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HTA Release (14-32)

TOTAL VISITOR EXPENDITURES ROSE 1.4 PERCENT TO \$1.1 BILLION IN SEPTEMBER 2014

Total Arrivals Increased 4.1 Percent for the Month

HONOLULU – Total expenditures by visitors who came to the Hawaiian Islands in September 2014 rose 1.4 percent, compared to last September, to \$1.1 billion¹, according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). Total arrivals increased 4.1 percent to 622,163 visitors, offsetting a shorter average length of stay (-3.2% to 8.58 days). The average daily spending of \$202 per person was similar to September 2013.

Arrivals by air from U.S. West grew 6.9 percent to 230,512 visitors in September 2014. Higher daily spending (+1.3% to \$158 per person) also contributed to a 7.1 percent gain in U.S. West visitor expenditures to \$339.3 million. Growth in U.S. East arrivals (+1.9% to 110,469 visitors) was offset by decreases in daily spending and length of stay, resulting in a 3.3 percent loss in visitor expenditures to \$234 million.

For the Japanese market, higher average daily spending (+7.2% to \$284 per person) and positive growth in arrivals (+0.9% to 135,635 visitors) led to a 2.4 increase in visitor expenditures to \$217.3 million.

In September 2014, Canadian visitor expenditures dropped 2.7 percent to \$37.6 million. Arrivals of 19,692 visitors (+0.4%) were comparable to September 2013.

Arrivals from All Other markets totaled 112,703 visitors (+4.6%) with combined expenditures of \$243.6 million (-1.7%). Cruise ship arrivals in September 2014 increased 11.1 percent to 13,152 visitors.

Among the four larger Hawaiian Islands, visitor arrivals grew on O'ahu (+4.5%) and Maui (+2.3%), but decreased on Kaua'i (-3.5%) and Hawai'i Island (-2.1%). Higher daily spending boosted visitor expenditures on Maui (+15.1% to \$276.4 million), Hawai'i Island (+2.7% to \$132.1 million) and Kaua'i (+11.4% to \$104.2 million). In contrast, visitor expenditures on O'ahu (-6.1% to \$551.4 million) declined compared to September 2013.

Air capacity to the state was up 5.6 percent to 863,609 total air seats in September 2014. There were more scheduled seats from U.S. West (+10.9%), U.S. East (+6.6%) and Other Asia (+3.8%), offsetting fewer seats from Japan (-7.2%), Oceania (-1.6%) and Canada (-1.3%).

Year-to-Date 2014:

Higher average daily spending (+2.3% to \$196 per person) contributed to a 2 percent growth in total expenditures by all visitors (by air and by cruise ship) to \$11.1 billion. Total arrivals of 6,219,927 visitors (+0.5%) were on par with the first nine months of 2013. Growth in arrivals by air from Other Asia (+19.5%), Europe (+5.3%), Oceania (+4.2%) and Canada (+1.5%) offset declines

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

September 2014 Arrivals at a Glance

CATEGORY AND MMA	Sep 2014p	Sep 2013	% change	YTD 2014p	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,078.0	1,062.9	1.4	11,071.2	10,849.9	2.0
Total by air	1,071.7	1,057.3	1.4	11,039.3	10,808.6	2.1
U.S. West	339.3	316.8	7.1	3,696.0	3,626.6	1.9
U.S. East	234.0	241.9	-3.3	2,824.1	2,765.2	2.1
Japan	217.3	212.2	2.4	1,811.0	1,852.5	-2.2
Canada	37.6	38.6	-2.7	777.0	751.2	3.4
All Other	243.6	247.7	-1.7	1,931.2	1,813.1	6.5
Visitor arrivals by cruise ships	6.3	5.6	13.1	31.9	41.3	-22.7
TOTAL VISITOR DAYS	5,340,764	5,299,666	0.8	56,481,380	56,621,639	-0.2
Total by air	5,251,375	5,218,324	0.6	55,993,803	56,033,203	-0.1
U.S. West	2,145,033	2,028,874	5.7	23,046,267	23,280,879	-1.0
U.S. East	1,126,409	1,121,929	0.4	13,877,208	13,892,597	-0.1
Japan	765,183	801,153	-4.5	6,602,510	6,792,084	-2.8
Canada	225,441	238,145	-5.3	4,798,638	4,661,783	2.9
All Other	989,310	1,028,222	-3.8	7,669,180	7,405,859	3.6
Visitor arrivals by cruise ships	89,389	81,343	9.9	487,577	588,436	-17.1
VISITOR ARRIVALS	622,163	597,725	4.1	6,219,927	6,189,256	0.5
Total by air	609,011	585,891	3.9	6,130,219	6,075,216	0.9
U.S. West	230,512	215,594	6.9	2,437,217	2,450,266	-0.5
U.S. East	110,469	108,462	1.9	1,328,780	1,333,092	-0.3
Japan	135,635	134,492	0.9	1,132,964	1,128,749	0.4
Canada	19,692	19,622	0.4	377,588	372,087	1.5
All Other	112,703	107,722	4.6	853,669	791,022	7.9
Visitor arrivals by cruise ships	13,152	11,834	11.1	89,708	114,040	-21.3
AVERAGE LENGTH OF STAY	8.58	8.87	-3.2	9.08	9.15	-0.7
Total by air	8.62	8.91	-3.2	9.13	9.22	-1.0
U.S. West	9.31	9.41	-1.1	9.46	9.50	-0.5
U.S. East	10.20	10.34	-1.4	10.44	10.42	0.2
Japan	5.64	5.96	-5.3	5.83	6.02	-3.2
Canada	11.45	12.14	-5.7	12.71	12.53	1.4
All Other	8.78	9.55	-8.0	8.98	9.36	-4.0
Visitor arrivals by cruise ships	6.80	6.87	-1.1	5.44	5.16	5.3
PER PERSON PER DAY SPENDING (\$)	201.8	200.6	0.6	196.0	191.6	2.3
Total by air	204.1	202.6	0.7	197.2	192.9	2.2
U.S. West	158.2	156.2	1.3	160.4	155.8	2.9
U.S. East	207.7	215.6	-3.7	203.5	199.0	2.2
Japan	283.9	264.9	7.2	274.3	272.7	0.6
Canada	166.7	162.2	2.8	161.9	161.1	0.5
All Other	246.2	240.9	2.2	251.8	244.8	2.9
Visitor arrivals by cruise ships	70.8	68.8	3.0	65.4	70.1	-6.7
PER PERSON PER TRIP SPENDING (\$)	1,732.7	1,778.2	-2.6	1,780.0	1,753.0	1.5
Total by air	1,759.7	1,804.6	-2.5	1,800.8	1,779.1	1.2
U.S. West	1,471.9	1,469.6	0.2	1,516.5	1,480.1	2.5
U.S. East	2,118.0	2,230.1	-5.0	2,125.3	2,074.3	2.5
Japan	1,601.8	1,577.8	1.5	1,598.4	1,641.2	-2.6
Canada	1,908.3	1,968.3	-3.0	2,057.8	2,018.9	1.9
All Other	2,161.2	2,299.7	-6.0	2,262.3	2,292.1	-1.3
Visitor arrivals by cruise ships	481.2	472.7	1.8	355.5	361.8	-1.7

P=Preliminary data.

Source:Hawaii Tourism Authority

Year-to-Date 2014 (continued):

from Latin America (-5.5%). Arrivals from U.S. West (-0.5%), U.S. East (-0.3%) and Japan (+0.4%) were about the same compared to a year ago.

Visitor expenditures from U.S. West (+1.9% to \$3.7 billion), U.S. East (+2.1% to \$2.8 billion) and Canada (+3.4% to \$777 million) were higher, but Japanese visitor spending decreased 2.2 percent to \$1.8 billion.

Through the first nine months of 2014, arrivals by air to O'ahu rose 1.6 percent to 3,885,652 visitors. Maui arrivals were virtually unchanged from year-to-date 2013 with 1,793,756 visitors. There were 1,084,066 visitors to Hawai'i Island (-1.9%) and 844,814 visitors to Kaua'i (-1.1%). Increased daily spending on the neighbor islands contributed to growth in total visitor expenditures on Maui (+10.6% to \$3.1 billion), Hawai'i Island (+5.5% to \$1.5 billion) and Kaua'i (+5.8% to \$1.1 billion) compared to a year ago. Lower daily spending and a shorter average length of stay resulted in a 3.4 percent decline in O'ahu visitor expenditures to \$5.3 billion.

Other Highlights:

- In the U.S. West Pacific region (+7.4%), there were more visitor arrivals from California (+7.7%), boosted by increases from the Los Angeles, San Francisco, San Diego, San Jose and Sacramento metro areas. More visitors also came from Washington (+3.6%), Oregon (+12.7%) and Alaska (+11.3%) compared to September 2013. In the Mountain region (+4.9%), there were more visitors from Colorado (+7.3%), Arizona (+3.8%) and Utah (+8.1%). For the first nine months of 2014, arrivals from the Mountain region declined 2.4 percent while arrivals from the Pacific region (-0.2%) were relatively flat.
- For U.S. East, a 4.5 percent drop in arrivals from the East South Central region was offset by increases from the West North Central (+5.7%), West South Central (+3.6%), New England (+2.9%), South Atlantic (+2.1%) and Mid Atlantic (+1.5%) regions. Through the first nine months of 2014, more visitors came from the West South Central (+3.1%), South Atlantic (+2.7%) and West North Central (+1.1%) regions.
- Included in the Japanese visitor count for September 2014 were fans who came for the 15th Anniversary Arashi Blast in Hawai'i concert, which brought 16 chartered flights from Japan specifically for this event.
- More visitors came to honeymoon (+7.6% to 60,455) compared to last September. Honeymooners from Japan, which comprised 34 percent of this segment rose 23.7 percent. There were also increases from U.S. West (+7.9% to 14,317) and Canada (+13.9% to 1,741), offsetting a 4.6 percent decline from U.S. East. For the first nine months of 2014, there were 436,459 honeymoon visitors in the islands, an increase of 9.4 percent year-to-date.
- The total number of visitors who came for meetings, conventions and incentives (MCI) increased 9.4 percent to 28,299 in September 2014. Fewer visitors came for incentives (-11.6%) but more came for conventions (+18.2%) and corporate meetings (+28.8%). Through the first nine months of 2014, there were 337,505 MCI visitors, a decline of 2 percent.
- More Japanese visitors stayed in hotels (+6.7% to 119,894) while significantly fewer stayed in condominium (-26.2% to 10,401) and timeshare (-23.8% to 6,181) properties compared to September 2013. Among U.S. West visitors in September 2014, more stayed in hotels (+9.9% to 116,602) and condominium properties (+4% to 49,775) compared to last September. U.S. East visitors also showed heavier usage of hotels (+2% to 71,495).

September 2014 Island Highlights

CATEGORY AND ISLAND	Sep 2014P	Sep 2013	% change	YTD 2014P	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,078.0	1,062.9	1.4	11,071.2	10,849.9	2.0
Total by air	1,071.7	1,057.3	1.4	11,039.3	10,808.6	2.1
O'ahu	551.4	587.3	-6.1	5,338.6	5,528.4	-3.4
Maui	276.4	240.2	15.1	3,057.8	2,764.2	10.6
Moloka'i	2.2	2.0	7.3	23.3	22.7	2.7
Lāna'i	5.3	5.5	-2.3	50.8	60.3	-15.8
Kaua'i	104.2	93.6	11.4	1,115.2	1,054.6	5.8
Hawai'i Island	132.1	128.6	2.7	1,453.5	1,378.3	5.5
Visitor arrivals by cruise ships	6.3	5.6	13.1	31.9	41.3	-22.7
TOTAL VISITOR DAYS	5,340,764	5,299,666	0.8	56,481,380	56,621,639	-0.2
Total by air	5,251,375	5,218,324	0.6	55,993,803	56,033,203	-0.1
O'ahu	2,625,387	2,589,027	1.4	26,384,191	26,795,811	-1.5
Maui	1,286,672	1,258,413	2.2	14,614,563	14,368,926	1.7
Moloka'i	18,842	17,584	7.2	190,820	183,092	4.2
Lāna'i	15,337	18,045	-15.0	159,294	191,036	-16.6
Kaua'i	578,891	603,450	-4.1	6,518,573	6,486,002	0.5
Hawai'i Island	726,246	731,806	-0.8	8,126,362	8,008,336	1.5
Visitor arrivals by cruise ships	89,389	81,343	9.9	487,577	588,436	-17.1
VISITOR ARRIVALS	622,163	597,725	4.1	6,219,927	6,189,256	0.5
Total by air	609,011	585,891	3.9	6,130,219	6,075,216	0.9
O'ahu	410,103	392,514	4.5	3,885,652	3,822,614	1.6
Maui	169,804	165,982	2.3	1,793,756	1,790,536	0.2
Moloka'i	4,498	4,965	-9.4	42,854	40,680	5.3
Lāna'i	5,493	6,392	-14.1	49,132	56,168	-12.5
Kaua'i	81,130	84,074	-3.5	844,814	853,853	-1.1
Hawai'i Island	99,757	101,936	-2.1	1,084,066	1,104,603	-1.9
Visitor arrivals by cruise ships	13,152	11,834	11.1	89,708	114,040	-21.3
AVERAGE LENGTH OF STAY	8.58	8.87	-3.2	9.08	9.15	-0.7
Total by air	8.62	8.91	-3.2	9.13	9.22	-1.0
O'ahu	6.40	6.60	-2.9	6.79	7.01	-3.1
Maui	7.58	7.58	-0.1	8.15	8.02	1.5
Moloka'i	4.19	3.54	18.3	4.45	4.50	-1.1
Lāna'i	2.79	2.82	-1.1	3.24	3.40	-4.7
Kaua'i	7.14	7.18	-0.6	7.72	7.60	1.6
Hawai'i Island	7.28	7.18	1.4	7.50	7.25	3.4
Visitor arrivals by cruise ships	6.80	6.87	-1.1	5.44	5.16	5.3
PER PERSON PER DAY SPENDING (\$)	201.8	200.6	0.6	196.0	191.6	2.3
Total by air	204.1	202.6	0.7	197.2	192.9	2.2
O'ahu	210.0	226.9	-7.4	202.3	206.3	-1.9
Maui	214.8	190.9	12.6	209.2	192.4	8.8
Moloka'i	116.4	116.3	0.1	122.3	124.2	-1.5
Lāna'i	348.8	303.3	15.0	318.8	315.7	1.0
Kaua'i	180.1	155.1	16.1	171.1	162.6	5.2
Hawai'i Island	181.9	175.7	3.5	178.9	172.1	3.9
Visitor arrivals by cruise ships	70.8	68.8	3.0	65.4	70.1	-6.7
PER PERSON PER TRIP SPENDING (\$)	1,732.7	1,778.2	-2.6	1,780.0	1,753.0	1.5
Total by air	1,759.7	1,804.6	-2.5	1,800.8	1,779.1	1.2
O'ahu	1,344.5	1,496.3	-10.1	1,373.9	1,446.2	-5.0
Maui	1,627.8	1,447.1	12.5	1,704.7	1,543.8	10.4
Moloka'i	487.6	411.9	18.4	544.6	558.9	-2.6
Lāna'i	973.8	856.3	13.7	1,033.7	1,073.9	-3.7
Kaua'i	1,285.0	1,113.6	15.4	1,320.1	1,235.1	6.9
Hawai'i Island	1,324.2	1,261.6	5.0	1,340.8	1,247.8	7.5
Visitor arrivals by cruise ships	481.2	472.7	1.8	355.5	361.8	-1.7

P=Preliminary data.

Source:Hawai'i Tourism Authority

Highlights from All Other Markets:

- **Australia:** Arrivals from Australia dropped 1.8 percent to 36,330 visitors in September 2014. There were 226,014 Australian visitors through the first nine months of 2014, virtually unchanged from a year ago. Their daily spending averaged \$258 per person, down from \$269 per person for the first nine months of 2013. These visitors spent less on entertainment and recreation and slightly more food and beverage and transportation.
- **New Zealand:** Arrivals in September 2014 were down 1.2 percent to 7,179 visitors. Year-to-date through September, arrivals from New Zealand increased 29.2 percent to 48,574 visitors.
- **China:** Arrivals from China rose 8.4 percent to 13,605 visitors in September 2014. For the first nine months of 2014, arrivals were up 27.4 percent to 128,792 visitors. Daily spending by these visitors increased 2.1 percent to \$395 per person for year-to-date 2014, and continued to be the highest spending among the visitor markets. Lower spending on shopping and entertainment and recreation were offset by increased spending on lodging and transportation.
- **Korea:** There were 15,216 visitors from Korea (+0.6%) in September 2014. Through September 2014, arrivals of 145,622 visitors represented an increase of 17.8 percent. Korean visitors in the first nine months of 2014 spent slightly less on a daily basis (\$255 per person) compared to year-to-date 2013 (\$257 per person). Lodging expenditures increased but spending on shopping, entertainment and recreation, and food and beverage declined.
- **Taiwan:** With a reduction of over half of its non-stop air service, arrivals from Taiwan decreased 50 percent to 1,370 visitors. For the first nine months of 2014, arrivals decreased 10.3 percent to 14,796 visitors.
- **Europe:** There were 15,355 visitors from the Europe major market area (United Kingdom, France, Germany, Italy and Switzerland) in September 2014, down 2.6 percent compared to September 2013. Through September, arrivals from this market rose 5.3 percent to 109,286 visitors.
- **Latin America:** A total of 2,500 visitors (+14.6%) came from Latin America in September 2014. For year-to-date 2014, there were 21,714 visitor arrivals from the region, down 5.5 percent.

Island Highlights for September 2014:

- **O'ahu:** Visitor expenditures on O'ahu declined 6.1 percent to \$551.4 million. Arrivals rose 4.5 percent to 410,103 visitors in September 2014. However, these visitors had a shorter average length of stay (-2.9% to 6.40 days) and spent less on a daily basis (-7.4% to \$210 per person) compared to September 2013.
- **Maui:** Growth in arrivals (+2.3% to 169,804 visitors) and higher daily spending (+12.6% to \$215 per person) contributed to a 15.1 percent gain in visitor expenditures to \$276.4 million.
- **Kaua'i:** Visitor expenditures on Kaua'i increased 11.4 percent to \$104.2 million. Arrivals fell 3.5 percent to 81,130 visitors. However, their average daily spending of \$180 per person was 16.1 percent higher than last September.
- **Hawai'i Island:** Visitor expenditures on Hawai'i Island grew 2.7 percent to \$132.1 million in September 2014. Arrivals decreased 2.1 percent to 99,757 visitors but daily spending (+3.5% to \$182 per person) increased from a year ago.

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

- Air capacity to Hawai'i rose 5.6 percent to 863,609 total seats in September 2014. There were more seats to Honolulu (+2.8% to 636,372), Kahului (+15% to 136,745), Līhu'e (+10.7% to 44,475), Kona (+16.7% to 42,629) and Hilo (+4.8% to 3,388) compared to last September.
- Scheduled air seats rose 5.2 percent to 853,542. Total charter seats jumped 49 percent, boosted by a tripling of international charter flights.
- There were more scheduled seats from U.S. West (+10.9%) compared to September 2013. Increased service from Los Angeles, Oakland, Phoenix, Portland, Sacramento, San Diego, San Francisco, San Jose and Seattle were offset by reduced service from Bellingham, Denver and Salt Lake City.
- Scheduled seats from U.S. East were up 6.6 percent. Growth in seats out of Dallas (+9.3%) and Houston (+33.3%) compensated for a reduction in seats from Chicago (-1.1%) and Atlanta (-1.7%).
- Scheduled seats from Japan declined 7.2 percent in September 2014. The number of seats out of Fukuoka (-56.5%) was reduced by half, as Hawaiian Airlines discontinued this route in July 2014. There were also fewer seats out of Sapporo (-7.7%), Narita (-5.3%), Nagoya (-2.4%) and Osaka (-1.6%), which was partially offset by more seats from Haneda (+3.8%).
- Scheduled seats from Oceania dropped 1.6 percent. Fewer seats from Sydney (-9.8%) and Brisbane (-10.5%) offset increased service out of Melbourne (+87.5%). There were about the same number of seats out of Auckland (+0.5%) compared to September 2013.
- Scheduled seats from Other Asia rose 3.8 percent. There were 6,609 new seats out of Beijing and seats out of Shanghai climbed 35.7 percent. In contrast, the loss of one airline serving Taipei caused a 62.7 percent decline in scheduled seats. The number of seats from Seoul was down 7.5 percent from last September.
- For the first nine months of 2014, total air seats increased 2.8 percent, with more seats to Honolulu (+1.3%), Kahului (+4.5%), Kona (+12.1%) and Līhu'e (+7.8%), offsetting fewer seats to Hilo (-5.5%). There was growth in scheduled seats from Other Asia (+16.8%), Canada (+8.3%), U.S. West (+3.5%), Oceania (+2%) and Japan (+1.8%) compared to year-to-date 2013.

Cruise Ship Visitors (Table 8, page 22):

- Eight out-of-state cruise ships came in September 2014 with 13,152 visitors to the islands compared to six ships that came in September 2013 with 11,834 visitors. Arrivals by air to board Hawai'i home-ported cruise ships increased 8.3 percent from a year ago.
- Through September 2014, there were 89,709 visitors who entered the islands aboard 51 out-of-state cruise ships. This was a decrease of 21.3 percent from year-to-date 2013 when 114,041 visitors came on 57 cruise ships.
- A total of 179,706 cruise visitors came by cruise ships or by air to board cruise ships in the first nine months of 2014, down 11.4 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/>

TABLE 1. TOTAL VISITORS BY AIR

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	609,011	585,891	3.9	6,130,219	6,075,216	0.9
Domestic	385,759	367,389	5.0	4,135,094	4,148,619	-0.3
International	223,252	218,502	2.2	1,995,125	1,926,597	3.6
VISITOR DAYS	5,251,375	5,218,324	0.6	55,993,803	56,033,203	-0.1
AVERAGE DAILY CENSUS	175,046	173,944	0.6	205,106	205,250	-0.1
TOTAL AIR SEATS	863,609	817,914	5.6	8,446,329	8,216,838	2.8
TOTAL LOAD FACTOR (%)**	84.4	84.8	-0.4	86.0	87.8	-1.8
ISLANDS VISITED						
O'ahu	410,103	392,514	4.5	3,885,652	3,822,614	1.6
O'ahu only	312,412	288,843	8.2	2,917,096	2,826,511	3.2
O'ahu one day or less	15,362	15,011	2.3	160,905	125,426	28.3
Kaua'i	81,130	84,074	-3.5	844,814	853,853	-1.1
Kaua'i only	40,656	41,290	-1.5	448,554	457,545	-2.0
Kaua'i one day or less	9,270	9,767	-5.1	82,641	80,543	2.6
Maui County	172,606	168,985	2.1	1,821,648	1,822,471	0.0
Maui	169,804	165,982	2.3	1,793,756	1,790,536	0.2
Maui only	98,854	92,902	6.4	1,102,325	1,094,868	0.7
Maui one day or less	11,391	14,348	-20.6	117,908	125,272	-5.9
Moloka'i *	4,498	4,965	-9.4	42,854	40,680	5.3
Moloka'i only *	397	394	0.7	4,738	4,948	-4.2
Moloka'i one day or less *	2,807	3,084	-9.0	23,261	20,838	11.6
Lāna'i *	5,493	6,392	-14.1	49,132	56,168	-12.5
Lāna'i only *	534	614	-12.9	5,426	7,810	-30.5
Lāna'i one day or less *	3,334	3,455	-3.5	26,545	27,284	-2.7
Hawai'i Island	99,757	101,936	-2.1	1,084,066	1,104,603	-1.9
Kona side	80,187	86,299	-7.1	909,921	921,839	-1.3
Hilo side	41,421	37,879	9.4	402,103	406,423	-1.1
Hawai'i Island only	40,995	40,927	0.2	498,762	502,530	-0.7
Hawai'i Island one day or less	10,120	10,410	-2.8	95,109	103,538	-8.1
Any Neighbor Island	296,599	297,049	-0.2	3,213,123	3,248,705	-1.1
NI only	198,908	193,378	2.9	2,244,567	2,252,602	-0.4
Oahu & NI	97,691	103,671	-5.8	968,556	996,103	-2.8
Any one island only	493,847	464,971	6.2	4,976,901	4,894,211	1.7
Multiple Islands	115,164	120,921	-4.8	1,153,318	1,181,004	-2.3
Avg. Islands Visited	1.27	1.29	-1.9	1.26	1.26	-0.5
Average Length of Stay in Hawai'i	8.62	8.91	-3.2	9.13	9.22	-1.0
ACCOMMODATIONS						
Plan to stay in Hotel	415,383	389,533	6.6	3,908,311	3,827,393	2.1
Hotel only	370,768	346,772	6.9	3,426,768	3,350,261	2.3
Plan to stay in Condo	89,030	94,238	-5.5	1,074,145	1,110,557	-3.3
Condo only	69,256	73,077	-5.2	832,287	862,762	-3.5
Plan to stay in Timeshare	58,085	60,758	-4.4	579,829	584,116	-0.7
Timeshare only	46,457	48,715	-4.6	445,533	450,190	-1.0
Cruise Ship	11,429	9,992	14.4	103,033	94,173	9.4
Friends/Relatives	44,962	41,651	7.9	520,304	525,965	-1.1
Bed & Breakfast	6,077	6,122	-0.7	61,295	61,326	-0.1
Other	7,934	7,754	2.3	82,794	79,726	3.8

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	509,586	491,366	3.7	5,137,001	5,099,005	0.7
Honeymoon/Get Married	66,067	62,298	6.1	487,619	450,201	8.3
Honeymoon	60,455	56,183	7.6	436,459	399,013	9.4
Get Married	10,069	10,377	-3.0	87,551	89,697	-2.4
Pleasure/Vacation	450,436	434,913	3.6	4,702,802	4,697,803	0.1
Mtgs/Conventions/Incentive						
Conventions	16,423	13,894	18.2	179,486	183,274	-2.1
Corporate Meetings	6,524	5,067	28.8	66,474	60,269	10.3
Incentive	6,730	7,613	-11.6	108,116	113,208	-4.5
Other Business						
Visit Friends/Rel.	45,973	41,510	10.8	498,196	501,279	-0.6
Govt/Military	7,403	6,986	6.0	67,522	55,194	22.3
Attend School	2,536	2,173	16.7	21,548	17,844	20.8
Sport Events	6,761	5,242	29.0	57,096	55,276	3.3
TRAVEL STATUS						
First Timers (%)**	38.4	38.8	-0.4	35.1	34.8	0.3
Repeaters (%)**	61.6	61.2	0.4	64.9	65.2	-0.3
Average # of Trips	4.76	4.69	1.4	4.95	4.95	0.0
Group Tour						
Group Tour	51,640	54,549	-5.3	509,664	518,197	-1.6
Non-Group	557,371	531,342	4.9	5,620,555	5,557,019	1.1
Package Trip						
Package Trip	234,602	225,902	3.9	2,080,857	2,070,737	0.5
No Package	374,409	359,990	4.0	4,049,362	4,004,479	1.1
Net True Independent	367,000	351,577	4.4	3,962,496	3,918,298	1.1
Ave. Age	45	45	-1.3	45	45	0.0
Ave. Party Size	2.01	2.07	-2.8	2.22	2.22	-0.2

** 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

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
DOMESTIC VISITORS	385,759	367,389	5.0	4,135,094	4,148,619	-0.3
DOMESTIC VISITOR DAYS	3,739,584	3,625,951	3.1	41,273,512	41,420,730	-0.4
DOMESTIC AVERAGE DAILY CENSUS	124,653	120,865	3.1	151,185	151,724	-0.4
DOMESTIC AIR SEATS	577,639	523,792	10.3	5,692,374	5,517,055	3.2
DOMESTIC LOAD FACTOR (%)**	85.1	88.2	-3.1	89.4	91.3	-1.9
ISLANDS VISITED						
O'ahu	201,316	190,981	5.4	2,104,449	2,110,876	-0.3
O'ahu only	143,220	134,173	6.7	1,489,661	1,494,992	-0.4
O'ahu one day or less	12,628	12,428	1.6	137,562	104,331	31.9
Kaua'i	72,600	72,777	-0.2	751,428	760,566	-1.2
Kaua'i only	39,622	40,454	-2.1	426,245	442,055	-3.6
Kaua'i one day or less	5,294	4,751	11.4	52,962	47,136	12.4
Maui County	144,947	134,871	7.5	1,511,108	1,493,961	1.1
Maui	142,784	132,349	7.9	1,486,876	1,466,321	1.4
Maui only	92,579	84,904	9.0	984,967	972,901	1.2
Maui one day or less	5,749	5,483	4.8	59,790	55,934	6.9
Moloka'i *	3,365	3,284	2.5	34,591	31,518	9.7
Moloka'i only *	363	392	-7.6	4,550	4,597	-1.0
Moloka'i one day or less*	1,835	1,593	15.2	16,792	13,797	21.7
Lāna'i *	3,790	4,104	-7.7	39,921	43,593	-8.4
Lāna'i only*	529	603	-12.3	5,213	7,543	-30.9
Lāna'i one day or less*	2,044	1,778	15.0	20,456	17,839	14.7
Hawai'i Island	69,269	67,143	3.2	810,383	807,653	0.3
Kona side	59,064	57,985	1.9	701,555	698,803	0.4
Hilo side	25,890	24,022	7.8	282,341	274,055	3.0
Hawai'i Island only	34,756	34,084	2.0	441,476	443,292	-0.4
Hawai'i Island one day or less	3,435	3,314	3.6	34,515	36,337	-5.0
Any Neighbor Island	242,539	233,217	4.0	2,645,433	2,653,627	-0.3
NI only	184,443	176,409	4.6	2,030,644	2,037,743	-0.3
Oahu & NI	58,095	56,808	2.3	614,788	615,884	-0.2
Any one island only	311,069	294,610	5.6	3,352,113	3,365,380	-0.4
Multiple Islands	74,690	72,779	2.6	782,981	783,239	0.0
Avg. Islands Visited	1.28	1.28	-0.2	1.26	1.26	0.5
Average Length of Stay in Hawai'i	9.69	9.87	-1.8	9.98	9.98	0.0
ACCOMMODATIONS						
Plan to stay in Hotel	221,666	207,710	6.7	2,281,621	2,271,778	0.4
Hotel only	188,483	176,681	6.7	1,900,975	1,893,601	0.4
Plan to stay in Condo	70,709	68,793	2.8	815,347	845,318	-3.5
Condo only	55,348	54,054	2.4	632,859	659,694	-4.1
Plan to stay in Timeshare	49,455	50,719	-2.5	496,937	501,698	-0.9
Timeshare only	39,174	40,222	-2.6	381,285	386,444	-1.3
Cruise Ship	8,501	7,483	13.6	86,055	76,869	11.9
Friends/Relatives	38,393	36,025	6.6	462,574	471,151	-1.8
Bed & Breakfast	5,129	4,524	13.4	49,315	49,240	0.2
Other	7,108	6,421	10.7	76,542	71,720	6.7

* 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.)

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	313,573	301,205	4.1	3,411,100	3,428,948	-0.5
Honeymoon/Get Married	34,800	33,199	4.8	209,563	198,323	5.7
Honeymoon	30,921	29,866	3.5	177,383	169,623	4.6
Get Married	6,282	4,987	26.0	49,623	41,121	20.7
Pleasure/Vacation	284,002	271,880	4.5	3,240,115	3,262,491	-0.7
Mtgs/Conventions/Incentive	22,829	17,791	28.3	244,739	244,086	0.3
Conventions	14,610	11,081	31.8	144,250	145,896	-1.1
Corporate Meetings	5,594	4,139	35.2	58,961	53,304	10.6
Incentive	3,923	3,068	27.9	56,620	55,346	2.3
Other Business	21,747	16,884	28.8	178,528	163,589	9.1
Visit Friends/Rel.	37,930	35,735	6.1	440,325	442,947	-0.6
Govt/Military	7,128	6,156	15.8	61,334	49,928	22.8
Attend School	2,105	1,225	71.8	16,611	11,907	39.5
Sport Events	5,044	2,989	68.8	42,466	42,193	0.6
TRAVEL STATUS						
First Timers (%)**	32.81	32.9	-0.1	29.40	29.7	-0.3
Repeaters (%)**	67.19	67.1	0.1	70.60	70.3	0.3
Average # of Trips	5.54	5.53	0.2	5.68	5.60	1.4
Group Tour	13,135	11,769	11.6	146,621	139,928	4.8
Non-Group	372,624	355,620	4.8	3,988,473	4,008,691	-0.5
Package Trip	94,268	90,936	3.7	901,661	926,259	-2.7
No Package	291,491	276,454	5.4	3,233,433	3,222,360	0.3
Net True Independent	287,292	272,945	5.3	3,186,639	3,178,566	0.3
Ave. Age of Party Head	47	47	-0.5	47	46	0.6
Ave. Party Size	1.85	1.83	0.8	2.08	2.06	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

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
INTERNATIONAL VISITORS	223,252	218,502	2.2	1,995,125	1,926,597	3.6
INTERNATIONAL VISITOR DAYS	1,511,791	1,592,373	-5.1	14,720,291	14,612,472	0.7
INTERNATIONAL AVERAGE DAILY CENSUS	50,393	53,079	-5.1	53,920	53,526	0.7
INTERNATIONAL AIR SEATS	285,970	294,122	-2.8	2,706,249	2,654,151	2.0
INTERNATIONAL LOAD FACTOR (%)**	83.1	78.9	4.2	78.9	80.6	-1.7
ISLANDS VISITED						
O'ahu	208,787	201,533	3.6	1,781,203	1,711,738	4.1
O'ahu only	169,192	154,670	9.4	1,427,434	1,331,518	7.2
O'ahu one day or less	2,734	2,582	5.9	23,343	21,095	10.7
Kaua'i	8,530	11,297	-24.5	93,386	93,288	0.1
Kaua'i only	1,034	837	23.6	22,309	15,490	44.0
Kaua'i one day or less	3,976	5,016	-20.7	29,679	33,407	-11.2
Maui County	27,659	34,114	-18.9	310,540	328,510	-5.5
Maui	27,020	33,633	-19.7	306,881	324,215	-5.3
Maui only	6,275	7,998	-21.5	117,358	121,967	-3.8
Maui one day or less	5,642	8,864	-36.4	58,118	69,338	-16.2
Moloka'i *	1,133	1,681	-32.6	8,263	9,161	-9.8
Moloka'i only *	35	2	1692.1	188	352	-46.6
Moloka'i one day or less*	972	1,491	-34.8	6,469	7,041	-8.1
Lāna'i *	1,704	2,289	-25.6	9,211	12,574	-26.8
Lāna'i only*	5	10	-52.3	213	266	-19.9
Lāna'i one day or less*	1,290	1,677	-23.1	6,089	9,446	-35.5
Hawai'i Island	30,488	34,793	-12.4	273,684	296,950	-7.8
Kona side	21,123	28,313	-25.4	208,366	223,036	-6.6
Hilo side	15,531	13,856	12.1	119,762	132,368	-9.5
Hawai'i Island only	6,239	6,843	-8.8	57,286	59,238	-3.3
Hawai'i Island one day or less	6,684	7,095	-5.8	60,594	67,201	-9.8
Any Neighbor Island	54,060	63,832	-15.3	567,691	595,079	-4.6
NI only	14,465	16,969	-14.8	213,922	214,859	-0.4
Oahu & NI	39,596	46,863	-15.5	353,768	380,220	-7.0
Any one island only	182,779	170,360	7.3	1,624,788	1,528,831	6.3
Multiple Islands	40,473	48,142	-15.9	370,337	397,766	-6.9
Avg. Islands Visited	1.24	1.31	-4.7	1.24	1.27	-2.5
Average Length of Stay in Hawai'i	6.77	7.29	-7.1	7.38	7.58	-2.7
ACCOMMODATIONS						
Plan to stay in Hotel	193,717	181,822	6.5	1,626,691	1,555,615	4.6
Hotel only	182,284	170,091	7.2	1,525,792	1,456,661	4.7
Plan to stay in Condo	18,321	25,445	-28.0	258,798	265,239	-2.4
Condo only	13,907	19,023	-26.9	199,428	203,068	-1.8
Plan to stay in Timeshare	8,630	10,039	-14.0	82,893	82,418	0.6
Timeshare only	7,283	8,493	-14.2	64,248	63,747	0.8
Cruise Ship	2,928	2,510	16.7	16,977	17,304	-1.9
Friends/Relatives	6,569	5,626	16.8	57,731	54,814	5.3
Bed & Breakfast	948	1,598	-40.7	11,980	12,086	-0.9
Other	826	1,333	-38.0	6,251	8,006	-21.9

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	196,013	190,161	3.1	1,725,900	1,670,058	3.3
Honeymoon/Get Married	31,268	29,099	7.5	278,056	251,877	10.4
Honeymoon	29,534	26,317	12.2	259,077	229,390	12.9
Get Married	3,787	5,389	-29.7	37,928	48,576	-21.9
Pleasure/Vacation	166,434	163,033	2.1	1,462,687	1,435,311	1.9
Mtgs/Conventions/Incentive	5,470	8,084	-32.3	92,766	100,133	-7.4
Conventions	1,814	2,813	-35.5	35,236	37,378	-5.7
Corporate Meetings	929	928	0.2	7,513	6,965	7.9
Incentive	2,807	4,545	-38.2	51,496	57,861	-11.0
Other Business	1,463	2,026	-27.8	14,838	17,446	-14.9
Visit Friends/Rel.	8,043	5,774	39.3	57,872	58,332	-0.8
Govt/Military	275	830	-66.9	6,189	5,266	17.5
Attend School	431	948	-54.6	4,937	5,936	-16.8
Sport Events	1,717	2,253	-23.8	14,631	13,082	11.8
TRAVEL STATUS						
First Timers (%)**	48.02	48.8	-0.7	47.03	45.8	1.2
Repeaters (%)**	51.98	51.2	0.7	52.97	54.2	-1.2
Average # of Trips	3.41	3.29	3.6	3.42	3.54	-3.3
Group Tour	38,505	42,780	-10.0	363,043	378,270	-4.0
Non-Group	184,747	175,722	5.1	1,632,082	1,548,327	5.4
Package Trip	140,334	134,966	4.0	1,179,197	1,144,478	3.0
No Package	82,918	83,536	-0.7	815,928	782,119	4.3
Net True Independent	79,709	78,632	1.4	775,857	739,732	4.9
Ave. Age of Party Head	41	42	-3.0	42	43	-1.3
Ave. Party Size	2.29	2.47	-7.0	2.49	2.56	-2.8

** 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

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	230,512	215,594	6.9	2,437,217	2,450,266	-0.5
Domestic	227,054	212,203	7.0	2,387,361	2,401,411	-0.6
International	3,458	3,391	2.0	49,856	48,855	2.0
VISITOR DAYS	2,145,033	2,028,874	5.7	23,046,267	23,280,879	-1.0
AVERAGE DAILY CENSUS	71,501	67,629	5.7	84,419	85,278	-1.0
ISLANDS VISITED						
O'ahu	101,427	93,809	8.1	1,095,445	1,097,758	-0.2
O'ahu only	78,621	72,819	8.0	854,107	860,210	-0.7
O'ahu one day or less	5,074	4,641	9.3	55,845	41,525	34.5
Kaua'i	42,429	41,464	2.3	427,561	434,386	-1.6
Kaua'i only	29,643	29,765	-0.4	301,640	311,279	-3.1
Kaua'i one day or less	1,827	1,623	12.6	19,142	17,105	11.9
Maui County	86,897	79,254	9.6	868,816	860,484	1.0
Maui	85,396	77,840	9.7	854,004	844,138	1.2
Maui only	66,043	60,419	9.3	665,557	661,826	0.6
Maui one day or less	2,233	1,997	11.8	23,329	22,908	1.8
Moloka'i *	1,736	1,622	7.0	17,565	16,432	6.9
Moloka'i only *	266	236	12.5	3,189	3,100	2.9
Moloka'i one day or less *	901	750	20.1	7,438	6,567	13.3
Lāna'i *	2,222	2,057	8.0	20,203	21,772	-7.2
Lāna'i only *	361	408	-11.5	3,496	4,776	-26.8
Lāna'i one day or less *	1,113	814	36.8	9,703	8,873	9.4
Hawai'i Island	37,104	34,736	6.8	423,993	426,295	-0.5
Kona side	32,222	30,615	5.2	374,952	375,694	-0.2
Hilo side	11,536	9,978	15.6	123,317	123,605	-0.2
Hawai'i Island only	24,318	22,838	6.5	288,866	292,424	-1.2
Hawai'i Island one day or less	1,443	1,396	3.4	15,523	14,730	5.4
Any Neighbor Island	151,892	142,775	6.4	1,583,110	1,590,056	-0.4
NI only	129,085	121,784	6.0	1,341,772	1,352,508	-0.8
Oahu & NI	22,806	20,990	8.7	241,338	237,548	1.6
Any one island only	199,252	186,485	6.8	2,116,856	2,133,614	-0.8
Multiple Islands	31,260	29,108	7.4	320,362	316,652	1.2
Avg. Islands Visited	1.17	1.17	0.5	1.16	1.16	0.5
Average Length of Stay in Hawai'i	9.31	9.41	-1.1	9.46	9.50	-0.5
ACCOMMODATIONS						
Plan to stay in Hotel	116,602	106,145	9.9	1,222,823	1,208,018	1.2
Hotel only	100,443	91,457	9.8	1,035,082	1,022,394	1.2
Plan to stay in Condo	49,775	47,883	4.0	543,652	568,289	-4.3
Condo only	40,840	39,589	3.2	439,885	462,581	-4.9
Plan to stay in Timeshare	34,736	34,851	-0.3	325,405	330,353	-1.5
Timeshare only	28,293	28,606	-1.1	256,931	262,112	-2.0
Cruise Ship	2,140	1,675	27.7	21,850	17,635	23.9
Friends/Relatives	24,846	23,339	6.5	287,982	294,791	-2.3
Bed & Breakfast	2,272	2,071	9.7	22,155	21,689	2.1
Other	4,479	3,747	19.5	44,350	41,707	6.3

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

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

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	188,659	177,025	6.6	2,025,828	2,042,686	-0.8
Honeymoon/Get Married	16,943	15,468	9.5	104,147	95,820	8.7
Honeymoon	14,317	13,265	7.9	84,032	77,827	8.0
Get Married	4,014	3,081	30.3	29,617	24,495	20.9
Pleasure/Vacation	174,730	163,733	6.7	1,943,133	1,964,456	-1.1
Mtgs/Conventions/Incentive	10,414	7,895	31.9	110,374	106,187	3.9
Conventions	6,540	4,654	40.5	63,860	63,557	0.5
Corporate Meetings	2,776	2,265	22.6	30,810	27,090	13.7
Incentive	1,693	1,184	43.0	22,590	19,711	14.6
Other Business	14,055	10,714	31.2	113,150	106,216	6.5
Visit Friends/Rel.	24,192	22,967	5.3	271,154	272,082	-0.3
Gov't/Military	2,862	2,640	8.4	26,438	20,733	27.5
Attend School	1,218	676	80.1	9,541	6,977	36.8
Sport Events	3,040	1,557	95.2	26,876	29,140	-7.8
TRAVEL STATUS						
First Timers (%)**	20.9	20.7	0.2	19.1	19.1	0.0
Repeaters (%)**	79.1	79.3	-0.2	80.9	80.9	0.0
Average # of Trips	6.86	6.89	-0.3	6.90	6.86	0.5
Group Tour	3,789	3,163	19.8	48,210	46,124	4.5
Non-Group	226,724	212,431	6.7	2,389,007	2,404,142	-0.6
Package Trip	47,105	44,622	5.6	464,128	474,882	-2.3
No Package	183,407	170,972	7.3	1,973,089	1,975,384	-0.1
Net True Independent	181,700	169,687	7.1	1,953,501	1,956,626	-0.2
Ave. Age	47	47	-0.6	46	46	0.6
Ave. Party Size	1.91	1.89	1.1	2.16	2.14	0.9

** 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

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	110,469	108,462	1.9	1,328,780	1,333,092	-0.3
Domestic	106,896	104,958	1.8	1,278,042	1,275,938	0.2
International	3,573	3,504	2.0	50,738	57,154	-11.2
VISITOR DAYS	1,126,409	1,121,929	0.4	13,877,208	13,892,597	-0.1
AVERAGE DAILY CENSUS	37,547	37,398	0.4	50,832	50,889	-0.1
ISLANDS VISITED						
O'ahu	68,307	66,020	3.5	785,803	793,579	-1.0
O'ahu only	41,990	40,398	3.9	482,197	483,813	-0.3
O'ahu one day or less	6,267	5,919	5.9	71,602	54,117	32.3
Kaua'i	23,407	24,361	-3.9	267,088	266,656	0.2
Kaua'i only	8,160	8,598	-5.1	102,879	104,872	-1.9
Kaua'i one day or less	3,002	2,388	25.7	29,843	25,331	17.8
Maui County	43,049	41,216	4.4	506,975	503,058	0.8
Maui	42,414	40,387	5.0	499,316	493,597	1.2
Maui only	19,547	18,660	4.7	245,397	241,473	1.6
Maui one day or less	3,218	2,647	21.6	34,334	29,928	14.7
Moloka'i *	1,354	1,273	6.4	12,588	11,808	6.6
Moloka'i only *	87	112	-21.8	1,056	1,132	-6.7
Moloka'i one day or less*	896	746	20.2	6,958	6,017	15.6
Lāna'i *	1,629	1,724	-5.5	16,688	19,190	-13.0
Lāna'i only*	139	160	-13.2	1,396	2,247	-37.9
Lāna'i one day or less*	1,029	844	22.0	8,712	8,743	-0.4
Hawai'i Island	24,230	23,406	3.5	304,336	302,598	0.6
Kona side	20,006	19,922	0.4	258,016	257,033	0.4
Hilo side	11,451	9,993	14.6	125,362	123,149	1.8
Hawai'i Island only	7,987	8,662	-7.8	118,681	117,880	0.7
Hawai'i Island one day or less	1,874	1,349	39.0	17,031	18,209	-6.5
Any Neighbor Island	68,478	68,064	0.6	846,583	849,279	-0.3
NI only	42,162	42,442	-0.7	542,977	539,513	0.6
Oahu & NI	26,316	25,622	2.7	303,606	309,766	-2.0
Any one island only	77,910	76,591	1.7	951,607	951,417	0.0
Multiple Islands	32,559	31,871	2.2	377,173	381,675	-1.2
Avg. Islands Visited	1.46	1.45	0.8	1.42	1.42	0.2
Average Length of Stay in Hawai'i	10.20	10.34	-1.4	10.44	10.42	0.2
ACCOMMODATIONS						
Plan to stay in Hotel	71,495	70,094	2.0	820,777	826,002	-0.6
Hotel only	58,626	57,854	1.3	661,995	668,072	-0.9
Plan to stay in Condo	15,301	15,217	0.6	203,257	207,693	-2.1
Condo only	10,620	10,198	4.1	139,749	142,271	-1.8
Plan to stay in Timeshare	12,321	13,254	-7.0	147,325	149,680	-1.6
Timeshare only	9,192	9,724	-5.5	107,384	108,738	-1.2
Cruise Ship	5,154	4,258	21.0	54,362	49,767	9.2
Friends/Relatives	11,360	11,369	-0.1	154,058	156,672	-1.7
Bed & Breakfast	1,512	1,337	13.1	18,308	17,551	4.3
Other	2,151	1,928	11.6	26,070	24,417	6.8

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

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

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	83,668	84,758	-1.3	1,052,650	1,056,355	-0.4
Honeymoon/Get Married	12,288	12,624	-2.7	78,386	76,278	2.8
Honeymoon	11,331	11,875	-4.6	68,587	68,291	0.4
Get Married	1,711	1,353	26.5	16,030	13,330	20.3
Pleasure/Vacation	72,856	73,284	-0.6	986,901	990,551	-0.4
Mtgs/Conventions/Incentive	9,784	8,238	18.8	114,073	119,440	-4.5
Conventions	6,344	5,457	16.2	68,271	71,676	-4.8
Corporate Meetings	2,210	1,569	40.8	24,274	22,836	6.3
Incentive	1,769	1,477	19.8	28,305	30,200	-6.3
Other Business	6,683	5,475	22.1	56,627	53,514	5.8
Visit Friends/Rel.	12,112	11,085	9.3	150,139	152,625	-1.6
Gov't/Military	4,080	3,487	17.0	33,514	28,386	18.1
Attend School	562	295	90.3	4,864	3,633	33.9
Sport Events	1,424	810	75.8	11,986	9,111	31.6
TRAVEL STATUS						
First Timers (%)**	46.3	46.3	0.1	41.7	42.9	-1.2
Repeaters (%)**	53.7	53.7	-0.1	58.3	57.1	1.2
Average # of Trips	3.93	3.89	1.0	4.07	3.98	2.2
Group Tour	5,188	4,734	9.6	65,801	66,276	-0.7
Non-Group	105,281	103,728	1.5	1,262,979	1,266,816	-0.3
Package Trip	27,907	27,813	0.3	302,768	316,463	-4.3
No Package	82,562	80,649	2.4	1,026,012	1,016,629	0.9
Net True Independent	81,025	79,291	2.2	1,007,041	998,758	0.8
Ave. Age	48	48	-0.6	48	47	1.3
Ave. Party Size	1.70	1.72	-0.8	1.98	1.97	0.6

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

Source: Hawai'i Tourism Authority

TABLE 6. TOTAL JAPAN VISITORS BY AIR

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	135,635	134,492	0.9	1,132,964	1,128,749	0.4
Domestic	946	811	16.7	7,366	5,353	37.6
International	134,689	133,681	0.8	1,125,598	1,123,396	0.2
VISITOR DAYS	765,183	801,153	-4.5	6,602,510	6,792,084	-2.8
AVERAGE DAILY CENSUS	25,506	26,705	-4.5	24,185	24,879	-2.8
ISLANDS VISITED						
O'ahu	131,468	127,070	3.5	1,099,875	1,077,740	2.1
O'ahu only	115,428	107,435	7.4	956,850	911,130	5.0
O'ahu one day or less	1,266	1,309	-3.3	7,726	8,924	-13.4
Kaua'i	1,805	2,676	-32.5	17,498	22,821	-23.3
Kaua'i only	242	333	-27.2	1,569	2,960	-47.0
Kaua'i one day or less	1,316	1,182	11.3	11,396	14,013	-18.7
Maui County	5,214	8,632	-39.6	46,644	63,892	-27.0
Maui	4,940	8,466	-41.7	45,057	62,679	-28.1
Maui only	1,089	1,571	-30.7	7,916	10,808	-26.8
Maui one day or less	1,357	3,087	-56.0	18,153	27,170	-33.2
Moloka'i *	279	149	87.2	1,754	846	107.2
Moloka'i only *	0	0	0.0	8	0	0.0
Moloka'i one day or less*	261	73	255.1	1,465	594	146.6
Lāna'i *	124	166	-25.0	1,023	1,490	-31.4
Lāna'i only *	1	1	0.1	82	66	24.5
Lāna'i one day or less*	75	111	-32.4	651	720	-9.7
Hawai'i Island	14,493	18,252	-20.6	129,841	158,922	-18.3
Kona side	10,175	14,064	-27.7	90,732	111,132	-18.4
Hilo side	4,988	5,179	-3.7	51,619	60,623	-14.9
Hawai'i Island only	2,703	5,154	-47.6	22,104	33,234	-33.5
Hawai'i Island one day or less	3,782	4,117	-8.1	35,483	41,746	-15.0
Any Neighbor Island	20,207	27,057	-25.3	176,115	217,619	-19.1
NI only	4,167	7,422	-43.9	33,089	51,010	-35.1
Oahu & NI	16,040	19,635	-18.3	143,026	166,610	-14.2
Any one island only	119,463	114,493	4.3	988,528	958,197	3.2
Multiple Islands	16,172	19,999	-19.1	144,437	170,552	-15.3
Avg. Islands Visited	1.13	1.17	-3.2	1.14	1.17	-2.6
Average Length of Stay in Hawai'i	5.64	5.96	-5.3	5.83	6.02	-3.2
ACCOMMODATIONS						
Plan to stay in Hotel	119,894	112,414	6.7	985,420	968,456	1.8
Hotel only	117,202	109,470	7.1	961,116	943,195	1.9
Plan to stay in Condo	10,401	14,093	-26.2	110,492	118,136	-6.5
Condo only	8,505	11,850	-28.2	91,170	96,701	-5.7
Plan to stay in Timeshare	6,181	8,115	-23.8	48,814	49,642	-1.7
Timeshare only	5,352	7,078	-24.4	39,720	41,032	-3.2
Cruise Ship	424	163	159.3	1,882	1,729	8.9
Friends/Relatives	1,040	1,645	-36.7	10,682	14,304	-25.3
Bed & Breakfast	61	21	190.7	921	1,381	-33.3
Other	305	276	10.5	1,487	2,388	-37.7

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

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

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	119,366	117,463	1.6	959,539	964,945	-0.6
Honeymoon/Get Married	21,574	18,786	14.8	190,826	181,508	5.1
Honeymoon	20,239	16,363	23.7	178,501	163,480	9.2
Get Married	3,312	4,932	-32.8	30,298	43,057	-29.6
Pleasure/Vacation	99,247	100,226	-1.0	780,496	798,210	-2.2
Mtgs/Conventions/Incentive	3,580	3,610	-0.8	52,834	59,221	-10.8
Conventions	559	564	-0.8	8,549	10,061	-15.0
Corporate Meetings	544	279	95.0	2,493	1,603	55.5
Incentive	2,514	2,963	-15.2	42,382	48,554	-12.7
Other Business	402	826	-51.3	5,216	6,245	-16.5
Visit Friends/Rel.	1,417	2,103	-32.6	17,211	19,909	-13.6
Govt/Military	34	9	282.9	627	541	15.9
Attend School	339	645	-47.4	2,008	3,275	-38.7
Sport Events	1,504	1,168	28.7	8,896	8,487	4.8
TRAVEL STATUS						
First Timers (%)**	42.1	40.1	2.0	40.0	39.1	1.0
Repeaters (%)**	57.9	59.9	-2.0	60.0	60.9	-1.0
Average # of Trips	3.83	3.91	-2.2	4.01	4.05	-1.0
Group Tour	30,096	32,101	-6.2	271,829	287,123	-5.3
Non-Group	105,539	102,390	3.1	861,135	841,626	2.3
Package Trip	103,642	94,618	9.5	839,963	816,371	2.9
No Package	31,993	39,874	-19.8	293,001	312,379	-6.2
Net True Independent	29,379	35,730	-17.8	263,374	279,033	-5.6
Ave. Age	39	41	-5.6	42	43	-2.0
Ave. Party Size	2.37	2.67	-11.0	2.64	2.77	-4.5

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
TOTAL VISITORS	19,692	19,622	0.4	377,588	372,087	1.5
Domestic	9,415	9,913	-5.0	146,380	153,985	-4.9
International	10,277	9,709	5.9	231,208	218,102	6.0
VISITOR DAYS	225,441	238,145	-5.3	4,798,638	4,661,783	2.9
AVERAGE DAILY CENSUS	7,515	7,938	-5.3	17,577	17,076	2.9
ISLANDS VISITED						
O'ahu	9,547	10,077	-5.3	154,514	163,114	-5.3
O'ahu only	5,548	5,800	-4.3	99,642	105,559	-5.6
O'ahu one day or less	534	734	-27.2	8,140	6,626	22.9
Kaua'i	3,267	2,855	14.4	56,589	49,246	14.9
Kaua'i only	1,083	898	20.6	27,215	21,927	24.1
Kaua'i one day or less	649	409	58.9	6,000	5,430	10.5
Maui County	10,523	10,456	0.6	190,882	190,617	0.1
Maui	10,448	10,326	1.2	189,831	189,330	0.3
Maui only	6,397	6,142	4.2	135,378	134,399	0.7
Maui one day or less	617	431	43.1	7,924	6,412	23.6
Moloka'i *	220	159	37.9	3,138	3,034	3.4
Moloka'i only *	13	12	7.7	286	309	-7.5
Moloka'i one day or less*	114	67	70.6	1,633	1,461	11.8
Lāna'i *	299	314	-4.9	3,560	4,446	-19.9
Lāna'i only *	11	27	-58.4	141	220	-36.1
Lāna'i one day or less*	208	227	-8.2	2,176	2,630	-17.3
Hawai'i Island	4,119	3,935	4.7	77,926	70,129	11.1
Kona side	3,766	3,588	5.0	71,484	63,547	12.5
Hilo side	1,797	1,635	9.9	26,194	23,459	11.7
Hawai'i Island only	1,529	1,398	9.4	40,999	34,475	18.9
Hawai'i Island one day or less	233	206	13.0	3,346	3,443	-2.8
Any Neighbor Island	14,144	13,822	2.3	277,946	266,527	4.3
NI only	10,145	9,545	6.3	223,074	208,972	6.7
Oahu & NI	3,999	4,277	-6.5	54,872	57,555	-4.7
Any one island only	14,581	14,277	2.1	303,660	296,890	2.3
Multiple Islands	5,111	5,346	-4.4	73,928	75,197	-1.7
Avg. Islands Visited	1.42	1.41	0.5	1.29	1.29	-0.2
Average Length of Stay in Hawai'i	11.45	12.14	-5.7	12.71	12.53	1.4
ACCOMMODATIONS						
Plan to stay in Hotel	11,102	10,009	10.9	174,484	175,139	-0.4
Hotel only	8,581	7,471	14.8	132,589	134,390	-1.3
Plan to stay in Condo	5,720	6,893	-17.0	145,489	147,459	-1.3
Condo only	4,388	5,412	-18.9	118,496	119,234	-0.6
Plan to stay in Timeshare	1,839	1,953	-5.8	35,490	33,714	5.3
Timeshare only	1,401	1,449	-3.3	25,289	24,227	4.4
Cruise Ship	795	929	-14.5	7,830	7,289	7.4
Friends/Relatives	822	863	-4.8	17,714	16,250	9.0
Bed & Breakfast	437	393	11.2	5,894	5,659	4.2
Other	236	243	-2.8	3,946	3,076	28.3

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

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

	SEPTEMBER			YEAR-TO-DATE		
	2014	2013	% CHANGE	2014	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	17,427	18,017	-3.3	349,684	348,793	0.3
Honeymoon/Get Married	1,898	1,629	16.5	13,278	11,355	16.9
Honeymoon	1,741	1,529	13.9	10,948	9,607	14.0
Get Married	228	139	64.2	3,254	2,369	37.4
Pleasure/Vacation	15,764	16,490	-4.4	338,907	339,370	-0.1
Mtgs/Conventions/Incentive	1,962	567	246.0	17,496	12,438	40.7
Conventions	1,285	395	225.2	11,765	8,703	35.2
Corporate Meetings	642	85	651.9	3,581	1,450	147.0
Incentive	145	99	46.0	3,222	2,693	19.7
Other Business	437	272	60.4	4,221	2,796	51.0
Visit Friends/Rel.	653	761	-14.2	14,472	13,094	10.5
Govt/Military	50	44	13.5	1,261	372	238.5
Attend School	56	45	24.5	667	416	60.3
Sport Events	198	168	17.9	3,422	2,171	57.6
TRAVEL STATUS						
First Timers (%)**	47.9	43.0	4.9	36.0	36.1	-0.1
Repeaters (%)**	52.1	57.0	-4.9	64.0	63.9	0.1
Average # of Trips	3.26	3.64	-10.2	3.83	3.78	1.4
Group Tour	754	513	46.9	9,596	8,035	19.4
Non-Group	18,938	19,109	-0.9	367,992	364,052	1.1
Package Trip	5,385	5,225	3.1	84,198	91,259	-7.7
No Package	14,307	14,398	-0.6	293,390	280,828	4.5
Net True Independent	14,007	14,260	-1.8	290,404	278,472	4.3
Ave. Age	46	48	-3.1	48	48	-0.9
Ave. Party Size	1.92	1.95	-1.7	2.18	2.21	-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

	SEPTEMBER			YEAR-TO-DATE		
	2014P	2013F	% CHANGE	2014P	2013F	% CHANGE
VISITOR DAYS	191,927	177,436	8.2	1,460,487	1,557,888	-6.3
TOTAL VISITORS	22,775	20,722	9.9	179,706	202,913	-11.4
ARRIVED BY SHIP	13,152	11,834	11.1	89,709	114,041	-21.3
ARRIVED BY AIR	9,623	8,888	8.3	89,997	88,872	1.3
NUMBER OF SHIP ARRIVALS	8	6	33.3	51	57	-10.5
ISLANDS VISITED						
O'ahu	22,775	20,722	9.9	178,800	198,335	-9.8
Kaua'i	18,334	15,535	18.0	163,914	169,177	-3.1
Maui County	22,775	20,033	13.7	172,660	191,609	-9.9
Maui	22,775	20,033	13.7	172,660	191,610	-9.9
Moloka'i	384	323	19.1	2,037	3,048	-33.2
Lāna'i	445	320	39.1	2,877	4,378	-34.3
Hawai'i Island	21,985	20,722	6.1	173,693	190,157	-8.7
Average Islands Visited	3.81	3.75	1.6	3.9	3.73	3.6
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.01	0.93	8.1	1.19	1.11	7.7
Days in Hawai'i during Cruise	5.89	6.19	-4.8	5.58	5.20	7.4
Days in Hawai'i after Cruise	1.53	1.44	6.0	1.35	1.37	-1.4
Total days in Hawai'i	8.43	8.56	-1.6	8.13	7.68	5.9
ACCOMMODATIONS						
Hotel	13,992	10,691	30.9	98,857	97,403	1.5
Hotel only	12,507	9,771	28.0	86,520	84,585	2.3
Condo	1,298	794	63.4	9,214	9,025	2.1
Condo only	593	368	60.9	2,908	2,486	16.9
Timeshare	1,019	615	65.6	7,118	8,106	-12.2
Timeshare Only	462	229	101.5	2,610	2,847	-8.3
Bed & Breakfast	206	80	156.0	1,267	1,469	-13.8
Bed & Breakfast only	16	10	58.8	214	164	30.2
Friends & relatives	319	338	-5.5	3,977	4,672	-14.9
Other accommodation	895	667	34.1	7,311	8,116	-9.9
Accommodation (NET)	15,826	11,994	31.9	111,181	110,894	0.3
Cruise only	6,949	8,728	-20.4	68,525	92,020	-25.5
TRAVEL STATUS						
% First timers	45.1	48.6	-3.50	42.9	41.4	1.55
% Repeat visitors	54.9	51.4	3.50	57.1	57.8	-0.79

Source: Hawai'i Tourism Authority

