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HTA Release (14-31)

VISITOR SPENDING ON PAR WITH AUGUST 2013 AT \$1.3 BILLION **Total Arrivals Declined 1.3 Percent for the Month**

HONOLULU – Visitors who came to the Hawaiian Islands in August 2014 spent a total of \$1.3 billion¹ (-0.5%), according to preliminary statistics released today by the Hawai'i Tourism Authority (HTA). A 1.3 percent decline in total arrivals to 730,707 visitors and a shorter average length of stay (-1.6% to 8.74 days) led to a 3 percent decrease in visitor days.

Arrivals by air from U.S. West rose 1.9 percent to 304,526 visitors in August 2014. Increased daily spending (+2.8% to \$163 per person) also contributed to a 2.4 percent growth in U.S. West visitor expenditures to \$444.9 million. For the U.S. East market, decreases in arrivals (-2.9% to 143,444 visitors) and average length of stay (-1.8% to 9.95 days) resulted in a 2.3 percent loss in visitor expenditures to \$296 million.

Expenditures by Japanese visitors dropped 9.2 percent to \$235.4 million in August 2014 as a result of an 8.2 percent decline in arrivals to 150,568 visitors and a shorter length of stay.

June to September are typically slower months for Canadian visitors to the islands. In August 2014, total expenditures by Canadian visitors fell 1.5 percent to \$50.8 million and arrivals decreased 7.6 percent to 26,065 visitors. Arrivals from All Other markets totaled 106,105 visitors (+6.1%) with combined expenditures of \$236.8 million (+7.3%).

No out-of-state cruise ships visited Hawai'i in August 2014 while one cruise ship came last August with 1,885 visitors.

There was relatively flat growth in visitor arrivals to O'ahu (-0.8%) and decreases in arrivals to Maui (-1.7%), Hawai'i Island (-1.4%) and Kaua'i (-1.1%) compared to August 2013. Visitor expenditures increased on Maui (+14.3% to \$351 million) and Kaua'i (+2.8% to \$124 million) but declined on O'ahu (-7.8% to \$618.7 million). Visitor expenditures on Hawai'i Island were \$161.6 million (+0.8%).

Air capacity to the Hawaiian Islands was up 3.6 percent to 1,019,825 total air seats in August 2014. There were more scheduled seats from Other Asia (+18.2%), U.S. West (+8.4%), Oceania (+3.3%) and U.S. East (+1.8%), offsetting fewer seats from Japan (-11.5%).

Year-to-Date 2014:

Boosted by higher average daily spending (+2.5% to \$195 per person), total expenditures by all visitors (by air and by cruise ship) rose 2.1 percent to \$10 billion. Total arrivals of 5,597,764 visitors (+0.1%) were virtually unchanged from the first eight months of 2013. Growth in arrivals by air from Other Asia (+22.3%), Europe (+6.8%), Oceania (+5.4%) and Canada (+1.5%) offset declines from Latin America (-7.6%) and U.S. West (-1.3%). Arrivals from U.S. East (-0.5%) and Japan (+0.3%) were about the same compared to a year ago.

Visitor expenditures from U.S. West (+1.4% to \$3.4 billion), U.S. East (+2.6% to \$2.6 billion) and Canada (+3.8% to \$739.4 million) were higher, but Japanese visitor spending decreased 2.8 percent to \$1.6 billion.

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

August 2014 Arrivals at a Glance

CATEGORY AND MMA	Aug 2014p	Aug 2013	% change	YTD 2014p	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,263.9	1,269.6	-0.5	9,993.2	9,787.0	2.1
Total by air	1,263.9	1,268.7	-0.4	9,967.6	9,751.3	2.2
U.S. West	444.9	434.3	2.4	3,356.7	3,309.8	1.4
U.S. East	296.0	303.1	-2.3	2,590.1	2,523.3	2.6
Japan	235.4	259.1	-9.2	1,593.7	1,640.3	-2.8
Canada	50.8	51.5	-1.5	739.4	712.6	3.8
All Other	236.8	220.6	7.3	1,687.7	1,565.4	7.8
Visitor arrivals by cruise ships	0.0	0.9	-100.0	25.6	35.7	-28.3
TOTAL VISITOR DAYS	6,386,989	6,581,720	-3.0	51,140,615	51,321,972	-0.4
Total by air	6,386,989	6,572,996	-2.8	50,742,428	50,814,879	-0.1
U.S. West	2,734,511	2,743,771	-0.3	20,901,234	21,252,005	-1.7
U.S. East	1,427,686	1,497,776	-4.7	12,750,799	12,770,668	-0.2
Japan	936,324	1,067,268	-12.3	5,837,327	5,990,931	-2.6
Canada	298,644	318,780	-6.3	4,573,198	4,423,638	3.4
All Other	989,824	945,400	4.7	6,679,870	6,377,636	4.7
Visitor arrivals by cruise ships	0	8,724	-100.0	398,188	507,093	-21.5
VISITOR ARRIVALS	730,707	740,582	-1.3	5,597,764	5,591,531	0.1
Total by air	730,707	738,697	-1.1	5,521,208	5,489,324	0.6
U.S. West	304,526	298,705	1.9	2,206,705	2,234,673	-1.3
U.S. East	143,444	147,783	-2.9	1,218,311	1,224,630	-0.5
Japan	150,568	164,023	-8.2	997,329	994,258	0.3
Canada	26,065	28,222	-7.6	357,896	352,464	1.5
All Other	106,105	99,964	6.1	740,966	683,300	8.4
Visitor arrivals by cruise ships	0	1,885	-100.0	76,556	102,207	-25.1
AVERAGE LENGTH OF STAY	8.74	8.89	-1.6	9.14	9.18	-0.5
Total by air	8.74	8.90	-1.8	9.19	9.26	-0.7
U.S. West	8.98	9.19	-2.2	9.47	9.51	-0.4
U.S. East	9.95	10.14	-1.8	10.47	10.43	0.4
Japan	6.22	6.51	-4.4	5.85	6.03	-2.9
Canada	11.46	11.30	1.4	12.78	12.55	1.8
All Other	9.33	9.46	-1.4	9.02	9.33	-3.4
Visitor arrivals by cruise ships	0.00	4.63	-100.0	5.20	4.96	4.8
PER PERSON PER DAY SPENDING (\$)	197.9	192.9	2.6	195.4	190.7	2.5
Total by air	197.9	193.0	2.5	196.4	191.9	2.4
U.S. West	162.7	158.3	2.8	160.6	155.7	3.1
U.S. East	207.3	202.4	2.5	203.1	197.6	2.8
Japan	251.4	242.8	3.5	273.0	273.8	-0.3
Canada	170.0	161.7	5.1	161.7	161.1	0.4
All Other	239.3	233.4	2.5	252.6	245.4	2.9
Visitor arrivals by cruise ships	0.0	105.5	-100.0	64.2	70.3	-8.7
PER PERSON PER TRIP SPENDING (\$)	1,729.7	1,714.4	0.9	1,785.2	1,750.3	2.0
Total by air	1,729.7	1,717.5	0.7	1,805.3	1,776.4	1.6
U.S. West	1,461.0	1,453.9	0.5	1,521.1	1,481.1	2.7
U.S. East	2,063.6	2,050.9	0.6	2,126.0	2,060.5	3.2
Japan	1,563.1	1,579.9	-1.1	1,598.0	1,649.8	-3.1
Canada	1,947.7	1,826.3	6.6	2,066.0	2,021.7	2.2
All Other	2,232.0	2,207.3	1.1	2,277.7	2,290.9	-0.6
Visitor arrivals by cruise ships	0.0	488.4	-100.0	333.8	348.9	-4.3

P=Preliminary data.

Source:Hawai'i Tourism Authority

Year-to-Date 2014 (continued):

Through August 2014, arrivals by air to O'ahu rose 1.3 percent to 3,475,549 visitors. Arrivals to Maui of 1,623,953 visitors were virtually unchanged from year-to-date 2013. There were 984,310 visitors to Hawai'i Island (-1.8%) and 763,684 visitors to Kaua'i (-0.8%). Increased daily spending on the neighbor islands contributed to growth in total visitor expenditures on Maui (+10.2% to \$2.8 billion), Hawai'i Island (+5.7% to \$1.3 billion) and Kaua'i (+5.2% to \$1 billion) compared to a year ago. Lower daily spending and a shorter average length of stay resulted in a 3.1 percent drop in O'ahu visitor expenditures to \$4.8 billion.

Other Highlights:

- In the Pacific region (+1.9%), there were more visitor arrivals from Washington (+11.4%), offsetting fewer visitors from Alaska (-12.6%) and Oregon (-1.9%). Arrivals from California (+0.8%) were comparable to August 2013. For the first eight months of 2014, arrivals from the Mountain region declined 3 percent while arrivals from the Pacific region (-0.9%) were relatively flat (see Visitor Highlights: Visitor Arrivals by U.S. Region on the [HTA website](#)).
- For U.S. East there were declines in August 2014 arrivals from the Mid Atlantic (-9.9%), West North Central (-9%), East North Central (-5.4%), East South Central (-2.3%) and New England (-1.9%) regions, which offset growth from the West South Central (+2.8%) and South Atlantic (+1%) regions. Through the first eight months of 2014, more visitors came from the West South Central (+3.1%) and South Atlantic (+2.8%) regions.
- Several factors contributed to fewer Japanese visitor arrivals this month: economic reform in Japan; increased sale tax (effective April 2014) and a weak yen to dollar exchange rate that impacted consumers' spending habits and their desire to travel; and reduced air seat inventory that limited accessibility to Hawai'i. High package prices during the August Obon season and the opening of a new domestic attraction may have also shifted interest away from traveling overseas during the holiday period.
- More visitors came to get married in August 2014 (+19.6% to 10,033), driven by growth from U.S. West (+27% to 3,886) and U.S. East (+27.3% to 1,952) offsetting a 3.6 percent drop from Japan (to 2,675 visitors). For the first eight months of 2014, there were 77,482 visitors who came to get married, down 2.3 percent from the same period last year.
- Overall, the honeymoon segment (+5.8%) fared better than the pleasure/vacation (-2%) segment for most visitor markets in August 2014. A 2.2 percent drop in Japanese honeymoon visitors was offset by increases from U.S. West (+8.6% to 12,169), U.S. East (+5.6% to 9,417) and from All Other markets (+17.1% to 7,346) compared to August 2013. The number of honeymooners from Korea, in particular, climbed 26.5% (to 2,012 visitors), the fifth straight month of double-digit growth. In the first eight months of 2014, there were 376,004 honeymoon visitors in the Hawaiian Islands, an increase of 9.7 percent.
- The total number of visitors who came for meetings, conventions and incentives (MCI) declined 4.7 percent to 20,802 in August 2014. Fewer visitors came for corporate meetings (-23.9%) and incentives (-20.4%) but more came for conventions (+19.7%). Through the first eight months of 2014, there were 309,206 MCI visitors, a decrease of 2.9 percent.

August 2014 Island Highlights

CATEGORY AND ISLAND	Aug 2014p	Aug 2013	% change	YTD 2014p	YTD 2013	% change
TOTAL EXPENDITURES (\$mil.)	1,263.9	1,269.6	-0.5	9,993.2	9,787.0	2.1
Total by air	1,263.9	1,268.7	-0.4	9,967.6	9,751.3	2.2
O'ahu	618.7	671.4	-7.8	4,787.2	4,941.1	-3.1
Maui	351.0	307.0	14.3	2,781.4	2,524.0	10.2
Moloka'i	2.2	2.6	-12.7	21.1	20.7	2.2
Lāna'i	6.3	6.9	-8.5	45.4	54.8	-17.1
Kaua'i	124.0	120.6	2.8	1,011.0	961.0	5.2
Hawai'i Island	161.6	160.3	0.8	1,321.4	1,249.7	5.7
Visitor arrivals by cruise ships	0.0	0.9	-100.0	25.6	35.7	-28.3
TOTAL VISITOR DAYS	6,386,989	6,581,720	-3.0	51,140,615	51,321,972	-0.4
Total by air	6,386,989	6,572,996	-2.8	50,742,428	50,814,879	-0.1
O'ahu	3,225,000	3,304,467	-2.4	23,758,804	24,206,785	-1.9
Maui	1,527,265	1,592,862	-4.1	13,327,891	13,110,514	1.7
Moloka'i	16,024	14,862	7.8	171,978	165,508	3.9
Lāna'i	16,434	21,278	-22.8	143,957	172,990	-16.8
Kaua'i	724,547	758,507	-4.5	5,939,682	5,882,552	1.0
Hawai'i Island	877,720	881,020	-0.4	7,400,116	7,276,530	1.7
Visitor arrivals by cruise ships	0	8,724	-100.0	398,188	507,093	-21.5
VISITOR ARRIVALS	730,707	740,582	-1.3	5,597,764	5,591,531	0.1
Total by air	730,707	738,697	-1.1	5,521,208	5,489,324	0.6
O'ahu	476,705	480,530	-0.8	3,475,549	3,430,100	1.3
Maui	204,819	208,401	-1.7	1,623,953	1,624,554	0.0
Moloka'i	4,652	3,748	24.1	38,356	35,715	7.4
Lāna'i	5,569	6,242	-10.8	43,638	49,775	-12.3
Kaua'i	100,841	102,013	-1.1	763,684	769,779	-0.8
Hawai'i Island	126,508	128,282	-1.4	984,310	1,002,667	-1.8
Visitor arrivals by cruise ships	0	1,885	-100.0	76,556	102,207	-25.1
AVERAGE LENGTH OF STAY	8.74	8.89	-1.6	9.14	9.18	-0.5
Total by air	8.74	8.90	-1.8	9.19	9.26	-0.7
O'ahu	6.77	6.88	-1.6	6.84	7.06	-3.1
Maui	7.46	7.64	-2.4	8.21	8.07	1.7
Moloka'i	3.44	3.96	-13.1	4.48	4.63	-3.2
Lāna'i	2.95	3.41	-13.4	3.30	3.48	-5.1
Kaua'i	7.19	7.44	-3.4	7.78	7.64	1.8
Hawai'i Island	6.94	6.87	1.0	7.52	7.26	3.6
Visitor arrivals by cruise ships	0.00	4.63	-100.0	5.20	4.96	4.8
PER PERSON PER DAY SPENDING (\$)	197.9	192.9	2.6	195.4	190.7	2.5
Total by air	197.9	193.0	2.5	196.4	191.9	2.4
O'ahu	191.9	203.2	-5.6	201.5	204.1	-1.3
Maui	229.8	192.7	19.2	208.7	192.5	8.4
Moloka'i	140.3	173.2	-19.0	123.0	125.0	-1.6
Lāna'i	383.9	324.2	18.4	315.6	317.0	-0.4
Kaua'i	171.1	159.0	7.6	170.2	163.4	4.2
Hawai'i Island	184.1	181.9	1.2	178.6	171.7	4.0
Visitor arrivals by cruise ships	0.0	105.5	-100.0	64.2	70.3	-8.7
PER PERSON PER TRIP SPENDING (\$)	1,729.7	1,714.4	0.9	1,785.2	1,750.3	2.0
Total by air	1,729.7	1,717.5	0.7	1,805.3	1,776.4	1.6
O'ahu	1,298.0	1,397.2	-7.1	1,377.4	1,440.5	-4.4
Maui	1,713.7	1,473.0	16.3	1,712.7	1,553.7	10.2
Moloka'i	483.2	686.8	-29.6	551.3	579.4	-4.8
Lāna'i	1,132.8	1,105.2	2.5	1,041.3	1,101.8	-5.5
Kaua'i	1,229.4	1,182.1	4.0	1,323.8	1,248.4	6.0
Hawai'i Island	1,277.4	1,249.3	2.3	1,342.5	1,246.4	7.7
Visitor arrivals by cruise ships	0.0	488.4	-100.0	333.8	348.9	-4.3

P=Preliminary data.

Source:Hawai'i Tourism Authority

Highlights from All Other Markets (see Visitor Highlights: Visitor Arrivals by Country by MMA and Research & Report: Major Market Areas on the [HTA website](#)):

- **Australia:** Arrivals from Australia decreased 2.3 percent to 24,779 visitors in August 2014. In the first eight months of 2014, there were 189,684 Australian visitor arrivals (+0.4%) in the islands.
- **New Zealand:** Arrivals in August 2014 grew 8.7 percent to 7,072 visitors. Year-to-date through August, arrivals from New Zealand increased 36.5 percent to 41,395 visitors.
- **China:** Arrivals from China climbed 34.5 percent to 15,780 visitors in August 2014. For the first eight months of 2014, arrivals were up 30.1 percent to 115,187 visitors.
- **Korea:** Arrivals in August 2014 rose 52.2 percent to 20,152 visitors. Through August 2014, arrivals of 130,406 visitors represented an increase of 20.2 percent.
- **Taiwan:** With a loss of over half of its non-stop air service, arrivals dropped 72.2 percent to 921 visitors. For the first eight months of 2014, arrivals decreased 2.4 percent to 13,425 visitors.
- **Europe:** There were 18,557 visitors from the Europe major market area (United Kingdom, France, Germany, Italy and Switzerland) in August 2014, down 1.6 percent compared to August 2013. Through August, arrivals from this market grew 6.8 percent to 93,931 visitors.
- **Latin America:** A total of 2,092 visitors (+1.9%) came from Latin America in August 2014. For year-to-date 2014, there were 19,215 visitor arrivals from the region, down 7.6 percent.

Island Highlights for August 2014:

- **O'ahu:** Visitor expenditures on O'ahu dropped 7.8 percent to \$618.7 million. There were 476,705 visitors (-0.8%) on this island in August 2014. These visitors had a shorter average length of stay (-1.6% to 6.77 days) and spent less on a daily basis (-5.6% to \$192 per person) compared to August 2013.
- **Maui:** Although arrivals to Maui declined (-1.7% to 204,819 visitors), higher daily spending (+19.2% to \$230 per person) contributed to a 14.3 percent gain in visitor expenditures to \$351 million. In August 2014, there were more day trip visitors to Maui who stayed one day or less (+17.4%) which contributed to a shorter average length of stay (-2.4% to 7.46 days).
- **Kaua'i:** Visitor expenditures on Kaua'i rose 2.8 percent to \$124 million. Arrivals of 100,841 visitors (-1.1%) included significantly more day trip visitors (+28.9%) compared to August 2013. Daily spending of \$171 per person was 7.6 percent higher than last August.
- **Hawai'i Island:** Visitor expenditures on Hawai'i Island were \$161.6 million (+0.8%) in August 2014. Arrivals dropped 1.4 percent to 126,508 visitors but daily spending (+1.2% to \$184 per person) increased from a year ago.

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

- Air capacity to Hawai'i grew 3.6 percent to 1,019,825 total seats in August 2014. There were more seats to Kahului (+7.1% to 170,585), Kona (+34.4% to 64,761), Līhu'e (+17.2% to 63,616) and Hilo (+3.3% to 4,774). Air capacity to Honolulu (-0.3% to 716,089) was similar to August 2013.
- Scheduled air seats rose 3.8 percent to 1,004,090. Fewer international charters serviced Hawai'i in August 2014, resulting in a 9.6 percent decline in total charter seats.
- There were more scheduled seats from U.S. West (+8.4%) compared to August 2013. Increased service from Denver, Las Vegas, Los Angeles, Oakland, Phoenix, Portland, San Jose and Seattle were offset by discontinued service from Boise, Santa Maria and Spokane, and reduced service from Anchorage, Bellingham and Phoenix-Mesa.
- Scheduled seats from U.S. East were up 1.8 percent. Growth in seats out of Dallas (+22.8%) and Houston (+33%) compensated for a 28.9 percent reduction in seats from Chicago and a 1.7 percent drop in seats from Atlanta.
- Scheduled seats from Japan declined 11.5 percent in August 2014. The number of seats out of Fukuoka (-54.8%) was reduced by half, as Hawaiian Airlines discontinued this route in July 2014. There were also fewer seats out of Narita (-13%), Osaka (-5%) and Nagoya (-2.4%), partially offset by more seats from Sapporo (+7.7%).
- Scheduled seats from Oceania were up 3.3 percent. Increased service out of Brisbane (+38.5%) and Melbourne (+55.6%) offset fewer seats from Sydney (-6.7%). Seats out of Auckland dropped 3.5 percent.
- Scheduled seats from Other Asia rose 18.2 percent. There were 7,434 new seats out of Beijing to Honolulu while seats out of Shanghai nearly doubled compared to August 2013. In contrast, reduced service caused a 56 percent decline in scheduled seats from Taipei.
- For the first eight months of 2014, total air seats increased 2.5 percent, with more seats to Honolulu (+1.1%), Kahului (+3.6%), Kona (+11.7%) and Līhu'e (+7.5%), offsetting fewer seats to Hilo (-6.5%). There was growth in scheduled seats from Other Asia (+18.5%), Canada (+8.1%), Japan (+3%), U.S. West (+2.8%) and Oceania (+2.5%) compared to year-to-date 2013.

Cruise Ship Visitors (Table 8, page 22):

- No out-of-state cruise ships came in August 2014 while one ship came a year ago with 1,885 visitors. June through August is typically the off season for out-of-state cruise ships to Hawai'i. Arrivals by air to board the Hawai'i home-ported cruise ship increased 2.8 percent from August 2013.
- Through August 2014, there were 76,557 visitors who entered the islands aboard 43 out-of-state cruise ships. This was a decrease of 25.1 percent from year-to-date 2013 when 102,207 visitors came on 51 cruise ships.
- A total of 156,931 visitors came by cruise ships or by air to board cruise ships in the first eight months of 2014, down 13.9 percent from the same period last year.

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TABLE 1. TOTAL VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	730,707	738,697	-1.1	5,521,208	5,489,324	0.6
Domestic	490,699	492,012	-0.3	3,749,335	3,781,229	-0.8
International	240,008	246,685	-2.7	1,771,873	1,708,095	3.7
VISITOR DAYS	6,386,989	6,572,996	-2.8	50,742,428	50,814,879	-0.1
AVERAGE DAILY CENSUS	206,032	212,032	-2.8	208,817	209,115	-0.1
TOTAL AIR SEATS	1,019,825	984,483	3.6	7,582,720	7,398,924	2.5
TOTAL LOAD FACTOR (%)**	84.7	88.2	-3.5	86.2	88.1	-1.9
ISLANDS VISITED						
O'ahu	476,705	480,530	-0.8	3,475,549	3,430,100	1.3
O'ahu only	360,610	361,322	-0.2	2,604,684	2,537,668	2.6
O'ahu one day or less	18,425	18,186	1.3	145,543	110,416	31.8
Kaua'i	100,841	102,013	-1.1	763,684	769,779	-0.8
Kaua'i only	53,148	54,603	-2.7	407,898	416,254	-2.0
Kaua'i one day or less	11,435	8,870	28.9	73,372	70,776	3.7
Maui County	207,804	211,553	-1.8	1,649,042	1,653,487	-0.3
Maui	204,819	208,401	-1.7	1,623,953	1,624,554	0.0
Maui only	121,765	124,158	-1.9	1,003,472	1,001,966	0.2
Maui one day or less	13,804	11,758	17.4	106,517	110,924	-4.0
Moloka'i *	4,652	3,748	24.1	38,356	35,715	7.4
Moloka'i only *	393	406	-3.3	4,341	4,554	-4.7
Moloka'i one day or less*	2,766	2,178	27.0	20,453	17,755	15.2
Lāna'i *	5,569	6,242	-10.8	43,638	49,775	-12.3
Lāna'i only *	619	863	-28.3	4,892	7,196	-32.0
Lāna'i one day or less*	3,180	2,991	6.3	23,211	23,829	-2.6
Hawai'i Island	126,508	128,282	-1.4	984,310	1,002,667	-1.8
Kona side	107,436	108,844	-1.3	829,734	835,541	-0.7
Hilo side	47,852	46,148	3.7	360,681	368,544	-2.1
Hawai'i Island only	56,777	55,951	1.5	457,767	461,603	-0.8
Hawai'i Island one day or less	10,547	11,568	-8.8	84,989	93,128	-8.7
Any Neighbor Island	370,097	377,375	-1.9	2,916,524	2,951,657	-1.2
NI only	254,001	258,167	-1.6	2,045,659	2,059,224	-0.7
Oahu & NI	116,096	119,208	-2.6	870,865	892,432	-2.4
Any one island only	593,311	597,303	-0.7	4,483,054	4,429,241	1.2
Multiple Islands	137,396	141,393	-2.8	1,038,154	1,060,083	-2.1
Avg. Islands Visited	1.26	1.26	0.0	1.26	1.26	-0.3
Average Length of Stay in Hawai'i	8.74	8.90	-1.8	9.19	9.26	-0.7
ACCOMMODATIONS						
Plan to stay in Hotel	475,360	474,130	0.3	3,492,929	3,437,860	1.6
Hotel only	417,979	416,327	0.4	3,056,000	3,003,489	1.7
Plan to stay in Condo	121,069	132,017	-8.3	985,115	1,016,320	-3.1
Condo only	92,406	100,661	-8.2	763,032	789,685	-3.4
Plan to stay in Timeshare	71,854	75,353	-4.6	521,744	523,358	-0.3
Timeshare only	55,762	58,107	-4.0	399,076	401,476	-0.6
Cruise Ship	12,248	10,360	18.2	91,603	84,181	8.8
Friends/Relatives	57,762	59,089	-2.2	475,342	484,314	-1.9
Bed & Breakfast	7,062	6,360	11.0	55,218	55,203	0.0
Other	9,152	9,057	1.0	74,859	71,972	4.0

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

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

TABLE 1. TOTAL VISITORS BY AIR (CONT.)

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	633,581	643,473	-1.5	4,627,415	4,607,640	0.4
Honeymoon/Get Married	46,814	43,332	8.0	421,552	387,903	8.7
Honeymoon	40,373	38,147	5.8	376,004	342,830	9.7
Get Married	10,033	8,390	19.6	77,482	79,320	-2.3
Pleasure/Vacation	593,201	605,438	-2.0	4,252,366	4,262,890	-0.2
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	20,802	21,821	-4.7	309,206	318,344	-2.9
Conventions	11,064	9,241	19.7	163,063	169,380	-3.7
Corporate Meetings	3,478	4,571	-23.9	59,950	55,203	8.6
Incentive	7,187	9,027	-20.4	101,385	105,594	-4.0
Other Business						
Other Business	19,439	18,391	5.7	170,156	162,125	5.0
Visit Friends/Rel.	56,831	57,410	-1.0	452,223	459,770	-1.6
Govt/Military	8,308	6,470	28.4	60,119	48,208	24.7
Attend School	4,946	5,356	-7.6	19,012	15,671	21.3
Sport Events	8,470	8,062	5.1	50,336	50,034	0.6
TRAVEL STATUS						
First Timers (%)**	34.1	32.8	1.3	34.8	34.4	0.4
Repeaters (%)**	65.9	67.2	-1.3	65.2	65.6	-0.4
Average # of Trips	5.06	5.00	1.1	4.97	4.98	-0.2
Group Tour						
Group Tour	53,041	58,430	-9.2	458,023	463,648	-1.2
Non-Group	677,666	680,267	-0.4	5,063,184	5,025,677	0.7
Package Trip						
Package Trip	252,320	259,412	-2.7	1,846,255	1,844,835	0.1
No Package	478,386	479,284	-0.2	3,674,952	3,644,489	0.8
Net True Independent	469,437	470,587	-0.2	3,595,496	3,566,721	0.8
Ave. Age	44	44	0.4	45	45	0.1
Ave. Party Size	2.40	2.42	-0.7	2.24	2.24	0.0

** 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

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
DOMESTIC VISITORS	490,699	492,012	-0.3	3,749,335	3,781,229	-0.8
DOMESTIC VISITOR DAYS	4,677,049	4,748,480	-1.5	37,533,928	37,794,779	-0.7
DOMESTIC AVERAGE DAILY CENSUS	150,873	153,177	-1.5	154,461	155,534	-0.7
DOMESTIC AIR SEATS	711,981	661,834	7.6	5,114,735	4,993,263	2.4
DOMESTIC LOAD FACTOR (%)**	84.7	90.2	-5.5	89.9	91.6	-1.7
ISLANDS VISITED						
O'ahu	253,586	255,028	-0.6	1,903,134	1,919,895	-0.9
O'ahu only	180,154	179,393	0.4	1,346,441	1,360,819	-1.1
O'ahu one day or less	15,975	16,267	-1.8	124,934	91,903	35.9
Kaua'i	89,537	92,807	-3.5	678,828	687,788	-1.3
Kaua'i only	51,618	53,386	-3.3	386,623	401,601	-3.7
Kaua'i one day or less	6,096	5,815	4.8	47,669	42,385	12.5
Maui County	178,741	179,746	-0.6	1,366,161	1,359,091	0.5
Maui	176,313	177,069	-0.4	1,344,092	1,333,972	0.8
Maui only	114,922	115,193	-0.2	892,388	887,997	0.5
Maui one day or less	7,074	6,681	5.9	54,040	50,450	7.1
Moloka'i *	3,632	3,163	14.8	31,226	28,234	10.6
Moloka'i only *	393	385	2.1	4,188	4,205	-0.4
Moloka'i one day or less*	1,886	1,669	13.0	14,956	12,204	22.5
Lāna'i *	4,396	4,999	-12.1	36,131	39,489	-8.5
Lāna'i only *	584	846	-30.9	4,683	6,940	-32.5
Lāna'i one day or less*	2,344	2,070	13.3	18,412	16,061	14.6
Hawai'i Island	93,716	91,443	2.5	741,114	740,510	0.1
Kona side	80,548	78,739	2.3	642,491	640,818	0.3
Hilo side	34,091	32,629	4.5	256,451	250,033	2.6
Hawai'i Island only	49,447	46,659	6.0	406,720	409,207	-0.6
Hawai'i Island one day or less	4,171	4,148	0.6	31,080	33,022	-5.9
Any Neighbor Island	310,545	312,619	-0.7	2,402,894	2,420,410	-0.7
NI only	237,112	236,983	0.1	1,846,201	1,861,334	-0.8
Oahu & NI	73,432	75,635	-2.9	556,693	559,076	-0.4
Any one island only	397,117	395,862	0.3	3,041,044	3,070,769	-1.0
Multiple Islands	93,581	96,150	-2.7	708,290	710,460	-0.3
Avg. Islands Visited	1.27	1.27	-0.3	1.26	1.26	0.5
Average Length of Stay in Hawai'i	9.53	9.65	-1.2	10.01	10.00	0.2
ACCOMMODATIONS						
Plan to stay in Hotel	277,381	278,790	-0.5	2,059,955	2,064,067	-0.2
Hotel only	234,175	233,935	0.1	1,712,492	1,716,919	-0.3
Plan to stay in Condo	89,995	95,487	-5.8	744,638	776,525	-4.1
Condo only	69,863	73,995	-5.6	577,511	605,640	-4.6
Plan to stay in Timeshare	60,289	59,986	0.5	447,482	450,978	-0.8
Timeshare only	47,162	46,432	1.6	342,111	346,222	-1.2
Cruise Ship	9,313	9,348	-0.4	77,554	69,386	11.8
Friends/Relatives	51,145	51,583	-0.8	424,180	435,125	-2.5
Bed & Breakfast	5,584	5,627	-0.8	44,186	44,716	-1.2
Other	8,583	8,133	5.5	69,434	65,298	6.3

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

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	418,659	420,038	-0.3	3,097,528	3,127,742	-1.0
Honeymoon/Get Married	29,773	28,140	5.8	174,763	165,124	5.8
Honeymoon	25,699	24,587	4.5	146,462	139,757	4.8
Get Married	6,235	5,228	19.3	43,341	36,134	19.9
Pleasure/Vacation	394,016	396,017	-0.5	2,956,113	2,990,611	-1.2
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	11,960	13,906	-14.0	221,910	226,295	-1.9
Conventions	7,391	6,101	21.1	129,641	134,814	-3.8
Corporate Meetings	3,366	4,108	-18.1	53,366	49,166	8.5
Incentive	2,022	4,429	-54.3	52,696	52,278	0.8
Other Business						
Other Business	18,740	17,265	8.5	156,781	146,705	6.9
Visit Friends/Rel.	49,436	49,770	-0.7	402,394	407,212	-1.2
Govt/Military	7,269	5,637	29.0	54,205	43,772	23.8
Attend School	4,098	3,745	9.4	14,506	10,682	35.8
Sport Events	7,547	6,268	20.4	37,422	39,204	-4.5
TRAVEL STATUS						
First Timers (%)**	30.65	30.8	-0.2	29.04	29.4	-0.4
Repeaters (%)**	69.35	69.2	0.2	70.96	70.6	0.4
Average # of Trips	5.54	5.50	0.8	5.70	5.61	1.6
Group Tour						
Group Tour	11,528	12,473	-7.6	133,486	128,158	4.2
Non-Group	479,171	479,539	-0.1	3,615,849	3,653,071	-1.0
Package Trip						
Package Trip	114,981	121,501	-5.4	807,392	835,323	-3.3
No Package	375,717	370,511	1.4	2,941,942	2,945,906	-0.1
Net True Independent						
Net True Independent	371,357	366,748	1.3	2,899,347	2,905,621	-0.2
Ave. Age of Party Head	45	45	0.2	46	46	0.7
Ave. Party Size	2.20	2.20	0.1	2.11	2.08	1.1

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

Source: Hawai'i Tourism Authority

TABLE 3. INTERNATIONAL VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
INTERNATIONAL VISITORS	240,008	246,685	-2.7	1,771,873	1,708,095	3.7
INTERNATIONAL VISITOR DAYS	1,709,940	1,824,516	-6.3	13,208,500	13,020,100	1.4
INTERNATIONAL AVERAGE DAILY CENSUS	55,159	58,855	-6.3	54,356	53,581	1.4
INTERNATIONAL AIR SEATS	307,844	322,649	-4.6	2,467,985	2,405,661	2.6
INTERNATIONAL LOAD FACTOR (%)**	84.5	84.0	0.4	78.4	80.8	-2.4
ISLANDS VISITED						
O'ahu	223,119	225,501	-1.1	1,572,415	1,510,205	4.1
O'ahu only	180,456	181,929	-0.8	1,258,243	1,176,848	6.9
O'ahu one day or less	2,450	1,920	27.6	20,609	18,513	11.3
Kaua'i	11,303	9,206	22.8	84,856	81,991	3.5
Kaua'i only	1,531	1,217	25.7	21,275	14,653	45.2
Kaua'i one day or less	5,339	3,056	74.7	25,703	28,391	-9.5
Maui County	29,063	31,807	-8.6	282,881	294,396	-3.9
Maui	28,506	31,332	-9.0	279,861	290,582	-3.7
Maui only	6,843	8,965	-23.7	111,083	113,969	-2.5
Maui one day or less	6,730	5,077	32.6	52,476	60,474	-13.2
Moloka'i *	1,020	585	74.3	7,130	7,480	-4.7
Moloka'i only *	0	21	-100.0	153	350	-56.2
Moloka'i one day or less*	880	510	72.7	5,497	5,550	-1.0
Lāna'i *	1,173	1,243	-5.6	7,507	10,286	-27.0
Lāna'i only *	35	18	96.9	208	256	-18.6
Lāna'i one day or less*	835	921	-9.3	4,799	7,768	-38.2
Hawai'i Island	32,792	36,840	-11.0	243,196	262,157	-7.2
Kona side	26,888	30,104	-10.7	187,243	194,723	-3.8
Hilo side	13,761	13,519	1.8	104,230	118,511	-12.1
Hawai'i Island only	7,330	9,292	-21.1	51,047	52,395	-2.6
Hawai'i Island one day or less	6,377	7,420	-14.1	53,909	60,106	-10.3
Any Neighbor Island	59,552	64,756	-8.0	513,630	531,247	-3.3
NI only	16,889	21,184	-20.3	199,458	197,890	0.8
Oahu & NI	42,663	43,572	-2.1	314,173	333,357	-5.8
Any one island only	196,194	201,442	-2.6	1,442,009	1,358,471	6.1
Multiple Islands	43,814	45,243	-3.2	329,864	349,624	-5.7
Avg. Islands Visited	1.24	1.24	0.5	1.24	1.27	-2.2
Average Length of Stay in Hawai'i	7.12	7.40	-3.7	7.45	7.62	-2.2
ACCOMMODATIONS						
Plan to stay in Hotel	197,979	195,339	1.4	1,432,974	1,373,793	4.3
Hotel only	183,804	182,392	0.8	1,343,508	1,286,570	4.4
Plan to stay in Condo	31,075	36,530	-14.9	240,477	239,795	0.3
Condo only	22,543	26,666	-15.5	185,521	184,045	0.8
Plan to stay in Timeshare	11,565	15,367	-24.7	74,263	72,380	2.6
Timeshare only	8,600	11,675	-26.3	56,965	55,254	3.1
Cruise Ship	2,935	1,012	190.1	14,049	14,795	-5.0
Friends/Relatives	6,617	7,505	-11.8	51,162	49,189	4.0
Bed & Breakfast	1,478	733	101.7	11,031	10,488	5.2
Other	570	924	-38.4	5,425	6,673	-18.7

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

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

TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	214,922	223,435	-3.8	1,529,887	1,479,897	3.4
Honeymoon/Get Married	17,041	15,192	12.2	246,788	222,779	10.8
Honeymoon	14,674	13,559	8.2	229,543	203,073	13.0
Get Married	3,798	3,162	20.1	34,141	43,187	-20.9
Pleasure/Vacation	199,185	209,421	-4.9	1,296,253	1,272,279	1.9
Mtgs/Conventions/Incentive						
Conventions	8,842	7,915	11.7	87,296	92,049	-5.2
Corporate Meetings	3,674	3,139	17.0	33,422	34,565	-3.3
Incentive	113	463	-75.7	6,584	6,037	9.1
Incentive	5,165	4,597	12.4	48,689	53,316	-8.7
Other Business						
Visit Friends/Rel.	699	1,126	-37.9	13,375	15,420	-13.3
Govt/Military	7,395	7,641	-3.2	49,829	52,558	-5.2
Attend School	1,039	834	24.6	5,914	4,436	33.3
Sport Events	848	1,611	-47.4	4,506	4,989	-9.7
Sport Events	923	1,794	-48.6	12,914	10,830	19.2
TRAVEL STATUS						
First Timers (%)**	41.19	36.6	4.6	46.90	45.4	1.5
Repeaters (%)**	58.81	63.4	-4.6	53.10	54.6	-1.5
Average # of Trips	4.07	4.01	1.3	3.42	3.57	-4.1
Group Tour						
Group Tour	41,513	45,956	-9.7	324,538	335,490	-3.3
Non-Group	198,495	200,729	-1.1	1,447,335	1,372,605	5.4
Package Trip						
Package Trip	137,339	137,912	-0.4	1,038,863	1,009,512	2.9
No Package	102,669	108,773	-5.6	733,010	698,583	4.9
Net True Independent	98,079	103,840	-5.5	696,149	661,100	5.3
Ave. Age of Party Head	43	43	1.0	42	43	-1.1
Ave. Party Size	2.81	2.86	-1.6	2.52	2.58	-2.3

** 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

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	304,526	298,705	1.9	2,206,705	2,234,673	-1.3
Domestic	297,042	292,361	1.6	2,160,307	2,189,209	-1.3
International	7,484	6,344	18.0	46,398	45,464	2.1
VISITOR DAYS	2,734,511	2,743,771	-0.3	20,901,234	21,252,005	-1.7
AVERAGE DAILY CENSUS	88,210	88,509	-0.3	86,013	87,457	-1.7
ISLANDS VISITED						
O'ahu	139,738	137,559	1.6	994,018	1,003,949	-1.0
O'ahu only	108,423	107,027	1.3	775,486	787,391	-1.5
O'ahu one day or less	7,462	6,089	22.6	50,771	36,884	37.6
Kaua'i	53,493	54,456	-1.8	385,132	392,922	-2.0
Kaua'i only	38,659	38,350	0.8	271,997	281,513	-3.4
Kaua'i one day or less	2,171	1,908	13.7	17,315	15,483	11.8
Maui County	108,457	106,988	1.4	781,919	781,230	0.1
Maui	107,025	105,408	1.5	768,608	766,298	0.3
Maui only	82,165	81,432	0.9	599,514	601,406	-0.3
Maui one day or less	2,652	2,895	-8.4	21,096	20,911	0.9
Moloka'i *	1,841	1,628	13.1	15,829	14,810	6.9
Moloka'i only *	298	246	21.3	2,923	2,864	2.1
Moloka'i one day or less*	827	842	-1.8	6,537	5,816	12.4
Lāna'i *	2,381	2,706	-12.0	17,982	19,714	-8.8
Lāna'i only *	377	567	-33.4	3,135	4,368	-28.2
Lāna'i one day or less*	1,068	1,231	-13.2	8,590	8,059	6.6
Hawai'i Island	50,436	48,479	4.0	386,889	391,559	-1.2
Kona side	44,614	42,729	4.4	342,730	345,079	-0.7
Hilo side	15,762	15,414	2.3	111,781	113,626	-1.6
Hawai'i Island only	33,886	31,578	7.3	264,548	269,586	-1.9
Hawai'i Island one day or less	1,588	1,629	-2.5	14,080	13,334	5.6
Any Neighbor Island	196,103	191,678	2.3	1,431,219	1,447,281	-1.1
NI only	164,787	161,146	2.3	1,212,687	1,230,724	-1.5
Oahu & NI	31,316	30,532	2.6	218,532	216,558	0.9
Any one island only	263,808	259,200	1.8	1,917,604	1,947,129	-1.5
Multiple Islands	40,717	39,505	3.1	289,102	287,543	0.5
Avg. Islands Visited	1.17	1.17	-0.6	1.16	1.16	0.5
Average Length of Stay in Hawai'i	8.98	9.19	-2.2	9.47	9.51	-0.4
ACCOMMODATIONS						
Plan to stay in Hotel	159,275	155,375	2.5	1,106,220	1,101,873	0.4
Hotel only	136,420	131,749	3.5	934,639	930,936	0.4
Plan to stay in Condo	64,398	66,413	-3.0	493,878	520,406	-5.1
Condo only	51,311	53,016	-3.2	399,045	422,991	-5.7
Plan to stay in Timeshare	41,347	41,021	0.8	290,669	295,502	-1.6
Timeshare only	33,296	32,904	1.2	228,637	233,506	-2.1
Cruise Ship	2,404	2,338	2.8	19,710	15,960	23.5
Friends/Relatives	33,425	32,791	1.9	263,136	271,452	-3.1
Bed & Breakfast	2,380	2,157	10.3	19,883	19,618	1.4
Other	5,016	4,775	5.1	39,872	37,960	5.0

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

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

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	259,902	256,784	1.2	1,837,169	1,865,661	-1.5
Honeymoon/Get Married	14,855	13,382	11.0	87,204	80,352	8.5
Honeymoon	12,169	11,204	8.6	69,715	64,562	8.0
Get Married	3,886	3,059	27.0	25,603	21,414	19.6
Pleasure/Vacation	247,978	245,644	0.9	1,768,403	1,800,722	-1.8
Mtgs/Conventions/Incentive	5,787	6,403	-9.6	99,960	98,292	1.7
Conventions	3,242	3,132	3.5	57,320	58,903	-2.7
Corporate Meetings	2,065	2,176	-5.1	28,033	24,825	12.9
Incentive	1,041	1,439	-27.6	20,897	18,528	12.8
Other Business	11,792	10,838	8.8	99,095	95,502	3.8
Visit Friends/Rel.	32,472	30,709	5.7	246,962	249,115	-0.9
Govt/Military	3,232	2,273	42.1	23,576	18,094	30.3
Attend School	2,594	2,593	0.0	8,324	6,300	32.1
Sport Events	5,618	4,925	14.1	23,836	27,582	-13.6
TRAVEL STATUS						
First Timers (%)**	20.5	19.3	1.2	18.9	19.0	-0.1
Repeaters (%)**	79.5	80.7	-1.2	81.1	81.0	0.1
Average # of Trips	6.73	6.71	0.3	6.90	6.86	0.6
Group Tour	4,043	4,052	-0.2	44,422	42,962	3.4
Non-Group	300,483	294,653	2.0	2,162,283	2,191,711	-1.3
Package Trip	65,250	67,029	-2.7	417,023	430,260	-3.1
No Package	239,276	231,676	3.3	1,789,682	1,804,413	-0.8
Net True Independent	237,346	230,091	3.2	1,771,802	1,786,938	-0.8
Ave. Age	45	45	0.0	46	46	0.7
Ave. Party Size	2.29	2.29	0.1	2.18	2.16	1.0

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

Source: Hawai'i Tourism Authority

TABLE 5. TOTAL US EAST VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	143,444	147,783	-2.9	1,218,311	1,224,630	-0.5
Domestic	134,108	138,932	-3.5	1,171,146	1,170,980	0.0
International	9,336	8,851	5.5	47,165	53,650	-12.1
VISITOR DAYS	1,427,686	1,497,776	-4.7	12,750,799	12,770,668	-0.2
AVERAGE DAILY CENSUS	46,054	48,315	-4.7	52,472	52,554	-0.2
ISLANDS VISITED						
O'ahu	87,410	88,689	-1.4	717,496	727,559	-1.4
O'ahu only	54,607	54,431	0.3	440,206	443,415	-0.7
O'ahu one day or less	7,347	8,124	-9.6	65,334	48,198	35.6
Kaua'i	28,944	30,257	-4.3	243,681	242,295	0.6
Kaua'i only	10,481	11,923	-12.1	94,719	96,273	-1.6
Kaua'i one day or less	4,335	3,015	43.8	26,840	22,943	17.0
Maui County	53,103	55,931	-5.1	463,925	461,842	0.5
Maui	52,390	55,069	-4.9	456,902	453,210	0.8
Maui only	24,227	26,040	-7.0	225,851	222,813	1.4
Maui one day or less	4,607	3,213	43.4	31,116	27,281	14.1
Moloka'i *	1,115	1,093	2.0	11,234	10,535	6.6
Moloka'i only *	79	110	-28.1	969	1,021	-5.0
Moloka'i one day or less*	624	625	-0.1	6,061	5,271	15.0
Lāna'i *	1,511	2,041	-26.0	15,060	17,467	-13.8
Lāna'i only *	164	236	-30.5	1,257	2,086	-39.8
Lāna'i one day or less*	836	846	-1.2	7,683	7,899	-2.7
Hawai'i Island	33,607	32,671	2.9	280,106	279,192	0.3
Kona side	28,517	27,881	2.3	238,010	237,111	0.4
Hilo side	14,782	13,470	9.7	113,911	113,155	0.7
Hawai'i Island only	12,707	11,883	6.9	110,694	109,218	1.4
Hawai'i Island one day or less	1,896	1,808	4.9	15,156	16,860	-10.1
Any Neighbor Island	88,836	93,352	-4.8	778,105	781,215	-0.4
NI only	56,034	59,094	-5.2	500,815	497,071	0.8
Oahu & NI	32,802	34,258	-4.2	277,290	284,144	-2.4
Any one island only	102,266	104,623	-2.3	873,696	874,826	-0.1
Multiple Islands	41,177	43,160	-4.6	344,615	349,804	-1.5
Avg. Islands Visited	1.43	1.42	0.6	1.42	1.41	0.2
Average Length of Stay in Hawai'i	9.95	10.14	-1.8	10.47	10.43	0.4
ACCOMMODATIONS						
Plan to stay in Hotel	89,983	91,629	-1.8	749,282	755,908	-0.9
Hotel only	72,022	74,082	-2.8	603,368	610,218	-1.1
Plan to stay in Condo	19,267	21,973	-12.3	187,956	192,476	-2.3
Condo only	13,490	14,917	-9.6	129,129	132,073	-2.2
Plan to stay in Timeshare	15,567	16,394	-5.0	135,004	136,427	-1.0
Timeshare only	11,420	11,825	-3.4	98,193	99,014	-0.8
Cruise Ship	6,718	5,618	19.6	49,208	45,509	8.1
Friends/Relatives	16,557	17,318	-4.4	142,698	145,303	-1.8
Bed & Breakfast	2,215	1,888	17.3	16,796	16,214	3.6
Other	2,676	2,712	-1.3	23,918	22,490	6.4

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

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

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	116,770	122,752	-4.9	968,982	971,596	-0.3
Honeymoon/Get Married	10,610	9,877	7.4	66,098	63,654	3.8
Honeymoon	9,417	8,915	5.6	57,255	56,416	1.5
Get Married	1,952	1,533	27.3	14,319	11,977	19.6
Pleasure/Vacation	107,718	114,162	-5.6	914,045	917,267	-0.4
Mtgs/Conventions/Incentive						
Conventions	6,402	6,071	5.5	104,289	111,202	-6.2
Corporate Meetings	4,863	2,293	112.1	61,927	66,219	-6.5
Corporate Meetings	1,050	1,584	-33.7	22,065	21,267	3.8
Incentive	674	2,480	-72.8	26,536	28,723	-7.6
Other Business						
Visit Friends/Rel.	5,787	5,572	3.9	49,944	48,039	4.0
Govt/Military	15,918	16,651	-4.4	138,027	141,540	-2.5
Attend School	4,079	3,686	10.7	29,434	24,899	18.2
Sport Events	973	993	-2.0	4,302	3,338	28.9
Sport Events	1,122	757	48.2	10,562	8,301	27.2
TRAVEL STATUS						
First Timers (%)**	44.0	44.9	-0.9	41.3	42.6	-1.3
Repeaters (%)**	56.0	55.1	0.9	58.7	57.4	1.3
Average # of Trips	3.84	3.74	2.6	4.08	3.99	2.3
Group Tour						
Group Tour	3,291	4,849	-32.1	60,613	61,541	-1.5
Non-Group	140,152	142,934	-1.9	1,157,698	1,163,089	-0.5
Package Trip						
Package Trip	32,432	34,688	-6.5	274,860	288,650	-4.8
No Package	111,011	113,095	-1.8	943,451	935,980	0.8
Net True Independent	109,668	111,762	-1.9	926,017	919,467	0.7
Ave. Age	46	45	2.3	48	47	1.4
Ave. Party Size	2.03	2.07	-1.6	2.00	1.99	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

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	150,568	164,023	-8.2	997,329	994,258	0.3
Domestic	1,143	936	22.1	6,420	4,543	41.3
International	149,425	163,087	-8.4	990,909	989,715	0.1
VISITOR DAYS	936,324	1,067,268	-12.3	5,837,327	5,990,931	-2.6
AVERAGE DAILY CENSUS	30,204	34,428	-12.3	24,022	24,654	-2.6
ISLANDS VISITED						
O'ahu	143,944	153,478	-6.2	968,407	950,670	1.9
O'ahu only	126,408	131,561	-3.9	841,421	803,695	4.7
O'ahu one day or less	655	1,196	-45.2	6,461	7,615	-15.2
Kaua'i	2,313	2,546	-9.2	15,692	20,145	-22.1
Kaua'i only	150	315	-52.5	1,326	2,627	-49.5
Kaua'i one day or less	1,459	1,670	-12.6	10,080	12,831	-21.4
Maui County	5,999	9,045	-33.7	41,430	55,261	-25.0
Maui	5,740	8,762	-34.5	40,117	54,212	-26.0
Maui only	1,492	2,036	-26.7	6,827	9,237	-26.1
Maui one day or less	1,813	2,573	-29.5	16,796	24,083	-30.3
Moloka'i *	306	57	436.5	1,475	697	111.5
Moloka'i only *	3	0	0.0	8	0	0.0
Moloka'i one day or less*	274	39	594.8	1,205	521	131.3
Lāna'i *	207	408	-49.4	899	1,325	-32.2
Lāna'i only *	28	18	61.4	81	65	24.9
Lāna'i one day or less*	178	128	39.1	576	609	-5.5
Hawai'i Island	17,451	22,816	-23.5	115,348	140,669	-18.0
Kona side	13,513	18,431	-26.7	80,557	97,068	-17.0
Hilo side	5,555	6,503	-14.6	46,631	55,444	-15.9
Hawai'i Island only	4,835	7,842	-38.3	19,401	28,080	-30.9
Hawai'i Island one day or less	4,121	4,494	-8.3	31,701	37,628	-15.8
Any Neighbor Island	24,160	32,462	-25.6	155,908	190,562	-18.2
NI only	6,624	10,545	-37.2	28,922	43,588	-33.6
Oahu & NI	17,536	21,917	-20.0	126,985	146,974	-13.6
Any one island only	132,917	141,772	-6.2	869,064	843,704	3.0
Multiple Islands	17,651	22,251	-20.7	128,265	150,553	-14.8
Avg. Islands Visited	1.13	1.15	-1.6	1.14	1.17	-2.5
Average Length of Stay in Hawai'i	6.22	6.51	-4.4	5.85	6.03	-2.9
ACCOMMODATIONS						
Plan to stay in Hotel	125,340	131,342	-4.6	865,526	856,042	1.1
Hotel only	120,411	126,912	-5.1	843,914	833,726	1.2
Plan to stay in Condo	19,483	23,390	-16.7	100,091	104,043	-3.8
Condo only	15,033	19,237	-21.9	82,664	84,850	-2.6
Plan to stay in Timeshare	10,098	11,892	-15.1	42,633	41,526	2.7
Timeshare only	7,529	9,622	-21.8	34,367	33,954	1.2
Cruise Ship	23	76	-69.7	1,459	1,566	-6.8
Friends/Relatives	1,743	1,625	7.3	9,642	12,659	-23.8
Bed & Breakfast	163	247	-34.0	860	1,360	-36.8
Other	219	522	-58.1	1,182	2,112	-44.0

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

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

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	136,526	149,834	-8.9	840,173	847,482	-0.9
Honeymoon/Get Married	11,488	11,690	-1.7	169,252	162,722	4.0
Honeymoon	10,145	10,376	-2.2	158,262	147,117	7.6
Get Married	2,675	2,774	-3.6	26,986	38,125	-29.2
Pleasure/Vacation	126,084	139,251	-9.5	681,249	697,984	-2.4
Mtgs/Conventions/Incentive	5,979	5,209	14.8	49,254	55,611	-11.4
Conventions	1,190	766	55.3	7,990	9,498	-15.9
Corporate Meetings	34	233	-85.5	1,949	1,324	47.1
Incentive	4,858	4,404	10.3	39,869	45,591	-12.6
Other Business	274	325	-15.6	4,814	5,419	-11.2
Visit Friends/Rel.	2,267	3,314	-31.6	15,794	17,806	-11.3
Govt/Military	107	12	783.0	593	532	11.5
Attend School	465	1,179	-60.6	1,669	2,630	-36.5
Sport Events	357	515	-30.7	7,392	7,319	1.0
TRAVEL STATUS						
First Timers (%)**	28.6	26.2	2.4	39.7	38.9	0.8
Repeaters (%)**	71.4	73.8	-2.4	60.3	61.1	-0.8
Average # of Trips	4.98	4.85	2.7	4.03	4.07	-0.8
Group Tour	31,372	36,915	-15.0	241,733	255,021	-5.2
Non-Group	119,195	127,108	-6.2	755,596	739,236	2.2
Package Trip	99,501	105,813	-6.0	736,321	721,753	2.0
No Package	51,067	58,210	-12.3	261,009	272,505	-4.2
Net True Independent	47,643	54,046	-11.8	233,995	243,303	-3.8
Ave. Age	43	43	0.3	42	43	-1.5
Ave. Party Size	3.10	3.15	-1.6	2.68	2.78	-3.7

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

Source: Hawai'i Tourism Authority

TABLE 7. TOTAL CANADA VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
TOTAL VISITORS	26,065	28,222	-7.6	357,896	352,464	1.5
Domestic	14,227	16,315	-12.8	136,965	144,071	-4.9
International	11,838	11,907	-0.6	220,931	208,393	6.0
VISITOR DAYS	298,644	318,780	-6.3	4,573,198	4,423,638	3.4
AVERAGE DAILY CENSUS	9,634	10,283	-6.3	18,820	18,204	3.4
ISLANDS VISITED						
O'ahu	13,316	14,980	-11.1	144,967	153,037	-5.3
O'ahu only	8,369	9,294	-10.0	94,094	99,759	-5.7
O'ahu one day or less	835	774	8.0	7,606	5,892	29.1
Kaua'i	4,204	3,755	12.0	53,321	46,391	14.9
Kaua'i only	1,525	1,414	7.8	26,132	21,029	24.3
Kaua'i one day or less	629	438	43.5	5,351	5,021	6.6
Maui County	12,210	13,762	-11.3	180,359	180,162	0.1
Maui	12,141	13,716	-11.5	179,383	179,004	0.2
Maui only	7,567	8,207	-7.8	128,981	128,257	0.6
Maui one day or less	623	461	35.1	7,307	5,981	22.2
Moloka'i *	259	157	65.1	2,918	2,874	1.5
Moloka'i only *	2	11	-79.3	273	297	-8.1
Moloka'i one day or less*	170	62	172.3	1,519	1,394	9.0
Lāna'i *	337	264	27.5	3,262	4,132	-21.1
Lāna'i only *	13	8	64.0	129	193	-33.0
Lāna'i one day or less*	267	196	36.4	1,967	2,403	-18.1
Hawai'i Island	5,689	5,515	3.2	73,806	66,194	11.5
Kona side	5,155	4,913	4.9	67,718	59,959	12.9
Hilo side	2,229	1,952	14.2	24,397	21,823	11.8
Hawai'i Island only	2,203	2,004	9.9	39,471	33,078	19.3
Hawai'i Island one day or less	319	371	-14.2	3,113	3,237	-3.8
Any Neighbor Island	17,695	18,928	-6.5	263,802	252,705	4.4
NI only	12,749	13,242	-3.7	212,929	199,427	6.8
Oahu & NI	4,946	5,686	-13.0	50,873	53,278	-4.5
Any one island only	19,679	20,938	-6.0	289,079	282,613	2.3
Multiple Islands	6,385	7,284	-12.3	68,817	69,851	-1.5
Avg. Islands Visited	1.38	1.36	1.4	1.28	1.28	-0.2
Average Length of Stay in Hawai'i	11.46	11.30	1.4	12.78	12.55	1.8
ACCOMMODATIONS						
Plan to stay in Hotel	13,825	14,896	-7.2	163,382	165,130	-1.1
Hotel only	10,776	11,529	-6.5	124,008	126,919	-2.3
Plan to stay in Condo	8,256	9,758	-15.4	139,770	140,565	-0.6
Condo only	6,503	7,494	-13.2	114,108	113,821	0.3
Plan to stay in Timeshare	2,330	2,822	-17.4	33,651	31,761	6.0
Timeshare only	1,668	2,023	-17.5	23,888	22,778	4.9
Cruise Ship	774	622	24.4	7,035	6,360	10.6
Friends/Relatives	1,072	1,238	-13.4	16,893	15,388	9.8
Bed & Breakfast	353	420	-15.8	5,457	5,265	3.6
Other	270	235	14.7	3,710	2,833	30.9

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

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

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	23,955	26,275	-8.8	332,257	330,776	0.4
Honeymoon/Get Married	1,507	1,527	-1.3	11,380	9,726	17.0
Honeymoon	1,296	1,381	-6.1	9,207	8,078	14.0
Get Married	267	212	26.0	3,026	2,230	35.7
Pleasure/Vacation	22,704	24,907	-8.8	323,142	322,880	0.1
Mtgs/Conventions/Incentive	292	675	-56.7	15,533	11,871	30.9
Conventions	228	460	-50.5	10,479	8,307	26.1
Corporate Meetings	57	75	-23.9	2,939	1,364	115.4
Incentive	31	170	-81.5	3,077	2,593	18.6
Other Business	271	222	21.8	3,784	2,523	50.0
Visit Friends/Rel.	952	847	12.4	13,819	12,333	12.0
Govt/Military	121	47	159.0	1,211	329	268.5
Attend School	43	75	-43.3	611	371	64.6
Sport Events	575	389	47.8	3,224	2,003	61.0
TRAVEL STATUS						
First Timers (%)**	45.8	43.9	1.9	35.4	35.7	-0.4
Repeaters (%)**	54.2	56.1	-1.9	64.6	64.3	0.4
Average # of Trips	3.37	3.34	0.9	3.86	3.79	2.0
Group Tour	523	621	-15.8	8,842	7,521	17.6
Non-Group	25,542	27,601	-7.5	349,054	344,943	1.2
Package Trip	7,051	8,073	-12.7	78,813	86,034	-8.4
No Package	19,013	20,149	-5.6	279,083	266,430	4.7
Net True Independent	18,811	20,002	-6.0	276,397	264,213	4.6
Ave. Age	44	44	-1.2	48	48	-0.8
Ave. Party Size	2.34	2.39	-2.1	2.20	2.22	-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

	AUGUST			YEAR-TO-DATE		
	2014P	2013	% CHANGE	2014P	2013	% CHANGE
VISITOR DAYS	120,361	128,880	-6.6	1,268,560	1,380,452	-8.1
TOTAL VISITORS	11,475	13,050	-12.1	156,931	182,192	-13.9
ARRIVED BY SHIP	0	1,885	-100.0	76,557	102,207	-25.1
ARRIVED BY AIR	11,475	11,165	2.8	80,374	79,985	0.5
NUMBER OF SHIP ARRIVALS	0	1	-100.0	43	51	-15.7
ISLANDS VISITED						
O'ahu	11,475	13,050	-12.1	156,025	177,613	-12.2
Kaua'i	11,475	13,050	-12.1	145,580	153,643	-5.2
Maui County	11,475	11,512	-0.3	149,885	171,577	-12.6
Maui	11,475	11,512	-0.3	149,885	171,577	-12.6
Moloka'i	110	24	354.1	1,652	2,725	-39.4
Lāna'i	113	69	63.6	2,432	4,058	-40.1
Hawai'i Island	11,475	13,050	-12.1	151,708	169,435	-10.5
Average Islands Visited	4.02	3.89	3.3	3.9	3.73	3.8
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.19	1.87	17.2	1.22	1.13	8.2
Days in Hawai'i during Cruise	7.00	6.42	9.0	5.54	5.09	8.9
Days in Hawai'i after Cruise	1.30	1.58	-18.1	1.32	1.36	-2.7
Total days in Hawai'i	10.49	9.88	6.2	8.08	7.58	6.7
ACCOMMODATIONS						
Hotel	9,529	9,806	-2.8	84,864	86,711	-2.1
Hotel only	8,950	9,215	-2.9	74,012	74,814	-1.1
Condo	381	392	-2.8	7,916	8,231	-3.8
Condo only	157	110	42.8	2,315	2,118	9.3
Timeshare	362	330	9.6	6,099	7,491	-18.6
Timeshare Only	208	144	44.3	2,148	2,618	-18.0
Bed & Breakfast	102	73	39.6	1,061	1,389	-23.6
Bed & Breakfast only	26	25	7.2	197	154	28.2
Friends & relatives	190	182	4.4	3,658	4,334	-15.6
Other accommodation	191	357	-46.6	6,416	7,449	-13.9
Accommodation (NET)	10,107	10,478	-3.5	95,356	98,900	-3.6
Cruise only	1,368	2,572	-46.8	61,575	83,292	-26.1
TRAVEL STATUS						
% First timers	54.2	47.3	6.8	42.6	40.6	2.1
% Repeat visitors	45.8	52.7	-6.8	57.4	58.6	-1.2

Source: Hawai'i Tourism Authority

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

August	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'Ē		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
Total Seats	1,019,825	984,483	3.6	716,089	718,130	-0.3	170,585	159,294	7.1	64,761	48,172	34.4	4,774	4,620	3.3	63,616	54,267	17.2
Scheduled Seats	1,004,090	967,071	3.8	700,354	700,718	-0.1	170,585	159,294	7.1	64,761	48,172	34.4	4,774	4,620	3.3	63,616	54,267	17.2
Charters	15,735	17,412	-9.6	15,735	17,412	-9.6												
Domestic	711,981	661,834	7.6	415,464	402,700	3.2	165,106	153,815	7.3	63,891	47,302	35.1	4,774	4,620	3.3	62,746	53,397	17.5
Scheduled Seats	707,013	657,142	7.6	410,496	398,008	3.1	165,106	153,815	7.3	63,891	47,302	35.1	4,774	4,620	3.3	62,746	53,397	17.5
Charters	4,968	4,692	5.9	4,968	4,692	5.9												
US West	629,480	580,954	8.4	345,113	328,360	5.1	152,956	147,275	3.9	63,891	47,302	35.1	4,774	4,620	3.3	62,746	53,397	17.5
...Anchorage	2,771	4,396	-37.0	2,771	4,396	-37.0												
...Bellingham	2,282	8,045	-71.6	2,282	6,256	-63.5	0	1,789	-100.0									
...Boise	0	446	-100.0	0	446	-100.0												
...Denver	15,526	9,202	68.7	10,664	6,472	64.8	3,406	910	274.3	910	910	0.0				546	910	-40.0
...Eugene	456	446	2.2	456	446	2.2												
...Fresno	684	669	2.2	684	669	2.2												
...Las Vegas	25,992	24,808	4.8	25,992	24,808	4.8												
...Los Angeles	246,535	217,397	13.4	124,267	108,554	14.5	61,371	56,660	8.3	27,525	21,393	28.7	4,774	4,312	10.7	28,598	26,478	8.0
...Oakland	39,611	30,400	30.3	13,713	12,637	8.5	13,082	12,896	1.4	7,589	2,826	168.5				5,227	2,041	156.1
...Phoenix	45,459	43,559	4.4	24,179	23,419	3.2	9,690	9,120	6.3	5,320	4,940	7.7				6,270	6,080	3.1
...Phoenix Mesa	912	1,115	-18.2	912	1,115	-18.2												
...Portland	21,717	20,575	5.6	14,545	13,981	4.0	7,172	6,594	8.8									
...Sacramento	13,082	12,896	1.4	8,029	8,029	0.0	5,053	4,867	3.8									
...Salt Lake City	8,091	8,091	0.0	8,091	8,091	0.0												
...San Diego	27,533	27,169	1.3	14,167	13,981	1.3	8,802	8,635	1.9							4,564	4,553	0.2
...San Francisco	89,071	88,192	1.0	54,228	53,946	0.5	14,197	17,971	-21.0	12,638	10,325	22.4	0	308	-100.0	8,008	5,642	41.9
...San Jose	30,570	28,328	7.9	12,315	10,565	16.6	13,082	12,896	1.4	2,239	2,041	9.7				2,934	2,826	3.8
...Santa Maria	0	446	-100.0	0	446	-100.0												
...Seattle	58,276	53,659	8.6	26,906	28,988	-7.2	17,101	14,937	14.5	7,670	4,867	57.6				6,599	4,867	35.6
...Spokane	0	446	-100.0	0	446	-100.0												
...Stockton	912	669	36.3	912	669	36.3												
US East	77,533	76,188	1.8	65,383	69,648	-6.1	12,150	6,540	85.8									
...Atlanta	9,083	9,238	-1.7	9,083	9,238	-1.7												
...Chicago	11,696	16,456	-28.9	10,664	16,456	-35.2	1,032	0	NA									
...Dallas	24,634	20,056	22.8	13,516	13,516	0.0	11,118	6,540	70.0									
...Houston	10,664	8,016	33.0	10,664	8,016	33.0												
...New York JFK	9,114	9,114	0.0	9,114	9,114	0.0												
...Newark	7,502	7,502	0.0	7,502	7,502	0.0												
...Washington D.C.	4,840	5,806	-16.6	4,840	5,806	-16.6												

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

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

August	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'Ē		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
International	307,844	322,649	-4.6	300,625	315,430	-4.7	5,479	5,479	0.0	870	870	0.0	0	0	NA	870	870	0.0
Scheduled Seats	297,077	309,929	-4.1	289,858	302,710	-4.2	5,479	5,479	0.0	870	870	0.0				870	870	0.0
Charters	10,767	12,720	-15.4	10,767	12,720	-15.4												
Japan	172,792	195,168	-11.5	172,792	195,168	-11.5												
...Fukuoka	6,800	15,035	-54.8	6,800	15,035	-54.8												
...Nagoya	18,600	19,065	-2.4	18,600	19,065	-2.4												
...Osaka	33,015	34,754	-5.0	33,015	34,754	-5.0												
...Sapporo	3,626	3,367	7.7	3,626	3,367	7.7												
...Tokyo-HND	28,819	28,819	0.0	28,819	28,819	0.0												
...Tokyo-NRT	81,932	94,128	-13.0	81,932	94,128	-13.0												
Canada	15,181	15,181	0.0	7,962	7,962	0.0	5,479	5,479	0.0	870	870	0.0				870	870	0.0
...Vancouver	15,181	15,181	0.0	7,962	7,962	0.0	5,479	5,479	0.0	870	870	0.0				870	870	0.0
Other Asia	49,480	41,850	18.2	49,480	41,850	18.2												
...Beijing	7,434	0	NA	7,434	0	NA												
...Seoul	32,683	32,140	1.7	32,683	32,140	1.7												
...Shanghai	6,600	3,432	92.3	6,600	3,432	92.3												
...Taipei	2,763	6,278	-56.0	2,763	6,278	-56.0												
Oceania	35,994	34,834	3.3	35,994	34,834	3.3												
...Auckland	8,104	8,400	-3.5	8,104	8,400	-3.5												
...Brisbane	4,662	3,367	38.5	4,662	3,367	38.5												
...Melbourne	4,242	2,727	55.6	4,242	2,727	55.6												
...Sydney	18,986	20,340	-6.7	18,986	20,340	-6.7												
Other	23,630	22,896	3.2	23,630	22,896	3.2												
...Apia	820	816	0.5	820	816	0.5												
...Christmas	488	488	0.0	488	488	0.0												
...Guam	10,664	10,788	-1.1	10,664	10,788	-1.1												
...Majuro	2,015	2,015	0.0	2,015	2,015	0.0												
...Manila	5,016	3,993	25.6	5,016	3,993	25.6												
...Nadi	826	652	26.7	826	652	26.7												
...Pago Pago	2,331	3,108	-25.0	2,331	3,108	-25.0												
...Papeete	1,470	1,036	41.9	1,470	1,036	41.9												

Source: Scheduled seats from Dlio 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)

YTD thru August	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
Total Seats	7,582,720	7,398,924	2.5	5,296,688	5,237,673	1.1	1,329,922	1,284,261	3.6	474,559	424,675	11.7	31,888	34,101	-6.5	449,663	418,214	7.5
Scheduled Seats	7,524,650	7,303,625	3.0	5,238,618	5,142,374	1.9	1,329,922	1,284,261	3.6	474,559	424,675	11.7	31,888	34,101	-6.5	449,663	418,214	7.5
Charters	58,070	95,299	-39.1	58,070	95,299	-39.1												
Domestic	5,114,735	4,993,263	2.4	3,003,767	2,983,886	0.7	1,205,077	1,161,578	3.7	447,656	407,038	10.0	31,888	34,101	-6.5	426,347	406,660	4.8
Scheduled Seats	5,076,923	4,955,727	2.4	2,965,955	2,946,350	0.7	1,205,077	1,161,578	3.7	447,656	407,038	10.0	31,888	34,101	-6.5	426,347	406,660	4.8
Charters	37,812	37,536	0.7	37,812	37,536	0.7									0.0			
US West	4,505,125	4,383,222	2.8	2,470,579	2,429,321	1.7	1,128,655	1,106,102	2.0	447,656	407,038	10.0	31,888	34,101	-6.5	426,347	406,660	4.8
...Anchorage	41,475	46,472	-10.8	32,840	37,680	-12.8	6,437	6,594	-2.4	2,198	2,198	0.0						
...Bellingham	45,037	75,570	-40.4	30,945	53,143	-41.8	14,092	22,427	-37.2									
...Boise	2,954	5,798	-49.1	2,954	5,798	-49.1												
...Denver	102,052	87,870	16.1	56,799	51,694	9.9	32,877	23,580	39.4	6,370	6,298	1.1			6,006	6,298	-4.6	
...Eugene	2,280	7,359	-69.0	2,280	7,359	-69.0												
...Fresno	4,560	9,366	-51.3	4,560	9,366	-51.3												
...Las Vegas	197,867	183,691	7.7	197,867	183,691	7.7												
...Los Angeles	1,647,203	1,537,305	7.1	866,588	786,523	10.2	388,676	370,791	4.8	170,435	161,614	5.5	31,888	32,561	-2.1	189,616	185,816	2.0
...Oakland	251,651	242,378	3.8	93,495	84,326	10.9	98,814	101,218	-2.4	34,245	29,830	14.8				25,097	27,004	-7.1
...Phoenix	340,147	335,492	1.4	175,227	172,515	1.6	73,720	71,033	3.8	45,030	45,417	-0.9				46,170	46,527	-0.8
...Phoenix Mesa	4,560	16,279	-72.0	4,560	16,279	-72.0												
...Portland	203,154	188,636	7.7	111,326	106,010	5.0	64,196	65,356	-1.8	16,956	8,635	96.4				10,676	8,635	23.6
...Sacramento	101,808	101,218	0.6	62,937	63,067	-0.2	38,871	38,151	1.9									
...Salt Lake City	63,423	59,849	6.0	63,423	59,849	6.0												
...San Diego	183,878	170,573	7.8	107,749	107,145	0.6	51,284	50,240	2.1							24,845	13,188	88.4
...San Francisco	632,873	621,836	1.8	371,951	367,223	1.3	120,569	126,688	-4.8	93,761	81,611	14.9	0	1,540	-100.0	46,592	44,774	4.1
...San Jose	197,760	220,789	-10.4	60,219	64,351	-6.4	98,562	99,918	-1.4	16,844	26,847	-37.3				22,135	29,673	-25.4
...Santa Maria	0	7,582	-100.0	0	7,582	-100.0												
...Seattle	474,473	452,002	5.0	216,889	232,563	-6.7	140,557	130,106	8.0	61,817	44,588	38.6				55,210	44,745	23.4
...Spokane	3,410	5,798	-41.2	3,410	5,798	-41.2												
...Stockton	4,560	7,359	-38.0	4,560	7,359	-38.0												
US East	571,798	572,505	-0.1	495,376	517,029	-4.2	76,422	55,476	37.8									
...Atlanta	71,634	72,640	-1.4	71,634	72,640	-1.4												
...Chicago	90,824	95,934	-5.3	83,944	93,214	-9.9	6,880	2,720	152.9									
...Dallas	175,272	158,704	10.4	105,730	105,948	-0.2	69,542	52,756	31.8									
...Houston	76,962	62,016	24.1	76,962	62,016	24.1												
...New York JFK	63,210	71,442	-11.5	63,210	71,442	-11.5												
...Newark	58,806	58,260	0.9	58,806	58,260	0.9												
...Washington D.C.	35,090	53,509	-34.4	35,090	53,509	-34.4												

Source: Scheduled seats from Diio 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)

YTD thru August	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge	2014	2013	%Chge
International	2,467,985	2,405,661	2.6	2,292,921	2,253,787	1.7	124,845	122,683	1.8	26,903	17,637	52.5	0	0	NA	23,316	11,554	101.8
Scheduled Seats	2,447,727	2,347,898	4.3	2,272,663	2,196,024	3.5	124,845	122,683	1.8	26,903	17,637	52.5				23,316	11,554	101.8
Charters	20,258	57,763	-64.9	20,258	57,763	-64.9												
Japan	1,363,454	1,323,457	3.0	1,363,454	1,323,457	3.0												
...Fukuoka	100,796	116,605	-13.6	100,796	116,605	-13.6												
...Nagoya	147,763	117,527	25.7	147,763	117,527	25.7												
...Osaka	241,192	225,400	7.0	241,192	225,400	7.0												
...Sapporo	27,195	26,992	0.8	27,195	26,992	0.8												
...Tokyo-HND	219,657	218,114	0.7	219,657	218,114	0.7												
...Tokyo-NRT	626,851	618,819	1.3	626,851	618,819	1.3												
Canada	276,313	255,534	8.1	101,249	103,660	-2.3	124,845	122,683	1.8	26,903	17,637	52.5				23,316	11,554	101.8
...Calgary	35,044	33,591	4.3	6,831	6,839	-0.1	28,213	26,752	5.5									
...Edmonton	10,350	9,729	6.4				10,350	9,729	6.4									
...Vancouver	228,607	209,902	8.9	92,106	94,509	-2.5	86,282	86,202	0.1	26,903	17,637	52.5				23,316	11,554	101.8
...Victoria	2,312	2,312	0.0	2,312	2,312	0.0												
Other Asia	354,906	299,458	18.5	354,906	299,458	18.5												
...Beijing	41,563	0	NA	41,563	0	NA												
...Seoul	230,147	256,859	-10.4	230,147	256,859	-10.4												
...Shanghai	49,358	27,855	77.2	49,358	27,855	77.2												
...Taipei	33,838	14,744	129.5	33,838	14,744	129.5												
Oceania	278,111	271,305	2.5	278,111	271,305	2.5												
...Auckland	59,194	47,260	25.3	59,194	47,260	25.3												
...Brisbane	32,893	31,669	3.9	32,893	31,669	3.9												
...Melbourne	26,967	23,634	14.1	26,967	23,634	14.1												
...Sydney	159,057	168,742	-5.7	159,057	168,742	-5.7												
Other	174,943	198,144	-11.7	174,943	198,144	-11.7												
...Apia	5,740	5,840	-1.7	5,740	5,840	-1.7												
...Christmas	4,270	4,064	5.1	4,270	4,064	5.1												
...Guam	84,264	74,684	12.8	84,264	74,684	12.8												