HAWAI'I TOURISM AUTHORITY

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Visitor Spending Increased 10.4 Percent to Record $1.2 Billion for September

IUCN, Other Conventions Contributed to Strong Showing in September

HONOLULU – Total visitor spending in the Hawaiian Islands increased 10.4 percent to $1.2 billion in September 2016, setting a new record for the month of September and making it the fourth straight month of year-over-year increases, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA).

Visitor spending in September 2016 shot up from U.S. East (+29% to $272.7 million), rose dramatically from All Other International Markets (+13.7% to $295.7 million), and showed solid growth from U.S. West (+2.8% to $364 million), Japan (+3.4% to $191.9 million), and Canada (+5.5% to $39.2 million) compared to September 2015.

Statewide average daily spending rose to $203 per person (+4.6%) in September 2016, as visitors from most markets spent more on a daily basis, including Canada (+11.1%), U.S. East (+9.6%), Japan (+3%), U.S. West (+0.6%), and All Other International Markets (+0.9%) versus the year prior.

Total visitor arrivals to the Hawaiian Islands also set a new record for the month of September with 666,605 visitors in September 2016, a 3 percent increase from a year ago. September marked 20 consecutive months of year-over-year growth in arrivals, extending a streak from February 2015. Total visitor days[1] rose by 5.6 percent.

A total of 656,729 visitors arrived on airlines (+5.3%), while 9,875 visitors came to Hawai'i via cruise ships (-57.6%). Leading the growth in air arrivals were visitors from U.S. East (+19% to 127,077), All Other International Markets (+6.6% to 126,594), and U.S. West (+3.1% to 249,795), which offset fewer visitors coming from Canada (-3.4% to 19,940) and Japan (-1.6% to 133,623).

Meetings, conventions and incentives (MCI) business was exceptional for Hawai'i in September 2016, highlighted by the IUCN World Conservation Congress (9,000+ delegates) and CPCU convention of insurance underwriters (11,000+ delegates). The Hawai'i Tourism Conference, other conventions, and a strong increase in incentive visitors also contributed significantly to the boost in visitor growth from MCI business.

In September 2016, all four larger Hawaiian Islands saw growth in visitor arrivals and expenditures compared to last September.

Total air capacity to Hawai'i rose slightly (+0.6% to 887,846 seats) in September 2016 compared to the year prior. Growth in scheduled seats from Other Asia (+20.1%), Oceania (+6.6%), U.S. East (+2.2%), and U.S. West (+1.6%) offset declines from Canada (-7.8%) and Japan (-7.4%).

[1] Aggregate number of days stayed by all visitors.

Year-to-Date 2016

Through the first nine months of 2016, total visitor arrivals (+2.6% to 6,698,545) and visitor spending (+3.7% to $11.6 billion) exceeded the same period last year. Arrivals increased from U.S. West (+4.1%), U.S. East (+3.5%), and All Other International Markets (+6.5%), but declined from Canada (-8.9%). Year-to-date growth in arrivals from Japan (+0.3%) was flat compared to 2015.

There were gains in visitor spending from U.S. West (+5.4% to $4.1 billion), U.S. East (+5.7% to $2.9 billion), and All Other International Markets (+6.6% to $2.3 billion), but no growth from Japan (+0.3% to $1.5 billion), and a decrease in spending by visitors from Canada (-13.2% to $689.7 million).

Through September 2016, visitor arrivals increased for Maui (+3.7%), Oʻahu (+2.1%), and the island of Hawaiʻi (+1.3%) while growth for Kauaʻi (+0.2%) was similar to last year. Visitor spending grew for Maui (+9.3% to $3.4 billion), the island of Hawaiʻi (+9.2% to $1.5 billion), and Kauaʻi (+7.7% to $1.2 billion), but declined for Oʻahu (-2.1% to $5.4 billion).

Other Highlights:

- **MCI:** Total visitors who came to Hawaiʻi in September 2016 for meetings, conventions and incentives (MCI) doubled (+98.4% to 49,000) compared to the year prior. Convention visitors from U.S. East nearly tripled, while growth was also excellent from Japan (+83.6%), and U.S. West (+35.1%) to more than offset the decline from Canada (-21.6%). The 2016 IUCN World Conservation Congress, which was held in the United States for the first time, brought more than 9,000 delegates from 190 countries, including heads of state and government officials. The 2016 CPCU convention of insurance underwriters brought more than 11,000 delegates, with most coming from the mainland U.S. The Hawaiʻi Tourism Conference attracted over 2,000 attendees, nearly a quarter of whom were from out of state. In addition, incentive travel to Hawaiʻi almost doubled in the month of September (+93.6% to 12,671). Year-to-date through September 2016, total MCI visitors increased (+3.2% to 384,121) from the same period last year.
- **U.S. West:** More visitors came from the Pacific region (+3.2%) in September 2016 compared to the previous year, led by California (+3.6%) and Alaska (+2.7%). Arrivals also increased from the Mountain region (+2.8%), led by Nevada (+10.3%) and Utah (+9.1%). Year-to-date through September 2016, arrivals grew from both the Pacific region (+5.1%) and Mountain region (+2.8%) compared to the same period last year.
- **U.S. East:** In September 2016, all seven U.S. East regions reported increased visitor arrivals, highlighted by strong growth from the two largest regions, East North Central (+5.5%) and South Atlantic (+17%). For the first nine months of 2016, visitor arrivals were up from all U.S. East regions compared to a year ago.
- **Japan:** Contributing to the drop in arrivals from Japan (-1.6%) in September 2016 were fewer air seats compared to the year prior. Over the last few months, many airlines have reconfigured their aircrafts to provide more premium economy seats, but this has reduced the overall seat inventory. Limited air seats and high load factors impacted booking to Hawaiʻi in September 2016. Despite decreased arrivals, visitor days (+0.4%) was comparable to last year, boosted by a longer average length of stay (+2% to 5.93 days).
- **Canada:** September 2016 marked 12 consecutive months of declines in visitor arrivals from Canada. September is typically the second slowest month of travel from Canada to the Islands, following June. The country's economic challenges continued to impact travel to Hawaiʻi.

Highlights from All Other Markets:

- **Australia:** Visitor arrivals in September 2016 (-2.3% to 39,525) declined year-over-year for the first time in four months. Through the first nine months of 2016 visitor arrivals exceeded the same period last year (+2.1% to 255,336). Year-to-date, daily spending rose to $275 per person from $267 per person for the same period last year.
- **New Zealand:** Visitor arrivals have increased year-over-year for the last four months, with growth reflected in September 2016 (+11.2% to 8,423). Arrivals have also grown year-to-date (+2.1% to 50,428).
- **China:** Growth in visitor arrivals have fluctuated throughout the year. In September 2016, arrivals increased (+4.1% to 16,552) but year-to-date, arrivals were down slightly (-1.2% to 138,141). Daily visitor spending year-to-date in 2016 was down compared to last year (-6.1% to $367 per person), but China continued to be the highest of all visitor markets.
- **Korea:** Visitor arrivals have increased every month year-over-year. Arrivals rose by double-digits in both September 2016 (+21.7% to 17,473) and year-to-date 2016 (+19% to 159,003). Visitors spent more on a daily basis year-to-date ($289 per person) compared to 2015 ($285 per person).
- **Taiwan:** Visitor arrivals in September 2016 (+0.4% to 1,315) and through the first nine months of 2016 (+0.5% to 13,556) were similar to last year.
- **Europe:** Total combined visitor arrivals from the United Kingdom, France, Germany, Italy, and Switzerland increased in September 2016 (+5.2% to 15,564) but declined through the first nine months (-2.5% to 109,488) year-over-year.
- **Latin America:** Visitor arrivals from Mexico, Brazil and Argentina decreased in September 2016 (-1% to 1,867) and for the first nine months (-7.6% to 19,699) compared to last year.

Island Highlights – September 2016:

- **O‘ahu:** Visitor arrivals (+4.3%) and visitor days (+5.9%) increased in September 2016 versus last year and contributed to growth in visitor spending (+2.6% to $579.6 million). Average daily spending of $206 per person (-3.1%) was lower in September 2016 than the year prior. Increased arrivals from U.S. East (+19.8%) and U.S. West (+1.4%), offset declines from Canada (-1.5%) and Japan (-1.2%).
- **Maui:** Growth in visitor arrivals (+10.1%) and visitor days (+7.5%), combined with higher daily spending (+12.6% to $217 per person), contributed to a sizeable gain in visitor expenditures (+21.1% to $312.7 million) in September 2016. More visitors arrived from U.S. East (+20.3%), U.S. West (+4.6%) and Japan (+4.3%), but fewer visitors came from Canada (-2%).
- **Island of Hawai‘i:** Increases in visitor arrivals (+11.1%), visitor days (+11.6%), and average daily spending (+4.8% to $180 per person) contributed to a gain in visitor expenditures (+16.9% to $141.7 million) compared to September 2015. More visitors came from U.S. East (+20.5%), Japan (+6.1%) and U.S. West (+2.1%), which offset fewer visitors from Canada (-7.5%).
- **Kaua‘i:** Visitor arrivals (+4.6%) and visitor days (+3.4%) increased in September 2016 compared to last year. Increased arrivals from U.S. East (+16.2%) and U.S. West (+3.6%), offset declines from Japan (-27.7%) and Canada (-14.9%). Much higher daily visitor spending (+18.5% to $192 per person) contributed to a significant increase in visitor spending (+22.5% to $121 million).

Air Seats to Hawai‘i:

- Total air seats to Hawai‘i in September 2016 rose slightly (+0.6% to 887,846) from a year ago. The number of scheduled seats increased (+0.7% to 881,971) but charter seats declined (-14.2% to 5,875). There was growth in total seats to Kahului (+4.1%) and Kona (+3.7%), but fewer seats to Hilo (-5%) and Līhu‘e (-0.7%). Growth in total seats to Honolulu (-0.3%) was flat.
- Scheduled seats from U.S. West grew (+1.6%) in September 2016 year-over-year. Growth in seats from Denver (+30%), Salt Lake City (+10%) and San Francisco (+13.4%), offset decreases from Las Vegas (-3.8%), Oakland (-7.6%) and Portland (-4.5%).
- Seat capacity from U.S. East increased (+2.2%) in September 2016, due to a doubling of seats from Washington D.C. and more seats from New York JFK (+11.1%) and Newark (+11.1%).
- Scheduled seats from Japan dropped (-7.4%) in September 2016 due to fewer seats from Osaka (-18.2%), Nagoya (-16.1%), Fukuoka (-12%), Haneda (-7.4%) and Narita (-2.2%).
- Scheduled seats from Canada decreased (-7.8%) in September 2016 compared to the year prior due to fewer seats from Vancouver.
- Scheduled seats from Oceania rose (+6.6%) in September 2016 compared to the year prior. There were more seats from Brisbane (+2.6%), Melbourne (+35.8%) and Auckland (+18.7%).
- Air capacity from Other Asia was up significantly (+20.1%) in September 2016 versus last year. Seats increased (+25.4%) from Seoul, South Korea. Seats from China also grew with more seats from Shanghai (+50%) offsetting fewer seats from Beijing (-6.2%). Seats out of Taipei declined (-11.1%) from a year ago.
- Year-to-date through September 2016, total air capacity into the Hawaiian Islands saw a marginal increase (+0.9% to 9,093,058 seats) from the same period last year. There was growth in air seats to Kona (+5.4%), Līhu‘e (+4.5%) and Kahului (+3%), but Honolulu (-0.4%) and Hilo (-0.3%) remained flat compared to last year.

Cruise Ship Visitors:

- In September 2016, five out-of-state cruise ships brought 8,992 visitors to Hawai‘i compared to 13 ships that came in September 2015 with 24,165 visitors. A shift in itineraries accounted for some of this decrease as several ships that came last September will instead arrive in October 2016. Additionally, a popular cruise ship that came in September 2015 is on rotation to come to Hawai‘i every other year.

- Arrivals by air to board cruise ships also declined (-22.4%). In addition to visitors who toured the Islands on the Hawai‘i home-ported cruise ship, two out-of-state cruise ships in September 2015 had turnaround tours in Honolulu. These 2,400 visitors flew into Honolulu got on the ships, toured the Islands, then left with the ships to the next port.

- Year-to-date through September 2016, a total of 69,266 visitors arrived in Hawai‘i aboard 36 out-of-state cruise ships, which was less (-19.2% to 85,767) than the number of visitors who arrived on 49 cruise ships over the same timeframe last year. Through September 2016, total cruise visitors (arrivals by cruise ships and by air to board the Hawai‘i home-ported cruise ship) decreased (-16.8% to 150,925) from a year ago.

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

For more information about HTA, please visit www.hawaiitourismauthority.org. Follow updates about HTA on Facebook, Twitter (@HawaiiHTA) and its YouTube Channel.

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September 2016 Arrivals at a Glance

CATEGORY AND MMA	2016P	2015	% change	YTD 2016P	YTD 2015	% change
TOTAL EXPENDITURES ($mil.)	1,168.1	1,058.4	10.4	11,606.9	11,197.3	3.7
Total by air	1,163.6	1,048.3	11.0	11,579.7	11,168.7	3.7
U.S. West	364.0	354.0	2.8	4,137.7	3,925.0	5.4
U.S. East	272.7	211.3	29.0	2,924.4	2,767.6	5.7
Japan	191.9	185.7	3.4	1,523.9	1,519.6	0.3
Canada	39.2	37.1	5.5	689.7	794.9	-13.2
All Others	295.7	260.1	13.7	2,304.0	2,161.7	6.6
Visitor arrivals by cruise ships	4.5	10.1	-55.3	27.2	28.6	-4.9
TOTAL VISITOR DAYS	5,753,659	5,450,738	5.6	60,246,572	59,038,687	2.0
Total by air	5,699,116	5,332,590	6.9	59,921,256	58,646,614	2.2
U.S. West	2,217,283	2,168,205	2.3	24,992,896	24,311,001	2.8
U.S. East	1,260,701	1,070,280	17.8	14,669,452	14,243,787	3.0
Japan	792,553	789,678	0.4	6,519,953	6,514,204	0.1
Canada	219,290	230,818	-5.0	4,356,022	4,790,036	-9.1
All Others	1,209,288	1,073,609	12.6	9,382,933	8,787,586	6.8
Visitor arrivals by cruise ships	54,543	118,148	-53.8	325,316	392,073	-17.0
VISITOR ARRIVALS	666,605	647,201	3.0	6,698,545	6,526,473	2.6
Total by air	656,729	623,899	5.3	6,629,279	6,440,706	2.9
U.S. West	249,795	242,170	3.1	2,741,331	2,632,231	4.1
U.S. East	127,077	106,802	19.0	1,432,534	1,383,987	3.5
Japan	133,623	135,796	-1.6	1,106,491	1,102,864	0.3
Canada	19,640	20,324	-3.4	343,211	376,857	-8.9
All Others	126,594	118,807	6.6	1,005,711	944,767	6.5
Visitor arrivals by cruise ships	9,875	23,302	-57.6	69,266	85,767	-19.2
AVERAGE LENGTH OF STAY	8.63	8.42	2.5	8.99	9.05	-0.6
Total by air	8.68	8.55	1.5	9.04	9.11	-0.7
U.S. West	8.88	8.95	-0.9	9.12	9.24	-1.3
U.S. East	9.92	10.02	-1.0	10.24	10.29	-0.5
Japan	5.93	5.82	2.0	5.89	5.91	-0.2
Canada	11.17	11.36	-1.7	12.69	12.71	-0.1
All Others	9.55	9.04	5.7	9.33	9.30	0.3
Visitor arrivals by cruise ships	5.52	5.07	8.9	4.70	4.57	2.7
PER PERSON PER DAY SPENDING ($)	203.0	194.2	4.6	192.7	189.7	1.6
Total by air	204.2	196.6	3.9	193.2	190.4	1.5
U.S. West	164.2	163.3	0.6	165.6	161.4	2.5
U.S. East	216.3	197.5	9.6	199.4	194.3	2.6
Japan	242.2	235.1	3.0	233.7	233.3	0.2
Canada	178.7	160.8	11.1	158.3	165.9	-4.6
All Others	244.5	242.3	0.9	245.6	246.0	-0.2
Visitor arrivals by cruise ships	82.5	85.3	-3.3	83.6	73.0	14.6
PER PERSON PER TRIP SPENDING ($)	1,752.3	1,635.3	7.2	1,732.7	1,715.7	1.0
Total by air	1,771.8	1,680.2	5.4	1,746.8	1,734.1	0.7
U.S. West	1,457.3	1,461.8	-0.3	1,509.4	1,491.1	1.2
U.S. East	2,146.1	1,978.8	8.5	2,041.4	1,999.7	2.1
Japan	1,436.3	1,367.1	5.1	1,377.2	1,377.9	0.0
Canada	1,995.0	1,826.6	9.2	2,009.6	2,109.3	-4.7
All Others	2,335.9	2,189.6	6.7	2,290.9	2,288.1	0.1
Visitor arrivals by cruise ships	455.5	432.3	5.4	392.7	333.6	17.7

P=Preliminary data.
Source:Hawai'i Tourism Authority

September 2016 Island Highlights

CATEGORY AND ISLAND	2016P	2015	% change	YTD 2016P	YTD 2015	% change
TOTAL EXPENDITURES ($mil.)	1,168.1	1,058.4	10.4	11,606.9	11,197.3	3.7
Total by air	1,163.6	1,048.3	11.0	11,579.7	11,168.7	3.7
O'ahu	579.6	565.1	2.6	5,384.0	5,502.0	-2.1
Maui	312.7	258.3	21.1	3,362.2	3,075.9	9.3
Moloka'i	1.8	2.2	-17.7	22.6	25.2	-10.5
Lāna'i	6.8	2.7	147.1	61.6	32.1	91.7
Kaua'i	121.0	98.7	22.5	1,247.3	1,158.0	7.7
Haw ai'i Island	141.7	121.2	16.9	1,502.1	1,375.5	9.2
Visitor arrivals by cruise ships	4.5	10.1	-55.3	27.2	28.6	-4.9
TOTAL VISITOR DAYS	5,753,659	5,450,738	5.6	60,246,572	59,038,687	2.0
Total by air	5,699,116	5,332,590	6.9	59,921,256	58,646,614	2.2
O'ahu	2,809,375	2,653,024	5.9	28,027,831	27,426,100	2.2
Maui	1,441,050	1,340,906	7.5	16,045,321	15,547,121	3.2
Moloka'i	15,831	15,418	2.7	211,964	210,649	0.6
Lāna'i	16,426	9,140	79.7	158,340	125,574	26.1
Kaua'i	629,379	608,706	3.4	6,861,682	6,792,372	1.0
Haw ai'i Island	787,054	705,395	11.6	8,616,120	8,544,798	0.8
Visitor arrivals by cruise ships	54,543	118,148	-53.8	325,316	392,073	-17.0
VISITOR ARRIVALS	666,605	647,201	3.0	6,698,545	6,526,473	2.6
Total by air	656,729	623,899	5.3	6,629,279	6,440,706	2.9
O'ahu	431,705	413,826	4.3	4,101,118	4,015,351	2.1
Maui	195,063	177,153	10.1	1,992,700	1,921,601	3.7
Moloka'i	4,576	4,267	7.3	46,130	51,248	-10.0
Lāna'i	5,285	3,659	44.4	47,503	47,079	0.9
Kaua'i	89,171	85,284	4.6	897,087	895,281	0.2
Haw ai'i Island	112,658	101,424	11.1	1,161,905	1,146,896	1.3
Visitor arrivals by cruise ships	9,875	23,302	-57.6	69,266	85,767	-19.2
AVERAGE LENGTH OF STAY	8.63	8.42	2.5	8.99	9.05	-0.6
Total by air	8.68	8.55	1.5	9.04	9.11	-0.7
O'ahu	6.51	6.41	1.5	6.83	6.83	0.1
Maui	7.39	7.57	-2.4	8.05	8.09	-0.5
Moloka'i	3.46	3.61	-4.3	4.59	4.11	11.8
Lāna'i	3.11	2.50	24.4	3.33	2.67	25.0
Kaua'i	7.06	7.14	-1.1	7.65	7.59	0.8
Haw ai'i Island	6.99	6.95	0.5	7.42	7.45	-0.5
Visitor arrivals by cruise ships	5.52	5.07	8.9	4.70	4.57	2.7
PER PERSON PER DAY SPENDING ($)	203.0	194.2	4.6	192.7	189.7	1.6
Total by air	204.2	196.6	3.9	193.2	190.4	1.5
O'ahu	206.3	213.0	-3.1	192.1	200.6	-4.2
Maui	217.0	192.7	12.6	209.5	197.8	5.9
Moloka'i	115.3	143.9	-19.9	106.5	119.8	-11.1
Lāna'i	412.5	300.0	37.5	388.8	255.7	52.0
Kaua'i	192.2	162.2	18.5	181.8	170.5	6.6
Haw ai'i Island	180.0	171.8	4.8	174.3	161.0	8.3
Visitor arrivals by cruise ships	82.5	85.3	-3.3	83.6	73.0	14.6
PER PERSON PER TRIP SPENDING ($)	1,752.3	1,635.3	7.2	1,732.7	1,715.7	1.0
Total by air	1771.8	1680.2	5.4	1746.8	1734.1	0.7
O'ahu	1342.5	1365.5	-1.7	1312.8	1370.2	-4.2
Maui	1603.2	1458.2	9.9	1687.2	1600.7	5.4
Moloka'i	398.8	519.9	-23.3	489.6	492.5	-0.6
Lāna'i	1282.0	749.5	71.0	1296.1	682.1	90.0
Kaua'i	1356.5	1157.4	17.2	1390.4	1293.5	7.5
Haw ai'i Island	1257.8	1194.8	5.3	1292.8	1199.3	7.8
Visitor arrivals by cruise ships	455.5	432.3	5.4	392.7	333.6	17.7

P=Preliminary data.

Source:Haw ai'i Tourism Authority

VISITORS BY CRUISE SHIPS

	SEPTEMBER			YEAR-TO-DATE		
	2016P	2015	% CHANGE	2016P	2015	% CHANGE
VISITOR DAYS	157,279	236,242	-33.4	1,215,151	1,430,113	-15.0
TOTAL VISITORS	18,867	34,890	-45.9	150,925	181,361	-16.8
ARRIVED BY SHIP	9,875	23,302	-57.6	69,266	85,767	-19.2
ARRIVED BY AIR	8,992	11,588	-22.4	81,660	95,594	-14.6
NUMBER OF SHIP ARRIVALS	5	13	-61.5	36	49	-26.5
ISLANDS VISITED						
O'ahu	18,867	33,803	-44.2	150,925	178,760	-15.6
Kaua‘i	16,429	28,206	-41.8	126,919	155,617	-18.4
Maui County	18,741	33,039	-43.3	143,143	172,758	-17.1
Maui	18,741	33,039	-43.3	143,143	172,758	-17.1
Moloka‘i	247	487	-49.3	1,993	2,058	-3.2
Lāna‘i	314	701	-55.2	2,972	3,256	-8.7
Hawai‘i Island	18,867	31,533	-40.2	140,326	167,535	-16.2
Average Islands Visited	3.89	3.66	6.3	3.75	3.75	0.1
AVERAGE LENGTH OF STAY						
Days in Hawai‘i before Cruise	1.26	0.87	44.1	1.35	1.36	-0.2
Days in Hawai‘i during Cruise	5.91	4.84	22.0	5.66	5.37	5.3
Days in Hawai‘i after Cruise	1.17	1.06	10.8	1.04	1.16	-10.1
Total days in Hawai‘i	8.34	6.77	23.1	8.05	7.89	2.1
ACCOMMODATIONS						
Hotel	10,239	7,151	43.2	84,330	86,765	-2.8
Hotel only	9,274	5,627	64.8	76,575	77,355	-1.0
Condo	984	1,110	-11.3	6,117	7,384	-17.2
Condo only	382	683	-44.1	2,017	2,649	-23.9
Timeshare	715	1,709	-58.2	5,840	6,979	-16.3
Timeshare Only	364	1,259	-71.1	2,481	3,370	-26.4
Bed & Breakfast	163	361	-54.8	1,074	1,253	-14.3
Bed & Breakfast only	59	7,561	-99.2	280	7,810	-96.4
Friends & relatives	499	726	-31.2	3,352	3,677	-8.9
Other accommodation	477	1,121	-57.5	3,328	5,573	-40.3
Accommodation (NET)	11,695	16,395	-28.7	93,920	105,610	-11.1
Cruise only	7,172	18,495	-61.2	57,005	75,751	-24.7
TRAVEL STATUS						
% First timers	50.0	43.1	6.8	48.6	45.4	3.2
% Repeat visitors	50.0	52.2	-2.2	51.4	53.7	-2.3

NA = Not applicable
Source: Hawai‘i Tourism Authority

Nonstops Seats to Hawaii by Port of Entry and MMA

SEPTEMBER	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge
TOTAL	**887,846**	**882,341**	**0.6**	**634,972**	**636,895**	**-0.3**	**157,706**	**151,505**	**4.1**	**48,082**	**46,369**	**3.7**	**3,604**	**3,794**	**-5.0**	**43,482**	**43,778**	**-0.7**
SCHEDULES	**881,971**	**875,492**	**0.7**	**629,312**	**630,046**	**-0.1**	**157,706**	**151,505**	**4.1**	**47,867**	**46,369**	**3.2**	**3,604**	**3,794**	**-5.0**	**43,482**	**43,778**	**-0.7**
CHARTERS	**5,875**	**6,849**	**-14.2**	**5,660**	**6,849**	**-17.4**				**215**	**0**	**NA**						
US TOTAL	**598,853**	**589,543**	**1.6**	**352,885**	**352,057**	**0.2**	**150,800**	**144,889**	**4.1**	**48,082**	**45,697**	**5.2**	**3,604**	**3,794**	**-5.0**	**43,482**	**43,106**	**0.9**
SCHEDULES	**593,783**	**584,059**	**1.7**	**348,030**	**346,573**	**0.4**	**150,800**	**144,889**	**4.1**	**47,867**	**45,697**	**4.7**	**3,604**	**3,794**	**-5.0**	**43,482**	**43,106**	**0.9**
CHARTERS	**5,070**	**5,484**	**-7.5**	**4,855**	**5,484**	**-11.5**				**215**	**0**	**NA**						
US WEST	**526,691**	**518,408**	**1.6**	**288,044**	**288,334**	**-0.1**	**143,694**	**137,477**	**4.5**	**47,867**	**45,697**	**4.7**	**3,604**	**3,794**	**-5.0**	**43,482**	**43,106**	**0.9**
Anchorage	3,260	3,423	-4.8	3,260	3,423	-4.8												
Denver	11,672	8,976	30.0	10,320	7,520	37.2	676	728	-7.1	676	728	-7.1						
Las Vegas	23,246	24,168	-3.8	23,246	24,168	-3.8												
Los Angeles	185,768	187,118	-0.7	98,290	101,451	-3.1	44,141	43,159	2.3	19,663	19,461	1.0	3,604	3,794	-5.0	20,070	19,253	4.2
Oakland	29,391	31,819	-7.6	10,256	10,844	-5.4	12,218	12,660	-3.5	3,503	5,160	-32.1				3,414	3,155	8.2
Phoenix	30,894	30,570	1.1	17,546	18,220	-3.7	6,392	6,460	-1.1	3,384	2,470	37.0				3,572	3,420	4.4
Portland	21,298	22,294	-4.5	14,289	15,285	-6.5	7,009	7,009	0.0									
Sacramento	12,660	12,660	0.0	7,770	7,770	0.0	4,890	4,890	0.0									
Salt Lake City	5,742	5,220	10.0	5,742	5,220	10.0												
San Diego	23,490	23,164	1.4	13,058	12,895	1.3	5,542	5,542	0.0	2,119	1,956	8.3				2,771	2,771	0.0
San Francisco	90,423	79,767	13.4	46,918	40,414	16.1	30,030	23,990	25.2	7,481	8,517	-12.2				5,994	6,846	-12.4
San Jose	27,853	28,577	-2.5	10,775	10,829	-0.5	12,008	12,660	-5.2	2,299	2,317	-0.8				2,771	2,771	0.0
Seattle	60,994	60,652	0.6	26,574	30,295	-12.3	20,788	20,379	2.0	8,742	5,088	71.8				4,890	4,890	0.0
US EAST	**67,092**	**65,651**	**2.2**	**59,986**	**58,239**	**3.0**	**7,106**	**7,412**	**-4.1**									
Atlanta	8,790	9,304	-5.5	8,790	9,304	-5.5												
Chicago	10,320	10,095	2.2	10,320	10,095	2.2												
Dallas	19,646	20,492	-4.1	12,540	13,080	-4.1	7,106	7,412	-4.1									
Houston	10,320	10,320	0.0	10,320	10,320	0.0												
New York JFK	8,820	7,938	11.1	8,820	7,938	11.1												
Newark	7,260	6,534	11.1	7,260	6,534	11.1												
Washington D.C.	1,936	968	100.0	1,936	968	100.0												

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

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

SEPTEMBER	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge
INTERNATIONAL	**288,993**	**292,798**	**-1.3**	**282,087**	**284,838**	**-1.0**	**6,906**	**6,616**	**4.4**	**0**	**672**	**-100.0**				**0**	**672**	**-100.0**
SCHEDULES	**288,188**	**291,433**	**-1.1**	**281,282**	**283,473**	**-0.8**	**6,906**	**6,616**	**4.4**	**0**	**672**	**-100.0**				**0**	**672**	**-100.0**
CHARTERS	**805**	**1,365**	**-41.0**	**805**	**1,365**	**-41.0**												
JAPAN	**154,877**	**167,234**	**-7.4**	**154,877**	**167,234**	**-7.4**												
Fukuoka	4,972	5,650	-12.0	4,972	5,650	-12.0												
Nagoya	12,548	14,962	-16.1	12,548	14,962	-16.1												
Osaka	24,600	30,090	-18.2	24,600	30,090	-18.2												
Sapporo	3,367	3,367	0.0	3,367	3,367	0.0												
Tokyo HND	23,370	25,230	-7.4	23,370	25,230	-7.4												
Tokyo NRT	86,020	87,935	-2.2	86,020	87,935	-2.2												
CANADA	**16,800**	**18,226**	**-7.8**	**9,894**	**10,266**	**-3.6**	**6,906**	**6,616**	**4.4**	**0**	**672**	**-100.0**				**0**	**672**	**-100.0**
Vancouver	16,800	18,226	-7.8	9,894	10,266	-3.6	6,906	6,616	4.4	0	672	-100.0				0	672	-100.0
OTHER ASIA	**48,254**	**40,166**	**20.1**	**48,254**	**40,166**	**20.1**												
Beijing	7,140	7,614	-6.2	7,140	7,614	-6.2												
Seoul	30,738	24,509	25.4	30,738	24,509	25.4												
Shanghai	7,920	5,280	50.0	7,920	5,280	50.0												
Taipei	2,456	2,763	-11.1	2,456	2,763	-11.1												
OCEANIA	**45,282**	**42,461**	**6.6**	**45,282**	**42,461**	**6.6**												
Auckland	9,258	7,800	18.7	9,258	7,800	18.7												
Brisbane	8,683	8,459	2.6	8,683	8,459	2.6												
Melbourne	5,025	3,700	35.8	5,025	3,700	35.8												
Sydney	22,316	22,502	-0.8	22,316	22,502	-0.8												
OTHER	**22,975**	**23,346**	**-1.6**	**22,975**	**23,346**	**-1.6**												
Apia	820	656	25.0	820	656	25.0												
Christmas Island	371	610	-39.2	371	610	-39.2												
Guam	10,320	10,320	0.0	10,320	10,320	0.0												
Majuro	2,158	2,015	7.1	2,158	2,015	7.1												
Manila	5,119	5,582	-8.3	5,119	5,582	-8.3												
Nadi	680	656	3.7	680	656	3.7												
Pago Pago	2,331	2,331	0.0	2,331	2,331	0.0												
Papeete	1,176	1,176	0.0	1,176	1,176	0.0												

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

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

SEPTEMBER YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge
TOTAL	**9,093,058**	**9,007,574**	**0.9**	**6,100,233**	**6,122,216**	**-0.4**	**1,768,347**	**1,717,488**	**3.0**	**650,118**	**616,953**	**5.4**	**33,117**	**33,224**	**-0.3**	**541,243**	**517,693**	**4.5**
SCHEDULES	**9,019,855**	**8,932,769**	**1.0**	**6,030,969**	**6,053,791**	**-0.4**	**1,765,888**	**1,712,968**	**3.1**	**649,192**	**615,808**	**5.4**	**32,961**	**33,224**	**-0.8**	**540,845**	**516,978**	**4.6**
CHARTERS	**73,203**	**74,805**	**-2.1**	**69,264**	**68,425**	**1.2**	**2,459**	**4,520**	**-45.6**	**926**	**1,145**	**-19.1**	**156**	**0**	**#DIV/0!**	**398**	**715**	**-44.3**
US TOTAL	**6,308,493**	**6,218,826**	**1.4**	**3,519,232**	**3,534,091**	**-0.4**	**1,611,361**	**1,570,088**	**2.6**	**623,868**	**588,588**	**6.0**	**33,117**	**33,224**	**-0.3**	**520,915**	**492,835**	**5.7**
SCHEDULES	**6,257,264**	**6,159,676**	**1.6**	**3,471,942**	**3,481,321**	**-0.3**	**1,608,902**	**1,565,568**	**2.8**	**622,942**	**587,443**	**6.0**	**32,961**	**33,224**	**-0.8**	**520,517**	**492,120**	**5.8**
CHARTERS	**51,229**	**59,150**	**-13.4**	**47,290**	**52,770**	**-10.4**	**2,459**	**4,520**	**-45.6**	**926**	**1,145**	**-19.1**	**156**	**0**	**NA**	**398**	**715**	**-44.3**
US WEST	**5,569,973**	**5,459,250**	**2.0**	**2,884,726**	**2,906,879**	**-0.8**	**1,508,827**	**1,439,584**	**4.8**	**622,942**	**587,443**	**6.0**	**32,961**	**33,224**	**-0.8**	**520,517**	**492,120**	**5.8**
Anchorage	56,072	46,129	21.6	43,032	34,882	23.4	8,150	6,683	22.0	4,890	4,564	7.1						
Bellingham	26,243	28,525	-8.0	17,441	19,723	-11.6	8,802	8,802	0.0									
Denver	124,130	124,529	-0.3	78,331	81,837	-4.3	31,772	26,273	20.9	11,154	11,752	-5.1	0	0		2,873	4,667	-38.4
Las Vegas	219,246	223,728	-2.0	219,246	223,728	-2.0	0	0		0	0		0	0		0	0	
Los Angeles	1,924,156	1,952,904	-1.5	995,324	1,031,879	-3.5	448,726	459,224	-2.3	227,759	228,255	-0.2	32,961	33,224	-0.8	219,386	200,322	9.5
Oakland	324,920	299,318	8.6	111,887	102,409	9.3	115,978	115,206	0.7	54,674	50,459	8.4	0	0		42,381	31,244	35.6
Phoenix	377,098	384,751	-2.0	191,662	195,847	-2.1	82,296	85,354	-3.6	48,128	48,070	0.1	0	0		55,012	55,480	-0.8
Portland	237,216	234,712	1.1	131,918	130,392	1.2	76,773	74,654	2.8	17,604	18,908	-6.9	0	0		10,921	10,758	1.5
Sacramento	115,628	115,206	0.4	70,966	70,707	0.4	44,662	44,499	0.4	0	0		0	0		0	0	
Salt Lake City	68,904	68,643	0.4	68,904	68,643	0.4	0	0		0	0		0	0		0	0	
San Diego	225,789	214,411	5.3	121,306	120,849	0.4	54,931	50,856	8.0	21,027	14,507	44.9	0	0		28,525	28,199	1.2
San Francisco	928,220	853,161	8.8	453,173	431,896	4.9	315,832	249,096	26.8	96,085	107,867	-10.9	0	0		63,130	64,302	-1.8
San Jose	260,801	271,186	-3.8	103,541	103,026	0.5	111,716	115,206	-3.0	19,953	27,526	-27.5	0	0		25,591	25,428	0.6
Seattle	681,550	642,047	6.2	277,995	291,061	-4.5	209,189	203,731	2.7	121,668	75,535	61.1	0	0		72,698	71,720	1.4
US EAST	**687,291**	**700,426**	**-1.9**	**587,216**	**574,442**	**2.2**	**100,075**	**125,984**	**-20.6**									
Atlanta	80,508	90,562	-11.1	80,508	90,562	-11.1												
Chicago	104,209	126,367	-17.5	91,481	93,687	-2.4	12,728	32,680	-61.1									
Dallas	206,395	218,654	-5.6	119,048	125,350	-5.0	87,347	93,304	-6.4									
Houston	94,256	92,141	2.3	94,256	92,141	2.3												
Minneapolis	21,271	0		21,271	0													
New York JFK	80,464	72,272	11.3	80,464	72,272	11.3												
Newark	65,824	65,098	1.1	65,824	65,098	1.1												
Washington D.C.	34,364	35,332	-2.7	34,364	35,332	-2.7												

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

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

SEPTEMBER YTD	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge	2016	2015	% Chge
INTERNATIONAL	**2,784,565**	**2,788,748**	**-0.2**	**2,581,001**	**2,588,125**	**-0.3**	**156,986**	**147,400**	**6.5**	**26,250**	**28,365**	**-7.5**				**20,328**	**24,858**	**-18.2**
SCHEDULES	**2,762,591**	**2,773,093**	**-0.4**	**2,559,027**	**2,572,470**	**-0.5**	**156,986**	**147,400**	**6.5**	**26,250**	**28,365**	**-7.5**				**20,328**	**24,858**	**-18.2**
CHARTERS	**21,974**	**15,655**	**40.4**	**21,974**	**15,655**	**40.4**												
JAPAN	**1,373,213**	**1,476,713**	**-7.0**	**1,373,213**	**1,476,713**	**-7.0**												
Fukuoka	46,556	53,311	-12.7	46,556	53,311	-12.7												
Nagoya	131,296	152,881	-14.1	131,296	152,881	-14.1												
Osaka	232,555	287,657	-19.2	232,555	287,657	-19.2												
Sapporo	30,562	30,303	0.9	30,562	30,303	0.9												
Tokyo HND	227,274	243,569	-6.7	227,274	243,569	-6.7												
Tokyo NRT	704,970	708,992	-0.6	704,970	708,992	-0.6												
CANADA	**347,415**	**342,176**	**1.5**	**143,851**	**141,553**	**1.6**	**156,986**	**147,400**	**6.5**	**26,250**	**28,365**	**-7.5**				**20,328**	**24,858**	**-18.2**
Calgary	38,807	33,993	14.2	8,505	6,831	24.5	30,302	27,162	11.6									
Edmonton	13,002	10,350	25.6				13,002	10,350	25.6									
Toronto	8,178	7,560	8.2	8,178	7,560	8.2												
Vancouver	285,218	287,961	-1.0	124,958	124,850	0.1	113,682	109,888	3.5	26,250	28,365	-7.5				20,328	24,858	-18.2
Victoria	2,210	2,312	-4.4	2,210	2,312	-4.4												
OTHER ASIA	**429,018**	**357,833**	**19.9**	**429,018**	**357,833**	**19.9**												
Beijing	66,384	67,815	-2.1	66,384	67,815	-2.1												
Seoul	280,328	219,938	27.5	280,328	219,938	27.5												
Shanghai	59,104	46,134	28.1	59,104	46,134	28.1												
Taipei	23,202	23,946	-3.1	23,202	23,946	-3.1												
OCEANIA	**393,931**	**372,227**	**5.8**	**393,931**	**372,227**	**5.8**												
Auckland	75,202	69,966	7.5	75,202	69,966	7.5												
Brisbane	74,667	74,777	-0.1	74,667	74,777	-0.1												
Melbourne	46,565	34,909	33.4	46,565	34,909	33.4												
Sydney	197,497	192,575	2.6	197,497	192,575	2.6												
OTHER	**219,014**	**224,144**	**-2.3**	**219,014**	**224,144**	**-2.3**												
Apia	6,560	6,730	-2.5	6,560	6,730	-2.5												
Christmas Island	4,611	4,880	-5.5	4,611	4,880	-5.5												
Guam	94,256	93,912	0.4	94,256	93,912	0.4												
Majuro	19,588	18,135	8.0	19,588	18,135	8.0												
Manila	51,888	58,990	-12.0	51,888	58,990	-12.0												
Nadi	6,558	6,098	7.5	6,558	6,098	7.5												
Pago Pago	24,087	23,051	4.5	24,087	23,051	4.5												
Papeete	11,466	12,348	-7.1	11,466	12,348	-7.1												

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

Note: Charter Air Seat statistics for January - August was revised.

NOTE: HTA is removing the tables of basic characteristics data for Total, U.S. West, U.S. East, Japan, and Canada from inclusion in the monthly visitor statistics news release.

These tables are available for viewing online at HTA's website:

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

File name: September 2016 Table [xls]

The following statistics are also available in the Visitor Highlight section:

Daily Passenger Counts
Island Highlights 2016
Visitor Expenditures by Category
Visitor Arrivals by Country by MMA

Fact Sheets and Visitor Statistics by Major Market Areas can be viewed at:

www.hawaiitourismauthority.org/research/reports/major-market-areas/