



For Immediate Release: October 28, 2015  
HTA Release (15-28)

## **VISITOR ARRIVALS REACHED A RECORD HIGH FOR SEPTEMBER BUT VISITOR EXPENDITURES DECLINED 1.2 PERCENT**

HONOLULU – Total arrivals to the Hawaiian Islands achieved a new record for the month of September, with an increase of 4.7 percent to 652,616 visitors, according to preliminary statistics released today by the Hawaii Tourism Authority (HTA). Growth in arrivals from U.S. West (+6.3% to 248,646) and Canada (+4.2% to 20,504 visitors) more than offset slight declines from U.S. East (-0.6% to 109,813) and Japan (-0.7% to 137,156) compared to September 2014. Arrivals from all other markets rose 4.3 percent to 112,332 visitors.

While visitor volume exceeded last September's level, lower daily spending across many visitor markets caused a 1.2 percent decline in total visitor expenditures for September 2015 to \$1.1 billion. Among the top four visitor markets, only U.S. West showed higher daily spending (+4.6% to \$166 per person), which contributed a 6.5 percent growth in visitor expenditures to \$366 million. Decreased daily spending resulted in losses in U.S. East (-5.5% to \$221.1 million), Japanese (-12.1% to \$194.9 million) and Canadian (-0.6% to \$38.3 million) visitor expenditures.

All four larger Hawaiian Islands saw growth in arrivals: Kaua'i (+4.7%), Maui (+4.3%), Hawaii Island (+2.1%) and O'ahu (+1.3%) compared to September 2014. Expenditures increased for Maui (+5.7% to \$279.1 million) and Kaua'i (+8.6% to \$101.3 million), but declined for O'ahu (-4.7% to \$560.2 million) and Hawaii Island (-6.2% to \$119.2 million).

There were 881,549 total air seats to Hawaii in September 2015, up 2.1 percent from the same month last year. Growth in scheduled seats from Canada (+27.8%), Oceania (+13%), U.S. West (+2.2%) and Japan (+1.6%) offset a 4.9 percent drop in available capacity from Other Asia.

Arrivals by cruise ship climbed 84.2 percent to 24,165 visitors, with 13 cruise ships arriving in September 2015 compared to eight ships in the same month last year.

### Year-to-date 2015

Through the first nine months of 2015, total arrivals rose 4.1 percent and visitor spending increased to \$11.3 billion (+2.6%). Growth in arrivals from U.S. West (+7.5%) and U.S. East (+2%) offset fewer visitors from Japan (-1%). Expenditures by U.S. West (+6.9% to \$4 billion) and Canadian (+3.6% to \$804.7 million) visitors increased, counter balancing declines in U.S. East (-1.7% to \$2.8 billion) and Japanese (-10.1% to \$1.6 billion) visitor expenditures.

Maui (+5.8%), Hawaii Island (+4.6%), Kaua'i (+4.6%) and O'ahu (+2.4%) saw growth in arrivals compared to a year ago. Higher daily spending contributed to increased visitor expenditures on Maui (+6.4% to \$3.2 billion) and Kaua'i (+14.9% to \$1.2 billion). Visitor expenditures on O'ahu (-0.8% to \$5.4 billion) dropped slightly, while visitor expenditures on Hawaii Island (+0.2% to \$1.4 billion) remained stable.

**September 2015 Arrivals at a Glance**

CATEGORY AND MMA	Sep 2015p	Sep 2014	% change	YTD 2015p	YTD 2014	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,073.1</b>	<b>1,085.8</b>	<b>-1.2</b>	<b>11,337.6</b>	<b>11,044.9</b>	<b>2.6</b>
Total by air	1,062.7	1,079.3	-1.5	11,307.4	11,012.9	2.7
U.S. West	366.0	343.5	6.5	3,970.2	3,713.6	6.9
U.S. East	221.1	233.9	-5.5	2,814.4	2,862.8	-1.7
Japan	194.9	221.8	-12.1	1,602.9	1,782.8	-10.1
Canada	38.3	38.5	-0.6	804.7	776.6	3.6
All Others	242.5	241.6	0.4	2,115.1	1,877.1	12.7
Visitor arrivals by cruise ships	10.4	6.5	59	30.2	32.0	-5.7
<b>TOTAL VISITOR DAYS</b>	<b>5,464,235</b>	<b>5,352,068</b>	<b>2.1</b>	<b>58,796,608</b>	<b>56,702,652</b>	<b>3.7</b>
Total by air	5,340,163	5,260,922	1.5	58,384,506	56,221,376	3.8
U.S. West	2,209,359	2,168,585	1.9	24,405,809	23,162,926	5.4
U.S. East	1,088,787	1,126,756	-3.4	14,165,398	13,991,663	1.2
Japan	797,574	778,943	2.4	6,601,608	6,584,314	0.3
Canada	232,640	225,407	3.2	4,844,158	4,846,567	0.0
All Others	1,011,803	961,230	5.3	8,367,534	7,635,906	9.6
Visitor arrivals by cruise ships	124,072	91,147	36	412,102	481,276	-14.4
<b>VISITOR ARRIVALS</b>	<b>652,616</b>	<b>623,104</b>	<b>4.7</b>	<b>6,500,828</b>	<b>6,243,062</b>	<b>4.1</b>
Total by air	628,451	609,987	3.0	6,414,197	6,151,920	4.3
U.S. West	248,646	233,997	6.3	2,638,744	2,454,015	7.5
U.S. East	109,813	110,499	-0.6	1,371,941	1,344,453	2.0
Japan	137,156	138,074	-0.7	1,117,320	1,128,744	-1.0
Canada	20,504	19,685	4.2	381,138	379,412	0.5
All Others	112,332	107,732	4.3	905,055	845,295	7.1
Visitor arrivals by cruise ships	24,165	13,117	84	86,631	91,142	-4.9
<b>AVERAGE LENGTH OF STAY</b>	<b>8.37</b>	<b>8.59</b>	<b>-2.5</b>	<b>9.04</b>	<b>9.08</b>	<b>-0.4</b>
Total by air	8.50	8.62	-1.5	9.10	9.14	-0.4
U.S. West	8.89	9.27	-4.1	9.25	9.44	-2.0
U.S. East	9.91	10.20	-2.8	10.33	10.41	-0.8
Japan	5.82	5.64	3.1	5.91	5.83	1.3
Canada	11.35	11.45	-0.9	12.71	12.77	-0.5
All Others	9.01	8.92	1.0	9.25	9.03	2.3
Visitor arrivals by cruise ships	5.13	7	-26	4.76	5.28	-9.9
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>196.4</b>	<b>202.9</b>	<b>-3.2</b>	<b>192.8</b>	<b>194.8</b>	<b>-1.0</b>
Total by air	199.0	205.2	-3.0	193.7	195.9	-1.1
U.S. West	165.7	158.4	4.6	162.7	160.3	1.5
U.S. East	203.1	207.6	-2.2	198.7	204.6	-2.9
Japan	244.4	284.7	-14.2	242.8	270.8	-10.3
Canada	164.4	170.7	-3.7	166.1	160.2	3.7
All Others	239.6	251.4	-4.7	252.8	245.8	2.8
Visitor arrivals by cruise ships	83.7	72	17	73.2	66.4	10.2
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,644.3</b>	<b>1,742.6</b>	<b>-5.6</b>	<b>1,744.0</b>	<b>1,769.2</b>	<b>-1.4</b>
Total by air	1,691.0	1,769.4	-4.4	1,762.9	1,790.2	-1.5
U.S. West	1,471.9	1,467.9	0.3	1,504.6	1,513.3	-0.6
U.S. East	2,013.6	2,117.1	-4.9	2,051.4	2,129.4	-3.7
Japan	1,421.0	1,606.2	-11.5	1,434.6	1,579.4	-9.2
Canada	1,865.8	1,954.4	-4.5	2,111.4	2,046.9	3.2
All Others	2,158.5	2,242.7	-3.8	2,337.0	2,220.7	5.2
Visitor arrivals by cruise ships	429.7	497.1	-13.6	348.2	350.9	-0.8

P=Preliminary data.

Source:Hawaii Tourism Authority

### Other Highlights:

- For U.S. West, arrivals from the Pacific region rose 5.8 percent compared to September 2014, with increases from California (+7.3%), Washington (+3.1%) and Alaska (+1.7%). Arrivals from the Mountain region rose 8.8 percent, led by Utah (+16.3%), which has shown double-digit growth every month this year. For the first nine months of 2015, arrivals from the Pacific and Mountain regions grew 7.5 percent and 8.8 percent, respectively.
- For U.S. East, fewer arrivals from the Mid Atlantic (-4.5%), New England (-2.9%), East North Central (-2.7%), East South Central (-2%) and West North Central (-1.8%) regions were partially offset by gains from the West South Central (+3.2%) and South Atlantic (+1.3%) regions. For the first nine months of 2015, with the exception of flat growth from the West North Central region (-0.5%), all other U.S. East regions showed increases in arrivals compared to year-to-date 2014.
- More U.S. West visitors in September 2015 stayed in hotels (+5.8%), timeshare properties (+4.8%) and with friends and relatives (+10.6% to 27,872) but fewer stayed in condominium properties (-3% to 48,610 visitors) compared to a year ago. Among U.S. East visitors, usage of hotels (-4.7% to 68,156), condominiums (-3.5%) and timeshares (-2.7%) were down, while more stayed with friends and relatives (+6.1% to 12,055), and in bed and breakfast properties (+11.1% to 1,680) compared to September 2014.
- Through the first nine months of 2015, U.S. West visitors' daily spending increased 1.5 percent to \$165 per person. These visitors spent more on lodging and shopping, but less on food and beverage compared to year-to-date 2014. Daily spending by U.S. East visitors dropped 2.9 percent to \$199 per person due to lower spending on lodging, shopping, food and beverage, entertainment and recreation, and transportation than last year.
- For the Japanese market, there were special events that occurred in both September 2014 and 2015. In September 2014, more than 13,000 fans came to Hawai'i to attend the 15th Anniversary Arashi Blast concert, many of whom were young visitors (between 18 to 40 years old) who came on special concert packages and stayed in hotels. Silver Week, a string of three holidays that occurs every six years, took place from Sept. 19 to 23, 2015 and attracted different types of visitors than 2014. A larger percentage of Silver Week visitors were older (41 to 60+ years old) and there were more couples and families.
- The difference in the mix of visitors is evident in usage of accommodations. Compared to last year's predominately package market, fewer Japanese visitors in September 2015 stayed in hotels (-9.1% to 110,912) while usage of condominiums (+89.3% to 20,048) and timeshare properties (+33.1% to 8,376) rose significantly. There were noticeably more Japanese independent travelers (+57.4%) in September 2015. This was also the fifth straight month of double-digit growth in Japanese independent travelers compared to a year ago.
- For the first nine months of 2015, Japanese visitors' daily spending declined 10.3 percent to \$243 per person, with decreases in all expenditure categories compared to year-to-date 2014.
- Among Canadian visitors, daily spending increased 3.7 percent to \$166 per person in the first nine months of 2015. These visitors spent more on lodging, food and beverage, and transportation, but spent less on shopping than a year ago.

### September 2015 Island Highlights

CATEGORY AND ISLAND	Sep 2015p	Sep 2014	% change	YTD 2015p	YTD 2014	% change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>1,073.1</b>	<b>1,085.8</b>	<b>-1.2</b>	<b>11,337.6</b>	<b>11,044.9</b>	<b>2.6</b>
Total by air	1,062.7	1,079.3	-1.5	11,307.4	11,012.9	2.7
O'ahu	560.2	587.8	-4.7	5,417.5	5,460.7	-0.8
Maui	279.1	264.2	5.7	3,214.7	3,022.7	6.4
Moloka'i	1.6	2.2	-26.0	24.4	25.0	-2.4
Lāna'i	1.2	4.7	-74.3	40.4	53.8	-24.8
Kaua'i	101.3	93.3	8.6	1,212.7	1,055.3	14.9
Hawai'i Island	119.2	127.1	-6.2	1,397.6	1,395.4	0.2
Visitor arrivals by cruise ships	10.4	6.5	59.2	30.2	32.0	-5.7
<b>TOTAL VISITOR DAYS</b>	<b>5,464,235</b>	<b>5,352,068</b>	<b>2.1</b>	<b>58,796,608</b>	<b>56,702,652</b>	<b>3.7</b>
Total by air	5,340,163	5,260,922	1.5	58,384,506	56,221,376	3.8
O'ahu	2,653,859	2,632,074	0.8	27,357,389	26,464,225	3.4
Maui	1,348,151	1,290,480	4.5	15,480,702	14,729,336	5.1
Moloka'i	15,470	18,874	-18.0	209,487	192,306	8.9
Lāna'i	9,088	15,777	-42.4	124,919	161,238	-22.5
Kaua'i	605,607	578,556	4.7	6,742,103	6,536,314	3.1
Hawai'i Island	707,988	725,160	-2.4	8,469,908	8,137,958	4.1
Visitor arrivals by cruise ships	124,072	91,147	36.1	412,102	481,276	-14.4
<b>VISITOR ARRIVALS</b>	<b>652,616</b>	<b>623,104</b>	<b>4.7</b>	<b>6,500,828</b>	<b>6,243,062</b>	<b>4.1</b>
Total by air	628,451	609,987	3.0	6,414,197	6,151,920	4.3
O'ahu	416,731	411,519	1.3	3,994,467	3,900,520	2.4
Maui	177,925	170,538	4.3	1,910,195	1,805,817	5.8
Moloka'i	4,292	4,500	-4.6	50,628	43,424	16.6
Lāna'i	3,607	5,755	-37.3	46,640	49,937	-6.6
Kaua'i	84,921	81,084	4.7	887,475	848,752	4.6
Hawai'i Island	102,160	100,057	2.1	1,137,384	1,087,076	4.6
Visitor arrivals by cruise ships	24,165	13,117	84.2	86,631	91,142	-4.9
<b>AVERAGE LENGTH OF STAY</b>	<b>8.37</b>	<b>8.59</b>	<b>-2.5</b>	<b>9.04</b>	<b>9.08</b>	<b>-0.4</b>
Total by air	8.50	8.62	-1.5	9.10	9.14	-0.4
O'ahu	6.37	6.40	-0.4	6.85	6.78	0.9
Maui	7.58	7.57	0.1	8.10	8.16	-0.6
Moloka'i	3.60	4.19	-14.1	4.14	4.43	-6.6
Lāna'i	2.52	2.74	-8.1	2.68	3.23	-17.0
Kaua'i	7.13	7.14	-0.1	7.60	7.70	-1.4
Hawai'i Island	6.93	7.25	-4.4	7.45	7.49	-0.5
Visitor arrivals by cruise ships	5.13	6.9	-26.1	4.76	5.28	-9.9
<b>PER PERSON PER DAY SPENDING</b>	<b>196.4</b>	<b>202.9</b>	<b>-3.2</b>	<b>192.8</b>	<b>194.8</b>	<b>-1.0</b>
Total by air	199.0	205.2	-3.0	193.7	195.9	-1.1
O'ahu	211.1	223.3	-5.5	198.0	206.3	-4.0
Maui	207.1	204.7	1.1	207.7	205.2	1.2
Moloka'i	106.0	117.3	-9.7	116.7	130.2	-10.4
Lāna'i	133.6	299.8	-55.4	323.4	333.4	-3.0
Kaua'i	167.3	161.2	3.8	179.9	161.5	11.4
Hawai'i Island	168.3	175.2	-3.9	165.0	171.5	-3.8
Visitor arrivals by cruise ships	83.7	71.5	17.0	73.2	66.4	10.2
<b>PER PERSON PER TRIP SPENDING</b>	<b>1,644.3</b>	<b>1,742.6</b>	<b>-5.6</b>	<b>1,744.0</b>	<b>1,769.2</b>	<b>-1.4</b>
Total by air	1,691.0	1,769.4	-4.4	1,762.9	1,790.2	-1.5
O'ahu	1,344.3	1,428.4	-5.9	1,356.2	1,400.0	-3.1
Maui	1,568.9	1,549.0	1.3	1,682.9	1,673.9	0.5
Moloka'i	382.0	492.1	-22.4	482.7	576.5	-16.3
Lāna'i	336.7	821.8	-59.0	866.2	1,076.4	-19.5
Kaua'i	1,193.4	1,150.4	3.7	1,366.5	1,243.4	9.9
Hawai'i Island	1,166.4	1,270.0	-8.2	1,228.8	1,283.6	-4.3
Visitor arrivals by cruise ships	429.7	497.1	-13.6	348.2	350.9	-0.8

P=Preliminary data.

Source:Hawai'i Tourism Authority

### Highlights from All Other Markets:

Arrivals by air from developing markets rose 4.3 percent to 112,332 visitors in September 2015, and visitor days increased 5.3 percent to 1,011,803 days. For the first nine months of 2015, arrivals grew 7.1 percent to 905,055 visitors, and visitor days were up 9.6 percent.

- **Australia:** Arrivals from Australia increased 4.6 percent to 37,196 visitors in September 2015. For the first nine months of 2015, arrivals rose 10.3 percent to 252,125 visitors. Daily spending by these visitors averaged \$255 per person, down from \$269 per person for the first nine months of 2014. These visitors spent less on shopping and food and beverage, but more on lodging, entertainment and recreation, and transportation.
- **New Zealand:** There were slightly fewer visitors from New Zealand (-1% to 7,418) compared to September 2014. For year-to-date 2015, arrivals were up 4.4 percent to 48,495 visitors.
- **China:** Arrivals from China grew 5.5 percent to 17,098 visitors. For the first nine months of 2015, arrivals rose 6.1 percent to 133,989 visitors. Their daily spending of \$387 per person was unchanged from year-to-date 2014 and continued to be the highest among the visitor markets. Decreased spending on lodging and shopping was offset by higher spending on food and beverage, entertainment and recreation, and transportation.
- **Korea:** There were 13,103 visitors from Korea in September 2015, down 10.4 percent compared to the same month last year. Through September 2015, arrivals declined 7.4 percent to 120,900 visitors. In the first nine months of 2015, Korean visitors spent more on a daily basis (\$285 per person) compared to year-to-date 2014 (\$261 per person). Lodging, shopping, food and beverage, and transportation expenditures increased but spending on entertainment and recreation declined.
- **Taiwan:** Arrivals from Taiwan rose 8.7 percent to 1,410 visitors. For the first nine months of 2015, arrivals decreased 20.9 percent to 13,050 visitors.
- **Europe:** There were 14,271 visitors from Europe (United Kingdom, France, Germany, Italy and Switzerland), down 4.5 percent from September 2014. For the first nine months of 2015, arrivals of 108,655 visitors (+0.3%) was comparable to the same period last year.
- **Latin America:** Arrivals from the Latin America market (Mexico, Brazil and Argentina) decreased 24.4 percent to 1,862 visitors. For the first nine months of 2015, arrivals from this market fell 3.5 percent to 20,905 visitors.

### Island Highlights:

- **O'ahu:** Arrivals to O'ahu increased 1.3 percent to 416,731 visitors in September 2015. There were more visitors from U.S. West (+3.1%) and Canada (+10.1%), but fewer visitors from U.S. East (-2.5%) and Japan (-1.5%) compared to last September. However, lower daily spending (-5.5% to \$211 per person) resulted in a 4.7 percent drop in O'ahu visitor expenditures to \$560.2 million.
- **Maui:** Arrivals to this island rose 4.3 percent to 177,925 visitors. There were more visitors who stayed exclusively on Maui (+8.1%) compared to September 2014, supported by double-digit increases in direct flights from U.S. West and Canada to the Kahului airport. Higher daily spending (+1.1% to \$207 per person) also contributed to a 5.7 percent growth in visitor expenditures to \$279.1 million.
- **Hawai'i Island:** Arrivals to Hawai'i Island were up 2.1 percent to 102,160 visitors. U.S. West arrivals to this island increased in every month of 2015. More direct flights from U.S. West cities to Kona contributed to this growth and to more visitors who stayed on Hawai'i Island exclusively

(+6.9%). In contrast, Japanese arrivals to Hawai'i Island have declined since the beginning of this year. Despite gains in visitors, a shorter average length of stay and lower daily spending (-3.9% to \$168 per person) led to a 6.2 percent decrease in visitor expenditures to \$119.2 million.

- **Kaua'i:** Arrivals grew 4.7 percent to 84,921 visitors in September 2015. Combined with higher daily spending (+3.8% to \$167 per person), visitor expenditures increased 8.6 percent to \$101.3 million.

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

- Total air seats to the Hawaiian Islands rose 2.1 percent to 881,549. Growth in seat capacity to Kahului (+10.8%), Kona (+8.8%) and Hilo (+12%) airports offset fewer seats to Līhu'e (-1.6%). Scheduled air seats increased 2.6 percent to 875,492. However, charter seats dropped 39.8 percent due to significantly fewer international charter flights (-73.2%). In September 2014, there were 16 chartered flights from Japan utilized for the Arashi concert.
- Scheduled seats from U.S. West were up 2.2 percent. Service increased from Anchorage (+16.7%), Oakland (+10.4%), San Diego (+7.6%), San Francisco (+16.9%) and Seattle (+14.8%) offsetting discontinued service from Bellingham and decreased service from Denver and Los Angeles.
- The number of scheduled seats from U.S. East (+0.2% to 65,651) were virtually unchanged from last September.
- Scheduled seats out of Canada increased 27.8 percent, with more seats from Vancouver to Honolulu (+35.4%) and Kahului (+25.1%), offsetting fewer seats to Kona (-3.4%) and Līhu'e (-3.4%).
- Scheduled seats from Oceania grew 13 percent. Seats from Brisbane nearly doubled in addition to increased service from Sydney (+8.1%).
- Scheduled seats from Other Asia dropped 4.9 percent. From China, there were more seats out of Beijing (+15.2%) and Shanghai (+5.3%), and seats out of Taipei also rose 12.5 percent from September 2014. For the Korea market, the number of seats from Seoul declined 12.9 percent.
- In the first nine months of 2015, total air capacity rose 6.4 percent to 8,989,290 seats. Growth in seats to Honolulu (+3%), Kahului (+16.8%), Kona (+19.1%) and Līhu'e (+4.6%) offset fewer seats to Hilo (-5.8%).

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

- There were 13 out-of-state cruise ships that came in September 2015 with 24,165 visitors compared to eight ships with 13,117 visitors last year. Arrivals by air to board cruise ships also increased significantly (+20.4%). In addition to visitors who toured on the Hawai'i home-ported cruise ship, there were 2,400 visitors who came by air then boarded two out-of-state cruise ships with turnaround tours in Honolulu. A turnaround tour for an out-of-state cruise ship occur when the group of passengers who came aboard the ship disembarks in Honolulu. The same day, a new group of passengers who flew into Honolulu will get on the ship, tour the islands, then most will leave with the ship to the next port.
- Through the first nine months of 2015, 86,631 visitors entered Hawai'i on 49 out-of-state cruise ships. This was 4.9 percent fewer than the 91,142 who came on 52 cruise ships through year-to-date 2014. There were 182,239 total cruise visitors (by air and by ship) in the first nine months of 2015, up slightly (+0.6%) 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

	September			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
TOTAL VISITORS	628,451	609,987	3.0	6,414,197	6,151,920	4.3
Domestic	400,974	385,960	3.9	4,354,843	4,136,157	5.3
International	227,477	224,027	1.5	2,059,354	2,015,763	2.2
VISITOR DAYS	5,340,163	5,260,922	1.5	58,384,506	56,221,376	3.8
AVERAGE DAILY CENSUS	178,005	175,364	1.5	213,863	205,939	3.8
TOTAL AIR SEATS	881,549	863,609	2.1	8,989,290	8,446,329	6.4
TOTAL LOAD FACTOR (%)	84.9	84.5	0.4	84.2	86.1	-2.0
ISLANDS VISITED						
O'ahu	416,731	411,519	1.3	3,994,467	3,900,520	2.4
O'ahu only	319,007	312,475	2.1	3,014,698	2,925,836	3.0
O'ahu one day or less	15,878	15,563	2.0	162,572	163,148	-0.4
Kaua'i	84,921	81,084	4.7	887,475	848,752	4.6
Kaua'i only	43,373	40,648	6.7	474,049	448,524	5.7
Kaua'i one day or less	10,404	9,210	13.0	94,461	84,089	12.3
Maui County	180,457	173,522	4.0	1,940,747	1,834,181	5.8
Maui	177,925	170,538	4.3	1,910,195	1,805,817	5.8
Maui only	106,974	98,974	8.1	1,197,575	1,107,944	8.1
Maui one day or less	11,896	11,479	3.6	117,555	119,076	-1.3
Moloka'i *	4,292	4,500	-4.6	50,628	43,424	16.6
Moloka'i only *	633	399	58.8	5,816	4,736	22.8
Moloka'i one day or less *	2,262	2,803	-19.3	28,159	23,689	18.9
Lāna'i *	3,607	5,755	-37.3	46,640	49,937	-6.6
Lāna'i only *	368	534	-31.1	4,340	5,432	-20.1
Lāna'i one day or less *	2,579	3,420	-24.6	31,261	26,859	16.4
Hawai'i Island	102,160	100,057	2.1	1,137,384	1,087,076	4.6
Kona side	85,491	81,024	5.5	965,833	913,486	5.7
Hilo side	40,208	40,992	-1.9	416,788	401,553	3.8
Hawai'i Island only	43,231	40,457	6.9	544,359	498,517	9.2
Hawai'i Island one day or less	10,410	10,298	1.1	95,029	95,981	-1.0
Any Neighbor Island	309,444	297,512	4.0	3,399,499	3,226,083	5.4
NI only	211,720	198,468	6.7	2,419,730	2,251,400	7.5
Oahu & NI	97,724	99,044	-1.3	979,769	974,683	0.5
Any one island only	513,586	493,488	4.1	5,240,836	4,990,988	5.0
Multiple Islands	114,865	116,499	-1.4	1,173,361	1,160,931	1.1
Avg. Islands Visited	1.26	1.27	-0.9	1.25	1.26	-0.5
Average Length of Stay in Hawai'i	8.50	8.62	-1.5	9.10	9.14	-0.4
ACCOMMODATIONS						
Plan to stay in Hotel	408,924	415,445	-1.6	3,989,816	3,916,383	1.9
Hotel only	364,546	371,545	-1.9	3,483,156	3,432,488	1.5
Plan to stay in Condo	100,076	89,668	11.6	1,136,891	1,079,239	5.3
Condo only	78,631	69,826	12.6	886,817	836,388	6.0
Plan to stay in Timeshare	61,736	58,307	5.9	614,091	582,172	5.5
Timeshare only	49,316	46,667	5.7	475,407	446,707	6.4
Cruise Ship	11,800	11,337	4.1	105,309	103,412	1.8
Friends/Relatives	47,611	44,024	8.1	562,097	524,775	7.1
Bed & Breakfast	6,327	6,069	4.2	71,026	61,183	16.1
Other	8,421	8,176	3.0	95,463	83,862	13.8

\* 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		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	528,928	510,955	3.5	5,372,813	5,153,499	4.3
Honeymoon/Get Married	61,149	66,657	-8.3	465,011	483,357	-3.8
Honeymoon	55,954	60,878	-8.1	418,270	432,319	-3.2
Get Married	9,576	10,270	-6.8	82,278	87,195	-5.6
Pleasure/Vacation	473,306	451,251	4.9	4,958,139	4,723,351	5.0
<b>Mtgs/Conventions/Incentive</b>						
Conventions	24,726	28,503	-13.3	370,684	338,970	9.4
Corporate Meetings	14,069	16,537	-14.9	184,287	180,136	2.3
Corporate Meetings	4,588	6,532	-29.8	65,417	67,283	-2.8
Incentive	6,684	6,813	-1.9	135,081	108,095	25.0
<b>Other Business</b>						
Visit Friends/Rel.	19,920	23,752	-16.1	195,914	195,030	0.5
Govt/Military	46,002	44,457	3.5	522,677	499,677	4.6
Attend School	5,931	7,407	-19.9	72,764	68,695	5.9
Sport Events	1,195	2,602	-54.1	22,397	21,872	2.4
Sport Events	6,896	6,789	1.6	43,327	57,066	-24.1
<b>TRAVEL STATUS</b>						
First Timers (%)**	37.8	38.6	-0.7	34.3	35.1	-0.7
Repeaters (%)**	62.2	61.4	0.7	65.7	64.9	0.7
Average # of Trips	4.82	4.76	1.2	5.02	4.95	1.4
<b>Group Tour</b>						
Group Tour	48,621	53,062	-8.4	508,252	507,488	0.2
Non-Group	579,830	556,925	4.1	5,905,945	5,644,432	4.6
<b>Package Trip</b>						
Package Trip	218,396	238,267	-8.3	2,035,633	2,080,916	-2.2
No Package	410,055	371,720	10.3	4,378,565	4,071,003	7.6
Net True Independent	400,795	364,256	10.0	4,280,104	3,984,829	7.4
Ave. Age	45	45	1.1	45	45	0.1
Ave. Party Size	2.06	2.00	3.1	2.25	2.21	1.9

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

Source: Hawai'i Tourism Authority

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

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TABLE 2. DOMESTIC VISITORS BY AIR

	September			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
DOMESTIC VISITORS	400,974	385,960	3.9	4,354,843	4,136,157	5.3
DOMESTIC VISITOR DAYS	3,767,772	3,741,477	0.7	42,632,781	41,284,544	3.3
DOMESTIC AVERAGE DAILY CENSUS	125,592	124,716	0.7	156,164	151,225	3.3
DOMESTIC AIR SEATS	588,751	577,639	1.9	6,202,180	5,692,374	9.0
DOMESTIC LOAD FACTOR (%)	85.8	85.1	0.6	86.3	89.5	-3.2
ISLANDS VISITED						
O'ahu	204,535	201,492	1.5	2,156,998	2,105,039	2.5
O'ahu only	145,804	143,353	1.7	1,547,429	1,490,077	3.8
O'ahu one day or less	13,126	12,636	3.9	138,408	137,597	0.6
Kaua'i	75,006	72,628	3.3	779,313	751,535	3.7
Kaua'i only	42,187	39,629	6.5	451,011	426,268	5.8
Kaua'i one day or less	6,044	5,298	14.1	57,869	52,979	9.2
Maui County	151,379	144,985	4.4	1,602,940	1,511,250	6.1
Maui	149,495	142,821	4.7	1,578,197	1,487,012	6.1
Maui only	98,949	92,586	6.9	1,068,743	984,991	8.5
Maui one day or less	6,108	5,754	6.1	59,496	59,809	-0.5
Moloka'i *	2,970	3,367	-11.8	38,785	34,604	12.1
Moloka'i only *	381	363	4.9	5,217	4,551	14.6
Moloka'i one day or less *	1,307	1,836	-28.8	19,155	16,800	14.0
Lāna'i *	2,537	3,791	-33.1	35,371	39,932	-11.4
Lāna'i only *	354	529	-33.2	4,078	5,213	-21.8
Lāna'i one day or less *	1,558	2,045	-23.8	21,307	20,463	4.1
Hawai'i Island	73,934	69,297	6.7	864,818	810,907	6.6
Kona side	63,402	59,086	7.3	751,975	701,823	7.1
Hilo side	26,988	25,905	4.2	293,695	282,775	3.9
Hawai'i Island only	38,603	34,762	11.0	491,417	441,859	11.2
Hawai'i Island one day or less	4,071	3,437	18.4	38,359	34,524	11.1
Any Neighbor Island	255,170	242,607	5.2	2,807,414	2,646,080	6.1
NI only	196,439	184,468	6.5	2,197,845	2,031,118	8.2
Oahu & NI	58,730	58,138	1.0	609,569	614,962	-0.9
Any one island only	326,278	311,223	4.8	3,567,895	3,352,960	6.4
Multiple Islands	74,696	74,737	-0.1	786,948	783,197	0.5
Avg. Islands Visited	1.27	1.28	-0.8	1.25	1.26	-0.9
Average Length of Stay in Hawai'i	9.40	9.69	-3.1	9.79	9.98	-1.9
ACCOMMODATIONS						
Plan to stay in Hotel	225,819	221,799	1.8	2,373,825	2,282,186	4.0
Hotel only	193,066	188,596	2.4	1,991,694	1,901,407	4.7
Plan to stay in Condo	68,664	70,731	-2.9	831,990	815,461	2.0
Condo only	55,264	55,363	-0.2	654,399	632,932	3.4
Plan to stay in Timeshare	49,977	49,473	1.0	505,918	497,020	1.8
Timeshare only	40,100	39,187	2.3	392,746	381,342	3.0
Cruise Ship	9,713	8,509	14.1	86,338	86,078	0.3
Friends/Relatives	41,540	38,418	8.1	500,087	462,820	8.1
Bed & Breakfast	5,063	5,132	-1.3	53,832	49,350	9.1
Other	7,258	7,112	2.0	83,398	76,577	8.9

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	September			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	329,259	313,726	5.0	3,602,489	3,411,903	5.6
Honeymoon/Get Married	30,769	34,816	-11.6	205,523	209,611	-1.9
Honeymoon	27,090	30,935	-12.4	174,554	177,424	-1.6
Get Married	5,120	6,285	-18.5	43,518	49,632	-12.3
Pleasure/Vacation	302,601	284,141	6.5	3,434,143	3,240,878	6.0
<b>Mtgs/Conventions/Incentive</b>						
Mtgs/Conventions/Incentive	18,039	22,843	-21.0	241,925	244,784	-1.2
Conventions	11,933	14,619	-18.4	137,852	144,277	-4.5
Corporate Meetings	3,962	5,597	-29.2	57,541	58,973	-2.4
Incentive	2,726	3,925	-30.5	58,142	56,627	2.7
<b>Other Business</b>						
Other Business	17,867	21,761	-17.9	181,550	178,591	1.7
<b>Visit Friends/Rel.</b>						
Visit Friends/Rel.	40,617	37,955	7.0	467,960	440,532	6.2
<b>Gov't/Military</b>						
Gov't/Military	5,556	7,134	-22.1	62,447	61,353	1.8
<b>Attend School</b>						
Attend School	582	2,107	-72.4	14,178	16,615	-14.7
<b>Sport Events</b>						
Sport Events	4,849	5,047	-3.9	32,210	42,476	-24.2
<b>TRAVEL STATUS</b>						
<b>First Timers (%)**</b>						
First Timers (%)**	32.69	32.8	-0.1	29.09	29.4	-0.3
<b>Repeaters (%)**</b>						
Repeaters (%)**	67.31	67.2	0.1	70.91	70.6	0.3
<b>Average # of Trips</b>						
Average # of Trips	5.57	5.54	0.5	5.72	5.68	0.6
<b>Group Tour</b>						
Group Tour	12,466	13,145	-5.2	151,073	146,654	3.0
<b>Non-Group</b>						
Non-Group	388,508	372,815	4.2	4,203,770	3,989,503	5.4
<b>Package Trip</b>						
Package Trip	92,757	94,320	-1.7	923,469	901,864	2.4
<b>No Package</b>						
No Package	308,217	291,640	5.7	3,431,374	3,234,293	6.1
<b>Net True Independent</b>						
Net True Independent	304,200	287,437	5.8	3,382,610	3,187,488	6.1
<b>Ave. Age of Party Head</b>						
Ave. Age of Party Head	47	47	-0.6	46	47	-0.3
<b>Ave. Party Size</b>						
Ave. Party Size	1.87	1.85	1.2	2.11	2.08	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

	September			YEAR-TO-DATE		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
INTERNATIONAL VISITORS	227,477	224,027	1.5	2,059,354	2,015,763	2.2
INTERNATIONAL VISITOR DAYS	1,572,391	1,519,444	3.5	15,751,725	14,936,832	5.5
INTERNATIONAL AVERAGE DAILY CENSUS	52,413	50,648	3.5	57,699	54,714	5.5
INTERNATIONAL AIR SEATS	292,798	285,970	2.4	2,787,110	2,753,955	1.2
INTERNATIONAL LOAD FACTOR (%)	83.1	83.2	-0.1	79.4	79.0	0.3
ISLANDS VISITED						
O'ahu	212,196	210,028	1.0	1,837,470	1,795,481	2.3
O'ahu only	173,203	169,122	2.4	1,467,269	1,435,759	2.2
O'ahu one day or less	2,752	2,927	-6.0	24,164	25,551	-5.4
Kaua'i	9,915	8,456	17.3	108,163	97,217	11.3
Kaua'i only	1,186	1,019	16.4	23,038	22,256	3.5
Kaua'i one day or less	4,359	3,912	11.4	36,592	31,110	17.6
Maui County	29,078	28,537	1.9	337,807	322,931	4.6
Maui	28,430	27,718	2.6	331,998	318,806	4.1
Maui only	8,025	6,388	25.6	128,832	122,953	4.8
Maui one day or less	5,788	5,725	1.1	58,059	59,267	-2.0
Moloka'i *	1,322	1,133	16.7	11,843	8,820	34.3
Moloka'i only *	253	36	600.0	599	184	225.2
Moloka'i one day or less*	954	967	-1.3	9,004	6,889	30.7
Lāna'i *	1,070	1,964	-45.5	11,269	10,005	12.6
Lāna'i only*	14	5	194.2	262	218	19.9
Lāna'i one day or less*	1,021	1,374	-25.7	9,954	6,395	55.6
Hawai'i Island	28,226	30,760	-8.2	272,565	276,169	-1.3
Kona side	22,090	21,938	0.7	213,859	211,663	1.0
Hilo side	13,220	15,087	-12.4	123,092	118,778	3.6
Hawai'i Island only	4,627	5,695	-18.7	52,942	56,658	-6.6
Hawai'i Island one day or less	6,340	6,860	-7.6	56,670	61,456	-7.8
Any Neighbor Island	54,274	54,905	-1.1	592,085	580,004	2.1
NI only	15,281	13,999	9.2	221,884	220,282	0.7
Oahu & NI	38,993	40,906	-4.7	370,201	359,722	2.9
Any one island only	187,308	182,265	2.8	1,672,941	1,638,029	2.1
Multiple Islands	40,169	41,762	-3.8	386,413	377,734	2.3
Avg. Islands Visited	1.24	1.25	-1.1	1.25	1.24	0.5
Average Length of Stay in Hawai'i	6.91	6.78	1.9	7.65	7.41	3.2
ACCOMMODATIONS						
Plan to stay in Hotel	183,105	193,646	-5.4	1,615,992	1,634,197	-1.1
Hotel only	171,480	182,949	-6.3	1,491,462	1,531,080	-2.6
Plan to stay in Condo	31,412	18,938	65.9	304,900	263,777	15.6
Condo only	23,367	14,463	61.6	232,418	203,456	14.2
Plan to stay in Timeshare	11,759	8,835	33.1	108,173	85,152	27.0
Timeshare only	9,216	7,479	23.2	82,661	65,365	26.5
Cruise Ship	2,088	2,829	-26.2	18,971	17,334	9.4
Friends/Relatives	6,071	5,605	8.3	62,010	61,955	0.1
Bed & Breakfast	1,264	937	34.8	17,194	11,833	45.3
Other	1,163	1,064	9.3	12,064	7,285	65.6

\* 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		
	2015 P	2014	% CHANGE	2015 P	2014	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	199,669	197,230	1.2	1,770,324	1,741,596	1.6
Honeymoon/Get Married	30,380	31,841	-4.6	259,488	273,746	-5.2
Honeymoon	28,864	29,943	-3.6	243,716	254,894	-4.4
Get Married	4,456	3,985	11.8	38,760	37,563	3.2
Pleasure/Vacation	170,705	167,109	2.2	1,523,997	1,482,473	2.8
Mtgs/Conventions/Incentive	6,688	5,661	18.1	128,759	94,186	36.7
Conventions	2,135	1,918	11.4	46,435	35,858	29.5
Corporate Meetings	626	935	-33.0	7,876	8,310	-5.2
Incentive	3,958	2,888	37.0	76,939	51,468	49.5
Other Business	2,053	1,991	3.1	14,363	16,439	-12.6
Visit Friends/Rel.	5,384	6,501	-17.2	54,717	59,146	-7.5
Gov't/Military	375	272	37.6	10,317	7,342	40.5
Attend School	613	495	23.7	8,219	5,257	56.3
Sport Events	2,046	1,742	17.5	11,116	14,590	-23.8
<b>TRAVEL STATUS</b>						
First Timers (%)**	46.95	48.4	-1.5	45.40	46.7	-1.3
Repeaters (%)**	53.05	51.6	1.5	54.60	53.3	1.3
Average # of Trips	3.49	3.41	2.3	3.55	3.45	2.8
Group Tour	36,155	39,917	-9.4	357,179	360,834	-1.0
Non-Group	191,322	184,110	3.9	1,702,175	1,654,929	2.9
Package Trip	125,639	143,946	-12.7	1,112,163	1,179,053	-5.7
No Package	101,838	80,081	27.2	947,191	836,710	13.2
Net True Independent	96,596	76,819	25.7	897,494	797,341	12.6
Ave. Age of Party Head	42	41	4.3	43	42	0.9
Ave. Party Size	2.41	2.27	6.1	2.54	2.46	3.3

\*\* 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		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	248,646	233,997	6.3	2,638,744	2,454,015	7.5
Domestic	241,583	227,156	6.4	2,573,795	2,387,934	7.8
International	7,063	6,841	3.2	64,949	66,081	-1.7
VISITOR DAYS	2,209,359	2,168,585	1.9	24,405,809	23,162,926	5.4
AVERAGE DAILY CENSUS	73,645	72,286	1.9	89,399	84,846	5.4
ISLANDS VISITED						
O'ahu	107,771	104,546	3.1	1,151,204	1,110,786	3.6
O'ahu only	85,002	80,966	5.0	910,116	865,863	5.1
O'ahu one day or less	5,220	5,252	-0.6	54,116	57,084	-5.2
Kaua'i	44,538	42,557	4.7	454,123	429,219	5.8
Kaua'i only	31,828	29,649	7.4	324,369	301,929	7.4
Kaua'i one day or less	2,237	1,828	22.4	23,435	19,293	21.5
Maui County	93,959	87,786	7.0	952,219	872,178	9.2
Maui	92,842	86,109	7.8	937,816	856,996	9.4
Maui only	73,586	66,164	11.2	741,501	666,065	11.3
Maui one day or less	2,333	2,293	1.7	26,458	23,722	11.5
Moloka'i *	1,541	1,737	-11.3	20,361	17,763	14.6
Moloka'i only*	274	266	3.2	3,480	3,190	9.1
Moloka'i one day or less*	634	902	-29.7	9,615	7,442	29.2
Lāna'i *	1,237	2,514	-50.8	17,861	20,607	-13.3
Lāna'i only*	227	361	-37.0	2,659	3,497	-24.0
Lāna'i one day or less*	729	1,230	-40.8	10,505	9,893	6.2
Hawai'i Island	39,762	37,757	5.3	470,423	425,821	10.5
Kona side	34,754	32,697	6.3	416,089	376,274	10.6
Hilo side	12,116	11,950	1.4	136,014	124,122	9.6
Hawai'i Island only	26,844	24,556	9.3	330,164	289,432	14.1
Hawai'i Island one day or less	1,722	1,444	19.2	17,640	16,226	8.7
Any Neighbor Island	163,644	153,030	6.9	1,728,627	1,588,152	8.8
NI only	140,876	129,450	8.8	1,487,539	1,343,228	10.7
Oahu & NI	22,769	23,580	-3.4	241,088	244,923	-1.6
Any one island only	217,761	201,961	7.8	2,312,289	2,129,975	8.6
Multiple Islands	30,885	32,035	-3.6	326,454	324,040	0.7
Avg. Islands Visited	1.16	1.18	-1.6	1.16	1.17	-0.8
Average Length of Stay in Hawai'i	8.89	9.27	-4.1	9.25	9.44	-2.0
ACCOMMODATIONS						
Plan to stay in Hotel	125,935	118,995	5.8	1,317,044	1,235,161	6.6
Hotel only	109,970	102,711	7.1	1,125,081	1,045,903	7.6
Plan to stay in Condo	48,610	50,138	-3.0	569,700	545,345	4.5
Condo only	40,630	41,200	-1.4	467,004	441,244	5.8
Plan to stay in Timeshare	36,545	34,864	4.8	339,587	326,159	4.1
Timeshare only	30,147	28,419	6.1	271,967	257,277	5.7
Cruise Ship	2,481	2,141	15.9	23,111	21,879	5.6
Friends/Relatives	27,872	25,211	10.6	311,865	290,112	7.5
Bed & Breakfast	2,231	2,273	-1.8	26,452	22,171	19.3
Other	4,599	4,714	-2.4	49,313	44,640	10.5

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

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

	September			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	205,684	191,184	7.6	2,210,023	2,039,472	8.4
Honeymoon/Get Married	14,885	17,065	-12.8	103,252	104,940	-1.6
Honeymoon	12,464	14,322	-13.0	83,753	84,576	-1.0
Get Married	3,191	4,132	-22.8	26,180	29,867	-12.3
Pleasure/vacation	193,147	177,134	9.0	2,127,609	1,955,987	8.8
Mtgs/Conventions/Incentive	8,761	10,479	-16.4	113,137	111,156	1.8
Conventions	5,937	6,602	-10.1	66,627	63,991	4.1
Corporate Meetings	2,054	2,778	-26.1	29,872	31,441	-5.0
Incentive	1,026	1,693	-39.4	21,364	22,610	-5.5
Other Business	11,523	14,588	-21.0	113,234	114,106	-0.8
Visit Friends/Rel.	26,581	24,382	9.0	287,424	272,364	5.5
Govt/Military	2,103	2,864	-26.5	25,817	26,679	-3.2
Attend School	227	1,277	-82.2	7,887	9,729	-18.9
Sport Events	2,907	3,042	-4.4	21,433	26,918	-20.4
<b>TRAVEL STATUS</b>						
First Timers (%)**	21.8	20.8	1.0	19.3	19.1	0.2
Repeaters (%)**	78.2	79.2	-1.0	80.7	80.9	-0.2
Average # of Trips	6.77	6.86	-1.2	6.88	6.89	-0.1
Group Tour	4,464	3,791	17.7	51,241	48,602	5.4
Non-Group	244,183	230,206	6.1	2,587,502	2,405,413	7.6
Package Trip	49,215	47,650	3.3	497,311	466,607	6.6
No Package	199,432	186,346	7.0	2,141,432	1,987,408	7.8
Net True Independent	197,704	184,638	7.1	2,120,044	1,967,849	7.7
Ave. Age	47	47	-0.8	46	46	-0.3
Ave. Party Size	1.94	1.91	1.4	2.20	2.16	1.8

\*\* 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		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	109,813	110,499	-0.6	1,371,941	1,344,453	2.0
Domestic	106,176	106,960	-0.7	1,315,899	1,278,404	2.9
International	3,637	3,539	2.8	56,042	66,049	-15.2
VISITOR DAYS	1,088,787	1,126,756	-3.4	14,165,398	13,991,663	1.2
AVERAGE DAILY CENSUS	36,293	37,559	-3.4	51,888	51,252	1.2
ISLANDS VISITED						
O'ahu	66,639	68,333	-2.5	804,536	799,564	0.6
O'ahu only	41,920	42,012	-0.2	500,070	492,028	1.6
O'ahu one day or less	6,321	6,268	0.8	73,762	72,343	2.0
Kaua'i	22,637	23,413	-3.3	265,140	268,757	-1.3
Kaua'i only	8,198	8,160	0.5	102,544	103,359	-0.8
Kaua'i one day or less	3,029	3,001	0.9	30,811	30,185	2.1
Maui County	42,494	43,057	-1.3	527,643	510,466	3.4
Maui	41,930	42,422	-1.2	519,648	502,805	3.3
Maui only	20,311	19,549	3.9	264,358	246,171	7.4
Maui one day or less	2,986	3,215	-7.1	30,949	35,004	-11.6
Moloka'i *	958	1,353	-29.2	15,279	12,679	20.5
Moloka'i only *	85	87	-2.7	1,359	1,056	28.6
Moloka'i one day or less *	473	895	-47.1	8,675	7,048	23.1
Lāna'i *	938	1,627	-42.3	14,562	17,053	-14.6
Lāna'i only *	93	139	-33.5	1,112	1,396	-20.4
Lāna'i one day or less *	628	1,027	-38.9	9,314	8,801	5.8
Hawai'i Island	23,715	24,229	-2.1	309,123	306,729	0.8
Kona side	19,847	20,005	-0.8	260,698	259,644	0.4
Hilo side	10,946	11,446	-4.4	129,193	126,279	2.3
Hawai'i Island only	8,630	7,987	8.0	124,171	119,181	4.2
Hawai'i Island one day or less	1,740	1,871	-7.0	18,637	17,784	4.8
Any Neighbor Island	67,894	68,487	-0.9	871,871	852,426	2.3
NI only	43,174	42,167	2.4	567,404	544,889	4.1
Oahu & NI	24,719	26,321	-6.1	304,466	307,537	-1.0
Any one island only	79,236	77,934	1.7	993,614	963,191	3.2
Multiple Islands	30,577	32,565	-6.1	378,327	381,262	-0.8
Avg. Islands Visited	1.43	1.46	-2.2	1.41	1.42	-0.9
Average Length of Stay in Hawai'i	9.91	10.20	-2.8	10.33	10.41	-0.8
ACCOMMODATIONS						
Plan to stay in Hotel	68,156	71,518	-4.7	837,344	830,953	0.8
Hotel only	56,006	58,646	-4.5	679,008	671,479	1.1
Plan to stay in Condo	14,775	15,304	-3.5	206,352	204,832	0.7
Condo only	10,923	10,620	2.9	144,098	140,875	2.3
Plan to stay in Timeshare	11,999	12,325	-2.7	146,728	148,691	-1.3
Timeshare only	9,099	9,194	-1.0	107,307	108,644	-1.2
Cruise Ship	5,748	5,156	11.5	54,206	54,475	-0.5
Friends/Relatives	12,055	11,364	6.1	164,491	156,035	5.4
Bed & Breakfast	1,680	1,513	11.1	18,158	18,525	-2.0
Other	1,914	2,151	-11.0	27,387	26,330	4.0

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



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

	September			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	85,683	83,697	2.4	1,087,531	1,066,432	2.0
Honeymoon/Get Married	10,460	12,291	-14.9	75,907	78,818	-3.7
Honeymoon	9,573	11,335	-15.5	67,108	69,015	-2.8
Get Married	1,390	1,712	-18.8	13,501	16,035	-15.8
Pleasure/vacation	76,355	72,882	4.8	1,024,030	1,000,255	2.4
Mtgs/Conventions/Incentive	7,616	9,790	-22.2	111,785	114,293	-2.2
Conventions	4,910	6,348	-22.7	60,906	68,483	-11.1
Corporate Meetings	1,583	2,211	-28.4	24,497	24,280	0.9
Incentive	1,392	1,769	-21.4	32,279	28,308	14.0
Other Business	5,784	6,688	-13.5	59,495	57,130	4.1
Visit Friends/Rel.	11,885	12,111	-1.9	158,909	151,114	5.2
Govt/Military	3,038	4,081	-25.5	34,993	33,990	3.0
Attend School	176	562	-68.7	3,972	4,865	-18.3
Sport Events	842	1,425	-40.9	7,386	12,121	-39.1
<b>TRAVEL STATUS</b>						
First Timers (%)**	45.5	46.4	-0.9	41.5	41.8	-0.3
Repeaters (%)**	54.5	53.6	0.9	58.5	58.2	0.3
Average # of Trips	3.92	3.93	-0.3	4.08	4.08	0.2
Group Tour	5,288	5,189	1.9	68,545	66,660	2.8
Non-Group	104,525	105,310	-0.7	1,303,395	1,277,793	2.0
Package Trip	25,411	27,917	-9.0	303,212	306,134	-1.0
No Package	84,403	82,582	2.2	1,068,729	1,038,319	2.9
Net True Independent	82,316	81,044	1.6	1,048,616	1,019,355	2.9
Ave. Age	48	48	0.2	47	48	-0.6
Ave. Party Size	1.74	1.70	2.3	2.00	1.98	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

	September			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	137,156	138,074	-0.7	1,117,320	1,128,744	-1.0
Domestic	877	947	-7.4	7,192	7,369	-2.4
International	136,279	137,127	-0.6	1,110,128	1,121,375	-1.0
VISITOR DAYS	797,574	778,943	2.4	6,601,608	6,584,314	0.3
AVERAGE DAILY CENSUS	26,586	25,965	2.4	24,182	24,118	0.3
ISLANDS VISITED						
O'ahu	131,822	133,833	-1.5	1,083,542	1,095,635	-1.1
O'ahu only	116,868	117,502	-0.5	960,557	953,650	0.7
O'ahu one day or less	1,032	1,288	-19.9	7,890	7,674	2.8
Kaua'i	2,417	1,838	31.5	19,264	17,459	10.3
Kaua'i only	347	247	40.6	1,858	1,564	18.8
Kaua'i one day or less	1,322	1,340	-1.3	11,593	11,391	1.8
Maui County	6,014	5,308	13.3	48,338	46,294	4.4
Maui	5,774	5,028	14.8	46,494	44,694	4.0
Maui only	1,638	1,108	47.8	8,446	7,942	6.3
Maui one day or less	1,595	1,382	15.4	15,573	17,845	-12.7
Moloka'i *	185	284	-34.7	1,823	1,766	3.2
Moloka'i only *	19	0	0.0	38	8	390.6
Moloka'i one day or less *	167	265	-37.2	1,013	1,485	-31.8
Lāna'i *	111	126	-11.9	1,091	1,021	6.9
Lāna'i only *	0	1	-100.0	58	83	-30.1
Lāna'i one day or less *	111	76	45.5	924	658	40.5
Hawai'i Island	13,367	14,756	-9.4	106,923	129,055	-17.1
Kona side	10,459	10,359	1.0	81,184	90,281	-10.1
Hilo side	3,730	5,079	-26.6	34,522	51,161	-32.5
Hawai'i Island only	3,069	2,752	11.5	21,005	22,114	-5.0
Hawai'i Island one day or less	2,857	3,851	-25.8	24,303	35,209	-31.0
Any Neighbor Island	20,288	20,572	-1.4	156,763	175,094	-10.5
NI only	5,334	4,241	25.8	33,778	33,109	2.0
Oahu & NI	14,954	16,331	-8.4	122,985	141,985	-13.4
Any one island only	121,941	121,609	0.3	991,961	985,362	0.7
Multiple Islands	15,215	16,465	-7.6	125,359	143,383	-12.6
Avg. Islands Visited	1.12	1.13	-0.7	1.13	1.14	-1.4
Average Length of Stay in Hawai'i	5.82	5.64	3.1	5.91	5.83	1.3
ACCOMMODATIONS						
Plan to stay in Hotel	110,912	122,051	-9.1	937,578	981,243	-4.4
Hotel only	107,169	119,310	-10.2	910,194	956,908	-4.9
Plan to stay in Condo	20,048	10,588	89.3	129,389	110,530	17.1
Condo only	16,316	8,658	88.4	105,406	91,120	15.7
Plan to stay in Timeshare	8,376	6,292	33.1	63,064	48,839	29.1
Timeshare only	6,925	5,449	27.1	51,244	39,714	29.0
Cruise Ship	40	431	-90.7	1,963	1,846	6.3
Friends/Relatives	1,655	1,058	56.4	13,339	10,685	24.8
Bed & Breakfast	154	62	146.9	1,318	924	42.6
Other	106	310	-65.9	2,247	1,495	50.2

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

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

	September			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	118,044	121,511	-2.9	927,304	957,647	-3.2
Honeymoon/Get Married	18,923	21,965	-13.8	173,574	188,658	-8.0
Honeymoon	17,753	20,606	-13.8	163,006	176,424	-7.6
Get Married	3,633	3,372	7.7	30,155	30,051	0.3
Pleasure/vacation	100,143	101,027	-0.9	762,669	780,645	-2.3
Mtgs/Conventions/Incentive	3,960	3,626	9.2	77,600	51,329	51.2
Conventions	827	569	45.3	13,952	8,472	64.7
Corporate Meetings	198	554	-64.2	1,915	2,466	-22.3
Incentive	2,937	2,541	15.6	62,901	40,989	53.5
Other Business	615	409	50.6	4,876	5,176	-5.8
Visit Friends/Rel.	2,225	1,442	54.3	17,534	17,193	2.0
Govt/Military	23	34	-32.7	350	621	-43.6
Attend School	596	345	72.6	5,381	2,021	166.2
Sport Events	1,667	1,531	8.8	7,087	8,819	-19.6
<b>TRAVEL STATUS</b>						
First Timers (%)**	37.4	42.1	-4.7	38.2	40.0	-1.7
Repeaters (%)**	62.6	57.9	4.7	61.8	60.0	1.7
Average # of Trips	4.24	3.83	10.8	4.13	4.01	3.1
Group Tour	24,360	30,625	-20.5	257,289	269,880	-4.7
Non-Group	112,796	107,449	5.0	860,031	858,864	0.1
Package Trip	86,318	105,510	-18.2	767,145	836,068	-8.2
No Package	50,838	32,564	56.1	350,175	292,676	19.6
Net True Independent	47,054	29,903	57.4	311,347	263,304	18.2
Ave. Age	42	39	7.8	43	42	1.8
Ave. Party Size	2.51	2.37	5.7	2.71	2.65	2.4

\*\* 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		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
TOTAL VISITORS	20,504	19,685	4.2	381,138	379,412	0.5
Domestic	7,370	9,419	-21.8	123,248	146,410	-15.8
International	13,134	10,266	27.9	257,890	233,002	10.7
VISITOR DAYS	232,640	225,407	3.2	4,844,158	4,846,567	0.0
AVERAGE DAILY CENSUS	7,755	7,514	3.2	17,744	17,753	0.0
ISLANDS VISITED						
O'ahu	10,575	9,604	10.1	159,613	154,375	3.4
O'ahu only	6,545	5,590	17.1	103,581	96,539	7.3
O'ahu one day or less	933	535	74.3	7,707	8,742	-11.8
Kaua'i	3,176	3,253	-2.4	55,769	57,283	-2.6
Kaua'i only	1,010	1,065	-5.2	26,488	27,086	-2.2
Kaua'i one day or less	478	655	-27.0	6,226	6,546	-4.9
Maui County	10,404	10,457	-0.5	190,753	196,388	-2.9
Maui	10,217	10,382	-1.6	189,147	195,346	-3.2
Maui only	6,067	6,329	-4.2	134,924	137,619	-2.0
Maui one day or less	684	623	9.8	7,272	8,562	-15.1
Moloka'i *	241	220	9.7	3,498	3,599	-2.8
Moloka'i only *	21	12	67.4	482	281	71.5
Moloka'i one day or less *	62	115	-45.8	1,698	2,132	-20.4
Lāna'i *	247	300	-17.7	3,165	3,638	-13.0
Lāna'i only *	22	11	92.4	248	139	77.8
Lāna'i one day or less *	174	210	-17.3	2,131	2,330	-8.6
Hawai'i Island	4,392	4,162	5.5	79,388	77,914	1.9
Kona side	3,880	3,808	1.9	72,788	71,511	1.8
Hilo side	1,998	1,809	10.4	28,360	26,193	8.3
Hawai'i Island only	1,538	1,556	-1.2	40,634	40,710	-0.2
Hawai'i Island one day or less	400	234	71.0	3,093	3,662	-15.5
Any Neighbor Island	13,959	14,096	-1.0	277,557	282,873	-1.9
NI only	9,929	10,081	-1.5	221,525	225,037	-1.6
Oahu & NI	4,030	4,015	0.4	56,032	57,836	-3.1
Any one island only	15,202	14,564	4.4	306,357	302,374	1.3
Multiple Islands	5,302	5,121	3.5	74,780	77,038	-2.9
Avg. Islands Visited	1.41	1.42	-0.8	1.29	1.30	-0.8
Average Length of Stay in Hawai'i	11.35	11.45	-0.9	12.71	12.77	-0.5
ACCOMMODATIONS						
Plan to stay in Hotel	11,123	11,110	0.1	170,545	174,051	-2.0
Hotel only	8,571	8,584	-0.2	128,254	131,449	-2.4
Plan to stay in Condo	5,776	5,700	1.3	144,403	147,438	-2.1
Condo only	4,490	4,368	2.8	117,551	119,884	-1.9
Plan to stay in Timeshare	1,915	1,838	4.2	38,037	36,216	5.0
Timeshare only	1,397	1,401	-0.2	26,768	25,307	5.8
Cruise Ship	805	799	0.8	8,105	8,013	1.1
Friends/Relatives	1,068	824	29.7	19,891	17,908	11.1
Bed & Breakfast	355	439	-19.2	7,005	5,924	18.2
Other	296	236	25.5	4,963	3,849	28.9

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

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

	September			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	18,468	17,424	6.0	352,326	351,548	0.2
Honeymoon/Get Married	2,091	1,892	10.5	13,336	13,919	-4.2
Honeymoon	1,944	1,736	12.0	11,569	11,481	0.8
Get Married	275	227	20.8	2,655	3,348	-20.7
Pleasure/vacation	16,656	15,766	5.6	341,857	340,162	0.5
Mtgs/Conventions/Incentive	809	1,950	-58.5	17,893	17,093	4.7
Conventions	559	1,278	-56.3	13,061	11,457	14.0
Corporate Meetings	57	637	-91.1	2,067	3,523	-41.3
Incentive	211	144	46.5	3,436	3,169	8.4
Other Business	204	435	-53.2	3,999	4,144	-3.5
Visit Friends/Rel.	918	655	40.3	14,846	14,375	3.3
Govt/Military	31	50	-36.9	1,040	1,243	-16.3
Attend School	22	56	-60.7	973	670	45.2
Sport Events	304	199	52.8	3,161	3,332	-5.1
<b>TRAVEL STATUS</b>						
First Timers (%)**	48.0	47.9	0.2	34.7	36.1	-1.4
Repeaters (%)**	52.0	52.1	-0.2	65.3	63.9	1.4
Average # of Trips	3.33	3.27	1.9	3.94	3.87	2.0
Group Tour	440	752	-41.4	10,025	9,255	8.3
Non-Group	20,064	18,933	6.0	371,113	370,157	0.3
Package Trip	5,043	5,388	-6.4	80,818	83,685	-3.4
No Package	15,460	14,297	8.1	300,320	295,727	1.6
Net True Independent	15,341	13,998	9.6	297,289	292,805	1.5
Ave. Age	45	46	-2.8	48	48	0.0
Ave. Party Size	2.03	1.92	5.5	2.23	2.18	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

	SEPTEMBER			YEAR-TO-DATE		
	2015P	2014	% CHANGE	2015P	2014	% CHANGE
VISITOR DAYS	241,860	191,827	26.1	1,441,263	1,448,084	-0.5
TOTAL VISITORS	35,753	22,738	57.2	182,239	181,100	0.6
ARRIVED BY SHIP	24,165	13,117	84.2	86,631	91,142	-4.9
ARRIVED BY AIR	11,588	9,621	20.4	95,608	89,958	6.3
NUMBER OF SHIP ARRIVALS	13	8	62.5	49	52	-5.8
<b>ISLANDS VISITED</b>						
O'ahu	34,666	22,738	52.5	179,639	179,024	0.3
Kaua'i	29,069	18,243	59.3	156,523	160,421	-2.4
Maui County	33,899	22,738	49.1	173,726	169,832	2.3
Maui	33,899	22,738	49.1	173,726	169,832	2.3
Moloka'i	401	317	26.4	1,863	2,025	-8.0
Lāna'i	740	439	68.7	3,058	3,228	-5.3
Hawai'i Island	32,396	21,100	53.5	168,830	167,106	1.0
Average Islands Visited	3.7	3.76	-2.5	3.8	3.76	-0.3
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	0.85	0.92	-7.6	1.33	1.15	15.5
Days in Hawai'i during Cruise	4.84	5.89	-17.8	5.43	5.49	-1.0
Days in Hawai'i after Cruise	1.07	1.62	-34.0	1.15	1.36	-15.5
Total days in Hawai'i	6.76	8.44	-19.8	7.91	8.00	-1.1
<b>ACCOMMODATIONS</b>						
Hotel	14,105	13,230	6.6	93,514	97,309	-3.9
Hotel only	12,431	12,097	2.8	84,023	85,085	-1.2
Condo	1,437	1,153	24.6	7,499	9,162	-18.1
Condo only	380	527	-27.8	2,250	2,793	-19.4
Timeshare	1,685	922	82.7	6,946	7,188	-3.4
Timeshare Only	1,006	533	88.8	3,129	2,716	15.2
Bed & Breakfast	227	203	12.1	1,091	1,405	-22.3
Bed & Breakfast only	71	20	NA	310	216	43.7
Friends & relatives	751	313	139.8	3,697	4,220	-12.4
Other accommodation	781	753	3.8	5,005	7,246	-30.9
Accommodation (NET)	16,702	15,002	11.3	105,521	109,656	-3.8
Cruise only	19,051	7,736	146.3	76,718	71,444	7.4
<b>TRAVEL STATUS</b>						
% First timers	43.2	46.7	-3.5	45.3	42.8	2.5
% Repeat visitors	56.8	53.3	3.5	54.7	57.2	-2.5

Source: Hawai'i Tourism Authority

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

SEPTEMBER	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
<b>Total Seats</b>	<b>881,549</b>	<b>863,609</b>	<b>2.1</b>	<b>636,103</b>	<b>636,372</b>	<b>0.0</b>	<b>151,505</b>	<b>136,745</b>	<b>10.8</b>	<b>46,369</b>	<b>42,629</b>	<b>8.8</b>	<b>3,794</b>	<b>3,388</b>	<b>12.0</b>	<b>43,778</b>	<b>44,475</b>	<b>-1.6</b>
<b>Scheduled</b>	<b>875,492</b>	<b>853,542</b>	<b>2.6</b>	<b>630,046</b>	<b>626,305</b>	<b>0.6</b>	<b>151,505</b>	<b>136,745</b>	<b>10.8</b>	<b>46,369</b>	<b>42,629</b>	<b>8.8</b>	<b>3,794</b>	<b>3,388</b>	<b>12.0</b>	<b>43,778</b>	<b>44,475</b>	<b>-1.6</b>
<b>Charters</b>	<b>6,057</b>	<b>10,067</b>	<b>-39.8</b>	<b>6,057</b>	<b>10,067</b>	<b>-39.8</b>												
<b>Domestic</b>	<b>588,751</b>	<b>577,639</b>	<b>1.9</b>	<b>351,265</b>	<b>357,082</b>	<b>-1.6</b>	<b>144,889</b>	<b>131,457</b>	<b>10.2</b>	<b>45,697</b>	<b>41,933</b>	<b>9.0</b>	<b>3,794</b>	<b>3,388</b>	<b>12.0</b>	<b>43,106</b>	<b>43,779</b>	<b>-1.5</b>
<b>Scheduled</b>	<b>584,059</b>	<b>572,671</b>	<b>2.0</b>	<b>346,573</b>	<b>352,114</b>	<b>-1.6</b>	<b>144,889</b>	<b>131,457</b>	<b>10.2</b>	<b>45,697</b>	<b>41,933</b>	<b>9.0</b>	<b>3,794</b>	<b>3,388</b>	<b>12.0</b>	<b>43,106</b>	<b>43,779</b>	<b>-1.5</b>
<b>Charters</b>	<b>4,692</b>	<b>4,968</b>	<b>-5.6</b>	<b>4,692</b>	<b>4,968</b>	<b>-5.6</b>												
<b>US West</b>	<b>518,408</b>	<b>507,171</b>	<b>2.2</b>	<b>288,334</b>	<b>294,026</b>	<b>-1.9</b>	<b>137,477</b>	<b>124,045</b>	<b>10.8</b>	<b>45,697</b>	<b>41,933</b>	<b>9.0</b>	<b>3,794</b>	<b>3,388</b>	<b>12.0</b>	<b>43,106</b>	<b>43,779</b>	<b>-1.5</b>
...Anchorage	3,423	2,934	16.7	3,423	2,934	16.7												
...Bellingham	0	1,956	-100.0	0	1,956	-100.0												
...Denver	8,976	10,571	-15.1	7,520	8,751	-14.1	728	728	0.0	728	728	0.0				0	364	-100.0
...Las Vegas	24,168	23,904	1.1	24,168	23,904	1.1												
...Los Angeles	187,118	198,302	-5.6	101,451	106,218	-4.5	43,159	47,358	-8.9	19,461	20,881	-6.8	3,794	3,388	12.0	19,253	20,457	-5.9
...Oakland	31,819	28,813	10.4	10,844	11,173	-2.9	12,660	12,660	0.0	5,160	2,861	80.4				3,155	2,119	48.9
...Phoenix	30,570	29,810	2.5	18,220	17,840	2.1	6,460	6,460	0.0	2,470	2,280	8.3				3,420	3,230	5.9
...Portland	22,294	21,518	3.6	15,285	14,509	5.3	7,009	7,009	0.0									
...Sacramento	12,660	12,660	0.0	7,770	7,770	0.0	4,890	4,890	0.0									
...Salt Lake City	5,220	5,481	-4.8	5,220	5,481	-4.8												
...San Diego	23,164	21,522	7.6	12,895	13,698	-5.9	5,542	4,890	13.3	1,956	0	NA				2,771	2,934	-5.6
...San Francisco	79,767	68,220	16.9	40,414	42,705	-5.4	23,990	10,909	119.9	8,517	7,508	13.4				6,846	7,098	-3.6
...San Jose	28,577	28,631	-0.2	10,829	10,847	-0.2	12,660	12,660	0.0	2,317	2,353	-1.5				2,771	2,771	0.0
...Seattle	60,652	52,849	14.8	30,295	26,240	15.5	20,379	16,481	23.7	5,088	5,322	-4.4				4,890	4,806	1.7
<b>US East</b>	<b>65,651</b>	<b>65,500</b>	<b>0.2</b>	<b>58,239</b>	<b>58,088</b>	<b>0.3</b>	<b>7,412</b>	<b>7,412</b>	<b>0.0</b>									
...Atlanta	9,304	8,790	5.8	9,304	8,790	5.8												
...Chicago	10,095	10,320	-2.2	10,095	10,320	-2.2												
...Dallas	20,492	20,492	0.0	13,080	13,080	0.0	7,412	7,412	0.0									
...Houston	10,320	10,320	0.0	10,320	10,320	0.0												
...New York JFK	7,938	7,350	8.0	7,938	7,350	8.0												
...Newark	6,534	7,260	-10.0	6,534	7,260	-10.0												
...Washington D.C.	968	968	0.0	968	968	0.0												

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

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

SEPTEMBER	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge	2015	2014	%Chge
<b>International</b>	<b>292,798</b>	<b>285,970</b>	<b>2.4</b>	<b>284,838</b>	<b>279,290</b>	<b>2.0</b>	<b>6,616</b>	<b>5,288</b>	<b>25.1</b>	<b>672</b>	<b>696</b>	<b>-3.4</b>	<b>0</b>	<b>0</b>	<b>NA</b>	<b>672</b>	<b>696</b>	<b>-3.4</b>
<b>Scheduled</b>	<b>291,433</b>	<b>280,871</b>	<b>3.8</b>	<b>283,473</b>	<b>274,191</b>	<b>3.4</b>	<b>6,616</b>	<b>5,288</b>	<b>25.1</b>	<b>672</b>	<b>696</b>	<b>-3.4</b>				<b>672</b>	<b>696</b>	<b>-3.4</b>
<b>Charters</b>	<b>1,365</b>	<b>5,099</b>	<b>-73.2</b>	<b>1,365</b>	<b>5,099</b>	<b>-73.2</b>												
<b>Japan</b>	<b>167,234</b>	<b>164,678</b>	<b>1.6</b>	<b>167,234</b>	<b>164,678</b>	<b>1.6</b>												
...Fukuoka	5,650	6,330	-10.7	5,650	6,330	-10.7												
...Nagoya	14,962	18,000	-16.9	14,962	18,000	-16.9												
...Osaka	30,090	31,272	-3.8	30,090	31,272	-3.8												
...Sapporo	3,367	3,108	8.3	3,367	3,108	8.3												
...Tokyo-HND	25,230	27,922	-9.6	25,230	27,922	-9.6												
...Tokyo-NRT	87,935	78,046	12.7	87,935	78,046	12.7												
<b>Canada</b>	<b>18,226</b>	<b>14,260</b>	<b>27.8</b>	<b>10,266</b>	<b>7,580</b>	<b>35.4</b>	<b>6,616</b>	<b>5,288</b>	<b>25.1</b>	<b>672</b>	<b>696</b>	<b>-3.4</b>				<b>672</b>	<b>696</b>	<b>-3.4</b>
...Vancouver	18,226	14,260	27.8	10,266	7,580	35.4	6,616	5,288	25.1	672	696	-3.4				672	696	-3.4
<b>Other Asia</b>	<b>40,166</b>	<b>42,224</b>	<b>-4.9</b>	<b>40,166</b>	<b>42,224</b>	<b>-4.9</b>												
...Beijing	7,614	6,609	15.2	7,614	6,609	15.2												
...Seoul	24,509	28,143	-12.9	24,509	28,143	-12.9												
...Shanghai	5,280	5,016	5.3	5,280	5,016	5.3												
...Taipei	2,763	2,456	12.5	2,763	2,456	12.5												
<b>Oceania</b>	<b>42,461</b>	<b>37,567</b>	<b>13.0</b>	<b>42,461</b>	<b>37,567</b>	<b>13.0</b>												
...Auckland	7,800	7,800	0.0	7,800	7,800	0.0												
...Brisbane	8,459	4,403	92.1	8,459	4,403	92.1												
...Melbourne	3,700	4,545	-18.6	3,700	4,545	-18.6												
...Sydney	22,502	20,819	8.1	22,502	20,819	8.1												
<b>Other</b>	<b>23,346</b>	<b>22,142</b>	<b>5.4</b>	<b>23,346</b>	<b>22,142</b>	<b>5.4</b>												
...Apia	656	656	0.0	656	656	0.0												
...Christmas	610	488	25.0	610	488	25.0												
...Guam	10,320	10,320	0.0	10,320	10,320	0.0												
...Majuro	2,015	2,015	0.0	2,015	2,015	0.0												
...Manila	5,582	4,488	24.4	5,582	4,488	24.4												
...Nadi	656	668	-1.8	656	668	-1.8												
...Pago Pago	2,331	2,331	0.0	2,331	2,331	0.0												
...Papeete	1,176	1,176	0.0	1,176	1,176	0.0												

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

