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## **TOTAL VISITOR EXPENDITURES FOR JANUARY 2015 DECREASED 2.5 PERCENT TO \$1.4 BILLION**

### **Total Visitor Days Rose Slightly Compared to January 2014**

HONOLULU – Total expenditures by visitors who came to Hawaii in January 2015 decreased 2.5 percent (\$35.2 million) from January 2014 to \$1.4 billion<sup>1</sup>, according to preliminary statistics released today by the Hawaii Tourism Authority. The average daily visitor spending (-3.2% to \$193 per person) was lower than a year ago, mainly due to declines from Japan and from the All Other markets.

While visitor expenditures were down, there was still positive growth in total visitor days (+0.8%) in January 2015. Visitor days from air visitors actually increased 1.6 percent from January 2014 but was partially offset by a sharp decline in visitor days from those who came by cruise ships (-56.1%).

For the U.S. West, growth in arrivals by air (+3.9% to 240,905 visitors) and increased daily spending (+1.3% to \$162 per person) led to a 3.9 percent gain in visitor expenditures to \$422.4 million.

Expenditures by Canadian visitors rose 4.3 percent to \$187.6 million. Canadian arrivals grew 3.1 percent to 72,343 visitors while daily spending (\$177 per person) was higher than January 2014 (\$173 per person).

Although Japanese arrivals decreased 4.9 percent to 110,969 visitors, the average length of stay was longer (+2.5% to 5.84 days) compared to January 2014. Much lower daily spending (-10.6% to \$260 per person) also contributed to a 12.8 percent drop in visitor expenditures to \$168.6 million.

Expenditures by U.S. East visitors totaled \$394.6 million (-0.8%) in January 2015. Arrivals (+0.8% to 147,423 visitors) rose slightly from January 2014, but the average daily spending (-1.5% to \$209 per person) was down.

Arrivals from All Other markets fell 2.1 percent to 97,972 visitors. Arrivals from Oceania rose 10.2 percent from last January. However, a shift in the Lunar New Year Holiday to February in 2015 from January in 2014 contributed to fewer visitors from Other Asia (-16.3%). Combined expenditures from All Other visitors decreased 11.3 percent to \$216.5 million.

Among the four larger Hawaiian Islands, visitor days increased on Maui (+5%), Kauai (+4%) and Hawaii Island (+1.6%) but declined on Oahu (-1%) compared to January 2014.

There were 999,319 total air seats to the Hawaiian Islands in January 2015, up 5.6 percent from last year. Scheduled seats from Oceania (+15.8%), Canada (+14.2%), U.S. West (+9.7%) and U.S. East (+7.3%) increased, offsetting fewer seats from Other Asia (-18%) and Japan (-7%).

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<sup>1</sup> Total visitor expenditure statistics presented in this press release are not adjusted for inflation (nominal dollars).

### January 2015 Arrivals at a Glance

CATEGORY AND MMA	Jan 2015P	Jan 2014P	% change	YTD 2015P	YTD 2014P	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,392.8</b>	<b>1,428.0</b>	<b>-2.5</b>	<b>1,392.8</b>	<b>1,428.0</b>	<b>-2.5</b>
Total by air	1,389.6	1,421.6	-2.3	1,389.6	1,421.6	-2.3
U.S. West	422.4	406.7	3.9	422.4	406.7	3.9
U.S. East	394.6	397.7	-0.8	394.6	397.7	-0.8
Japan	168.6	193.4	-12.8	168.6	193.4	-12.8
Canada	187.6	179.9	4.3	187.6	179.9	4.3
All Others	216.5	244.0	-11.3	216.5	244.0	-11.3
Visitor arrivals by cruise ships	3.1	6.4	-51.1	3.1	6.4	-51.1
<b>TOTAL VISITOR DAYS</b>	<b>7,220,762</b>	<b>7,163,804</b>	<b>0.8</b>	<b>7,220,762</b>	<b>7,163,804</b>	<b>0.8</b>
Total by air	7,175,412	7,060,470	1.6	7,175,412	7,060,470	1.6
U.S. West	2,613,908	2,550,243	2.5	2,613,908	2,550,243	2.5
U.S. East	1,884,130	1,870,471	0.7	1,884,130	1,870,471	0.7
Japan	648,390	664,851	-2.5	648,390	664,851	-2.5
Canada	1,059,543	1,041,918	1.7	1,059,543	1,041,918	1.7
All Others	969,440	932,986	3.9	969,440	932,986	3.9
Visitor arrivals by cruise ships	45,350	103,334	-56.1	45,350	103,334	-56.1
<b>VISITOR ARRIVALS</b>	<b>678,870</b>	<b>682,634</b>	<b>-0.6</b>	<b>678,870</b>	<b>682,634</b>	<b>-0.6</b>
Total by air	669,612	664,954	0.7	669,612	664,954	0.7
U.S. West	240,905	231,871	3.9	240,905	231,871	3.9
U.S. East	147,423	146,190	0.8	147,423	146,190	0.8
Japan	110,969	116,626	-4.9	110,969	116,626	-4.9
Canada	72,343	70,167	3.1	72,343	70,167	3.1
All Others	97,972	100,100	-2.1	97,972	100,100	-2.1
Visitor arrivals by cruise ships	9,258	17,680	-47.6	9,258	17,680	-47.6
<b>AVERAGE LENGTH OF STAY</b>	<b>10.64</b>	<b>10.49</b>	<b>1.4</b>	<b>10.64</b>	<b>10.49</b>	<b>1.4</b>
Total by air	10.72	10.62	0.9	10.72	10.62	0.9
U.S. West	10.85	11.00	-1.3	10.85	11.00	-1.3
U.S. East	12.78	12.79	-0.1	12.78	12.79	-0.1
Japan	5.84	5.70	2.5	5.84	5.70	2.5
Canada	14.65	14.85	-1.4	14.65	14.85	-1.4
All Others	9.90	9.32	6.2	9.90	9.32	6.2
Visitor arrivals by cruise ships	4.90	5.84	-16.2	4.90	5.84	-16.2
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>192.9</b>	<b>199.3</b>	<b>-3.2</b>	<b>192.9</b>	<b>199.3</b>	<b>-3.2</b>
Total by air	193.7	201.3	-3.8	193.7	201.3	-3.8
U.S. West	161.6	159.5	1.3	161.6	159.5	1.3
U.S. East	209.4	212.6	-1.5	209.4	212.6	-1.5
Japan	260.0	290.8	-10.6	260.0	290.8	-10.6
Canada	177.0	172.6	2.5	177.0	172.6	2.5
All Others	223.3	261.5	-14.6	223.3	261.5	-14.6
Visitor arrivals by cruise ships	69.1	62.0	11.4	69.1	62.0	11.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,051.6</b>	<b>2,091.9</b>	<b>-1.9</b>	<b>2,051.6</b>	<b>2,091.9</b>	<b>-1.9</b>
Total by air	2,075.3	2,137.9	-2.9	2,075.3	2,137.9	-2.9
U.S. West	1,753.4	1,754.1	0.0	1,753.4	1,754.1	0.0
U.S. East	2,676.7	2,720.3	-1.6	2,676.7	2,720.3	-1.6
Japan	1,519.4	1,657.9	-8.4	1,519.4	1,657.9	-8.4
Canada	2,592.5	2,563.4	1.1	2,592.5	2,563.4	1.1
All Others	2,209.5	2,437.4	-9.4	2,209.5	2,437.4	-9.4
Visitor arrivals by cruise ships	338.4	362.6	-6.7	338.4	362.6	-6.7

P=Preliminary data.

Source:Hawaii Tourism Authority

### Other Highlights:

- For U.S. West, arrivals from the Pacific region grew 4.1 percent compared to January 2014. There were more visitors from California (+6%), particularly from the Los Angeles, San Francisco, San Diego, San Jose and Sacramento metro areas. Arrivals from Washington (+2.3%) and Alaska (+3.4%) also increased. Additionally, arrivals from the Mountain region rose 4.2 percent with growth from Colorado (+7.4%) and Utah (+28.1%).
- For U.S. East, growth in arrivals from the West South Central (+5.3%), New England (+1.8%), East North Central (+1.7%) and East South Central (+1.1%) regions offset a 3.1 percent drop from the Mid-Atlantic region.
- A greater number of visitors came to get married (+17.9% to 8,770) in comparison to January 2014. Most of this increase came from the Japanese market (+70.9% to 3,645), which compensated for declines from U.S. West (-16.4% to 1,845) and Canada (-23.4% to 381).
- Significantly more visitors traveled on incentives (+24% to 14,508) compared to last January, boosted by a doubling of Japanese incentive visitors (6,991 from 3,226). More visitors also came for corporate meetings (+1.5% to 9,174) but fewer came for conventions (-9% to 29,537). In all, there were 51,419 MCI visitors in January 2015, virtually unchanged from a year ago.
- U.S. West saw an increase in hotel stays (+4.3% to 116,569), stays with friend/relatives (+2.8% to 31,916) and in timeshare properties (+2.4% to 27,953) compared to January 2014. Among U.S. East visitors, hotels (-1.5% to 86,800) and condominium (-1.1% to 24,643) usage declined while stays in timeshare properties increased (+3.7% to 17,678). Among Japanese visitors, more stayed in condominiums (+13.8% to 11,419) and timeshare properties (+6.6% to 4,139) but hotel (-7.1% to 96,405) usage was down.

### Highlights from All Other Markets:

- **Oceania:** Arrivals from Oceania increased 10.2 percent to 32,912 visitors in January 2015, boosted by growth from both Australia (+10.2% to 29,379) and New Zealand (+9.7% to 3,533).
- **Other Asia:** Arrivals from Other Asia fell 16.3 percent compared to January 2014. Arrivals from Korea of 15,995 visitors were 13.2 percent lower compared to a year ago. With a reduction of over half of its non-stop air service, arrivals from Taiwan declined 62.8 percent to 1,266 visitors. Arrivals from China dropped 10.2 percent to 13,961 visitors. The change in the Lunar New Year Holiday caused some shift in arrivals from these markets. The peak travel period in January 2014 is expected to occur in February this year.
- **Europe:** There were 7,693 visitors from the Europe major market area (United Kingdom, France, Germany, Italy and Switzerland), down 2.9 percent from January 2014.
- **Latin America:** Arrivals from the Latin America market (Mexico, Brazil and Argentina) dropped 1 percent from last January to 2,960 visitors.

### Island Highlights:

- **O'ahu:** Arrivals to O'ahu dropped 2.9 percent to 400,525 visitors. Fewer arrivals from Japan (less 5,147 visitors) and U.S. East (less 3,950 visitors) accounted for much of the decline in O'ahu visitations. Lower daily spending (-8.2% to \$197 per person) also contributed to a 9.1 percent loss in visitor expenditures to \$595.3 million.

### January 2015 Island Highlights

CATEGORY AND ISLAND	Jan 2015P	Jan 2014P	% change	YTD 2015P	YTD 2014P	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,392.8</b>	<b>1,428.0</b>	<b>-2.5</b>	<b>1,392.8</b>	<b>1,428.0</b>	<b>-2.5</b>
Total by air	1,389.6	1,421.6	-2.3	1,389.6	1,421.6	-2.3
O'ahu	595.3	655.0	-9.1	595.3	655.0	-9.1
Maui	438.5	413.3	6.1	438.5	413.3	6.1
Moloka'i	4.3	4.0	7.1	4.3	4.0	7.1
Lāna'i	6.4	7.6	-16.0	6.4	7.6	-16.0
Kaua'i	149.0	147.2	1.2	149.0	147.2	1.2
Hawai'i Island	196.2	194.5	0.9	196.2	194.5	0.9
Visitor arrivals by cruise ships	3.1	6.4	-51.1	3.1	6.4	-51.1
<b>TOTAL VISITOR DAYS</b>	<b>7,220,762</b>	<b>7,163,804</b>	<b>0.8</b>	<b>7,220,762</b>	<b>7,163,804</b>	<b>0.8</b>
Total by air	7,175,412	7,060,470	1.6	7,175,412	7,060,470	1.6
O'ahu	3,016,957	3,047,778	-1.0	3,016,957	3,047,778	-1.0
Maui	2,008,781	1,912,301	5.0	2,008,781	1,912,301	5.0
Moloka'i	36,649	34,642	5.8	36,649	34,642	5.8
Lāna'i	17,537	23,387	-25.0	17,537	23,387	-25.0
Kaua'i	860,398	827,152	4.0	860,398	827,152	4.0
Hawai'i Island	1,235,090	1,215,210	1.6	1,235,090	1,215,210	1.6
Visitor arrivals by cruise ships	45,350	103,334	-56.1	45,350	103,334	-56.1
<b>VISITOR ARRIVALS</b>	<b>678,870</b>	<b>682,634</b>	<b>-0.6</b>	<b>678,870</b>	<b>682,634</b>	<b>-0.6</b>
Total by air	669,612	664,954	0.7	669,612	664,954	0.7
O'ahu	400,525	412,522	-2.9	400,525	412,522	-2.9
Maui	211,032	197,611	6.8	211,032	197,611	6.8
Moloka'i	6,060	5,177	17.1	6,060	5,177	17.1
Lāna'i	5,727	5,846	-2.0	5,727	5,846	-2.0
Kaua'i	97,219	90,998	6.8	97,219	90,998	6.8
Hawai'i Island	130,713	129,886	0.6	130,713	129,886	0.6
Visitor arrivals by cruise ships	9,258	17,680	-47.6	9,258	17,680	-47.6
<b>AVERAGE LENGTH OF STAY</b>	<b>10.64</b>	<b>10.49</b>	<b>1.4</b>	<b>10.64</b>	<b>10.49</b>	<b>1.4</b>
Total by air	10.72	10.62	0.9	10.72	10.62	0.9
O'ahu	7.53	7.39	2.0	7.53	7.39	2.0
Maui	9.52	9.68	-1.6	9.52	9.68	-1.6
Moloka'i	6.05	6.69	-9.6	6.05	6.69	-9.6
Lāna'i	3.06	4.00	-23.5	3.06	4.00	-23.5
Kaua'i	8.85	9.09	-2.6	8.85	9.09	-2.6
Hawai'i Island	9.45	9.36	1.0	9.45	9.36	1.0
Visitor arrivals by cruise ships	4.90	5.84	-16.2	4.90	5.84	-16.2
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>192.9</b>	<b>199.3</b>	<b>-3.2</b>	<b>192.9</b>	<b>199.3</b>	<b>-3.2</b>
Total by air	193.7	201.3	-3.8	193.7	201.3	-3.8
O'ahu	197.3	214.9	-8.2	197.3	214.9	-8.2
Maui	218.3	216.1	1.0	218.3	216.1	1.0
Moloka'i	116.9	115.5	1.2	116.9	115.5	1.2
Lāna'i	365.9	326.7	12.0	365.9	326.7	12.0
Kaua'i	173.1	177.9	-2.7	173.1	177.9	-2.7
Hawai'i Island	158.8	160.1	-0.8	158.8	160.1	-0.8
Visitor arrivals by cruise ships	69.1	62.0	11.4	69.1	62.0	11.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>2,051.6</b>	<b>2,091.9</b>	<b>-1.9</b>	<b>2,051.6</b>	<b>2,091.9</b>	<b>-1.9</b>
Total by air	2,075.3	2,137.9	-2.9	2,075.3	2,137.9	-2.9
O'ahu	1,486.3	1,587.9	-6.4	1,486.3	1,587.9	-6.4
Maui	2,077.8	2,091.3	-0.6	2,077.8	2,091.3	-0.6
Moloka'i	707.1	772.8	-8.5	707.1	772.8	-8.5
Lāna'i	1,120.4	1,307.1	-14.3	1,120.4	1,307.1	-14.3
Kaua'i	1,532.3	1,617.4	-5.3	1,532.3	1,617.4	-5.3
Hawai'i Island	1,500.8	1,497.5	0.2	1,500.8	1,497.5	0.2
Visitor arrivals by cruise ships	338.4	362.6	-6.7	338.4	362.6	-6.7

P=Preliminary data.

Source:Hawai'i Tourism Authority

- **Maui:** Visitor expenditures on Maui rose 6.1 percent to \$438.5 million. Arrivals grew 6.8 percent to 211,032 visitors and included more day trip visitors (+12.1%) than in January 2014. Daily spending increased 1 percent to \$218 per person.
- **Kaua'i:** Visitor expenditures on Kaua'i were up 1.2 percent to \$149 million. Arrivals rose 6.8 percent to 97,219 visitors but daily spending was lower (-2.7% to \$173 per person) compared to last January. There were significantly more day trip visitors to Kaua'i (+15.4%), which contributed to a shorter average length of stay (-2.6% to 8.85 days).
- **Hawai'i Island:** Visitor expenditures on Hawai'i Island grew to \$196.2 million (+0.9%). Arrivals also showed a slight increase to 130,713 visitors (+0.6%). There were more visitors who stayed exclusively on Hawai'i Island (+5.3%) or who made day trips (+7%) to the island compared to a year ago.

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

- Air capacity to Hawai'i increased 5.6 percent to 999,319 total seats in January 2015. There were more seats to Honolulu (+1.7% to 673,548), Kahului (+20.8% to 198,604), Kona (+6.9% to 66,197) and Līhu'e (+8.8% to 58,968) but fewer seats to Hilo (-47.4% to 2,002) than in January 2014.
- Scheduled air seats grew 5.8 percent to 993,217. However, total charter seats dropped 21.5 percent to 6,102 due to fewer domestic and international charter flights.
- Scheduled seats from U.S. West were up 9.7 percent from January 2014. Increased service from Denver (+48.2%), Los Angeles (+8.2%), Oakland (+7%), Phoenix (+6%), Portland (+2.2%), San Diego (+2.9%), San Francisco (+12.7%), San Jose (+41.4%) and Seattle (+23.8%) were offset by reduced service from Bellingham (-47.8%) and discontinued service from Boise and Spokane.
- Scheduled seats from U.S. East rose 7.3 percent. Growth in seats out of Chicago (+3.7%), Dallas (+14%) and New York JFK (+27%) compensated for fewer seats from Atlanta (-1.7%) and Washington D.C. (-11.1%).
- Scheduled seats from Japan declined 7 percent in January 2015. The number of seats out of Fukuoka (-53.6%) decreased by more than half, as Hawaiian Airlines discontinued this route in July 2014. There were also fewer seats out of Nagoya (-3.6%), Sapporo (-7.1%) and Narita (-7.4%), which were partially offset by more seats from Osaka (+8.5%).
- Scheduled seats from Oceania climbed 15.8 percent compared to January 2014. Seats out of Brisbane nearly tripled and there were more seats from Sydney (+3.7%) offsetting fewer seats from Melbourne (-18.8%). Seats out of Auckland rose 6.4 percent.
- Scheduled seats from Other Asia decreased 18 percent. For the China market, seats out of Beijing quadrupled, but seats out of Shanghai were reduced by 41.6 percent compared to January 2014. The loss of one airline serving Taipei resulted in a 64.3 percent decline in scheduled seats. Additionally, the number of seats from Seoul was down 21.4 percent from a year ago.

#### **Cruise Ship Visitors (Table 8, page 21):**

- Seven out-of-state cruise ships with 9,258 visitors came in January 2015. This was a decline of 47.6 percent from January 2014 when 12 ships came with 17,680 visitors on board. Arrivals by cruise ships have shown double-digit decreases since October 2014.

- Arrivals by air to embark Hawai'i home-ported cruise ships rose 18.6 percent compared to a year ago. Five Saturdays in January 2015 allowed for five tours of the Hawai'i home-ported cruise ships compared to four tours in January 2014.

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

TABLE 1. TOTAL VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	669,612	664,954	0.7	669,612	664,954	0.7
Domestic	432,363	426,550	1.4	432,363	426,550	1.4
International	237,249	238,404	-0.5	237,249	238,404	-0.5
VISITOR DAYS	7,175,412	7,060,470	1.6	7,175,412	7,060,470	1.6
AVERAGE DAILY CENSUS	231,465	227,757	1.6	231,465	227,757	1.6
TOTAL AIR SEATS	999,319	946,549	5.6	999,319	946,549	5.6
TOTAL LOAD FACTOR (%)	81.0	84.3	-3.9	81.0	84.3	-3.9
<b>ISLANDS VISITED</b>						
O'ahu	400,525	412,522	-2.9	400,525	412,522	-2.9
O'ahu only	293,371	304,970	-3.8	293,371	304,970	-3.8
O'ahu one day or less	17,396	18,345	-5.2	17,396	18,345	-5.2
Kaua'i	97,219	90,998	6.8	97,219	90,998	6.8
Kaua'i only	50,160	48,470	3.5	50,160	48,470	3.5
Kaua'i one day or less	9,461	8,200	15.4	9,461	8,200	15.4
Maui County	214,820	201,197	6.8	214,820	201,197	6.8
Maui	211,032	197,611	6.8	211,032	197,611	6.8
Maui only	130,718	119,912	9.0	130,718	119,912	9.0
Maui one day or less	13,954	12,453	12.1	13,954	12,453	12.1
Moloka'i *	6,060	5,177	17.1	6,060	5,177	17.1
Moloka'i only *	788	693	13.7	788	693	13.7
Moloka'i one day or less*	2,928	2,299	27.4	2,928	2,299	27.4
Lāna'i *	5,727	5,846	-2.0	5,727	5,846	-2.0
Lāna'i only*	584	665	-12.2	584	665	-12.2
Lāna'i one day or less*	3,383	3,005	12.6	3,383	3,005	12.6
Hawai'i Island	130,713	129,886	0.6	130,713	129,886	0.6
Kona side	110,784	110,365	0.4	110,784	110,365	0.4
Hilo side	47,152	45,276	4.1	47,152	45,276	4.1
Hawai'i Island only	63,522	60,301	5.3	63,522	60,301	5.3
Hawai'i Island one day or less	11,598	10,838	7.0	11,598	10,838	7.0
Any Neighbor Island	376,241	359,984	4.5	376,241	359,984	4.5
NI only	269,087	252,432	6.6	269,087	252,432	6.6
Oahu & NI	107,154	107,552	-0.4	107,154	107,552	-0.4
Any one island only	539,143	535,010	0.8	539,143	535,010	0.8
Multiple Islands	130,469	129,944	0.4	130,469	129,944	0.4
Avg. Islands Visited	1.27	1.27	0.4	1.27	1.27	0.4
Average Length of Stay in Hawai'i	10.72	10.62	0.9	10.72	10.62	0.9
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	411,552	416,699	-1.2	411,552	416,699	-1.2
Hotel only	357,186	363,215	-1.7	357,186	363,215	-1.7
Plan to stay in Condo	127,257	127,131	0.1	127,257	127,131	0.1
Condo only	99,118	98,160	1.0	99,118	98,160	1.0
Plan to stay in Timeshare	59,337	57,449	3.3	59,337	57,449	3.3
Timeshare only	44,910	42,501	5.7	44,910	42,501	5.7
Cruise Ship	10,992	11,737	-6.4	10,992	11,737	-6.4
Friends/Relatives	59,464	58,691	1.3	59,464	58,691	1.3
Bed & Breakfast	8,302	7,992	3.9	8,302	7,992	3.9
Other	10,651	10,908	-2.4	10,651	10,908	-2.4

\* 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.)

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	554,459	550,221	0.8	554,459	550,221	0.8
Honeymoon/Get Married	49,018	47,280	3.7	49,018	47,280	3.7
Honeymoon	44,305	42,609	4.0	44,305	42,609	4.0
Get Married	8,770	7,439	17.9	8,770	7,439	17.9
Pleasure/Vacation	510,717	508,075	0.5	510,717	508,075	0.5
Mtgs/Conventions/Incentive	51,419	51,416	0.0	51,419	51,416	0.0
Conventions	29,537	32,468	-9.0	29,537	32,468	-9.0
Corporate Meetings	9,174	9,037	1.5	9,174	9,037	1.5
Incentive	14,508	11,701	24.0	14,508	11,701	24.0
Other Business	24,465	25,117	-2.6	24,465	25,117	-2.6
Visit Friends/Rel.	52,981	51,903	2.1	52,981	51,903	2.1
Govt/Military	8,344	6,781	23.0	8,344	6,781	23.0
Attend School	3,579	3,559	0.5	3,579	3,559	0.5
Sport Events	7,050	11,585	-39.1	7,050	11,585	-39.1
<b>TRAVEL STATUS</b>						
First Timers (%)**	31.0	33.0	-2.0	31.0	33.0	-2.0
Repeaters (%)**	69.0	67.0	2.0	69.0	67.0	2.0
Average # of Trips	5.47	5.23	4.5	5.47	5.23	4.5
Group Tour	57,033	57,147	-0.2	57,033	57,147	-0.2
Non-Group	612,578	607,807	0.8	612,578	607,807	0.8
Package Trip	202,524	216,578	-6.5	202,524	216,578	-6.5
No Package	467,088	448,376	4.2	467,088	448,376	4.2
Net True Independent	456,079	440,372	3.6	456,079	440,372	3.6
Ave. Age	47	47	0.4	47	47	0.4
Ave. Party Size	2.08	2.05	1.5	2.08	2.05	1.5

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

Source: Hawai'i Tourism Authority

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*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.*

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TABLE 2. DOMESTIC VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
DOMESTIC VISITORS	432,363	426,550	1.4	432,363	426,550	1.4
DOMESTIC VISITOR DAYS	5,126,474	5,090,434	0.7	5,126,474	5,090,434	0.7
DOMESTIC AVERAGE DAILY CENSUS	165,370	164,208	0.7	165,370	164,208	0.7
DOMESTIC AIR SEATS	658,530	602,810	9.2	658,530	602,810	9.2
DOMESTIC LOAD FACTOR (%)	83.7	88.9	-5.8	83.7	88.9	-5.8
ISLANDS VISITED						
O'ahu	203,796	213,303	-4.5	203,796	213,303	-4.5
O'ahu only	143,607	148,181	-3.1	143,607	148,181	-3.1
O'ahu one day or less	14,256	15,164	-6.0	14,256	15,164	-6.0
Kaua'i	79,512	79,300	0.3	79,512	79,300	0.3
Kaua'i only	44,689	43,821	2.0	44,689	43,821	2.0
Kaua'i one day or less	6,027	5,826	3.4	6,027	5,826	3.4
Maui County	161,722	154,038	5.0	161,722	154,038	5.0
Maui	158,472	150,773	5.1	158,472	150,773	5.1
Maui only	106,408	97,151	9.5	106,408	97,151	9.5
Maui one day or less	6,231	6,508	-4.3	6,231	6,508	-4.3
Moloka'i *	5,072	4,458	13.8	5,072	4,458	13.8
Moloka'i only *	690	632	9.1	690	632	9.1
Moloka'i one day or less *	2,342	1,898	23.4	2,342	1,898	23.4
Lāna'i *	4,467	4,874	-8.4	4,467	4,874	-8.4
Lāna'i only *	512	656	-21.9	512	656	-21.9
Lāna'i one day or less *	2,471	2,412	2.4	2,471	2,412	2.4
Hawai'i Island	95,408	93,315	2.2	95,408	93,315	2.2
Kona side	83,069	81,176	2.3	83,069	81,176	2.3
Hilo side	31,812	31,605	0.7	31,812	31,605	0.7
Hawai'i Island only	55,793	51,922	7.5	55,793	51,922	7.5
Hawai'i Island one day or less	3,977	3,815	4.3	3,977	3,815	4.3
Any Neighbor Island	288,756	278,369	3.7	288,756	278,369	3.7
NI only	228,567	213,248	7.2	228,567	213,248	7.2
Oahu & NI	60,189	65,121	-7.6	60,189	65,121	-7.6
Any one island only	351,701	342,364	2.7	351,701	342,364	2.7
Multiple Islands	80,662	84,186	-4.2	80,662	84,186	-4.2
Avg. Islands Visited	1.26	1.28	-1.2	1.26	1.28	-1.2
Average Length of Stay in Hawai'i	11.86	11.93	-0.6	11.86	11.93	-0.6
ACCOMMODATIONS						
Plan to stay in Hotel	227,633	229,281	-0.7	227,633	229,281	-0.7
Hotel only	187,882	187,758	0.1	187,882	187,758	0.1
Plan to stay in Condo	89,369	90,534	-1.3	89,369	90,534	-1.3
Condo only	69,561	69,819	-0.4	69,561	69,819	-0.4
Plan to stay in Timeshare	49,176	47,837	2.8	49,176	47,837	2.8
Timeshare only	37,191	35,436	5.0	37,191	35,436	5.0
Cruise Ship	9,087	10,196	-10.9	9,087	10,196	-10.9
Friends/Relatives	52,656	51,192	2.9	52,656	51,192	2.9
Bed & Breakfast	6,455	6,308	2.3	6,455	6,308	2.3
Other	9,880	9,665	2.2	9,880	9,665	2.2

\* 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.)

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	346,471	339,837	2.0	346,471	339,837	2.0
Honeymoon/Get Married	15,882	15,797	0.5	15,882	15,797	0.5
Honeymoon	13,674	13,325	2.6	13,674	13,325	2.6
Get Married	3,226	3,892	-17.1	3,226	3,892	-17.1
Pleasure/Vacation	334,165	327,517	2.0	334,165	327,517	2.0
Mtgs/Conventions/Incentive	36,224	37,967	-4.6	36,224	37,967	-4.6
Conventions	24,954	26,510	-5.9	24,954	26,510	-5.9
Corporate Meetings	7,796	7,570	3.0	7,796	7,570	3.0
Incentive	4,801	5,498	-12.7	4,801	5,498	-12.7
Other Business	22,768	22,263	2.3	22,768	22,263	2.3
Visit Friends/Rel.	45,929	45,723	0.5	45,929	45,723	0.5
Gov't/Military	7,410	6,226	19.0	7,410	6,226	19.0
Attend School	2,925	2,987	-2.1	2,925	2,987	-2.1
Sport Events	5,447	10,097	-46.1	5,447	10,097	-46.1
<b>TRAVEL STATUS</b>						
First Timers (%)**	24.66	25.3	-0.7	24.66	25.3	-0.7
Repeaters (%)**	75.34	74.7	0.7	75.34	74.7	0.7
Average # of Trips	6.45	6.29	2.4	6.45	6.29	2.4
Group Tour	14,707	16,309	-9.8	14,707	16,309	-9.8
Non-Group	417,656	410,242	1.8	417,656	410,242	1.8
Package Trip	74,507	79,286	-6.0	74,507	79,286	-6.0
No Package	357,856	347,265	3.0	357,856	347,265	3.0
Net True Independent	352,927	342,173	3.1	352,927	342,173	3.1
Ave. Age of Party Head	49	49	-0.4	49	49	-0.4
Ave. Party Size	1.88	1.87	0.9	1.88	1.87	0.9

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

Source: Hawaii Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
INTERNATIONAL VISITORS	237,249	238,404	-0.5	237,249	238,404	-0.5
INTERNATIONAL VISITOR DAYS	2,048,938	1,970,036	4.0	2,048,938	1,970,036	4.0
INTERNATIONAL AVERAGE DAILY CENSUS	66,095	63,550	4.0	66,095	63,550	4.0
INTERNATIONAL AIR SEATS	340,789	343,739	-0.9	340,789	343,739	-0.9
INTERNATIONAL LOAD FACTOR (%)	75.8	76.1	-0.5	75.8	76.1	-0.5
<b>ISLANDS VISITED</b>						
O'ahu	196,729	199,220	-1.3	196,729	199,220	-1.3
O'ahu only	149,764	156,789	-4.5	149,764	156,789	-4.5
O'ahu one day or less	3,141	3,181	-1.3	3,141	3,181	-1.3
Kaua'i	17,707	11,698	51.4	17,707	11,698	51.4
Kaua'i only	5,471	4,649	17.7	5,471	4,649	17.7
Kaua'i one day or less	3,434	2,373	44.7	3,434	2,373	44.7
Maui County	53,098	47,160	12.6	53,098	47,160	12.6
Maui	52,561	46,837	12.2	52,561	46,837	12.2
Maui only	24,310	22,760	6.8	24,310	22,760	6.8
Maui one day or less	7,724	5,945	29.9	7,724	5,945	29.9
Moloka'i *	988	719	37.5	988	719	37.5
Moloka'i only *	98	61	61.8	98	61	61.8
Moloka'i one day or less *	585	401	46.1	585	401	46.1
Lāna'i *	1,261	972	29.7	1,261	972	29.7
Lāna'i only *	72	9	668.4	72	9	668.4
Lāna'i one day or less *	912	593	53.8	912	593	53.8
Hawai'i Island	35,304	36,571	-3.5	35,304	36,571	-3.5
Kona side	27,715	29,189	-5.0	27,715	29,189	-5.0
Hilo side	15,340	13,671	12.2	15,340	13,671	12.2
Hawai'i Island only	7,728	8,378	-7.8	7,728	8,378	-7.8
Hawai'i Island one day or less	7,621	7,023	8.5	7,621	7,023	8.5
Any Neighbor Island	87,485	81,615	7.2	87,485	81,615	7.2
NI only	40,520	39,184	3.4	40,520	39,184	3.4
Oahu & NI	46,965	42,431	10.7	46,965	42,431	10.7
Any one island only	187,442	192,646	-2.7	187,442	192,646	-2.7
Multiple Islands	49,807	45,758	8.8	49,807	45,758	8.8
Avg. Islands Visited	1.28	1.24	3.4	1.28	1.24	3.4
Average Length of Stay in Hawai'i	8.64	8.26	4.5	8.64	8.26	4.5
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	183,919	187,418	-1.9	183,919	187,418	-1.9
Hotel only	169,304	175,458	-3.5	169,304	175,458	-3.5
Plan to stay in Condo	37,888	36,598	3.5	37,888	36,598	3.5
Condo only	29,557	28,341	4.3	29,557	28,341	4.3
Plan to stay in Timeshare	10,162	9,612	5.7	10,162	9,612	5.7
Timeshare only	7,719	7,065	9.3	7,719	7,065	9.3
Cruise Ship	1,905	1,541	23.6	1,905	1,541	23.6
Friends/Relatives	6,809	7,499	-9.2	6,809	7,499	-9.2
Bed & Breakfast	1,847	1,684	9.7	1,847	1,684	9.7
Other	771	1,243	-38.0	771	1,243	-38.0

\* 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.)

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	207,988	210,384	-1.1	207,988	210,384	-1.1
Honeymoon/Get Married	33,137	31,483	5.3	33,137	31,483	5.3
Honeymoon	30,631	29,285	4.6	30,631	29,285	4.6
Get Married	5,544	3,546	56.3	5,544	3,546	56.3
Pleasure/Vacation	176,552	180,558	-2.2	176,552	180,558	-2.2
Mtgs/Conventions/Incentive	15,194	13,449	13.0	15,194	13,449	13.0
Conventions	4,583	5,959	-23.1	4,583	5,959	-23.1
Corporate Meetings	1,379	1,467	-6.0	1,379	1,467	-6.0
Incentive	9,707	6,203	56.5	9,707	6,203	56.5
Other Business	1,696	2,854	-40.6	1,696	2,854	-40.6
Visit Friends/Rel.	7,052	6,180	14.1	7,052	6,180	14.1
Gov't/Military	934	555	68.2	934	555	68.2
Attend School	654	572	14.2	654	572	14.2
Sport Events	1,603	1,488	7.7	1,603	1,488	7.7
<b>TRAVEL STATUS</b>						
First Timers (%)**	42.56	46.7	-4.1	42.56	46.7	-4.1
Repeaters (%)**	57.44	53.3	4.1	57.44	53.3	4.1
Average # of Trips	3.69	3.33	10.6	3.69	3.33	10.6
Group Tour	42,326	40,839	3.6	42,326	40,839	3.6
Non-Group	194,923	197,565	-1.3	194,923	197,565	-1.3
Package Trip	128,017	137,292	-6.8	128,017	137,292	-6.8
No Package	109,232	101,112	8.0	109,232	101,112	8.0
Net True Independent	103,152	98,199	5.0	103,152	98,199	5.0
Ave. Age of Party Head	43	43	1.8	43	43	1.8
Ave. Party Size	2.44	2.38	2.6	2.44	2.38	2.6

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

Source: Hawaii Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	240,905	231,871	3.9	240,905	231,871	3.9
Domestic	236,058	226,656	4.1	236,058	226,656	4.1
International	4,847	5,215	-7.1	4,847	5,215	-7.1
VISITOR DAYS	2,613,908	2,550,243	2.5	2,613,908	2,550,243	2.5
AVERAGE DAILY CENSUS	84,320	82,266	2.5	84,320	82,266	2.5
ISLANDS VISITED						
O'ahu	100,589	102,086	-1.5	100,589	102,086	-1.5
O'ahu only	78,293	78,584	-0.4	78,293	78,584	-0.4
O'ahu one day or less	5,652	5,779	-2.2	5,652	5,779	-2.2
Kaua'i	41,074	40,137	2.3	41,074	40,137	2.3
Kaua'i only	28,549	27,887	2.4	28,549	27,887	2.4
Kaua'i one day or less	2,184	2,086	4.7	2,184	2,086	4.7
Maui County	87,730	80,587	8.9	87,730	80,587	8.9
Maui	86,040	78,800	9.2	86,040	78,800	9.2
Maui only	66,875	60,179	11.1	66,875	60,179	11.1
Maui one day or less	2,665	2,482	7.3	2,665	2,482	7.3
Moloka'i *	2,433	2,150	13.2	2,433	2,150	13.2
Moloka'i only*	419	390	7.4	419	390	7.4
Moloka'i one day or less*	1,068	820	30.3	1,068	820	30.3
Lāna'i *	2,074	2,490	-16.7	2,074	2,490	-16.7
Lāna'i only*	292	419	-30.4	292	419	-30.4
Lāna'i one day or less*	1,131	1,317	-14.2	1,131	1,317	-14.2
Hawai'i Island	49,156	47,447	3.6	49,156	47,447	3.6
Kona side	43,279	41,849	3.4	43,279	41,849	3.4
Hilo side	14,008	13,797	1.5	14,008	13,797	1.5
Hawai'i Island only	34,597	32,346	7.0	34,597	32,346	7.0
Hawai'i Island one day or less	1,702	1,680	1.3	1,702	1,680	1.3
Any Neighbor Island	162,612	153,287	6.1	162,612	153,287	6.1
NI only	140,315	129,785	8.1	140,315	129,785	8.1
Oahu & NI	22,296	23,502	-5.1	22,296	23,502	-5.1
Any one island only	209,025	199,805	4.6	209,025	199,805	4.6
Multiple Islands	31,880	32,066	-0.6	31,880	32,066	-0.6
Avg. Islands Visited	1.17	1.18	-0.8	1.17	1.18	-0.8
Average Length of Stay in Hawai'i	10.85	11.00	-1.3	10.85	11.00	-1.3
ACCOMMODATIONS						
Plan to stay in Hotel	116,569	111,775	4.3	116,569	111,775	4.3
Hotel only	98,617	93,496	5.5	98,617	93,496	5.5
Plan to stay in Condo	54,614	54,834	-0.4	54,614	54,834	-0.4
Condo only	44,047	44,247	-0.5	44,047	44,247	-0.5
Plan to stay in Timeshare	27,953	27,286	2.4	27,953	27,286	2.4
Timeshare only	21,948	21,083	4.1	21,948	21,083	4.1
Cruise Ship	2,178	2,566	-15.1	2,178	2,566	-15.1
Friends/Relatives	31,916	31,053	2.8	31,916	31,053	2.8
Bed & Breakfast	3,024	2,965	2.0	3,024	2,965	2.0
Other	5,469	5,323	2.8	5,469	5,323	2.8

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

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

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	194,682	185,049	5.2	194,682	185,049	5.2
Honeymoon/Get Married	7,568	7,707	-1.8	7,568	7,707	-1.8
Honeymoon	6,221	6,324	-1.6	6,221	6,324	-1.6
Get Married	1,845	2,207	-16.4	1,845	2,207	-16.4
Pleasure/Vacation	188,882	179,067	5.5	188,882	179,067	5.5
Mtgs/Conventions/Incentive	16,229	16,431	-1.2	16,229	16,431	-1.2
Conventions	11,363	11,087	2.5	11,363	11,087	2.5
Corporate Meetings	3,776	3,774	0.1	3,776	3,774	0.1
Incentive	1,643	2,379	-30.9	1,643	2,379	-30.9
Other Business	13,482	14,058	-4.1	13,482	14,058	-4.1
Visit Friends/Rel.	26,916	27,110	-0.7	26,916	27,110	-0.7
Govt/Military	2,997	2,592	15.7	2,997	2,592	15.7
Attend School	1,489	1,590	-6.4	1,489	1,590	-6.4
Sport Events	3,471	5,450	-36.3	3,471	5,450	-36.3
<b>TRAVEL STATUS</b>						
First Timers (%)**	15.9	16.1	-0.2	15.9	16.1	-0.2
Repeaters (%)**	84.1	83.9	0.2	84.1	83.9	0.2
Average # of Trips	7.66	7.60	0.9	7.66	7.60	0.9
Group Tour	4,295	5,449	-21.2	4,295	5,449	-21.2
Non-Group	236,610	226,422	4.5	236,610	226,422	4.5
Package Trip	34,608	35,445	-2.4	34,608	35,445	-2.4
No Package	206,296	196,425	5.0	206,296	196,425	5.0
Net True Independent	204,258	194,306	5.1	204,258	194,306	5.1
Ave. Age	48	49	-0.8	48	49	-0.8
Ave. Party Size	1.93	1.90	1.7	1.93	1.90	1.7

\*\* 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

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	147,423	146,190	0.8	147,423	146,190	0.8
Domestic	143,695	142,589	0.8	143,695	142,589	0.8
International	3,728	3,601	3.5	3,728	3,601	3.5
VISITOR DAYS	1,884,130	1,870,471	0.7	1,884,130	1,870,471	0.7
AVERAGE DAILY CENSUS	60,778	60,338	0.7	60,778	60,338	0.7
ISLANDS VISITED						
O'ahu	78,002	81,952	-4.8	78,002	81,952	-4.8
O'ahu only	47,279	49,170	-3.8	47,279	49,170	-3.8
O'ahu one day or less	8,017	7,913	1.3	8,017	7,913	1.3
Kaua'i	31,383	32,380	-3.1	31,383	32,380	-3.1
Kaua'i only	12,778	13,541	-5.6	12,778	13,541	-5.6
Kaua'i one day or less	3,603	3,343	7.8	3,603	3,343	7.8
Maui County	59,298	56,362	5.2	59,298	56,362	5.2
Maui	58,065	55,225	5.1	58,065	55,225	5.1
Maui only	31,528	27,437	14.9	31,528	27,437	14.9
Maui one day or less	3,437	3,235	6.2	3,437	3,235	6.2
Moloka'i *	2,065	1,647	25.4	2,065	1,647	25.4
Moloka'i only*	218	183	19.2	218	183	19.2
Moloka'i one day or less*	1,045	784	33.3	1,045	784	33.3
Lāna'i *	1,882	2,106	-10.6	1,882	2,106	-10.6
Lāna'i only*	175	182	-4.1	175	182	-4.1
Lāna'i one day or less*	1,040	1,011	2.8	1,040	1,011	2.8
Hawai'i Island	36,061	35,082	2.8	36,061	35,082	2.8
Kona side	31,091	30,048	3.5	31,091	30,048	3.5
Hilo side	14,229	13,773	3.3	14,229	13,773	3.3
Hawai'i Island only	16,009	14,522	10.2	16,009	14,522	10.2
Hawai'i Island one day or less	1,727	1,856	-6.9	1,727	1,856	-6.9
Any Neighbor Island	100,144	97,020	3.2	100,144	97,020	3.2
NI only	69,421	64,238	8.1	69,421	64,238	8.1
Oahu & NI	30,723	32,782	-6.3	30,723	32,782	-6.3
Any one island only	107,986	105,034	2.8	107,986	105,034	2.8
Multiple Islands	39,437	41,156	-4.2	39,437	41,156	-4.2
Avg. Islands Visited	1.41	1.43	-1.3	1.41	1.43	-1.3
Average Length of Stay in Hawai'i	12.78	12.79	-0.1	12.78	12.79	-0.1
ACCOMMODATIONS						
Plan to stay in Hotel	86,800	88,102	-1.5	86,800	88,102	-1.5
Hotel only	69,307	69,911	-0.9	69,307	69,911	-0.9
Plan to stay in Condo	24,643	24,907	-1.1	24,643	24,907	-1.1
Condo only	17,473	17,316	0.9	17,473	17,316	0.9
Plan to stay in Timeshare	17,678	17,042	3.7	17,678	17,042	3.7
Timeshare only	12,834	11,955	7.3	12,834	11,955	7.3
Cruise Ship	6,017	6,387	-5.8	6,017	6,387	-5.8
Friends/Relatives	17,159	17,183	-0.1	17,159	17,183	-0.1
Bed & Breakfast	2,340	2,178	7.4	2,340	2,178	7.4
Other	3,402	3,367	1.0	3,402	3,367	1.0

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

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

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	113,236	111,973	1.1	113,236	111,973	1.1
Honeymoon/Get Married	6,652	6,240	6.6	6,652	6,240	6.6
Honeymoon	5,988	5,429	10.3	5,988	5,429	10.3
Get Married	1,204	1,272	-5.4	1,204	1,272	-5.4
Pleasure/Vacation	108,165	107,074	1.0	108,165	107,074	1.0
Mtgs/Conventions/Incentive	17,626	18,169	-3.0	17,626	18,169	-3.0
Conventions	11,985	13,080	-8.4	11,985	13,080	-8.4
Corporate Meetings	3,503	3,048	14.9	3,503	3,048	14.9
Incentive	2,783	2,706	2.8	2,783	2,706	2.8
Other Business	8,028	7,647	5.0	8,028	7,647	5.0
Visit Friends/Rel.	16,051	15,549	3.2	16,051	15,549	3.2
Govt/Military	4,080	3,282	24.3	4,080	3,282	24.3
Attend School	978	1,072	-8.7	978	1,072	-8.7
Sport Events	1,528	3,767	-59.4	1,528	3,767	-59.4
<b>TRAVEL STATUS</b>						
First Timers (%)**	33.2	34.7	-1.5	33.2	34.7	-1.5
Repeaters (%)**	66.8	65.3	1.5	66.8	65.3	1.5
Average # of Trips	5.13	4.98	2.9	5.13	4.98	2.9
Group Tour	7,910	8,304	-4.7	7,910	8,304	-4.7
Non-Group	139,513	137,886	1.2	139,513	137,886	1.2
Package Trip	28,783	30,281	-4.9	28,783	30,281	-4.9
No Package	118,640	115,909	2.4	118,640	115,909	2.4
Net True Independent	116,457	113,711	2.4	116,457	113,711	2.4
Ave. Age	51	51	0.0	51	51	0.0
Ave. Party Size	1.79	1.79	-0.1	1.79	1.79	-0.1

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

Source: Hawai'i Tourism Authority



TABLE 6. TOTAL JAPAN VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	110,969	116,626	-4.9	110,969	116,626	-4.9
Domestic	687	711	-3.4	687	711	-3.4
International	110,282	115,915	-4.9	110,282	115,915	-4.9
VISITOR DAYS	648,390	664,851	-2.5	648,390	664,851	-2.5
AVERAGE DAILY CENSUS	20,916	21,447	-2.5	20,916	21,447	-2.5
ISLANDS VISITED						
O'ahu	108,117	113,264	-4.5	108,117	113,264	-4.5
O'ahu only	93,749	95,900	-2.2	93,749	95,900	-2.2
O'ahu one day or less	835	1,425	-41.4	835	1,425	-41.4
Kaua'i	2,216	1,837	20.6	2,216	1,837	20.6
Kaua'i only	101	156	-34.9	101	156	-34.9
Kaua'i one day or less	1,181	1,032	14.4	1,181	1,032	14.4
Maui County	5,979	6,012	-0.5	5,979	6,012	-0.5
Maui	5,815	5,845	-0.5	5,815	5,845	-0.5
Maui only	671	654	2.6	671	654	2.6
Maui one day or less	2,016	2,722	-25.9	2,016	2,722	-25.9
Moloka'i *	67	205	-67.0	67	205	-67.0
Moloka'i only*	1	0	0.0	1	0	0.0
Moloka'i one day or less*	66	107	-37.8	66	107	-37.8
Lāna'i *	197	109	80.9	197	109	80.9
Lāna'i only*	33	1	2852.2	33	1	2852.2
Lāna'i one day or less*	131	25	423.1	131	25	423.1
Hawai'i Island	11,322	16,126	-29.8	11,322	16,126	-29.8
Kona side	7,813	12,026	-35.0	7,813	12,026	-35.0
Hilo side	4,433	6,039	-26.6	4,433	6,039	-26.6
Hawai'i Island only	1,797	2,299	-21.8	1,797	2,299	-21.8
Hawai'i Island one day or less	3,428	3,635	-5.7	3,428	3,635	-5.7
Any Neighbor Island	17,220	20,726	-16.9	17,220	20,726	-16.9
NI only	2,852	3,362	-15.2	2,852	3,362	-15.2
Oahu & NI	14,368	17,364	-17.3	14,368	17,364	-17.3
Any one island only	96,352	99,010	-2.7	96,352	99,010	-2.7
Multiple Islands	14,617	17,616	-17.0	14,617	17,616	-17.0
Avg. Islands Visited	1.15	1.18	-2.3	1.15	1.18	-2.3
Average Length of Stay in Hawai'i	5.84	5.70	2.5	5.84	5.70	2.5
ACCOMMODATIONS						
Plan to stay in Hotel	96,405	103,724	-7.1	96,405	103,724	-7.1
Hotel only	93,752	101,018	-7.2	93,752	101,018	-7.2
Plan to stay in Condo	11,419	10,036	13.8	11,419	10,036	13.8
Condo only	9,692	8,512	13.9	9,692	8,512	13.9
Plan to stay in Timeshare	4,139	3,884	6.6	4,139	3,884	6.6
Timeshare only	3,370	2,808	20.0	3,370	2,808	20.0
Cruise Ship	251	621	-59.7	251	621	-59.7
Friends/Relatives	1,316	1,018	29.4	1,316	1,018	29.4
Bed & Breakfast	153	130	18.0	153	130	18.0
Other	119	87	36.9	119	87	36.9

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

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

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	92,847	102,868	-9.7	92,847	102,868	-9.7
Honeymoon/Get Married	20,579	22,105	-6.9	20,579	22,105	-6.9
Honeymoon	19,091	21,119	-9.6	19,091	21,119	-9.6
Get Married	3,645	2,133	70.9	3,645	2,133	70.9
Pleasure/Vacation	73,292	81,911	-10.5	73,292	81,911	-10.5
Mtgs/Conventions/Incentive	7,706	3,914	96.9	7,706	3,914	96.9
Conventions	620	472	31.2	620	472	31.2
Corporate Meetings	161	232	-30.6	161	232	-30.6
Incentive	6,991	3,226	116.7	6,991	3,226	116.7
Other Business	550	585	-6.0	550	585	-6.0
Visit Friends/Rel.	2,296	1,729	32.8	2,296	1,729	32.8
Govt/Military	11	27	-59.4	11	27	-59.4
Attend School	109	154	-29.2	109	154	-29.2
Sport Events	830	912	-9.0	830	912	-9.0
<b>TRAVEL STATUS</b>						
First Timers (%)**	37.4	42.0	-4.6	37.4	42.0	-4.6
Repeaters (%)**	62.6	58.0	4.6	62.6	58.0	4.6
Average # of Trips	4.37	3.80	14.8	4.37	3.80	14.8
Group Tour	29,850	26,837	11.2	29,850	26,837	11.2
Non-Group	81,119	89,789	-9.7	81,119	89,789	-9.7
Package Trip	82,848	92,562	-10.5	82,848	92,562	-10.5
No Package	28,121	24,064	16.9	28,121	24,064	16.9
Net True Independent	23,257	22,236	4.6	23,257	22,236	4.6
Ave. Age	44	42	3.0	44	42	3.0
Ave. Party Size	2.55	2.47	3.2	2.55	2.47	3.2

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
TOTAL VISITORS	72,343	70,167	3.1	72,343	70,167	3.1
Domestic	20,501	24,316	-15.7	20,501	24,316	-15.7
International	51,842	45,851	13.1	51,842	45,851	13.1
VISITOR DAYS	1,059,543	1,041,918	1.7	1,059,543	1,041,918	1.7
AVERAGE DAILY CENSUS	34,179	33,610	1.7	34,179	33,610	1.7
<b>ISLANDS VISITED</b>						
O'ahu	26,596	25,595	3.9	26,596	25,595	3.9
O'ahu only	17,143	16,705	2.6	17,143	16,705	2.6
O'ahu one day or less	1,043	1,381	-24.5	1,043	1,381	-24.5
Kaua'i	11,178	10,978	1.8	11,178	10,978	1.8
Kaua'i only	5,790	5,663	2.2	5,790	5,663	2.2
Kaua'i one day or less	823	776	6.0	823	776	6.0
Maui County	37,438	36,333	3.0	37,438	36,333	3.0
Maui	37,082	36,103	2.7	37,082	36,103	2.7
Maui only	27,502	26,590	3.4	27,502	26,590	3.4
Maui one day or less	909	1,068	-14.9	909	1,068	-14.9
Moloka'i *	735	659	11.5	735	659	11.5
Moloka'i only*	138	93	48.3	138	93	48.3
Moloka'i one day or less*	300	285	5.2	300	285	5.2
Lāna'i *	585	641	-8.7	585	641	-8.7
Lāna'i only*	63	18	250.2	63	18	250.2
Lāna'i one day or less*	349	328	6.5	349	328	6.5
Hawai'i Island	15,167	14,333	5.8	15,167	14,333	5.8
Kona side	14,088	13,252	6.3	14,088	13,252	6.3
Hilo side	4,263	4,303	-0.9	4,263	4,303	-0.9
Hawai'i Island only	8,592	8,088	6.2	8,592	8,088	6.2
Hawai'i Island one day or less	380	565	-32.7	380	565	-32.7
Any Neighbor Island	55,200	53,462	3.2	55,200	53,462	3.2
NI only	45,747	44,572	2.6	45,747	44,572	2.6
Oahu & NI	9,453	8,890	6.3	9,453	8,890	6.3
Any one island only	59,228	57,157	3.6	59,228	57,157	3.6
Multiple Islands	13,115	13,011	0.8	13,115	13,011	0.8
Avg. Islands Visited	1.26	1.26	0.3	1.26	1.26	0.3
Average Length of Stay in Hawai'i	14.65	14.85	-1.4	14.65	14.85	-1.4
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	29,555	29,847	-1.0	29,555	29,847	-1.0
Hotel only	21,916	22,502	-2.6	21,916	22,502	-2.6
Plan to stay in Condo	28,877	29,394	-1.8	28,877	29,394	-1.8
Condo only	23,490	23,841	-1.5	23,490	23,841	-1.5
Plan to stay in Timeshare	7,785	7,109	9.5	7,785	7,109	9.5
Timeshare only	5,377	4,928	9.1	5,377	4,928	9.1
Cruise Ship	856	965	-11.3	856	965	-11.3
Friends/Relatives	4,029	3,353	20.2	4,029	3,353	20.2
Bed & Breakfast	1,381	1,227	12.5	1,381	1,227	12.5
Other	687	807	-14.8	687	807	-14.8

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

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

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	66,898	65,442	2.2	66,898	65,442	2.2
Honeymoon/Get Married	1,684	1,965	-14.3	1,684	1,965	-14.3
Honeymoon	1,406	1,621	-13.3	1,406	1,621	-13.3
Get Married	381	498	-23.4	381	498	-23.4
Pleasure/Vacation	65,588	63,908	2.6	65,588	63,908	2.6
Mtgs/Conventions/Incentive	3,639	4,212	-13.6	3,639	4,212	-13.6
Conventions	2,955	3,105	-4.8	2,955	3,105	-4.8
Corporate Meetings	391	1,072	-63.5	391	1,072	-63.5
Incentive	408	245	66.7	408	245	66.7
Other Business	588	901	-34.8	588	901	-34.8
Visit Friends/Rel.	2,825	2,605	8.4	2,825	2,605	8.4
Govt/Military	83	117	-29.5	83	117	-29.5
Attend School	108	136	-20.8	108	136	-20.8
Sport Events	896	691	29.8	896	691	29.8
<b>TRAVEL STATUS</b>						
First Timers (%)**	28.4	28.8	-0.4	28.4	28.8	-0.4
Repeaters (%)**	71.6	71.2	0.4	71.6	71.2	0.4
Average # of Trips	4.44	4.27	4.0	4.44	4.27	4.0
Group Tour	2,374	1,395	70.2	2,374	1,395	70.2
Non-Group	69,968	68,773	1.7	69,968	68,773	1.7
Package Trip	13,623	13,931	-2.2	13,623	13,931	-2.2
No Package	58,719	56,236	4.4	58,719	56,236	4.4
Net True Independent	58,276	55,738	4.6	58,276	55,738	4.6
Ave. Age	50	50	-0.1	50	50	-0.1
Ave. Party Size	2.09	2.10	-0.3	2.09	2.10	-0.3

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	JANUARY			YEAR-TO-DATE		
	2015P	2014P	% CHANGE	2015P	2014P	% CHANGE
VISITOR DAYS	174,416	207,941	-16.1	174,416	207,941	-16.1
TOTAL VISITORS	20,775	27,393	-24.2	20,775	27,393	-24.2
ARRIVED BY SHIP	9,258	17,680	-47.6	9,258	17,680	-47.6
ARRIVED BY AIR	11,517	9,713	18.6	11,517	9,713	18.6
NUMBER OF SHIP ARRIVALS	7	12	-41.7	7	12	-41.7
<b>ISLANDS VISITED</b>						
Oahu	20,775	27,392	-24.2	20,775	27,392	-24.2
Kauai	18,916	26,774	-29.3	18,916	26,774	-29.3
Maui County	19,506	26,816	-27.3	19,506	26,816	-27.3
Maui	19,506	26,816	-27.3	19,506	26,816	-27.3
Molokai	249	345	-27.9	249	345	-27.9
Lanai	367	615	-40.3	367	615	-40.3
Hawai'i Island	20,235	27,392	-26.1	20,235	27,392	-26.1
Average Islands Visited	3.9	3.99	-3.5	3.9	3.99	-3.5
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawaii before Cruise	1.41	0.83	69.8	1.41	0.83	69.8
Days in Hawaii during Cruise	5.76	5.37	7.2	5.76	5.37	7.2
Days in Hawaii after Cruise	1.23	1.39	-11.6	1.23	1.39	-11.6
Total days in Hawai'i	8.40	7.59	10.6	8.40	7.59	10.6
<b>ACCOMMODATIONS</b>						
Hotel	11,084	11,962	-7.3	11,084	11,962	-7.3
Hotel only	9,810	9,964	-1.5	9,810	9,964	-1.5
Condo	1,030	1,529	-32.6	1,030	1,529	-32.6
Condo only	267	356	-24.9	267	356	-24.9
Timeshare	802	1,036	-22.6	802	1,036	-22.6
Timeshare Only	336	311	7.9	336	311	7.9
Bed & Breakfast	213	261	-18.4	213	261	-18.4
Bed & Breakfast only	30	58	-48.8	30	58	-48.8
Friends & relatives	532	645	-17.5	532	645	-17.5
Other accommodation	828	1,385	-40.2	828	1,385	-40.2
Accommodation (NET)	12,669	13,912	-8.9	12,669	13,912	-8.9
Cruise only	8,106	13,481	-39.9	8,106	13,481	-39.9
<b>TRAVEL STATUS</b>						
% First timers	47.9	36.6	11.38	47.9	36.6	11.38
% Repeat visitors	52.1	63.4	-11.38	52.1	63.4	-11.38

Source: Hawai'i Tourism Authority

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

January	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
<b>Total Seats</b>	<b>999,319</b>	<b>946,549</b>	<b>5.6</b>	<b>673,548</b>	<b>662,208</b>	<b>1.7</b>	<b>198,604</b>	<b>164,413</b>	<b>20.8</b>	<b>66,197</b>	<b>61,923</b>	<b>6.9</b>	<b>2,002</b>	<b>3,804</b>	<b>-47.4</b>	<b>58,968</b>	<b>54,201</b>	<b>8.8</b>
<b>Scheduled</b>	<b>993,217</b>	<b>938,772</b>	<b>5.8</b>	<b>667,446</b>	<b>654,431</b>	<b>2.0</b>	<b>198,604</b>	<b>164,413</b>	<b>20.8</b>	<b>66,197</b>	<b>61,923</b>	<b>6.9</b>	<b>2,002</b>	<b>3,804</b>	<b>-47.4</b>	<b>58,968</b>	<b>54,201</b>	<b>8.8</b>
<b>Charters</b>	<b>6,102</b>	<b>7,777</b>	<b>-21.5</b>	<b>6,102</b>	<b>7,777</b>	<b>-21.5</b>												
<b>Domestic</b>	<b>658,530</b>	<b>602,810</b>	<b>9.2</b>	<b>374,417</b>	<b>356,805</b>	<b>4.9</b>	<b>168,789</b>	<b>137,709</b>	<b>22.6</b>	<b>59,748</b>	<b>55,685</b>	<b>7.3</b>	<b>2,002</b>	<b>3,804</b>	<b>-47.4</b>	<b>53,574</b>	<b>48,807</b>	<b>9.8</b>
<b>Scheduled</b>	<b>654,666</b>	<b>598,118</b>	<b>9.5</b>	<b>370,553</b>	<b>352,113</b>	<b>5.2</b>	<b>168,789</b>	<b>137,709</b>	<b>22.6</b>	<b>59,748</b>	<b>55,685</b>	<b>7.3</b>	<b>2,002</b>	<b>3,804</b>	<b>-47.4</b>	<b>53,574</b>	<b>48,807</b>	<b>9.8</b>
<b>Charters</b>	<b>3,864</b>	<b>4,692</b>	<b>-17.6</b>	<b>3,864</b>	<b>4,692</b>	<b>-17.6</b>												
<b>US West</b>	<b>577,787</b>	<b>526,470</b>	<b>9.7</b>	<b>305,490</b>	<b>287,223</b>	<b>6.4</b>	<b>156,973</b>	<b>130,951</b>	<b>19.9</b>	<b>59,748</b>	<b>55,685</b>	<b>7.3</b>	<b>2,002</b>	<b>3,804</b>	<b>-47.4</b>	<b>53,574</b>	<b>48,807</b>	<b>9.8</b>
...Anchorage	7,172	7,536	-4.8	3,260	4,867	-33.0	2,282	2,041	11.8	1,630	628	159.6						
...Bellingham	5,216	9,999	-47.8	2,445	5,592	-56.3	2,771	4,407	-37.1									
...Boise	0	902	-100.0	0	902	-100.0												
...Denver	17,528	11,830	48.2	10,664	6,734	58.4	3,718	3,640	2.1	1,573	728	116.1				1,573	728	116.1
...Las Vegas	25,014	24,599	1.7	25,014	24,599	1.7												
...Los Angeles	192,291	177,783	8.2	107,152	98,036	9.3	44,869	37,748	18.9	18,391	17,720	3.8	2,002	3,804	-47.4	19,877	20,475	-2.9
...Oakland	28,283	26,428	7.0	10,148	9,921	2.3	13,082	11,640	12.4	2,934	2,826	3.8				2,119	2,041	3.8
...Phoenix	42,729	40,329	6.0	20,119	19,999	0.6	9,690	8,550	13.3	6,650	6,460	2.9				6,270	5,320	17.9
...Portland	31,445	30,780	2.2	14,167	13,981	1.3	9,454	9,106	3.8	5,053	4,867	3.8				2,771	2,826	-1.9
...Sacramento	13,082	12,896	1.4	8,029	8,029	0.0	5,053	4,867	3.8									
...Salt Lake City	8,091	8,091	0.0	8,091	8,091	0.0												
...San Diego	20,850	20,261	2.9	13,515	13,353	1.2	5,053	4,867	3.8							2,282	2,041	11.8
...San Francisco	81,344	72,200	12.7	41,120	40,239	2.2	23,290	13,597	71.3	11,292	12,722	-11.2				5,642	5,642	0.0
...San Jose	29,098	20,581	41.4	10,963	4,074	169.1	13,082	11,640	12.4	2,119	2,041	3.8				2,934	2,826	3.8
...Seattle	75,644	61,125	23.8	30,803	27,676	11.3	24,629	18,848	30.7	10,106	7,693	31.4				10,106	6,908	46.3
...Spokane	0	1,130	-100.0	0	1,130	-100.0												
<b>US East</b>	<b>76,879</b>	<b>71,648</b>	<b>7.3</b>	<b>65,063</b>	<b>64,890</b>	<b>0.3</b>	<b>11,816</b>	<b>6,758</b>	<b>74.8</b>									
...Atlanta	9,083	9,238	-1.7	9,083	9,238	-1.7												
...Chicago	13,760	13,266	3.7	10,664	13,266	-19.6	3,096	0	NA									
...Dallas	23,108	20,274	14.0	14,388	13,516	6.5	8,720	6,758	29.0									
...Houston	10,664	10,664	0.0	10,664	10,664	0.0												
...New York JFK	10,826	8,526	27.0	10,826	8,526	27.0												
...Newark	7,502	7,502	0.0	7,502	7,502	0.0												
...Washington D.C.	1,936	2,178	-11.1	1,936	2,178	-11.1												

Source: Scheduled seats from Diio 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)

January	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
<b>International</b>	<b>340,789</b>	<b>343,739</b>	<b>-0.9</b>	<b>299,131</b>	<b>305,403</b>	<b>-2.1</b>	<b>29,815</b>	<b>26,704</b>	<b>11.6</b>	<b>6,449</b>	<b>6,238</b>	<b>3.4</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>5,394</b>	<b>5,394</b>	<b>0.0</b>
<b>Scheduled</b>	<b>338,551</b>	<b>340,654</b>	<b>-0.6</b>	<b>296,893</b>	<b>302,318</b>	<b>-1.8</b>	<b>29,815</b>	<b>26,704</b>	<b>11.6</b>	<b>6,449</b>	<b>6,238</b>	<b>3.4</b>				<b>5,394</b>	<b>5,394</b>	<b>0.0</b>
<b>Charters</b>	<b>2,238</b>	<b>3,085</b>	<b>-27.5</b>	<b>2,238</b>	<b>3,085</b>	<b>-27.5</b>												
<b>Japan</b>	<b>165,278</b>	<b>177,800</b>	<b>-7.0</b>	<b>165,278</b>	<b>177,800</b>	<b>-7.0</b>												
...Fukuoka	6,981	15,035	-53.6	6,981	15,035	-53.6												
...Nagoya	18,387	19,065	-3.6	18,387	19,065	-3.6												
...Osaka	32,829	30,256	8.5	32,829	30,256	8.5												
...Sapporo	3,367	3,626	-7.1	3,367	3,626	-7.1												
...Tokyo-HND	28,175	28,267	-0.3	28,175	28,267	-0.3												
...Tokyo-NRT	75,539	81,551	-7.4	75,539	81,551	-7.4												
<b>Canada</b>	<b>64,365</b>	<b>56,342</b>	<b>14.2</b>	<b>22,707</b>	<b>18,006</b>	<b>26.1</b>	<b>29,815</b>	<b>26,704</b>	<b>11.6</b>	<b>6,449</b>	<b>6,238</b>	<b>3.4</b>				<b>5,394</b>	<b>5,394</b>	<b>0.0</b>
...Calgary	9,383	9,387	0.0	1,863	1,863	0.0	7,520	7,524	-0.1									
...Edmonton	2,691	2,484	8.3				2,691	2,484	8.3									
...Toronto	1,680	0	NA	1,680	0	NA												
...Vancouver	50,067	43,791	14.3	18,620	15,463	20.4	19,604	16,696	17.4	6,449	6,238	3.4				5,394	5,394	0.0
...Victoria	544	680	-20.0	544	680	-20.0												
<b>Other Asia</b>	<b>38,010</b>	<b>46,367</b>	<b>-18.0</b>	<b>38,010</b>	<b>46,367</b>	<b>-18.0</b>												
...Beijing	6,903	1,415	387.8	6,903	1,415	387.8												
...Seoul	24,955	31,741	-21.4	24,955	31,741	-21.4												
...Shanghai	3,696	6,332	-41.6	3,696	6,332	-41.6												
...Taipei	2,456	6,879	-64.3	2,456	6,879	-64.3												
<b>Oceania</b>	<b>43,893</b>	<b>37,903</b>	<b>15.8</b>	<b>43,893</b>	<b>37,903</b>	<b>15.8</b>												
...Auckland	7,800	7,332	6.4	7,800	7,332	6.4												
...Brisbane	9,231	3,626	154.6	9,231	3,626	154.6												
...Melbourne	3,939	4,848	-18.8	3,939	4,848	-18.8												
...Sydney	22,923	22,097	3.7	22,923	22,097	3.7												
<b>Other</b>	<b>27,005</b>	<b>22,242</b>	<b>21.4</b>	<b>27,005</b>	<b>22,242</b>	<b>21.4</b>												
...Apia	1,154	820	40.7	1,154	820	40.7												
...Christmas	488	610	-20.0	488	610	-20.0												
...Guam	10,664	10,788	-1.1	10,664	10,788	-1.1												
...Majuro	2,015	2,170	-7.1	2,015	2,170	-7.1												
...Manila	7,996	3,432	133.0	7,996	3,432	133.0												
...Nadi	334	656	-49.1	334	656	-49.1												
...Pago Pago	2,590	2,590	0.0	2,590	2,590	0.0												
...Papeete	1,764	1,176	50.0	1,764	1,176	50.0												

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