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HTA Release (14-40)

## **TOTAL VISITOR EXPENDITURES INCREASED 3.4 PERCENT IN NOVEMBER 2014**

### **Total Visitor Arrivals Rose 2.2 Percent**

HONOLULU – Total expenditures by visitors who came to the Hawaiian Islands in November 2014 increased 3.4 percent to \$1.1 billion<sup>1</sup>, compared to last November,<sup>2</sup> according to preliminary statistics released today by the Hawaii Tourism Authority (HTA). Total arrivals grew 2.2 percent to 637,664 visitors. The average daily spending of \$194 per person was up in November 2014 from \$192 per person last November.

Arrivals by air from U.S. West rose 4.3 percent to 267,696 visitors in November 2014. Higher daily spending (+4.5% to \$162 per person) also contributed to a 7.4 percent growth in visitor expenditures to \$398.9 million. While U.S. East arrivals of 108,872 visitors (-0.2%) were similar to November 2013, a noticeable increase in daily spending (+14.6% to \$213 per person) elevated visitor expenditures to \$237 million (+16.8%).

Despite growth in Japanese arrivals (+1.8% to 122,191 visitors), lower daily spending (-5.5% to \$278 per person) resulted in a 4.7 percent decrease in visitor expenditures to \$187.1 million. Canadian arrivals of 45,604 visitors (+0.2%) were comparable to November 2013 but visitor expenditures fell 12.3 percent to \$92 million.

Arrivals from All Other markets totaled 84,686 visitors (+8.8%) with combined expenditures of \$183.6 million (-0.5%). Arrivals by cruise ships dropped 42.8 percent to 8,616 visitors.

Visitor arrivals grew on Hawaii Island (+4.8%), Maui (+3.6%) and O'ahu (+2.7%) while arrivals to Kaua'i (+0.2%) were about the same as November 2013. Visitor expenditures were higher on Maui (+16.8% to \$314.1 million), Hawaii Island (+6.8% to \$141.7 million) and Kaua'i (+3.4% to \$103 million). In contrast, visitor expenditures on O'ahu declined (-3.7% to \$530.4 million) compared to last November.

Air capacity to the Hawaiian Islands were up 2.8 percent to 887,913 total seats in November 2014. Compared to a year ago, there were more scheduled seats from Oceania (+15.9%), U.S. East (+6%), U.S. West (+5.5%) and Canada (+5.4%) offsetting fewer seats from Japan (-8.1%).

### **Year-to-Date 2014:**

Total expenditures by all visitors (by air and by cruise ship) rose 2.3 percent to \$13.3 billion in the first 11 months of 2014, boosted by higher daily spending and a slight gain in arrivals (+0.9% to 7,517,413 visitors). Visitor expenditures from U.S. West (+3.3% to \$4.5 billion), U.S. East (+3.9% to \$3.3 billion) and Canada (+1.1% to \$932 million) were higher, but Japanese visitor expenditures showed a loss of 3.4 percent to \$2.2 billion.

Through the first 11 months of 2014, arrivals by air to O'ahu rose 1.9 percent to 4,695,479 visitors. Maui arrivals of 2,170,654 visitors were up 1.1 percent from year-to-date 2013. There were 1,305,986 visitors to Hawaii Island (-0.3%) and 1,012,649 visitors to Kaua'i (-1%).

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

### November 2014 Arrivals at a Glance

CATEGORY AND MMA	Nov 2014p	Nov 2013	% change	YTD 2014p*	YTD 2013	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,101.3</b>	<b>1,064.7</b>	<b>3.4</b>	<b>13,315.0</b>	<b>13,021.9</b>	<b>2.3</b>
Total by air	1,098.6	1,060.2	3.6	13,277.3	12,967.5	2.4
U.S. West	398.9	371.5	7.4	4,496.3	4,353.4	3.3
U.S. East	237.0	202.9	16.8	3,326.6	3,202.7	3.9
Japan	187.1	196.3	-4.7	2,199.2	2,277.3	-3.4
Canada	92.0	104.9	-12.3	932.0	922.2	1.1
All Others	183.6	184.6	-0.5	2,323.1	2,211.9	5.0
Visitor arrivals by cruise ships	2.8	4.5	-38.3	37.8	54.4	-30.6
<b>TOTAL VISITOR DAYS</b>	<b>5,664,695</b>	<b>5,546,470</b>	<b>2.1</b>	<b>67,985,063</b>	<b>67,808,655</b>	<b>0.3</b>
Total by air	5,617,167	5,469,043	2.7	67,392,745	67,010,430	0.6
U.S. West	2,463,907	2,398,722	2.7	27,935,755	27,972,234	-0.1
U.S. East	1,113,039	1,092,167	1.9	16,215,659	16,157,919	0.4
Japan	673,165	667,328	0.9	7,994,241	8,247,095	-3.1
Canada	592,844	591,965	0.1	5,775,534	5,648,459	2.2
All Others	774,212	718,861	7.7	9,471,556	8,984,723	5.4
Visitor arrivals by cruise ships	47,528	77,427	-38.6	592,318	798,225	-25.8
<b>VISITOR ARRIVALS</b>	<b>637,664</b>	<b>624,101</b>	<b>2.2</b>	<b>7,517,413</b>	<b>7,453,695</b>	<b>0.9</b>
Total by air	629,048	609,049	3.3	7,407,132	7,299,878	1.5
U.S. West	267,696	256,577	4.3	2,964,057	2,944,305	0.7
U.S. East	108,872	109,075	-0.2	1,561,326	1,556,989	0.3
Japan	122,191	120,041	1.8	1,382,696	1,386,734	-0.3
Canada	45,604	45,528	0.2	453,355	448,210	1.1
All Others	84,686	77,829	8.8	1,045,697	963,640	8.5
Visitor arrivals by cruise ships	8,616	15,051	-42.8	110,281	153,817	-28.3
<b>AVERAGE LENGTH OF STAY</b>	<b>8.88</b>	<b>8.89</b>	<b>0.0</b>	<b>9.04</b>	<b>9.10</b>	<b>-0.6</b>
Total by air	8.93	8.98	-0.6	9.10	9.18	-0.9
U.S. West	9.20	9.35	-1.5	9.42	9.50	-0.8
U.S. East	10.22	10.01	2.1	10.39	10.38	0.1
Japan	5.51	5.56	-0.9	5.78	5.95	-2.8
Canada	13.00	13.00	0.0	12.74	12.60	1.1
All Others	9.14	9.24	-1.0	9.06	9.32	-2.9
Visitor arrivals by cruise ships	5.52	5.14	7.2	5.37	5.19	3.5
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>194.4</b>	<b>192.0</b>	<b>1.3</b>	<b>195.9</b>	<b>192.0</b>	<b>2.0</b>
Total by air	195.6	193.8	0.9	197.0	193.5	1.8
U.S. West	161.9	154.9	4.5	161.0	155.6	3.4
U.S. East	212.9	185.8	14.6	205.1	198.2	3.5
Japan	277.9	294.1	-5.5	275.1	276.1	-0.4
Canada	155.3	177.2	-12.4	161.4	163.3	-1.2
All Others	237.1	256.8	-7.7	245.3	246.2	-0.4
Visitor arrivals by cruise ships	58.2	57.9	0.6	63.8	68.2	-6.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,727.1</b>	<b>1,705.9</b>	<b>1.2</b>	<b>1,771.2</b>	<b>1,747.0</b>	<b>1.4</b>
Total by air	1,746.4	1,740.7	0.3	1,792.5	1,776.4	0.9
U.S. West	1,490.1	1,447.8	2.9	1,516.9	1,478.6	2.6
U.S. East	2,176.7	1,860.6	17.0	2,130.6	2,057.0	3.6
Japan	1,530.9	1,634.9	-6.4	1,590.5	1,642.2	-3.1
Canada	2,018.2	2,304.6	-12.4	2,055.8	2,057.6	-0.1
All Others	2,167.9	2,371.7	-8.6	2,221.6	2,295.4	-3.2
Visitor arrivals by cruise ships	321.3	297.9	7.8	342.5	353.7	-3.2

P=Preliminary data.

Source:Hawaii Tourism Authority

\* Note; January – August 2014 visitor statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the Federal Office of Travel and Tourism Industries (OTTI).

**Year-to-Date 2014 (continued):**

Higher daily spending on the neighbor islands contributed to growth in total visitor expenditures on Maui (+11.9% to \$3.7 billion), Hawai'i Island (+5.4% to \$1.7 billion) and Kaua'i (+6.6% to \$1.3 billion) compared to year-to-date 2013. Lower daily spending and a shorter average length of stay resulted in a 3.7 percent drop in O'ahu visitor expenditures to \$6.4 billion.

There were 110,281 visitors who came by cruise ships to the Hawaiian Islands, down 28.3 percent from year-to-date 2013.

**Other Highlights:**

- In the U.S. West Pacific region (+3.9%), there were more visitor arrivals from California (+5.6%) boosted by increases from the Los Angeles, San Francisco, San Diego, San Jose and Sacramento metro areas. For the Mountain region (+6%), growth was led by Nevada (+8.8%) and Utah (+6.2%). Through November 2014, arrivals from the Pacific region rose 1 percent, while arrivals from the Mountain region dipped slightly (-0.7%) compared to the first 11 months of 2013.
- For U.S. East, small declines in arrivals from the West North Central (-1.7%) and Mid Atlantic (-0.8%) regions were offset by increases from the New England (+2.7%), South Atlantic (+1.4%) and East South Central (+0.9%) regions. Through the first 11 months of 2014, more visitors came from the West South Central (+3.5%), South Atlantic (+3.4%) and West North Central (+1.2%) regions.
- The number of honeymoon visitors to the islands have shown year-over-year growth in the last eight months of 2014. U.S. West honeymoon visitors have been increasing since May. For the month of November 2014, honeymooners rose 13.2 percent to 61,248 visitors, with double-digit increases from Japan (+21.5% to 28,119), U.S. West (+47.6% to 11,636) and U.S. East (+20% to 7,509). Canadian honeymooners, while still a relatively small segment, also showed significant growth (+60% to 1,654) from last November. For the first 11 months of 2014, there were 569,582 honeymoon visitors, up 8.3 percent year-to-date.
- More visitors also came to get married (+18.3%) compared to November 2013, driven by growth from U.S. West (+15.6% to 3,075), U.S. East (+25.0% to 1,523), Canada (+93.4% to 465), and All Other Markets (+161.5% to 952). However, through November 2014, the number of visitors who came to get married (-2.3% 109,593 visitors) remained below year-to-date 2013.
- The total number of visitors who came for meetings, conventions and incentives (MCI) jumped 57.1 percent to 42,798, with large increases in conventions (+48.2% to 22,573) and corporate meetings (+57.6% to 6,937). Contributing to this growth was the Jehovah's Witnesses' international convention. There was also a surge in incentive visitors (+80.9% to 14,690), largely from the Japanese market (+78.5% to 7,908). Through the first 11 months of 2014, there were 441,569 MCI visitors, up 11.2 percent from the same period last year.
- U.S. West saw an increase in hotel stays (+7.1% to 133,216), as well as use of alternative accommodations such as bed and breakfast properties (+9%) and other types (+16.3%), compared to November 2013. Among Japanese visitors, considerably more stayed in condominiums (+20% to 10,440) and timeshare properties (+23.5% 4,462).

### November 2014 Island Highlights

CATEGORY AND ISLAND	Nov 2014p	Nov 2013	% change	YTD 2014p*	YTD 2013	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,101.3</b>	<b>1,064.7</b>	<b>3.4</b>	<b>13,315.0</b>	<b>13,021.9</b>	<b>2.3</b>
Total by air	1,098.6	1,060.2	3.6	13,277.3	12,967.5	2.4
O'ahu	530.4	551.0	-3.7	6,430.5	6,675.4	-3.7
Maui	314.1	268.9	16.8	3,683.7	3,293.1	11.9
Moloka'i	3.4	2.2	56.6	29.9	27.1	10.2
Lāna'i	5.9	5.7	3.2	62.4	71.7	-13.1
Kaua'i	103.0	99.6	3.4	1,335.8	1,253.7	6.6
Hawai'i Island	141.7	132.7	6.8	1,735.0	1,646.5	5.4
Visitor arrivals by cruise ships	2.8	4.5	-38.3	37.8	54.4	-30.6
<b>TOTAL VISITOR DAYS</b>	<b>5,664,695</b>	<b>5,546,470</b>	<b>2.1</b>	<b>67,985,063</b>	<b>67,808,655</b>	<b>0.3</b>
Total by air	5,617,167	5,469,043	2.7	67,392,745	67,010,430	0.6
O'ahu	2,579,716	2,501,746	3.1	31,705,931	31,914,200	-0.7
Maui	1,555,463	1,518,456	2.4	17,715,151	17,328,474	2.2
Moloka'i	28,585	23,534	21.5	240,598	229,687	4.8
Lāna'i	17,892	19,864	-9.9	194,520	232,115	-16.2
Kaua'i	622,011	628,367	-1.0	7,779,195	7,753,656	0.3
Hawai'i Island	813,500	777,076	4.7	9,757,352	9,552,297	2.1
Visitor arrivals by cruise ships	47,528	77,427	-38.6	592,318	798,225	-25.8
<b>VISITOR ARRIVALS</b>	<b>637,664</b>	<b>624,101</b>	<b>2.2</b>	<b>7,517,413</b>	<b>7,453,695</b>	<b>0.9</b>
Total by air	629,048	609,049	3.3	7,407,132	7,299,878	1.5
O'ahu	392,076	381,627	2.7	4,695,479	4,606,466	1.9
Maui	187,315	180,874	3.6	2,170,654	2,147,641	1.1
Moloka'i	5,318	4,354	22.1	52,836	49,537	6.7
Lāna'i	5,483	5,507	-0.5	59,975	67,558	-11.2
Kaua'i	82,105	81,961	0.2	1,012,649	1,022,695	-1.0
Hawai'i Island	106,790	101,943	4.8	1,305,986	1,310,476	-0.3
Visitor arrivals by cruise ships	8,616	15,051	-42.8	110,281	153,817	-28.3
<b>AVERAGE LENGTH OF STAY</b>	<b>8.88</b>	<b>8.89</b>	<b>0.0</b>	<b>9.04</b>	<b>9.10</b>	<b>-0.6</b>
Total by air	8.93	8.98	-0.6	9.10	9.18	-0.9
O'ahu	6.58	6.56	0.4	6.75	6.93	-2.5
Maui	8.30	8.40	-1.1	8.16	8.07	1.1
Moloka'i	5.38	5.41	-0.6	4.55	4.64	-1.8
Lāna'i	3.26	3.61	-9.5	3.24	3.44	-5.6
Kaua'i	7.58	7.67	-1.2	7.68	7.58	1.3
Hawai'i Island	7.62	7.62	-0.1	7.47	7.29	2.5
Visitor arrivals by cruise ships	5.52	5.14	7.2	5.37	5.19	3.5
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>194.4</b>	<b>192.0</b>	<b>1.3</b>	<b>195.9</b>	<b>192.0</b>	<b>2.0</b>
Total by air	195.6	193.8	0.9	197.0	193.5	1.8
O'ahu	205.6	220.2	-6.6	202.8	209.2	-3.0
Maui	201.9	177.1	14.0	207.9	190.0	9.4
Moloka'i	120.2	93.2	28.9	124.1	118.0	5.2
Lāna'i	328.8	286.9	14.6	320.6	309.1	3.7
Kaua'i	165.6	158.5	4.4	171.7	161.7	6.2
Hawai'i Island	174.2	170.8	2.0	177.8	172.4	3.2
Visitor arrivals by cruise ships	58.2	57.9	0.6	63.8	68.2	-6.4
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,727.1</b>	<b>1,705.9</b>	<b>1.2</b>	<b>1,771.2</b>	<b>1,747.0</b>	<b>1.4</b>
Total by air	1,746.4	1,740.7	0.3	1,792.5	1,776.4	0.9
O'ahu	1,352.8	1,443.8	-6.3	1,369.5	1,449.1	-5.5
Maui	1,677.0	1,486.8	12.8	1,697.1	1,533.3	10.7
Moloka'i	645.9	503.9	28.2	565.2	547.1	3.3
Lāna'i	1,072.9	1,034.7	3.7	1,039.9	1,062.0	-2.1
Kaua'i	1,254.3	1,215.5	3.2	1,319.1	1,225.8	7.6
Hawai'i Island	1,327.3	1,302.1	1.9	1,328.5	1,256.4	5.7
Visitor arrivals by cruise ships	321.3	297.9	7.8	342.5	353.7	-3.2

P=Preliminary data.

Source:Hawai'i Tourism Authority

Note; January – August 2014 visitor statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the Federal Office of Travel and Tourism Industries (OTTI). Correspondingly, island visitor statistics were also revised.

### Highlights from All Other Markets\*:

January through August 2014 international visitor statistics were revised with updated information received from the Federal Office of Travel and Tourism Industries (OTTI).

- **Australia:** Arrivals from Australia increased 5.1 percent to 24,431 visitors in November 2014. For the first 11 months of 2014, arrivals rose 1.5 percent to 281,970 visitors. The average daily spending was \$260 per person, down from \$268 per person in 2013.
- **New Zealand:** Arrivals grew 61.1 percent to 5,346 visitors. Year-to-date through November, arrivals from New Zealand climbed 23.5 percent to 57,188 visitors.
- **China:** Arrivals from China jumped 56.6 percent to 9,942 visitors in November 2014. Year-to-date arrivals were up 25.8 percent to 146,968 visitors. Average spending by these visitors increased 2.8 percent to \$401 per person through November 2014, and continued to be the highest spending visitors compared to all other markets.
- **Korea:** There were 11,235 visitors from Korea in November 2014, a decline of 37.4 percent from last November. Through November 2014, arrivals decreased 2.1 percent to 156,540 visitors. Korean visitors in the first 11 months of 2014 spent less on a daily basis (\$262 per person) compared to same period in 2013 (\$268 per person).
- **Taiwan:** Arrivals from Taiwan fell 4 percent to 2,152 visitors. For the first 11 months of 2014, arrivals decreased 1.4 percent to 20,546 visitors.
- **Europe:** There were 9,479 visitors from the major market area in Europe (United Kingdom, France, Germany, Italy and Switzerland) in November 2014, up 4.8 percent from a year ago. Through November, arrivals from this market rose 4.7 percent to 132,889 visitors.
- **Latin America:** A total of 1,686 visitors (+3.5%) came from Latin America in November 2014. For year-to-date 2014, there were 26,295 visitors (-2.2%) from the region.

### Island Highlights for November 2014:

- **O'ahu:** In November 2014, visitor expenditures on O'ahu declined 3.7 percent to \$530.4 million while arrivals rose 2.7 percent to 392,076 visitors. However, daily spending (-6.6% to \$206 per person) was lower compared to November 2013.
- **Maui:** Growth in arrivals (+3.6% to 187,315 visitors) and higher daily spending (+14.0% to \$202 per person) contributed to a 17 percent increase in visitor expenditures to \$314.1 million.
- **Kaua'i:** Visitor expenditures on Kaua'i increased 3.4 percent to \$103 million. Arrivals of 82,105 visitors (+0.2%) were comparable to November 2013, but the daily spending (+4.4% to \$166 per person) was much higher than a year ago.

**Hawai'i Island:** Visitor expenditures on Hawai'i Island grew 6.8 percent to \$141.7 million in November 2014. Arrivals increased 4.8 percent to 106,790, visitors while the average daily spending was \$174 per person (+2.0%).

**Air Seats to Hawai'i (Table 9, page 23):**

- Air capacity to Hawai'i increased 2.8 percent to 887,913 total seats in November 2014. There were more seats to Kahului (+13.5% to 161,238), Kona (+1.1% to 52,099) and Līhu'e (+6.9% to 49,765), while the number of seats to Honolulu (+0.2% to 621,423) and Hilo (-0.3% to 3,388) were similar to November 2013.
- Scheduled air seats grew 3 percent to 882,842. Total charter seats declined 21.6 percent to 5,071 due to fewer international charter flights.
- In the fourth quarter of 2013, many domestic carriers lessened their seat inventory to improve profit margins. A year later, there were more scheduled seats from U.S. West (+5.5%) compared to November 2013. Increased service from Las Vegas (+4.9%), Los Angeles (+11.1%), Oakland (+10.1%), Portland (+3.8%), San Diego (+5.4%), San Jose (+10.4%) and Seattle (+12%) were offset by reduced service from Anchorage (-14.6%), Bellingham (-50.7%) and Denver (-11%).
- Scheduled seats from U.S. East rose 6 percent. Growth in seats out of Chicago (+15.3%), Dallas (+9.2%), Houston (+3.4%) and New York JFK (+4%) compensated for a slight drop in seats from Atlanta (-1.7%).
- Scheduled seats from Japan decreased 8.1 percent in November 2014. The number of seats out of Fukuoka (-64.3%) dropped by more than half, as Hawaiian Airlines discontinued this route in July 2014. There were also fewer seats out of Nagoya (-11%) and Narita (-6.7%), which were partially offset by more seats from Osaka (+9.8%).
- Scheduled seats from Oceania grew 15.9 percent, due to increased service out of Brisbane (+38.5%), Melbourne (+44.4%) and Sydney (+6.1%). In addition, seats out of Auckland rose 21.2 percent from November 2013.
- There were 37,080 scheduled seats from Other Asia (+0.8%) in November 2014. Of these, 6,903 were new seats out of Beijing. Seats out of Shanghai rose 15.4 percent. In contrast, the loss of one airline serving Taipei resulted in a 56 percent decline in scheduled seats. The number of seats from Seoul was down 13.4 percent from last November.
- For the first 11 months of 2014, total air seats rose 2.6 percent to 10,257,947. A slight growth in seats to Honolulu (+0.8%) and more seats to Kahului (+6.2%), Kona (+10.8%) and Līhu'e (+8.5%) offset fewer seats to Hilo (-4.7%). There was growth in scheduled seats from Other Asia (+13.8%), Canada (+7.3%), U.S. West (+4.4%), Oceania (+2.7%) and U.S. East (+1.7%). Seats out of Japan were relatively unchanged from year-to-date 2013.

**Cruise Ship Visitors (Table 8, page 22):**

- Arrivals by cruise ships declined 42.8 percent from November 2013. Six out-of-state cruise ships (average capacity of 1,400+ passengers) came in November 2014 with 8,616 visitors. In comparison, seven larger ships (average capacity of 2,100+ passengers) came in November 2013 with 15,051 visitors on board. Arrivals by air to embark Hawai'i home-ported cruise ships increased 9.6 percent compared to a year ago.
- Through November 2014, there were 110,282 visitors who entered the islands aboard 63 out-of-state cruise ships. This was down 28.3 percent from year-to-date 2013 when 153,817 visitors came on 76 cruise ships.
- A total of 219,904 cruise visitors came by cruise ships or by air to board cruise ships in the first 11 months of 2014, which was a decline of 15.8 percent from the same period last year.

**\*Technical Notes:** January through August 2014 arrivals statistics for Japan, Other Asia, Oceania, Europe and Latin America MMA countries were revised with updated information received from the Federal Office of Travel and Tourism Industries (OTTI). Correspondingly, visitor days and expenditure statistics by MMA and by island were also recalculated. Updated data tables are available on the HTA website at: [www.hawaii tourism authority.org](http://www.hawaii tourism authority.org).

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

TABLE 1. TOTAL VISITORS BY AIR

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	629,048	609,049	3.3	7,407,132	7,299,878	1.5
Domestic	411,568	400,511	2.8	4,973,543	4,943,584	0.6
International	217,480	208,538	4.3	2,433,589	2,356,294	3.3
VISITOR DAYS	5,617,167	5,469,043	2.7	67,392,745	67,010,430	0.6
AVERAGE DAILY CENSUS	187,239	182,301	2.7	201,775	200,630	0.6
TOTAL AIR SEATS	887,913	863,617	2.8	9,205,719	9,931,660	-7.3
TOTAL LOAD FACTOR (%)	83.9	82.9	0.9	85.9	87.4	-1.4
ISLANDS VISITED						
O'ahu	392,076	381,627	2.7	4,695,479	4,606,466	1.9
O'ahu only	299,365	288,876	3.6	3,528,723	3,416,745	3.3
O'ahu one day or less	15,397	15,326	0.5	192,815	156,313	23.4
Kaua'i	82,105	81,961	0.2	1,012,649	1,022,695	-1.0
Kaua'i only	45,034	45,209	-0.4	537,332	547,058	-1.8
Kaua'i one day or less	9,107	8,275	10.0	100,554	97,721	2.9
Maui County	190,896	184,109	3.7	2,205,521	2,186,362	0.9
Maui	187,315	180,874	3.6	2,170,654	2,147,641	1.1
Maui only	121,011	115,213	5.0	1,338,579	1,313,756	1.9
Maui one day or less	12,161	11,651	4.4	142,092	149,662	-5.1
Moloka'i *	5,318	4,354	22.1	52,836	49,537	6.7
Moloka'i only *	673	625	7.7	5,853	6,299	-7.1
Moloka'i one day or less*	3,063	2,333	31.3	28,787	25,415	13.3
Lāna'i *	5,483	5,507	-0.5	59,975	67,558	-11.2
Lāna'i only *	851	846	0.6	6,998	9,761	-28.3
Lāna'i one day or less*	2,906	2,795	4.0	32,299	32,791	-1.5
Hawai'i Island	106,790	101,943	4.8	1,305,986	1,310,476	-0.3
Kona side	91,442	86,438	5.8	1,098,074	1,095,984	0.2
Hilo side	36,467	36,075	1.1	480,405	480,350	0.0
Hawai'i Island only	52,305	49,423	5.8	601,267	597,464	0.6
Hawai'i Island one day or less	10,060	9,906	1.6	116,780	121,530	-3.9
Any Neighbor Island	329,684	320,173	3.0	3,878,409	3,883,133	-0.1
NI only	236,972	227,422	4.2	2,711,653	2,693,412	0.7
Oahu & NI	92,712	92,751	0.0	1,166,756	1,189,721	-1.9
Any one island only	519,238	500,192	3.8	6,018,751	5,891,084	2.2
Multiple Islands	109,810	108,858	0.9	1,388,381	1,408,794	-1.4
Avg. Islands Visited	1.24	1.24	-0.3	1.26	1.26	-0.5
Average Length of Stay in Hawai'i	8.93	8.98	-0.6	9.10	9.18	-0.9
ACCOMMODATIONS						
Plan to stay in Hotel	397,953	383,396	3.8	4,726,509	4,616,469	2.4
Hotel only	352,685	338,788	4.1	4,149,581	4,050,388	2.4
Plan to stay in Condo	111,001	108,778	2.0	1,294,077	1,323,881	-2.3
Condo only	88,879	86,646	2.6	1,005,799	1,031,034	-2.4
Plan to stay in Timeshare	62,345	60,611	2.9	704,364	703,022	0.2
Timeshare only	48,354	47,176	2.5	542,453	543,379	-0.2
Cruise Ship	9,790	9,341	4.8	124,454	114,066	9.1
Friends/Relatives	52,541	53,357	-1.5	623,885	625,487	-0.3
Bed & Breakfast	6,026	6,133	-1.7	74,637	73,356	1.7
Other	8,804	7,243	21.5	100,336	93,822	6.9

\* 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.)

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	516,667	503,281	2.7	6,168,024	6,112,150	0.9
Honeymoon/Get Married	66,192	58,782	12.6	631,730	588,232	7.4
Honeymoon	61,248	54,088	13.2	569,582	525,772	8.3
Get Married	9,922	8,387	18.3	109,593	112,126	-2.3
Pleasure/Vacation	458,442	449,481	2.0	5,606,884	5,584,456	0.4
<b>Mtgs/Conventions/Incentive</b>						
Mtgs/Conventions/Incentive	42,798	27,238	57.1	441,569	397,105	11.2
Conventions	22,573	15,236	48.2	241,844	212,066	14.0
Corporate Meetings	6,937	4,402	57.6	82,442	69,848	18.0
Incentive	14,690	8,121	80.9	138,388	129,209	7.1
<b>Other Business</b>						
Other Business	25,706	20,337	26.4	249,296	221,940	12.3
Visit Friends/Rel.	52,378	52,251	0.2	601,277	600,341	0.2
Govt/Military	6,497	4,778	36.0	82,435	63,665	29.5
Attend School	3,370	529	536.7	28,636	19,136	49.6
Sport Events	8,740	7,823	11.7	80,754	75,487	7.0
<b>TRAVEL STATUS</b>						
First Timers (%)**	33.6	33.7	0.0	35.2	35.0	0.3
Repeaters (%)**	66.4	66.3	0.0	64.8	65.0	-0.3
Average # of Trips	5.20	5.34	-2.6	4.96	4.98	-0.4
<b>Group Tour</b>						
Group Tour	61,333	48,870	25.5	628,386	623,637	0.8
Non-Group	567,715	560,180	1.3	6,778,746	6,676,241	1.5
<b>Package Trip</b>						
Package Trip	209,252	207,885	0.7	2,521,238	2,516,035	0.2
No Package	419,796	401,164	4.6	4,885,894	4,783,843	2.1
Net True Independent	408,166	393,710	3.7	4,775,358	4,683,032	2.0
Ave. Age	45	46	-0.4	45	45	-0.1
Ave. Party Size	2.11	2.07	2.0	2.19	2.19	-0.3

\*\* 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

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
DOMESTIC VISITORS	411,568	400,511	2.8	4,973,543	4,943,584	0.6
DOMESTIC VISITOR DAYS	4,057,973	3,983,683	1.9	49,495,368	49,372,608	0.2
DOMESTIC AVERAGE DAILY CENSUS	135,266	132,789	1.9	148,190	147,822	0.2
DOMESTIC AIR SEATS	602,023	570,505	5.5	6,162,276	6,636,201	-7.1
DOMESTIC LOAD FACTOR (%)	85.5	86.1	-0.7	89.1	91.0	-1.8
ISLANDS VISITED						
O'ahu	196,540	193,966	1.3	2,514,883	2,500,232	0.6
O'ahu only	142,962	140,935	1.4	1,784,329	1,772,723	0.7
O'ahu one day or less	12,656	13,353	-5.2	164,187	130,844	25.5
Kaua'i	71,495	71,890	-0.5	900,988	908,928	-0.9
Kaua'i only	43,456	43,398	0.1	512,566	528,439	-3.0
Kaua'i one day or less	4,734	5,037	-6.0	63,501	57,043	11.3
Maui County	154,393	148,175	4.2	1,825,401	1,789,925	2.0
Maui	151,335	145,168	4.2	1,795,268	1,756,152	2.2
Maui only	106,582	101,865	4.6	1,195,684	1,169,810	2.2
Maui one day or less	5,371	5,357	0.3	71,389	67,090	6.4
Moloka'i *	3,760	3,458	8.7	42,312	38,341	10.4
Moloka'i only *	618	550	12.2	5,573	5,649	-1.3
Moloka'i one day or less *	1,649	1,596	3.3	20,410	17,019	19.9
Lāna'i *	4,360	4,396	-0.8	48,705	52,945	-8.0
Lāna'i only *	792	823	-3.8	6,710	9,449	-29.0
Lāna'i one day or less *	1,991	1,880	5.9	24,620	21,647	13.7
Hawai'i Island	80,369	76,478	5.1	974,983	961,073	1.4
Kona side	70,563	66,902	5.5	845,950	832,895	1.6
Hilo side	25,616	25,478	0.5	335,430	324,996	3.2
Hawai'i Island only	48,104	45,275	6.2	535,732	530,822	0.9
Hawai'i Island one day or less	3,183	3,341	-4.7	41,253	42,959	-4.0
Any Neighbor Island	268,606	259,577	3.5	3,189,214	3,170,861	0.6
NI only	215,028	206,545	4.1	2,458,660	2,443,352	0.6
Oahu & NI	53,578	53,031	1.0	730,554	727,509	0.4
Any one island only	342,513	332,847	2.9	4,040,594	4,016,891	0.6
Multiple Islands	69,055	67,664	2.1	932,949	926,693	0.7
Avg. Islands Visited	1.23	1.24	-0.2	1.26	1.26	0.3
Average Length of Stay in Hawai'i	9.86	9.95	-0.9	9.95	9.99	-0.4
ACCOMMODATIONS						
Plan to stay in Hotel	220,405	209,799	5.1	2,740,412	2,694,309	1.7
Hotel only	185,184	174,928	5.9	2,285,982	2,246,483	1.8
Plan to stay in Condo	83,354	83,883	-0.6	984,213	1,011,890	-2.7
Condo only	66,980	67,420	-0.7	767,662	793,177	-3.2
Plan to stay in Timeshare	53,178	53,245	-0.1	603,426	606,571	-0.5
Timeshare only	41,379	41,702	-0.8	463,941	468,911	-1.1
Cruise Ship	7,851	7,899	-0.6	103,806	93,234	11.3
Friends/Relatives	47,193	46,870	0.7	553,100	560,638	-1.3
Bed & Breakfast	4,991	4,736	5.4	60,010	58,893	1.9
Other	7,593	6,741	12.6	91,566	84,796	8.0

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	337,492	329,579	2.4	4,086,316	4,078,698	0.2
Honeymoon/Get Married	24,207	18,534	30.6	270,465	244,553	10.6
Honeymoon	21,438	15,740	36.2	231,719	209,826	10.4
Get Married	4,976	4,012	24.0	61,764	49,870	23.9
Pleasure/Vacation	318,668	314,169	1.4	3,866,892	3,872,865	-0.2
Mtgs/Conventions/Incentive	25,435	18,242	39.4	311,696	282,625	10.3
Conventions	17,217	12,634	36.3	192,303	170,636	12.7
Corporate Meetings	5,659	3,899	45.1	72,545	62,250	16.5
Incentive	3,879	2,171	78.6	66,309	61,305	8.2
Other Business	24,296	18,494	31.4	231,096	200,867	15.0
Visit Friends/Rel.	46,761	46,763	0.0	531,370	531,963	-0.1
Govt/Military	5,974	4,264	40.1	73,649	57,341	28.4
Attend School	1,995	443	350.7	21,006	12,863	63.3
Sport Events	7,414	6,820	8.7	62,472	58,483	6.8
<b>TRAVEL STATUS</b>						
First Timers (%)**	25.64	25.3	0.3	29.13	29.4	-0.3
Repeaters (%)**	74.36	74.7	-0.3	70.87	70.6	0.3
Average # of Trips	6.31	6.31	-0.1	5.75	5.68	1.1
Group Tour	14,169	10,591	33.8	178,914	163,675	9.3
Non-Group	397,399	389,920	1.9	4,794,629	4,779,909	0.3
Package Trip	78,375	74,889	4.7	1,073,181	1,089,969	-1.5
No Package	333,194	325,622	2.3	3,900,362	3,853,615	1.2
Net True Independent	327,718	321,475	1.9	3,842,144	3,801,818	1.1
Ave. Age of Party Head	47	47	-0.1	47	46	0.5
Ave. Party Size	1.97	1.94	1.8	2.05	2.03	1.0

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
INTERNATIONAL VISITORS	217,480	208,538	4.3	2,433,589	2,356,294	3.3
INTERNATIONAL VISITOR DAYS	1,559,194	1,485,360	5.0	17,897,378	17,637,822	1.5
INTERNATIONAL AVERAGE DAILY CENSUS	51,973	49,512	5.0	53,585	52,808	1.5
INTERNATIONAL AIR SEATS	285,890	293,112	-2.5	3,043,443	3,295,459	-7.6
INTERNATIONAL LOAD FACTOR (%)	80.5	76.7	3.8	79.3	80.1	-0.8
ISLANDS VISITED						
O'ahu	195,537	187,661	4.2	2,180,596	2,106,235	3.5
O'ahu only	156,403	147,942	5.7	1,744,394	1,644,022	6.1
O'ahu one day or less	2,741	1,973	38.9	28,628	25,469	12.4
Kaua'i	10,610	10,072	5.3	111,661	113,767	-1.9
Kaua'i only	1,579	1,811	-12.8	24,766	18,620	33.0
Kaua'i one day or less	4,373	3,238	35.0	37,053	40,679	-8.9
Maui County	36,503	35,934	1.6	380,120	396,437	-4.1
Maui	35,980	35,707	0.8	375,386	391,489	-4.1
Maui only	14,429	13,348	8.1	142,894	143,945	-0.7
Maui one day or less	6,790	6,294	7.9	70,703	82,572	-14.4
Moloka'i *	1,558	896	73.9	10,524	11,196	-6.0
Moloka'i only *	55	74	-25.6	280	650	-56.9
Moloka'i one day or less*	1,414	737	92.0	8,377	8,396	-0.2
Lāna'i *	1,123	1,112	1.0	11,269	14,613	-22.9
Lāna'i only *	58	22	164.1	287	313	-8.1
Lāna'i one day or less*	915	915	0.0	7,679	11,144	-31.1
Hawai'i Island	26,421	25,465	3.8	331,003	349,402	-5.3
Kona side	20,879	19,536	6.9	252,123	263,088	-4.2
Hilo side	10,852	10,597	2.4	144,975	155,354	-6.7
Hawai'i Island only	4,201	4,148	1.3	65,535	66,643	-1.7
Hawai'i Island one day or less	6,878	6,565	4.8	75,527	78,572	-3.9
Any Neighbor Island	61,077	60,596	0.8	689,195	712,272	-3.2
NI only	21,943	20,877	5.1	252,993	250,059	1.2
Oahu & NI	39,134	39,719	-1.5	436,202	462,212	-5.6
Any one island only	176,725	167,345	5.6	1,978,157	1,874,193	5.5
Multiple Islands	40,755	41,193	-1.1	455,432	482,101	-5.5
Avg. Islands Visited	1.25	1.25	-0.3	1.24	1.27	-2.1
Average Length of Stay in Hawai'i	7.17	7.12	0.7	7.35	7.49	-1.8
ACCOMMODATIONS						
Plan to stay in Hotel	177,548	173,597	2.3	1,986,097	1,922,160	3.3
Hotel only	167,500	163,859	2.2	1,863,600	1,803,905	3.3
Plan to stay in Condo	27,647	24,895	11.1	309,863	311,991	-0.7
Condo only	21,899	19,226	13.9	238,137	237,857	0.1
Plan to stay in Timeshare	9,167	7,366	24.5	100,938	96,450	4.7
Timeshare only	6,976	5,474	27.4	78,513	74,469	5.4
Cruise Ship	1,939	1,442	34.4	20,648	20,832	-0.9
Friends/Relatives	5,348	6,488	-17.6	70,785	64,849	9.2
Bed & Breakfast	1,035	1,396	-25.9	14,627	14,463	1.1
Other	1,211	502	141.4	8,770	9,027	-2.8

\* 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.)

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	179,174	173,702	3.2	2,081,708	2,033,453	2.4
Honeymoon/Get Married	41,985	40,248	4.3	361,265	343,679	5.1
Honeymoon	39,810	38,347	3.8	337,862	315,945	6.9
Get Married	4,947	4,376	13.1	47,829	62,256	-23.2
Pleasure/Vacation	139,774	135,312	3.3	1,739,991	1,711,591	1.7
Mtgs/Conventions/Incentive	17,363	8,995	93.0	129,873	114,481	13.4
Conventions	5,355	2,602	105.8	49,541	41,430	19.6
Corporate Meetings	1,278	503	154.0	9,897	7,598	30.3
Incentive	10,811	5,949	81.7	72,080	67,904	6.1
Other Business	1,411	1,843	-23.5	18,200	21,073	-13.6
Visit Friends/Rel.	5,616	5,487	2.4	69,907	68,378	2.2
Govt/Military	523	514	1.8	8,787	6,324	38.9
Attend School	1,374	87	1488.4	7,630	6,273	21.6
Sport Events	1,326	1,004	32.1	18,283	17,004	7.5
<b>TRAVEL STATUS</b>						
First Timers (%)**	48.72	49.6	-0.9	47.65	46.6	1.0
Repeaters (%)**	51.28	50.4	0.9	52.35	53.4	-1.0
Average # of Trips	3.10	3.46	-10.4	3.35	3.50	-4.4
Group Tour	47,164	38,279	23.2	449,472	459,962	-2.3
Non-Group	170,316	170,259	0.0	1,984,117	1,896,332	4.6
Package Trip	130,878	132,996	-1.6	1,448,057	1,426,066	1.5
No Package	86,602	75,542	14.6	985,532	930,228	5.9
Net True Independent	80,448	72,234	11.4	933,214	881,214	5.9
Ave. Age of Party Head	42	42	-0.8	42	43	-1.2
Ave. Party Size	2.38	2.34	2.0	2.46	2.53	-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

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	267,696	256,577	4.3	2,964,057	2,944,305	0.7
Domestic	260,523	249,789	4.3	2,899,742	2,881,117	0.6
International	7,173	6,788	5.7	64,315	63,188	1.8
VISITOR DAYS	2,463,907	2,398,722	2.7	27,935,755	27,972,234	-0.1
AVERAGE DAILY CENSUS	82,130	79,957	2.7	83,640	83,749	-0.1
ISLANDS VISITED						
O'ahu	114,741	111,399	3.0	1,324,120	1,311,317	1.0
O'ahu only	90,791	87,840	3.4	1,032,768	1,027,036	0.6
O'ahu one day or less	5,932	6,309	-6.0	67,247	52,657	27.7
Kaua'i	44,324	45,063	-1.6	517,031	524,631	-1.4
Kaua'i only	32,046	32,460	-1.3	364,794	375,552	-2.9
Kaua'i one day or less	2,255	2,033	10.9	23,397	21,534	8.7
Maui County	99,144	91,788	8.0	1,067,027	1,040,287	2.6
Maui	97,208	89,817	8.2	1,048,518	1,019,821	2.8
Maui only	77,312	71,949	7.5	818,431	801,039	2.2
Maui one day or less	2,967	2,519	17.8	29,165	27,955	4.3
Moloka'i *	2,065	1,883	9.7	21,515	20,318	5.9
Moloka'i only*	399	388	2.7	3,877	4,060	-4.5
Moloka'i one day or less*	859	801	7.2	9,117	8,135	12.1
Lāna'i *	2,500	2,559	-2.3	24,982	26,817	-6.8
Lāna'i only *	599	625	-4.1	4,621	6,130	-24.6
Lāna'i one day or less*	1,029	959	7.3	11,728	10,742	9.2
Hawai'i Island	47,939	45,773	4.7	515,146	511,941	0.6
Kona side	42,783	40,944	4.5	455,907	451,826	0.9
Hilo side	13,233	12,302	7.6	148,939	147,717	0.8
Hawai'i Island only	34,373	32,270	6.5	351,785	351,348	0.1
Hawai'i Island one day or less	1,625	1,812	-10.3	18,706	17,956	4.2
Any Neighbor Island	176,905	168,737	4.8	1,931,289	1,917,269	0.7
NI only	152,955	145,178	5.4	1,639,938	1,632,988	0.4
Oahu & NI	23,950	23,559	1.7	291,351	284,281	2.5
Any one island only	235,519	225,532	4.4	2,576,276	2,565,164	0.4
Multiple Islands	32,177	31,045	3.6	387,782	379,140	2.3
Avg. Islands Visited	1.15	1.16	-0.2	1.16	1.16	0.4
Average Length of Stay in Hawai'i	9.20	9.35	-1.5	9.42	9.50	-0.8
ACCOMMODATIONS						
Plan to stay in Hotel	133,216	124,366	7.1	1,487,165	1,447,207	2.8
Hotel only	113,620	105,389	7.8	1,260,368	1,225,748	2.8
Plan to stay in Condo	59,772	59,275	0.8	663,007	684,156	-3.1
Condo only	49,057	48,646	0.8	537,740	557,818	-3.6
Plan to stay in Timeshare	37,187	36,468	2.0	398,904	402,370	-0.9
Timeshare only	29,511	29,203	1.1	315,231	320,180	-1.5
Cruise Ship	2,506	2,548	-1.6	26,865	22,030	21.9
Friends/Relatives	31,433	31,118	1.0	347,300	353,080	-1.6
Bed & Breakfast	2,735	2,510	9.0	27,588	26,152	5.5
Other	4,791	4,119	16.3	53,754	49,713	8.1

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

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

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	223,181	212,458	5.0	2,456,932	2,448,731	0.3
Honeymoon/Get Married	13,412	9,878	35.8	136,007	118,033	15.2
Honeymoon	11,636	7,884	47.6	111,674	96,021	16.3
Get Married	3,075	2,659	15.6	37,015	30,003	23.4
Pleasure/Vacation	213,228	204,787	4.1	2,350,072	2,352,544	-0.1
Mtgs/Conventions/Incentive	13,212	10,537	25.4	144,333	127,055	13.6
Conventions	8,554	7,078	20.8	87,415	77,118	13.4
Corporate Meetings	3,376	2,540	32.9	38,568	32,291	19.4
Incentive	2,063	1,217	69.6	27,560	22,429	22.9
Other Business	15,941	12,358	29.0	147,064	130,931	12.3
Visit Friends/Rel.	30,909	30,634	0.9	330,380	329,295	0.3
Govt/Military	2,775	1,728	60.6	32,203	23,907	34.7
Attend School	1,252	250	400.2	12,204	7,468	63.4
Sport Events	4,355	3,555	22.5	37,449	36,725	2.0
<b>TRAVEL STATUS</b>						
First Timers (%)**	17.1	16.7	0.4	18.9	18.9	0.1
Repeaters (%)**	82.9	83.3	-0.4	81.1	81.1	-0.1
Average # of Trips	7.36	7.46	-1.3	6.96	6.95	0.1
Group Tour	5,407	4,398	22.9	59,705	54,745	9.1
Non-Group	262,288	252,179	4.0	2,904,353	2,889,560	0.5
Package Trip	45,342	42,748	6.1	555,946	562,505	-1.2
No Package	222,354	213,829	4.0	2,408,111	2,381,799	1.1
Net True Independent	219,911	211,432	4.0	2,383,291	2,359,053	1.0
Ave. Age	47	47	-0.4	47	46	0.3
Ave. Party Size	2.07	2.03	2.1	2.13	2.11	1.0

\*\* 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

	NOVEMBER			YEAR-TO-DATE		
	2014p	2013	% CHANGE	2014p	2013	% CHANGE
TOTAL VISITORS	108,872	109,075	-0.2	1,561,326	1,556,989	0.3
Domestic	103,043	102,853	0.2	1,498,838	1,488,224	0.7
International	5,829	6,222	-6.3	62,488	68,765	-9.1
VISITOR DAYS	1,113,039	1,092,167	1.9	16,215,659	16,157,919	0.4
AVERAGE DAILY CENSUS	37,101	36,406	1.9	48,550	48,377	0.4
ISLANDS VISITED						
O'ahu	65,014	67,158	-3.2	924,144	928,710	-0.5
O'ahu only	42,323	44,033	-3.9	570,026	568,158	0.3
O'ahu one day or less	6,228	5,937	4.9	84,819	66,622	27.3
Kaua'i	20,338	21,002	-3.2	312,899	313,679	-0.2
Kaua'i only	7,815	8,203	-4.7	119,815	122,337	-2.1
Kaua'i one day or less	2,017	2,298	-12.2	35,074	30,199	16.1
Maui County	40,306	39,245	2.7	593,253	586,304	1.2
Maui	39,534	38,480	2.7	584,045	575,173	1.5
Maui only	20,433	19,432	5.1	287,209	280,529	2.4
Maui one day or less	2,172	2,304	-5.7	39,803	34,866	14.2
Moloka'i *	1,086	1,036	4.8	15,212	13,879	9.6
Moloka'i only *	153	110	39.5	1,301	1,348	-3.5
Moloka'i one day or less *	537	519	3.3	8,422	7,109	18.5
Lāna'i *	1,346	1,327	1.4	19,644	22,394	-12.3
Lāna'i only *	123	133	-7.2	1,649	2,660	-38.0
Lāna'i one day or less *	691	660	4.7	10,355	10,132	2.2
Hawai'i Island	23,445	22,028	6.4	357,907	351,868	1.7
Kona side	20,170	18,473	9.2	304,090	298,522	1.9
Hilo side	9,289	9,596	-3.2	146,782	143,910	2.0
Hawai'i Island only	9,613	8,732	10.1	140,772	137,487	2.4
Hawai'i Island one day or less	1,252	1,319	-5.1	20,202	20,868	-3.2
Any Neighbor Island	66,549	65,042	2.3	991,300	988,832	0.2
NI only	43,858	41,917	4.6	637,182	628,279	1.4
Oahu & NI	22,691	23,125	-1.9	354,119	360,552	-1.8
Any one island only	80,460	80,642	-0.2	1,120,772	1,112,519	0.7
Multiple Islands	28,411	28,432	-0.1	440,555	444,470	-0.9
Avg. Islands Visited	1.38	1.38	0.0	1.42	1.42	0.1
Average Length of Stay in Hawai'i	10.22	10.01	2.1	10.39	10.38	0.1
ACCOMMODATIONS						
Plan to stay in Hotel	68,117	66,508	2.4	967,784	963,980	0.4
Hotel only	55,706	54,589	2.0	782,015	780,327	0.2
Plan to stay in Condo	14,785	14,900	-0.8	236,088	240,219	-1.7
Condo only	10,533	10,646	-1.1	162,664	165,215	-1.5
Plan to stay in Timeshare	12,719	13,149	-3.3	174,245	175,708	-0.8
Timeshare only	9,029	9,640	-6.3	127,062	127,927	-0.7
Cruise Ship	4,553	4,473	1.8	64,451	59,434	8.4
Friends/Relatives	13,883	14,513	-4.3	180,308	183,958	-2.0
Bed & Breakfast	1,333	1,346	-0.9	21,668	20,730	4.5
Other	1,982	1,969	0.7	30,230	28,250	7.0

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



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

	NOVEMBER			YEAR-TO-DATE		
	2014p	2013	% CHANGE	2014p	2013	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	83,122	84,624	-1.8	1,228,715	1,230,816	-0.2
Honeymoon/Get Married	8,394	7,024	19.5	99,815	94,638	5.5
Honeymoon	7,509	6,258	20.0	88,166	84,992	3.7
Get Married	1,523	1,219	25.0	19,497	15,984	22.0
Pleasure/Vacation	76,235	78,579	-3.0	1,145,035	1,149,249	-0.4
<b>Mtgs/Conventions/Incentive</b>						
Mtgs/Conventions/Incentive	10,127	6,259	61.8	140,859	133,809	5.3
Conventions	7,279	4,590	58.6	88,105	80,983	8.8
Corporate Meetings	1,864	1,098	69.8	29,128	25,906	12.4
Incentive	1,333	700	90.4	31,928	32,567	-2.0
<b>Other Business</b>						
Other Business	6,740	5,491	22.7	71,651	64,152	11.7
Visit Friends/Rel.	13,714	14,551	-5.8	176,922	180,332	-1.9
Govt/Military	2,918	2,401	21.6	39,596	32,512	21.8
Attend School	409	87	369.2	5,858	3,852	52.1
Sport Events	2,379	2,671	-10.9	17,928	14,694	22.0
<b>TRAVEL STATUS</b>						
First Timers (%)**	39.6	40.2	-0.6	41.7	42.7	-1.0
Repeaters (%)**	60.4	59.8	0.6	58.3	57.3	1.0
Average # of Trips	4.44	4.63	-4.1	4.10	4.04	1.5
<b>Group Tour</b>						
Group Tour	5,206	4,129	26.1	78,103	75,420	3.6
Non-Group	103,665	104,945	-1.2	1,483,223	1,481,570	0.1
<b>Package Trip</b>						
Package Trip	21,359	21,249	0.5	352,629	365,664	-3.6
No Package	87,512	87,826	-0.4	1,208,697	1,191,326	1.5
<b>Net True Independent</b>						
Net True Independent	85,417	86,325	-1.1	1,185,744	1,170,553	1.3
<b>Ave. Age</b>						
Ave. Age	48	48	0.0	48	47	1.1
<b>Ave. Party Size</b>						
Ave. Party Size	1.80	1.81	-0.3	1.95	1.94	0.4

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	122,191	120,041	1.8	1,382,696	1,386,734	-0.3
Domestic	797	698	14.1	9,130	6,854	33.2
International	121,394	119,343	1.7	1,373,566	1,379,880	-0.5
VISITOR DAYS	673,165	667,328	0.9	7,994,241	8,247,095	-3.1
AVERAGE DAILY CENSUS	22,439	22,244	0.9	23,935	24,692	-3.1
ISLANDS VISITED						
O'ahu	119,649	117,818	1.6	1,343,582	1,329,396	1.1
O'ahu only	104,022	103,114	0.9	1,169,599	1,130,837	3.4
O'ahu one day or less	584	406	44.0	9,247	10,606	-12.8
Kaua'i	2,348	1,924	22.1	21,082	27,173	-22.4
Kaua'i only	329	93	252.5	2,058	3,227	-36.2
Kaua'i one day or less	1,675	1,615	3.7	13,818	16,754	-17.5
Maui County	4,909	4,827	1.7	56,005	75,004	-25.3
Maui	4,783	4,803	-0.4	54,187	73,709	-26.5
Maui only	463	567	-18.3	8,997	12,831	-29.9
Maui one day or less	2,336	2,478	-5.7	22,316	32,158	-30.6
Moloka'i *	109	40	174.8	1,879	905	107.6
Moloka'i only *	0	0	0.0	8	0	0.0
Moloka'i one day or less *	109	38	190.9	1,596	632	152.6
Lāna'i *	67	89	-24.5	1,235	1,623	-23.9
Lāna'i only *	0	0	0.0	83	66	26.0
Lāna'i one day or less *	43	87	-50.1	792	846	-6.4
Hawai'i Island	12,557	12,186	3.0	156,594	185,968	-15.8
Kona side	8,848	8,287	6.8	110,052	130,340	-15.6
Hilo side	4,542	4,935	-8.0	60,903	70,422	-13.5
Hawai'i Island only	1,573	1,475	6.7	26,287	37,084	-29.1
Hawai'i Island one day or less	3,941	4,069	-3.1	43,001	48,986	-12.2
Any Neighbor Island	18,169	16,927	7.3	213,097	255,897	-16.7
NI only	2,542	2,223	14.3	39,114	57,338	-31.8
Oahu & NI	15,627	14,704	6.3	173,983	198,560	-12.4
Any one island only	106,387	105,249	1.1	1,207,032	1,184,045	1.9
Multiple Islands	15,804	14,792	6.8	175,664	202,688	-13.3
Avg. Islands Visited	1.14	1.14	0.1	1.14	1.17	-2.2
Average Length of Stay in Hawai'i	5.51	5.56	-0.9	5.78	5.95	-2.8
ACCOMMODATIONS						
Plan to stay in Hotel	108,118	107,812	0.3	1,207,858	1,200,527	0.6
Hotel only	106,078	106,289	-0.2	1,179,530	1,171,602	0.7
Plan to stay in Condo	10,440	8,699	20.0	129,827	137,600	-5.6
Condo only	9,203	8,064	14.1	108,046	113,517	-4.8
Plan to stay in Timeshare	4,462	3,614	23.5	58,406	57,332	1.9
Timeshare only	3,837	2,938	30.6	47,648	47,509	0.3
Cruise Ship	121	35	242.9	2,079	1,844	12.7
Friends/Relatives	1,023	1,163	-12.1	12,873	16,377	-21.4
Bed & Breakfast	44	142	-68.6	1,107	1,583	-30.1
Other	42	95	-55.3	1,621	2,530	-36.0

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

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

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	95,866	96,360	-0.5	1,159,697	1,175,038	-1.3
Honeymoon/Get Married	29,672	24,683	20.2	251,304	242,842	3.5
Honeymoon	28,119	23,151	21.5	235,551	220,247	6.9
Get Married	3,907	3,905	0.0	38,747	55,874	-30.7
Pleasure/Vacation	67,738	72,971	-7.2	923,544	950,508	-2.8
<b>Mtgs/Conventions/Incentive</b>						
Mtgs/Conventions/Incentive	9,442	4,729	99.7	69,443	66,758	4.0
Conventions	1,101	232	374.9	10,312	10,504	-1.8
Corporate Meetings	463	102	352.4	3,294	1,766	86.6
Incentive	7,908	4,429	78.5	56,465	55,521	1.7
<b>Other Business</b>						
Other Business	496	466	6.5	6,155	7,836	-21.5
Visit Friends/Rel.	2,310	1,605	44.0	21,106	23,575	-10.5
Govt/Military	14	6	158.3	877	550	59.7
Attend School	76	20	270.8	2,191	3,487	-37.2
Sport Events	909	380	139.4	10,373	10,948	-5.3
<b>TRAVEL STATUS</b>						
First Timers (%)**	46.3	45.0	1.3	41.3	40.3	1.1
Repeaters (%)**	53.7	55.0	-1.3	58.7	59.7	-1.1
Average # of Trips	3.25	3.60	-9.8	3.87	3.95	-2.0
<b>Group Tour</b>						
Group Tour	33,343	30,541	9.2	333,974	353,231	-5.5
Non-Group	88,847	89,500	-0.7	1,048,722	1,033,503	1.5
<b>Package Trip</b>						
Package Trip	92,297	97,259	-5.1	1,032,438	1,023,514	0.9
No Package	29,894	22,782	31.2	350,258	363,219	-3.6
Net True Independent	25,201	20,412	23.5	312,214	324,676	-3.8
Ave. Age	41	42	-1.5	42	42	-1.9
Ave. Party Size	2.56	2.48	3.1	2.62	2.73	-3.9

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	45,604	45,528	0.2	453,355	448,210	1.1
Domestic	19,498	21,226	-8.1	181,386	191,859	-5.5
International	26,106	24,302	7.4	271,969	256,351	6.1
VISITOR DAYS	592,844	591,965	0.1	5,775,534	5,648,459	2.2
AVERAGE DAILY CENSUS	19,761	19,732	0.1	17,292	16,912	2.2
ISLANDS VISITED						
O'ahu	16,873	16,862	0.1	184,933	194,377	-4.9
O'ahu only	10,397	10,686	-2.7	118,425	125,315	-5.5
O'ahu one day or less	1,078	924	16.6	9,954	8,386	18.7
Kaua'i	6,827	6,304	8.3	67,674	59,857	13.1
Kaua'i only	3,528	3,085	14.3	32,467	26,759	21.3
Kaua'i one day or less	719	601	19.6	7,113	6,641	7.1
Maui County	24,888	24,687	0.8	231,421	230,980	0.2
Maui	24,599	24,418	0.7	229,906	229,254	0.3
Maui only	18,451	18,273	1.0	164,250	163,093	0.7
Maui one day or less	1,171	504	132.4	9,653	7,616	26.7
Moloka'i *	555	541	2.7	4,085	3,982	2.6
Moloka'i only *	66	104	-36.2	357	431	-17.0
Moloka'i one day or less *	365	322	13.1	2,223	2,030	9.5
Lāna'i *	558	686	-18.7	4,464	5,602	-20.3
Lāna'i only *	102	50	103.6	270	299	-9.7
Lāna'i one day or less *	344	394	-12.7	2,694	3,326	-19.0
Hawai'i Island	8,548	8,583	-0.4	92,432	84,113	9.9
Kona side	7,918	8,036	-1.5	84,876	76,650	10.7
Hilo side	2,694	2,300	17.1	30,946	27,398	13.0
Hawai'i Island only	4,600	4,862	-5.4	48,490	41,768	16.1
Hawai'i Island one day or less	455	368	23.7	3,992	4,257	-6.2
Any Neighbor Island	35,207	34,842	1.0	334,931	322,895	3.7
NI only	28,731	28,666	0.2	268,423	253,833	5.7
Oahu & NI	6,476	6,176	4.9	66,508	69,062	-3.7
Any one island only	37,143	37,059	0.2	364,259	357,664	1.8
Multiple Islands	8,461	8,469	-0.1	89,096	90,546	-1.6
Avg. Islands Visited	1.27	1.26	0.8	1.29	1.29	-0.1
Average Length of Stay in Hawai'i	13.00	13.00	0.0	12.74	12.60	1.1
ACCOMMODATIONS						
Plan to stay in Hotel	18,437	19,284	-4.4	207,117	208,488	-0.7
Hotel only	13,461	14,450	-6.8	156,445	159,726	-2.1
Plan to stay in Condo	19,643	19,081	2.9	176,741	178,283	-0.9
Condo only	16,286	15,455	5.4	143,910	144,279	-0.3
Plan to stay in Timeshare	5,806	5,187	11.9	44,249	42,009	5.3
Timeshare only	4,480	3,975	12.7	32,004	30,450	5.1
Cruise Ship	913	707	29.1	9,715	8,590	13.1
Friends/Relatives	1,963	1,832	7.2	21,150	19,558	8.1
Bed & Breakfast	567	593	-4.5	6,922	6,702	3.3
Other	509	434	17.3	4,824	3,843	25.5

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

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

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	43,114	42,606	1.2	419,529	419,646	0.0
Honeymoon/Get Married	1,969	1,238	59.0	17,094	14,173	20.6
Honeymoon	1,654	1,034	60.1	14,106	12,099	16.6
Get Married	465	240	93.4	4,175	2,806	48.8
Pleasure/Vacation	41,586	41,585	0.0	405,754	407,855	-0.5
Mtgs/Conventions/Incentive	1,261	1,227	2.8	20,965	14,517	44.4
Conventions	792	1,051	-24.6	14,381	10,408	38.2
Corporate Meetings	221	124	78.3	4,007	1,671	139.7
Incentive	321	62	414.8	3,800	2,876	32.1
Other Business	914	350	161.2	5,908	3,463	70.6
Visit Friends/Rel.	1,622	1,425	13.8	17,334	15,622	11.0
Govt/Military	85	47	79.4	1,405	445	215.5
Attend School	99	21	360.1	886	451	96.4
Sport Events	278	333	-16.7	4,751	3,317	43.2
<b>TRAVEL STATUS</b>						
First Timers (%)**	27.9	30.3	-2.4	35.2	35.5	-0.4
Repeaters (%)**	72.1	69.7	2.4	64.8	64.5	0.4
Average # of Trips	4.65	4.31	7.9	3.93	3.85	2.0
Group Tour	684	571	19.7	11,125	9,025	23.3
Non-Group	44,920	44,957	-0.1	442,230	439,185	0.7
Package Trip	8,305	8,649	-4.0	99,181	106,588	-6.9
No Package	37,299	36,878	1.1	354,174	341,622	3.7
Net True Independent	37,077	36,619	1.3	350,692	338,860	3.5
Ave. Age	50	49	1.6	48	48	-0.6
Ave. Party Size	2.04	2.03	0.3	2.16	2.17	-0.9

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	NOVEMBER			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
VISITOR DAYS	165,920	186,360	-11.0	1,781,015	1,969,859	-9.6
TOTAL VISITORS	19,422	24,911	-22.0	219,904	261,078	-15.8
ARRIVED BY SHIP	8,616	15,051	-42.8	110,282	153,817	-28.3
ARRIVED BY AIR	10,806	9,860	9.6	109,622	107,261	2.2
NUMBER OF SHIP ARRIVALS	6	7	-14.3	63	76	-17.1
<b>ISLANDS VISITED</b>						
O'ahu	19,422	24,911	-22.0	218,456	255,503	-14.5
Kaua'i	17,954	19,675	-8.7	200,289	215,153	-6.9
Maui County	18,774	24,911	-24.6	210,961	248,721	-15.2
Maui	18,774	24,911	-24.6	210,961	248,721	-15.2
Moloka'i	134	439	-69.5	2,424	4,045	-40.1
Lāna'i	267	527	-49.3	3,591	5,839	-38.5
Hawai'i Island	19,098	24,911	-23.3	212,238	245,619	-13.6
Average Islands Visited	3.9	3.83	1.7	3.9	3.73	3.3
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	1.36	0.89	52.6	1.20	1.02	17.2
Days in Hawai'i during Cruise	5.59	5.14	8.8	5.54	5.15	7.5
Days in Hawai'i after Cruise	1.60	1.45	9.7	1.36	1.37	-0.5
Total days in Hawai'i	8.54	7.48	14.2	8.10	7.55	7.3
<b>ACCOMMODATIONS</b>						
Hotel	10,730	10,484	2.3	118,628	119,705	-0.9
Hotel only	9,504	8,669	9.6	103,604	102,899	0.7
Condo	743	1,253	-40.7	11,271	12,035	-6.3
Condo only	352	273	28.8	3,731	3,162	18.0
Timeshare	754	1,105	-31.8	8,677	10,501	-17.4
Timeshare Only	287	252	14.0	3,138	3,498	-10.3
Bed & Breakfast	231	189	22.3	1,679	1,887	-11.0
Bed & Breakfast only	43	-	NA	283	184	53.7
Friends & relatives	467	938	-50.2	5,018	6,315	-20.5
Other accommodation	732	1,273	-42.5	9,111	10,792	-15.6
Accommodation (NET)	12,196	12,505	-2.5	134,122	137,384	-2.4
Cruise only	7,226	12,406	-41.8	85,782	123,694	-30.6
<b>TRAVEL STATUS</b>						
% First timers	41.1	37.7	3.39	42.3	40.6	1.68
% Repeat visitors	58.9	62.3	-3.39	57.7	58.8	-1.10

Source: Hawai'i Tourism Authority

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

November	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
<b>Total Seats</b>	<b>887,913</b>	<b>863,617</b>	<b>2.8</b>	<b>621,423</b>	<b>620,047</b>	<b>0.2</b>	<b>161,238</b>	<b>142,081</b>	<b>13.5</b>	<b>52,099</b>	<b>51,526</b>	<b>1.1</b>	<b>3,388</b>	<b>3,399</b>	<b>-0.3</b>	<b>49,765</b>	<b>46,564</b>	<b>6.9</b>
Scheduled Seats	882,842	857,148	3.0	616,352	613,578	0.5	161,238	142,081	13.5	52,099	51,526	1.1	3,388	3,399	-0.3	49,765	46,564	6.9
Charter Seats	5,071	6,469	-21.6	5,071	6,469	-21.6												
<b>Domestic Seats</b>	<b>602,023</b>	<b>570,505</b>	<b>5.5</b>	<b>353,014</b>	<b>343,609</b>	<b>2.7</b>	<b>147,237</b>	<b>128,887</b>	<b>14.2</b>	<b>50,185</b>	<b>49,612</b>	<b>1.2</b>	<b>3,388</b>	<b>3,399</b>	<b>-0.3</b>	<b>48,199</b>	<b>44,998</b>	<b>7.1</b>
Scheduled Seats	597,331	565,813	5.6	348,322	338,917	2.8	147,237	128,887	14.2	50,185	49,612	1.2	3,388	3,399	-0.3	48,199	44,998	7.1
Charter Seats	4,692	4,692	0.0	4,692	4,692	0.0												
<b>US West</b>	<b>529,357</b>	<b>501,671</b>	<b>5.5</b>	<b>289,698</b>	<b>280,661</b>	<b>3.2</b>	<b>137,887</b>	<b>123,001</b>	<b>12.1</b>	<b>50,185</b>	<b>49,612</b>	<b>1.2</b>	<b>3,388</b>	<b>3,399</b>	<b>-0.3</b>	<b>48,199</b>	<b>44,998</b>	<b>7.1</b>
...Anchorage	6,031	7,065	-14.6	2,771	4,553	-39.1	1,956	1,884	3.8	1,304	628	107.6						
...Bellingham	4,890	9,928	-50.7	2,119	5,749	-63.1	2,771	4,179	-33.7									
...Denver	7,800	8,764	-11.0	5,070	6,034	-16.0	910	910	0.0	910	910	0.0				910	910	0.0
...Las Vegas	24,426	23,286	4.9	24,426	23,286	4.9												
...Los Angeles	192,694	173,387	11.1	105,541	96,595	9.3	48,182	37,748	27.6	16,435	16,294	0.9	3,388	3,399	-0.3	19,148	19,351	-1.0
...Oakland	28,069	25,502	10.1	10,519	8,940	17.7	12,660	11,852	6.8	2,771	2,826	-1.9				2,119	1,884	12.5
...Phoenix	34,180	33,610	1.7	19,740	19,360	2.0	8,170	7,410	10.3	2,660	3,420	-22.2				3,610	3,420	5.6
...Portland	30,010	28,916	3.8	13,710	13,530	1.3	8,802	8,478	3.8	4,727	4,396	7.5				2,771	2,512	10.3
...Sacramento	12,680	12,480	1.4	7,770	7,770	0.0	4,890	4,710	3.8									
...Salt Lake City	7,830	7,780	0.6	7,830	7,780	0.6												
...San Diego	20,719	19,653	5.4	13,710	12,902	6.3	4,890	4,710	3.8							2,119	2,041	3.8
...San Francisco	70,278	70,789	-0.7	40,802	41,219	-1.0	14,048	12,235	14.8	9,968	11,875	-16.1				5,460	5,460	0.0
...San Jose	28,091	25,455	10.4	10,541	8,893	18.5	12,660	11,852	6.8	2,119	1,884	12.5				2,771	2,826	-1.9
...Seattle	61,679	55,056	12.0	25,149	24,050	4.6	17,948	17,033	5.4	9,291	7,379	25.9				9,291	6,594	40.9
<b>US East</b>	<b>67,974</b>	<b>64,142</b>	<b>6.0</b>	<b>58,624</b>	<b>58,256</b>	<b>0.6</b>	<b>9,350</b>	<b>5,886</b>	<b>58.9</b>									
...Atlanta	8,790	8,940	-1.7	8,790	8,940	-1.7												
...Chicago	12,040	10,440	15.3	10,320	10,440	-1.1	1,720	0	NA									
...Dallas	20,710	18,966	9.2	13,080	13,080	0.0	7,630	5,886	29.6									
...Houston	10,320	9,976	3.4	10,320	9,976	3.4												
...New York JFK	7,644	7,350	4.0	7,644	7,350	4.0												
...Newark	7,260	7,260	0.0	7,260	7,260	0.0												
...Washington D.C.	1,210	1,210	0.0	1,210	1,210	0.0												

Source: Scheduled seats from DIO 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)

November	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
<b>International seats</b>	<b>285,890</b>	<b>293,112</b>	<b>-2.5</b>	<b>268,409</b>	<b>276,438</b>	<b>-2.9</b>	<b>14,001</b>	<b>13,194</b>	<b>6.1</b>	<b>1,914</b>	<b>1,914</b>	<b>0.0</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>1,566</b>	<b>1,566</b>	<b>0.0</b>
Scheduled Seats	285,511	291,335	-2.0	268,030	274,661	-2.4	14,001	13,194	6.1	1,914	1,914	0.0				1,566	1,566	0.0
Charter Seats	379	1,777	-78.7	379	1,777	-78.7												
<b>Japan</b>	<b>156,711</b>	<b>170,479</b>	<b>-8.1</b>	<b>156,711</b>	<b>170,479</b>	<b>-8.1</b>												
...Fukuoka	5,198	14,550	-64.3	5,198	14,550	-64.3												
...Nagoya	16,416	18,450	-11.0	16,416	18,450	-11.0												
...Osaka	31,770	28,926	9.8	31,770	28,926	9.8												
...Sapporo	3,367	3,367	0.0	3,367	3,367	0.0												
...Tokyo-HND	26,910	26,910	0.0	26,910	26,910	0.0												
...Tokyo-NRT	73,050	78,276	-6.7	73,050	78,276	-6.7												
<b>Canada</b>	<b>31,962</b>	<b>30,320</b>	<b>5.4</b>	<b>14,481</b>	<b>13,646</b>	<b>6.1</b>	<b>14,001</b>	<b>13,194</b>	<b>6.1</b>	<b>1,914</b>	<b>1,914</b>	<b>0.0</b>				<b>1,566</b>	<b>1,566</b>	<b>0.0</b>
...Calgary	1,477	844	75.0				1,477	844	75.0									
...Vancouver	30,213	29,204	3.5	14,209	13,374	6.2	12,524	12,350	1.4	1,914	1,914	0.0				1,566	1,566	0.0
...Victoria	272	272	0.0	272	272	0.0												
<b>Other Asia</b>	<b>37,080</b>	<b>36,788</b>	<b>0.8</b>	<b>37,080</b>	<b>36,788</b>	<b>0.8</b>												
...Beijing	6,903	0	NA	6,903	0	NA												
...Seoul	23,454	27,078	-13.4	23,454	27,078	-13.4												
...Shanghai	3,960	3,432	15.4	3,960	3,432	15.4												
...Taipei	2,763	6,278	-56.0	2,763	6,278	-56.0												
<b>Oceania</b>	<b>37,194</b>	<b>32,096</b>	<b>15.9</b>	<b>37,194</b>	<b>32,096</b>	<b>15.9</b>												
...Auckland	8,034	6,630	21.2	8,034	6,630	21.2												
...Brisbane	4,662	3,367	38.5	4,662	3,367	38.5												
...Melbourne	3,939	2,727	44.4	3,939	2,727	44.4												
...Sydney	20,559	19,372	6.1	20,559	19,372	6.1												
<b>Other</b>	<b>22,564</b>	<b>21,652</b>	<b>4.2</b>	<b>22,564</b>	<b>21,652</b>	<b>4.2</b>												
...Apia	1,312	820	60.0	1,312	820	60.0												
...Christmas	614	488	25.8	614	488	25.8												
...Guam	10,320	10,440	-1.1	10,320	10,440	-1.1												
...Majuro	1,860	2,015	-7.7	1,860	2,015	-7.7												
...Manila	4,752	3,432	38.5	4,752	3,432	38.5												
...Nadi	164	656	-75.0	164	656	-75.0												
...Pago Pago	2,072	2,331	-11.1	2,072	2,331	-11.1												
...Papeete	1,470	1,470	0.0	1,470	1,470	0.0												

Source: Scheduled seats from DIO 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)

YTD thru November	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
<b>Total Seats</b>	<b>10,257,947</b>	<b>9,994,292</b>	<b>2.6</b>	<b>7,226,232</b>	<b>7,171,231</b>	<b>0.8</b>	<b>1,775,654</b>	<b>1,671,817</b>	<b>6.2</b>	<b>619,789</b>	<b>559,331</b>	<b>10.8</b>	<b>42,052</b>	<b>44,122</b>	<b>-4.7</b>	<b>594,220</b>	<b>547,791</b>	<b>8.5</b>
Scheduled Seats	10,152,374	9,815,363	3.4	7,120,659	6,992,302	1.8	1,775,654	1,671,817	6.2	619,789	559,331	10.8	42,052	44,122	-4.7	594,220	547,791	8.5
Charter Seats	105,573	178,929	-41.0	105,573	178,929	-41.0												
<b>Domestic Seats</b>	<b>6,929,825</b>	<b>6,698,833</b>	<b>3.4</b>	<b>4,105,729</b>	<b>4,058,798</b>	<b>1.2</b>	<b>1,624,692</b>	<b>1,524,246</b>	<b>6.6</b>	<b>589,406</b>	<b>538,388</b>	<b>9.5</b>	<b>42,052</b>	<b>44,122</b>	<b>-4.7</b>	<b>567,946</b>	<b>533,279</b>	<b>6.5</b>
Scheduled Seats	6,851,146	6,584,313	4.1	4,027,050	3,944,278	2.1	1,624,692	1,524,246	6.6	589,406	538,388	9.5	42,052	44,122	-4.7	567,946	533,279	6.5
Charter Seats	78,679	114,520	-31.3	78,679	114,520	-31.3												
<b>US West</b>	<b>6,078,003</b>	<b>5,824,384</b>	<b>4.4</b>	<b>3,356,097</b>	<b>3,257,047</b>	<b>3.0</b>	<b>1,522,502</b>	<b>1,451,548</b>	<b>4.9</b>	<b>589,406</b>	<b>538,388</b>	<b>9.5</b>	<b>42,052</b>	<b>44,122</b>	<b>-4.7</b>	<b>567,946</b>	<b>533,279</b>	<b>6.5</b>
...Anchorage	53,211	59,032	-9.9	41,316	47,728	-13.4	8,393	8,478	-1.0	3,502	2,826	23.9						
...Bellingham	54,165	97,788	-44.6	37,302	67,078	-44.4	16,863	30,710	-45.1									
...Boise	2,954	5,798	-49.1	2,954	5,798	-49.1												
...Denver	130,471	122,230	6.7	78,484	78,956	-0.6	35,243	25,946	35.8	8,736	8,664	0.8				8,008	8,664	-7.6
...Eugene	2,280	7,359	-69.0	2,280	7,359	-69.0												
...Fresno	4,560	9,366	-51.3	4,560	9,366	-51.3												
...Las Vegas	271,733	254,775	6.7	271,733	254,775	6.7												
...Los Angeles	2,235,364	2,046,282	9.2	1,184,516	1,067,439	11.0	532,165	482,974	10.2	227,425	211,496	7.5	42,052	42,582	-1.2	249,206	241,791	3.1
...Oakland	338,189	320,077	5.7	126,654	110,510	14.6	137,216	138,446	-0.9	42,865	37,994	12.8				31,454	33,127	-5.1
...Phoenix	444,276	433,161	2.6	232,426	227,624	2.1	98,420	91,553	7.5	55,100	56,247	-2.0				58,330	57,737	1.0
...Phoenix Mesa	4,560	16,279	-72.0	4,560	16,279	-72.0												
...Portland	276,507	254,640	8.6	154,198	147,051	4.9	87,179	83,411	4.5	21,683	13,031	66.4				13,447	11,147	20.6
...Sacramento	140,210	138,556	1.2	86,506	86,118	0.5	53,704	52,438	2.4									
...Salt Lake City	84,825	81,672	3.9	84,825	81,672	3.9												
...San Diego	248,110	232,669	6.6	149,324	147,418	1.3	66,117	64,527	2.5							32,669	20,724	57.6
...San Francisco	846,984	829,655	2.1	498,159	489,759	1.7	158,151	163,404	-3.2	122,606	113,616	7.9	0	1,540	-100.0	68,068	61,336	11.0
...San Jose	283,940	294,101	-3.5	92,894	86,148	7.8	136,964	137,146	-0.1	23,471	32,970	-28.8				30,611	37,837	-19.1
...Santa Maria	0	7,582	-100.0	0	7,582	-100.0												
...Seattle	647,694	600,205	7.9	295,436	305,230	-3.2	192,087	172,515	11.3	84,018	61,544	36.5				76,153	60,916	25.0
...Spokane	3,410	5,798	-41.2	3,410	5,798	-41.2												
...Stockton	4,560	7,359	-38.0	4,560	7,359	-38.0												
<b>US East</b>	<b>773,143</b>	<b>759,929</b>	<b>1.7</b>	<b>670,953</b>	<b>687,231</b>	<b>-2.4</b>	<b>102,190</b>	<b>72,698</b>	<b>40.6</b>									
...Atlanta	98,297	99,758	-1.5	98,297	99,758	-1.5												
...Chicago	125,224	127,586	-1.9	115,248	124,866	-7.7	9,976	2,720	266.8									
...Dallas	237,620	215,602	10.2	145,406	145,624	-0.1	92,214	69,978	31.8									
...Houston	108,266	87,730	23.4	108,266	87,730	23.4												
...New York JFK	84,672	92,316	-8.3	84,672	92,316	-8.3												
...Newark	80,828	80,282	0.7	80,828	80,282	0.7												
...Washington D.C.	38,236	56,655	-32.5	38,236	56,655	-32.5												

Source: Scheduled seats from Dilo 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)

YTD thru November	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LIHUE		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
<b>International seats</b>	<b>3,328,122</b>	<b>3,295,459</b>	<b>1.0</b>	<b>3,120,503</b>	<b>3,112,433</b>	<b>0.3</b>	<b>150,962</b>	<b>147,571</b>	<b>2.3</b>	<b>30,383</b>	<b>20,943</b>	<b>45.1</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>26,274</b>	<b>14,512</b>	<b>81.1</b>
Scheduled Seats	3,301,228	3,231,050	2.2	3,093,609	3,048,024	1.5	150,962	147,571	2.3%	30,383	20,943	45.1				26,274	14,512	81.1
Charter Seats	26,894	64,409	-58.2	26,894	64,409	-58.2												
<b>Japan</b>	<b>1,850,048</b>	<b>1,850,677</b>	<b>0.0</b>	<b>1,850,048</b>	<b>1,850,677</b>	<b>0.0</b>												
...Fukuoka	118,503	160,740	-26.3	118,503	160,740	-26.3												
...Nagoya	200,643	173,492	15.6	200,643	173,492	15.6												
...Osaka	334,988	318,392	5.2	334,988	318,392	5.2												
...Sapporo	37,296	37,093	0.5	37,296	37,093	0.5												
...Tokyo-HND	302,296	299,741	0.9	302,296	299,741	0.9												
...Tokyo-NRT	856,322	861,219	-0.6	856,322	861,219	-0.6												
<b>Canada</b>	<b>339,895</b>	<b>316,858</b>	<b>7.3</b>	<b>132,276</b>	<b>133,832</b>	<b>-1.2</b>	<b>150,962</b>	<b>147,571</b>	<b>2.3</b>	<b>30,383</b>	<b>20,943</b>	<b>45.1</b>				<b>26,274</b>	<b>14,512</b>	<b>81.1</b>
...Calgary	36,943	34,646	6.6	6,831	6,839	-0.1	30,112	27,807	8.3									
...Edmonton	10,350	9,729	6.4				10,350	9,729	6.4									
...Vancouver	290,018	269,899	7.5	122,861	124,409	-1.2	110,500	110,035	0.4	30,383	20,943	45.1				26,274	14,512	81.1
...Victoria	2,584	2,584	0.0	2,584	2,584	0.0												
<b>Other Asia</b>	<b>477,267</b>	<b>419,565</b>	<b>13.8</b>	<b>477,267</b>	<b>419,565</b>	<b>13.8</b>												
...Beijing	63,220	0	NA	63,220	0	NA												
...Seoul	308,613	346,694	-11.0	308,613	346,694	-11.0												
...Shanghai	63,614	38,679	64.5	63,614	38,679	64.5												
...Taipei	41,820	34,192	22.3	41,820	34,192	22.3												
<b>Oceania</b>	<b>391,370</b>	<b>381,118</b>	<b>2.7</b>	<b>391,370</b>	<b>381,118</b>	<b>2.7</b>												
...Auckland	82,828	70,288	17.8	82,828	70,288	17.8												
...Brisbane	46,361	44,360	4.5	46,361	44,360	4.5												
...Melbourne	39,087	31,512	24.0	39,087	31,512	24.0												
...Sydney	223,094	234,958	-5.0	223,094	234,958	-5.0												
<b>Other</b>	<b>242,648</b>	<b>262,832</b>	<b>-7.7</b>	<b>242,648</b>	<b>262,832</b>	<b>-7.7</b>												
...Apia	8,692	7,956	9.3	8,692	7,956	9.3												
...Christmas	6,066	5,650	7.4	6,066	5,650	7.4												
...Guam	115,568	106,352	8.7	115,568	106,352	8.7												
...Majuro	22,165	22,587	-1.9	22,165	22,587	-1.9												
...Manila	42,768	72,174	-40.7	42,768	72,174	-40.7												