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HTA Release (15-31)

VISITOR ARRIVALS REACHED NEW OCTOBER RECORD BUT TOTAL VISITOR SPENDING DECREASED 2.2 PERCENT

HONOLULU – Total arrivals to the Hawaiian Islands reached a new record for the month of October, with a 4.8 percent growth to 692,930 visitors in October 2015, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). Since March 2015, total visitors counts have exceeded previous monthly records.

Arrivals by air rose 3.9 percent to 674,699 visitors in October 2015, while arrivals by cruise ships were up 52.7 percent to 18,231 visitors. Total visitor days¹ increased 3.9 percent compared to October 2014.

Growth in arrivals by air from U.S. West (+4.5% to 272,539) and U.S. East (+5.3% to 130,655) more than offset a 2 percent drop from Canada (to 29,395). Japanese arrivals of 134,989 visitors (+0.1%) was similar to October 2014. Arrivals from all other markets rose 7.8 percent to 107,121 visitors.

Although visitor counts surpassed October 2014, lower per person per day spending led to a 2.2 percent decrease in total visitor expenditures to \$1.2 billion. Among the top four visitor markets, visitor expenditures increased from U.S. West (+1.1% to \$406.3 million) and U.S. East (+1.8% to \$268.1 million), but declined from Japan (-8.9% to \$195.2 million) and Canada (-21.5% to \$58 million).

All four larger Hawaiian Islands saw growth in arrivals compared to October 2014: Kaua'i (+7.9%), O'ahu (+3%), Maui (+1.1%) and Hawai'i Island (+0.6%). There were gains in visitor expenditures for Maui (+1.4% to \$312.1 million), Hawai'i Island (+8.1% to \$156.4 million) and Kaua'i (+16.1% to \$125.5 million), but visitor expenditures on O'ahu dropped 9.3 percent to \$554.9 million.

There were 928,866 total air seats to Hawai'i in October 2015, which was an increase of 3.5 percent from last October. Growth in scheduled seats from Canada (+22.4%), Oceania (+18.5%), U.S. West (+4%), U.S. East (+2%) and Other Asia (+1.5%) offset a 2.8 percent drop in seats from Japan.

Year-to-date 2015

Through the first 10 months of 2015, total arrivals rose 4.2 percent and visitor spending increased 2.2 percent to \$12.5 billion. Growth in arrivals from U.S. West (+7.2%) and U.S. East (+2.3%) compensated for slightly fewer visitors from Japan (-0.9%). Expenditures by U.S. West (+6.3% to \$4.4 billion) and Canadian (+1.4% to \$862.8 million) visitors increased, counter-balancing declines in U.S. East (-1.4% to \$3.1 billion) and Japanese (-10% to \$1.8 billion) visitor expenditures.

Maui (+5.3%), Kaua'i (+4.9%), Hawai'i Island (+4.2%) and O'ahu (+2.5%) saw growth in arrivals compared to the first 10 months of 2014. Higher daily spending contributed to increased visitor expenditures on Maui (+5.9% to \$3.5 billion) and Kaua'i (+15% to \$1.3 billion). Visitor expenditures on Hawai'i Island (+0.9% to \$1.6 billion) were slightly higher than last year, but O'ahu visitor expenditures dropped 1.6 percent (to \$6 billion).

¹ Aggregate number of days stayed by all visitors.

October 2015 Arrivals at a Glance

CATEGORY AND MMA	Oct 2015p	Oct 2014	% change	YTD 2015p	YTD 2014	% change
TOTAL EXPENDITURES (\$mil.)	1,158.0	1,183.7	-2.2	12,495.6	12,228.6	2.2
Total by air	1,152.7	1,180.2	-2.3	12,460.1	12,193.2	2.2
U.S. West	406.3	401.9	1.1	4,376.5	4,115.5	6.3
U.S. East	268.1	263.3	1.8	3,082.6	3,126.1	-1.4
Japan	195.2	214.2	-8.9	1,798.1	1,997.0	-10.0
Canada	58.0	73.9	-21.5	862.8	850.5	1.4
All Others	225.0	227.0	-0.9	2,340.1	2,104.1	11.2
Visitor arrivals by cruise ships	5.3	3.4	56.9	35.5	35.4	0.4
TOTAL VISITOR DAYS	5,993,699	5,767,782	3.9	64,790,308	62,470,434	3.7
Total by air	5,908,101	5,709,731	3.5	64,292,607	61,931,107	3.8
U.S. West	2,510,802	2,438,764	3.0	26,916,611	25,601,690	5.1
U.S. East	1,284,437	1,227,871	4.6	15,449,835	15,219,535	1.5
Japan	761,988	755,289	0.9	7,363,596	7,339,603	0.3
Canada	353,451	382,166	-7.5	5,197,609	5,228,733	-0.6
All Others	997,424	905,641	10.1	9,364,957	8,541,547	9.6
Visitor arrivals by cruise ships	85,599	58,051	47.5	497,700	539,327	-7.7
VISITOR ARRIVALS	692,930	661,006	4.8	7,193,758	6,904,068	4.2
Total by air	674,699	649,068	3.9	7,088,896	6,800,988	4.2
U.S. West	272,539	260,888	4.5	2,911,283	2,714,903	7.2
U.S. East	130,655	124,032	5.3	1,502,596	1,468,486	2.3
Japan	134,989	134,794	0.1	1,252,309	1,263,538	-0.9
Canada	29,395	30,001	-2.0	410,533	409,413	0.3
All Others	107,121	99,353	7.8	1,012,175	944,648	7.1
Visitor arrivals by cruise ships	18,231	11,938	52.7	104,862	103,080	1.7
AVERAGE LENGTH OF STAY	8.65	8.73	-0.9	9.01	9.05	-0.5
Total by air	8.76	8.80	-0.5	9.07	9.11	-0.4
U.S. West	9.21	9.35	-1.4	9.25	9.43	-2.0
U.S. East	9.83	9.90	-0.7	10.28	10.36	-0.8
Japan	5.64	5.60	0.7	5.88	5.81	1.2
Canada	12.02	12.74	-5.6	12.66	12.77	-0.9
All Others	9.31	9.12	2.1	9.25	9.04	2.3
Visitor arrivals by cruise ships	4.70	4.86	-3.4	4.75	5.23	-9.3
PER PERSON PER DAY SPENDING (\$)	193.2	205.2	-5.9	192.9	195.7	-1.5
Total by air	195.1	206.7	-5.6	193.8	196.9	-1.6
U.S. West	161.8	164.8	-1.8	162.6	160.7	1.1
U.S. East	208.8	214.4	-2.7	199.5	205.4	-2.9
Japan	256.2	283.6	-9.7	244.2	272.1	-10.3
Canada	164.2	193.4	-15.1	166.0	162.7	2.0
All Others	225.6	250.6	-10.0	249.9	246.3	1.4
Visitor arrivals by cruise ships	62.5	58.7	6.4	71.4	65.6	8.8
PER PERSON PER TRIP SPENDING (\$)	1,671.2	1,790.7	-6.7	1,737.0	1,771.2	-1.9
Total by air	1,708.4	1,818.4	-6.0	1,757.7	1,792.9	-2.0
U.S. West	1,490.9	1,540.3	-3.2	1,503.3	1,515.9	-0.8
U.S. East	2,052.2	2,122.9	-3.3	2,051.5	2,128.8	-3.6
Japan	1,446.3	1,589.2	-9.0	1,435.9	1,580.5	-9.1
Canada	1,974.1	2,463.6	-19.9	2,101.5	2,077.4	1.2
All Others	2,100.2	2,284.3	-8.1	2,312.0	2,227.4	3.8
Visitor arrivals by cruise ships	293.3	285.4	2.7	338.7	343.3	-1.3

Source: Hawaii Tourism Authority

Other Highlights:

- For U.S. West, arrivals from the Pacific region grew 4.5 percent compared to October 2014, with increases from Alaska (+15.2%), California (+3.7%), Oregon (+5.7%) and Washington (+5.4%). Arrivals from the Mountain region rose 7.6 percent, led by Utah (+27.8%), which has shown double-digit growth every month this year. For the first 10 months of 2015, arrivals from the Pacific region were up 7.3 percent while the Mountain region increased 8.7 percent.
- Most U.S. East regions showed growth in arrivals compared to October 2014. Visitor counts from the two largest regions, South Atlantic and East North Central, rose 5.9 percent and 10.9 percent, respectively. Through October 2015, arrivals increased from most U.S. East regions except for West North Central (+0.3%), which showed similar arrivals to year-to-date 2014.
- Significantly more U.S. West visitors in October 2015 stayed exclusively in timeshare properties (+13.1% to 32,572) compared to last October. Among U.S. East visitors, more stayed with friends and relatives (+17.2% to 14,512), in bed and breakfast properties (+13.8% to 2,331), and in other non-traditional accommodations (+29.1% to 2,826) than a year ago.
- For the Japanese market, there was a loss in leisure visitors (-7.2%) in October 2015, but a growth in visitors who came for meetings, conventions and incentives (+27.1%). Considerably more Japanese visitors stayed in condominiums (+55%) and timeshares (+29.9%), but hotel stays declined (-4.9%). This was the sixth consecutive month of double-digit growth in Japanese independent travelers.
- Among Canadian visitors, increased arrivals on direct flights from Canada (+24.4%) was offset by fewer arrivals on U.S. mainland flights (-26.7%). Timeshare use by Canadian visitors was up significantly (+33.7%) while stays in hotels (-3.5%) and condominiums (-11.4%) were lower compared to October 2014.
- A total of 47,696 visitors came for meetings, conventions and incentives (MCI) in October 2015, which was a 13.2 percent drop from last October. Fewer visitors came for corporate meetings (-26% to 6,447) and conventions (-16.6% to 29,834) with losses mainly from U.S. West and U.S. East. Several events were held at the Hawai'i Convention Center in October 2014 with more than 8,000 delegates combined. The number of visitors who traveled on incentives declined 4.6 percent. For the first 10 months of 2015, total MCI visitors increased 6.2 percent to 418,380 visitors.

Highlights from All Other Markets:

Estimated arrivals by air from developing international markets rose 7.8 percent to 107,121 visitors in October 2015, and visitor days increased 10.1 percent to 997,424 days. For the first 10 months of 2015, arrivals grew 7.1 percent to 1,012,175 visitors, and visitor days were up 9.6 percent.

- **Australia:** Arrivals from Australia rose 10.6 percent to 31,533 visitors in October 2015. For the first 10 months of 2015, arrivals increased 10.3 percent to 283,658 visitors.
- **New Zealand:** There was a slight decline in visitors from New Zealand (-1.1% to 5,663) compared to October 2014. For year-to-date 2015, arrivals were up 3.8 percent to 54,158 visitors.
- **China:** Arrivals from China grew 7 percent to 12,981 visitors. For the first 10 months of 2015, arrivals rose 6.2 percent to 146,971 visitors.

October 2015 Island Highlights

CATEGORY AND ISLAND	Oct 2015p	Oct 2014	% change	YTD 2015p	YTD 2014	% change
TOTAL EXPENDITURES (\$mil.)	1,158.0	1,183.7	-2.2	12,495.6	12,228.6	2.2
Total by air	1,152.7	1,180.2	-2.3	12,460.1	12,193.2	2.2
O'ahu	554.9	611.5	-9.3	5,972.4	6,072.2	-1.6
Maui	312.1	307.9	1.4	3,526.9	3,330.6	5.9
Moloka'i	2.3	2.6	-11.5	26.7	27.6	-3.2
Lāna'i	1.5	5.5	-72.2	41.9	59.2	-29.2
Kaua'i	125.5	108.1	16.1	1,338.2	1,163.4	15.0
Hawai'i Island	156.4	144.7	8.1	1,554.0	1,540.1	0.9
Visitor arrivals by cruise ships	5.3	3.4	56.9	35.5	35.4	0.4
TOTAL VISITOR DAYS	5,993,699	5,767,782	3.9	64,790,308	62,470,434	3.7
Total by air	5,908,101	5,709,731	3.5	64,292,607	61,931,107	3.8
O'ahu	2,790,669	2,689,610	3.8	30,148,058	29,153,835	3.4
Maui	1,543,611	1,527,483	1.1	17,024,313	16,256,819	4.7
Moloka'i	21,766	21,483	1.3	231,254	213,789	8.2
Lāna'i	10,193	16,906	-39.7	135,112	178,144	-24.2
Kaua'i	676,872	635,967	6.4	7,418,975	7,172,280	3.4
Hawai'i Island	864,989	818,282	5.7	9,334,896	8,956,240	4.2
Visitor arrivals by cruise ships	85,599	58,051	47.5	497,700	539,327	-7.7
VISITOR ARRIVALS	692,930	661,006	4.8	7,193,758	6,904,068	4.2
Total by air	674,699	649,068	3.9	7,088,896	6,800,988	4.2
O'ahu	433,492	420,898	3.0	4,427,960	4,321,418	2.5
Maui	190,993	188,827	1.1	2,101,188	1,994,644	5.3
Moloka'i	4,045	4,907	-17.6	54,673	48,331	13.1
Lāna'i	3,606	5,403	-33.3	50,246	55,340	-9.2
Kaua'i	92,099	85,321	7.9	979,574	934,073	4.9
Hawai'i Island	115,759	115,050	0.6	1,253,142	1,202,126	4.2
Visitor arrivals by cruise ships	18,231	11,938	52.7	104,862	103,080	1.7
AVERAGE LENGTH OF STAY	8.65	8.73	-0.9	9.01	9.05	-0.5
Total by air	8.76	8.80	-0.5	9.07	9.11	-0.4
O'ahu	6.44	6.39	0.7	6.81	6.75	0.9
Maui	8.08	8.09	-0.1	8.10	8.15	-0.6
Moloka'i	5.38	4.38	22.9	4.23	4.42	-4.4
Lāna'i	2.83	3.13	-9.7	2.69	3.22	-16.5
Kaua'i	7.35	7.45	-1.4	7.57	7.68	-1.4
Hawai'i Island	7.47	7.11	5.1	7.45	7.45	0.0
Visitor arrivals by cruise ships	4.70	4.86	-3.4	4.75	5.23	-9.3
PER PERSON PER DAY SPENDING (\$)	193.2	205.2	-5.9	192.9	195.7	-1.5
Total by air	195.1	206.7	-5.6	193.8	196.9	-1.6
O'ahu	198.8	227.4	-12.5	198.1	208.3	-4.9
Maui	202.2	201.6	0.3	207.2	204.9	1.1
Moloka'i	104.0	119.0	-12.6	115.5	129.1	-10.5
Lāna'i	149.5	324.7	-54.0	310.3	332.6	-6.7
Kaua'i	185.3	169.9	9.1	180.4	162.2	11.2
Hawai'i Island	180.8	176.9	2.2	166.5	172.0	-3.2
Visitor arrivals by cruise ships	62.5	58.7	6.4	71.4	65.6	8.8
PER PERSON PER TRIP SPENDING (\$)	1,671.2	1,790.7	-6.7	1,737.0	1,771.2	-1.9
Total by air	1,708.4	1,818.4	-6.0	1,757.7	1,792.9	-2.0
O'ahu	1,280.1	1,453.0	-11.9	1,348.8	1,405.2	-4.0
Maui	1,634.3	1,630.5	0.2	1,678.5	1,669.8	0.5
Moloka'i	559.7	521.2	7.4	488.4	570.9	-14.4
Lāna'i	422.6	1,016.0	-58.4	834.4	1,070.5	-22.1
Kaua'i	1,362.2	1,266.5	7.6	1,366.1	1,245.5	9.7
Hawai'i Island	1,351.1	1,257.9	7.4	1,240.1	1,281.2	-3.2
Visitor arrivals by cruise ships	293.3	285.4	2.7	338.7	343.3	-1.3

- **Korea:** There were 15,308 visitors from Korea in October 2015, down 8 percent from the same month last year. Through October 2015, arrivals dropped 7.5 percent to 136,208 visitors.
- **Taiwan:** Arrivals from Taiwan declined 13.1 percent to 1,179 visitors. For the first 10 months of 2015, arrivals decreased 20.3 percent to 14,229 visitors.
- **Europe:** There were 13,135 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland) in October 2015, down 9.4 percent from a year ago. For the first 10 months of 2015, arrivals dropped slightly (-0.9%) to 121,790 visitors.
- **Latin America:** Arrivals from the Latin America market (Mexico, Brazil and Argentina) decreased 32.9 percent to 1,924 visitors. For the first 10 months of 2015, arrivals from this market fell 6.9 percent to 22,828 visitors.

Island Highlights:

- **O'ahu:** Arrivals to O'ahu rose 3 percent to 433,492 visitors in October 2015 and visitor days increased 3.8 percent. There were more visitors from U.S. East (+9.9%) and U.S. West (+1.1%) but fewer visitors from Canada (-6.4%) compared to last October. Visitor days on O'ahu by all U.S. visitors rose 4.6 percent. A combination of typically lower spending U.S. visitors and decreased spending by Japanese visitors contributed to a 12.5 percent drop in daily spending to \$199 per person. This led to a 9.3 percent loss in O'ahu visitor expenditures to \$554.9 million.
- **Maui:** Arrivals to this island were up 1.1 percent to 190,993 visitors while visitor days also grew 1.1 percent. Increased arrivals from U.S. East (+3.7%) and Canada (+1.6%) offset fewer visitors from Japan (-10.6%). Daily spending was similar to October 2014 at \$202 per person. Visitor expenditures on Maui rose 1.4 percent to \$312.1 million.
- **Hawai'i Island:** While arrivals were up slightly (+0.6% to 115,759 visitors), visitor days rose 5.7 percent, boosted by a longer average length of stay. U.S. West arrivals (+9.5%) to Hawai'i Island have increased in every month of 2015. More direct flights from U.S. West cities to Kona contributed to this growth and more visitors stayed on Hawai'i Island exclusively (+6.3%). In contrast, Japanese arrivals have been declining since the beginning of this year. Higher daily spending (+2.2% to \$181 per person) also contributed to an 8.1 percent growth in visitor expenditures to \$156.4 million.
- **Kaua'i:** Arrivals grew 7.9 percent to 92,099 visitors, and visitor days rose 6.4 percent. Arrivals increased from U.S. West (+8.8% to 49,299) and Canada (+11.7% to 4,738) compared to October 2014. There were considerably more Japanese visitors on Kaua'i (+58.3% to 2,115) compared to last October; 73 percent of these Japanese visitors on Kaua'i were day trippers. Several large Japanese tour companies have been selling more Kaua'i packages, contributing to this increase. Combined with higher daily spending (+9.1% to \$185 per person), visitor expenditures were up 16.1 percent to \$125.5 million.

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

- Total air seats to the Hawaiian Islands rose 3.5 percent to 928,866. Growth in seat capacity to Kahului (+10.7%), Kona (+12.6%) and Hilo (+6%) airports offset fewer seats to Līhu'e (-3.5%). There were more scheduled (+3.5% to 922,927) and chartered (+1.5% to 5,939) air seats compared to October 2014.
- Scheduled seats from U.S. West were up 4 percent. Increased capacity from Anchorage (+29.4%), Denver (+12.1%), Oakland (+4.6%), Portland (+5.3%), San Diego (+11.1%), San Francisco (+17.7%) and Seattle (+12.5%) compensated for discontinued service from Bellingham and decreased service from Los Angeles.

- Scheduled seats from U.S. East grew 2 percent compared to October 2014. New service out of Minneapolis and increased service from New York JFK (+22.7%), offset fewer seats from Chicago (-12.1%).
- More seats from Vancouver to Honolulu (+18%), Kahului (+33.7%) and Līhu'e (+20.7%) contributed to a 22.4 percent growth in scheduled seats out of Canada.
- Scheduled seats from Oceania grew 18.5 percent. Seats from Brisbane doubled, in addition to increased service from Sydney (+5.2%) and Melbourne (+29%).
- Scheduled seats from Other Asia rose 1.5 percent. Total seats from China were similar to last October with more seats out of Shanghai (+5%) balanced by fewer seats from Beijing (-3.6%). Seats out of Taipei dropped 13.4 percent. For the Korea market, the number of seats from Seoul increased 3.9 percent.
- In the first 10 months of 2015, total air capacity rose 6.2 percent to 9,918,156 seats. Growth in seats to Honolulu (+2.9%), Kahului (+16.2%), Kona (+18.5%) and Līhu'e (+3.9%) offset fewer seats to Hilo (-4.8%).

Cruise Ship Visitors (Table 8, page 21):

- Eight out-of-state cruise ships came in October 2015 and brought 18,231 visitors to the islands. Several of these ships also had larger capacities compared to the six ships that came in October 2014 with 11,938 visitors. Cruise arrivals for October 2015 were significantly higher than October 2014. However, changes in scheduling shifted some capacity forward (earlier) from later months.
- Arrivals by air to embark on cruise ships increased 27.8 percent. Five Saturdays in October 2015 allowed for five tours of the Hawai'i home-ported cruise ship compared to four tours in October 2014.
- Through the first 10 months of 2015, 104,862 visitors entered Hawai'i on 57 out-of-state cruise ships. This was 1.7 percent higher than the 103,080 visitors who came on 58 cruise ships through year-to-date 2014. There were 211,742 total cruise visitors (by air and by ship) in the first 10 months of 2015, up 4.9 percent from the same period last year.

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

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TABLE 1. TOTAL VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
TOTAL VISITORS	674,699	649,068	3.9	7,088,896	6,800,988	4.2
Domestic	447,730	426,940	4.9	4,802,573	4,563,097	5.2
International	226,969	222,128	2.2	2,286,323	2,237,891	2.2
VISITOR DAYS	5,908,101	5,709,731	3.5	64,292,607	61,931,107	3.8
AVERAGE DAILY CENSUS	190,584	184,185	3.5	211,489	203,721	3.8
TOTAL AIR SEATS	928,866	897,190	3.5	9,918,156	9,343,519	6.2
TOTAL LOAD FACTOR (%)	87.8	87.4	0.5	84.5	86.2	-2.0
ISLANDS VISITED						
O'ahu	433,492	420,898	3.0	4,427,960	4,321,418	2.5
O'ahu only	332,680	314,247	5.9	3,347,379	3,240,084	3.3
O'ahu one day or less	16,404	16,217	1.1	178,976	179,365	-0.2
Kaua'i	92,099	85,321	7.9	979,574	934,073	4.9
Kaua'i only	47,847	43,666	9.6	521,896	492,189	6.0
Kaua'i one day or less	9,421	8,816	6.9	103,881	92,905	11.8
Maui County	193,375	192,168	0.6	2,134,121	2,026,349	5.3
Maui	190,993	188,827	1.1	2,101,188	1,994,644	5.3
Maui only	118,960	113,301	5.0	1,316,535	1,221,245	7.8
Maui one day or less	10,731	11,761	-8.8	128,286	130,837	-1.9
Moloka'i *	4,045	4,907	-17.6	54,673	48,331	13.1
Moloka'i only *	526	443	18.8	6,342	5,178	22.5
Moloka'i one day or less*	1,981	2,687	-26.3	30,140	26,376	14.3
Lāna'i *	3,606	5,403	-33.3	50,246	55,340	-9.2
Lāna'i only*	352	715	-50.7	4,692	6,147	-23.7
Lāna'i one day or less*	2,412	2,925	-17.5	33,673	29,783	13.1
Hawai'i Island	115,759	115,050	0.6	1,253,142	1,202,126	4.2
Kona side	98,518	96,385	2.2	1,064,351	1,009,870	5.4
Hilo side	40,966	42,035	-2.5	457,754	443,588	3.2
Hawai'i Island only	53,474	50,327	6.3	597,832	548,844	8.9
Hawai'i Island one day or less	8,935	11,264	-20.7	103,963	107,244	-3.1
Any Neighbor Island	342,019	334,821	2.1	3,741,518	3,560,904	5.1
NI only	241,207	228,170	5.7	2,660,937	2,479,570	7.3
Oahu & NI	100,812	106,651	-5.5	1,080,581	1,081,334	-0.1
Any one island only	553,839	522,699	6.0	5,794,675	5,513,687	5.1
Multiple Islands	120,860	126,369	-4.4	1,294,221	1,287,300	0.5
Avg. Islands Visited	1.24	1.26	-1.5	1.25	1.26	-0.6
Average Length of Stay in Hawai'i	8.76	8.80	-0.5	9.07	9.11	-0.4
ACCOMMODATIONS						
Plan to stay in Hotel	430,809	429,152	0.4	4,420,626	4,345,536	1.7
Hotel only	380,607	380,323	0.1	3,863,763	3,812,811	1.3
Plan to stay in Condo	111,866	108,578	3.0	1,248,757	1,187,817	5.1
Condo only	88,602	84,765	4.5	975,419	921,153	5.9
Plan to stay in Timeshare	67,760	61,426	10.3	681,851	643,598	5.9
Timeshare only	53,666	47,727	12.4	529,073	494,434	7.0
Cruise Ship	11,048	11,641	-5.1	116,357	115,053	1.1
Friends/Relatives	52,976	46,612	13.7	615,073	571,387	7.6
Bed & Breakfast	7,408	7,348	0.8	78,434	68,532	14.4
Other	9,340	8,093	15.4	104,803	91,956	14.0

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	539,520	524,972	2.8	5,912,333	5,678,470	4.1
Honeymoon/Get Married	68,725	86,210	-20.3	533,735	569,567	-6.3
Honeymoon	62,570	79,657	-21.5	480,840	511,976	-6.1
Get Married	10,477	12,924	-18.9	92,755	100,119	-7.4
Pleasure/Vacation	476,331	448,278	6.3	5,434,471	5,171,629	5.1
Mtgs/Conventions/Incentive	47,696	54,932	-13.2	418,380	393,903	6.2
Conventions	29,834	35,756	-16.6	214,121	215,891	-0.8
Corporate Meetings	6,447	8,711	-26.0	71,863	75,994	-5.4
Incentive	12,917	13,538	-4.6	147,997	121,632	21.7
Other Business	22,434	30,024	-25.3	218,348	225,054	-3.0
Visit Friends/Rel.	53,383	47,880	11.5	576,060	547,557	5.2
Govt/Military	6,249	7,341	-14.9	79,013	76,035	3.9
Attend School	1,016	2,916	-65.1	23,414	24,788	-5.5
Sport Events	12,624	14,475	-12.8	55,951	71,541	-21.8
TRAVEL STATUS						
First Timers (%)**	36.7	37.8	-1.1	34.6	35.3	-0.8
Repeaters (%)**	63.3	62.2	1.1	65.4	64.7	0.8
Average # of Trips	5.00	4.87	2.8	5.02	4.94	1.5
Group Tour	51,687	58,569	-11.8	559,939	566,056	-1.1
Non-Group	623,013	590,499	5.5	6,528,957	6,234,931	4.7
Package Trip	220,801	236,212	-6.5	2,256,433	2,317,128	-2.6
No Package	453,899	412,856	9.9	4,832,463	4,483,859	7.8
Net True Independent	442,524	401,273	10.3	4,722,628	4,386,102	7.7
Ave. Age	46	45	1.5	45	45	0.2
Ave. Party Size	2.07	2.02	2.6	2.23	2.19	1.9

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

Source: Hawai'i Tourism Authority

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

TABLE 2. DOMESTIC VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
DOMESTIC VISITORS	447,730	426,940	4.9	4,802,573	4,563,097	5.2
DOMESTIC VISITOR DAYS	4,329,265	4,164,440	4.0	46,962,046	45,448,984	3.3
DOMESTIC AVERAGE DAILY CENSUS	139,654	134,337	4.0	154,480	149,503	3.3
DOMESTIC AIR SEATS	631,716	608,913	3.7	6,833,068	6,301,287	8.4
DOMESTIC LOAD FACTOR (%)	90.7	90.2	0.6	86.7	89.6	-3.2
ISLANDS VISITED						
O'ahu	223,701	213,945	4.6	2,380,699	2,318,983	2.7
O'ahu only	159,526	151,744	5.1	1,706,955	1,641,821	4.0
O'ahu one day or less	14,018	13,973	0.3	152,426	151,570	0.6
Kaua'i	82,368	78,074	5.5	861,681	829,609	3.9
Kaua'i only	46,543	42,867	8.6	497,553	469,135	6.1
Kaua'i one day or less	5,542	5,806	-4.5	63,411	58,785	7.9
Maui County	164,684	159,911	3.0	1,767,624	1,671,161	5.8
Maui	162,567	157,068	3.5	1,740,764	1,644,080	5.9
Maui only	108,772	104,137	4.5	1,177,515	1,089,128	8.1
Maui one day or less	6,027	6,230	-3.3	65,523	66,039	-0.8
Moloka'i *	3,386	3,962	-14.5	42,171	38,565	9.3
Moloka'i only *	445	405	9.8	5,662	4,956	14.2
Moloka'i one day or less*	1,426	1,970	-27.6	20,581	18,770	9.6
Lāna'i *	2,910	4,425	-34.2	38,281	44,357	-13.7
Lāna'i only*	348	706	-50.7	4,426	5,919	-25.2
Lāna'i one day or less*	1,740	2,173	-19.9	23,047	22,636	1.8
Hawai'i Island	89,158	84,241	5.8	953,976	895,147	6.6
Kona side	78,140	73,840	5.8	830,115	775,663	7.0
Hilo side	28,733	27,478	4.6	322,428	310,252	3.9
Hawai'i Island only	49,317	46,154	6.9	540,734	488,013	10.8
Hawai'i Island one day or less	3,843	3,556	8.1	42,202	38,080	10.8
Any Neighbor Island	288,205	275,196	4.7	3,095,619	2,921,276	6.0
NI only	224,029	212,995	5.2	2,421,874	2,244,113	7.9
Oahu & NI	64,175	62,201	3.2	673,744	677,162	-0.5
Any one island only	364,951	346,014	5.5	3,932,846	3,698,973	6.3
Multiple Islands	82,780	80,926	2.3	869,728	864,123	0.6
Avg. Islands Visited	1.26	1.27	-0.7	1.25	1.26	-0.9
Average Length of Stay in Hawai'i	9.67	9.75	-0.9	9.78	9.96	-1.8
ACCOMMODATIONS						
Plan to stay in Hotel	245,720	238,425	3.1	2,619,545	2,520,611	3.9
Hotel only	206,654	199,854	3.4	2,198,348	2,101,261	4.6
Plan to stay in Condo	84,975	85,519	-0.6	916,965	900,981	1.8
Condo only	67,936	67,827	0.2	722,335	700,759	3.1
Plan to stay in Timeshare	56,563	53,317	6.1	562,481	550,337	2.2
Timeshare only	45,183	41,281	9.5	437,929	422,623	3.6
Cruise Ship	9,277	9,902	-6.3	95,615	95,980	-0.4
Friends/Relatives	46,004	43,341	6.1	546,091	506,162	7.9
Bed & Breakfast	5,755	5,705	0.9	59,587	55,055	8.2
Other	8,033	7,432	8.1	91,431	84,009	8.8

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	359,225	337,767	6.4	3,961,714	3,749,670	5.7
Honeymoon/Get Married	28,555	36,700	-22.2	234,078	246,310	-5.0
Honeymoon	24,816	32,903	-24.6	199,370	210,327	-5.2
Get Married	5,115	7,167	-28.6	48,633	56,799	-14.4
Pleasure/Vacation	334,647	308,149	8.6	3,768,790	3,549,027	6.2
Mtgs/Conventions/Incentive	33,567	41,528	-19.2	275,491	286,312	-3.8
Conventions	25,690	30,841	-16.7	163,542	175,118	-6.6
Corporate Meetings	5,293	7,926	-33.2	62,834	66,900	-6.1
Incentive	3,725	5,811	-35.9	61,866	62,437	-0.9
Other Business	19,936	28,276	-29.5	201,486	206,867	-2.6
Visit Friends/Rel.	46,159	44,292	4.2	514,119	484,824	6.0
Govt/Military	5,556	6,342	-12.4	68,003	67,695	0.5
Attend School	656	2,399	-72.6	14,835	19,014	-22.0
Sport Events	10,662	12,593	-15.3	42,872	55,069	-22.1
TRAVEL STATUS						
First Timers (%)**	30.29	29.9	0.4	29.20	29.4	-0.2
Repeaters (%)**	69.71	70.1	-0.4	70.80	70.6	0.2
Average # of Trips	5.86	5.86	0.0	5.73	5.70	0.5
Group Tour	14,877	18,128	-17.9	165,950	164,781	0.7
Non-Group	432,853	408,812	5.9	4,636,623	4,398,315	5.4
Package Trip	92,208	93,160	-1.0	1,015,677	995,024	2.1
No Package	355,522	333,779	6.5	3,786,896	3,568,073	6.1
Net True Independent	350,676	327,830	7.0	3,733,286	3,515,318	6.2
Ave. Age of Party Head	48	48	-0.4	46	47	-0.3
Ave. Party Size	1.89	1.87	1.0	2.09	2.06	1.3

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
INTERNATIONAL VISITORS	226,969	222,128	2.2	2,286,323	2,237,891	2.2
INTERNATIONAL VISITOR DAYS	1,578,836	1,545,291	2.2	17,330,561	16,482,123	5.1
INTERNATIONAL AVERAGE DAILY CENSUS	50,930	49,848	2.2	57,008	54,218	5.1
INTERNATIONAL AIR SEATS	297,150	288,277	3.1	3,085,088	3,042,232	1.4
INTERNATIONAL LOAD FACTOR (%)	81.8	81.7	0.1	79.6	79.3	0.4
ISLANDS VISITED						
O'ahu	209,791	206,953	1.4	2,047,261	2,002,434	2.2
O'ahu only	173,155	162,503	6.6	1,640,424	1,598,262	2.6
O'ahu one day or less	2,385	2,245	6.3	26,550	27,795	-4.5
Kaua'i	9,731	7,247	34.3	117,893	104,464	12.9
Kaua'i only	1,305	798	63.5	24,342	23,054	5.6
Kaua'i one day or less	3,879	3,011	28.8	40,471	34,120	18.6
Maui County	28,691	32,257	-11.1	366,498	355,188	3.2
Maui	28,427	31,759	-10.5	360,424	350,565	2.8
Maui only	10,188	9,164	11.2	139,019	132,117	5.2
Maui one day or less	4,704	5,531	-15.0	62,763	64,798	-3.1
Moloka'i *	659	946	-30.3	12,502	9,766	28.0
Moloka'i only *	81	38	115.0	680	222	206.5
Moloka'i one day or less*	555	717	-22.6	9,559	7,606	25.7
Lāna'i *	696	978	-28.8	11,964	10,983	8.9
Lāna'i only*	4	9	-56.8	266	228	16.7
Lāna'i one day or less*	672	752	-10.6	10,626	7,147	48.7
Hawai'i Island	26,601	30,809	-13.7	299,166	306,979	-2.5
Kona side	20,378	22,545	-9.6	234,237	234,207	0.0
Hilo side	12,233	14,557	-16.0	135,326	133,335	1.5
Hawai'i Island only	4,156	4,173	-0.4	57,098	60,831	-6.1
Hawai'i Island one day or less	5,092	7,707	-33.9	61,762	69,164	-10.7
Any Neighbor Island	53,814	59,625	-9.7	645,899	639,629	1.0
NI only	17,178	15,175	13.2	239,062	235,457	1.5
Oahu & NI	36,636	44,450	-17.6	406,837	404,172	0.7
Any one island only	188,889	176,685	6.9	1,861,829	1,814,714	2.6
Multiple Islands	38,080	45,443	-16.2	424,494	423,177	0.3
Avg. Islands Visited	1.22	1.25	-3.1	1.25	1.24	0.1
Average Length of Stay in Hawai'i	6.96	6.96	0.0	7.58	7.37	2.9
ACCOMMODATIONS						
Plan to stay in Hotel	185,090	190,727	-3.0	1,801,081	1,824,925	-1.3
Hotel only	173,953	180,469	-3.6	1,665,415	1,711,549	-2.7
Plan to stay in Condo	26,892	23,059	16.6	331,792	286,837	15.7
Condo only	20,666	16,938	22.0	253,084	220,394	14.8
Plan to stay in Timeshare	11,197	8,108	38.1	119,370	93,261	28.0
Timeshare only	8,483	6,446	31.6	91,144	71,812	26.9
Cruise Ship	1,771	1,739	1.9	20,742	19,073	8.7
Friends/Relatives	6,972	3,270	113.2	68,982	65,225	5.8
Bed & Breakfast	1,652	1,644	0.5	18,847	13,477	39.8
Other	1,307	662	97.6	13,372	7,947	68.3

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	October			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	180,295	187,205	-3.7	1,950,618	1,928,800	1.1
Honeymoon/Get Married	40,170	49,510	-18.9	299,657	323,256	-7.3
Honeymoon	37,753	46,754	-19.3	281,469	301,649	-6.7
Get Married	5,362	5,757	-6.9	44,122	43,320	1.9
Pleasure/Vacation	141,684	140,129	1.1	1,665,680	1,622,602	2.7
Mtgs/Conventions/Incentive	14,129	13,404	5.4	142,888	107,590	32.8
Conventions	4,144	4,915	-15.7	50,579	40,773	24.0
Corporate Meetings	1,154	785	47.0	9,030	9,095	-0.7
Incentive	9,192	7,727	19.0	86,131	59,195	45.5
Other Business	2,498	1,748	42.9	16,862	18,187	-7.3
Visit Friends/Rel.	7,224	3,588	101.3	61,941	62,734	-1.3
Govt/Military	693	998	-30.5	11,010	8,340	32.0
Attend School	360	516	-30.3	8,579	5,773	48.6
Sport Events	1,962	1,881	4.3	13,079	16,472	-20.6
TRAVEL STATUS						
First Timers (%)**	49.38	53.0	-3.6	45.80	47.3	-1.5
Repeaters (%)**	50.62	47.0	3.6	54.20	52.7	1.5
Average # of Trips	3.32	2.95	12.3	3.53	3.40	3.7
Group Tour	36,810	40,441	-9.0	393,989	401,275	-1.8
Non-Group	190,159	181,687	4.7	1,892,334	1,836,616	3.0
Package Trip	128,593	143,052	-10.1	1,240,756	1,322,104	-6.2
No Package	98,376	79,076	24.4	1,045,567	915,787	14.2
Net True Independent	91,848	73,443	25.1	989,342	870,784	13.6
Ave. Age of Party Head	43	41	5.7	43	42	1.4
Ave. Party Size	2.45	2.32	5.5	2.53	2.45	3.5

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

Source: Hawai'i Tourism Authority

TABLE 4. TOTAL US WEST VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	272,539	260,888	4.5	2,911,283	2,714,903	7.2
Domestic	264,712	251,889	5.1	2,838,507	2,639,823	7.5
International	7,827	8,999	-13.0	72,776	75,080	-3.1
VISITOR DAYS	2,510,802	2,438,764	3.0	26,916,611	25,601,690	5.1
AVERAGE DAILY CENSUS	80,994	78,670	3.0	88,541	84,216	5.1
ISLANDS VISITED						
O'ahu	116,832	115,505	1.1	1,268,037	1,226,291	3.4
O'ahu only	92,131	89,009	3.5	1,002,247	954,872	5.0
O'ahu one day or less	5,395	5,509	-2.1	59,512	62,593	-4.9
Kaua'i	49,299	45,317	8.8	503,422	474,536	6.1
Kaua'i only	35,051	31,128	12.6	359,420	333,057	7.9
Kaua'i one day or less	2,158	2,002	7.8	25,593	21,294	20.2
Maui County	99,506	99,592	-0.1	1,051,726	971,770	8.2
Maui	98,209	97,831	0.4	1,036,025	954,827	8.5
Maui only	78,486	75,712	3.7	819,987	741,776	10.5
Maui one day or less	2,488	2,981	-16.5	28,946	26,703	8.4
Moloka'i *	1,692	1,885	-10.2	22,053	19,648	12.2
Moloka'i only *	306	290	5.7	3,786	3,479	8.8
Moloka'i one day or less *	655	820	-20.2	10,270	8,262	24.3
Lāna'i *	1,447	2,279	-36.5	19,307	22,886	-15.6
Lāna'i only *	232	526	-56.0	2,890	4,023	-28.1
Lāna'i one day or less *	813	995	-18.4	11,318	10,889	3.9
Hawai'i Island	47,539	43,422	9.5	517,962	469,243	10.4
Kona side	41,995	38,324	9.6	458,084	414,597	10.5
Hilo side	13,155	12,595	4.4	149,169	136,717	9.1
Hawai'i Island only	32,263	28,547	13.0	362,427	317,979	14.0
Hawai'i Island one day or less	1,864	1,558	19.7	19,504	17,784	9.7
Any Neighbor Island	180,408	171,879	5.0	1,909,036	1,760,031	8.5
NI only	155,707	145,383	7.1	1,643,246	1,488,612	10.4
Oahu & NI	24,702	26,496	-6.8	265,790	271,419	-2.1
Any one island only	238,468	225,211	5.9	2,550,758	2,355,186	8.3
Multiple Islands	34,071	35,677	-4.5	360,525	359,717	0.2
Avg. Islands Visited	1.16	1.17	-1.5	1.16	1.17	-0.9
Average Length of Stay in Hawai'i	9.21	9.35	-1.4	9.25	9.43	-2.0
ACCOMMODATIONS						
Plan to stay in Hotel	134,162	132,522	1.2	1,451,206	1,367,683	6.1
Hotel only	115,141	112,909	2.0	1,240,222	1,158,812	7.0
Plan to stay in Condo	58,973	59,848	-1.5	628,673	605,192	3.9
Condo only	48,988	48,951	0.1	515,992	490,195	5.3
Plan to stay in Timeshare	39,796	36,316	9.6	379,383	362,475	4.7
Timeshare only	32,572	28,792	13.1	304,539	286,069	6.5
Cruise Ship	2,203	2,510	-12.3	25,314	24,390	3.8
Friends/Relatives	29,643	27,944	6.1	341,507	318,056	7.4
Bed & Breakfast	2,711	2,736	-0.9	29,163	24,907	17.1
Other	4,959	4,614	7.5	54,273	49,254	10.2

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

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

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	221,228	209,417	5.6	2,431,251	2,248,888	8.1
Honeymoon/Get Married	14,018	18,488	-24.2	117,270	123,428	-5.0
Honeymoon	11,280	16,045	-29.7	95,033	100,621	-5.6
Get Married	3,487	4,325	-19.4	29,666	34,192	-13.2
Pleasure/Vacation	209,390	195,164	7.3	2,336,998	2,151,152	8.6
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	15,743	20,805	-24.3	128,880	131,961	-2.3
Conventions	10,965	15,023	-27.0	77,592	79,013	-1.8
Corporate Meetings	3,152	4,382	-28.1	33,024	35,823	-7.8
Incentive	2,051	2,944	-30.3	23,415	25,554	-8.4
Other Business						
Other Business	13,147	18,032	-27.1	126,380	132,138	-4.4
Visit Friends/Rel.	29,781	28,434	4.7	317,205	300,798	5.5
Govt/Military	2,369	2,991	-20.8	28,186	29,669	-5.0
Attend School	316	1,411	-77.6	8,203	11,140	-26.4
Sport Events	4,347	6,219	-30.1	25,780	33,137	-22.2
TRAVEL STATUS						
First Timers (%)**	18.7	19.1	-0.5	19.2	19.1	0.1
Repeaters (%)**	81.3	80.9	0.5	80.8	80.9	-0.1
Average # of Trips	7.24	7.11	1.8	6.91	6.91	0.0
Group Tour						
Group Tour	4,708	6,088	-22.7	55,949	54,690	2.3
Non-Group	267,831	254,800	5.1	2,855,334	2,660,213	7.3
Package Trip						
Package Trip	48,922	46,649	4.9	546,234	513,256	6.4
No Package	223,617	214,239	4.4	2,365,049	2,201,647	7.4
Net True Independent	221,610	211,448	4.8	2,341,654	2,179,297	7.4
Ave. Age	48	48	0.0	46	47	-0.3
Ave. Party Size	1.96	1.94	0.9	2.18	2.14	1.7

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

Source: Hawai'i Tourism Authority

TABLE 5. TOTAL US EAST VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	130,655	124,032	5.3	1,502,596	1,468,486	2.3
Domestic	124,603	117,772	5.8	1,440,502	1,396,177	3.2
International	6,052	6,260	-3.3	62,094	72,309	-14.1
VISITOR DAYS	1,284,437	1,227,871	4.6	15,449,835	15,219,535	1.5
AVERAGE DAILY CENSUS	41,433	39,609	4.6	50,822	50,064	1.5
ISLANDS VISITED						
O'ahu	80,912	73,609	9.9	885,448	873,174	1.4
O'ahu only	51,012	45,692	11.6	551,082	537,719	2.5
O'ahu one day or less	7,101	7,006	1.4	80,863	79,349	1.9
Kaua'i	25,423	25,492	-0.3	290,563	294,250	-1.3
Kaua'i only	8,894	9,122	-2.5	111,438	112,481	-0.9
Kaua'i one day or less	3,077	3,231	-4.8	33,889	33,416	1.4
Maui County	47,614	46,093	3.3	575,257	556,559	3.4
Maui	47,002	45,316	3.7	566,650	548,121	3.4
Maui only	22,338	21,442	4.2	286,696	267,613	7.1
Maui one day or less	3,217	3,324	-3.2	34,166	38,328	-10.9
Moloka'i *	1,165	1,543	-24.5	16,444	14,222	15.6
Moloka'i only *	106	92	16.4	1,465	1,148	27.6
Moloka'i one day or less *	546	933	-41.4	9,221	7,980	15.6
Lāna'i *	1,085	1,615	-32.8	15,647	18,668	-16.2
Lāna'i only *	86	130	-33.8	1,198	1,526	-21.5
Lāna'i one day or less *	708	957	-26.0	10,022	9,758	2.7
Hawai'i Island	29,537	30,215	-2.2	338,660	336,944	0.5
Kona side	24,719	25,971	-4.8	285,417	285,615	-0.1
Hilo side	12,581	12,192	3.2	141,774	138,470	2.4
Hawai'i Island only	11,578	12,489	-7.3	135,749	131,670	3.1
Hawai'i Island one day or less	1,944	1,947	-0.1	20,581	19,731	4.3
Any Neighbor Island	79,643	78,340	1.7	951,514	930,766	2.2
NI only	49,744	50,423	-1.3	617,148	595,312	3.7
Oahu & NI	29,900	27,917	7.1	334,366	335,454	-0.3
Any one island only	94,014	88,966	5.7	1,087,629	1,052,157	3.4
Multiple Islands	36,641	35,066	4.5	414,968	416,328	-0.3
Avg. Islands Visited	1.42	1.43	-1.2	1.41	1.42	-1.0
Average Length of Stay in Hawai'i	9.83	9.90	-0.7	10.28	10.36	-0.8
ACCOMMODATIONS						
Plan to stay in Hotel	82,709	79,146	4.5	920,053	910,099	1.1
Hotel only	67,405	64,531	4.5	746,413	736,010	1.4
Plan to stay in Condo	17,628	18,096	-2.6	223,980	222,928	0.5
Condo only	12,542	12,393	1.2	156,640	153,268	2.2
Plan to stay in Timeshare	13,733	14,246	-3.6	160,460	162,936	-1.5
Timeshare only	10,404	10,692	-2.7	117,712	119,336	-1.4
Cruise Ship	5,699	5,537	2.9	59,904	60,013	-0.2
Friends/Relatives	14,512	12,384	17.2	179,003	168,420	6.3
Bed & Breakfast	2,331	2,049	13.8	20,489	20,574	-0.4
Other	2,826	2,189	29.1	30,213	28,519	5.9

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

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

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	98,227	93,248	5.3	1,185,759	1,159,680	2.2
Honeymoon/Get Married	10,627	13,058	-18.6	86,534	91,877	-5.8
Honeymoon	9,785	12,093	-19.1	76,893	81,108	-5.2
Get Married	1,317	1,944	-32.3	14,818	17,979	-17.6
Pleasure/Vacation	88,764	82,181	8.0	1,112,794	1,082,435	2.8
Mtgs/Conventions/Incentive	15,973	16,694	-4.3	127,758	130,987	-2.5
Conventions	12,572	12,578	0.0	73,478	81,061	-9.4
Corporate Meetings	2,048	3,001	-31.8	26,545	27,280	-2.7
Incentive	1,958	2,291	-14.6	34,236	30,599	11.9
Other Business	6,493	8,297	-21.7	65,988	65,427	0.9
Visit Friends/Rel.	14,536	13,087	11.1	173,445	164,201	5.6
Govt/Military	3,140	3,180	-1.3	38,133	37,169	2.6
Attend School	192	586	-67.3	4,164	5,450	-23.6
Sport Events	3,212	3,564	-9.9	10,597	15,685	-32.4
TRAVEL STATUS						
First Timers (%)**	43.3	43.5	-0.2	41.7	41.9	-0.3
Repeaters (%)**	56.7	56.5	0.2	58.3	58.1	0.3
Average # of Trips	4.08	4.10	-0.6	4.08	4.08	0.2
Group Tour	4,764	7,145	-33.3	73,310	73,804	-0.7
Non-Group	125,891	116,888	7.7	1,429,286	1,394,681	2.5
Package Trip	27,262	28,565	-4.6	330,473	334,699	-1.3
No Package	103,394	95,468	8.3	1,172,123	1,133,787	3.4
Net True Independent	101,846	93,580	8.8	1,150,462	1,112,934	3.4
Ave. Age	49	49	-0.2	47	48	-0.6
Ave. Party Size	1.75	1.75	-0.1	1.98	1.96	0.7

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	134,989	134,794	0.1	1,252,309	1,263,538	-0.9
Domestic	762	967	-21.2	7,954	8,336	-4.6
International	134,227	133,827	0.3	1,244,355	1,255,202	-0.9
VISITOR DAYS	761,988	755,289	0.9	7,363,596	7,339,603	0.3
AVERAGE DAILY CENSUS	24,580	24,364	0.9	24,222	24,143	0.3
ISLANDS VISITED						
O'ahu	131,418	131,204	0.2	1,214,959	1,226,839	-1.0
O'ahu only	117,854	114,797	2.7	1,078,411	1,068,448	0.9
O'ahu one day or less	765	1,010	-24.3	8,655	8,684	-0.3
Kaua'i	2,115	1,336	58.3	21,380	18,795	13.8
Kaua'i only	292	172	69.6	2,149	1,736	23.8
Kaua'i one day or less	1,558	794	96.2	13,151	12,186	7.9
Maui County	4,088	4,598	-11.1	52,426	50,891	3.0
Maui	4,020	4,499	-10.6	50,514	49,192	2.7
Maui only	915	622	47.1	9,361	8,564	9.3
Maui one day or less	1,322	2,000	-33.9	16,895	19,845	-14.9
Moloka'i *	34	11	206.7	1,857	1,777	4.5
Moloka'i only *	0	0	0.0	38	8	390.6
Moloka'i one day or less *	32	9	259.7	1,045	1,494	-30.1
Lāna'i *	68	151	-55.2	1,159	1,172	-1.1
Lāna'i only *	4	0	0.0	63	83	-24.8
Lāna'i one day or less *	63	94	-32.4	987	751	31.4
Hawai'i Island	12,518	15,342	-18.4	119,442	144,397	-17.3
Kona side	9,411	11,268	-16.5	90,595	101,549	-10.8
Hilo side	4,038	5,234	-22.8	38,561	56,395	-31.6
Hawai'i Island only	2,101	2,685	-21.8	23,105	24,800	-6.8
Hawai'i Island one day or less	2,809	3,849	-27.0	27,113	39,058	-30.6
Any Neighbor Island	17,135	19,997	-14.3	173,898	195,091	-10.9
NI only	3,571	3,590	-0.5	37,350	36,699	1.8
Oahu & NI	13,563	16,406	-17.3	136,548	158,391	-13.8
Any one island only	121,166	118,277	2.4	1,113,127	1,103,638	0.9
Multiple Islands	13,823	16,517	-16.3	139,182	159,900	-13.0
Avg. Islands Visited	1.11	1.13	-1.7	1.13	1.14	-1.4
Average Length of Stay in Hawai'i	5.64	5.60	0.7	5.88	5.81	1.2
ACCOMMODATIONS						
Plan to stay in Hotel	115,027	121,011	-4.9	1,052,605	1,102,254	-4.5
Hotel only	112,443	118,973	-5.5	1,022,637	1,075,881	-4.9
Plan to stay in Condo	14,285	9,219	55.0	143,675	119,749	20.0
Condo only	12,105	8,026	50.8	117,512	99,146	18.5
Plan to stay in Timeshare	6,875	5,292	29.9	69,939	54,131	29.2
Timeshare only	5,367	4,253	26.2	56,611	43,967	28.8
Cruise Ship	144	121	18.5	2,107	1,968	7.1
Friends/Relatives	1,517	1,202	26.2	14,856	11,887	25.0
Bed & Breakfast	52	141	-63.2	1,370	1,065	28.6
Other	61	90	-32.7	2,307	1,586	45.5

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

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

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	102,108	109,979	-7.2	1,029,412	1,067,626	-3.6
Honeymoon/Get Married	27,827	33,808	-17.7	201,400	222,466	-9.5
Honeymoon	26,256	31,793	-17.4	189,262	208,217	-9.1
Get Married	4,283	4,913	-12.8	34,438	34,964	-1.5
Pleasure/Vacation	75,670	78,171	-3.2	838,339	858,816	-2.4
Mtgs/Conventions/Incentive	9,628	7,575	27.1	87,228	58,903	48.1
Conventions	1,538	763	101.5	15,490	9,235	67.7
Corporate Meetings	697	379	83.7	2,612	2,845	-8.2
Incentive	7,745	6,434	20.4	70,646	47,423	49.0
Other Business	611	498	22.6	5,487	5,675	-3.3
Visit Friends/Rel.	2,331	1,659	40.5	19,865	18,851	5.4
Govt/Military	124	245	-49.3	474	866	-45.2
Attend School	308	103	199.9	5,689	2,124	167.9
Sport Events	652	686	-5.0	7,739	9,505	-18.6
TRAVEL STATUS						
First Timers (%)**	45.5	48.4	-2.9	39.0	40.9	-1.9
Repeaters (%)**	54.5	51.6	2.9	61.0	59.1	1.9
Average # of Trips	3.57	3.24	10.2	4.07	3.93	3.7
Group Tour	28,797	30,408	-5.3	286,087	300,289	-4.7
Non-Group	106,192	104,386	1.7	966,222	963,250	0.3
Package Trip	93,424	106,307	-12.1	860,570	942,375	-8.7
No Package	41,565	28,487	45.9	391,739	321,164	22.0
Net True Independent	35,632	24,634	44.6	346,978	287,938	20.5
Ave. Age	42	40	6.4	43	42	2.2
Ave. Party Size	2.62	2.42	8.3	2.70	2.62	3.0

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	29,395	30,001	-2.0	410,533	409,413	0.3
Domestic	11,374	15,510	-26.7	134,622	161,920	-16.9
International	18,021	14,491	24.4	275,911	247,493	11.5
VISITOR DAYS	353,451	382,166	-7.5	5,197,609	5,228,733	-0.6
AVERAGE DAILY CENSUS	11,402	12,328	-7.5	17,097	17,200	-0.6
ISLANDS VISITED						
O'ahu	12,537	13,400	-6.4	172,150	167,775	2.6
O'ahu only	7,639	8,288	-7.8	111,220	104,827	6.1
O'ahu one day or less	633	731	-13.4	8,340	9,474	-12.0
Kaua'i	4,738	4,243	11.7	60,507	61,527	-1.7
Kaua'i only	1,828	1,723	6.1	28,317	28,809	-1.7
Kaua'i one day or less	674	391	72.5	6,901	6,937	-0.5
Maui County	15,738	15,604	0.9	206,490	211,993	-2.6
Maui	15,680	15,432	1.6	204,827	210,779	-2.8
Maui only	10,510	10,412	0.9	145,434	148,031	-1.8
Maui one day or less	790	552	43.1	8,061	9,114	-11.5
Moloka'i *	387	387	0.0	3,885	3,986	-2.5
Moloka'i only *	22	6	298.0	504	286	75.8
Moloka'i one day or less*	315	223	41.5	2,013	2,355	-14.5
Lāna'i *	225	344	-34.7	3,389	3,982	-14.9
Lāna'i only*	7	28	-73.8	255	167	52.6
Lāna'i one day or less*	169	173	-2.1	2,300	2,503	-8.1
Hawai'i Island	6,038	5,935	1.7	85,426	83,848	1.9
Kona side	5,497	5,453	0.8	78,285	76,964	1.7
Hilo side	2,360	2,044	15.5	30,720	28,237	8.8
Hawai'i Island only	2,798	2,886	-3.1	43,432	43,596	-0.4
Hawai'i Island one day or less	212	189	12.5	3,305	3,850	-14.2
Any Neighbor Island	21,756	21,713	0.2	299,313	304,586	-1.7
NI only	16,858	16,601	1.5	238,383	241,638	-1.3
Oahu & NI	4,898	5,112	-4.2	60,929	62,947	-3.2
Any one island only	22,804	23,343	-2.3	329,161	325,717	1.1
Multiple Islands	6,591	6,658	-1.0	81,372	83,696	-2.8
Avg. Islands Visited	1.35	1.32	1.7	1.29	1.30	-0.6
Average Length of Stay in Hawai'i	12.02	12.74	-5.6	12.66	12.77	-0.9
ACCOMMODATIONS						
Plan to stay in Hotel	13,597	14,093	-3.5	184,142	188,144	-2.1
Hotel only	9,893	10,319	-4.1	138,148	141,769	-2.6
Plan to stay in Condo	10,237	11,558	-11.4	154,640	158,996	-2.7
Condo only	8,128	9,097	-10.6	125,679	128,981	-2.6
Plan to stay in Timeshare	3,937	2,944	33.7	41,973	39,160	7.2
Timeshare only	2,935	2,230	31.6	29,703	27,537	7.9
Cruise Ship	1,053	963	9.4	9,158	8,976	2.0
Friends/Relatives	1,604	1,464	9.5	21,495	19,372	11.0
Bed & Breakfast	502	459	9.5	7,507	6,383	17.6
Other	346	369	-6.4	5,308	4,218	25.8

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

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

	October			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	26,402	26,592	-0.7	378,728	378,140	0.2
Honeymoon/Get Married	1,916	1,841	4.0	15,252	15,761	-3.2
Honeymoon	1,726	1,502	14.9	13,295	12,984	2.4
Get Married	235	451	-48.0	2,890	3,800	-23.9
Pleasure/Vacation	24,705	25,128	-1.7	366,562	365,290	0.3
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	1,428	2,201	-35.1	19,321	19,294	0.1
Conventions	1,102	1,817	-39.4	14,163	13,274	6.7
Corporate Meetings	85	205	-58.4	2,152	3,728	-42.3
Incentive	260	257	1.0	3,695	3,426	7.9
Other Business						
Other Business	284	770	-63.1	4,283	4,914	-12.8
Visit Friends/Rel.	1,226	1,233	-0.6	16,072	15,608	3.0
Govt/Military	23	59	-61.0	1,063	1,302	-18.3
Attend School	30	120	-75.3	1,002	790	26.9
Sport Events	656	1,044	-37.1	3,818	4,376	-12.8
TRAVEL STATUS						
First Timers (%)**	39.7	35.5	4.2	35.1	36.1	-1.0
Repeaters (%)**	60.3	64.5	-4.2	64.9	63.9	1.0
Average # of Trips	3.82	4.09	-6.7	3.94	3.88	1.4
Group Tour						
Group Tour	773	841	-8.0	10,798	10,096	7.0
Non-Group	28,622	29,160	-1.8	399,735	399,317	0.1
Package Trip						
Package Trip	6,177	6,630	-6.8	86,995	90,315	-3.7
No Package	23,218	23,371	-0.7	323,538	319,098	1.4
Net True Independent	23,045	23,098	-0.2	320,334	315,903	1.4
Ave. Age						
Ave. Age	46	48	-3.3	48	48	-0.3
Ave. Party Size						
Ave. Party Size	1.98	1.96	1.1	2.21	2.16	2.1

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

Source: Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	OCTOBER			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
VISITOR DAYS	206,457	155,445	32.8	1,647,719	1,603,529	2.8
TOTAL VISITORS	29,503	20,757	42.1	211,742	201,857	4.9
ARRIVED BY SHIP	18,231	11,938	52.7	104,862	103,080	1.7
ARRIVED BY AIR	11,272	8,819	27.8	106,880	98,777	8.2
NUMBER OF SHIP ARRIVALS	8	6	33.3	57	58	-1.7
ISLANDS VISITED						
O'ahu	29,503	19,711	49.7	209,143	198,735	5.2
Kaua'i	26,344	17,094	54.1	182,867	177,515	3.0
Maui County	26,447	18,268	44.8	200,173	188,100	6.4
Maui	26,447	18,268	44.8	200,173	188,100	6.4
Moloka'i	395	272	45.2	2,258	2,297	-1.7
Lāna'i	782	495	57.9	3,839	3,723	3.1
Hawai'i Island	27,824	18,141	53.4	196,654	185,247	6.2
Average Islands Visited	3.8	3.56	5.9	3.8	3.74	0.3
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	0.92	1.08	-15.4	1.27	1.15	11.2
Days in Hawai'i during Cruise	5.06	5.08	-0.4	5.38	5.45	-1.2
Days in Hawai'i after Cruise	1.02	1.32	-22.8	1.13	1.35	-16.6
Total days in Hawai'i	7.00	7.49	-6.6	7.78	7.94	-2.0
ACCOMMODATIONS						
Hotel	12,307	9,039	36.2	105,821	106,348	-0.5
Hotel only	10,525	7,509	40.2	94,548	92,594	2.1
Condo	1,350	1,385	-2.5	8,850	10,547	-16.1
Condo only	355	424	-16.2	2,605	3,217	-19.0
Timeshare	1,273	886	43.7	8,219	8,074	1.8
Timeshare Only	428	234	83.0	3,557	2,950	20.6
Bed & Breakfast	207	249	-16.8	1,298	1,654	-21.5
Bed & Breakfast only	56	27	NA	366	243	50.9
Friends & relatives	736	691	6.5	4,434	4,911	-9.7
Other accommodation	871	1,025	-14.9	5,877	8,271	-28.9
Accommodation (NET)	14,246	10,702	33.1	119,767	120,358	-0.5
Cruise only	15,257	10,055	51.7	91,975	81,499	12.9
TRAVEL STATUS						
% First timers	40.9	32.4	8.5	44.7	41.7	2.9
% Repeat visitors	59.1	67.6	-8.5	55.3	58.3	-2.9

Source: Hawai'i Tourism Authority

