 | 9,114 | 0.0 | | | | | | | | | | | | |
| Newark | 7,502 | 7,502 | 0.0 | 7,502 | 7,502 | 0.0 | | | | | | | | | | | | |
| Washington D.C. | 6,776 | 4,598 | 47.4 | 6,776 | 4,598 | 47.4 | | | | | | | | | | | | |

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

Table 9. Nonstops Seats to Hawaii by Port of Entry and MMA (continued)

| AUGUST | STATEWIDE | | | HONOLULU | | | KAHULUI | | | KONA | | | HILO | | | LIHU'E | | |
|----------------------|----------------|----------------|--------------|----------------|----------------|--------------|--------------|--------------|------------|----------|------------|---------------|----------|----------|-----------|----------|------------|---------------|
| | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge | 2016 | 2015 | % Chge |
| INTERNATIONAL | 306,248 | 327,202 | -6.4 | 298,784 | 318,424 | -6.2 | 7,464 | 7,212 | 3.5 | 0 | 696 | -100.0 | 0 | 0 | NA | 0 | 870 | -100.0 |
| SCHEDULES | 296,639 | 318,963 | -7.0 | 289,175 | 310,185 | -6.8 | 7,464 | 7,212 | 3.5 | 0 | 696 | -100.0 | | | | 0 | 870 | -100.0 |
| CHARTERS | 9,609 | 8,239 | 16.6 | 9,609 | 8,239 | 16.6 | | | | | | | | | | | | |
| JAPAN | 162,824 | 184,182 | -11.6 | 162,824 | 184,182 | -11.6 | | | | | | | | | | | | |
| Fukuoka | 7,006 | 7,006 | 0.0 | 7,006 | 7,006 | 0.0 | | | | | | | | | | | | |
| Nagoya | 14,375 | 19,065 | -24.6 | 14,375 | 19,065 | -24.6 | | | | | | | | | | | | |
| Osaka | 23,715 | 33,059 | -28.3 | 23,715 | 33,059 | -28.3 | | | | | | | | | | | | |
| Sapporo | 3,367 | 3,367 | 0.0 | 3,367 | 3,367 | 0.0 | | | | | | | | | | | | |
| Tokyo HND | 24,149 | 27,807 | -13.2 | 24,149 | 27,807 | -13.2 | | | | | | | | | | | | |
| Tokyo NRT | 90,212 | 93,878 | -3.9 | 90,212 | 93,878 | -3.9 | | | | | | | | | | | | |
| CANADA | 19,158 | 19,736 | -2.9 | 11,694 | 10,958 | 6.7 | 7,464 | 7,212 | 3.5 | 0 | 696 | -100.0 | 0 | 0 | NA | 0 | 870 | -100.0 |
| Vancouver | 19,158 | 19,736 | -2.9 | 11,694 | 10,958 | 6.7 | 7,464 | 7,212 | 3.5 | 0 | 696 | -100.0 | 0 | 0 | NA | 0 | 870 | -100.0 |
| OTHER ASIA | 48,129 | 48,609 | -1.0 | 48,129 | 48,609 | -1.0 | | | | | | | | | | | | |
| Beijing | 6,903 | 9,036 | -23.6 | 6,903 | 9,036 | -23.6 | | | | | | | | | | | | |
| Seoul | 32,919 | 30,474 | 8.0 | 32,919 | 30,474 | 8.0 | | | | | | | | | | | | |
| Shanghai | 5,544 | 6,336 | -12.5 | 5,544 | 6,336 | -12.5 | | | | | | | | | | | | |
| Taipei | 2,763 | 2,763 | 0.0 | 2,763 | 2,763 | 0.0 | | | | | | | | | | | | |
| OCEANIA | 42,308 | 40,830 | 3.6 | 42,308 | 40,830 | 3.6 | | | | | | | | | | | | |
| Auckland | 8,956 | 8,034 | 11.5 | 8,956 | 8,034 | 11.5 | | | | | | | | | | | | |
| Brisbane | 7,678 | 7,716 | -0.5 | 7,678 | 7,716 | -0.5 | | | | | | | | | | | | |
| Melbourne | 4,355 | 4,242 | 2.7 | 4,355 | 4,242 | 2.7 | | | | | | | | | | | | |
| Sydney | 21,319 | 20,838 | 2.3 | 21,319 | 20,838 | 2.3 | | | | | | | | | | | | |
| OTHER | 24,220 | 25,606 | -5.4 | 24,220 | 25,606 | -5.4 | | | | | | | | | | | | |
| Apia | 656 | 656 | 0.0 | 656 | 656 | 0.0 | | | | | | | | | | | | |
| Christmas Island | 580 | 488 | 18.9 | 580 | 488 | 18.9 | | | | | | | | | | | | |
| Guam | 10,664 | 10,664 | 0.0 | 10,664 | 10,664 | 0.0 | | | | | | | | | | | | |
| Majuro | 2,324 | 2,015 | 15.3 | 2,324 | 2,015 | 15.3 | | | | | | | | | | | | |
| Manila | 5,291 | 6,644 | -20.4 | 5,291 | 6,644 | -20.4 | | | | | | | | | | | | |
| Nadi | 680 | 820 | -17.1 | 680 | 820 | -17.1 | | | | | | | | | | | | |
| Pago Pago | 2,849 | 2,849 | 0.0 | 2,849 | 2,849 | 0.0 | | | | | | | | | | | | |
| Papeete | 1,176 | 1,470 | -20.0 | 1,176 | 1,470 | -20.0 | | | | | | | | | | | | |

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

