

# *Annual Visitor Research Report*



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THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
S T A T E O F H A W A I I

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**2000 ANNUAL VISITORS  
RESEARCH REPORT**

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## ABOUT THIS REPORT

This report has been produced by the staff of the Research and Economic Analysis Division of the Hawaii State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Dr. Seiji F. Naya. This report is prepared by Dr. Eugene Tian under the direction of the division administrator, Dr. Pearl Imada Iboshi, with the assistance of Cy Feng, Minh-Chau Trinh, and Nicole Lipsitt.

Mr. Christopher Kam, Manager of the Market Trends Department of Hawaii Visitors and Convention Bureau reviewed this report and provided valuable comments.

The report is also available in Adobe Acrobat form on the DBEDT Web Site, <http://www.hawaii.gov/dbedt/stats.html>.

For further information on this report, contact the DBEDT Library at 586-2424, or e-mail [library@dbedt.hawaii.gov](mailto:library@dbedt.hawaii.gov).

# SUMMARY OF 2000 VISITORS TO HAWAII

## *OVERVIEW*

*Total Expenditures*

*Visitor Days*

*Per Person Per Day Spending*

*Per Person Per Trip Spending*

*Island Visitor Patterns*

*Monthly Visitation Pattern*

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# OVERVIEW

Hawaii's visitor industry achieved a milestone in 2000 as arrivals reached the highest level ever with nearly 7 million total visitors to the State. This represented a 3.1 percent growth in arrivals compared to 1999 and also translated into a record-breaking performance in total visitor days. U.S. West and U.S. East, the State's two largest Major Market Areas (MMAs), reported strong growth in visitor days for the year. Visitor days from Other Asia also rose significantly compared to 1999. These healthy increases entirely compensated for a down turn in the Japanese market and declines in the smaller Canadian, European and Oceania segments.

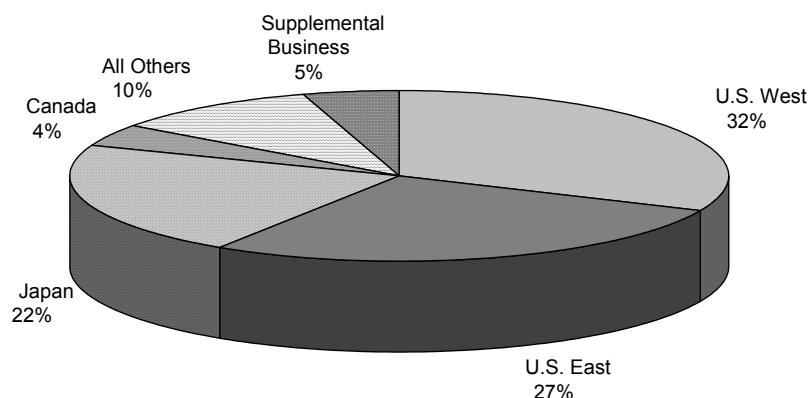
Total visitor expenditures increased to \$10.9 billion in 2000. This was a 6.2 percent growth over 1999 and also represented the second highest expenditure level ever, surpassed only by the 1995 total of \$11.1 billion.

All visitor statistics presented in this report, except for TABLES 61 through 66, are for visitors by air only.

## TOTAL EXPENDITURES

Spending by visitors from the U.S. West surged (+13.6%) in 2000 to account for the largest portion of total expenditures at 31.7 percent or \$3.5 billion. Expenditures from U.S. East visitors followed, increasing 9.6 percent to \$3.0 billion or 27.4 percent of the total. After declining in the last few years, expenditures by Japanese visitors rose slightly (+0.5%) to \$2.4 billion or a 21.7 percent share. Combined, these three MMAs accounted for 80.8 percent of total expenditures for the year.

**FIGURE 1: Visitor Expenditures by Major Market Areas  
Calendar Year 2000**



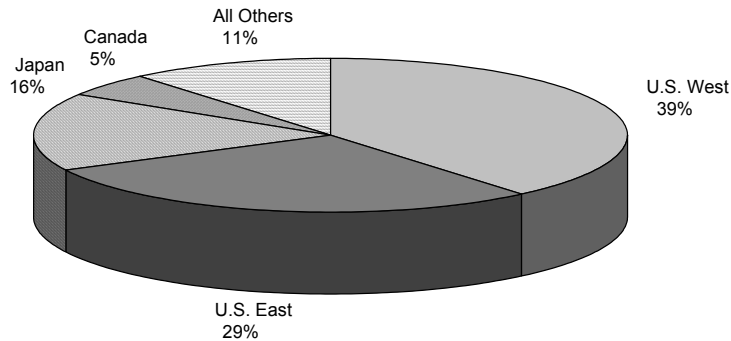
Source: DBEDT

## **VISITOR DAYS**

Total visitor days (visitor arrivals multiplied by the average length of stay) rose 2.8 percent over 1999 as higher arrivals entirely offset a slight drop in the average length of stay. For the U.S. West and U.S. East markets, strong arrival growth and a stable length of stay led to a healthy surge in visitor days of 7.0 and 7.9 percent, respectively.

U.S. West visitors comprised the largest proportion of total visitor days at 38.9 percent. Although behind Japan in arrivals, U.S. East ranked 2<sup>nd</sup> in visitor days with a 28.6 percent share due to a longer average length of stay. Japanese visitor days accounted for 16.4 percent of the total, while Canadians made up 5.0 percent of total visitor days.

**FIGURE 2: Visitor Days by Major Market Areas  
Calendar Year 2000**



Source: DBEDT

## **PER PERSON PER DAY SPENDING**

Average total expenditure per person per day rose 3.3 percent in 2000 due to increased spending in all markets except for Oceania (-11.9%) and Europe (-2.4%).

Japanese visitors' per person spending remained the highest at \$235 per day, followed by visitors from Other Asia (\$195 per day), Latin America (\$180 per day), Oceania (\$171 per day) and U.S. East (\$170 per day). Visitors from Canada, U.S. West and Europe spent the least at \$147, \$144 and \$132 per day, respectively. Airfare costs to and from Hawaii were not included in these figures.

## **PER PERSON PER TRIP SPENDING**

Total per person per trip expenditures increased 3.0 percent from the previous year to \$1,571. Although daily spending from Canadian visitors were fairly low, their length of stay (12.24 days) was the longest among all visitors to the islands and translated into the highest per trip cost at \$1,793. Ranked second in per trip spending were visitors from Latin America (\$1,770), followed by visitors

from the U.S. East (\$1,750), Europe (\$1,580), U.S. West (\$1,421), Oceania (\$1,378) and Japan (\$1,304). Visitors from Other Asia spent the least at \$1,264 per trip.

### **ISLAND VISITOR PATTERNS**

**Island of Oahu:** Visitor days for Oahu rose 7.1 percent in 2000 (TABLES 4 & 41), fueled by the domestic segment (+12.2%), which experienced strong gains from both arrivals and length of stay. International visitor days also increased slightly (+0.2%) as growth in arrivals entirely offset a slightly shorter length of stay. Oahu accounted for nearly 75 percent of all international visitor days in the State and 41 percent of domestic visitor days. Both domestic and international visitors spent more days on Oahu than on any other islands during their stay (7.54 and 5.52 days, respectively). On an average day, the number of visitors on Oahu (the average daily visitor census) was 84,911, up 6.8 percent from the previous year (TABLE 6).

**Islands of Maui, Molokai and Lanai:** Total visitor days for Maui Island remained relatively unchanged from 1999 (TABLES 4 & 43) as a decline in international visitor days was offset by growth in domestic visitor days. Maui Island's average daily visitor census was 41,819, down slightly by 0.2 percent. The island comprised 13.3 percent of all international visitor days spent in Hawaii and 29 percent of all domestic visitor days.

Molokai visitor days fell 4.5 percent due to a decline in the international segment, which negated the growth in domestic visitor days. Visitor days for Lanai rose 0.8 percent over the previous year.

**Island of Kauai:** Visitor days for Kauai decreased 0.7 percent during the year as strong growth from the international market was offset by a decline in the larger domestic segment. Kauai made up 13.2 percent of the State's total domestic visitor days, but only 4 percent of international visitor days. The average daily visitor census was 18,041, down 0.9 percent from the previous year.

**Island of Hawaii:** Visitor days for the island of Hawaii declined 3.7 percent in 2000 due to lower arrivals from both the domestic and international segments. A longer length of stay resulted in a 1.1 percent increase on domestic visitor days, but this was offset by international visitors spending less time in the islands compared to the previous year. The average daily visitor census was 21,831; this was 4.0 percent lower than in 1999. Hawaii accounted for 7.8 percent of all international visitor days for the State and 14.8 percent of all domestic visitor days.

### **MONTHLY VISITATION PATTERN**

July continued to be the most popular month for visitors to the islands. In July 2000, an average of 191,493 visitors were present per day, up 1.8 percent from the same month of the previous year. In general, the winter months (December, January and February) and the early summer months (June and July) accommodated the most visitors to Hawaii.

**TABLE 1: Summary of Visitor Statistics: 2000 vs. 1999**

CATEGORY AND MMA	2000	1999	(%) Change
<b>TOTAL EXPENDITURES (\$mil.)</b>	<b>10,918.1</b>	<b>10,279.7</b>	<b>6.2</b>
U.S. West	3,455.8	3,040.9	13.6
U.S. East	2,996.8	2,735.4	9.6
Japan	2,370.4	2,359.2	0.5
Canada	451.5	479.6	-5.9
Europe	263.8	296.5	-11.0
Oceania	132.3	182.7	-27.6
Other Asia	192.8	174.5	10.5
Latin America	32.1	29.4	9.2
Other	500.3	545.8	-8.3
Supplemental business	522.3	435.7	19.9
<b>TOTAL VISITOR DAYS</b>	<b>61,721,150</b>	<b>60,020,237</b>	<b>2.8</b>
U.S. West	23,978,995	22,412,942	7.0
U.S. East	17,673,292	16,378,572	7.9
Japan	10,097,846	10,377,326	-2.7
Canada	3,081,557	3,351,926	-8.1
Europe	1,996,697	2,189,957	-8.8
Oceania	773,573	941,145	-17.8
Other Asia	988,880	905,320	9.2
Latin America	178,884	170,268	5.1
Other	2,951,426	3,292,779	-10.4
<b>VISITOR ARRIVALS</b>	<b>6,948,595</b>	<b>6,741,037</b>	<b>3.1</b>
U.S. West	2,432,444	2,308,836	5.4
U.S. East	1,712,712	1,601,238	7.0
Japan	1,817,643	1,825,588	-0.4
Canada	251,843	252,777	-0.4
Europe	166,973	183,868	-9.2
Oceania	95,974	111,205	-13.7
Other Asia	152,543	129,564	17.7
Latin America	18,150	17,305	4.9
Other	300,313	310,656	-3.3
<b>AVERAGE LENGTH OF STAY</b>	<b>8.88</b>	<b>8.90</b>	<b>0.2</b>
U.S. West	9.86	9.71	1.6
U.S. East	10.32	10.23	0.9
Japan	5.56	5.68	-2.3
Canada	12.24	13.26	-7.7
Europe	11.96	11.91	0.4
Oceania	8.06	8.46	-4.8
Other Asia	6.48	6.99	-7.2
Latin America	9.86	9.84	0.2
Other	9.83	10.60	-7.3
<b>PER PERSON PER DAY SPENDING (\$)</b>	<b>176.9</b>	<b>171.3</b>	<b>3.3</b>
U.S. West	144.1	135.7	6.2
U.S. East	169.6	167.0	1.5
Japan	234.7	227.3	3.3
Canada	146.5	143.1	2.4
Europe	132.1	135.4	-2.4
Oceania	171.0	194.2	-11.9
Other Asia	194.9	192.7	1.1
Latin America	179.6	172.8	3.9
Other	169.5	165.7	2.3
<b>PER PERSON PER TRIP SPENDING (\$)</b>	<b>1,571.3</b>	<b>1,524.9</b>	<b>3.0</b>
U.S. West	1,420.7	1,317.1	7.9
U.S. East	1,749.8	1,708.3	2.4
Japan	1,304.1	1,292.3	0.9
Canada	1,792.6	1,897.2	-5.5
Europe	1,580.1	1,612.7	-2.0
Oceania	1,378.3	1,643.2	-16.1
Other Asia	1,263.8	1,346.8	-6.2
Latin America	1,770.0	1,700.3	4.1
Other	1,666.0	1,756.8	-5.2

Source: DBEDT

**TABLE 2: Summary of Visitor Characteristics: 2000 vs. 1999**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	61,721,150	60,020,237	2.8%	45,179,587	43,069,177	4.9%	16,541,563	16,951,060	-2.4%
Total Visitors	6,948,595	6,741,037	3.1%	4,446,936	4,255,621	4.5%	2,501,659	2,485,416	0.7%
<b>PARTY SIZE</b>									
One	1,268,219	1,237,647	2.5%	948,280	900,349	5.3%	319,939	337,298	-5.1%
Two	2,937,986	2,951,430	-0.5%	2,057,514	2,032,272	1.2%	880,472	919,158	-4.2%
Three or more	2,742,390	2,551,959	7.5%	1,441,142	1,323,000	8.9%	1,301,248	1,228,959	5.9%
Avg Party Size	2.06	2.13	-3.2%	1.90	1.94	-2.1%	2.43	2.46	-1.0%
<b>VISIT STATUS</b>									
First-Time	2,850,357	2,769,507	2.9%	1,565,974	1,522,276	2.9%	1,284,383	1,247,231	3.0%
Repeat	4,098,238	3,971,530	3.2%	2,880,962	2,733,345	5.4%	1,217,276	1,238,185	-1.7%
Average # Trips	4.11	4.09	0.6%	4.77	4.70	1.4%	2.95	3.04	-3.0%
<b>TRAVEL METHOD</b>									
Group Tour	1,782,779	1,521,707	17.2%	394,519	387,342	1.9%	1,388,260	1,134,365	22.4%
Package	3,408,897	3,209,746	6.2%	1,535,324	1,520,407	1.0%	1,873,573	1,689,339	10.9%
Group Tour & Pkg	1,653,182	1,318,506	25.4%	312,525	309,916	0.8%	1,340,657	1,008,590	32.9%
True Independent	3,410,113	3,327,741	2.5%	2,829,619	2,657,788	6.5%	580,494	669,953	-13.4%
<b>ISLANDS VISITED</b>									
Oahu	4,719,244	4,560,141	3.5%	2,485,058	2,347,040	5.9%	2,234,186	2,213,101	1.0%
Maui County	2,304,666	2,347,002	-1.8%	1,834,631	1,866,531	-1.7%	470,035	480,471	-2.2%
...Maui	2,246,254	2,278,934	-1.4%	1,783,820	1,813,488	-1.6%	462,433	465,446	-0.6%
...Molokai	64,558	69,657	-7.3%	55,571	59,685	-6.9%	8,987	9,972	-9.9%
...Lanai	87,661	94,546	-7.3%	76,390	80,434	-5.0%	11,271	14,112	-20.1%
Kauai	1,074,821	1,089,289	-1.3%	884,408	929,657	-4.9%	190,414	159,632	19.3%
Big Island	1,267,966	1,307,720	-3.0%	925,357	942,359	-1.8%	342,609	365,361	-6.2%
...Hilo	370,192	429,781	-13.9%	272,963	298,094	-8.4%	97,229	131,686	-26.2%
...Kona	1,101,403	1,093,524	0.7%	809,866	815,881	-0.7%	291,538	277,643	5.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.59	6.36	3.5%	7.54	7.12	5.9%	5.52	5.57	-0.8%
Maui (days)	6.81	6.71	1.5%	7.35	7.20	2.1%	4.75	4.84	-1.9%
Molokai (days)	5.13	4.98	3.0%	5.51	5.07	8.7%	2.74	4.42	-38.0%
Lanai (days)	4.72	4.34	8.8%	4.90	4.12	18.7%	3.53	5.56	-36.6%
Kauai (days)	6.14	6.10	0.7%	6.73	6.51	3.3%	3.44	3.74	-8.1%
Big Island (days)	6.30	6.35	-0.7%	7.25	7.04	3.0%	3.75	4.56	-17.8%
...Hilo (days)	4.05	4.24	-4.5%	4.62	4.46	3.6%	2.46	3.76	-34.6%
...Kona (days)	5.89	5.92	-0.5%	6.73	6.50	3.4%	3.58	4.22	-15.0%
Statewide (days)	8.88	8.90	-0.2%	10.16	10.12	0.4%	6.61	6.82	-3.0%
<b>ACCOMMODATIONS</b>									
Hotel	4,831,039	4,612,702	4.7%	2,699,350	2,581,579	4.6%	2,131,689	2,031,123	5.0%
...Hotel Only	4,476,867	4,286,278	4.4%	2,423,672	2,321,714	4.4%	2,053,195	1,964,564	4.5%
Condo	1,169,698	1,326,734	-11.8%	929,041	1,046,359	-11.2%	240,657	280,375	-14.2%
...Condo Only	969,034	1,115,262	-13.1%	776,976	884,467	-12.2%	192,058	230,795	-16.8%
Timeshare	293,316	NA	NA	260,765	NA	NA	32,551	NA	NA
...Timeshare Only	227,760	NA	NA	203,319	NA	NA	24,441	NA	NA
Apartment	83,661	80,654	3.7%	61,642	64,650	-4.7%	22,019	16,004	37.6%
Bed & Breakfast	79,761	96,388	-17.3%	65,582	61,709	6.3%	14,179	34,679	-59.1%
Cruise Ship	91,001	89,971	1.1%	76,651	82,575	-7.2%	14,350	7,396	94.0%
Friends or Relatives	551,998	551,572	0.1%	486,112	476,356	2.0%	65,886	75,216	-12.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	5,554,420	5,464,560	1.6%	3,374,309	3,275,236	3.0%	2,180,111	2,189,324	-0.4%
...Honeymoon	648,092	661,767	-2.1%	279,843	266,304	5.1%	368,249	395,463	-6.9%
MC&I (Net)	574,916	484,751	18.6%	454,063	384,171	18.2%	120,853	100,580	20.2%
.....Convention/Conf.	362,760	300,241	20.8%	298,435	247,556	20.6%	64,325	52,685	22.1%
.....Corp. Meetings	116,074	98,653	17.7%	95,793	79,792	20.1%	20,281	18,861	7.5%
.....Incentive	102,954	91,511	12.5%	64,876	61,412	5.6%	38,078	30,099	26.5%
Other Business	226,215	215,634	4.9%	189,193	183,546	3.1%	37,022	32,088	15.4%
Visit Friends/Relatives	446,365	406,468	9.8%	368,869	350,874	5.1%	77,496	55,594	39.4%
Government/Military	83,764	94,137	-11.0%	61,330	62,511	-1.9%	22,434	31,626	-29.1%
Attend School	18,708	21,099	-11.3%	12,802	12,067	6.1%	5,906	9,032	-34.6%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	10,918.1	10,279.7	6.2%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	176.9	171.3	3.3%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,571.3	1,524.9	3.0%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT

**TABLE 3: Summary of Visitor Characteristics: 2000 vs. 1999**  
(% of Total)

2000 & 1999 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2000	1999	2000	1999	2000	1999
Total Visitors	6,948,595	6,741,037	4,446,936	4,255,621	2,501,659	2,485,416
<b>PARTY SIZE</b>						
One	18.3%	18.4%	21.3%	21.2%	12.8%	13.6%
Two	42.3%	43.8%	46.3%	47.8%	35.2%	37.0%
Three or more	39.5%	37.9%	32.4%	31.1%	52.0%	49.4%
<b>VISIT STATUS</b>						
First-Time	41.0%	41.1%	35.2%	35.8%	51.3%	50.2%
Repeat	59.0%	58.9%	64.8%	64.2%	48.7%	49.8%
<b>TRAVEL METHOD</b>						
Group Tour	25.7%	22.6%	8.9%	9.1%	55.5%	45.6%
Package	49.1%	47.6%	34.5%	35.7%	74.9%	68.0%
Group Tour & Pkg	23.8%	19.6%	7.0%	7.3%	53.6%	40.6%
True Independent	49.1%	49.4%	63.6%	62.5%	23.2%	27.0%
<b>ISLANDS VISITED</b>						
Oahu	67.9%	67.6%	55.9%	55.2%	89.3%	89.0%
Maui County	33.2%	34.8%	41.3%	43.9%	18.8%	19.3%
...Maui	32.3%	33.8%	40.1%	42.6%	18.5%	18.7%
...Molokai	0.9%	1.0%	1.2%	1.4%	0.4%	0.4%
...Lanai	1.3%	1.4%	1.7%	1.9%	0.5%	0.6%
Kauai	15.5%	16.2%	19.9%	21.8%	7.6%	6.4%
Big Island	18.2%	19.4%	20.8%	22.1%	13.7%	14.7%
...Hilo	5.3%	6.4%	6.1%	7.0%	3.9%	5.3%
...Kona	15.9%	16.2%	18.2%	19.2%	11.7%	11.2%
<b>ACCOMMODATIONS</b>						
Hotel	69.5%	68.4%	60.7%	60.7%	85.2%	81.7%
...Hotel Only	64.4%	63.6%	54.5%	54.6%	82.1%	79.0%
Condo	16.8%	19.7%	20.9%	24.6%	9.6%	11.3%
...Condo Only	13.9%	16.5%	17.5%	20.8%	7.7%	9.3%
Timeshare	4.2%	NA	5.9%	NA	1.3%	NA
...Timeshare Only	3.3%	NA	4.6%	NA	1.0%	NA
Apartment	1.2%	1.2%	1.4%	1.5%	0.9%	0.6%
Bed & Breakfast	1.1%	1.4%	1.5%	1.5%	0.6%	1.4%
Cruise Ship	1.3%	1.3%	1.7%	1.9%	0.6%	0.3%
Friends or Relatives	7.9%	8.2%	10.9%	11.2%	2.6%	3.0%
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	79.9%	81.1%	75.9%	77.0%	87.1%	88.1%
...Honeymoon	9.3%	9.8%	6.3%	6.3%	14.7%	15.9%
MC&I (Net)	8.3%	7.2%	10.2%	9.0%	4.8%	4.0%
.....Convention/Conf.	5.2%	4.5%	6.7%	5.8%	2.6%	2.1%
.....Corp. Meetings	1.7%	1.5%	2.2%	1.9%	0.8%	0.8%
.....Incentive	1.5%	1.4%	1.5%	1.4%	1.5%	1.2%
Other Business	3.3%	3.2%	4.3%	4.3%	1.5%	1.3%
Visit Friends/Relatives	6.4%	6.0%	8.3%	8.2%	3.1%	2.2%
Government/Military	1.2%	1.4%	1.4%	1.5%	0.9%	1.3%
Attend School	0.3%	0.3%	0.3%	0.3%	0.2%	0.4%

NA: Not available  
Source: DBEDT



**TABLE 4: Visitor Days by Island: 2000 vs. 1999**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
TOTAL STATE	61,721,150	60,020,237	2.8%	45,179,587	43,069,177	4.9%	16,541,563	16,951,060	-2.4%
OAHU	31,077,256	29,016,511	7.1%	18,734,118	16,700,484	12.2%	12,343,138	12,316,027	0.2%
MAUI COUNTY	16,050,621	16,057,004	0.0%	13,789,530	13,683,405	0.8%	2,261,091	2,373,599	-4.7%
MAUI	15,305,825	15,299,907	0.0%	13,109,115	13,048,864	0.5%	2,196,711	2,251,043	-2.4%
MOLOKAI	331,090	346,826	-4.5%	306,466	302,780	1.2%	24,623	44,047	-44.1%
LANAI	413,706	410,270	0.8%	373,949	331,762	12.7%	39,757	78,509	-49.4%
KAUAI	6,603,048	6,647,963	-0.7%	5,948,925	6,051,448	-1.7%	654,123	596,515	9.7%
BIG ISLAND	7,990,225	8,298,758	-3.7%	6,707,014	6,633,839	1.1%	1,283,211	1,664,919	-22.9%
HILO	1,499,065	1,823,057	-17.8%	1,260,327	1,328,468	-5.1%	238,738	494,589	-51.7%
KONA	6,491,159	6,475,701	0.2%	5,446,687	5,305,372	2.7%	1,044,472	1,170,330	-10.8%

**TABLE 5: Visitor Days by Month: 2000 vs. 1999**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JANUARY	5,319,915	5,572,575	-4.5%	3,843,820	3,859,508	-0.4%	1,476,096	1,713,068	-13.8%
FEBRUARY	5,204,348	4,998,163	4.1%	3,660,137	3,399,031	7.7%	1,544,211	1,599,132	-3.4%
MARCH	5,473,230	5,142,170	6.4%	3,838,142	3,543,106	8.3%	1,635,088	1,599,065	2.3%
APRIL	4,789,044	4,330,561	10.6%	3,513,515	3,157,947	11.3%	1,275,528	1,172,614	8.8%
MAY	4,622,620	4,288,807	7.8%	3,461,115	3,177,925	8.9%	1,161,505	1,110,883	4.6%
JUNE	5,586,566	5,178,167	7.9%	4,416,133	3,938,501	12.1%	1,170,434	1,239,666	-5.6%
JULY	5,936,270	5,829,820	1.8%	4,540,674	4,260,970	6.6%	1,395,596	1,568,850	-11.0%
AUGUST	5,466,582	5,408,724	1.1%	3,970,553	3,890,960	2.0%	1,496,029	1,517,764	-1.4%
SEPTEMBER	4,369,177	4,371,298	0.0%	3,087,697	3,047,218	1.3%	1,281,480	1,324,080	-3.2%
OCTOBER	4,730,770	4,911,184	-3.7%	3,530,228	3,593,007	-1.7%	1,200,542	1,318,177	-8.9%
NOVEMBER	4,614,238	4,632,345	-0.4%	3,358,125	3,316,616	1.3%	1,256,113	1,315,730	-4.5%
DECEMBER	5,608,391	5,356,422	4.7%	3,959,451	3,884,389	1.9%	1,648,940	1,472,033	12.0%
<b>TOTAL</b>	<b>61,721,150</b>	<b>60,020,237</b>	<b>2.8%</b>	<b>45,179,587</b>	<b>43,069,177</b>	<b>4.9%</b>	<b>16,541,563</b>	<b>16,951,060</b>	<b>2.4%</b>

Source: DBEDT

**TABLE 6: Average Daily Census by Island: 2000 vs. 1999**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
TOTAL STATE	168,637	164,439	2.6%	123,441	117,998	4.6%	45,196	46,441	-2.7%
OAHU	84,911	79,497	6.8%	51,186	45,755	11.9%	33,724	33,743	-0.1%
MAUI COUNTY	43,854	43,992	-0.3%	37,676	37,489	0.5%	6,178	6,503	-5.0%
MAUI	41,819	41,918	-0.2%	35,817	35,750	0.2%	6,002	6,167	-2.7%
MOLOKAI	905	950	-4.8%	837	830	0.9%	67	121	-44.3%
LANAI	1,131	1,124	0.7%	1,022	909	12.4%	109	215	-49.5%
KAUAI	18,041	18,214	-0.9%	16,254	16,579	-2.0%	1,787	1,634	9.4%
BIG ISLAND	21,831	22,736	-4.0%	18,325	18,175	0.8%	3,506	4,561	-23.1%
HILO	4,096	4,995	-18.0%	3,444	3,640	-5.4%	652	1,355	-51.9%
KONA	17,735	17,742	0.0%	14,882	14,535	2.4%	2,854	3,206	-11.0%

**TABLE 7: Average Daily Census by Month: 2000 vs. 1999**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JANUARY	171,610	179,761	-4.5%	123,994	124,500	-0.4%	47,616	55,260	-13.8%
FEBRUARY	179,460	178,506	0.5%	126,212	121,394	4.0%	53,249	57,112	-6.8%
MARCH	176,556	165,876	6.4%	123,811	114,294	8.3%	52,745	51,583	2.3%
APRIL	159,635	144,352	10.6%	117,117	105,265	11.3%	42,518	39,087	8.8%
MAY	149,117	138,349	7.8%	111,649	102,514	8.9%	37,468	35,835	4.6%
JUNE	186,219	172,606	7.9%	147,204	131,283	12.1%	39,014	41,322	-5.6%
JULY	191,493	188,059	1.8%	146,473	137,451	6.6%	45,019	50,608	-11.0%
AUGUST	176,341	174,475	1.1%	128,082	125,515	2.0%	48,259	48,960	-1.4%
SEPTEMBER	145,639	145,710	0.0%	102,923	101,574	1.3%	42,716	44,136	-3.2%
OCTOBER	152,605	158,425	-3.7%	113,878	115,903	-1.7%	38,727	42,522	-8.9%
NOVEMBER	153,808	154,412	-0.4%	111,937	110,554	1.3%	41,870	43,858	-4.5%
DECEMBER	180,916	172,788	4.7%	127,724	125,303	1.9%	53,192	47,485	12.0%
<b>TOTAL</b>	<b>168,637</b>	<b>164,439</b>	<b>2.6%</b>	<b>123,441</b>	<b>117,998</b>	<b>4.6%</b>	<b>45,196</b>	<b>46,441</b>	<b>-2.7%</b>

**TABLE 8: Visitors Staying Overnight or Longer: 1927-2000**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1927	17,451	--	15,693	--	1,758	--
1928	19,980	14.5%	18,275	16.5%	1,705	-3.0%
1929	22,190	11.1%	20,041	9.7%	2,149	26.0%
1930	18,651	-15.9%	16,995	-15.2%	1,656	-22.9%
1931	15,780	-15.4%	14,402	-15.3%	1,378	-16.8%
1932	10,370	-34.3%	9,464	-34.3%	906	-34.3%
1933	10,111	-2.5%	9,345	-1.3%	766	-15.5%
1934	16,161	59.8%	14,841	58.8%	1,320	72.3%
1935	19,933	23.3%	18,030	21.5%	1,903	44.2%
1936	22,199	11.4%	20,039	11.1%	2,160	13.5%
1937	21,987	-1.0%	19,489	-2.7%	2,498	15.6%
1938	23,043	4.8%	20,853	7.0%	2,190	-12.3%
1939	24,390	5.8%	21,737	4.2%	2,653	21.1%
1940	25,373	4.0%	*	*	*	*
1941	31,846	25.5%	30,425	*	1,421	*
1942-1945 WAR YEARS-VISITOR INDUSTRY SUSPENDED						
1946	15,000	--	*	*	*	*
1947	25,000	66.7%	*	*	*	*
1948	36,397	45.6%	*	*	*	*
1949	34,386	-5.5%	*	*	*	*
1950	46,593	35.5%	*	*	*	*
1951	51,463	10.5%	45,227	*	6,236	*
1952	60,436	17.4%	51,383	13.6%	9,054	45.2%
1953	80,237	32.8%	67,726	31.8%	12,511	38.2%
1954	91,166	13.6%	77,281	14.1%	13,885	11.0%
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%

Source: DBEDT

# VISITOR CHARACTERISTICS BY MAJOR MARKET AREAS

*U.S. WEST*

*U.S. EAST*

*JAPAN*

*CANADA*

*EUROPE*

*OCEANIA*

*OTHER ASIA*

*LATIN AMERICA*

**DBEDT**  
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM  
S T A T E O F H A W A I I

# VISITOR CHARACTERISTICS BY MAJOR MARKET AREA

## U.S. West

U.S. West, Hawaii's primary market and the largest of the MMAs in terms of total expenditures, visitor days and visitor arrivals, experienced strong growth in all categories during the year. Daily expenditures per person rose 6.2 percent to \$144 per day but continued to rank second lowest among all the MMAs. Average length of stay increased to 9.86 days from 9.71 days in 1999.

Among other highlights for the U.S. West market:

- The number of repeat visitors grew 5.8 percent to represent nearly 76 percent of all visitors from the U.S. West. First-time visitors also rose 4.1 percent during the year.
- Continuing the trend of past years, nearly half of all visitors stayed on Oahu while the remainder stayed exclusively on the neighbor islands. Arrivals from the U.S. West to Maui (+1.4%), Kauai (+1.6%) and the Big Island (+0.4%) increased over the previous year.
- More came as independent (+8.3%) and group tours travelers (+6.0%) than in 1999.
- All islands experienced a longer length of stay from this market than in the previous year. U.S. West visitors stayed the longest on the Big Island (8.20 days), followed by Maui (7.99 days), Kauai (7.71 days), Oahu (7.66 days), Molokai (6.99 days) and Lanai (5.71 days).
- 54.3 percent of the visitors stayed in hotels, 25.8 percent stayed in condominiums, 12.1 percent stayed with friends and relatives and 6.9 percent stayed in timeshare properties.
- The number of visitors attending conventions and meetings and traveling for incentives continued to surge in 2000, up 18.2 percent. Visitors here on their honeymoon also jumped 11.9 percent over the previous year.
- Arrivals for U.S. West visitors generally peak during the summer months and maintain a moderate pace during the winter months.
- 55 percent of visitors from this MMA were male. The largest age group was between 40-49 (20.9%), with the 30-39 age group a close second (18.6%)

Almost 96 percent of the 2.4 million U.S. West visitors to the islands arrived from domestic points of origin. California's 1.46 million visitors accounted for the highest share of the U.S. West segment at 59.9 percent. Washington and Oregon followed with 302,474 and 135,883 visitors, respectively. California is also the largest single state market accounting for 32.8 percent of domestic visitors and 21.0 percent of total visitors to Hawaii.

## U.S. East

Total expenditures for U.S. East visitors jumped 9.6 percent to \$3.0 billion, fueled by strong arrival growth (+7.0%), a stable length of stay (10.32 days) and relatively high expenditures per day (\$170 per visitor).

In addition:

- Visitors from U.S. East traveling for conventions, meetings and incentives surged 20.5 percent over the previous year. Honeymooners also jumped 7.0 percent.
- 52.8 percent of the visitors have been to Hawaii at least once before. This is an 8.9 percent increase over 1999. The number of first-time arrivals also grew 4.9 percent.
- Oahu hosted close to 64 percent of U.S. East visitors in 2000, up 12.5 percent. Fewer went to the neighbor islands compared to 1999.
- Despite lower arrivals, all neighbor islands experienced a longer length of stay from U.S. East visitors. The length of stay on Oahu increased to 7.18 days during the year.
- 68 percent of the visitors chose hotels for their lodging, while 15.5 percent stayed in condos, 9.7 percent stayed with friends or relatives, 4.9 percent stayed in timeshare properties and 3.1 percent stayed on cruise ships.
- Arrivals from U.S. East were somewhat evenly spread throughout the year, except for slightly higher counts in the winter and summer months.
- More than half of U.S. East visitors were male (54.6%). Those between 40-49 years of age were the largest group (21.2%), closely followed by those between the ages 50-59 (18.5%) and 30-39 (18.3%).

Nearly 95 percent of all U.S. East's 1.7 million visitors flew in from domestic points of origin, while only 89,173 arrived on international flights. All seven regions of the U.S East market reported strong growth over 1999. The largest of all the sub-market is the East-North-Central Region with 402,799 visitors (+7.5%). Ranked second in arrivals is the South Atlantic Region with 339,509 (+6.5%). Although smaller in size, higher growth occurred in the West-North Center Region (+7.6%), and in New England (+13.5%).

## Japan

Total Japanese visitor days fell 2.7 percent in 2000 due to lower arrivals and a shorter length of stay. However, the Japanese actually continued to spend the most per day among all visitors to the islands with daily expenditures rising to \$235 per day (up 3.3%). This resulted in a slight 0.5 percent growth in total expenditures to \$2.4 billion.

In addition:

- The number of first-time visitors accounted for 52.4 percent of the Japanese market up 1.2 percent from the prior year.
- Almost 95 percent of all Japanese visited Oahu during their stay. However, this was 1.8 percent less than a year ago. More Japanese went to Kauai (+31.9%), the Big Island (+11.6%), Maui (+7.9%) and Molokai (+6.0%) compared to 1999.
- Most Japanese visitors came on group or package tours.
- Hotels continued to be the primary lodging choice accommodating close to 93 percent of all Japanese visitors.
- MCI travels by Japanese visitors rose 23.2 percent, but the number of honeymooners were 8.0 percent lower than in the previous year.

- The summer months (June, July and August) and the winter season (December, January, February, and March) were the busiest months for Japanese visitors in 2000.
- More than half of visitors from Japan are female. Japanese visitors tend to be younger, with the largest group between 20-29 years of age (28%).

Over 98 percent of the 1.8 million Japanese visitors to Hawaii arrived on international flights. These visitors were primarily from three central Japan regions, Kanto (which includes Tokyo), Kinki (including Kyoto and Osaka) and Chubu (including Nagoya) which combined accounted for nearly 69 percent of all Japanese visitors.

## **Canada**

Total expenditures from Canadian visitors fell 5.9 percent to \$451.5 million. The decrease resulted from an 8.1 percent drop in visitor days due to slightly lower arrivals (-0.4%) and a shorter length of stay (-7.7%). Despite the decline, the length of stay of 12.24 days is still the longest among Hawaii's visitor groups. Average daily visitor spending actually rose 2.4 percent to \$147 per day but still remained third lowest among the MMAs.

In addition:

- The number of first-time Canadian visitors increased to 42.5 percent compared to 41.7 percent in 1999.
- True independents comprised almost 67 percent of all Canadian visitors.
- Close to 55 percent of Canadians visited Oahu while 48.6 percent went to Maui during their stay.
- 59.8 percent of Canadian visitors stayed in hotels, 28.1 percent stayed in condominiums.
- The Canadian market continues to be very seasonal, with relatively fewer visitors to Hawaii during the months of May through September.
- Canadian visitors tend to be a little older. The largest age group is between 50-59 (20.4%), followed by those who were 40-49 (19.7%).

While most Canadians flew into Hawaii direct from Canada or from other international destinations, 16.3 percent arrived from the U.S. mainland.

## **Europe**

Visitor days for the European segment fell 8.8 percent due to lower arrivals for the year. Length of stay was fairly stable at 11.96 days and remained the second highest among all visitors to the islands. Daily spending per person by European visitors fell 2.4 percent to \$132 and continued to be the lowest of all visitor groups.

In addition:

- Germany and the United Kingdom accounted for 82.0 percent of all European visitors.
- The majority (83.4%) of Europeans arrived in the islands from U.S. cities.

- About 58 percent of Europeans were first-time visitors to Hawaii.
- Nearly 56 percent of European visitors made their travel arrangements independently, while close to 41 percent purchased packages for at least their air and hotel accommodations.
- Nearly 73 percent of Europeans visited Oahu in 2000, up from 65 percent in the prior year. Maui was the next most popular destination, hosting over 33 percent of all European visitors.
- Europeans primarily came to Hawaii for pleasure, but those who came for MCI travels rose 7.6 percent for the year.
- About 70 percent of European visitors chose hotels for their lodging.
- July through October were the most popular months for Europeans visitors to the islands.

### **Oceania — Australia and New Zealand**

Lower arrivals and a shorter length of stay resulted in a 27.6 percent decline in total expenditures from the Oceania market compared to the previous year. Nevertheless, daily spending from this MMA remained relatively high averaging \$171 per person.

In addition:

- 76.3 percent of visitors from this market were from Australia.
- First-time visitors accounted for 52.1 percent of all Oceania visitors.
- About 60 percent purchased air and hotel package accommodations.
- Nearly 91 percent of visitors from this region visited Oahu during their stay.
- The majority of visitors from this segment stayed in hotels.
- 88 percent of the visitors came for pleasure.

### **Other Asia**

Strong arrival growth (+17.7%) resulted in a 10.5 percent increase in total expenditure from the Other Asia MMA during the year. Daily spending from visitors in this market continues to rank second highest among all visitor groups at \$195 per person, up 1.1 percent from a year ago.

In addition:

- Visitors from Korea (38.6%) China (24.0%) and Taiwan (23.5%) combined accounted for the majority of visitors from this market.
- Increased arrivals boosted the share of first-time visitors to 72.1 percent compared to 71.2 percent in 1999.
- Group tours and package trips remained the most common form of travel for this group.
- Nearly all the visitors from this region spent their time on Oahu, but travel to Kauai (+37.2%) and the Big Island (+3.0%) also showed growth.
- Close to 82 percent of Other Asian visitors chose hotels for their lodging.
- Conventions, meetings and incentives travelers surged 56.3% over 1999 but the majority of the visitors came for pleasure.



- Visitor arrivals from this region was fairly steady throughout 2000 with heavier traffic during May through September.

Those coming from international points to Hawaii increased 16.7 percent compared to the previous year. It is surprising to note that a significant share of Other Asia visitors (29.4%) came to Hawaii through the U.S. mainland.

### **Latin America**

In 2000, there were 18,150 visitors from the Latin America MMA. 1999 characteristics of visitors from Latin America arriving on international flights were not available. Other sources have indicated that there were a small number of international travelers from this MMA, but the survey did not pick up a large enough sample. Thus, Latin American visitors were combined with Other MMA visitors in 1999.

In addition:

- 44.6 percent of all visitors from this market were from Brazil, 37.7 percent were from Mexico while 17.7 percent were from Argentina.
- Close to 65 percent of arrivals from Latin America were first-time visitors to the islands.
- Nearly 55 percent were true independent travelers while the remainder purchased group or tour packages.
- 75.6 percent of the visitors visited Oahu during their stay, 46.3 percent came to Maui and 18.8 percent went to the Big Island.
- The majority of visitors (74.7%) stayed in hotels.

Pleasure trips continued to be the primary purpose of travel for visitors from this market (78%), and 10.6 percent of Latin American visitors were on their honeymoon.

**TABLE 9: 2000 Visitor Days by Month and MMA**

2000	US WEST MMA		US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA					OCEANIA MMA			
	US WEST	US EAST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	1,792,199	1,720,532	1,720,532	809,105	437,611	52,840	12,098	61,450	6,679	17,541	150,607	59,656	11,478	71,134
Feb	1,728,403	1,712,974	1,712,974	857,399	423,818	56,116	10,791	52,367	5,101	11,306	135,681	39,409	7,511	46,919
Mar	1,820,297	1,698,527	1,698,527	929,797	516,764	60,255	9,433	64,061	4,665	13,143	151,557	39,241	8,317	47,558
Apr	1,953,544	1,271,191	1,271,191	755,500	246,215	85,077	11,256	55,483	3,508	14,894	170,218	54,872	16,925	71,797
May	1,847,528	1,322,536	1,322,536	788,396	114,477	62,625	8,295	52,586	1,542	16,263	141,311	53,201	16,793	69,994
Jun	2,404,614	1,686,132	1,686,132	794,544	94,798	64,975	17,006	44,552	4,564	10,940	142,038	45,897	22,673	68,570
Jul	2,536,109	1,714,513	1,714,513	846,384	136,884	89,487	16,412	64,432	5,823	21,765	197,920	52,053	22,803	74,856
Aug	2,387,379	1,276,814	1,276,814	1,027,029	138,068	90,632	18,084	55,871	16,802	10,225	191,614	43,835	20,410	64,245
Sep	1,602,514	1,144,533	1,144,533	840,970	136,810	95,753	9,449	76,614	5,957	17,488	205,261	58,980	23,764	82,744
Oct	1,829,379	1,333,795	1,333,795	776,534	208,114	87,365	7,685	67,987	5,581	19,835	188,454	49,469	20,669	70,138
Nov	1,846,402	1,258,100	1,258,100	765,388	252,286	94,730	6,261	47,323	3,767	15,009	167,090	37,746	10,171	47,916
Dec	2,230,629	1,533,645	1,533,645	906,799	375,711	76,052	10,029	48,642	6,693	13,530	154,946	46,142	11,559	57,702
<b>TOTAL</b>	<b>23,978,995</b>	<b>17,673,292</b>	<b>17,673,292</b>	<b>10,097,846</b>	<b>3,081,557</b>	<b>915,907</b>	<b>136,798</b>	<b>691,370</b>	<b>70,682</b>	<b>181,939</b>	<b>1,996,697</b>	<b>580,500</b>	<b>193,073</b>	<b>773,573</b>
<b>DOMESTIC</b>														
Jan	1,719,799	1,688,122	1,688,122	18,993	91,620	39,267	10,694	57,470	5,364	12,835	125,630	20,587	5,131	25,718
Feb	1,650,830	1,650,316	1,650,316	26,009	60,039	43,699	9,216	42,945	3,836	9,931	109,627	8,317	1,986	10,303
Mar	1,789,096	1,669,895	1,669,895	33,109	49,477	41,868	7,972	59,380	3,755	9,384	122,360	7,619	2,110	9,729
Apr	1,910,845	1,218,223	1,218,223	12,666	33,890	72,997	9,691	52,309	3,182	14,038	152,217	11,712	4,497	16,209
May	1,786,733	1,293,753	1,293,753	22,241	34,130	48,216	6,748	47,187	1,462	14,995	118,609	12,547	5,194	17,741
Jun	2,333,489	1,651,745	1,651,745	25,451	21,146	53,535	16,089	41,501	4,037	10,431	125,592	11,358	6,718	18,075
Jul	2,397,006	1,627,230	1,627,230	22,628	27,031	76,537	15,369	48,956	8,056	20,627	175,907	14,878	9,515	24,393
Aug	2,296,119	1,210,018	1,210,018	21,021	24,245	76,231	15,369	52,330	14,099	9,281	167,309	12,992	6,060	19,052
Sep	1,544,514	1,094,322	1,094,322	19,078	31,408	88,103	8,750	66,332	5,432	16,711	185,329	20,289	6,154	26,443
Oct	1,773,323	1,291,468	1,291,468	16,550	48,240	70,991	7,087	64,398	4,697	18,038	165,211	17,092	7,850	24,942
Nov	1,778,725	1,192,649	1,192,649	18,039	39,791	83,147	5,696	42,664	2,883	12,900	147,289	11,015	4,302	15,316
Dec	2,060,120	1,438,854	1,438,854	20,870	72,097	64,352	9,295	46,653	5,504	11,769	137,573	7,216	3,314	10,530
<b>TOTAL</b>	<b>23,040,598</b>	<b>17,006,595</b>	<b>17,006,595</b>	<b>256,655</b>	<b>533,113</b>	<b>758,943</b>	<b>122,432</b>	<b>631,231</b>	<b>59,109</b>	<b>160,940</b>	<b>1,732,655</b>	<b>155,621</b>	<b>62,830</b>	<b>218,451</b>
<b>INTERNATIONAL</b>														
Jan	72,400	52,410	52,410	790,112	345,991	13,572	1,404	3,980	1,314	4,706	24,977	39,069	6,347	45,416
Feb	77,573	62,658	62,658	831,390	363,779	12,417	1,575	9,422	1,264	1,375	26,064	31,092	5,525	36,617
Mar	31,201	28,632	28,632	896,688	467,288	18,387	1,461	4,681	910	3,759	29,197	31,622	6,207	37,828
Apr	42,699	52,968	52,968	742,833	212,325	12,080	1,564	3,174	326	866	18,001	43,160	12,427	55,588
May	60,795	28,783	28,783	766,155	80,347	14,409	1,547	5,399	80	1,267	22,702	40,654	11,599	52,253
Jun	71,125	34,387	34,387	769,093	73,652	11,440	917	3,052	528	509	16,445	34,539	15,955	50,494
Jul	139,102	87,283	87,283	823,756	109,853	12,950	587	6,371	967	1,138	22,013	37,175	13,288	50,463
Aug	91,260	66,795	66,795	1,006,007	113,823	14,401	2,715	3,542	2,703	943	24,305	30,843	14,350	45,193
Sep	58,000	50,211	50,211	821,892	105,402	7,650	698	10,282	524	777	19,932	38,692	17,610	56,301
Oct	56,056	42,327	42,327	759,984	159,874	16,374	598	3,589	884	1,797	23,244	32,377	12,819	45,196
Nov	67,676	65,451	65,451	747,350	212,495	11,584	565	4,659	884	2,110	19,801	26,731	5,869	32,600
Dec	170,509	94,791	94,791	885,929	303,614	11,699	734	1,989	1,189	1,761	17,372	38,926	8,246	47,172
<b>TOTAL</b>	<b>938,397</b>	<b>666,696</b>	<b>666,696</b>	<b>9,841,191</b>	<b>2,548,443</b>	<b>156,965</b>	<b>14,366</b>	<b>60,138</b>	<b>11,574</b>	<b>20,999</b>	<b>264,042</b>	<b>424,880</b>	<b>130,242</b>	<b>555,122</b>

Source: DBEDT

TABLE 9: 2000 Visitor Days by Month and MMA (continued)

2000	OTHER ASIA MMA						LATIN AMERICA MMA			OTHER MMA	TOTAL	
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO			TOTAL LATIN AMERICA MMA
TOTAL	11,345	9,420	30,860	8,277	23,063	82,965	6,394	7,764	4,281	18,439	237,323	5,319,915
Jan	9,520	13,049	30,540	4,042	24,077	81,228	3,160	5,900	1,865	10,924	207,001	5,204,348
Feb	10,955	9,658	27,574	2,951	15,008	66,147	2,730	6,573	3,509	12,812	229,771	5,473,230
Mar	11,731	15,412	20,861	3,523	15,054	66,582	5,632	6,380	7,576	19,588	234,409	4,789,044
Apr	12,437	18,492	29,753	5,767	22,019	88,468	3,082	6,694	4,014	13,791	236,119	4,622,620
May	15,722	12,438	37,251	5,815	24,778	96,005	2,745	7,919	3,992	14,656	285,210	5,586,566
Jun	15,692	17,109	41,766	3,008	25,542	103,118	1,666	8,664	7,874	18,203	308,283	5,936,270
Jul	14,948	13,027	42,006	3,030	21,916	94,927	1,216	5,071	5,657	11,944	274,563	5,466,582
Aug	21,527	15,813	25,718	11,799	19,622	94,478	2,412	5,339	6,269	14,020	247,846	4,369,177
Sep	19,195	6,496	26,526	2,332	12,945	67,495	2,732	7,755	4,974	15,462	241,399	4,730,770
Oct	19,147	4,494	22,540	2,517	12,854	61,552	1,044	4,983	3,443	9,469	206,034	4,614,238
Nov	19,976	10,393	35,036	8,313	12,197	85,916	2,469	10,132	6,975	19,576	243,468	5,608,391
Dec	182,196	145,802	370,433	61,376	229,074	988,880	35,282	83,173	60,429	178,884	2,951,426	61,721,150
TOTAL	7,855	1,765	5,920	777	2,207	18,524	6,272	7,429	4,089	17,790	157,624	3,843,820
Jan	6,431	1,384	4,513	312	2,808	15,447	3,023	5,586	1,717	10,326	127,240	3,660,137
Feb	8,800	6,342	3,181	342	1,704	20,370	2,546	6,193	3,293	12,032	132,074	3,838,142
Mar	8,801	2,336	3,502	274	1,345	16,257	5,454	5,699	7,281	18,434	134,773	3,513,515
Apr	8,545	13,054	5,548	667	4,847	32,660	3,009	5,847	3,854	12,710	142,539	3,461,115
May	11,465	4,846	7,499	631	2,229	26,669	2,585	6,648	3,465	12,698	201,266	4,416,133
Jun	12,678	3,413	8,011	751	2,756	27,609	1,557	7,948	7,398	16,902	221,967	4,540,674
Jul	10,656	4,269	7,665	363	3,317	26,270	1,035	4,298	5,154	10,487	196,032	3,970,553
Aug	15,816	4,843	2,919	577	1,844	25,998	2,342	4,551	5,921	12,813	147,791	3,087,697
Sep	15,867	3,628	4,717	404	1,481	26,097	2,539	6,657	4,625	13,821	170,576	3,530,228
Oct	15,162	2,425	5,546	288	1,255	24,676	738	4,295	3,180	8,214	133,426	3,358,125
Nov	16,288	2,244	3,884	772	1,666	24,854	2,364	7,373	6,654	16,391	178,162	3,959,451
Dec	138,364	50,549	62,904	6,156	27,459	285,432	33,463	72,524	56,629	162,616	1,943,471	45,179,587
TOTAL	3,489	7,655	24,940	7,500	20,856	64,441	122	335	192	649	79,699	1,476,096
Jan	3,089	11,665	26,027	3,731	21,269	65,781	137	314	148	599	79,761	1,544,211
Feb	2,154	3,316	24,393	2,609	13,304	45,777	184	379	217	780	97,697	1,635,088
Mar	2,930	13,077	17,360	3,250	13,709	50,325	178	681	295	1,154	99,635	1,275,528
Apr	3,893	5,438	24,205	5,100	17,172	55,808	74	847	160	1,081	93,581	1,161,505
May	4,257	7,592	29,752	5,184	22,549	69,335	159	1,271	527	1,958	83,944	1,170,434
Jun	3,015	13,696	33,754	2,258	22,786	75,509	109	716	476	1,301	86,316	1,395,596
Jul	4,291	8,757	34,341	2,667	18,599	68,657	181	773	503	1,457	78,531	1,496,029
Aug	5,712	10,969	22,799	11,222	17,778	68,480	71	788	349	1,207	100,055	1,281,480
Sep	3,329	2,868	21,810	1,928	11,463	41,398	193	1,098	350	1,641	1,200,542	1,200,542
Oct	3,985	2,070	16,994	2,229	11,599	36,876	306	688	262	1,256	72,608	1,256,113
Nov	3,689	8,149	31,153	7,541	10,531	61,062	105	2,759	321	3,185	65,306	1,648,940
Dec	43,833	95,253	307,528	55,219	201,615	703,448	1,819	10,649	3,800	16,267	1,007,956	16,541,563
TOTAL	43,833	95,253	307,528	55,219	201,615	703,448	1,819	10,649	3,800	16,267	1,007,956	16,541,563

Source: DBEDT

**TABLE 10: 2000 Visitor Arrivals by Month and MMA**

2000	US WEST MMA		US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA					OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	149,495	134,390	142,832	35,258	4,679	1,025	4,048	532	872	11,156	6,826	1,540	8,366
Feb	174,302	160,019	156,770	34,447	6,346	883	3,468	477	807	11,981	4,797	842	5,639
Mar	195,306	177,187	161,260	37,724	5,984	708	4,505	479	746	12,422	5,046	1,143	6,188
Apr	213,851	136,086	136,482	20,687	8,155	948	4,359	470	1,157	15,089	6,808	2,100	8,907
May	200,327	136,626	140,936	10,807	6,378	660	4,254	208	950	12,449	6,992	2,212	9,204
Jun	240,344	158,655	146,310	8,716	6,226	1,200	3,703	421	881	12,431	6,171	2,871	9,042
Jul	250,591	167,131	152,325	12,137	7,806	1,468	4,265	461	1,584	15,584	5,972	2,704	8,676
Aug	251,022	124,870	176,036	11,744	8,660	1,346	4,121	1,781	859	16,768	5,630	2,063	7,712
Sep	176,573	121,328	157,524	12,110	8,54	9,193	5,300	612	1,274	17,233	7,818	2,548	10,365
Oct	189,147	136,178	146,880	17,279	8,492	746	5,353	661	1,344	16,596	6,977	2,371	9,348
Nov	190,436	124,717	142,806	21,427	8,393	563	3,165	317	880	13,318	5,079	1,105	6,184
Dec	201,050	135,524	157,483	29,506	6,772	653	3,231	452	840	11,947	5,071	1,272	6,343
<b>TOTAL</b>	<b>2,432,444</b>	<b>1,712,712</b>	<b>1,817,643</b>	<b>251,843</b>	<b>87,084</b>	<b>11,054</b>	<b>49,771</b>	<b>6,870</b>	<b>12,195</b>	<b>166,973</b>	<b>73,186</b>	<b>22,787</b>	<b>95,974</b>
<b>DOMESTIC</b>													
Jan	144,581	129,622	2,462	5,882	3,430	925	3,505	480	738	9,078	2,708	763	3,471
Feb	166,710	153,719	3,146	4,786	4,316	770	2,975	407	641	9,109	1,334	261	1,595
Mar	191,664	173,700	5,024	4,244	3,958	604	4,061	414	600	9,637	1,254	252	1,505
Apr	208,544	128,785	1,999	2,974	6,441	836	3,968	427	1,050	12,722	1,864	675	2,540
May	193,460	131,813	2,749	3,363	4,814	549	3,846	181	865	10,256	2,214	818	3,032
Jun	228,766	152,192	3,242	1,785	4,742	1,092	3,477	338	796	10,445	1,879	946	2,825
Jul	234,183	151,687	2,705	2,368	6,291	1,321	3,868	340	1,470	13,290	2,070	1,167	3,237
Aug	238,626	114,536	3,154	1,977	6,884	1,171	3,894	1,511	765	14,225	1,744	849	2,593
Sep	167,312	113,266	2,766	2,451	8,129	794	4,935	567	1,203	15,628	3,290	976	4,266
Oct	181,998	130,362	2,410	3,286	6,736	661	4,927	585	1,244	14,153	2,695	1,025	3,720
Nov	182,428	118,072	2,137	2,910	6,578	492	2,691	252	763	10,776	1,954	426	2,380
Dec	191,012	125,784	2,348	5,014	5,397	561	2,952	365	742	10,017	971	480	1,451
<b>TOTAL</b>	<b>2,329,284</b>	<b>1,623,539</b>	<b>34,141</b>	<b>41,039</b>	<b>67,718</b>	<b>9,777</b>	<b>45,099</b>	<b>5,866</b>	<b>10,877</b>	<b>139,337</b>	<b>23,977</b>	<b>8,638</b>	<b>32,615</b>
<b>INTERNATIONAL</b>													
Jan	4,914	4,768	140,370	29,376	1,249	100	543	52	134	2,078	4,118	777	4,895
Feb	7,592	6,300	153,624	29,661	2,030	113	492	70	167	2,872	3,463	581	4,044
Mar	3,641	3,487	156,236	33,481	2,025	104	445	65	146	2,786	3,792	891	4,683
Apr	5,307	7,301	134,484	17,713	1,714	112	391	44	107	2,367	4,943	1,424	6,368
May	6,867	4,812	138,186	7,444	1,563	111	407	27	84	2,193	4,778	1,394	6,172
Jun	11,579	6,464	143,068	6,931	1,484	108	226	83	85	1,986	4,292	1,925	6,218
Jul	16,408	15,444	149,620	9,769	1,515	147	397	121	114	2,294	3,902	1,537	5,439
Aug	12,396	10,334	172,882	9,767	1,776	175	227	270	94	2,543	3,886	1,234	5,119
Sep	9,261	8,062	154,758	9,659	1,064	60	365	45	71	1,605	4,528	1,570	6,099
Oct	7,149	5,816	144,470	13,993	1,756	85	426	76	100	2,443	4,282	1,346	5,628
Nov	8,008	6,645	140,669	18,517	1,815	71	474	65	117	2,542	3,125	679	3,804
Dec	10,038	9,740	155,135	24,492	1,375	92	279	87	98	1,930	4,100	792	4,892
<b>TOTAL</b>	<b>103,160</b>	<b>89,173</b>	<b>1,783,502</b>	<b>210,804</b>	<b>19,367</b>	<b>1,277</b>	<b>4,672</b>	<b>1,003</b>	<b>1,318</b>	<b>27,637</b>	<b>49,209</b>	<b>14,150</b>	<b>63,359</b>

Source: DBEDT

**TABLE 10: 2000 Visitor Arrivals by Month and MMA (continued)**

2000	OTHER ASIA MMA						LATIN AMERICA MMA				TOTAL	
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA		OTHER MMA
Jan	2,245	962	4,991	533	3,452	12,184	611	675	530	1,816	22,774	518,271
Feb	1,942	1,265	5,371	411	3,618	12,607	324	532	269	1,125	20,712	577,602
Mar	1,862	1,259	4,769	499	2,437	10,827	240	672	392	1,303	22,831	625,049
Apr	2,708	1,145	3,718	410	2,488	10,469	575	661	889	2,125	24,277	567,973
May	2,700	2,221	5,097	618	3,586	14,222	266	755	502	1,523	25,352	551,445
Jun	2,980	1,387	6,117	548	4,037	15,069	196	809	488	1,492	27,954	620,014
Jul	2,728	1,719	6,226	361	3,582	14,616	149	790	792	1,731	30,924	653,714
Aug	2,864	1,420	5,239	370	3,475	13,367	79	435	679	1,193	28,426	631,138
Sep	4,565	1,281	4,106	414	3,027	13,393	248	607	583	1,438	23,887	533,849
Oct	4,382	998	4,157	466	2,281	12,284	261	806	633	1,700	26,170	555,581
Nov	3,984	714	4,084	584	2,100	11,465	135	495	384	1,014	22,131	533,497
Dec	3,590	776	4,991	986	1,697	12,040	123	866	701	1,690	24,877	580,461
<b>TOTAL</b>	<b>36,549</b>	<b>15,148</b>	<b>58,865</b>	<b>6,200</b>	<b>35,780</b>	<b>152,543</b>	<b>3,206</b>	<b>8,103</b>	<b>6,841</b>	<b>18,150</b>	<b>300,313</b>	<b>6,948,595</b>
<b>DOMESTIC</b>												
Jan	1,490	237	772	67	227	2,793	591	626	490	1,707	12,978	312,574
Feb	1,183	259	620	47	246	2,355	301	486	235	1,022	12,168	354,611
Mar	1,340	712	487	46	250	2,836	218	619	359	1,195	13,259	403,063
Apr	1,967	264	610	49	222	3,113	555	584	851	1,990	14,271	376,937
May	1,722	1,314	920	51	488	4,496	259	651	480	1,390	15,111	365,671
Jun	2,080	540	1,021	81	345	4,066	182	653	410	1,244	18,089	422,653
Jul	1,933	360	943	95	401	3,732	137	710	733	1,580	21,350	434,132
Aug	1,994	506	1,013	56	406	3,975	65	356	606	1,027	18,767	398,880
Sep	3,290	503	479	85	286	4,643	239	499	543	1,281	15,284	326,897
Oct	3,415	460	660	80	223	4,838	239	672	580	1,491	16,597	358,855
Nov	2,879	286	774	56	152	4,147	87	408	346	841	13,521	337,212
Dec	2,664	272	522	124	211	3,793	116	578	659	1,353	14,679	355,451
<b>TOTAL</b>	<b>25,957</b>	<b>5,714</b>	<b>8,821</b>	<b>837</b>	<b>3,459</b>	<b>44,787</b>	<b>2,988</b>	<b>6,842</b>	<b>6,291</b>	<b>16,121</b>	<b>186,073</b>	<b>4,446,936</b>
<b>INTERNATIONAL</b>												
Jan	755	725	4,219	466	3,225	9,391	20	49	40	109	9,796	205,697
Feb	759	1,006	4,751	364	3,372	10,251	23	46	34	103	8,545	222,992
Mar	523	547	4,281	454	2,187	7,992	22	53	33	108	9,572	221,986
Apr	740	881	3,108	361	2,266	7,357	20	77	38	135	10,006	191,036
May	978	906	4,177	567	3,098	9,726	7	104	22	133	10,241	185,774
Jun	900	848	5,097	467	3,692	11,003	14	156	78	248	9,865	197,361
Jul	795	1,359	5,283	266	3,181	10,884	12	80	59	151	9,574	219,582
Aug	870	914	4,226	314	3,069	9,392	14	79	73	166	9,659	232,258
Sep	1,275	778	3,627	329	2,741	8,750	9	108	40	157	8,603	206,952
Oct	967	538	3,497	386	2,058	7,446	22	134	53	209	9,573	196,726
Nov	1,105	428	3,310	528	1,948	7,318	48	87	38	173	8,610	196,285
Dec	926	504	4,469	862	1,486	8,247	7	288	42	337	10,198	225,010
<b>TOTAL</b>	<b>10,593</b>	<b>9,434</b>	<b>50,044</b>	<b>5,363</b>	<b>32,321</b>	<b>107,756</b>	<b>218</b>	<b>1,261</b>	<b>550</b>	<b>2,029</b>	<b>114,240</b>	<b>2,501,659</b>

Source: DBEDT

TABLE 11: U.S. West MMA Visitor Characteristics: 2000 vs. 1999

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL*		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	23,978,995	22,412,942	7.0%	23,040,598	21,728,417	6.0%	938,397	684,526	37.1%
Total Visitors	2,432,444	2,308,836	5.4%	2,329,284	2,208,409	5.5%	103,160	100,427	2.7%
<b>PARTY SIZE</b>									
One	493,087	450,920	9.4%	460,546	430,747	6.9%	32,541	20,173	61.3%
Two	1,035,106	1,021,847	1.3%	993,752	980,528	1.3%	41,354	41,318	0.1%
Three or more	904,250	836,069	8.2%	874,986	797,133	9.8%	29,264	38,936	-24.8%
Avg Party Size	1.97	1.96	0.1%	1.98	1.97	0.5%	1.70	1.88	-9.4%
<b>VISIT STATUS</b>									
First-Time	594,216	570,653	4.1%	561,776	549,022	2.3%	32,440	21,631	50.0%
Repeat	1,838,228	1,738,183	5.8%	1,767,508	1,659,387	6.5%	70,720	78,796	-10.2%
Average # Trips	5.87	5.81	1.1%	5.86	5.78	1.5%	6.07	6.46	-6.1%
<b>TRAVEL METHOD</b>									
Group Tour	152,109	143,518	6.0%	139,015	135,837	2.3%	13,093	7,681	70.5%
Package	792,115	793,770	-0.2%	764,864	752,938	1.6%	27,252	40,832	-33.3%
Group Tour & Pkg	120,099	113,841	5.5%	107,281	106,160	1.1%	12,818	7,681	66.9%
True Independent	1,608,318	1,485,389	8.3%	1,532,684	1,425,794	7.5%	75,634	59,595	26.9%
<b>ISLANDS VISITED</b>									
Oahu	1,188,392	1,141,244	4.1%	1,110,826	1,053,796	5.4%	77,566	87,448	-11.3%
Maui County	938,562	925,455	1.4%	916,966	899,498	1.9%	21,596	25,957	-16.8%
...Maui	911,117	898,354	1.4%	889,852	872,397	2.0%	21,265	25,957	-18.1%
...Molokai	23,998	25,203	-4.8%	23,833	25,203	-5.4%	166	0	NA
...Lanai	30,403	30,942	-1.7%	29,535	30,942	-4.5%	868	0	NA
Kauai	447,010	440,118	1.6%	434,402	440,118	-1.3%	12,608	0	NA
Big Island	465,474	463,736	0.4%	456,160	446,917	2.1%	9,315	16,819	-44.6%
...Hilo	110,985	128,309	-13.5%	108,369	115,331	-6.0%	2,616	12,979	-79.8%
...Kona	413,828	396,362	4.4%	405,966	392,522	3.4%	7,862	3,840	104.7%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.66	7.14	7.3%	7.68	7.27	5.6%	7.36	5.51	33.5%
Maui (days)	7.99	7.75	3.0%	7.97	7.86	1.4%	8.51	4.16	104.4%
Molokai (days)	6.99	6.36	9.8%	7.03	6.36	10.5%	0.00	0.00	NA
Lanai (days)	5.71	4.78	19.4%	5.81	4.78	21.5%	2.30	0.00	NA
Kauai (days)	7.71	7.47	3.3%	7.67	7.47	2.7%	9.21	0.00	NA
Big Island (days)	8.20	8.00	2.5%	8.22	8.09	1.6%	7.36	5.63	30.8%
...Hilo (days)	5.76	5.66	1.8%	5.76	5.66	1.8%	5.79	5.66	2.4%
...Kona (days)	7.67	7.34	4.5%	7.70	7.55	2.0%	6.80	5.54	22.7%
Statewide (days)	9.86	9.71	1.6%	9.89	9.84	0.5%	9.10	6.82	33.5%
<b>ACCOMMODATIONS</b>									
Hotel	1,320,541	1,243,674	6.2%	1,261,030	1,192,246	5.8%	59,511	51,428	15.7%
...Hotel Only	1,180,461	1,123,865	5.0%	1,130,955	1,072,437	5.5%	49,506	51,428	-3.7%
Condo	628,174	678,888	-7.5%	610,105	678,888	-10.1%	18,069	0	NA
...Condo Only	540,583	594,197	-9.0%	527,756	594,197	-11.2%	12,827	0	NA
Timeshare	167,173	NA	NA	161,198	NA	NA	5,975	NA	NA
...Timeshare Only	135,316	NA	NA	130,947	NA	NA	4,369	NA	NA
Apartment	31,984	29,386	8.8%	28,067	29,386	-4.5%	3,917	0	NA
Bed & Breakfast	30,218	40,175	-24.8%	29,507	27,196	8.5%	711	12,979	-94.5%
Cruise Ship	19,560	20,481	-4.5%	18,381	20,481	-10.3%	1,179	0	NA
Friends or Relatives	293,295	281,217	4.3%	275,936	269,210	2.5%	17,359	12,007	44.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,887,448	1,819,173	3.8%	1,820,401	1,738,920	4.7%	67,047	80,254	-16.5%
...Honeymoon	122,366	109,386	11.9%	118,028	109,386	7.9%	4,338	0	NA
MC&I (Net)	181,855	153,792	18.2%	177,689	153,792	15.5%	4,166	0	NA
.....Convention/Conf.	120,051	100,788	19.1%	116,500	100,788	15.6%	3,551	0	NA
.....Corp. Meetings	42,339	35,581	19.0%	42,115	35,581	18.4%	224	0	NA
.....Incentive	21,288	19,040	11.8%	20,897	19,040	9.8%	391	0	NA
Other Business	113,904	111,760	1.9%	106,780	103,107	3.6%	7,124	8,652	-17.7%
Visit Friends/Relatives	217,535	194,034	12.1%	201,874	190,194	6.1%	15,661	3,840	307.8%
Government/Military	27,259	31,916	-14.6%	23,524	24,236	-2.9%	3,735	7,681	-51.4%
Attend School	6,772	5,602	20.9%	6,084	5,602	8.6%	688	0	NA
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	3,455.8	3,040.9	13.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	144.1	135.7	6.2%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,420.7	1,317.1	7.9%	NA	NA	NA	NA	NA	NA

\* Sample sizes are small for 1999.

NA: Not available

Source: DBEDT

TABLE 12: 2000 Domestic U.S. West MMA Visitor Arrivals by Month and State

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>PACIFIC COAST</b>	<b>116,724</b>	<b>134,990</b>	<b>146,510</b>	<b>177,751</b>	<b>157,101</b>	<b>189,189</b>	<b>200,397</b>	<b>213,352</b>	<b>140,896</b>	<b>149,656</b>	<b>152,918</b>	<b>158,765</b>	<b>1,938,247</b>
Alaska	5,309	5,146	5,682	3,346	2,494	2,210	1,768	1,801	2,282	3,173	4,551	5,462	43,224
California	76,409	81,113	91,068	129,687	121,880	150,304	167,399	183,049	112,163	115,319	111,553	116,723	1,456,666
Oregon	10,574	13,048	19,098	10,456	10,785	11,810	10,062	8,898	8,259	9,959	11,463	11,471	135,883
Washington	24,432	35,682	30,662	34,261	21,943	24,866	21,169	19,604	18,191	21,205	25,352	25,108	302,474
<b>MOUNTAIN</b>	<b>27,858</b>	<b>31,720</b>	<b>45,154</b>	<b>30,793</b>	<b>36,359</b>	<b>39,577</b>	<b>33,786</b>	<b>25,274</b>	<b>26,416</b>	<b>32,343</b>	<b>29,510</b>	<b>32,248</b>	<b>391,037</b>
Arizona	5,985	6,493	9,405	6,644	11,189	10,731	11,565	6,880	7,808	9,116	6,960	7,812	100,589
Colorado	7,943	9,231	16,387	8,107	9,503	10,314	8,503	6,468	6,994	9,927	7,915	9,189	110,480
Idaho	2,030	2,571	3,632	2,211	1,627	2,180	1,465	1,203	1,205	1,682	1,918	2,207	23,931
Montana	1,933	1,942	2,618	1,059	991	1,243	567	569	675	966	1,205	1,250	15,019
Nevada	3,503	4,378	4,043	5,402	4,841	5,294	5,080	4,544	4,309	4,223	5,481	4,522	55,621
New Mexico	1,188	1,384	1,829	1,574	2,269	2,755	2,092	1,317	1,366	1,637	1,274	1,823	20,509
Utah	4,835	5,145	6,350	5,018	5,416	6,558	4,206	3,917	3,792	4,283	4,115	4,825	58,460
Wyoming	441	576	891	777	521	503	306	377	266	508	642	619	6,428
<b>TOTAL U.S. WEST</b>	<b>144,581</b>	<b>166,710</b>	<b>191,664</b>	<b>208,544</b>	<b>193,460</b>	<b>228,766</b>	<b>234,183</b>	<b>238,626</b>	<b>167,312</b>	<b>181,998</b>	<b>182,428</b>	<b>191,012</b>	<b>2,329,284</b>

Source: DBEDT

**TABLE 13: U.S. East MMA Visitor Characteristics: 2000 vs. 1999**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL*		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	17,673,292	16,378,572	7.9%	17,006,595	15,878,369	7.1%	666,696	500,202	33.3%
Total Visitors	1,712,712	1,601,238	7.0%	1,623,539	1,517,603	7.0%	89,173	83,636	6.6%
<b>PARTY SIZE</b>									
One	383,368	345,274	11.0%	355,301	326,533	8.8%	28,067	18,741	49.8%
Two	883,868	844,314	4.7%	846,022	816,335	3.6%	37,846	27,979	35.3%
Three or more	445,476	411,650	8.2%	422,216	374,734	12.7%	23,260	36,916	-37.0%
Avg Party Size	1.83	1.83	-0.5%	1.83	1.83	0.3%	1.69	1.96	-14.0%
<b>VISIT STATUS</b>									
First-Time	808,789	771,246	4.9%	769,673	718,380	7.1%	39,116	52,866	-26.0%
Repeat	903,923	829,992	8.9%	853,866	799,223	6.8%	50,057	30,770	62.7%
Average # Trips	3.43	3.44	-0.2%	3.44	3.45	-0.4%	3.37	3.24	4.0%
<b>TRAVEL METHOD</b>									
Group Tour	202,192	183,171	10.4%	184,357	180,513	2.1%	17,835	2,658	570.9%
Package	611,652	572,894	6.8%	581,844	564,919	3.0%	29,808	7,975	273.8%
Group Tour & Pkg	167,995	152,897	9.9%	151,503	150,239	0.8%	16,492	2,658	520.4%
True Independent	1,066,862	998,070	6.9%	1,008,841	922,409	9.4%	58,021	75,661	-23.3%
<b>ISLANDS VISITED</b>									
Oahu	1,093,606	971,788	12.5%	1,020,548	933,609	9.3%	73,059	38,179	91.4%
Maui County	774,580	796,618	-2.8%	759,693	769,205	-1.2%	14,887	27,413	-45.7%
...Maui	755,616	776,418	-2.7%	740,807	749,004	-1.1%	14,809	27,413	-46.0%
...Molokai	25,388	26,767	-5.2%	25,311	26,767	-5.4%	78	0	NA
...Lanai	40,476	41,385	-2.2%	39,881	41,385	-3.6%	594	0	NA
Kauai	386,949	405,308	-4.5%	379,219	396,635	-4.4%	7,729	8,673	-10.9%
Big Island	393,632	419,001	-6.1%	382,997	389,495	-1.7%	10,635	29,506	-64.0%
...Hilo	141,102	175,489	-19.6%	137,134	145,983	-6.1%	3,968	29,506	-86.6%
...Kona	339,396	343,705	-1.3%	330,512	334,335	-1.1%	8,884	9,370	-5.2%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.18	6.75	6.3%	7.27	6.85	6.2%	5.84	4.33	34.7%
Maui (days)	6.59	6.33	4.1%	6.55	6.38	2.7%	8.34	4.99	67.0%
Molokai (days)	3.90	3.84	1.6%	3.91	3.84	1.7%	2.75	0.00	NA
Lanai (days)	3.98	3.47	14.8%	4.01	3.47	15.6%	1.89	0.00	NA
Kauai (days)	5.71	5.48	4.2%	5.68	5.49	3.4%	7.18	4.87	47.3%
Big Island (days)	6.04	5.81	3.9%	6.05	5.85	3.3%	5.64	5.27	7.0%
...Hilo (days)	3.62	3.55	1.9%	3.62	3.42	6.0%	3.47	4.22	-17.7%
...Kona (days)	5.50	5.27	4.3%	5.51	5.33	3.4%	5.20	3.32	56.7%
Statewide (days)	10.32	10.23	0.9%	10.48	10.46	0.1%	7.48	5.98	25.0%
<b>ACCOMMODATIONS</b>									
Hotel	1,165,838	1,080,071	7.9%	1,099,263	1,027,205	8.2%	66,575	52,866	25.9%
...Hotel Only	1,038,822	960,898	8.1%	977,520	911,387	9.2%	61,302	49,510	23.8%
Condo	266,163	312,054	-14.7%	256,478	289,957	2.8%	9,685	22,097	-56.2%
...Condo Only	202,366	238,003	-15.0%	196,903	224,578	3.5%	5,463	13,424	-59.3%
Timeshare	83,656	NA	NA	81,643	NA	NA	2,013	NA	NA
...Timeshare Only	59,311	NA	NA	58,631	NA	NA	680	NA	NA
Apartment	20,159	18,815	7.1%	19,050	18,815	9.9%	1,109	0	NA
Bed & Breakfast	26,945	24,222	11.2%	26,860	24,222	6.3%	85	0	NA
Cruise Ship	52,380	54,889	-4.6%	51,927	54,889	-11.2%	453	0	NA
Friends or Relatives	165,764	157,863	5.0%	160,377	152,547	6.8%	5,387	5,317	1.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,241,357	1,185,524	4.7%	1,178,762	1,123,287	8.0%	62,595	62,237	0.6%
...Honeymoon	132,911	124,256	7.0%	129,096	118,940	6.2%	3,815	5,317	-28.2%
MC&I (Net)	227,524	188,857	20.5%	222,367	183,540	12.0%	5,157	5,317	-3.0%
.....Convention/Conf.	151,016	123,171	22.6%	147,277	117,854	17.7%	3,739	5,317	-29.7%
.....Corp. Meetings	44,277	34,616	27.9%	43,105	34,616	8.1%	1,172	0	NA
.....Incentive	34,958	33,439	4.5%	34,711	33,439	-7.7%	247	0	NA
Other Business	66,102	59,137	11.8%	62,271	59,137	4.8%	3,831	0	NA
Visit Friends/Relatives	133,205	121,118	10.0%	128,832	121,118	2.9%	4,373	0	NA
Government/Military	38,181	40,975	-6.8%	31,831	31,605	7.6%	6,350	9,370	-32.2%
Attend School	4,871	4,116	18.3%	4,536	4,116	7.4%	335	0	NA
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	2,996.8	2,735.4	9.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	169.6	167.0	1.5%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,749.8	1,708.3	2.4%	NA	NA	NA	NA	NA	NA

\* Samples sizes are small for 1999.

NA: Not available

Source: DBEDT



**TABLE 14: 2000 Domestic U.S. East MMA Visitor Arrivals by Month and State**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>W.N. CENTRAL</b>	<b>24,445</b>	<b>30,589</b>	<b>31,622</b>	<b>13,897</b>	<b>13,847</b>	<b>14,888</b>	<b>13,354</b>	<b>10,289</b>	<b>10,117</b>	<b>13,408</b>	<b>12,922</b>	<b>17,089</b>	<b>206,458</b>
Iowa	3,457	3,780	3,556	1,291	1,311	1,867	1,538	1,068	1,064	1,379	1,476	2,757	24,544
Kansas	2,035	2,238	3,361	1,434	1,854	2,249	2,599	1,249	1,613	1,923	1,439	1,874	23,869
Minnesota	11,494	16,547	16,420	6,660	4,030	3,870	3,049	3,222	2,924	4,581	4,883	6,584	84,262
Missouri	3,981	4,076	5,112	2,948	4,641	5,092	4,440	3,367	3,407	4,161	3,497	3,448	48,170
Nebraska	1,623	1,860	1,713	1,006	1,252	1,102	1,105	853	725	847	875	1,319	14,280
N. Dakota	845	969	742	250	340	340	223	255	168	202	390	436	5,160
S. Dakota	1,010	1,120	717	308	419	368	400	275	216	315	364	671	6,182
<b>W.S. CENTRAL</b>	<b>13,606</b>	<b>14,789</b>	<b>23,094</b>	<b>14,342</b>	<b>24,875</b>	<b>27,537</b>	<b>27,491</b>	<b>15,526</b>	<b>18,503</b>	<b>17,787</b>	<b>15,091</b>	<b>16,425</b>	<b>229,067</b>
Arkansas	994	911	1,112	684	1,270	1,514	1,316	758	913	773	760	686	11,690
Louisiana	870	1,012	1,414	1,238	1,887	2,329	1,906	1,359	1,267	1,045	1,537	886	16,750
Oklahoma	1,579	1,784	2,316	1,404	2,525	2,366	2,357	1,372	1,953	1,905	1,641	1,636	22,838
Texas	10,164	11,082	18,252	11,016	19,192	21,328	21,913	12,037	14,370	14,065	11,153	13,217	177,789
<b>E.N. CENTRAL</b>	<b>35,138</b>	<b>45,977</b>	<b>49,360</b>	<b>33,835</b>	<b>26,764</b>	<b>33,598</b>	<b>30,672</b>	<b>21,971</b>	<b>24,617</b>	<b>31,103</b>	<b>35,101</b>	<b>34,664</b>	<b>402,799</b>
Illinois	11,740	13,164	17,450	10,304	9,587	11,632	10,577	8,388	9,441	10,401	11,778	14,125	138,588
Indiana	3,781	4,127	5,299	3,050	3,259	4,296	3,704	2,434	2,850	3,618	3,280	3,648	43,346
Michigan	7,598	12,902	10,970	9,334	5,812	6,085	6,166	4,650	4,829	6,595	5,861	7,611	88,413
Ohio	5,946	7,900	7,946	6,533	5,414	8,261	7,790	4,795	5,455	6,567	6,235	5,550	78,393
Wisconsin	6,073	7,883	7,695	4,613	2,692	3,324	2,435	1,703	2,042	3,921	7,948	3,730	54,059
<b>E.S. CENTRAL</b>	<b>5,021</b>	<b>6,494</b>	<b>7,694</b>	<b>5,839</b>	<b>7,397</b>	<b>10,389</b>	<b>8,413</b>	<b>4,733</b>	<b>6,177</b>	<b>5,989</b>	<b>5,014</b>	<b>5,205</b>	<b>78,366</b>
Alabama	1,126	1,180	1,712	1,531	1,705	2,453	2,156	1,272	1,713	1,472	986	1,266	18,573
Kentucky	1,401	2,125	1,976	1,566	1,666	2,716	2,239	1,016	1,444	1,682	1,797	1,366	20,993
Mississippi	451	855	956	670	807	1,149	818	553	630	551	402	740	8,581
Tennessee	2,044	2,334	3,051	2,072	3,219	4,070	3,200	1,893	2,390	2,284	1,829	1,833	30,220
<b>NEW ENGLAND</b>	<b>8,986</b>	<b>10,869</b>	<b>11,575</b>	<b>9,673</b>	<b>8,410</b>	<b>8,773</b>	<b>9,577</b>	<b>9,132</b>	<b>7,598</b>	<b>9,770</b>	<b>7,825</b>	<b>8,167</b>	<b>110,355</b>
Connecticut	2,080	2,263	2,759	2,180	2,091	2,209	3,065	2,655	1,891	2,270	2,280	1,928	27,672
Maine	809	822	1,032	669	493	497	400	372	466	518	535	546	7,159
Massachusetts	4,561	5,480	5,774	4,929	4,325	4,503	4,587	4,665	3,832	5,162	3,642	4,434	55,894
New Hampshire	732	1,020	877	983	645	695	728	601	634	843	649	589	8,996
Rhode Island	470	717	621	496	539	581	526	579	507	624	410	336	6,407
Vermont	334	567	512	416	316	286	271	259	267	353	310	334	4,225

**TABLE 14: 2000 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
<b>MID ATLANTIC</b>	<b>18,211</b>	<b>21,245</b>	<b>21,328</b>	<b>23,115</b>	<b>20,394</b>	<b>21,686</b>	<b>25,558</b>	<b>25,731</b>	<b>19,782</b>	<b>22,095</b>	<b>19,354</b>	<b>18,476</b>	<b>256,975</b>
New Jersey	4,840	5,074	5,440	6,548	5,834	6,101	7,941	8,051	5,259	5,743	5,243	4,485	70,559
New York	8,413	10,133	9,543	11,183	8,681	8,640	11,032	12,569	8,960	9,697	8,971	9,675	117,496
Pennsylvania	4,959	6,037	6,346	5,383	5,878	6,945	6,584	5,110	5,564	6,655	5,141	4,316	68,920
<b>S. ATLANTIC</b>	<b>24,214</b>	<b>23,757</b>	<b>29,027</b>	<b>28,085</b>	<b>30,127</b>	<b>35,321</b>	<b>36,623</b>	<b>27,156</b>	<b>26,472</b>	<b>30,208</b>	<b>22,763</b>	<b>25,758</b>	<b>339,509</b>
Delaware	432	362	551	429	440	543	365	326	323	468	413	297	4,948
Washington, D.C.	617	516	537	363	478	466	557	738	380	562	602	779	6,594
Florida	6,011	6,115	7,039	7,044	8,595	8,847	9,379	6,495	7,278	8,939	5,731	6,038	87,514
Georgia	3,469	3,779	5,792	5,228	5,858	7,805	7,372	4,761	5,064	4,506	3,577	4,829	62,041
Maryland	3,957	3,380	4,117	3,723	3,513	4,324	5,203	4,240	3,342	4,266	3,920	3,541	47,525
N. Carolina	2,829	2,523	3,389	3,687	3,765	4,607	4,273	2,701	3,399	3,937	2,740	2,816	40,666
S. Carolina	1,021	1,182	1,452	1,332	1,626	2,186	1,794	1,020	1,185	1,407	1,130	1,142	16,479
Virginia	5,513	5,167	5,627	5,695	5,446	5,853	7,068	6,556	5,162	5,769	4,314	6,033	68,202
West Virginia	365	732	523	583	405	690	612	319	339	354	336	284	5,541
<b>TOTAL U.S. EAST</b>	<b>129,622</b>	<b>153,719</b>	<b>173,700</b>	<b>128,785</b>	<b>131,813</b>	<b>152,192</b>	<b>151,687</b>	<b>114,536</b>	<b>113,266</b>	<b>130,362</b>	<b>118,072</b>	<b>125,784</b>	<b>1,623,539</b>

Source: DBEDT

**TABLE 15: Domestic U.S. Visitors by State: 1992 - 2000**

	2000	1999	1998	1997	1996	1995	1994	1993	1992
<b>PACIFIC COAST</b>	1,938,247	1,844,511	1,705,992	1,663,760	1,633,730	1,608,710	1,656,930	1,528,300	1,584,230
Alaska	43,224	41,737	37,579	30,970	31,730	31,200	34,960	28,510	33,700
California	1,456,666	1,355,754	1,269,623	1,262,570	1,257,670	1,219,340	1,282,600	1,164,070	1,236,150
Oregon	135,883	147,220	128,510	121,700	111,970	110,240	98,950	94,270	85,290
Washington	302,474	299,802	270,279	248,520	232,360	247,930	240,420	241,450	229,090
<b>MOUNTAIN</b>	391,037	363,898	341,950	339,620	313,490	291,400	277,700	245,960	262,290
Arizona	100,589	94,289	89,333	85,600	80,390	73,630	68,740	56,910	71,080
Colorado	110,480	98,218	90,828	95,370	80,890	75,450	74,390	66,190	72,260
Idaho	23,931	24,522	21,092	20,940	21,360	19,570	19,140	18,000	15,350
Montana	15,019	13,273	12,269	11,690	11,590	11,330	11,680	10,100	9,000
Nevada	55,621	46,772	45,397	43,140	41,810	40,780	38,270	33,560	32,860
New Mexico	20,509	19,803	19,643	18,630	19,580	19,140	18,700	16,870	19,620
Utah	58,460	61,635	58,332	58,940	52,480	46,110	41,310	39,190	37,180
Wyoming	6,428	5,386	5,057	5,310	5,390	5,400	5,470	5,140	4,940
<b>W.N. CENTRAL</b>	206,468	191,856	172,518	166,100	167,450	172,390	167,440	147,090	163,250
Iowa	24,544	23,772	20,830	18,660	20,370	21,730	21,380	17,470	21,810
Kansas	23,869	21,695	20,182	19,740	19,320	19,990	20,690	17,780	22,840
Minnesota	84,262	76,502	66,034	63,310	62,570	67,000	57,170	55,440	50,280
Missouri	48,170	45,279	42,131	42,320	42,070	40,180	45,780	35,800	46,430
Nebraska	14,280	14,199	13,710	12,540	12,850	12,870	12,900	11,440	12,810
N. Dakota	5,160	4,727	4,819	4,800	4,750	5,110	4,560	4,230	4,250
S. Dakota	6,182	5,682	4,813	4,730	5,520	4,870	4,960	4,930	4,830
<b>W.S. CENTRAL</b>	229,067	217,433	208,235	191,440	179,870	170,920	175,400	163,750	179,980
Arkansas	11,690	12,001	11,022	10,220	9,810	9,390	10,900	9,140	9,800
Louisiana	16,750	16,401	15,593	14,180	14,300	13,400	13,950	13,360	13,950
Oklahoma	22,838	21,902	19,916	19,830	19,920	20,070	19,560	18,570	21,080
Texas	177,789	167,129	161,704	147,200	135,840	128,070	130,990	122,680	135,150
<b>E.N. CENTRAL</b>	402,799	374,582	358,967	334,600	337,980	334,320	339,040	296,920	327,830
Illinois	138,588	132,675	128,745	122,880	121,300	123,670	126,460	111,150	121,970
Indiana	43,346	41,724	40,563	38,890	37,430	36,130	38,040	30,580	36,450
Michigan	88,413	78,946	76,217	69,100	69,470	68,550	66,630	59,200	64,470
Ohio	78,393	75,441	70,824	64,980	68,240	65,770	69,630	60,990	68,030
Wisconsin	54,059	45,795	42,619	38,750	41,540	40,200	38,280	35,000	36,910
<b>E.S. CENTRAL</b>	78,366	76,409	71,242	67,500	67,920	67,930	68,470	62,220	64,920
Alabama	18,573	17,746	16,445	15,250	15,170	15,420	15,380	14,310	15,010
Kentucky	20,993	19,150	18,194	18,490	17,800	17,290	17,950	16,290	16,660
Mississippi	8,581	8,092	7,961	6,810	6,980	7,520	7,510	6,380	6,780
Tennessee	30,220	31,421	28,642	26,950	27,970	27,700	27,630	25,240	26,470
<b>NEW ENGLAND</b>	110,355	97,204	92,070	90,190	93,520	90,460	91,540	86,810	95,530
Connecticut	27,672	26,653	24,710	24,000	24,780	24,350	25,130	24,590	27,690
Maine	7,159	6,663	6,426	5,980	6,590	6,670	6,240	6,030	5,850
Massachusetts	55,894	44,878	43,867	44,200	45,540	43,560	43,720	41,130	45,540
New Hampshire	8,996	8,783	7,981	7,550	7,570	7,280	7,280	6,460	7,220
Rhode Island	6,407	6,121	5,690	5,190	5,250	5,040	5,710	5,530	5,740
Vermont	4,225	4,106	3,397	3,280	3,790	3,560	3,460	3,070	3,490
<b>MID ATLANTIC</b>	256,975	241,256	220,845	203,840	208,620	213,090	220,960	210,390	237,070
New Jersey	70,559	66,806	58,958	54,310	53,680	55,660	58,260	55,640	61,680
New York	117,496	107,906	102,379	94,920	98,370	99,910	102,780	98,190	111,730
Pennsylvania	68,920	66,544	59,508	54,610	56,570	57,510	59,920	56,560	63,660
<b>S. ATLANTIC</b>	339,509	318,863	290,888	270,350	272,510	256,060	264,150	237,300	260,010
Delaware	4,948	4,518	3,913	3,790	3,820	4,010	4,120	3,720	4,560
Washington, D.C.	6,594	5,928	5,945	5,460	8,890	6,270	6,590	5,990	6,220
Florida	87,514	84,007	77,474	70,550	70,290	67,900	69,600	63,160	69,520
Georgia	62,041	54,025	50,635	50,930	50,240	43,580	43,580	40,120	43,120
Maryland	47,525	44,226	40,298	38,260	38,540	37,710	39,000	34,900	39,300
N. Carolina	40,666	38,848	33,435	31,430	30,290	28,950	30,140	26,310	28,580
S. Carolina	16,479	15,901	14,666	13,130	13,580	11,960	12,790	10,890	11,950
Virginia	68,202	65,683	59,587	52,710	51,850	50,480	52,970	47,410	51,510
West Virginia	5,541	5,727	4,935	4,090	5,010	5,210	5,360	4,800	5,250
<b>UNITED STATES</b>	3,952,823	3,726,012	3,462,708	3,327,400	3,275,090	3,205,280	3,261,630	2,978,740	3,175,110

Source: DBEDT

TABLE 16: 2000 Domestic U.S. Visitor Characteristics by State

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST TIME	% HOTEL ONLY	% CONDO ONLY	% MCI MOON	% HONEY MOON	AVERAGE ISLES VISITED	# OF TRIPS
<b>PACIFIC COAST</b>	1,938,247	9.83	19,057,986	74.1%	55.5%	22.6%	48.4%	23.3%	5.0%	7.2%	1.22	5.98
Alaska	43,224	13.08	565,300	79.0%	44.0%	20.7%	37.8%	28.8%	4.2%	7.2%	1.25	6.06
California	1,456,666	9.27	13,503,321	80.5%	53.8%	22.8%	51.4%	21.4%	5.1%	7.2%	1.24	5.99
Oregon	135,883	11.13	1,512,689	78.2%	55.0%	23.5%	39.0%	28.4%	4.6%	7.5%	1.26	5.42
Washington	302,474	11.49	3,476,677	80.0%	51.7%	21.3%	39.4%	29.4%	4.6%	6.6%	1.24	6.18
<b>MOUNTAIN</b>	391,037	10.18	3,982,613	72.9%	47.2%	31.7%	49.4%	19.4%	5.6%	10.0%	1.36	4.76
Arizona	100,589	9.95	1,000,366	74.9%	50.7%	32.3%	49.7%	18.1%	6.6%	9.5%	1.35	4.57
Colorado	110,480	10.23	1,130,746	70.6%	51.6%	31.8%	49.9%	20.0%	5.7%	11.0%	1.40	4.80
Idaho	23,931	11.27	269,751	73.5%	47.8%	32.6%	44.4%	24.6%	4.0%	10.2%	1.34	4.70
Montana	15,019	11.25	168,888	70.2%	49.2%	35.6%	46.4%	23.3%	4.5%	11.5%	1.37	4.17
Nevada	55,621	10.10	561,636	78.5%	43.7%	26.9%	51.9%	17.6%	5.5%	7.9%	1.28	5.79
New Mexico	20,509	10.57	216,877	71.2%	44.6%	36.8%	50.3%	18.3%	4.9%	11.7%	1.40	4.20
Utah	58,460	9.67	565,215	70.2%	36.4%	30.7%	48.2%	19.1%	5.0%	9.8%	1.37	4.59
Wyoming	6,428	10.75	69,133	69.7%	45.9%	39.1%	48.7%	21.7%	5.8%	11.0%	1.43	4.27
<b>WEST NORTH CENTRAL</b>	206,468	10.54	2,175,820	64.2%	39.5%	44.5%	55.9%	16.2%	6.6%	13.2%	1.52	3.63
Iowa	24,544	10.79	264,718	63.0%	38.2%	46.4%	58.6%	13.5%	6.3%	14.6%	1.55	3.32
Kansas	23,869	9.88	235,749	64.0%	40.4%	44.7%	57.7%	14.4%	6.3%	15.5%	1.55	3.40
Minnesota	84,262	10.73	904,524	65.0%	38.8%	42.5%	53.8%	18.6%	6.4%	11.8%	1.48	3.90
Missouri	48,170	10.36	499,037	63.5%	41.9%	46.0%	56.9%	15.1%	7.1%	13.7%	1.56	3.44
Nebraska	14,280	10.44	149,045	65.4%	41.4%	43.6%	57.5%	14.9%	7.3%	14.5%	1.49	3.88
North Dakota	5,160	10.76	55,535	64.8%	31.8%	48.3%	55.5%	16.9%	6.1%	12.6%	1.48	3.48
South Dakota	6,182	10.87	67,211	62.6%	35.5%	49.1%	56.7%	13.9%	7.5%	13.3%	1.51	3.30
<b>WEST SOUTH CENTRAL</b>	229,067	9.46	2,167,469	66.1%	42.3%	43.4%	61.8%	11.9%	7.0%	13.7%	1.48	3.73
Arkansas	11,690	9.98	116,622	65.7%	33.4%	47.8%	59.8%	13.5%	6.8%	13.9%	1.66	3.30
Louisiana	16,750	9.56	160,062	63.1%	34.9%	54.1%	63.5%	9.6%	8.1%	18.2%	1.63	2.90
Oklahoma	22,838	9.64	220,172	68.3%	38.0%	42.4%	60.6%	13.1%	6.2%	13.9%	1.47	3.67
Texas	177,789	9.40	1,670,613	66.1%	44.1%	42.3%	62.0%	11.9%	7.0%	13.2%	1.45	3.85
<b>EAST NORTH CENTRAL</b>	402,799	10.71	4,314,321	59.1%	39.7%	43.8%	54.5%	16.3%	10.8%	7.2%	1.63	3.37
Illinois	138,588	10.34	1,433,651	62.1%	44.6%	42.3%	60.3%	15.1%	8.4%	12.7%	2.01	3.82
Indiana	43,346	10.48	454,075	60.4%	39.0%	49.9%	58.5%	14.5%	7.0%	13.8%	0.76	3.14
Michigan	88,413	11.22	992,427	57.9%	38.7%	50.4%	57.4%	15.0%	8.4%	11.9%	0.72	3.17
Ohio	78,393	10.66	835,675	56.9%	36.4%	50.9%	59.4%	13.2%	7.9%	14.4%	1.92	2.98
Wisconsin	54,059	11.07	598,493	55.5%	33.9%	49.5%	58.5%	13.5%	6.7%	11.3%	2.45	3.24
<b>EAST SOUTH CENTRAL</b>	78,366	9.99	782,784	55.4%	36.3%	50.1%	60.9%	13.1%	14.2%	6.5%	1.65	3.04
Alabama	18,573	9.78	181,641	63.4%	30.4%	52.3%	64.0%	8.7%	6.9%	16.5%	1.57	3.12
Kentucky	20,993	9.95	208,913	58.8%	35.6%	50.0%	63.0%	12.8%	7.3%	14.3%	1.63	2.92
Mississippi	8,581	11.37	97,571	68.6%	30.7%	53.9%	65.3%	8.6%	6.2%	16.7%	1.49	2.84
Tennessee	30,220	9.75	294,659	62.9%	34.9%	49.7%	62.2%	11.8%	6.9%	14.3%	1.55	3.13
<b>NEW ENGLAND</b>	110,355	11.58	1,278,191	57.6%	38.3%	48.2%	58.6%	11.6%	9.7%	13.2%	1.64	3.50
Connecticut	27,672	11.15	308,444	56.8%	38.9%	48.1%	61.6%	11.0%	9.7%	13.1%	1.65	3.60
Maine	7,159	12.68	90,755	61.8%	31.5%	47.2%	52.1%	13.3%	5.8%	12.1%	1.59	3.35
Massachusetts	55,894	11.43	639,102	56.8%	40.1%	48.9%	59.0%	11.5%	10.8%	13.4%	1.65	3.51
New Hampshire	8,996	11.90	107,087	58.5%	36.1%	48.2%	55.0%	12.4%	7.6%	13.4%	1.65	3.31
Rhode Island	6,407	11.96	76,627	59.1%	30.5%	44.1%	58.5%	10.9%	9.4%	11.9%	1.64	3.58
Vermont	4,225	13.30	56,175	61.8%	37.4%	45.8%	51.0%	13.9%	6.1%	14.9%	1.55	3.28
<b>MIDDLE ATLANTIC</b>	256,975	10.79	2,773,714	56.3%	63.5%	52.6%	63.8%	9.3%	11.1%	13.4%	1.63	3.14
New Jersey	70,559	10.70	754,753	54.7%	62.4%	51.5%	65.3%	9.0%	11.9%	13.8%	1.65	3.11
New York	117,496	10.95	1,287,130	56.7%	63.7%	53.1%	63.8%	9.3%	12.1%	12.2%	1.61	3.24
Pennsylvania	68,920	10.62	731,832	57.2%	64.3%	52.7%	62.5%	9.5%	8.7%	15.0%	1.66	3.01
<b>SOUTH ATLANTIC</b>	339,509	10.35	3,514,298	62.6%	32.8%	46.8%	60.2%	9.7%	6.7%	15.1%	1.58	3.57
Delaware	4,948	10.70	52,959	56.4%	35.2%	51.6%	60.7%	10.0%	7.2%	15.3%	1.68	3.16
D.C.	6,594	10.64	70,166	70.0%	34.9%	41.0%	57.0%	9.9%	6.3%	15.2%	1.42	4.40
Florida	87,514	10.59	926,651	60.9%	33.4%	47.3%	59.3%	8.7%	6.4%	14.9%	1.65	3.56
Georgia	62,041	9.63	597,507	61.4%	34.5%	48.4%	61.0%	11.9%	6.9%	14.6%	1.57	3.33
Maryland	47,525	10.60	503,661	62.2%	32.0%	45.3%	60.8%	8.9%	6.8%	15.7%	1.58	3.64
North Carolina	40,666	10.35	420,893	61.8%	36.3%	51.6%	59.9%	10.3%	8.4%	15.9%	1.59	3.05
South Carolina	16,479	10.23	168,576	61.4%	31.3%	51.1%	59.8%	11.3%	6.6%	15.1%	1.62	3.18
Virginia	68,202	10.51	716,923	66.4%	28.6%	41.5%	60.7%	8.5%	6.1%	15.0%	1.51	4.12
West Virginia	5,541	10.28	56,962	63.2%	35.5%	52.7%	61.2%	10.3%	6.0%	17.6%	1.56	2.96

**TABLE 17: 2000 Market Penetration for Top U.S. MSAs**

RANK	METRO AREA	2000	1999	% CHNG	2000 Population (1000)	Est. 2000 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	579,979	557,758	3.98%	16,374	35.4
2	San Francisco/Oakland/San Jose, CA	538,435	480,573	12.04%	7,039	76.5
3	Seattle/Tacoma/Bremington, WA	229,022	223,486	2.48%	3,555	64.4
4	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	158,498	147,785	7.25%	21,200	7.5
5	San Diego, CA	119,285	110,144	8.30%	2,814	42.4
6	Chicago/Gary/Kenosha, IL/IN/WI	117,392	111,931	4.88%	9,158	12.8
7	Portland/Salem, OR/WA	107,138	113,377	-5.50%	2,265	47.3
8	Washington/Baltimore, DC/MD/VA/WV	91,233	86,992	4.88%	7,608	12.0
9	Denver/Boulder/Greeley, CO	77,892	69,160	12.63%	2,582	30.2
10	Sacramento/Yolo, CA	77,705	72,733	6.84%	1,797	43.2
11	Dallas/Fort Worth, TX	74,597	71,359	4.54%	5,222	14.3
12	Phoenix/Mesa, AZ	73,556	68,183	7.88%	3,252	22.6
13	Minneapolis/Saint Paul, MN/WI	63,927	57,961	10.29%	2,969	21.5
14	Detroit/Ann Arbor/Flint, MI	56,244	48,943	14.92%	5,456	10.3
15	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	52,772	42,660	23.71%	5,819	9.1
16	Atlanta, GA	47,835	41,837	14.34%	4,112	11.6
17	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	42,389	40,103	5.70%	6,188	6.9
18	Houston/Galveston/Brazoria, TX	41,073	38,920	5.53%	4,670	8.8
19	Salt Lake City/Ogden, UT	39,230	40,591	-3.35%	1,334	29.4
20	Las Vegas, NV/AZ	39,130	31,856	22.83%	1,563	25.0
21	Saint Louis, MO/IL	28,833	26,735	7.85%	2,604	11.1
22	Anchorage, AK	24,710	23,871	3.52%	260	94.9
23	Kansas City, MO/KS	22,261	20,429	8.96%	1,776	12.5
24	Cleveland/Akron, OH	21,776	21,107	3.17%	2,946	7.4
25	Cincinnati/Hamilton, OH/KY/IN	19,605	18,529	5.81%	1,979	9.9
26	Milwaukee/Racine, WI	17,594	15,690	12.13%	1,690	10.4
27	Santa Barbara/Santa Maria/Lompoc, CA	16,906	16,432	2.88%	399	42.3
28	Miami/Fort Lauderdale, FL	16,334	15,665	4.28%	3,876	4.2
29	Austin/San Marcos, TX	16,179	14,543	11.25%	1,250	12.9
30	Fresno, CA	15,763	15,104	4.36%	923	17.1
31	Pittsburgh, PA	15,445	14,442	6.95%	2,359	6.5
32	Tucson, AZ	15,206	14,505	4.83%	844	18.0
33	Tampa/Saint Petersburg/Clearwater, FL	15,174	14,497	4.67%	2,396	6.3
34	Indianapolis, IN	15,005	14,100	6.41%	1,608	9.3
35	Stockton-Lodi, CA	14,646	13,969	4.85%	564	26.0
36	Salinas, CA	13,183	12,205	8.01%	402	32.8
37	Spokane, WA	13,030	13,877	-6.10%	418	31.2
38	Reno, NV	12,830	11,652	10.11%	339	37.8
39	San Antonio, TX	12,823	12,135	5.67%	1,592	8.1
40	Norfolk/Virginia Beach/Newport News, VA/NC	12,770	11,803	8.19%	1,570	8.1
41	Columbus, OH	12,691	12,180	4.19%	1,540	8.2
42	Orlando, FL	11,746	10,554	11.29%	1,645	7.1
43	Albuquerque, NM	11,673	11,325	3.07%	713	16.4
44	Colorado Springs, CO	11,256	9,763	15.29%	517	21.8
45	Eugene/Springfield, OR	11,179	13,435	-16.79%	323	34.6
46	Raleigh/Durham/Chapel Hill, NC	10,696	9,768	9.50%	1,188	9.0
47	Boise City, ID	10,333	10,281	0.52%	432	23.9
48	Modesto, CA	10,295	9,927	3.71%	447	23.0
49	Charlotte/Gastonia/Rock Hill, NC/SC	9,790	8,916	9.81%	1,499	6.5
50	San Luis/Obispo/Atascadero/Paso Robles, CA	9,720	9,405	3.35%	247	39.4
51	Nashville, TN	9,655	9,938	-2.85%	1,231	7.8
52	Bakersfield, CA	9,549	9,306	2.61%	662	14.4
53	Provo/Orem, UT	9,344	10,105	-7.53%	369	25.4
54	Grand Rapids/Muskegon/Holland, MI	8,618	8,782	-1.86%	1,089	7.9
55	Oklahoma City, OK	8,305	7,881	5.38%	1,083	7.7
56	Tulsa, OK	8,065	7,757	3.98%	803	10.0
57	Hartford, CT	7,744	7,796	-0.67%	1,183	6.5
58	Omaha, NE/IA	7,709	7,744	-0.46%	717	10.8
59	Bellingham, WA	6,298	6,006	4.86%	167	37.8

Source: DBEDT and U.S. Bureau of the Census

**TABLE 18: 2000 Japan MMA Visitor Characteristics**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	10,097,846	10,377,326	-2.7%	256,655	349,562	-26.6%	9,841,191	10,027,764	-1.9%
Total Visitors	1,817,643	1,825,588	-0.4%	34,141	47,348	-27.9%	1,783,502	1,778,240	0.3%
<b>PARTY SIZE</b>									
One	155,403	190,523	-18.4%	9,783	12,900	-24.2%	145,620	177,623	-18.0%
Two	589,006	640,376	-8.0%	13,144	18,658	-29.6%	575,862	621,718	-7.4%
Three or more	1,073,234	994,688	7.9%	11,214	15,789	-29.0%	1,062,020	978,899	8.5%
Avg Party Size	2.74	2.61	5.0%	1.78	1.80	-1.3%	2.76	2.64	4.8%
<b>VISIT STATUS</b>									
First-Time	952,005	940,380	1.2%	12,173	18,201	-33.1%	939,832	922,179	1.9%
Repeat	865,639	885,190	-2.2%	21,969	29,130	-24.6%	843,670	856,060	-1.4%
Average # Trips	2.59	2.64	-1.8%	4.55	4.22	7.9%	2.56	2.60	-1.6%
<b>TRAVEL METHOD</b>									
Group Tour	1,255,509	1,043,613	20.3%	7,127	10,776	-33.9%	1,248,382	1,032,836	20.9%
Package	1,597,908	1,448,888	10.3%	11,140	16,472	-32.4%	1,586,768	1,432,416	10.8%
Group Tour & Pkg	1,218,726	925,263	31.7%	5,238	8,032	-34.8%	1,213,488	917,231	32.3%
True Independent	182,951	258,001	-29.1%	21,111	28,131	-25.0%	161,840	229,870	-29.6%
<b>ISLANDS VISITED</b>									
Oahu	1,720,362	1,752,551	-1.8%	29,242	39,403	-25.8%	1,691,121	1,713,149	-1.3%
Maui County	274,476	256,264	7.1%	5,201	9,077	-42.7%	269,275	247,187	8.9%
...Maui	270,831	250,941	7.9%	4,961	8,641	-42.6%	265,871	242,300	9.7%
...Molokai	3,980	3,755	6.0%	231	417	-44.7%	3,750	3,338	12.3%
...Lanai	3,352	4,062	-17.5%	269	412	-34.6%	3,082	3,650	-15.6%
Kauai	122,045	92,556	31.9%	2,310	4,025	-42.6%	119,735	88,531	35.2%
Big Island	246,637	220,983	11.6%	3,348	5,891	-43.2%	243,289	215,092	13.1%
...Hilo	61,320	49,839	23.0%	1,005	1,897	-47.0%	60,315	47,942	25.8%
...Kona	212,865	186,642	14.1%	2,783	4,901	-43.2%	210,082	181,741	15.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.92	4.99	-1.4%	6.13	5.85	4.9%	4.90	4.97	-1.4%
Maui (days)	2.52	3.00	-16.0%	6.84	6.40	7.0%	2.44	2.87	-15.3%
Molokai (days)	1.84	2.71	-32.0%	9.59	6.85	40.0%	1.37	2.19	-37.7%
Lanai (days)	2.47	3.09	-20.2%	6.85	3.96	73.0%	2.09	3.00	-30.3%
Kauai (days)	1.67	2.01	-16.7%	7.19	5.54	29.7%	1.57	1.85	-15.2%
Big Island (days)	2.96	3.05	-2.9%	6.79	6.29	7.9%	2.91	2.96	-1.8%
...Hilo (days)	1.93	2.28	-15.3%	6.41	4.21	52.3%	1.86	2.21	-15.7%
...Kona (days)	2.87	3.00	-4.3%	5.85	5.93	-1.3%	2.83	2.92	-3.0%
Statewide (days)	5.56	5.68	-2.3%	7.52	7.38	1.8%	5.52	5.64	-2.2%
<b>ACCOMMODATIONS</b>									
Hotel	1,673,260	1,617,677	3.4%	25,366	35,534	-28.6%	1,647,894	1,582,143	4.2%
...Hotel Only	1,639,551	1,584,941	3.4%	24,336	34,217	-28.9%	1,615,215	1,550,724	4.2%
Condo	140,957	183,786	-23.3%	4,465	6,852	-34.8%	136,492	176,934	-22.9%
...Condo Only	116,944	159,953	-26.9%	3,764	6,024	-37.5%	113,180	153,929	-26.5%
Timeshare	931	NA	NA	626	NA	NA	305	NA	NA
...Timeshare Only	703	NA	NA	529	NA	NA	174	NA	NA
Apartment	3,466	5,003	-30.7%	424	707	-40.1%	3,042	4,295	-29.2%
Bed & Breakfast	3,951	6,668	-40.7%	277	305	-9.1%	3,674	6,363	-42.3%
Cruise Ship	5,469	1,433	281.6%	136	191	-28.9%	5,333	1,242	329.4%
Friends or Relatives	8,599	15,953	-46.1%	2,690	3,686	-27.0%	5,909	12,267	-51.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,685,394	1,692,007	-0.4%	27,387	38,915	-29.6%	1,658,007	1,653,093	0.3%
...Honeymoon	328,049	356,554	-8.0%	4,006	5,365	-25.3%	324,043	351,189	-7.7%
MC&I (Net)	59,825	48,561	23.2%	2,135	2,957	-27.8%	57,690	45,604	26.5%
.....Convention/Conf.	23,869	18,432	29.5%	1,090	1,514	-28.0%	22,779	16,919	34.6%
.....Corp. Meetings	9,114	9,062	0.6%	735	958	-23.2%	8,379	8,105	3.4%
.....Incentive	27,816	21,488	29.5%	324	512	-36.7%	27,492	20,976	31.1%
Other Business	7,367	6,742	9.3%	1,356	1,554	-12.7%	6,011	5,188	15.9%
Visit Friends/Relatives	23,990	24,414	-1.7%	2,590	3,270	-20.8%	21,400	21,144	1.2%
Government/Military	1,242	1,243	-0.1%	433	403	7.6%	809	840	-3.7%
Attend School	1,554	2,090	-25.7%	158	187	-15.6%	1,396	1,903	-26.7%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	2,370.4	2,359.2	0.5%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	234.7	227.3	3.3%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,304.1	1,292.3	0.9%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT

**TABLE 19: 2000 International Japanese Visitor Characteristics by Region**

<b>JAPAN BY REGION</b>	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA	UNSPECIFIED
<b>Visitor Counts</b>	184,478	478,263	45,667	584,687	92,850	57,565	157,613	48,002	8,270	126,107
<b>PARTY SIZE</b>										
One	15,843	33,893	5,141	46,399	5,720	4,279	14,264	3,280	962	15,838
Two	64,989	149,789	15,615	197,788	29,171	15,730	47,655	12,085	2,798	40,240
Three or more	103,645	294,581	24,911	340,500	57,959	37,557	95,694	32,636	4,510	70,028
Avg Party Size	2.66	2.86	2.58	2.69	3.00	3.11	2.81	3.02	2.48	2.47
<b>VISIT STATUS</b>										
First-Time	109,124	250,334	29,660	261,472	58,031	37,653	95,463	24,737	5,409	67,948
Repeat	75,354	227,928	16,007	323,216	34,818	19,912	62,150	23,265	2,861	58,159
Average # Trips	2.09	2.52	2.33	3.03	2.04	2.03	2.11	2.44	1.77	2.49
<b>TRAVEL METHOD</b>										
Group Tour	123,036	336,500	30,686	398,695	69,474	41,974	120,507	35,653	5,214	86,643
Package	169,639	428,462	40,839	503,808	86,212	52,741	145,358	42,640	7,253	109,816
Group Tour & Pkg	120,291	325,741	29,896	389,337	67,451	40,363	118,324	34,331	5,098	82,656
True Independent	12,094	39,041	4,038	71,521	4,615	3,213	10,073	4,040	900	12,303
<b>ISLANDS VISITED</b>										
Oahu	176,234	455,988	43,673	546,395	88,570	55,284	151,785	45,959	8,039	119,193
Maui County	29,400	80,478	5,543	81,943	15,044	10,875	19,078	6,852	2,007	18,054
...Maui	29,078	79,699	5,543	80,799	14,915	10,798	18,854	6,689	2,007	17,489
...Molokai	249	924	0	775	129	115	189	247	0	1,121
...Lanai	300	498	35	1,051	58	38	35	159	0	907
Kauai	11,770	33,243	3,055	41,405	5,678	3,519	8,017	3,035	742	9,273
Big Island	22,868	55,672	5,293	97,912	14,019	6,802	18,405	5,816	1,153	15,349
...Hilo	6,398	15,612	1,322	17,375	5,590	2,160	4,551	1,571	441	5,294
...Kona	18,716	47,714	4,618	87,519	10,699	5,884	15,748	5,048	915	13,222
<b>LENGTH OF STAY</b>										
Oahu (days)	4.99	5.12	5.06	5.25	4.98	4.98	5.12	5.51	5.20	5.28
Maui (days)	2.54	2.59	2.93	2.93	2.35	2.34	2.51	2.33	2.97	3.56
Molokai (days)	1.27	1.27	0.00	1.74	1.00	3.02	1.00	1.51	0.00	0.00
Lanai (days)	3.00	2.51	3.00	2.66	3.00	1.00	4.00	1.95	0.00	2.80
Kauai (days)	1.64	1.74	1.26	1.74	1.42	1.54	1.62	1.48	1.57	3.12
Big Island (days)	2.63	2.81	2.78	3.76	2.10	2.48	2.85	2.85	3.51	3.08
...Hilo (days)	1.69	1.92	1.57	2.45	1.67	1.55	1.64	1.56	4.69	1.98
...Kona (days)	2.62	2.65	2.73	3.61	1.88	2.25	2.86	2.79	2.17	2.92
Statewide (days)	5.30	5.44	5.32	5.73	5.19	5.26	5.39	5.74	5.92	5.57
<b>ACCOMMODATIONS</b>										
Hotel	174,817	443,883	42,868	530,382	88,491	54,233	145,616	44,504	7,153	115,947
...Hotel Only	171,889	436,029	42,450	518,004	86,984	53,073	142,844	43,315	6,956	113,672
Condo	10,067	34,924	2,141	55,457	5,204	3,463	11,663	3,432	619	9,521
...Condo Only	8,153	29,181	1,838	45,821	4,068	2,791	10,206	2,939	542	7,641
Timeshare	0	95	0	39	0	0	57	0	0	114
...Timeshare Only	0	95	0	22	0	0	57	0	0	0
Apartment	180	610	35	1,541	57	0	366	19	0	234
Bed & Breakfast	238	1,133	111	925	73	0	526	42	0	627
Cruise Ship	351	1,418	97	1,404	367	347	1,106	244	0	0
Friends or Relatives	387	1,142	19	2,166	42	209	437	347	224	936
<b>PURPOSE OF TRIP</b>										
Pleasure (Net)	173,212	447,017	41,192	538,524	88,405	54,008	146,511	45,780	7,187	116,172
...Honeymoon	35,348	87,669	12,081	88,291	21,691	15,290	29,171	6,883	1,013	26,607
MC&I (Net)	5,638	14,919	1,309	18,653	2,395	2,015	6,281	725	323	5,433
.....Convention/Conf.	1,334	4,983	710	8,020	967	607	2,290	401	122	3,345
.....Corp. Meetings	805	2,776	19	2,703	272	609	843	38	23	291
.....Incentive	3,595	7,391	580	8,076	1,156	799	3,547	286	179	1,883
Other Business	126	687	1,675	2,126	153	62	294	19	87	782
Visit Friends/Relatives	1,632	5,313	550	8,608	416	517	1,609	1,028	409	1,318
Government/Military	57	85	0	516	18	0	0	0	0	133
Attend School	145	313	19	487	18	24	40	0	129	222

Source: DBEDT

**TABLE 20: Canada MMA Visitor Characteristics: 2000 vs. 1999**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	3,081,557	3,351,926	-8.1%	533,113	476,137	12.0%	2,548,443	2,875,790	-11.4%
Total Visitors	251,843	252,777	-0.4%	41,039	37,836	8.5%	210,804	214,941	-1.9%
<b>PARTY SIZE</b>									
One	47,820	50,621	-5.5%	9,785	8,743	11.9%	38,035	41,878	-9.2%
Two	131,192	132,684	-1.1%	21,292	19,404	9.7%	109,900	113,280	-3.0%
Three or more	72,831	69,472	4.8%	9,962	9,690	2.8%	62,869	59,783	5.2%
Avg Party Size	1.91	1.89	1.1%	1.78	1.81	-1.2%	1.93	1.90	1.6%
<b>VISIT STATUS</b>									
First-Time	107,045	105,392	1.6%	18,310	16,439	11.4%	88,735	88,953	-0.2%
Repeat	144,798	147,386	-1.8%	22,729	21,397	6.2%	122,069	125,989	-3.1%
Average # Trips	4.23	4.19	0.9%	4.06	4.07	-0.3%	4.26	4.21	1.2%
<b>TRAVEL METHOD</b>									
Group Tour	27,249	27,141	0.4%	5,247	3,992	31.4%	22,002	23,149	-5.0%
Package	78,283	78,832	-0.7%	12,850	11,247	14.3%	65,433	67,585	-3.2%
Group Tour & Pkg	21,691	21,581	0.5%	4,211	3,230	30.4%	17,480	18,351	-4.7%
True Independent	168,000	168,385	-0.2%	27,153	25,827	5.1%	140,847	142,559	-1.2%
<b>ISLANDS VISITED</b>									
Oahu	137,911	135,927	1.5%	24,527	21,637	13.4%	113,384	114,291	-0.8%
Maui County	125,978	125,299	0.5%	17,296	17,439	-0.8%	108,682	107,860	0.8%
...Maui	122,375	121,747	0.5%	16,637	16,882	-1.5%	105,738	104,865	0.8%
...Molokai	4,143	3,983	4.0%	751	575	30.7%	3,392	3,408	-0.5%
...Lanai	6,886	5,527	24.6%	1,218	798	52.5%	5,668	4,729	19.9%
Kauai	35,577	48,218	-26.2%	6,929	7,809	-11.3%	28,649	40,409	-29.1%
Big Island	39,653	51,741	-23.4%	8,484	8,736	-2.9%	31,168	43,005	-27.5%
...Hilo	11,703	17,066	-31.4%	2,495	2,799	-10.8%	9,208	14,267	-35.5%
...Kona	34,768	44,264	-21.5%	7,408	7,499	-1.2%	27,359	36,765	-25.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	9.70	9.64	0.7%	9.59	9.02	6.3%	9.73	9.76	-0.3%
Maui (days)	9.19	9.33	-1.5%	9.00	8.80	2.3%	9.22	9.42	-2.1%
Molokai (days)	5.80	8.34	-30.4%	11.52	8.02	43.6%	4.54	8.39	-45.9%
Lanai (days)	5.49	7.69	-28.6%	9.11	5.54	64.5%	4.71	8.06	-41.5%
Kauai (days)	7.05	7.15	-1.4%	7.50	6.96	7.7%	6.94	7.19	-3.5%
Big Island (days)	7.71	9.37	-17.7%	9.02	7.91	14.0%	7.35	9.66	-23.9%
...Hilo (days)	4.69	6.51	-28.0%	6.10	5.28	15.5%	4.31	6.76	-36.2%
...Kona (days)	7.21	8.44	-14.5%	8.28	7.25	14.2%	6.92	8.68	-20.3%
Statewide (days)	12.24	13.26	-7.7%	12.99	12.58	3.2%	12.09	13.38	-9.6%
<b>ACCOMMODATIONS</b>									
Hotel	150,608	151,573	-0.6%	25,048	22,743	10.1%	125,560	128,830	-2.5%
...Hotel Only	130,985	135,654	-3.4%	22,435	20,163	11.3%	108,550	115,491	-6.0%
Condo	70,710	70,861	-0.2%	8,948	9,959	-10.2%	61,762	60,902	1.4%
...Condo Only	57,605	60,158	-4.2%	7,450	8,449	-11.8%	50,155	51,709	-3.0%
Timeshare	12,450	NA	NA	2,507	NA	NA	9,943	NA	NA
...Timeshare Only	8,329	NA	NA	1,875	NA	NA	6,454	NA	NA
Apartment	4,451	4,673	-4.8%	718	743	-3.4%	3,733	3,930	-5.0%
Bed & Breakfast	2,890	5,346	-45.9%	915	773	18.4%	1,975	4,574	-56.8%
Cruise Ship	14,588	5,236	178.6%	855	945	-9.5%	13,733	4,292	220.0%
Friends or Relatives	17,657	21,452	-17.7%	3,514	3,501	0.4%	14,143	17,952	-21.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	202,990	204,995	-1.0%	31,271	30,243	3.4%	171,719	174,753	-1.7%
...Honeymoon	14,360	16,687	-13.9%	2,619	2,447	7.0%	11,741	14,241	-17.6%
MC&I (Net)	32,330	26,753	20.8%	6,164	4,017	53.4%	26,166	22,736	15.1%
.....Convention/Conf.	20,604	16,241	26.9%	3,883	2,416	60.7%	16,721	13,826	20.9%
.....Corp. Meetings	6,185	5,869	5.4%	1,238	904	36.9%	4,947	4,965	-0.3%
.....Incentive	6,167	5,397	14.3%	1,150	804	43.0%	5,017	4,593	9.3%
Other Business	5,976	8,017	-25.5%	1,372	1,334	2.8%	4,604	6,683	-31.1%
Visit Friends/Relatives	13,091	13,650	-4.1%	2,653	2,277	16.5%	10,438	11,373	-8.2%
Government/Military	1,262	1,830	-31.0%	355	303	17.0%	907	1,527	-40.6%
Attend School	656	1,290	-49.1%	153	202	-24.1%	503	1,088	-53.8%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	451.5	479.6	-5.9%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	146.5	143.1	2.4%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,792.6	1,897.2	-5.5%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT



**TABLE 21: Europe MMA Visitor Characteristics: 2000 vs. 1999**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	1,996,697	2,189,957	-8.8%	1,732,655	1,908,215	-9.2%	264,042	281,742	-6.3%
Total Visitors	166,974	183,868	-9.2%	139,337	157,640	-11.6%	27,637	26,228	5.4%
<b>PARTY SIZE</b>									
One	45,445	51,005	-10.9%	38,489	43,985	-12.5%	6,956	7,019	-0.9%
Two	88,134	90,002	-2.1%	72,448	77,546	-6.6%	15,686	12,454	25.9%
Three or more	33,396	42,862	-22.1%	28,400	36,108	-21.3%	4,996	6,754	-26.0%
Avg Party Size	1.70	1.72	-1.2%	1.70	1.71	-0.8%	1.71	1.77	-3.7%
<b>VISIT STATUS</b>									
First-Time	97,166	102,802	-5.5%	76,829	85,116	-9.7%	20,337	17,686	15.0%
Repeat	69,808	81,065	-13.9%	62,508	72,523	-13.8%	7,300	8,542	-14.5%
Average # Trips	3.00	3.09	-2.9%	3.30	3.25	1.5%	1.51	2.16	-29.8%
<b>TRAVEL METHOD</b>									
Group Tour	20,399	20,325	0.4%	18,718	18,764	-0.2%	1,681	1,561	7.6%
Package	68,310	71,833	-4.9%	57,918	62,723	-7.7%	10,392	9,110	14.1%
Group Tour & Pkg	15,061	14,562	3.4%	13,854	13,427	3.2%	1,207	1,134	6.4%
True Independent	93,325	106,271	-12.2%	76,554	89,580	-14.5%	16,772	16,691	0.5%
<b>ISLANDS VISITED</b>									
Oahu	121,475	118,776	2.3%	97,736	100,586	-2.8%	23,739	18,190	30.5%
Maui County	56,925	77,517	-26.6%	50,831	69,072	-26.4%	6,095	8,445	-27.8%
...Maui	55,560	75,418	-26.3%	49,479	67,230	-26.4%	6,081	8,188	-25.7%
...Molokai	2,365	3,048	-22.4%	2,135	2,768	-22.9%	230	279	-17.5%
...Lanai	2,336	3,017	-22.6%	2,055	2,692	-23.7%	281	325	-13.6%
Kauai	28,715	39,984	-28.2%	25,187	35,337	-28.7%	3,527	4,647	-24.1%
Big Island	35,846	46,969	-23.7%	30,632	39,941	-23.3%	5,214	7,028	-25.8%
...Hilo	13,029	20,394	-36.1%	10,184	14,293	-28.7%	2,845	6,101	-53.4%
...Kona	29,839	36,344	-17.9%	25,870	33,644	-23.1%	3,968	2,701	46.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	8.82	8.18	7.9%	9.25	8.33	11.1%	7.05	7.35	-4.0%
Maui (days)	7.98	7.85	1.6%	8.18	7.96	2.8%	6.30	6.97	-9.6%
Molokai (days)	5.57	4.84	15.0%	5.76	4.95	16.4%	3.79	3.80	-0.2%
Lanai (days)	6.35	4.34	46.3%	6.26	4.43	41.4%	6.98	3.61	93.7%
Kauai (days)	6.31	6.27	0.6%	6.42	6.36	0.8%	5.52	5.55	-0.5%
Big Island (days)	7.62	7.41	2.8%	7.74	7.14	8.4%	6.90	8.96	-23.0%
...Hilo (days)	5.05	4.77	5.7%	5.34	4.80	11.3%	4.00	4.72	-15.2%
...Kona (days)	6.95	6.57	5.7%	7.06	6.44	9.7%	6.20	8.23	-24.7%
Statewide (days)	11.96	11.91	0.4%	12.44	12.10	2.7%	9.55	10.74	-11.1%
<b>ACCOMMODATIONS</b>									
Hotel	116,680	127,115	-8.2%	97,936	108,975	-10.1%	18,745	18,140	3.3%
...Hotel Only	107,638	116,088	-7.3%	90,450	100,809	-10.3%	17,188	15,280	12.5%
Condo	14,446	23,794	-39.3%	13,589	20,081	-32.3%	857	3,713	-76.9%
...Condo Only	11,729	18,719	-37.3%	11,290	16,809	-32.8%	439	1,911	-77.0%
Timeshare	4,455	NA	NA	3,709	NA	NA	746	NA	NA
...Timeshare Only	3,440	NA	NA	2,736	NA	NA	704	NA	NA
Apartment	7,859	8,091	-2.9%	6,632	7,246	-8.5%	1,227	844	45.4%
Bed & Breakfast	5,131	5,336	-3.8%	4,201	4,882	-14.0%	930	454	105.0%
Cruise Ship	1,678	1,816	-7.6%	1,525	1,719	-11.3%	152	97	57.5%
Friends or Relatives	14,144	16,438	-14.0%	13,000	14,936	-13.0%	1,143	1,503	-23.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	135,465	150,832	-10.2%	110,210	127,904	-13.8%	25,255	22,928	10.2%
...Honeymoon	12,219	12,652	-3.4%	10,808	11,572	-6.6%	1,410	1,080	30.6%
MC&I (Net)	15,084	14,014	7.6%	14,246	12,856	10.8%	838	1,158	-27.6%
.....Convention/Conf.	9,766	8,853	10.3%	9,421	8,073	16.7%	345	780	-55.8%
.....Corp. Meetings	3,050	2,505	21.8%	2,700	2,324	16.2%	350	180	94.0%
.....Incentive	2,404	2,805	-14.3%	2,261	2,590	-12.7%	143	214	-33.3%
Other Business	4,267	5,716	-25.4%	4,185	5,290	-20.9%	82	426	-80.9%
Visit Friends/Relatives	10,401	11,936	-12.9%	9,514	10,645	-10.6%	888	1,291	-31.2%
Government/Military	1,130	1,273	-11.2%	1,006	1,185	-15.1%	124	89	40.1%
Attend School	740	645	14.8%	636	554	14.9%	104	91	14.0%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	263.8	296.5	-11.0%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	132.1	135.4	-2.4%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,580.1	1,612.7	-2.0%	NA	NA	NA	NA	NA	NA

NA: Not available  
Source: DBEDT

**TABLE 22: Oceania MMA Visitor Characteristics: 2000 vs. 1999**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL*		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	773,573	941,145	-17.8%	218,451	275,494	-20.7%	555,122	665,652	-16.6%
Total Visitors	95,974	111,205	-13.7%	32,615	37,731	-13.6%	63,359	73,474	-13.8%
<b>PARTY SIZE</b>	3								
One	20,180	27,450	-26.5%	7,867	10,182	-22.7%	12,313	17,268	-28.7%
Two	46,938	52,198	-10.1%	13,416	14,896	-9.9%	33,522	37,302	-10.1%
Three or more	28,859	31,556	-8.5%	11,335	12,653	-10.4%	17,524	18,904	-7.3%
Avg Party Size	1.88	1.96	-4.1%	1.88	1.82	3.2%	1.88	2.03	-7.5%
<b>VISIT STATUS</b>									
First-Time	49,993	58,856	-15.1%	15,836	18,173	-12.9%	34,157	40,682	-16.0%
Repeat	45,981	52,349	-12.2%	16,779	19,558	-14.2%	29,202	32,791	-10.9%
Average # Trips	2.74	2.76	-1.0%	3.29	3.33	-1.2%	2.45	2.47	-0.9%
<b>TRAVEL METHOD</b>									
Group Tour	6,156	9,026	-31.8%	1,716	2,444	-29.8%	4,440	6,581	NA
Package	57,668	61,076	-5.6%	16,208	18,653	-13.1%	41,460	42,423	-2.3%
Group Tour & Pkg	5,228	7,542	-30.7%	1,206	1,973	-38.9%	4,022	5,569	NA
True Independent	37,377	48,645	-23.2%	15,896	18,606	-14.6%	21,481	30,038	-28.5%
<b>ISLANDS VISITED</b>									
Oahu	86,920	95,356	-8.8%	29,614	32,601	-9.2%	57,306	62,755	-8.7%
Mauai County	14,643	23,587	-37.9%	4,302	6,995	-38.5%	10,342	16,592	-37.7%
...Mauai	14,421	21,718	-33.6%	4,183	6,756	-38.1%	10,238	14,962	-31.6%
...Molokai	450	1,049	-57.1%	182	284	-35.9%	268	765	NA
...Lanai	378	1,618	-76.7%	218	333	-34.4%	159	1,285	NA
Kauai	6,793	9,800	-30.7%	1,723	3,137	-45.1%	5,070	6,662	-23.9%
Big Island	10,510	15,999	-34.3%	2,331	3,626	-35.7%	8,179	12,372	-33.9%
...Hilo	3,418	4,830	-29.2%	597	1,304	-54.2%	2,821	3,525	-20.0%
...Kona	8,851	13,972	-36.6%	2,083	2,942	-29.2%	6,769	11,030	-38.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.81	6.79	0.3%	5.71	5.83	-2.0%	7.38	7.29	1.2%
Mauai (days)	5.78	5.84	-1.0%	5.78	6.17	-6.4%	5.79	5.69	1.6%
Molokai (days)	5.43	2.56	112.3%	9.43	2.91	224.2%	2.72	2.43	11.8%
Lanai (days)	3.70	5.56	-33.4%	5.24	4.95	5.8%	1.59	5.71	-72.2%
Kauai (days)	5.35	5.22	2.4%	5.61	6.10	-7.9%	5.26	4.81	9.3%
Big Island (days)	5.53	6.50	-15.0%	5.39	6.11	-11.8%	5.57	6.62	-15.9%
...Hilo (days)	3.30	3.62	-9.0%	3.32	5.06	-34.5%	3.30	3.09	6.6%
...Kona (days)	5.29	6.19	-14.6%	5.08	5.29	-3.9%	5.35	6.43	-16.8%
Statewide (days)	8.06	8.46	-4.8%	6.70	7.30	-8.3%	8.76	9.06	-3.3%
<b>ACCOMMODATIONS</b>									
Hotel	79,748	92,830	-14.1%	25,687	29,752	-13.7%	54,061	63,078	-14.3%
...Hotel Only	75,058	86,357	-13.1%	24,671	28,662	-13.9%	50,387	57,695	-12.7%
Condo	4,336	6,740	-35.7%	1,512	2,241	-32.5%	2,824	4,499	-37.2%
...Condo Only	2,767	4,176	-33.7%	1,255	1,819	-31.0%	1,512	2,358	-35.9%
Timeshare	2,644	NA	NA	681	NA	NA	1,963	NA	NA
...Timeshare Only	1,776	NA	NA	540	NA	NA	1,237	NA	NA
Apartment	4,052	4,324	-6.3%	1,277	1,473	-13.3%	2,775	2,851	-2.7%
Bed & Breakfast	764	1,458	-47.6%	312	445	-30.0%	452	1,013	-55.4%
Cruise Ship	286	445	-35.6%	249	231	8.0%	37	214	-82.8%
Friends or Relatives	4,960	5,915	-16.2%	2,485	2,776	-10.5%	2,475	3,139	-21.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	84,122	97,652	-13.9%	28,237	32,738	-13.7%	55,885	64,915	-13.9%
...Honeymoon	5,183	5,395	-3.9%	1,500	1,843	-18.6%	3,682	3,552	3.7%
MC&I (Net)	4,691	5,804	-19.2%	1,360	1,766	-23.0%	3,331	4,038	-17.5%
.....Convention/Conf.	3,691	4,084	-9.6%	930	1,193	-22.0%	2,761	2,891	-4.5%
.....Corp. Meetings	439	1,178	-62.8%	287	384	-25.4%	152	794	-80.9%
.....Incentive	569	558	2.0%	144	204	-29.5%	425	354	20.1%
Other Business	1,614	2,082	-22.5%	823	1,047	-21.3%	790	1,036	-23.7%
Visit Friends/Relatives	4,315	3,865	11.6%	1,767	1,664	6.2%	2,548	2,202	15.7%
Government/Military	463	394	17.4%	378	278	36.2%	84	116	-27.5%
Attend School	113	218	-48.3%	45	110	-59.3%	68	109	-37.2%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	132.3	182.7	-27.6%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	171.0	194.2	-11.9%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,378.3	1,643.2	-16.1%	NA	NA	NA	NA	NA	NA

\* Sample sizes are small for 1999.

NA: Not available

Source: DBEDT

**TABLE 23: Other Asia MMA Visitor Characteristics: 2000 vs. 1999**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL*		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	988,880	905,320	9.2%	285,432	281,124	1.5%	703,448	624,196	12.7%
Total Visitors	152,543	129,564	17.7%	44,787	37,256	20.2%	107,756	92,309	16.7%
<b>PARTY SIZE</b>									
One	24,171	22,321	8.3%	10,882	9,950	9.4%	13,289	12,371	7.4%
Two	40,216	36,232	11.0%	9,542	9,744	-2.1%	30,674	26,488	15.8%
Three or more	88,156	71,011	24.1%	24,363	17,561	38.7%	63,793	53,450	19.4%
Avg Party Size	2.57	2.73	-5.8%	2.20	2.00	9.9%	2.72	3.02	-9.8%
<b>VISIT STATUS</b>									
First-Time	110,030	92,196	19.3%	26,845	23,125	16.1%	83,185	69,071	20.4%
Repeat	42,513	37,368	13.8%	17,942	14,130	27.0%	24,571	23,238	5.7%
Average # Trips	2.28	2.19	4.1%	3.15	2.91	8.2%	1.92	1.91	1.0%
<b>TRAVEL METHOD</b>									
Group Tour	82,352	64,507	27.7%	16,432	12,437	32.1%	65,920	52,070	26.6%
Package	100,382	81,093	23.8%	21,092	16,860	25.1%	79,290	64,233	23.4%
Group Tour & Pkg	76,197	58,697	29.8%	12,804	9,532	34.3%	63,394	49,165	28.9%
True Independent	46,010	42,662	7.8%	20,067	17,491	14.7%	25,943	25,171	3.1%
<b>ISLANDS VISITED</b>									
Oahu	138,816	116,306	19.4%	39,720	31,917	24.4%	99,096	84,389	17.4%
Maui County	30,518	34,537	-11.6%	7,254	9,057	-19.9%	23,264	25,480	-8.7%
...Maui	29,701	32,567	-8.8%	6,846	8,626	-20.6%	22,855	23,942	-4.5%
...Molokai	1,312	2,455	-46.5%	477	689	-30.7%	835	1,767	-52.7%
...Lanai	921	1,001	-7.9%	424	434	-2.2%	497	567	-12.3%
Kauai	9,083	6,621	37.2%	3,433	3,655	-6.1%	5,650	2,965	90.6%
Big Island	25,941	25,186	3.0%	4,681	5,447	-14.1%	21,260	19,739	7.7%
...Hilo	11,132	11,563	-3.7%	1,707	2,092	-18.4%	9,425	9,471	-0.5%
...Kona	20,222	19,463	3.9%	3,616	4,449	-18.7%	16,607	15,014	10.6%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.52	5.74	-3.8%	5.15	5.79	-11.0%	5.67	5.72	-0.9%
Maui (days)	3.10	3.23	-4.0%	4.58	4.84	-5.4%	2.66	2.66	0.2%
Molokai (days)	2.75	2.76	-0.1%	4.38	3.76	16.6%	1.82	2.37	-22.9%
Lanai (days)	3.03	5.19	-41.5%	4.05	9.35	-56.7%	2.17	2.00	8.4%
Kauai (days)	3.70	3.97	-6.9%	5.74	4.62	24.2%	2.45	3.17	-22.6%
Big Island (days)	3.46	3.73	-7.2%	5.55	5.71	-2.8%	3.00	3.19	-5.8%
...Hilo (days)	2.30	2.37	-3.1%	3.88	3.90	-0.3%	2.01	2.03	-1.2%
...Kona (days)	3.18	3.42	-7.2%	5.35	5.16	3.7%	2.70	2.91	-7.0%
Statewide (days)	6.48	6.99	-7.2%	6.37	7.55	-15.5%	6.53	6.76	-3.5%
<b>ACCOMMODATIONS</b>									
Hotel	124,583	102,308	21.8%	35,620	29,665	20.1%	88,963	72,643	22.5%
...Hotel Only	119,093	98,149	21.3%	34,181	28,521	19.8%	84,911	69,628	22.0%
Condo	6,577	6,359	3.4%	2,927	2,683	9.1%	3,650	3,676	-0.7%
...Condo Only	4,752	4,815	-1.3%	2,487	2,195	13.3%	2,264	2,620	-13.6%
Timeshare	11,167	NA	NA	1,208	NA	NA	9,958	NA	NA
...Timeshare Only	10,124	NA	NA	888	NA	NA	9,236	NA	NA
Apartment	1,895	2,147	-11.7%	745	666	11.8%	1,150	1,481	-22.3%
Bed & Breakfast	1,536	7,982	-80.8%	540	411	31.6%	996	7,571	-86.8%
Cruise Ship	4,508	1,555	189.9%	337	462	-27.1%	4,171	1,093	281.6%
Friends or Relatives	5,062	7,485	-32.4%	3,834	3,201	19.8%	1,228	4,284	-71.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	109,277	97,131	12.5%	31,517	26,629	18.4%	77,759	70,503	10.3%
...Honeymoon	18,175	18,960	-4.1%	1,935	1,891	2.4%	16,240	17,069	-4.9%
MC&I (Net)	20,662	13,221	56.3%	5,634	3,892	44.8%	15,028	9,329	61.1%
.....Convention/Conf.	9,763	5,345	82.6%	2,315	1,692	36.8%	7,447	3,653	103.9%
.....Corp. Meetings	4,890	3,339	46.5%	1,042	758	37.4%	3,848	2,581	49.1%
.....Incentive	6,055	4,603	31.6%	2,323	1,507	54.1%	3,733	3,096	20.6%
Other Business	9,719	6,291	54.5%	3,852	3,171	21.5%	5,868	3,120	88.1%
Visit Friends/Relatives	8,572	7,599	12.8%	3,127	2,708	15.5%	5,446	4,892	11.3%
Government/Military	1,138	979	16.3%	518	651	-20.5%	620	327	89.5%
Attend School	988	1,080	-8.5%	201	233	-13.6%	787	847	-7.1%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	192.8	174.5	10.5%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	194.9	192.7	1.1%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,263.8	1,346.8	-6.2%	NA	NA	NA	NA	NA	NA

\* Sample sizes are small for 1999.

NA: Not available

Source: DBEDT

**TABLE 24: Latin America MMA Visitor Characteristics: 2000 vs. 1999**

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL*		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	178,884	NA	NA	162,616	170,268	-4.5%	16,267	NA	NA
Total Visitors	18,150	NA	NA	16,121	17,305	-6.8%	2,029	NA	NA
<b>PARTY SIZE</b>									
One	4,693	NA	NA	4,048	4,191	-3.4%	645	NA	NA
Two	8,434	NA	NA	7,142	8,254	-13.5%	1,292	NA	NA
Three or more	5,023	NA	NA	4,931	4,860	1.5%	92	NA	NA
Avg Party Size	1.79	NA	NA	1.82	1.81	0.8%	1.54	NA	NA
<b>VISIT STATUS</b>									
First-Time	11,709	NA	NA	10,103	11,034	-8.4%	1,606	NA	NA
Repeat	6,441	NA	NA	6,017	6,272	-4.1%	423	NA	NA
Average # Trips	2.51	NA	NA	2.67	2.45	9.0%	1.25	NA	NA
<b>TRAVEL METHOD</b>									
Group Tour	2,104	NA	NA	1,948	2,279	-14.5%	156	NA	NA
Package	7,669	NA	NA	6,564	7,474	-12.2%	1,105	NA	NA
Group Tour & Pkg	1,550	NA	NA	1,394	1,792	-22.2%	156	NA	NA
True Independent	9,926	NA	NA	9,003	9,344	-3.7%	924	NA	NA
<b>ISLANDS VISITED</b>									
Oahu	13,719	NA	NA	12,188	12,560	-3.0%	1,531	NA	NA
Maui County	8,487	NA	NA	7,188	7,740	-7.1%	1,299	NA	NA
...Maui	8,397	NA	NA	7,099	7,670	-7.5%	1,299	NA	NA
...Molokai	232	NA	NA	232	191	21.1%	0	NA	NA
...Lanai	218	NA	NA	218	175	24.4%	0	NA	NA
Kauai	2,389	NA	NA	2,078	2,430	-14.5%	311	NA	NA
Big Island	3,418	NA	NA	3,040	3,229	-5.9%	378	NA	NA
...Hilo	1,002	NA	NA	920	1,042	-11.7%	82	NA	NA
...Kona	3,000	NA	NA	2,622	2,707	-3.2%	378	NA	NA
<b>LENGTH OF STAY</b>									
Oahu (days)	7.25	NA	NA	7.52	7.13	5.3%	5.10	NA	NA
Maui (days)	5.81	NA	NA	5.97	6.22	-4.0%	4.96	NA	NA
Molokai (days)	1.64	NA	NA	1.64	2.47	-33.6%	0.00	NA	NA
Lanai (days)	3.59	NA	NA	3.59	2.58	39.4%	0.00	NA	NA
Kauai (days)	4.40	NA	NA	4.63	5.31	-12.7%	2.83	NA	NA
Big Island (days)	5.56	NA	NA	5.87	5.94	-1.1%	3.04	NA	NA
...Hilo (days)	3.65	NA	NA	3.73	4.04	-7.5%	2.80	NA	NA
...Kona (days)	5.11	NA	NA	5.50	5.53	-0.5%	2.43	NA	NA
Statewide (days)	9.86	NA	NA	10.09	9.84	2.5%	8.02	NA	NA
<b>ACCOMMODATIONS</b>									
Hotel	13,557	NA	NA	12,066	12,652	-4.6%	1,491	NA	NA
...Hotel Only	12,918	NA	NA	11,653	12,024	-3.1%	1,265	NA	NA
Condo	1,305	NA	NA	1,305	2,149	-39.3%	0	NA	NA
...Condo Only	1,143	NA	NA	1,143	1,848	-38.1%	0	NA	NA
Timeshare	567	NA	NA	509	NA	NA	58	NA	NA
...Timeshare Only	447	NA	NA	447	NA	NA	0	NA	NA
Apartment	706	NA	NA	394	409	-3.7%	313	NA	NA
Bed & Breakfast	154	NA	NA	154	233	-33.6%	0	NA	NA
Cruise Ship	211	NA	NA	211	277	-23.7%	0	NA	NA
Friends or Relatives	1,648	NA	NA	1,337	1,417	-5.7%	311	NA	NA
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	14,153	NA	NA	12,461	13,762	-9.5%	1,691	NA	NA
...Honeymoon	1,928	NA	NA	1,514	1,764	-14.1%	413	NA	NA
MC&I (Net)	2,219	NA	NA	2,116	1,942	8.9%	103	NA	NA
.....Convention/Conf.	1,550	NA	NA	1,447	1,209	19.7%	103	NA	NA
.....Corp. Meetings	371	NA	NA	371	358	3.7%	0	NA	NA
.....Incentive	315	NA	NA	315	412	-23.5%	0	NA	NA
Other Business	560	NA	NA	560	458	22.3%	0	NA	NA
Visit Friends/Relatives	881	NA	NA	827	777	6.6%	54	NA	NA
Government/Military	75	NA	NA	75	84	-10.4%	0	NA	NA
Attend School	32	NA	NA	32	87	-62.8%	0	NA	NA
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	32.1	29.4	9.2%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	179.6	172.8	3.9%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,770.0	1,700.3	4.1%	NA	NA	NA	NA	NA	NA

\* Sample sizes are small for both 1999 and 2000.

NA: Not available

Source: DBEDT

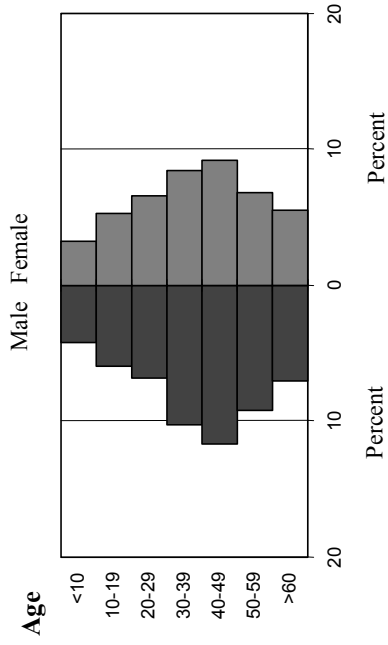
**TABLE 25: Other MMA Visitor Characteristics: 2000 vs. 1999**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	2,951,426	3,292,779	-10.4%	1,943,471	2,001,591	-2.9%	1,007,956	1,291,188	-21.9%
Total Visitors	300,313	310,656	-3.3%	186,073	194,494	-4.3%	114,240	116,162	-1.7%
<b>PARTY SIZE</b>									
One	94,051	95,342	-1.4%	51,578	53,117	-2.9%	42,473	42,225	0.6%
Two	115,094	125,519	-8.3%	80,758	86,902	-7.1%	34,336	38,616	-11.1%
Three or more	91,175	89,796	1.5%	53,737	54,475	-1.4%	37,438	35,320	6.0%
Avg Party Size	1.72	1.71	0.7%	1.76	1.76	0.0%	1.66	1.62	2.1%
<b>VISIT STATUS</b>									
First-Time	114,947	116,948	-1.7%	74,428	82,785	-10.1%	40,519	34,163	18.6%
Repeat	185,373	193,708	-4.3%	111,645	111,709	-0.1%	73,728	81,999	-10.1%
Average # Trips	4.92	5.02	-2.0%	4.79	4.41	8.5%	5.15	6.05	-15.0%
<b>TRAVEL METHOD</b>									
Group Tour	34,708	28,128	23.4%	19,956	20,299	-1.7%	14,751	7,829	88.4%
Package	94,906	93,887	1.1%	62,842	69,122	-9.1%	32,064	24,765	29.5%
Group Tour & Pkg	26,636	22,334	19.3%	15,035	15,532	-3.2%	11,601	6,802	70.6%
True Independent	197,342	210,975	-6.5%	118,310	120,606	-1.9%	79,032	90,369	-12.5%
<b>ISLANDS VISITED</b>									
Oahu	218,041	215,634	1.1%	120,657	120,933	-0.2%	97,384	94,701	2.8%
Maui County	80,495	99,983	-19.5%	65,900	78,448	-16.0%	14,595	21,536	-32.2%
...Maui	78,235	94,100	-16.9%	63,957	76,281	-16.2%	14,278	17,819	-19.9%
...Molokai	2,689	3,206	-16.1%	2,420	2,791	-13.3%	269	415	-35.2%
...Lanai	2,692	6,819	-60.5%	2,571	3,263	-21.2%	121	3,556	-96.6%
Kauai	36,260	44,255	-18.1%	29,127	36,510	-20.2%	7,133	7,745	-7.9%
Big Island	46,854	60,877	-23.0%	33,684	39,078	-13.8%	13,170	21,799	-39.6%
...Hilo	16,502	24,649	-33.1%	10,552	13,354	-21.0%	5,950	11,295	-47.3%
...Kona	38,635	46,664	-17.2%	29,007	32,882	-11.8%	9,628	13,782	-30.1%
<b>LENGTH OF STAY</b>									
Oahu (days)	8.24	8.73	-5.6%	8.30	7.57	9.6%	8.17	10.21	-20.0%
Maui (days)	7.39	7.01	5.4%	7.41	7.13	3.9%	7.33	6.52	12.5%
Molokai (days)	4.90	4.83	1.6%	5.19	5.17	0.4%	2.28	2.50	-8.8%
Lanai (days)	4.89	5.27	-7.2%	5.04	4.93	2.1%	1.69	5.58	-69.7%
Kauai (days)	6.32	6.07	4.1%	6.66	6.45	3.2%	4.91	4.24	15.9%
Big Island (days)	6.85	7.07	-3.1%	7.40	7.06	4.8%	5.46	7.10	-23.0%
...Hilo (days)	4.20	4.79	-12.4%	4.85	4.99	-2.7%	3.04	4.57	-33.3%
...Kona (days)	6.52	6.69	-2.7%	6.82	6.36	7.2%	5.59	7.49	-25.3%
Statewide (days)	9.83	10.60	-7.3%	10.44	10.29	1.5%	8.82	11.12	-20.6%
<b>ACCOMMODATIONS</b>									
Hotel	186,223	184,802	0.8%	117,335	122,807	-4.5%	68,889	61,995	11.1%
...Hotel Only	172,338	168,304	2.4%	107,468	113,495	-5.3%	64,870	54,809	18.4%
Condo	37,027	42,104	-12.1%	29,709	33,550	-11.4%	7,318	8,554	-14.4%
...Condo Only	31,144	33,394	-6.7%	24,925	28,549	-12.7%	6,219	4,845	28.4%
Timeshare	10,270	NA	NA	8,681	NA	NA	1,589	NA	NA
...Timeshare Only	8,317	NA	NA	6,728	NA	NA	1,589	NA	NA
Apartment	9,088	7,807	16.4%	4,336	5,204	-16.7%	4,752	2,603	82.6%
Bed & Breakfast	3,223	4,969	-35.1%	2,816	3,243	-13.2%	407	1,726	-76.4%
Cruise Ship	4,081	3,839	6.3%	3,030	3,380	-10.3%	1,050	459	128.9%
Friends or Relatives	41,280	43,831	-5.8%	22,940	25,084	-8.5%	18,340	18,747	-2.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	194,212	203,483	-4.6%	134,060	142,840	-6.1%	60,152	60,643	-0.8%
...Honeymoon	12,902	16,114	-19.9%	10,336	13,097	-21.1%	2,565	3,016	-14.9%
MC&I (Net)	30,725	31,807	-3.4%	22,352	19,409	15.2%	8,373	12,398	-32.5%
....Convention/Conf.	22,453	22,117	1.5%	15,574	12,817	21.5%	6,879	9,300	-26.0%
....Corp. Meetings	5,412	6,145	-11.9%	4,203	3,908	7.5%	1,210	2,237	-45.9%
....Incentive	3,380	3,769	-10.3%	2,751	2,903	-5.2%	629	866	-27.3%
Other Business	16,705	15,431	8.3%	7,993	8,449	-5.4%	8,712	6,982	24.8%
Visit Friends/Relatives	34,373	29,076	18.2%	17,684	18,223	-3.0%	16,689	10,853	53.8%
Government/Military	13,016	15,443	-15.7%	3,211	3,767	-14.7%	9,804	11,676	-16.0%
Attend School	2,982	5,970	-50.0%	955	976	-2.2%	2,027	4,994	-59.4%
<b>EXPENDITURES</b>									
Total Expenditures (\$ mil.)	500.3	545.8	-8.3%	NA	NA	NA	NA	NA	NA
Per Person Per Day (\$)	169.5	165.7	2.3%	NA	NA	NA	NA	NA	NA
Per Person Per Trip (\$)	1,666.0	1,756.8	-5.2%	NA	NA	NA	NA	NA	NA

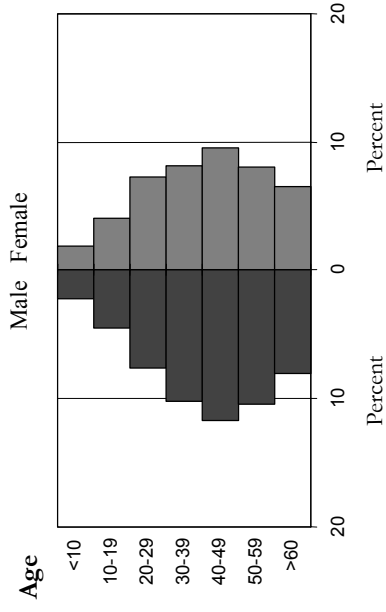
NA: Not available  
Source: DBEDT



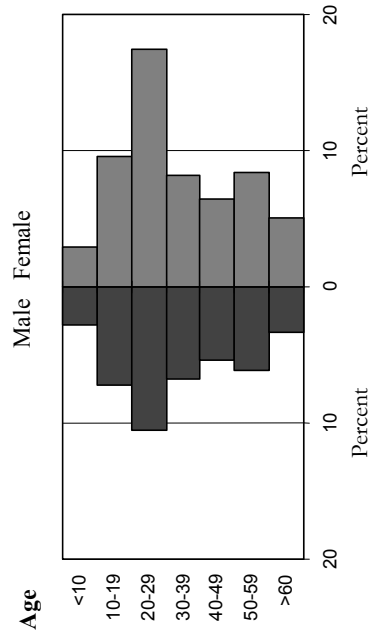
**FIGURE 3: 2000 U.S. West Visitor Age Distribution**



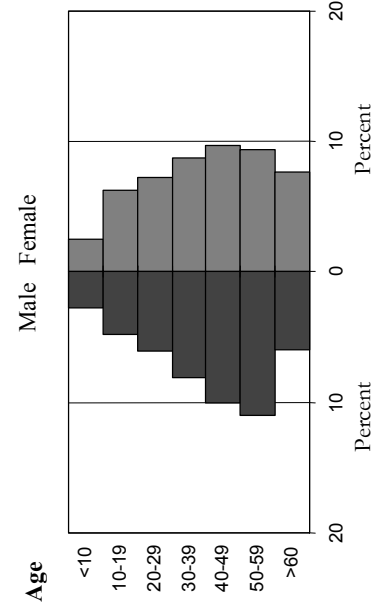
**FIGURE 4: 2000 U.S. East Visitor Age Distribution**



**FIGURE 5: 2000 Japan Visitor Age Distribution**



**FIGURE 6: 2000 Canada Visitor Age Distribution**



# VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

*HONEYMOON VISITOR*

*MEETING, CONVENTION AND INCENTIVE  
VISITOR*

*VISITING FRIENDS AND RELATIVES*



## VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

**HONEYMOON:** There were 648,092 honeymooners to Hawaii during the year, 2.1 percent less than in 1999. The decline was caused by a 6.9 percent drop in the international market, which offset a 5.1 growth in honeymooners from the domestic U.S segment. Close to 68 percent of the honeymooners were first-time visitors to the islands. The majority purchased group or packaged tours while only about 24 percent traveled as true independents.

Oahu remained the most popular destination, hosting close to 75 percent of all honeymooners. However, visitations to Oahu declined 2.0 percent compared to 1999. There were also fewer honeymooners to the Big Island (-1.9%), but more visited Lanai (+20.3%), Kauai (+7.8%) and Maui (+3.1%).

Honeymooners spent the most time on Maui (5.72 days), followed by Oahu (5.32 days), and Kauai (5.24 days). Almost 88 percent stayed in hotels, while nearly 9 percent chose condominiums.

**MEETING, CONVENTION AND INCENTIVE:** In 2000, the number of MCI travelers surged 18.6 percent to 574,916 due to healthy increases from all three conventions, meetings and incentives segments. Nearly 79 percent were domestic visitors while 21 percent came from foreign countries.

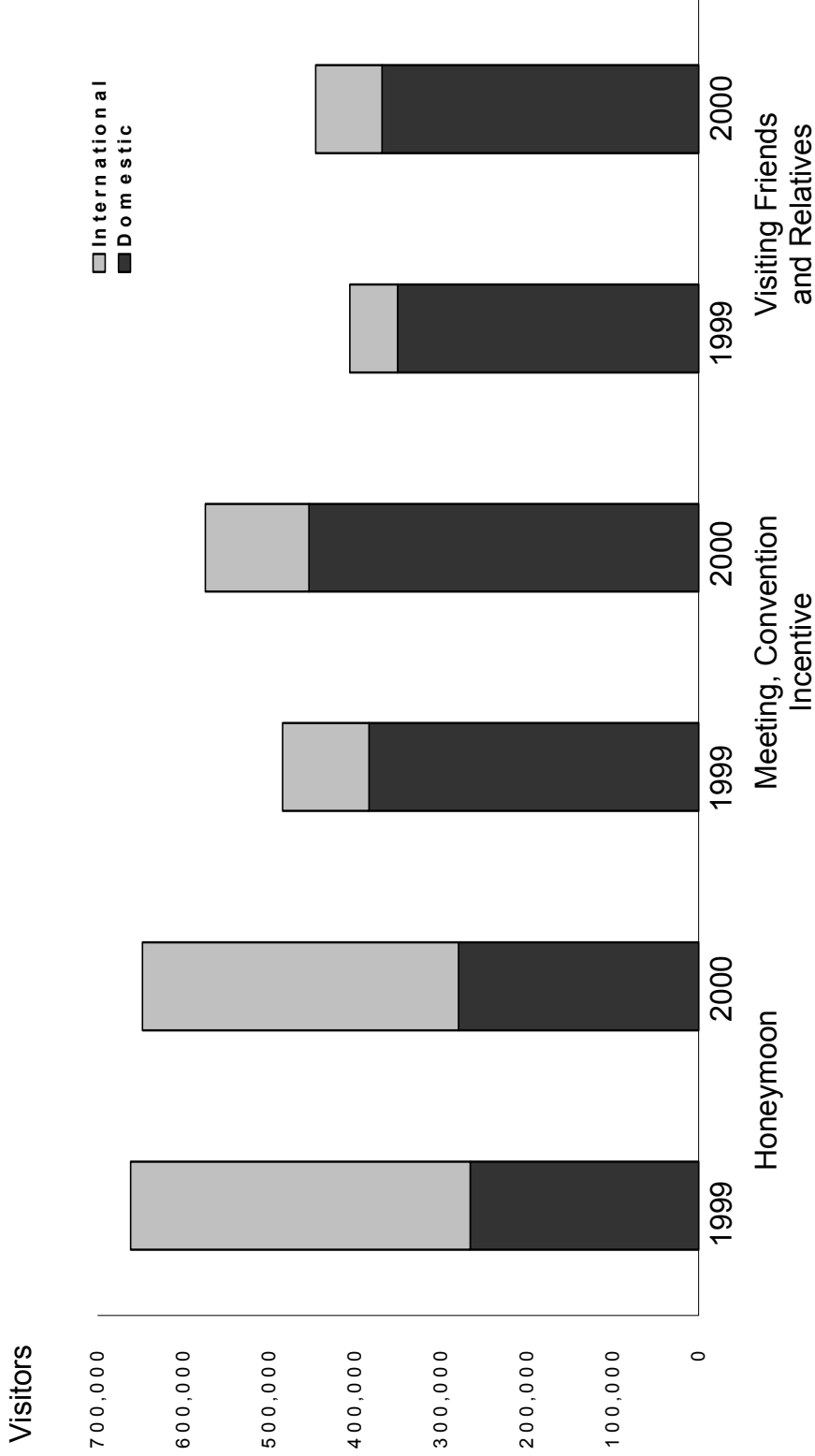
Among MCI visitors, both first-time and repeat travelers exhibited very strong growth compared to 1999 but repeat visitors continued to account for a larger share (60%). More than half (53.9%) came as true independents, while the remainder purchased either group or package tour accommodations. All islands reported increased visitations from MCI travelers over the prior year, led by Oahu (+25.9%), the Big Island (+17.9%) and Lanai (+10.5%).

MCI visitors averaged a length of stay of 7.94 days in Hawaii, shorter than the average of 8.88 for all visitors. They spent the most time on Big Island (6.29 days), followed by Maui (6.25 days) and Oahu (6.13 days). Hotels remained their primary lodging choice, accommodating over 91% of all MCI travelers during their stay.

**VISITING FRIENDS AND RELATIVES:** 446,365 visitors came to the islands to see friends and relatives in 2000, up 9.8 percent from the prior year. Only 17.4 percent came from foreign countries. 76.4 percent were returning visitors to the islands, and 84.1 percent were independent travelers. About 73 percent of this group of visitors went to Oahu, 21.4 percent visited Maui, and 18.3 percent visited the Big Island.

The length of stay for this group of visitors (12.24 days) averaged longer than all visitors (8.88 days). Visitors here to see friends and family spent the most time on Oahu (10.44 days), followed by the Big Island (9.03 days) and Maui (8.83 days). Nearly 60 percent of this group of visitors stayed with their friends and relatives, 27.1 percent stayed in hotels and 9.8 percent stayed in condominiums.

**FIGURE 7: 2000 Visitor Arrivals by Purpose of Trip**



**TABLE 27: Honeymoon Visitor Characteristics: 2000 vs. 1999**

Honeymoon	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	4,809,335	4,851,915	-0.9%	2,675,686	2,528,753	5.8%	2,133,649	2,323,161	-8.2%
Total Visitors	648,092	661,767	-2.1%	279,843	266,304	5.1%	368,249	395,463	-6.9%
<b>PARTY SIZE</b>									
One	36,764	37,904	-3.0%	30,869	29,081	6.1%	5,896	8,823	-33.2%
Two	421,142	439,346	-4.1%	213,182	205,308	3.8%	207,960	234,038	-11.1%
Three or more	190,186	184,517	3.1%	35,792	31,915	12.1%	154,393	152,602	1.2%
Avg Party Size	2.39	2.33	2.4%	1.91	1.91	0.2%	2.75	2.62	5.0%
<b>VISIT STATUS</b>									
First-Time	440,405	439,459	0.2%	175,991	169,818	3.6%	264,413	269,641	-1.9%
Repeat	207,687	222,308	-6.6%	103,852	96,487	7.6%	103,835	125,822	-17.5%
Average # Trips	2.00	1.91	4.8%	2.47	2.42	2.1%	1.64	1.56	4.9%
<b>TRAVEL METHOD</b>									
Group Tour	242,047	213,278	13.5%	15,838	17,031	-7.0%	226,208	196,246	15.3%
Package	487,030	481,982	1.0%	153,932	152,846	0.7%	333,099	329,137	1.2%
Group Tour & Pkg	234,014	193,723	20.8%	12,406	13,651	-9.1%	221,608	180,073	23.1%
True Independent	153,029	144,258	6.1%	122,479	110,078	11.3%	30,550	34,180	-10.6%
<b>ISLANDS VISITED</b>									
Oahu	484,924	494,948	-2.0%	139,080	133,005	4.6%	345,844	361,943	-4.4%
Mauai County	232,404	225,890	2.9%	161,246	157,497	2.4%	71,158	68,393	4.0%
...Mauai	229,091	222,237	3.1%	158,541	154,645	2.5%	70,550	67,591	4.4%
...Molokai	4,075	4,071	0.1%	3,240	3,372	-3.9%	835	699	19.5%
...Lanai	8,469	7,040	20.3%	6,547	6,120	7.0%	1,922	920	108.8%
Kauai	109,005	101,091	7.8%	84,724	84,747	0.0%	24,280	16,344	48.6%
Big Island	91,290	93,072	-1.9%	46,864	47,301	-0.9%	44,426	45,771	-2.9%
...Hilo	22,715	25,008	-9.2%	13,163	13,630	-3.4%	9,551	11,378	-16.1%
...Kona	79,492	41,787	90.2%	41,560	41,787	-0.5%	37,932	0	NA
<b>LENGTH OF STAY</b>									
Oahu (days)	5.32	5.31	0.1%	5.81	5.54	4.7%	5.12	5.22	-2.0%
Mauai (days)	5.72	5.53	3.5%	6.66	6.35	4.8%	3.62	3.64	-0.6%
Molokai (days)	3.74	3.78	-1.0%	4.05	4.17	-2.9%	2.52	1.87	35.2%
Lanai (days)	3.59	3.82	-6.0%	3.89	3.70	5.2%	2.57	4.63	-44.5%
Kauai (days)	5.24	5.28	-0.7%	5.93	5.78	2.6%	2.82	2.66	6.0%
Big Island (days)	4.46	4.48	-0.6%	5.69	5.64	1.0%	3.16	3.29	-4.1%
...Hilo (days)	2.75	2.86	-3.8%	3.58	3.48	3.1%	1.61	2.13	-24.5%
...Kona (days)	4.34	5.25	-17.4%	5.28	5.25	0.7%	3.30	3.25	1.4%
Statewide (days)	7.42	7.33	1.2%	9.56	9.50	0.7%	5.79	5.87	-1.4%
<b>ACCOMMODATIONS</b>									
Hotel	567,196	569,487	-0.4%	214,739	207,852	3.3%	352,457	361,635	-2.5%
...Hotel Only	543,799	548,647	-0.9%	198,819	191,866	3.6%	344,981	356,780	-3.3%
Condo	57,649	62,207	-7.3%	44,160	48,975	-9.8%	13,489	13,233	1.9%
...Condo Only	44,263	49,213	-10.1%	35,340	39,046	-9.5%	8,923	10,168	-12.2%
Timeshare	16,988	NA	NA	13,511	NA	NA	3,477	NA	NA
...Timeshare Only	13,268	NA	NA	10,089	NA	NA	3,179	NA	NA
Apartment	3,012	2,665	13.0%	2,073	2,109	-1.7%	939	556	69.0%
Bed & Breakfast	8,040	10,824	-25.7%	6,463	5,677	13.8%	1,577	5,147	-69.4%
Cruise Ship	3,040	3,564	-14.7%	2,331	3,270	-28.7%	709	294	141.3%
Friends or Relatives	10,204	8,848	15.3%	8,838	8,292	6.6%	1,367	556	145.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	648,092	661,767	-2.1%	279,843	266,304	5.1%	368,249	395,463	-6.9%
...Honeymoon	648,092	661,767	-2.1%	279,843	266,304	5.1%	368,249	395,463	-6.9%
MC&I (Net)	2,340	2,413	-3.0%	1,206	1,161	3.9%	1,134	1,252	-9.5%
...Convention/Conf.	1,174	890	31.8%	890	748	19.0%	283	142	98.9%
...Corp. Meetings	693	355	95.4%	296	286	3.8%	397	69	473.6%
...Incentive	813	1,228	-33.8%	179	187	-4.4%	634	1,041	-39.1%
Other Business	609	577	5.5%	391	577	-32.2%	218	0	NA
Visit Friends/Relatives	3,246	2,619	23.9%	1,800	1,828	-1.5%	1,446	791	82.7%
Government/Military	360	189	90.4%	249	189	31.7%	111	0	NA
Attend School	128	167	-23.1%	38	49	-21.9%	90	118	-23.5%

NA: Not available  
Source: DBEDT

**TABLE 28: Meeting, Convention and Incentive Visitor Characteristics: 2000 vs. 1999**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	4,564,806	3,843,898	18.8%	3,770,113	3,155,530	19.5%	794,693	688,368	15.4%
Total Visitors	574,916	484,751	18.6%	454,063	384,171	18.2%	120,853	100,580	20.2%
<b>PARTY SIZE</b>									
One	151,524	128,508	17.9%	119,054	98,498	20.9%	32,470	30,009	8.2%
Two	273,460	227,185	20.4%	236,304	205,813	14.8%	37,156	21,373	73.8%
Three or more	149,932	129,058	16.2%	98,704	79,860	23.6%	51,228	49,198	4.1%
Avg Party Size	1.79	1.79	-0.2%	1.73	1.73	-0.1%	2.00	2.02	-0.6%
<b>VISIT STATUS</b>									
First-Time	230,825	189,366	21.9%	167,771	138,275	21.3%	63,054	51,091	23.4%
Repeat	344,091	295,385	16.5%	286,292	245,896	16.4%	57,799	49,489	16.8%
Average # Trips	3.78	4.03	-6.2%	3.98	4.14	-3.9%	3.02	3.59	-15.8%
<b>TRAVEL METHOD</b>									
Group Tour	166,707	136,353	22.3%	98,003	86,757	13.0%	68,704	49,596	38.5%
Package	233,142	194,339	20.0%	153,432	139,759	9.8%	79,710	54,580	46.0%
Group Tour & Pkg	134,693	108,421	24.2%	72,399	66,021	9.7%	62,294	42,399	46.9%
True Independent	309,759	262,480	18.0%	275,026	223,677	23.0%	34,733	38,803	-10.5%
<b>ISLANDS VISITED</b>									
Oahu	331,058	263,057	25.9%	234,780	180,632	30.0%	96,278	82,424	16.8%
Mauai County	206,668	195,378	5.8%	179,719	176,278	2.0%	26,949	19,100	41.1%
...Mauai	199,015	188,604	5.5%	172,809	169,917	1.7%	26,205	18,688	40.2%
...Molokai	4,045	3,765	7.4%	3,461	3,359	3.0%	584	407	43.7%
...Lanai	12,523	11,331	10.5%	10,927	10,890	0.3%	1,597	441	261.6%
Kauai	71,722	68,850	4.2%	63,553	63,845	-0.5%	8,168	5,005	63.2%
Big Island	131,354	111,403	17.9%	112,514	96,028	17.2%	18,840	15,375	22.5%
...Hilo	23,744	25,066	-5.3%	18,709	19,010	-1.6%	5,035	6,056	-16.9%
...Kona	119,633	98,262	21.7%	103,108	86,710	18.9%	16,525	11,552	43.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.13	5.81	5.5%	6.31	5.71	10.6%	5.69	6.05	-5.8%
Mauai (days)	6.25	6.28	-0.4%	6.42	6.37	0.9%	5.14	5.44	-5.6%
Molokai (days)	5.13	5.12	0.1%	5.60	5.14	9.1%	2.29	4.97	-53.9%
Lanai (days)	5.05	4.34	16.4%	5.17	4.32	19.8%	4.23	4.87	-13.1%
Kauai (days)	5.50	5.71	-3.7%	5.78	5.83	-0.9%	3.35	4.27	-21.4%
Big Island (days)	6.29	6.12	2.8%	6.5	6.22	5.1%	4.82	5.51	-12.6%
...Hilo (days)	4.16	3.90	6.8%	4.50	3.88	16.1%	2.91	3.96	-26.4%
...Kona (days)	6.08	5.85	3.9%	6.31	6.03	4.6%	4.60	4.48	2.7%
Statewide (days)	7.94	7.93	0.1%	8.30	8.21	1.1%	6.58	6.84	-3.9%
<b>ACCOMMODATIONS</b>									
Hotel	525,755	437,409	20.2%	413,791	344,226	20.2%	111,965	93,183	20.2%
...Hotel Only	494,781	413,304	19.7%	387,184	323,756	19.6%	107,596	89,548	20.2%
Condo	36,831	38,203	-3.6%	31,137	32,321	-3.7%	5,694	5,881	-3.2%
...Condo Only	21,437	24,661	-13.1%	18,012	20,285	-11.2%	3,425	4,376	-21.7%
Timeshare	8,660	NA	NA	6,649	NA	NA	2,010	NA	NA
...Timeshare Only	5,236	NA	NA	3,539	NA	NA	1,698	NA	NA
Apartment	2,746	3,942	-30.3%	2,035	1,917	6.2%	711	2,026	-64.9%
Bed & Breakfast	6,910	5,639	22.5%	5,821	4,252	36.9%	1,089	1,387	-21.5%
Cruise Ship	2,201	2,443	-9.9%	1,627	2,323	-30.0%	574	120	377.0%
Friends or Relatives	12,916	12,071	7.0%	11,778	10,168	15.8%	1,138	1,903	-40.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	63,593	52,378	21.4%	47,677	39,134	21.8%	15,917	13,244	20.2%
...Honeymoon	2,340	2,448	-4.4%	1,206	1,161	3.9%	1,134	1,287	-11.9%
MC&I (Net)	574,916	484,751	18.6%	454,063	384,171	18.2%	120,853	100,580	20.2%
...Convention/Conf.	362,760	297,628	21.9%	298,435	247,556	20.6%	64,325	50,072	28.5%
...Corp. Meetings	116,074	100,482	15.5%	95,793	79,792	20.1%	20,281	20,690	-2.0%
...Incentive	102,953	91,973	11.9%	64,876	61,412	5.6%	38,078	30,561	24.6%
Other Business	2,830	2,029	39.5%	2,558	2,001	27.8%	272	28	886.1%
Visit Friends/Relatives	2,546	3,065	-16.9%	2,263	2,007	12.7%	283	1,058	-73.2%
Government/Military	1,463	2,628	-44.3%	746	819	-8.9%	718	1,809	-60.3%
Attend School	200	212	-5.8%	93	212	-56.1%	107	0	NA

NA: Not available

Source: DBEDT

**TABLE 29: Visiting Friends and Relatives Visitor Characteristics: 2000 vs. 1999**

Visit Friends and Relatives	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	5,465,303	5,269,520	3.7%	4,682,429	4,435,396	5.6%	782,874	834,124	-6.1%
Total Visitors	446,365	406,468	9.8%	368,869	350,874	5.1%	77,496	55,594	39.4%
<b>PARTY SIZE</b>									
One	135,687	118,784	14.2%	111,655	108,385	3.0%	24,032	10,399	131.1%
Two	176,374	167,199	5.5%	147,815	143,315	3.1%	28,559	23,884	19.6%
Three or more	134,304	120,485	11.5%	109,399	99,174	10.3%	24,905	21,311	16.9%
Avg Party Size	1.72	1.70	1.4%	1.72	1.70	1.2%	1.74	1.69	2.7%
<b>VISIT STATUS</b>									
First-Time	105,372	101,557	3.8%	82,853	80,711	2.7%	22,520	20,846	8.0%
Repeat	340,992	304,912	11.8%	286,016	270,163	5.9%	54,976	34,748	58.2%
Average # Trips	7.13	7.09	0.6%	7.45	7.28	2.3%	5.59	5.84	-4.3%
<b>TRAVEL METHOD</b>									
Group Tour	20,254	17,276	17.2%	8,652	8,195	5.6%	11,602	9,081	27.8%
Package	67,541	65,837	2.6%	49,036	47,903	2.4%	18,505	17,934	3.2%
Group Tour & Pkg	16,976	12,628	34.4%	5,704	5,205	9.6%	11,272	7,423	51.8%
True Independent	375,545	342,063	9.8%	316,885	299,981	5.6%	58,660	42,082	39.4%
<b>ISLANDS VISITED</b>									
Oahu	326,182	303,809	7.4%	265,934	248,636	7.0%	60,248	55,173	9.2%
Maui County	100,511	100,967	-0.5%	85,714	90,209	-5.0%	14,797	10,758	37.5%
...Maui	95,625	95,129	0.5%	81,099	85,351	-5.0%	14,526	9,779	48.6%
...Molokai	5,767	5,896	-2.2%	5,302	5,253	0.9%	465	642	-27.5%
...Lanai	4,475	4,823	-7.2%	3,850	4,340	-11.3%	624	483	29.2%
Kauai	50,725	53,433	-5.1%	45,546	49,167	-7.4%	5,178	4,266	21.4%
Big Island	81,777	82,103	-0.4%	68,366	71,530	-4.4%	13,411	10,573	26.8%
...Hilo	35,260	35,598	-0.9%	29,107	30,816	-5.5%	6,153	4,782	28.7%
...Kona	60,251	60,101	0.2%	51,114	53,342	-4.2%	9,137	6,760	35.2%
<b>LENGTH OF STAY</b>									
Oahu (days)	10.44	10.44	0.0%	10.73	10.35	3.7%	9.19	10.89	-15.6%
Maui (days)	8.83	8.42	4.8%	8.90	8.52	4.5%	8.42	7.60	10.8%
Molokai (days)	6.06	5.26	15.2%	6.33	5.32	18.9%	3.01	4.75	-36.6%
Lanai (days)	6.39	5.07	26.0%	6.78	4.50	50.7%	3.96	10.20	-61.2%
Kauai (days)	8.17	7.97	2.5%	8.54	8.02	6.5%	4.93	7.40	-33.4%
Big Island (days)	9.03	9.37	-3.6%	9.4	9.23	1.3%	7.39	10.32	-28.3%
...Hilo (days)	7.06	7.69	-8.2%	7.48	7.62	-1.9%	5.07	8.13	-37.7%
...Kona (days)	7.87	8.02	-1.9%	8.25	7.97	3.5%	5.74	8.41	-31.8%
Statewide (days)	12.24	12.96	-5.6%	12.69	12.64	0.4%	10.10	15.00	-32.7%
<b>ACCOMMODATIONS</b>									
Hotel	120,956	104,925	15.3%	91,551	83,916	9.1%	29,405	21,009	40.0%
...Hotel Only	88,382	73,576	20.1%	66,549	59,041	12.7%	21,834	14,535	50.2%
Condo	43,728	46,131	-5.2%	35,755	38,117	-6.2%	7,972	8,014	-0.5%
...Condo Only	31,607	33,914	-6.8%	26,839	28,141	-4.6%	4,767	5,773	-17.4%
Timeshare	7,792	NA	NA	7,032	NA	NA	760	NA	NA
...Timeshare Only	4,510	NA	NA	3,946	NA	NA	564	NA	NA
Apartment	13,561	12,733	6.5%	10,039	10,159	-1.2%	3,522	2,573	36.9%
Bed & Breakfast	5,950	5,175	15.0%	4,910	4,603	6.7%	1,040	572	81.6%
Cruise Ship	4,862	1,499	224.4%	914	1,169	-21.8%	3,948	330	1096.1%
Friends or Relatives	266,682	257,836	3.4%	234,607	227,359	3.2%	32,075	30,477	5.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	77,906	68,701	13.4%	57,754	57,420	0.6%	20,152	11,282	78.6%
...Honeymoon	3,246	2,588	25.4%	1,800	1,828	-1.5%	1,446	760	90.3%
MC&I (Net)	2,546	2,996	-15.0%	2,263	2,007	12.7%	283	988	-71.3%
...Convention/Conf.	1,702	2,014	-15.5%	1,538	1,463	5.1%	164	551	-70.3%
...Corp. Meetings	694	830	-16.4%	576	354	62.7%	118	477	-75.2%
...Incentive	473	466	1.5%	292	227	28.7%	181	240	-24.3%
Other Business	4,260	5,619	-24.2%	3,371	3,926	-14.1%	889	1,694	-47.5%
Visit Friends/Relatives	446,365	406,468	9.8%	368,869	350,874	5.1%	77,496	55,594	39.4%
Government/Military	804	843	-4.6%	652	707	-7.8%	152	135	12.0%
Attend School	556	1,026	-45.8%	272	543	-50.0%	285	483	-41.0%

NA: Not available  
Source: DBEDT

# VISITOR CHARACTERISTICS BY ACCOMMODATION

*HOTEL ONLY VISITOR*

*CONDOMINIUM ONLY VISITOR*

*CRUISE SHIP VISITOR*

## VISITOR CHARACTERISTICS BY ACCOMMODATION

**HOTELS ONLY:** Of the total 6.95 million visitors in 2000, 64.4% chose hotels as their only means of accommodation while in the islands. There were more domestic visitors (54.1%) than international visitors (45.9%) staying exclusively in hotels. A little over half (52.6%) were repeat visitors to Hawaii. Nearly 35 percent came as independent travelers while the remainder purchased group or package tours.

Compared to 1999, arrivals from this group of visitors increased for Oahu (+4.6%), the Big Island (+2.7%) and Maui (+1.5%), but fell for the other islands.

This group spent the most time on Oahu (5.70 days), followed by Maui (5.42 days) and the Big Island (4.97 days).

Although pleasure was the primary reason for their trip to Hawaii, accounting for 81 of all hotel only visitors, MCI was the fastest growing segment (+22.4%) increasing to 11 percent of the total for this group.

**CONDOMINIUMS ONLY:** There were 13.1 percent fewer visitors who stayed exclusively in condominiums compared to 1999. The majority of condo only visitors (80.2%) were from the domestic market. More were independent travelers (66.8%) compared to visitors who purchased group or packaged tours. Over half (51.4%) visited Maui while 36.3 percent visited Oahu and 18.6 percent visited Kauai while 15.1 percent visited the Big Island.

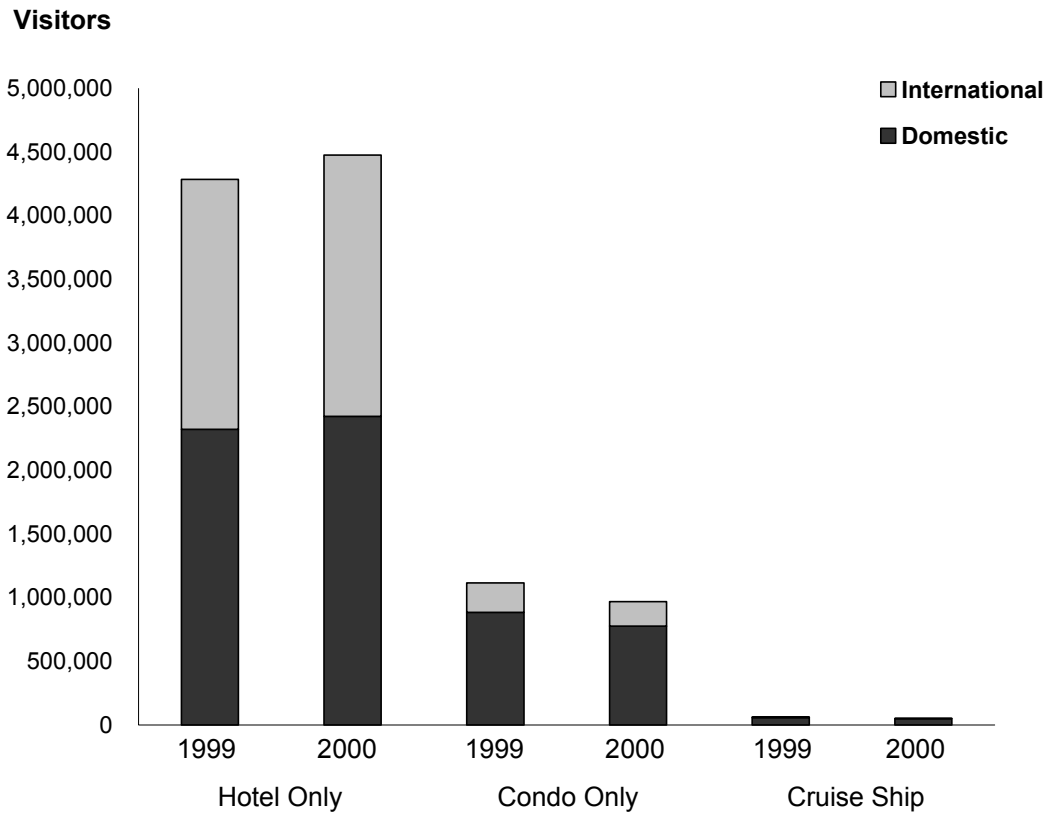
In general, this group of visitors spent more time in Hawaii than their hotel only counterpart. Condo only visitors stayed the longest on Maui (9.44 days), followed by the Big Island (9.00 days) and Kauai (8.60 days).

Pleasure was also the primary reason given by this group of travelers, accounting for nearly 92 percent of all condo only visitors.

**CRUISE SHIPS:** Visitors arriving by air to board cruise ships rose 1.1 percent to 91,001 passengers. This increase combined with a longer length of stay (9.22 days up from 8.93) led to a 4.5 percent growth in visitor days. The bulk of the cruise passengers came from the domestic market and more than half (55.4%) were first-time visitors. Besides cruise ships, 35 percent of the passengers also stayed in hotels.

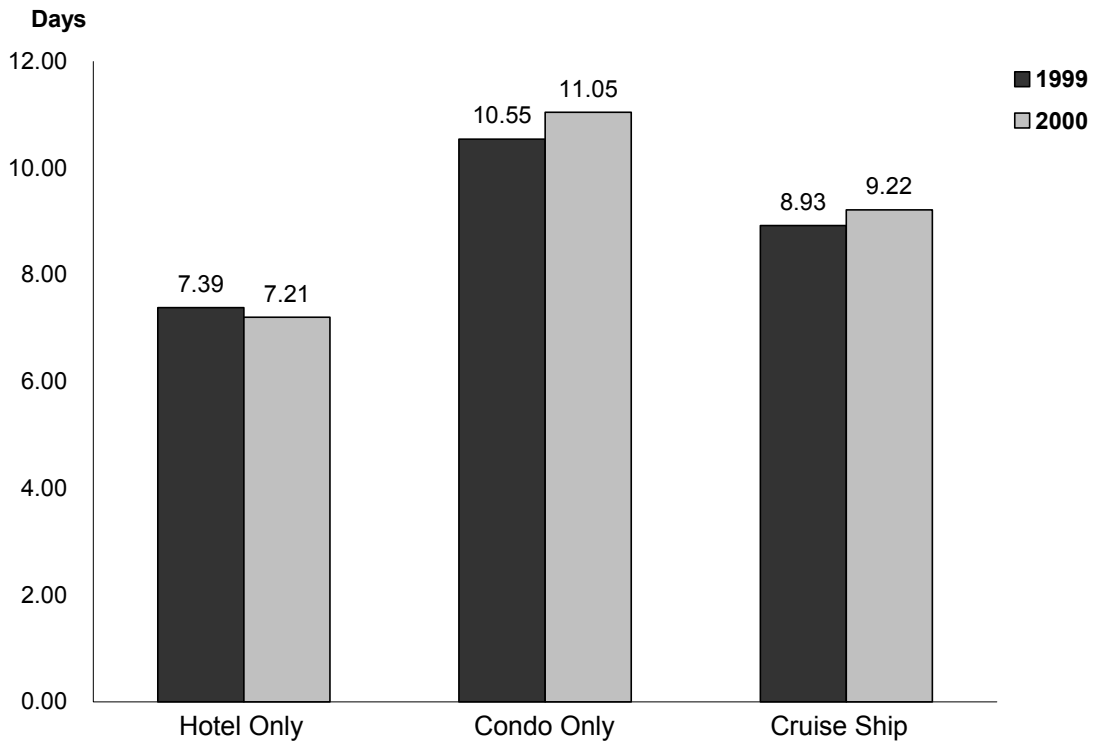
In addition, 35 foreign cruise ships visited the islands during the year, compared to 41 ships in 1999 (TABLE 61). These ships carried a total of 40,699 passengers (-9.1%) with an average length of stay of 5.75 days.

**FIGURE 8: 2000 Visitor Arrivals by Accommodation**



Source: DBEDT

**FIGURE 9: Length of Stay by Accommodation: 2000 vs. 1999**



Source: DBEDT



**TABLE 30: Hotel Only Visitor Characteristics: 2000 vs. 1999**

Hotel Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	32,269,716	31,661,424	1.9%	20,841,471	20,057,957	3.9%	11,428,245	11,603,468	-1.5%
Total Visitors	4,476,867	4,286,278	4.4%	2,423,672	2,321,714	4.4%	2,053,195	1,964,564	4.5%
<b>PARTY SIZE</b>									
One	757,031	725,471	4.4%	526,337	492,511	6.9%	230,694	232,960	-1.0%
Two	1,905,562	1,905,023	0.0%	1,170,254	1,161,388	0.8%	735,308	743,635	-1.1%
Three or more	1,814,274	1,655,785	9.6%	727,081	667,815	8.9%	1,087,193	987,970	10.0%
Avg Party Size	2.16	2.13	1.7%	1.87	1.87	0.2%	2.51	2.43	3.1%
<b>VISIT STATUS</b>									
First-Time	2,120,362	1,995,879	6.2%	993,804	960,890	3.4%	1,126,558	1,034,990	8.8%
Repeat	2,356,505	2,290,399	2.9%	1,429,868	1,360,825	5.1%	926,637	929,574	-0.3%
Average # Trips	3.36	3.42	-1.6%	4.04	4.02	0.7%	2.56	2.71	-5.5%
<b>TRAVEL METHOD</b>									
Group Tour	1,620,029	1,351,057	19.9%	312,071	300,968	3.7%	1,307,957	1,050,090	24.6%
Package	2,812,541	2,562,910	9.7%	1,083,302	1,054,656	2.7%	1,729,239	1,508,255	14.7%
Group Tour & Pkg	1,517,471	1,173,918	29.3%	250,804	244,825	2.4%	1,266,666	929,093	36.3%
True Independent	1,561,767	1,545,780	1.0%	1,279,103	1,210,917	5.6%	282,664	334,863	-15.6%
<b>ISLANDS VISITED</b>									
Oahu	3,396,186	3,245,460	4.6%	1,490,455	1,405,780	6.0%	1,905,731	1,839,680	3.6%
Maui County	1,305,685	1,303,508	0.2%	967,912	982,419	-1.5%	337,773	321,089	5.2%
...Maui	1,273,679	1,254,525	1.5%	941,044	954,180	-1.4%	332,634	300,345	10.8%
...Molokai	25,214	26,095	-3.4%	19,527	20,558	-5.0%	5,687	5,537	2.7%
...Lanai	48,776	56,626	-13.9%	41,855	43,988	-4.8%	6,922	12,638	-45.2%
Kauai	535,322	536,531	-0.2%	392,735	435,688	-9.9%	142,587	100,843	41.4%
Big Island	739,041	719,285	2.7%	464,633	468,641	-0.9%	274,408	250,644	9.5%
...Hilo	183,190	190,407	-3.8%	111,627	122,509	-8.9%	71,563	67,899	5.4%
...Kona	647,128	613,385	5.5%	410,535	408,150	0.6%	236,594	205,235	15.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.70	5.63	1.2%	6.46	6.12	5.5%	5.10	5.26	-2.9%
Maui (days)	5.42	5.58	-2.9%	6.22	6.15	1.1%	3.16	3.75	-15.9%
Molokai (days)	4.40	4.08	8.1%	5.12	4.56	12.3%	1.93	2.27	-15.0%
Lanai (days)	4.77	4.36	9.3%	5.05	4.46	13.1%	3.12	4.03	-22.7%
Kauai (days)	4.67	4.96	-5.9%	5.56	5.52	0.7%	2.21	2.56	-13.6%
Big Island (days)	4.97	5.21	-4.7%	6.03	5.90	2.2%	3.18	3.94	-19.3%
...Hilo (days)	3.14	3.37	-6.8%	3.91	3.86	1.5%	1.94	2.50	-22.2%
...Kona (days)	4.77	5.06	-5.7%	5.76	5.62	2.5%	3.06	3.96	-22.7%
Statewide (days)	7.21	7.39	-2.4%	8.60	8.64	-0.5%	5.57	5.91	-5.8%
<b>ACCOMMODATIONS</b>									
Hotel	4,476,867	4,286,278	4.4%	2,423,672	2,321,714	4.4%	2,053,195	1,964,564	4.5%
...Hotel Only	4,476,867	4,286,278	4.4%	2,423,672	2,321,714	4.4%	2,053,195	1,964,564	4.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,616,419	3,522,789	2.7%	1,785,540	1,756,868	1.6%	1,830,879	1,765,920	3.7%
...Honeymoon	543,799	560,115	-2.9%	198,819	191,866	3.6%	344,981	368,249	-6.3%
MC&I (Net)	494,781	404,227	22.4%	387,184	323,756	19.6%	107,596	80,470	33.7%
...Convention/Conf.	306,530	243,808	25.7%	250,414	204,611	22.4%	56,116	39,197	43.2%
...Corp. Meetings	101,170	83,627	21.0%	82,865	67,749	22.3%	18,305	15,878	15.3%
...Incentive	92,986	81,362	14.3%	58,169	55,235	5.3%	34,817	26,127	33.3%
Other Business	163,130	170,953	-4.6%	136,850	133,349	2.6%	26,280	37,604	-30.1%
Visit Friends/Relatives	88,382	74,660	18.4%	66,549	59,041	12.7%	21,834	15,620	39.8%
Government/Military	46,298	47,308	-2.1%	34,691	35,235	-1.5%	11,606	12,073	-3.9%
Attend School	5,521	5,245	5.3%	3,295	2,903	13.5%	2,226	2,341	-4.9%

Source: DBEDT

**TABLE 31: Condo Only Visitor Characteristics: 2000 vs. 1999**

Condo Only	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	10,705,821	11,765,003	-9.0%	8,765,286	9,794,001	-10.5%	1,940,535	1,971,003	-1.5%
Total Visitors	969,034	1,115,262	-13.1%	776,976	884,467	-12.2%	192,058	230,795	-16.8%
<b>PARTY SIZE</b>									
One	131,541	141,893	-7.3%	112,908	122,849	-8.1%	18,633	19,044	-2.2%
Two	390,006	445,377	-12.4%	334,468	402,209	-16.8%	55,538	43,168	28.7%
Three or more	447,487	527,993	-15.2%	329,600	359,409	-8.3%	117,887	168,584	-30.1%
Avg Party Size	2.25	2.25	-0.3%	2.15	2.14	0.4%	2.64	2.68	-1.6%
<b>VISIT STATUS</b>									
First-Time	254,259	292,285	-13.0%	192,453	226,513	-15.0%	61,805	65,772	-6.0%
Repeat	714,775	822,978	-13.1%	584,523	657,954	-11.2%	130,253	165,024	-21.1%
Average # Trips	5.46	5.19	5.1%	5.63	5.41	4.2%	4.75	4.36	8.7%
<b>TRAVEL METHOD</b>									
Group Tour	65,520	69,023	-5.1%	19,965	21,470	-7.0%	45,555	47,553	-4.2%
Package	314,223	336,410	-6.6%	230,218	251,018	-8.3%	84,005	85,392	-1.6%
Group Tour & Pkg	57,713	55,937	3.2%	15,260	15,951	-4.3%	42,453	39,986	6.2%
True Independent	647,005	718,671	-10.0%	542,053	627,930	-13.7%	104,951	90,741	15.7%
<b>ISLANDS VISITED</b>									
Oahu	352,091	395,422	-11.0%	220,178	252,455	-12.8%	131,912	142,967	-7.7%
Maui County	506,518	536,372	-5.6%	440,484	490,463	-10.2%	66,034	45,909	43.8%
...Maui	498,425	527,927	-5.6%	433,287	482,579	-10.2%	65,137	45,348	43.6%
...Molokai	9,523	10,651	-10.6%	8,380	10,271	-18.4%	1,142	380	201.0%
...Lanai	8,784	10,775	-18.5%	7,625	9,659	-21.1%	1,159	1,116	3.8%
Kauai	180,537	229,655	-21.4%	165,587	214,152	-22.7%	14,950	15,503	-3.6%
Big Island	145,912	182,139	-19.9%	128,807	165,823	-22.3%	17,106	16,317	4.8%
...Hilo	23,765	30,700	-22.6%	20,696	28,016	-26.1%	3,069	2,684	14.3%
...Kona	134,468	167,389	-19.7%	119,033	152,890	-22.1%	15,435	14,499	6.5%
<b>LENGTH OF STAY</b>									
Oahu (days)	8.50	7.33	15.9%	8.49	7.54	12.6%	8.51	6.96	22.2%
Maui (days)	9.44	9.16	3.1%	9.52	9.21	3.3%	8.96	8.64	3.7%
Molokai (days)	7.66	7.28	5.2%	8.04	7.27	10.5%	4.87	7.42	-34.3%
Lanai (days)	5.29	4.86	8.9%	5.14	4.23	21.5%	6.29	10.30	-39.0%
Kauai (days)	8.60	8.18	5.2%	8.60	8.34	3.2%	8.63	6.01	43.5%
Big Island (days)	9.00	8.78	2.6%	9.45	9.05	4.5%	5.59	6.00	-6.8%
...Hilo (days)	4.98	5.21	-4.5%	5.35	5.38	-0.7%	2.47	3.40	-27.3%
...Kona (days)	8.89	8.56	3.8%	9.30	8.83	5.4%	5.69	5.79	-1.7%
Statewide (days)	11.05	10.55	4.7%	11.28	11.07	1.9%	10.10	8.54	18.3%
<b>ACCOMMODATIONS</b>									
Condo	969,034	1,115,262	-13.1%	776,976	884,467	-12.2%	192,058	230,795	-16.8%
...Condo Only	969,034	1,115,262	-13.1%	776,976	884,467	-12.2%	192,058	230,795	-16.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	888,637	983,311	-9.6%	710,091	814,223	-12.8%	178,546	169,088	5.6%
...Honeymoon	44,263	47,909	-7.6%	35,340	39,046	-9.5%	8,923	8,863	0.7%
MC&I (Net)	21,437	23,996	-10.7%	18,012	20,285	-11.2%	3,425	3,711	-7.7%
...Convention/Conf.	15,003	16,595	-9.6%	13,075	14,570	-10.3%	1,928	2,025	-4.8%
...Corp. Meetings	3,665	5,180	-29.3%	3,441	4,452	-22.7%	224	728	-69.3%
...Incentive	2,888	2,396	20.5%	1,614	1,438	12.2%	1,273	958	33.0%
Other Business	17,998	17,363	3.7%	16,001	16,554	-3.3%	1,997	809	146.9%
Visit Friends/Relatives	31,607	33,381	-5.3%	26,839	28,141	-4.6%	4,767	5,239	-9.0%
Government/Military	2,715	3,611	-24.8%	2,463	2,615	-5.8%	252	997	-74.7%
Attend School	1,084	1,391	-22.1%	702	691	1.7%	382	701	-45.4%

Source: DBEDT

**TABLE 32: Cruise Ship Visitor Characteristics<sup>1/</sup>: 2000 vs. 1999**

Cruise Ship	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	839,236	803,391	4.5%	708,976	743,933	-4.7%	130,261	59,458	119.1%
Total Visitors	91,001	89,971	1.1%	76,651	82,575	-7.2%	14,350	7,396	94.0%
<b>PARTY SIZE</b>									
One	17,788	16,392	8.5%	13,933	15,471	-9.9%	3,855	922	318.3%
Two	51,898	52,838	-1.8%	46,424	50,980	-8.9%	5,474	1,859	194.5%
Three or more	21,315	20,741	2.8%	16,294	16,125	1.0%	5,021	4,616	8.8%
Avg Party Size	1.86	1.93	-3.3%	1.86	1.83	1.3%	1.88	2.94	-36.1%
<b>VISIT STATUS</b>									
First-Time	50,371	46,912	7.4%	43,936	45,762	-4.0%	6,435	1,150	459.6%
Repeat	40,631	43,059	-5.6%	32,715	36,813	-11.1%	7,915	6,246	26.7%
Average # Trips	2.59	2.45	6.0%	2.41	2.40	0.6%	3.55	2.99	18.9%
<b>TRAVEL METHOD</b>									
Group Tour	32,066	33,837	-5.2%	27,409	31,727	-13.6%	4,657	2,109	120.8%
Package	64,375	68,390	-5.9%	57,494	62,338	-7.8%	6,881	6,053	13.7%
Group Tour & Pkg	29,475	30,802	-4.3%	24,932	28,693	-13.1%	4,543	2,109	115.4%
True Independent	24,037	18,546	29.6%	16,681	17,203	-3.0%	7,355	1,343	447.5%
<b>ISLANDS VISITED</b>									
Oahu	82,469	80,384	2.6%	69,163	73,146	-5.4%	13,306	7,239	83.8%
Mauai County	59,792	72,073	-17.0%	56,880	66,614	-14.6%	2,912	5,459	-46.7%
...Mauai	58,817	67,542	-12.9%	55,989	65,299	-14.3%	2,828	2,243	26.1%
...Molokai	9,392	9,689	-3.1%	9,131	9,608	-5.0%	261	81	221.5%
...Lanai	12,209	15,437	-20.9%	11,834	12,140	-2.5%	375	3,297	-88.6%
Kauai	53,210	65,115	-18.3%	50,748	60,696	-16.4%	2,462	4,419	-44.3%
Big Island	56,739	67,606	-16.1%	53,522	62,797	-14.8%	3,217	4,809	-33.1%
...Hilo	48,361	55,345	-12.6%	46,349	54,016	-14.2%	2,012	1,329	51.4%
...Kona	51,678	61,507	-16.0%	49,102	56,963	-13.8%	2,575	4,544	-43.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.14	4.04	27.1%	4.58	3.88	17.9%	8.04	5.65	42.3%
Mauai (days)	2.56	2.40	6.6%	2.51	2.38	5.4%	3.62	3.07	18.0%
Molokai (days)	1.75	1.82	-3.5%	1.73	1.82	-5.1%	2.67	1.42	87.6%
Lanai (days)	1.86	1.89	-1.7%	1.84	1.60	14.7%	2.53	2.96	-14.6%
Kauai (days)	1.72	1.71	0.5%	1.70	1.75	-2.7%	2.16	1.24	74.2%
Big Island (days)	2.66	2.58	3.0%	2.61	2.63	-0.7%	3.41	1.91	78.4%
...Hilo (days)	1.40	1.37	2.5%	1.37	1.34	2.2%	2.12	2.45	-13.6%
...Kona (days)	1.61	1.61	0.1%	1.56	1.63	-4.5%	2.59	1.30	98.8%
Statewide (days)	9.22	8.93	3.3%	9.25	9.01	2.7%	9.08	8.04	12.9%
<b>ACCOMMODATIONS</b>									
Hotel	31,939	31,630	1.0%	26,614	28,698	-7.3%	5,325	2,932	81.6%
Condo	2,593	1,202	115.7%	1,306	1,202	8.6%	1,287	0	NA
Timeshare	730	NA	NA	618	NA	NA	111	0	NA
Apartment	760	100	660.0%	58	65	-11.0%	702	35	1896.4%
Bed & Breakfast	830	289	186.8%	197	215	-8.3%	633	74	750.2%
Cruise Ship	91,001	89,971	1.1%	76,651	82,575	-7.2%	14,350	7,396	94.0%
Friends or Relatives	1,285	1,211	6.2%	682	536	27.3%	603	675	-10.6%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	81,203	81,666	-0.6%	71,790	76,722	-6.4%	9,412	4,944	90.4%
...Honeymoon	3,040	3,671	-17.2%	2,331	3,270	-28.7%	709	401	77.0%
MC&I (Net)	2,201	2,483	-11.3%	1,627	2,323	-30.0%	574	160	259.6%
...Convention/Conf.	1,477	1,495	-1.2%	1,212	1,495	-18.9%	265	0	NA
...Corp. Meetings	553	618	-10.5%	191	459	-58.3%	362	160	127.0%
...Incentive	396	381	3.8%	269	381	-29.5%	127	0	NA
Other Business	2,110	1,079	95.5%	1,263	1,079	17.1%	847	0	NA
Visit Friends/Relatives	4,862	3,037	60.1%	914	1,169	-21.8%	3,948	1,869	111.3%
Government/Military	418	181	130.7%	296	181	63.4%	122	0	NA
Attend School	310	200	54.9%	89	166	-46.2%	221	34	543.1%

<sup>1/</sup> Visitors arrived in Hawaii by air and boarded ships to cruise around the islands.

NA: Not available

Source: DBEDT

# VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

*FIRST-TIME VISITOR*

*REPEAT VISITOR*



## **VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS**

**FIRST-TIME VISITORS:** In 2000, the number of first-time visitors rose 2.9 percent to comprise 41.0 percent of total arrivals (TABLE 2) to the State. There were more first-time visitors in the international market (51.3%) than there were repeat visitors. First-time visitors accounted for 72.1 percent of the Other Asian market, 64.5 percent of the Latin American market, 58.2 percent of the European market, 52.4 percent of the Japanese market, 52.1 percent of the Oceania market and 42.6 percent of the Canadian market (TABLES 20-24).

A small number were independent travelers while most purchased either group or package tour accommodations. Close to 79 percent stayed in hotels. Oahu was the most popular destination among new visitors to the islands, with arrivals increasing 2.8 percent to nearly 77 percent of the total first-time visitors. This group of visitors stayed the longest on Oahu (5.9 days), followed by Maui (5.51 days) and the Big Island (4.89 days). First-time MCI travelers surged 21.4 percent over the previous year.

**REPEAT VISITORS:** The number of repeat visitors grew 3.2 percent in 2000 elevating the share of this group to 58.9 percent of total arrivals (TABLE 2). Repeat visitors accounted for a higher percentage in the domestic market (64.8%) than first-timers. The majority were from the U.S West in which nearly 76 percent reported that they have previously visited the islands (TABLE 11). Repeat visitors comprised 52.8 percent of arrivals from the U.S East market (TABLE 13).

Close to 60 percent were independent travelers. Repeat visitors to Oahu increased 4.1 percent to comprised 61.7 percent of the total for this group. 32.2 percent visited Maui, 19.1 percent came to the Big Island and 15.7 percent went to Kauai. The length of stay for repeat visitors increased for all islands during the year. This group of travelers stayed the longest on Maui (7.68 days), followed by Oahu (7.29 days) and the Big Island (7.24 days).

About 63 percent of repeat visitors stayed in hotels, 20.8 percent stayed in condominiums, 10.2 percent stayed with friends and relatives and nearly 5 percent stayed in timeshare properties. 77.2 percent came back to Hawaii for vacation and pleasure. Finally, visitors who returned for MCI travel jumped 16.8 percent compared to 1999.

**TABLE 33: First-Time Visitor Characteristics: 2000 vs. 1999**

First-Time	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	22,461,259	22,491,225	-0.1%	14,805,667	14,330,329	3.3%	7,655,592	8,160,896	-6.2%
Total Visitors	2,850,357	2,769,507	2.9%	1,565,974	1,522,276	2.9%	1,284,383	1,247,231	3.0%
<b>PARTY SIZE</b>									
One	502,946	497,953	1.0%	344,546	329,957	4.4%	158,400	167,996	-5.7%
Two	1,251,660	1,268,241	-1.3%	783,832	781,399	0.3%	467,828	486,843	-3.9%
Three or more	1,095,750	1,003,314	9.2%	437,595	410,921	6.5%	658,155	592,392	11.1%
Avg Party Size	2.12	2.07	2.4%	1.85	1.85	0.2%	2.46	2.35	4.4%
<b>VISIT STATUS</b>									
First-Time	2,850,357	2,769,507	2.9%	1,565,974	1,522,276	2.9%	1,284,383	1,247,231	3.0%
Repeat	0	0	NA	0	0	NA	0	0	NA
Average # Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
<b>TRAVEL METHOD</b>									
Group Tour	1,010,728	879,189	15.0%	219,005	210,820	3.9%	791,723	668,368	18.5%
Package	1,817,232	1,697,654	7.0%	744,899	742,521	0.3%	1,072,333	955,133	12.3%
Group Tour & Pkg	944,777	766,433	23.3%	179,090	173,529	3.2%	765,688	592,904	29.1%
True Independent	967,175	958,385	0.9%	781,160	742,464	5.2%	186,015	215,920	-13.9%
<b>ISLANDS VISITED</b>									
Oahu	2,191,624	2,132,105	2.8%	1,007,622	971,254	3.7%	1,184,002	1,160,850	2.0%
Maui County	942,282	941,997	0.0%	702,824	730,455	-3.8%	239,458	211,542	13.2%
...Maui	926,734	923,111	0.4%	690,494	717,477	-3.8%	236,241	205,635	14.9%
...Molokai	25,465	28,324	-10.1%	21,485	23,224	-7.5%	3,980	5,100	-22.0%
...Lanai	33,549	35,190	-4.7%	29,002	30,727	-5.6%	4,546	4,462	1.9%
Kauai	429,787	432,495	-0.6%	328,563	357,467	-8.1%	101,224	75,028	34.9%
Big Island	484,823	494,634	-2.0%	313,257	333,138	-6.0%	171,566	161,496	6.2%
...Hilo	171,802	187,520	-8.4%	117,587	132,099	-11.0%	54,215	55,421	-2.2%
...Kona	412,508	406,306	1.5%	269,228	282,642	-4.7%	143,280	123,664	15.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.90	5.90	0.0%	6.73	6.26	7.5%	5.19	5.59	-7.2%
Maui (days)	5.51	5.49	0.4%	6.12	5.94	3.0%	3.74	3.92	-4.5%
Molokai (days)	3.66	3.40	7.6%	3.92	3.52	11.3%	2.26	2.85	-20.9%
Lanai (days)	3.93	3.66	7.4%	4.10	3.22	27.2%	2.87	6.69	-57.1%
Kauai (days)	4.73	4.77	-0.8%	5.39	5.18	3.9%	2.61	2.82	-7.4%
Big Island (days)	4.89	5.09	-3.8%	5.72	5.65	1.3%	3.37	3.93	-14.2%
...Hilo (days)	3.06	3.34	-8.2%	3.48	3.55	-2.1%	2.17	2.83	-23.3%
...Kona (days)	4.46	4.63	-3.6%	5.14	5.00	2.9%	3.18	3.78	-15.8%
Statewide (days)	7.88	8.12	-3.0%	9.45	9.41	0.4%	5.96	6.54	-8.9%
<b>ACCOMMODATIONS</b>									
Hotel	2,246,583	2,133,438	5.3%	1,092,397	1,056,994	3.3%	1,154,185	1,076,444	7.2%
...Hotel Only	2,120,362	2,006,196	5.7%	993,804	960,890	3.4%	1,126,558	1,045,307	7.8%
Condo	315,616	365,322	-13.6%	239,903	279,374	-14.1%	75,713	85,948	-11.9%
...Condo Only	254,259	293,381	-13.3%	192,453	226,513	-15.0%	61,805	66,868	-7.6%
Timeshare	89,655	NA	NA	72,261	NA	NA	17,394	NA	NA
...Timeshare Only	71,007	NA	NA	55,995	NA	NA	15,012	NA	NA
Apartment	28,680	29,502	-2.8%	21,332	22,384	-4.7%	7,347	7,118	3.2%
Bed & Breakfast	34,849	42,677	-18.3%	26,838	26,212	2.4%	8,010	16,465	-51.3%
Cruise Ship	50,371	46,641	8.0%	43,936	45,762	-4.0%	6,435	879	631.9%
Friends or Relatives	133,861	142,281	-5.9%	116,095	118,992	-2.4%	17,766	23,289	-23.7%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	2,391,964	2,340,045	2.2%	1,243,373	1,231,366	1.0%	1,148,591	1,108,678	3.6%
...Honeymoon	440,405	450,901	-2.3%	175,991	169,818	3.6%	264,413	281,083	-5.9%
MC&I (Net)	230,825	190,088	21.4%	167,771	138,275	21.3%	63,054	51,813	21.7%
...Convention/Conf.	141,023	112,393	25.5%	111,163	90,749	22.5%	29,860	21,644	38.0%
...Corp. Meetings	42,931	35,218	21.9%	31,708	23,844	33.0%	11,223	11,374	-1.3%
...Incentive	49,744	44,259	12.4%	26,725	25,219	6.0%	23,020	19,040	20.9%
Other Business	54,226	57,705	-6.0%	41,375	42,576	-2.8%	12,851	15,129	-15.1%
Visit Friends/Relatives	105,372	103,335	2.0%	82,853	80,711	2.7%	22,520	22,624	-0.5%
Government/Military	22,819	25,506	-10.5%	17,807	17,149	3.8%	5,012	8,357	-40.0%
Attend School	7,860	11,525	-31.8%	5,168	4,982	3.7%	2,692	6,543	-58.9%

NA: Not available  
Source: DBEDT

**TABLE 34: Repeat Visitor Characteristics: 2000 vs. 1999**

Repeat	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	39,259,891	37,529,023	4.6%	30,373,920	28,738,858	5.7%	8,885,971	8,790,164	1.1%
Total Visitors	4,098,238	3,971,530	3.2%	2,880,962	2,733,345	5.4%	1,217,276	1,238,185	-1.7%
<b>PARTY SIZE</b>									
One	765,272	739,695	3.5%	603,734	570,392	5.8%	161,539	169,302	-4.6%
Two	1,686,324	1,683,190	0.2%	1,273,682	1,250,875	1.8%	412,642	432,316	-4.6%
Three or more	1,646,642	1,548,645	6.3%	1,003,547	912,078	10.0%	643,095	636,567	1.0%
Avg Party Size	2.07	2.08	-0.6%	1.93	1.92	0.7%	2.41	2.46	-2.0%
<b>VISIT STATUS</b>									
First-Time	0	0	NA	0	0	NA	0	0	NA
Repeat	4,098,238	3,971,530	3.2%	2,880,962	2,733,345	5.4%	1,217,276	1,238,185	-1.7%
Average # Trips	6.28	6.24	0.6%	6.81	6.76	0.8%	5.01	5.10	-1.8%
<b>TRAVEL METHOD</b>									
Group Tour	772,052	642,501	20.2%	175,515	176,505	-0.6%	596,537	465,997	28.0%
Package	1,591,664	1,512,092	5.3%	790,425	777,887	1.6%	801,239	734,206	9.1%
Group Tour & Pkg	708,404	552,074	28.3%	133,435	136,387	-2.2%	574,969	415,686	38.3%
True Independent	2,442,937	2,369,357	3.1%	2,048,459	1,915,324	7.0%	394,479	454,033	-13.1%
<b>ISLANDS VISITED</b>									
Oahu	2,527,620	2,428,037	4.1%	1,477,436	1,375,786	7.4%	1,050,184	1,052,251	-0.2%
Maui County	1,362,384	1,404,988	-3.0%	1,131,807	1,136,059	-0.4%	230,577	268,929	-14.3%
...Maui	1,319,519	1,355,806	-2.7%	1,093,326	1,095,994	-0.2%	226,192	259,811	-12.9%
...Molokai	39,094	41,333	-5.4%	34,087	36,461	-6.5%	5,007	4,872	2.8%
...Lanai	54,113	59,356	-8.8%	47,389	49,707	-4.7%	6,725	9,649	-30.3%
Kauai	645,034	656,794	-1.8%	555,844	572,190	-2.9%	89,190	84,604	5.4%
Big Island	783,142	813,086	-3.7%	612,099	609,221	0.5%	171,042	203,865	-16.1%
...Hilo	198,392	242,260	-18.1%	155,377	165,995	-6.4%	43,014	76,265	-43.6%
...Kona	688,893	687,219	0.2%	540,635	533,239	1.4%	148,257	153,979	-3.7%
<b>LENGTH OF STAY</b>									
Oahu (days)	7.29	6.75	7.9%	8.06	7.66	5.2%	6.20	5.57	11.4%
Maui (days)	7.68	7.37	4.3%	8.10	7.96	1.7%	5.66	4.84	17.1%
Molokai (days)	6.06	5.83	3.8%	6.50	6.02	7.9%	3.05	4.42	-31.1%
Lanai (days)	5.19	4.80	8.1%	5.36	4.65	15.3%	3.96	5.56	-28.8%
Kauai (days)	7.07	6.83	3.5%	7.49	7.29	2.8%	4.44	3.74	18.8%
Big Island (days)	7.24	6.95	4.2%	8.00	7.75	3.2%	4.51	4.56	-0.9%
...Hilo (days)	4.91	4.71	4.4%	5.46	5.14	6.2%	2.93	3.76	-21.9%
...Kona (days)	6.76	6.57	2.8%	7.49	7.26	3.2%	4.10	4.22	-2.8%
Statewide (days)	9.58	9.45	1.4%	10.54	10.51	0.3%	7.30	7.10	2.8%
<b>ACCOMMODATIONS</b>									
Hotel	2,584,457	2,479,264	4.2%	1,606,953	1,524,585	5.4%	977,504	954,679	2.4%
...Hotel Only	2,356,505	2,280,082	3.4%	1,429,868	1,360,825	5.1%	926,637	919,258	0.8%
Condo	854,081	961,396	-11.2%	689,138	766,969	-10.1%	164,944	194,427	-15.2%
...Condo Only	714,776	821,865	-13.0%	584,523	657,938	-11.2%	130,253	163,928	-20.5%
Timeshare	203,661	NA	NA	188,504	NA	NA	15,157	NA	NA
...Timeshare Only	156,754	NA	NA	147,325	NA	NA	9,429	NA	NA
Apartment	54,981	51,152	7.5%	40,310	42,266	-4.6%	14,671	8,886	65.1%
Bed & Breakfast	44,912	53,711	-16.4%	38,744	35,498	9.1%	6,168	18,213	-66.1%
Cruise Ship	40,632	43,330	-6.2%	32,716	36,813	-11.1%	7,915	6,517	21.5%
Friends or Relatives	418,136	409,290	2.2%	370,016	357,364	3.5%	48,120	51,926	-7.3%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,162,456	3,124,498	1.2%	2,130,935	2,043,853	4.3%	1,031,520	1,080,646	-4.5%
...Honeymoon	207,687	210,867	-1.5%	103,852	96,487	7.6%	103,835	114,380	-9.2%
MC&I (Net)	344,091	294,663	16.8%	286,292	245,896	16.4%	57,799	48,767	18.5%
...Convention/Conf.	221,738	187,847	18.0%	187,272	156,806	19.4%	34,465	31,041	11.0%
...Corp. Meetings	73,142	63,435	15.3%	64,085	55,948	14.5%	9,058	7,487	21.0%
...Incentive	53,209	47,252	12.6%	38,151	36,193	5.4%	15,058	11,059	36.2%
Other Business	171,989	157,929	8.9%	147,818	140,970	4.9%	24,171	16,959	42.5%
Visit Friends/Relatives	340,992	303,133	12.5%	286,016	270,163	5.9%	54,976	32,970	66.7%
Government/Military	60,946	68,632	-11.2%	43,524	45,362	-4.1%	17,422	23,269	-25.1%
Attend School	10,849	9,573	13.3%	7,634	7,085	7.8%	3,214	2,488	29.2%

NA: Not available  
Source: DBEDT

# ISLAND SUPPLEMENT

*OAHU VISITOR*

*MAUI COUNTY VISITOR*

*Maui Island*

*Molokai*

*Lanai*

*KAUAI VISITOR*

*HAWAII (BIG ISLAND) VISITOR*

*Hilo*

*Kona*





## ISLAND SUPPLEMENT

**ISLAND OF OAHU:** A total of 4,719,244 visitors came to Oahu in 2000, up 3.5 percent from the previous year. Those who also visited the neighbor islands fell compared to 1999. More stayed exclusively on this island, increasing the Oahu only count by 7.8 percent to 3,145,170 visitors.

More than half (52.7%) of the total Oahu visitors were from the domestic market while 47.3 percent were from foreign countries. There were a larger number of repeat visitors (53.6%) than first-time visitors (46.4%) among this group. More visitors purchased group tours or package accommodations while only 42 percent were independent travelers.

Close to 78 percent stayed in hotels, 10.3 percent stayed in condominium, 8.2 percent stayed with friends or relatives and 2.7 percent stayed in timeshare properties. Of those that visited Oahu and the neighbor islands, The majority (79.6%) traveled for pleasure. However, MCI was the fastest growing market, up 28.3 percent to 331,058 visitors. Visitors here to meet with friends and relatives also increased 10.1 percent to 326,182.

**ISLAND OF MAUI:** Maui island visitors fell 1.4 percent to 2,246,254, resulting in fewer visits to the other islands by this group compared to 1999. Those who stayed entirely on Maui actually grew 5.4 percent to account for 48.4 percent of the total.

Of the total number of visitors to Maui, the majority (79.4%) came from the domestic U.S. market while the remainder arrived from foreign countries. Repeat visitors comprised a larger share of the total visitors to Maui at 58.7 percent compared to first-time visitors (41.3%). There were more true independent travelers (51.9%) to Maui than those who purchased group tours or package accommodations.

Almost 65 percent of all visitors to Maui stayed in hotels, 27.2 percent stayed in condominiums, 5.6 percent stayed with friends or relatives, 4.1 percent stayed in timeshare properties and 2.6 percent stayed on cruise ships. Nearly 85 percent or 1,900,869 visitors arrived in Maui Island for pleasure, but this number is down from 1,922,713 in the previous year. MCI was the fastest growing market, increasing 4.1 percent to 199,015 visitors.

**ISLAND OF MOLOKAI:** Total arrivals to Molokai declined 7.3 percent to 64,558 visitors during the year. Those who only stayed on this island also fell 14.3 percent to 8,672 visitors.

About 86 percent were from the domestic U.S market while the remainder arrived from foreign countries. Repeat visitors outnumbered first time visitors to Molokai (60.6% compared to 39.4%, respectively). More visitors to this island (58.3%) preferred to travel independently rather than purchasing group tour or package accommodations.

53.6 percent stayed in hotels, 20.1 percent stayed in condominium, 14.5 percent stayed on cruise ships and 13 percent stayed with friends or relatives. Although down 8.4 percent from 1999, pleasure remained the primary purpose for travel to Molokai, accounting for 79

percent of all Molokai visitors. The number of MCI travelers rose 5.6 percent to 4,045 visitors for the year.

**ISLAND OF LANAI:** Visitors to Lanai totaled 87,661 during the year, down 7.3 percent from 1999. Those who stayed exclusively on this island also fell 14.1 percent to 11,742 visitors.

Over 87 percent of all Lanai visitors were from the domestic U.S. mainland while 12.9 percent were from foreign countries. Repeat visitors (61.7%) comprised a larger proportion than first-time visitors (38.3%) among this group. Similar to those who visited Maui and Molokai, fewer visitors to Lanai purchased group tours or package accommodations while more preferred to travel independently (56.3%).

Hotel was the primary choice for lodging among Lanai visitors at 68.6 percent, 14.7 percent stayed in condominiums, 13.9 percent stayed on cruise ships and 7.0 percent stayed with friends or relatives. The number of honeymooners to the island jumped 21.6 percent to 8,469 visitors. MCI travelers also rose 7.3 percent to 12,523 for the year.

**ISLAND OF KAUAI:** A total of 1,074,821 visitors came to Kauai in 2000, 1.3 percent lower than the previous year. Those who stayed exclusively on this island also fell 0.3 percent to 373,854 visitors.

Visitors to Kauai from the domestic market outnumbered those from foreign countries (82.3% compared to 17.7%, respectively). There were also a larger number of repeat visitors (60.0%) than first-time visitors (40.0%) among this group. Fewer visitors to Kauai purchased group tours or package accommodations while 55.8 percent were independent travelers.

Close to 61 percent stayed in hotels, 22.5 percent stayed in condominium, 10.8 percent stayed in timeshare properties, 6.5 percent stayed with friends or relatives and 5.0 percent stayed on cruise ships. The number of honeymooners on Kauai rose 5.6 percent to 109,005 visitors. MCI travelers also rose to 71,722 visitors, up 2.4 percent over 1999.

**ISLAND OF HAWAII:** Total visitors to Hawaii fell 3.0 percent to 1,267,966, largely due to a drop in multiple island visitors. Those who stayed exclusively on this island increased 2.3 percent to 462,470 visitors.

73.0 percent of all Hawaii visitors were from the domestic U.S. mainland while 27.0 percent were from foreign countries. Repeat visitors (61.8%) comprised a larger proportion than first-time visitors (38.2%) among this group. There were also more visitors traveling independently (53.2%) than those who purchased group tours or package accommodations.

68.4 percent of all visitors to the Big Island stayed in hotels, 16.2 percent stayed in condominiums, 8.9 percent stayed with friends or relatives, 6.3 percent stayed in timeshare properties and 4.5 percent stayed on cruise ships. Pleasure was the primary purpose of 1,015,495 visitors to the Big Island in 2000, however this number was down 3.4 percent from the previous year. MCI was the fastest growing market, increasing 15.6 percent to 131,354 visitors.

**TABLE 35: Visitor Arrivals by Island and Month: 2000 vs. 1999**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JAN	518,271	535,994	-3.3%	312,574	319,980	-2.3%	205,697	216,014	-4.8%
FEB	577,602	556,051	3.9%	354,611	330,510	7.3%	222,992	225,541	-1.1%
MAR	625,049	596,706	4.7%	403,063	371,255	8.6%	221,986	225,451	-1.5%
APR	567,973	527,235	7.7%	376,937	343,941	9.6%	191,036	183,294	4.2%
MAY	551,445	513,608	7.4%	365,671	334,407	9.3%	185,774	179,201	3.7%
JUN	620,014	574,999	7.8%	422,653	379,758	11.3%	197,361	195,241	1.1%
JUL	653,714	641,092	2.0%	434,132	415,222	4.6%	219,582	225,870	-2.8%
AUG	631,138	629,858	0.2%	398,880	399,434	-0.1%	232,258	230,424	0.8%
SEPT	533,849	528,769	1.0%	326,897	317,458	3.0%	206,952	211,311	-2.1%
OCT	555,581	555,963	-0.1%	358,855	369,866	-3.0%	196,726	186,097	5.7%
NOV	533,497	541,609	-1.5%	337,212	335,753	0.4%	196,285	205,856	-4.6%
DEC	580,461	539,154	7.7%	355,451	338,038	5.2%	225,010	201,116	11.9%
<b>TOTAL</b>	<b>6,948,595</b>	<b>6,741,037</b>	<b>3.1%</b>	<b>4,446,936</b>	<b>4,255,621</b>	<b>4.5%</b>	<b>2,501,659</b>	<b>2,485,416</b>	<b>0.7%</b>
OAHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JAN	353,768	355,080	-0.4%	176,496	167,211	5.6%	177,272	187,869	-5.6%
FEB	391,413	376,176	4.1%	196,197	177,982	10.2%	195,217	198,194	-1.5%
MAR	414,300	392,906	5.4%	216,015	197,175	9.6%	198,285	195,731	1.3%
APR	374,591	345,482	8.4%	199,500	184,085	8.4%	175,092	161,397	8.5%
MAY	374,502	342,432	9.4%	203,035	185,301	9.6%	171,467	157,130	9.1%
JUN	426,491	392,014	8.8%	244,232	214,961	13.6%	182,258	177,053	2.9%
JUL	444,112	438,001	1.4%	246,995	230,916	7.0%	197,117	207,085	-4.8%
AUG	429,434	427,390	0.5%	220,111	218,681	0.7%	209,323	208,709	0.3%
SEPT	371,555	381,745	-2.7%	188,855	182,186	3.7%	182,700	199,559	-8.4%
OCT	377,307	377,567	-0.1%	199,740	213,706	-6.5%	177,567	163,861	8.4%
NOV	361,413	365,544	-1.1%	189,935	183,699	3.4%	171,478	181,845	-5.7%
DEC	400,357	365,803	9.4%	203,947	191,136	6.7%	196,410	174,667	12.4%
<b>TOTAL</b>	<b>4,719,244</b>	<b>4,560,142</b>	<b>3.5%</b>	<b>2,485,058</b>	<b>2,347,040</b>	<b>5.9%</b>	<b>2,234,186</b>	<b>2,213,101</b>	<b>1.0%</b>
KAUAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JAN	75,188	79,862	-5.9%	56,874	65,490	-13.2%	18,314	14,373	27.4%
FEB	85,256	87,418	-2.5%	68,955	71,841	-4.0%	16,301	15,577	4.6%
MAR	93,612	93,052	0.6%	77,867	76,756	1.4%	15,745	16,296	-3.4%
APR	89,958	88,834	1.3%	75,056	76,773	-2.2%	14,901	12,061	23.5%
MAY	91,159	87,642	4.0%	76,207	77,148	-1.2%	14,952	10,493	42.5%
JUN	99,138	91,202	8.7%	84,814	81,634	3.9%	14,324	9,568	49.7%
JUL	105,481	105,538	-0.1%	89,669	95,313	-5.9%	15,812	10,225	54.6%
AUG	97,227	100,203	-3.0%	81,769	86,610	-5.6%	15,458	13,593	13.7%
SEPT	86,042	85,031	1.2%	69,497	72,333	-3.9%	16,545	12,697	30.3%
OCT	95,714	107,185	-10.7%	77,688	91,459	-15.1%	18,026	15,725	14.6%
NOV	71,415	86,075	-17.0%	59,521	69,876	-14.8%	11,894	16,199	-26.6%
DEC	84,632	77,247	9.6%	66,490	64,423	3.2%	18,142	12,824	41.5%
<b>TOTAL</b>	<b>1,074,821</b>	<b>1,089,289</b>	<b>-1.3%</b>	<b>884,408</b>	<b>929,657</b>	<b>-4.9%</b>	<b>190,414</b>	<b>159,632</b>	<b>19.3%</b>

Source: DBEDT

**TABLE 35: Visitor Arrivals by Island and Month: 2000 vs. 1999 (continued)**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JAN	162,375	186,079	-12.7%	122,335	139,723	-12.4%	40,040	46,356	-13.6%
FEB	196,966	204,590	-3.7%	148,572	150,884	-1.5%	48,394	53,706	-9.9%
MAR	214,220	217,027	-1.3%	171,832	171,679	0.1%	42,388	45,347	-6.5%
APR	197,330	193,055	2.2%	163,093	154,648	5.5%	34,237	38,406	-10.9%
MAY	185,123	182,092	1.7%	151,403	146,689	3.2%	33,719	35,404	-4.8%
JUN	209,849	203,457	3.1%	175,750	170,079	3.3%	34,099	33,378	2.2%
JUL	215,144	226,363	-5.0%	180,072	186,387	-3.4%	35,072	39,975	-12.3%
AUG	206,675	216,054	-4.3%	165,960	175,591	-5.5%	40,715	40,463	0.6%
SEPT	174,527	167,386	4.3%	134,604	135,735	-0.8%	39,923	31,651	26.1%
OCT	187,703	204,048	-8.0%	151,019	169,513	-10.9%	36,684	34,535	6.2%
NOV	174,149	179,477	-3.0%	135,642	141,948	-4.4%	38,507	37,530	2.6%
DEC	180,605	167,374	7.9%	134,349	123,654	8.6%	46,256	43,721	5.8%
<b>TOTAL</b>	<b>2,304,665</b>	<b>2,347,002</b>	<b>-1.8%</b>	<b>1,834,630</b>	<b>1,866,531</b>	<b>-1.7%</b>	<b>470,035</b>	<b>480,471</b>	<b>-2.2%</b>
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JAN	157,557	179,873	-12.4%	118,044	135,098	-12.6%	39,513	44,776	-11.8%
FEB	191,188	195,615	-2.3%	143,964	145,908	-1.3%	47,224	49,707	-5.0%
MAR	207,606	211,353	-1.8%	166,266	167,084	-0.5%	41,340	44,269	-6.6%
APR	193,049	187,863	2.8%	159,164	150,270	5.9%	33,885	37,593	-9.9%
MAY	181,380	177,249	2.3%	147,759	142,432	3.7%	33,621	34,817	-3.4%
JUN	205,355	198,093	3.7%	171,703	166,210	3.3%	33,651	31,883	5.5%
JUL	209,573	220,481	-4.9%	175,156	182,405	-4.0%	34,417	38,076	-9.6%
AUG	202,532	211,973	-4.5%	162,274	171,880	-5.6%	40,258	40,094	0.4%
SEPT	170,679	162,944	4.7%	131,205	131,940	-0.6%	39,474	31,004	27.3%
OCT	182,716	197,445	-7.5%	146,589	164,503	-10.9%	36,127	32,942	9.7%
NOV	169,616	174,380	-2.7%	131,589	137,059	-4.0%	38,027	37,321	1.9%
DEC	175,003	161,664	8.3%	130,107	118,701	9.6%	44,896	42,963	4.5%
<b>TOTAL</b>	<b>2,246,254</b>	<b>2,278,933</b>	<b>-1.4%</b>	<b>1,783,821</b>	<b>1,813,488</b>	<b>-1.6%</b>	<b>462,433</b>	<b>465,446</b>	<b>-0.6%</b>
MOLO KAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JAN	4,894	6,184	-20.9%	4,392	4,899	-10.3%	502	1,285	-60.9%
FEB	5,735	6,626	-13.4%	4,656	5,442	-14.4%	1,079	1,184	-8.9%
MAR	5,806	5,579	4.1%	4,985	4,745	5.1%	821	834	-1.6%
APR	4,861	5,515	-11.9%	4,413	4,872	-9.4%	448	644	-30.4%
MAY	4,282	4,940	-13.3%	4,035	4,522	-10.8%	247	418	-40.9%
JUN	5,434	6,244	-13.0%	4,920	4,696	4.8%	515	1,547	-66.7%
JUL	5,441	5,167	5.3%	5,016	4,710	6.5%	425	457	-7.1%
AUG	4,829	5,460	-11.6%	4,301	4,831	-11.0%	528	629	-16.1%
SEPT	4,902	4,962	-1.2%	4,298	4,618	-6.9%	604	344	75.5%
OCT	5,632	7,856	-28.3%	5,138	6,355	-19.2%	494	1,500	-67.1%
NOV	4,782	5,170	-7.5%	4,054	4,683	-13.4%	728	487	49.6%
DEC	7,961	5,956	33.7%	5,365	5,314	1.0%	2,596	642	304.7%
<b>TOTAL</b>	<b>64,558</b>	<b>69,657</b>	<b>-7.3%</b>	<b>55,571</b>	<b>59,685</b>	<b>-6.9%</b>	<b>8,987</b>	<b>9,972</b>	<b>-9.9%</b>
LANAI	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JAN	5,709	7,275	-21.5%	5,156	6,316	-18.4%	553	959	-42.4%
FEB	7,918	11,388	-30.5%	7,054	7,507	-6.0%	864	3,881	-77.7%
MAR	7,974	8,375	-4.8%	6,837	7,343	-6.9%	1,137	1,032	10.2%
APR	7,273	8,563	-15.1%	6,838	7,279	-6.1%	435	1,284	-66.1%
MAY	6,693	6,430	4.1%	6,245	6,008	3.9%	448	422	6.2%
JUN	6,620	7,356	-10.0%	6,046	6,828	-11.5%	574	529	8.6%
JUL	7,678	8,485	-9.5%	6,562	6,521	0.6%	1,116	1,964	-43.2%
AUG	6,501	6,340	2.5%	5,852	5,790	1.1%	649	550	17.8%
SEPT	7,380	6,402	15.3%	6,262	5,391	16.1%	1,118	1,011	10.6%
OCT	8,788	10,432	-15.8%	7,977	9,171	-13.0%	811	1,261	-35.7%
NOV	6,246	6,881	-9.2%	5,132	6,328	-18.9%	1,114	553	101.6%
DEC	8,884	6,618	34.2%	6,432	5,952	8.1%	2,452	666	268.2%
<b>TOTAL</b>	<b>87,661</b>	<b>94,546</b>	<b>-7.3%</b>	<b>76,390</b>	<b>80,434</b>	<b>-5.0%</b>	<b>11,271</b>	<b>14,112</b>	<b>-20.1%</b>

Source: DBEDT

**TABLE 35: Visitor Arrivals by Island and Month: 2000 vs. 1999 (continued)**

BIG ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JAN	99,558	107,398	-7.3%	66,671	76,951	-13.4%	32,887	30,447	8.0%
FEB	108,506	109,680	-1.1%	79,039	77,832	1.6%	29,467	31,848	-7.5%
MAR	114,243	120,691	-5.3%	87,514	87,864	-0.4%	26,729	32,828	-18.6%
APR	106,865	104,983	1.8%	79,895	77,728	2.8%	26,970	27,255	-1.0%
MAY	105,091	99,275	5.9%	75,007	69,623	7.7%	30,083	29,652	1.5%
JUN	110,299	107,754	2.4%	85,770	79,550	7.8%	24,530	28,203	-13.0%
JUL	122,845	123,918	-0.9%	92,864	91,216	1.8%	29,981	32,702	-8.3%
AUG	111,675	109,662	1.8%	77,356	79,440	-2.6%	34,319	30,222	13.6%
SEPT	91,534	94,778	-3.4%	62,815	65,719	-4.4%	28,719	29,060	-1.2%
OCT	103,278	123,641	-16.5%	80,368	91,645	-12.3%	22,910	31,996	-28.4%
NOV	90,333	102,176	-11.6%	67,109	74,147	-9.5%	23,224	28,029	-17.1%
DEC	103,736	103,762	0.0%	70,947	70,644	0.4%	32,789	33,119	-1.0%
<b>TOTAL</b>	<b>1,267,966</b>	<b>1,307,720</b>	<b>-3.0%</b>	<b>925,357</b>	<b>942,359</b>	<b>-1.8%</b>	<b>342,609</b>	<b>365,361</b>	<b>-6.2%</b>
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
JAN	26,318	33,530	-21.5%	17,367	22,570	-23.1%	8,951	10,960	-18.3%
FEB	29,402	34,589	-15.0%	22,140	23,362	-5.2%	7,262	11,227	-35.3%
MAR	30,387	41,137	-26.1%	23,121	27,518	-16.0%	7,267	13,620	-46.6%
APR	31,518	36,791	-14.3%	23,702	26,039	-9.0%	7,816	10,752	-27.3%
MAY	33,123	34,709	-4.6%	23,305	22,185	5.0%	9,819	12,524	-21.6%
JUN	33,965	34,508	-1.6%	25,260	24,864	1.6%	8,705	9,644	-9.7%
JUL	36,221	42,000	-13.8%	27,987	28,337	-1.2%	8,234	13,663	-39.7%
AUG	34,442	32,783	5.1%	23,181	23,911	-3.1%	11,261	8,872	26.9%
SEPT	26,073	30,513	-14.5%	19,877	21,312	-6.7%	6,196	9,200	-32.7%
OCT	30,667	40,940	-25.1%	25,434	32,841	-22.6%	5,233	8,099	-35.4%
NOV	23,599	30,766	-23.3%	17,611	23,075	-23.7%	5,988	7,690	-22.1%
DEC	34,478	37,515	-8.1%	23,981	22,079	8.6%	10,497	15,436	-32.0%
<b>TOTAL</b>	<b>370,192</b>	<b>429,781</b>	<b>-13.9%</b>	<b>272,963</b>	<b>298,094</b>	<b>-8.4%</b>	<b>97,229</b>	<b>131,686</b>	<b>-26.2%</b>
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	1999	1998	% Change
JAN	85,593	90,462	-5.4%	58,810	66,948	-12.2%	26,783	23,514	13.9%
FEB	95,495	93,642	2.0%	70,101	68,274	2.7%	25,394	25,367	0.1%
MAR	100,407	99,477	0.9%	77,259	75,469	2.4%	23,148	24,007	-3.6%
APR	93,221	88,848	4.9%	70,162	68,876	1.9%	23,059	19,971	15.5%
MAY	90,246	81,127	11.2%	65,116	59,797	8.9%	25,130	21,331	17.8%
JUN	94,395	88,882	6.2%	74,730	68,662	8.8%	19,665	20,220	-2.7%
JUL	104,965	101,334	3.6%	80,110	78,793	1.7%	24,855	22,541	10.3%
AUG	97,314	91,739	6.1%	67,105	68,423	-1.9%	30,209	23,315	29.6%
SEPT	80,291	79,738	0.7%	55,123	56,672	-2.7%	25,168	23,066	9.1%
OCT	91,181	107,029	-14.8%	71,222	79,986	-11.0%	19,959	27,043	-26.2%
NOV	78,964	88,288	-10.6%	59,091	64,113	-7.8%	19,873	24,175	-17.8%
DEC	89,330	82,959	7.7%	61,036	59,867	2.0%	28,294	23,092	22.5%
<b>TOTAL</b>	<b>1,101,403</b>	<b>1,093,524</b>	<b>0.7%</b>	<b>809,866</b>	<b>815,881</b>	<b>-0.7%</b>	<b>291,538</b>	<b>277,643</b>	<b>5.0%</b>

Source: DBEDT

**TABLE 36: 2000 Average Daily Census by Island and Month**

<b>TOTAL</b>	<b>JAN</b>	<b>FEB</b>	<b>MAR</b>	<b>APR</b>	<b>MAY</b>	<b>JUN</b>	<b>JUL</b>	<b>AUG</b>	<b>SEP</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>	<b>TOTAL</b>
Oahu	85,815	89,658	88,448	77,967	73,717	94,916	94,772	91,191	75,074	74,323	77,549	95,347	84,911
Maui County	41,730	47,403	47,115	43,945	38,944	48,249	49,807	44,809	37,374	40,123	41,949	44,906	43,854
....Maui	39,819	45,294	44,863	42,154	36,970	46,124	47,530	43,183	35,813	38,286	39,735	42,173	41,819
....Molokai	1,047	923	1,000	727	894	957	896	663	634	775	1,034	1,298	905
....Lanai	865	1,186	1,252	1,065	1,079	1,168	1,380	964	927	1,061	1,181	1,435	1,130
Kauai	17,375	17,981	18,365	17,243	17,216	20,872	22,128	18,965	16,329	17,427	14,614	17,874	18,041
Big Island	26,690	24,417	22,628	20,479	19,240	22,182	24,786	21,376	16,863	20,733	19,695	22,789	21,831
....Hilo	4,248	3,908	3,966	3,547	3,944	4,597	5,246	4,784	3,107	3,469	3,807	4,472	4,096
...Kona	22,441	20,510	18,662	16,932	15,296	17,585	19,540	16,593	13,756	17,264	15,888	18,317	17,735
<b>TOTAL DOM and INT'L</b>	<b>171,610</b>	<b>179,460</b>	<b>176,556</b>	<b>159,635</b>	<b>149,117</b>	<b>186,219</b>	<b>191,493</b>	<b>176,341</b>	<b>145,639</b>	<b>152,605</b>	<b>153,808</b>	<b>180,916</b>	<b>168,637</b>
<b>DOMESTIC</b>													
Oahu	52,250	49,025	47,534	45,609	45,507	63,704	61,556	54,601	43,921	45,453	48,032	56,791	51,186
Maui County	35,797	40,637	40,686	38,572	34,584	43,989	43,620	38,777	30,853	34,893	33,835	35,952	37,676
....Maui	33,991	38,730	38,642	36,892	32,682	42,020	41,476	37,314	29,448	33,192	31,877	33,632	35,817
....Molokai	1,006	840	922	675	875	887	867	600	578	727	930	1,132	837
....Lanai	799	1,066	1,122	1,005	1,027	1,082	1,277	862	826	974	1,029	1,189	1,022
Kauai	14,711	16,129	16,368	15,676	15,872	19,640	19,753	17,487	14,446	15,640	13,201	16,049	16,254
Big Island	21,236	20,421	19,223	17,260	15,686	19,871	21,545	17,217	13,704	17,893	16,870	18,932	18,325
....Hilo	3,372	3,273	3,240	2,916	3,154	3,987	4,633	3,933	2,646	3,072	3,285	3,769	3,444
...Kona	17,864	17,147	15,983	14,343	12,532	15,884	16,911	13,284	11,058	14,821	13,584	15,162	14,882
<b>TOTAL DOMESTIC</b>	<b>123,994</b>	<b>126,212</b>	<b>123,811</b>	<b>117,117</b>	<b>111,649</b>	<b>147,204</b>	<b>146,473</b>	<b>128,082</b>	<b>102,923</b>	<b>113,878</b>	<b>111,937</b>	<b>127,724</b>	<b>123,441</b>
<b>INTERNATIONAL</b>													
Oahu	33,565	40,633	40,914	32,358	28,210	31,212	33,216	36,590	31,154	28,870	29,518	38,556	33,724
Maui County	5,934	6,767	6,428	5,373	4,360	4,259	6,187	6,032	6,521	5,230	8,114	8,953	6,178
....Maui	5,827	6,563	6,221	5,262	4,288	4,104	6,054	5,868	6,364	5,094	7,858	8,541	6,002
....Molokai	41	83	78	51	19	70	29	62	56	48	104	166	67
....Lanai	65	120	130	60	53	85	104	101	101	88	152	246	109
Kauai	2,664	1,853	1,997	1,566	1,344	1,232	2,376	1,478	1,883	1,787	1,413	1,825	1,787
Big Island	5,454	3,997	3,405	3,220	3,554	2,311	3,241	4,159	3,158	2,840	2,826	3,858	3,506
....Hilo	877	634	726	631	790	610	613	851	461	397	522	703	652
...Kona	4,577	3,362	2,679	2,588	2,764	1,701	2,628	3,308	2,698	2,443	2,304	3,155	2,854
<b>TOTAL INT'L</b>	<b>47,616</b>	<b>53,249</b>	<b>52,745</b>	<b>42,518</b>	<b>37,468</b>	<b>39,014</b>	<b>45,019</b>	<b>48,259</b>	<b>42,716</b>	<b>38,727</b>	<b>41,870</b>	<b>53,192</b>	<b>45,196</b>

Source: DBEDT

**TABLE 37: 2000 Domestic U.S. Visitor Arrivals by Island from Top U.S. MSAs**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Albuquerque	11,673	6,475	4,593	4,363	232	203	2,620	2,529	685	2,233
Anchorage	24,710	14,134	7,735	7,117	554	363	3,216	5,184	1,414	4,477
Atlanta	47,835	30,627	22,612	22,077	696	1,211	9,806	10,676	3,797	8,971
Austin	16,179	8,805	7,514	7,326	218	398	4,164	3,727	1,229	3,138
Bakersfield	9,549	4,856	3,778	3,723	77	91	1,758	1,758	503	1,550
Bellingham	6,298	2,841	2,199	2,140	38	57	1,370	1,291	259	1,162
Boise	10,333	5,149	4,367	4,260	124	151	1,945	2,249	508	2,050
Boston	52,772	31,465	26,403	25,724	776	1,317	14,056	13,183	4,685	11,376
Charlotte	9,790	5,743	5,004	4,921	114	254	2,144	2,369	839	2,043
Chicago	117,392	62,744	61,235	59,710	1,572	3,192	28,493	26,040	7,507	23,209
Cincinnati	19,605	12,497	10,704	10,459	339	507	5,076	4,714	1,810	4,132
Cleveland	21,776	13,490	11,030	10,721	377	641	5,953	5,716	2,053	5,033
Colorado Springs	11,256	6,781	4,071	3,984	99	149	2,267	2,497	700	2,175
Columbus	12,691	7,619	6,664	6,477	233	303	3,093	2,976	1,167	2,615
Dallas	74,597	43,213	33,182	32,306	781	1,787	16,444	14,726	4,614	12,706
Denver	77,892	36,573	32,549	31,509	877	1,493	18,695	19,185	4,958	17,490
Detroit	56,244	34,411	29,401	28,746	1,011	1,375	14,559	13,146	5,099	11,415
Eugene	11,179	4,890	4,455	4,290	186	103	2,078	2,561	660	2,313
Fresno	15,763	7,868	6,491	6,362	190	177	2,529	2,851	741	2,515
Grand Rapids	8,618	5,195	4,408	4,328	88	179	2,390	2,173	809	1,904
Hartford	7,744	4,812	3,941	3,869	132	182	2,238	2,030	649	1,790
Houston	41,073	25,740	17,118	16,583	510	995	9,235	9,077	3,069	7,791
Indianapolis	15,005	8,756	7,571	7,380	222	369	3,745	3,468	1,356	2,985
Kansas City	22,261	12,770	10,610	10,348	360	594	4,824	5,249	1,815	4,649
Las Vegas	39,130	23,812	13,608	13,208	386	555	5,824	6,563	2,027	5,531
Los Angeles	579,979	282,387	230,985	225,491	4,506	7,714	100,348	105,138	23,158	93,715
Miami	16,334	10,439	7,702	7,525	254	448	3,609	3,891	1,340	3,341
Milwaukee	17,594	11,355	9,034	8,873	283	376	4,542	4,613	1,845	3,949
Minneapolis	63,927	38,433	28,515	27,823	824	840	13,389	12,857	3,696	11,456
Modesto	10,295	4,725	4,359	4,285	71	68	1,642	1,738	369	1,512
Nashville	9,655	6,194	4,340	4,199	174	242	1,947	2,074	717	1,829
New York	158,498	98,420	80,330	78,181	2,230	4,712	43,088	39,325	11,761	34,464
Norfolk	12,770	9,944	3,762	3,649	167	250	1,992	2,505	1,063	2,048
Oklahoma City	8,305	5,209	3,351	3,285	92	153	1,533	1,636	574	1,383
Omaha	7,709	4,369	3,643	3,475	160	254	1,467	1,777	549	1,519
Orlando	11,746	7,636	5,481	5,374	221	323	2,689	2,961	1,149	2,505
Philadelphia	42,389	25,800	21,155	20,644	740	1,234	11,080	10,841	3,879	9,333
Phoenix	73,556	35,682	31,953	31,188	686	1,295	14,853	15,185	4,066	13,531
Pittsburgh	15,445	9,960	7,933	7,746	245	483	3,778	4,187	1,589	3,636
Portland	107,138	49,630	40,648	39,192	1,343	1,134	20,964	22,138	4,871	19,850
Provo	9,344	6,551	2,976	2,835	81	133	1,791	1,486	420	1,305
Raleigh	10,696	6,539	5,015	4,859	165	211	2,593	2,876	1,043	2,432
Reno	12,830	5,649	5,273	5,079	206	218	2,181	3,001	705	2,689
Sacramento	77,705	33,415	31,967	31,208	747	678	16,427	13,708	3,410	12,051
Saint Louis	28,833	16,505	15,248	14,915	445	690	6,032	6,777	2,269	5,989
Salinas	13,183	5,746	5,010	4,857	119	193	2,543	2,801	585	2,498
Salt Lake City	39,230	24,400	15,042	14,689	378	399	7,636	6,170	1,653	5,270
San Antonio	12,823	8,739	4,664	4,554	149	285	2,527	2,537	1,013	2,058
San Diego	119,285	60,476	44,139	42,748	1,351	1,593	24,794	22,120	5,456	19,745
San Francisco	538,435	234,354	216,950	210,134	5,157	6,774	99,200	106,291	23,745	95,147
San Luis/Obispo	9,720	3,636	4,238	4,114	114	103	2,070	2,167	465	1,953
Santa Barbara	16,906	7,239	6,293	6,030	275	254	3,771	3,631	796	3,270
Seattle	229,022	110,285	87,155	84,769	1,994	2,072	40,479	43,960	9,814	39,455
Spokane	13,030	6,334	4,951	4,827	121	121	2,491	2,561	534	2,294
Stockton	14,646	7,149	5,705	5,543	128	147	2,251	2,469	584	2,143
Tampa	15,174	10,375	6,943	6,767	304	466	3,734	3,834	1,632	3,226
Tucson	15,206	7,730	6,018	5,889	175	250	3,115	3,528	1,164	3,077
Tulsa	8,065	4,943	3,595	3,516	93	153	1,718	1,592	577	1,291
Washington D.C.	91,233	63,030	34,500	33,497	1,181	1,878	18,949	20,457	7,905	16,985

Source: DBEDT

**TABLE 38: 2000 Domestic U.S. Visitor Arrivals by Island and State of Residence**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	18,573	12,931	7,547	7,335	270	454	3,604	4,600	1,770	3,991
Alaska	43,224	24,205	13,185	12,178	961	590	6,144	9,932	2,795	8,487
Arizona	100,589	49,605	42,352	41,325	1,053	1,734	20,407	21,275	6,157	18,733
Arkansas	11,690	7,383	5,080	4,973	204	276	2,546	2,377	957	2,063
California	1,456,666	672,925	580,799	564,708	13,410	18,359	267,431	275,323	62,630	245,477
Colorado	110,480	53,492	45,577	44,074	1,315	2,119	26,354	26,932	7,263	24,288
Connecticut	27,672	16,900	13,656	13,206	454	812	7,321	7,084	2,085	6,216
Delaware	4,948	3,207	2,282	2,212	107	135	1,245	1,426	543	1,229
Florida	87,514	58,276	39,162	38,110	1,712	2,757	20,961	22,376	8,976	18,988
Georgia	62,041	40,662	28,212	27,536	927	1,585	12,438	13,999	5,053	11,691
Idaho	23,931	12,501	9,299	8,985	339	379	4,645	5,238	1,240	4,730
Illinois	138,588	76,710	71,125	69,438	1,979	3,651	33,207	31,046	9,586	27,620
Indiana	43,346	26,440	22,139	21,706	706	959	10,394	10,220	4,083	8,786
Iowa	24,544	15,176	11,309	10,927	492	592	4,800	5,973	2,052	5,181
Kansas	23,869	14,237	11,009	10,750	390	646	5,265	5,819	2,154	5,064
Kentucky	20,993	13,514	10,679	10,442	371	581	4,668	4,716	1,654	4,122
Louisiana	16,750	11,085	7,470	7,329	369	389	3,465	3,977	1,579	3,413
Maine	7,159	4,901	2,842	2,763	102	106	1,786	1,722	650	1,457
Maryland	47,525	32,311	19,546	19,035	684	1,089	10,514	11,377	4,531	9,486
Massachusetts	55,894	33,484	28,067	27,324	935	1,441	14,888	14,205	5,062	12,253
Michigan	88,413	54,231	45,282	44,262	1,493	2,069	23,277	21,582	8,286	18,680
Minnesota	84,262	51,568	37,304	36,404	1,186	1,174	17,259	17,206	4,977	15,380
Mississippi	8,581	5,946	3,496	3,442	145	227	1,411	1,616	598	1,393
Missouri	48,170	27,987	24,041	23,529	742	1,104	10,189	11,437	3,980	10,044
Montana	15,019	7,631	6,706	6,460	249	206	2,614	3,484	979	3,024
Nebraska	14,280	8,369	6,733	6,480	311	374	2,596	3,171	958	2,761
Nevada	55,621	31,326	20,298	19,614	628	845	8,579	10,246	2,858	8,857
New Hampshire	8,996	5,749	4,061	3,948	183	207	2,366	2,358	982	1,956
New Jersey	70,559	44,036	36,273	35,506	959	1,786	19,667	17,735	5,506	15,504
New Mexico	20,509	11,358	7,872	7,526	366	375	4,564	4,593	1,412	3,976
New York	117,496	74,899	58,263	56,788	1,804	3,424	30,954	29,246	9,727	25,431
North Carolina	40,666	25,894	18,459	17,998	613	1,009	9,226	10,056	3,851	8,562
North Dakota	5,160	3,517	2,127	2,075	92	82	905	950	313	837
Ohio	78,393	49,824	40,941	39,990	1,421	2,077	20,225	19,873	7,899	17,317
Oklahoma	22,838	14,529	9,224	9,017	273	404	4,357	4,624	1,595	3,865
Oregon	135,883	61,122	52,334	50,441	1,859	1,401	26,900	29,723	6,928	26,625
Pennsylvania	68,920	44,348	34,263	33,465	1,239	2,046	17,567	18,871	7,424	16,310
Rhode Island	6,407	4,456	2,883	2,826	81	167	1,522	1,465	623	1,161
South Carolina	16,479	11,322	7,173	6,973	330	418	3,569	4,090	1,512	3,473
South Dakota	6,182	3,987	2,792	2,739	89	102	994	1,453	477	1,273
Tennessee	30,220	19,659	13,534	13,260	435	651	6,199	6,669	2,231	5,894
Texas	177,789	108,028	75,422	73,279	2,159	4,300	39,057	37,132	12,500	31,682
Utah	58,460	37,176	21,576	20,957	573	678	11,446	9,376	2,601	8,038
Vermont	4,225	2,646	1,803	1,738	59	63	1,032	1,018	389	853
Virginia	68,202	48,709	24,259	23,576	919	1,376	13,518	14,768	5,838	12,293
Washington	302,474	146,008	114,287	111,035	2,916	2,696	54,021	58,490	13,057	52,358
Washington, D.C.	6,594	4,296	2,255	2,161	92	147	1,296	1,401	521	1,162
West Virginia	5,541	3,575	2,428	2,354	88	145	1,209	1,262	469	1,089
Wisconsin	54,059	35,758	26,554	25,914	896	1,056	13,724	14,097	5,746	12,033
Wyoming	6,428	3,475	2,680	2,549	162	153	1,297	1,547	448	1,373

Source: DBEDT



**TABLE 39: 2000 Domestic U.S. Visitor Arrivals by Island and State of Residence  
(% of Total)**

Domestic Flights	TOTAL	OAHU	MAUI COUNTY	MAUI	MOLOKAI	LANAI	KAUAI	BIG ISLAND	HILO	KONA
Alabama	0.5%	0.6%	0.5%	0.4%	0.6%	0.7%	0.4%	0.5%	0.7%	0.5%
Alaska	1.1%	1.1%	0.8%	0.7%	2.0%	0.8%	0.8%	1.2%	1.1%	1.2%
Arizona	2.5%	2.3%	2.5%	2.5%	2.1%	2.5%	2.5%	2.5%	2.5%	2.5%
Arkansas	0.3%	0.3%	0.3%	0.3%	0.4%	0.4%	0.3%	0.3%	0.4%	0.3%
California	36.9%	31.6%	34.6%	34.6%	27.3%	26.4%	32.9%	32.8%	25.5%	33.3%
Colorado	2.8%	2.5%	2.7%	2.7%	2.7%	3.1%	3.2%	3.2%	3.0%	3.3%
Connecticut	0.7%	0.8%	0.8%	0.8%	0.9%	1.2%	0.9%	0.8%	0.8%	0.8%
Delaware	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
Florida	2.2%	2.7%	2.3%	2.3%	3.5%	4.0%	2.6%	2.7%	3.7%	2.6%
Georgia	1.6%	1.9%	1.7%	1.7%	1.9%	2.3%	1.5%	1.7%	2.1%	1.6%
Idaho	0.6%	0.6%	0.6%	0.6%	0.7%	0.5%	0.6%	0.6%	0.5%	0.6%
Illinois	3.5%	3.6%	4.2%	4.3%	4.0%	5.3%	4.1%	3.7%	3.9%	3.8%
Indiana	1.1%	1.2%	1.3%	1.3%	1.4%	1.4%	1.3%	1.2%	1.7%	1.2%
Iowa	0.6%	0.7%	0.7%	0.7%	1.0%	0.9%	0.6%	0.7%	0.8%	0.7%
Kansas	0.6%	0.7%	0.7%	0.7%	0.8%	0.9%	0.6%	0.7%	0.9%	0.7%
Kentucky	0.5%	0.6%	0.6%	0.6%	0.8%	0.8%	0.6%	0.6%	0.7%	0.6%
Louisiana	0.4%	0.5%	0.4%	0.4%	0.8%	0.6%	0.4%	0.5%	0.6%	0.5%
Maine	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
Maryland	1.2%	1.5%	1.2%	1.2%	1.4%	1.6%	1.3%	1.4%	1.8%	1.3%
Massachusetts	1.4%	1.6%	1.7%	1.7%	1.9%	2.1%	1.8%	1.7%	2.1%	1.7%
Michigan	2.2%	2.5%	2.7%	2.7%	3.0%	3.0%	2.9%	2.6%	3.4%	2.5%
Minnesota	2.1%	2.4%	2.2%	2.2%	2.4%	1.7%	2.1%	2.1%	2.0%	2.1%
Mississippi	0.2%	0.3%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%
Missouri	1.2%	1.3%	1.4%	1.4%	1.5%	1.6%	1.3%	1.4%	1.6%	1.4%
Montana	0.4%	0.4%	0.4%	0.4%	0.5%	0.3%	0.3%	0.4%	0.4%	0.4%
Nebraska	0.4%	0.4%	0.4%	0.4%	0.6%	0.5%	0.3%	0.4%	0.4%	0.4%
Nevada	1.4%	1.5%	1.2%	1.2%	1.3%	1.2%	1.1%	1.2%	1.2%	1.2%
New Hampshire	0.2%	0.3%	0.2%	0.2%	0.4%	0.3%	0.3%	0.3%	0.4%	0.3%
New Jersey	1.8%	2.1%	2.2%	2.2%	2.0%	2.6%	2.4%	2.1%	2.2%	2.1%
New Mexico	0.5%	0.5%	0.5%	0.5%	0.7%	0.5%	0.6%	0.5%	0.6%	0.5%
New York	3.0%	3.5%	3.5%	3.5%	3.7%	4.9%	3.8%	3.5%	4.0%	3.5%
North Carolina	1.0%	1.2%	1.1%	1.1%	1.2%	1.5%	1.1%	1.2%	1.6%	1.2%
North Dakota	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
Ohio	2.0%	2.3%	2.4%	2.5%	2.9%	3.0%	2.5%	2.4%	3.2%	2.4%
Oklahoma	0.6%	0.7%	0.6%	0.6%	0.6%	0.6%	0.5%	0.6%	0.6%	0.5%
Oregon	3.4%	2.9%	3.1%	3.1%	3.8%	2.0%	3.3%	3.5%	2.8%	3.6%
Pennsylvania	1.7%	2.1%	2.0%	2.1%	2.5%	2.9%	2.2%	2.2%	3.0%	2.2%
Rhode Island	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%
South Carolina	0.4%	0.5%	0.4%	0.4%	0.7%	0.6%	0.4%	0.5%	0.6%	0.5%
South Dakota	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%
Tennessee	0.8%	0.9%	0.8%	0.8%	0.9%	0.9%	0.8%	0.8%	0.9%	0.8%
Texas	4.5%	5.1%	4.5%	4.5%	4.4%	6.2%	4.8%	4.4%	5.1%	4.3%
Utah	1.5%	1.7%	1.3%	1.3%	1.2%	1.0%	1.4%	1.1%	1.1%	1.1%
Vermont	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%
Virginia	1.7%	2.3%	1.4%	1.4%	1.9%	2.0%	1.7%	1.8%	2.4%	1.7%
Washington	7.7%	6.9%	6.8%	6.8%	5.9%	3.9%	6.6%	7.0%	5.3%	7.1%
Washington, D.C.	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
West Virginia	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%	0.1%
Wisconsin	1.4%	1.7%	1.6%	1.6%	1.8%	1.5%	1.7%	1.7%	2.3%	1.6%
Wyoming	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%	0.2%	0.2%	0.2%

Source: DBEDT

**TABLE 40: 2000 Domestic U.S. Visitor Length of Stay by Island and State of Residence**

<b>Domestic Flights</b>	<b>TOTAL</b>	<b>OAHU</b>	<b>MAUI</b>	<b>MOLOKAI</b>	<b>LANAI</b>	<b>KAUAI</b>	<b>BIG ISLAND</b>	<b>HILO</b>	<b>KONA</b>
Alabama	9.78	7.46	5.50	4.54	3.43	4.65	5.07	2.45	4.76
Alaska	13.08	9.40	10.95	9.29	12.59	9.73	12.70	10.67	11.35
Arizona	9.95	7.57	7.63	4.45	4.30	6.87	7.20	4.62	6.66
Arkansas	9.98	7.38	6.18	3.33	2.89	5.99	6.07	3.63	5.31
California	9.27	7.32	7.58	6.75	5.53	7.40	7.72	5.46	7.26
Colorado	10.23	7.05	7.80	4.69	4.25	7.13	7.42	4.56	6.86
Connecticut	11.15	7.44	6.75	3.48	3.96	5.95	6.11	3.92	5.65
Delaware	10.70	7.11	6.03	3.75	4.45	5.65	6.15	3.80	5.46
Florida	10.59	7.47	6.04	3.58	3.57	5.31	5.76	3.65	5.07
Georgia	9.63	6.65	6.13	3.57	3.90	5.52	5.60	3.40	5.23
Idaho	11.27	8.20	8.85	5.64	9.85	7.96	9.09	6.63	8.33
Illinois	10.34	6.89	7.04	3.84	3.61	5.94	6.10	3.18	5.76
Indiana	10.48	6.99	6.59	3.68	3.80	5.64	5.98	3.64	5.27
Iowa	10.79	7.63	6.78	7.08	7.55	5.84	6.69	3.84	6.19
Kansas	9.88	6.77	6.46	2.67	3.45	5.58	6.19	3.70	5.54
Kentucky	9.95	6.54	6.34	2.96	2.71	5.02	5.66	3.03	5.26
Louisiana	9.56	7.21	5.43	2.30	2.77	4.65	5.39	3.13	4.83
Maine	12.68	9.50	7.39	2.80	3.38	6.10	6.69	4.53	5.89
Maryland	10.60	7.87	6.22	2.97	3.59	5.48	5.79	3.45	5.30
Massachusetts	11.43	7.50	7.10	4.33	4.48	6.03	6.44	4.13	5.76
Michigan	11.22	7.34	6.87	4.70	4.15	5.83	6.10	3.49	5.50
Minnesota	10.73	7.25	7.71	4.39	4.29	6.60	7.08	4.22	6.56
Mississippi	11.37	10.16	5.73	3.86	5.69	5.28	5.48	3.22	4.97
Missouri	10.36	7.25	6.77	3.55	3.72	5.72	5.91	3.35	5.40
Montana	11.25	7.62	8.32	11.45	8.46	7.85	9.16	5.17	8.88
Nebraska	10.44	7.60	7.16	3.77	7.68	5.92	6.40	3.37	6.18
Nevada	10.10	8.29	7.62	5.15	5.23	6.87	8.00	5.80	7.38
New Hampshire	11.90	7.78	7.04	6.68	3.39	6.40	7.05	4.95	6.01
New Jersey	10.70	6.86	6.32	3.35	4.04	5.60	5.81	3.57	5.37
New Mexico	10.57	7.60	7.61	4.86	3.91	7.23	7.67	4.27	7.35
New York	10.95	7.36	6.44	3.46	4.07	5.60	5.89	3.76	5.34
North Carolina	10.35	7.45	6.20	3.21	4.47	5.40	5.71	3.44	5.16
North Dakota	10.76	7.50	7.15	3.24	12.44	6.08	7.68	5.51	6.67
Ohio	10.66	7.01	6.35	4.16	3.63	5.15	5.53	3.07	4.95
Oklahoma	9.64	7.04	6.47	4.52	4.04	5.69	6.75	4.97	6.03
Oregon	11.13	8.25	9.07	9.50	5.40	8.81	9.56	7.05	8.84
Pennsylvania	10.62	7.04	6.18	2.99	3.50	5.12	5.63	3.38	4.97
Rhode Island	11.96	8.59	7.05	4.14	5.25	5.97	5.85	3.56	5.48
South Carolina	10.23	7.53	5.82	3.16	2.92	4.96	5.28	3.32	4.77
South Dakota	10.87	7.35	6.98	4.91	4.14	6.57	8.06	5.52	7.14
Tennessee	9.75	6.95	6.20	2.58	3.77	5.38	5.67	3.16	5.23
Texas	9.40	6.87	6.21	3.99	4.03	5.76	5.87	3.57	5.47
Utah	9.67	7.14	6.90	5.34	5.01	6.87	7.18	5.19	6.69
Vermont	13.30	9.34	7.93	6.99	3.45	7.24	9.09	6.33	7.97
Virginia	10.51	8.05	6.07	4.54	3.86	5.57	6.32	4.22	5.59
Washington	11.49	8.97	9.48	8.89	8.32	8.98	9.91	6.84	9.37
Washington, D.C.	10.64	8.14	6.74	6.55	7.76	6.87	7.05	4.53	6.47
West Virginia	10.28	7.32	6.38	3.55	6.98	5.05	6.03	3.93	5.30
Wisconsin	11.07	6.97	6.45	5.05	4.20	5.66	6.60	3.75	5.94
Wyoming	10.75	7.24	7.99	3.66	7.39	7.93	8.19	6.03	7.26

Source: DBEDT

**TABLE 41: Oahu Visitor Characteristics: 2000 vs. 1999**

Oahu	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	31,077,256	29,016,511	7.1%	18,734,118	16,700,484	12.2%	12,343,138	12,316,027	0.2%
Total Visitors	4,719,244	4,560,141	3.5%	2,485,058	2,347,040	5.9%	2,234,186	2,213,101	1.0%
<b>PARTY SIZE</b>									
One	901,199	896,154	0.6%	624,455	584,532	6.8%	276,744	311,622	-11.2%
Two	1,876,554	1,864,055	0.7%	1,106,988	1,076,310	2.9%	769,566	787,746	-2.3%
Three or more	1,941,491	1,799,932	7.9%	753,615	686,198	9.8%	1,187,876	1,113,733	6.7%
Avg Party Size	2.13	2.09	1.7%	1.82	1.84	-1.3%	2.47	2.36	4.9%
<b>VISIT STATUS</b>									
First-Time	2,191,624	2,098,529	4.4%	1,007,622	971,254	3.7%	1,184,002	1,127,275	5.0%
Repeat	2,527,620	2,461,612	2.7%	1,477,436	1,375,786	7.4%	1,050,184	1,085,826	-3.3%
Average # Trips	3.75	3.77	-0.4%	4.58	4.51	1.7%	2.82	2.98	-5.2%
<b>TRAVEL METHOD</b>									
Group Tour	1,583,087	1,331,413	18.9%	265,712	252,728	5.1%	1,317,375	1,078,685	22.1%
Package	2,645,683	2,442,010	8.3%	891,505	874,526	1.9%	1,754,178	1,567,484	11.9%
Group Tour & Pkg	1,490,987	1,166,012	27.9%	214,498	204,917	4.7%	1,276,488	961,096	32.8%
True Independent	1,981,461	1,952,386	1.5%	1,542,339	1,424,703	8.3%	439,122	527,682	-16.8%
<b>ISLANDS VISITED</b>									
Oahu	4,719,244	4,560,141	3.5%	2,485,058	2,347,040	5.9%	2,234,186	2,213,101	1.0%
Maui County	957,495	1,049,968	-8.8%	653,043	712,260	-8.3%	304,453	337,708	-9.8%
...Maui	931,112	1,017,598	-8.5%	631,852	690,175	-8.5%	299,260	327,424	-8.6%
...Molokai	42,445	45,706	-7.1%	35,456	37,618	-5.7%	6,989	8,088	-13.6%
...Lanai	44,834	49,002	-8.5%	38,299	40,115	-4.5%	6,535	8,887	-26.5%
Kauai	529,598	532,380	-0.5%	378,061	413,609	-8.6%	151,537	118,771	27.6%
Big Island	650,734	704,584	-7.6%	395,605	430,498	-8.1%	255,129	274,087	-6.9%
...Hilo	248,930	292,170	-14.8%	171,816	193,447	-11.2%	77,113	98,723	-21.9%
...Kona	546,556	568,042	-3.8%	330,921	359,435	-7.9%	215,635	208,608	3.4%
Oahu Only	3,145,170	2,917,116	7.8%	1,501,397	1,294,883	15.9%	1,643,773	1,622,233	1.3%
<b>LENGTH OF STAY</b>									
Oahu (days)	6.59	6.36	3.5%	7.54	7.12	5.9%	5.52	5.57	-0.8%
Maui (days)	4.32	4.40	-1.6%	4.96	4.85	2.3%	2.97	3.44	-13.5%
Molokai (days)	3.47	3.73	-6.9%	3.74	3.70	1.0%	2.11	3.85	-45.2%
Lanai (days)	3.84	3.31	16.1%	4.00	3.19	25.3%	2.94	3.84	-23.5%
Kauai (days)	4.01	4.01	0.0%	4.64	4.40	5.4%	2.44	2.65	-7.7%
Big Island (days)	4.17	4.20	-0.6%	4.86	4.71	3.0%	3.11	3.39	-8.3%
...Hilo (days)	2.71	2.90	-6.4%	2.99	2.89	3.5%	2.10	2.92	-28.1%
...Kona (days)	3.67	3.70	-0.9%	4.25	4.09	4.0%	2.78	3.04	-8.7%
Statewide (days)	8.43	8.51	-0.9%	10.36	10.25	1.1%	6.28	6.66	-5.7%
<b>ACCOMMODATIONS</b>									
Hotel	3,655,449	3,445,490	6.1%	1,687,137	1,590,135	6.1%	1,968,312	1,855,355	6.1%
...Hotel Only	3,396,186	3,199,939	6.1%	1,490,455	1,405,780	6.0%	1,905,731	1,794,159	6.2%
Condo	484,988	561,777	-13.7%	315,692	356,292	-11.4%	169,296	205,485	-17.6%
...Condo Only	352,091	422,107	-16.6%	220,178	252,455	-12.8%	131,912	169,652	-22.2%
Timeshare	127,362	NA	NA	104,189	NA	NA	23,173	NA	NA
...Timeshare Only	87,100	NA	NA	68,645	NA	NA	18,455	NA	NA
Apartment	56,886	52,043	9.3%	38,897	39,431	-1.4%	17,989	12,613	42.6%
Bed & Breakfast	42,811	60,078	-28.7%	33,798	31,284	8.0%	9,013	28,795	-68.7%
Cruise Ship	82,469	79,719	3.4%	69,163	73,146	-5.4%	13,306	6,574	102.4%
Friends or Relatives	385,560	388,378	-0.7%	339,996	325,851	4.3%	45,564	62,526	-27.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	3,756,491	3,658,182	2.7%	1,789,855	1,723,644	3.8%	1,966,636	1,934,538	1.7%
...Honeymoon	484,924	503,726	-3.7%	139,080	133,005	4.6%	345,844	370,721	-6.7%
MC&I (Net)	331,058	258,123	28.3%	234,780	180,632	30.0%	96,278	77,491	24.2%
...Convention/Conf.	218,305	165,141	32.2%	167,700	126,622	32.4%	50,604	38,519	31.4%
...Corp. Meetings	60,961	51,386	18.6%	46,199	36,366	27.0%	14,762	15,020	-1.7%
...Incentive	54,561	44,066	23.8%	22,673	19,391	16.9%	31,888	24,675	29.2%
Other Business	170,322	162,304	4.9%	139,022	134,081	3.7%	31,300	28,223	10.9%
Visit Friends/Relatives	326,182	296,182	10.1%	265,934	248,636	7.0%	60,248	47,545	26.7%
Government/Military	77,296	83,808	-7.8%	55,291	55,607	-0.6%	22,006	28,200	-22.0%
Attend School	14,062	16,105	-12.7%	9,426	8,591	9.7%	4,636	7,514	-38.3%

NA: Not available  
Source: DBEDT

**TABLE 42: Maui County Visitor Characteristics: 2000 vs. 1999**

Maui County	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	16,050,621	16,057,004	0.0%	13,789,530	13,683,405	0.8%	2,261,091	2,373,599	-4.7%
Total Visitors	2,304,666	2,347,002	-1.8%	1,834,631	1,866,531	-1.7%	470,035	480,471	-2.2%
<b>PARTY SIZE</b>									
One	350,079	372,415	-6.0%	298,664	307,386	-2.8%	51,415	65,029	-20.9%
Two	1,113,184	1,179,260	-5.6%	921,770	967,414	-4.7%	191,414	211,846	-9.6%
Three or more	841,403	795,327	5.8%	614,197	591,731	3.8%	227,206	203,596	11.6%
Avg Party Size	2.09	2.09	0.1%	2.01	2.05	-2.2%	2.42	2.23	8.3%
<b>VISIT STATUS</b>									
First-Time	942,282	960,971	-1.9%	702,824	730,455	-3.8%	239,458	230,515	3.9%
Repeat	1,362,384	1,386,032	-1.7%	1,131,807	1,136,076	-0.4%	230,577	249,956	-7.8%
Average # Trips	4.00	4.01	-0.1%	4.27	4.19	2.0%	2.95	3.31	-10.6%
<b>TRAVEL METHOD</b>									
Group Tour	388,182	362,402	7.1%	171,563	186,120	-7.8%	216,619	176,283	22.9%
Package	1,058,477	1,063,753	-0.5%	744,733	776,545	-4.1%	313,744	287,208	9.2%
Group Tour & Pkg	347,743	311,143	11.8%	141,263	154,050	-8.3%	206,480	157,093	31.4%
True Independent	1,205,750	1,231,989	-2.1%	1,059,598	1,057,917	0.2%	146,152	174,072	-16.0%
<b>ISLANDS VISITED</b>									
Oahu	957,495	1,049,968	-8.8%	653,043	712,260	-8.3%	304,453	337,708	-9.8%
Maui County	2,304,666	2,347,002	-1.8%	1,834,631	1,866,531	-1.7%	470,035	480,471	-2.2%
...Maui	2,246,253	2,278,933	-1.4%	1,783,820	1,813,488	-1.6%	462,433	465,446	-0.6%
...Molokai	64,559	69,657	-7.3%	55,572	59,685	-6.9%	8,987	9,972	-9.9%
...Lanai	87,662	94,546	-7.3%	76,391	80,434	-5.0%	11,271	14,112	-20.1%
Kauai	381,609	417,742	-8.6%	322,342	363,131	-11.2%	59,268	54,611	8.5%
Big Island	368,041	411,892	-10.6%	301,836	337,822	-10.7%	66,204	74,070	-10.6%
...Hilo	163,053	192,880	-15.5%	131,914	152,084	-13.3%	31,139	40,796	-23.7%
...Kona	311,744	344,327	-9.5%	262,080	292,248	-10.3%	49,663	52,079	-4.6%
Maui Only	1,088,124	1,032,424	5.4%	947,365	904,063	4.8%	140,759	128,361	9.7%
Molokai Only	8,672	10,119	-14.3%	7,908	9,252	-14.5%	764	867	-11.9%
Lanai Only	11,742	13,675	-14.1%	11,059	11,050	0.1%	683	2,625	-74.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.61	4.34	6.3%	4.53	4.48	1.1%	4.78	4.03	18.7%
Maui (days)	6.81	6.71	1.5%	7.35	7.20	2.1%	4.75	4.84	-1.8%
Molokai (days)	5.13	4.98	3.0%	5.51	5.07	8.7%	2.74	4.42	-38.0%
Lanai (days)	4.72	4.34	8.8%	4.90	4.12	18.7%	3.53	5.56	-36.6%
Kauai (days)	3.93	3.87	1.6%	4.20	3.99	5.3%	2.49	3.09	-19.6%
Big Island (days)	4.25	4.23	0.3%	4.49	4.30	4.4%	3.14	3.94	-20.3%
...Hilo (days)	2.51	2.59	-3.2%	2.61	2.43	7.6%	2.07	3.19	-35.3%
...Kona (days)	3.70	3.62	2.2%	3.86	3.71	4.1%	2.89	3.15	-8.2%
Statewide (days)	10.04	10.02	0.2%	10.58	10.59	-0.1%	7.95	7.84	1.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,488,211	1,500,735	-0.8%	1,116,590	1,132,906	-1.4%	371,621	367,829	1.0%
...Hotel Only	1,305,685	1,319,829	-1.1%	967,912	982,419	-1.5%	337,773	337,409	0.1%
Condo	622,456	674,953	-7.8%	532,799	590,944	-9.8%	89,657	84,009	6.7%
...Condo Only	506,518	552,771	-8.4%	440,484	490,463	-10.2%	66,034	62,307	6.0%
Timeshare	95,574	NA	NA	88,482	NA	NA	7,093	NA	NA
...Timeshare Only	67,081	NA	NA	63,132	NA	NA	3,949	NA	NA
Apartment	26,558	28,176	-5.7%	20,783	24,171	-14.0%	5,774	4,005	44.2%
Bed & Breakfast	32,557	38,241	-14.9%	27,656	28,447	-2.8%	4,901	9,794	-50.0%
Cruise Ship	59,792	71,666	-16.6%	56,880	66,614	-14.6%	2,912	5,052	-42.4%
Friends or Relatives	132,371	143,360	-7.7%	118,979	128,726	-7.6%	13,392	14,633	-8.5%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,944,119	1,973,905	-1.5%	1,525,631	1,554,517	-1.9%	418,488	419,388	-0.2%
...Honeymoon	232,404	232,905	-0.2%	161,246	157,497	2.4%	71,158	75,407	-5.6%
MC&I (Net)	206,668	198,243	4.2%	179,719	176,278	2.0%	26,949	21,965	22.7%
...Convention/Conf.	123,531	122,230	1.1%	109,253	109,713	-0.4%	14,279	12,517	14.1%
...Corp. Meetings	44,649	39,592	12.8%	39,844	35,563	12.0%	4,805	4,030	19.2%
...Incentive	42,038	39,226	7.2%	33,364	33,396	-0.1%	8,674	5,830	48.8%
Other Business	53,579	56,787	-5.6%	48,316	50,824	-4.9%	5,263	5,963	-11.7%
Visit Friends/Relatives	100,511	99,939	0.6%	85,714	90,209	-5.0%	14,797	9,730	52.1%
Government/Military	8,457	13,852	-38.9%	6,858	8,629	-20.5%	1,599	5,223	-69.4%
Attend School	3,643	4,910	-25.8%	2,654	3,164	-16.1%	988	1,746	-43.4%

NA: Not available  
Source: DBEDT

**TABLE 43: Maui Island Visitor Characteristics: 2000 vs. 1999**

Maui	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	15,305,825	15,299,907	0.0%	13,109,115	13,048,864	0.5%	2,196,711	2,251,043	-2.4%
Total Visitors	2,246,254	2,278,934	-1.4%	1,783,821	1,813,488	-1.6%	462,433	465,446	-0.6%
<b>PARTY SIZE</b>									
One	338,461	357,869	-5.4%	288,263	295,932	-2.6%	50,198	61,936	-19.0%
Two	1,082,646	1,145,014	-5.4%	894,388	938,642	-4.7%	188,258	206,372	-8.8%
Three or more	825,145	776,051	6.3%	601,170	578,913	3.8%	223,975	197,137	13.6%
Avg Party Size	2.10	2.10	0.1%	2.01	2.06	-2.2%	2.42	2.24	8.1%
<b>VISIT STATUS</b>									
First-Time	926,734	943,569	-1.8%	690,494	717,477	-3.8%	236,241	226,092	4.5%
Repeat	1,319,519	1,335,365	-1.2%	1,093,327	1,096,011	-0.2%	226,192	239,354	-5.5%
Average # Trips	3.95	3.93	0.6%	4.21	4.13	2.0%	2.94	3.14	-6.4%
<b>TRAVEL METHOD</b>									
Group Tour	381,250	356,192	7.0%	167,471	181,482	-7.7%	213,778	174,710	22.4%
Package	1,041,518	1,046,661	-0.5%	731,793	762,153	-4.0%	309,725	284,508	8.9%
Group Tour & Pkg	342,309	306,302	11.8%	138,429	150,545	-8.0%	203,881	155,756	30.9%
True Independent	1,165,795	1,182,382	-1.4%	1,022,984	1,020,398	0.3%	142,811	161,984	-11.8%
<b>ISLANDS VISITED</b>									
Oahu	931,112	1,017,598	-8.5%	631,852	690,175	-8.5%	299,260	327,424	-8.6%
Maui County	2,246,254	2,278,934	-1.4%	1,783,821	1,813,488	-1.6%	462,433	465,446	-0.6%
...Maui	2,246,254	2,278,934	-1.4%	1,783,821	1,813,488	-1.6%	462,433	465,446	-0.6%
...Molokai	36,010	37,830	-4.8%	31,117	33,607	-7.4%	4,893	4,224	15.9%
...Lanai	55,394	55,379	0.0%	48,326	51,578	-6.3%	7,068	3,801	86.0%
Kauai	371,223	406,401	-8.7%	313,242	353,395	-11.4%	57,980	53,007	9.4%
Big Island	354,649	397,349	-10.7%	290,117	325,469	-10.9%	64,533	71,880	-10.2%
...Hilo	158,027	187,911	-15.9%	127,359	147,729	-13.8%	30,668	40,182	-23.7%
...Kona	300,908	332,324	-9.5%	252,594	282,063	-10.4%	48,314	50,261	-3.9%
Maui Only	1,088,124	1,032,424	5.4%	947,365	904,063	4.8%	140,759	128,361	9.7%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.57	4.29	6.7%	4.48	4.42	1.1%	4.77	3.99	19.6%
Maui (days)	6.81	6.71	1.5%	7.35	7.20	2.1%	4.75	4.84	-1.9%
Molokai (days)	3.27	3.20	2.2%	3.44	2.99	15.0%	2.19	4.88	-55.0%
Lanai (days)	3.19	3.05	4.6%	3.26	2.90	12.3%	2.77	5.15	-46.3%
Kauai (days)	3.88	3.82	1.6%	4.15	3.94	5.4%	2.47	3.08	-19.8%
Big Island (days)	4.12	4.16	-0.9%	4.34	4.20	3.2%	3.13	3.95	-20.7%
...Hilo (days)	2.36	2.53	-6.7%	2.44	2.35	3.7%	2.04	3.19	-35.9%
...Kona (days)	3.61	3.55	1.9%	3.75	3.62	3.7%	2.89	3.15	-8.4%
Statewide (days)	9.97	9.97	0.1%	10.50	10.53	-0.3%	7.94	7.75	2.4%
<b>ACCOMMODATIONS</b>									
Hotel	1,450,914	1,457,843	-0.5%	1,085,140	1,099,780	-1.3%	365,774	358,063	2.2%
...Hotel Only	1,273,679	1,282,763	-0.7%	941,044	954,180	-1.4%	332,634	328,583	1.2%
Condo	611,672	664,253	-7.9%	523,261	580,364	-9.8%	88,411	83,888	5.4%
...Condo Only	498,425	544,556	-8.5%	433,287	482,579	-10.2%	65,137	61,977	5.1%
Timeshare	93,104	NA	NA	86,307	NA	NA	6,797	NA	NA
...Timeshare Only	65,471	NA	NA	61,812	NA	NA	3,660	NA	NA
Apartment	25,918	27,229	-4.8%	20,200	23,500	-14.0%	5,718	3,729	53.3%
Bed & Breakfast	31,217	36,086	-13.5%	26,331	26,885	-2.1%	4,886	9,201	-46.9%
Cruise Ship	58,817	70,151	-16.2%	55,989	65,299	-14.3%	2,828	4,852	-41.7%
Friends or Relatives	124,978	133,965	-6.7%	112,022	121,036	-7.4%	12,956	12,928	0.2%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,900,869	1,922,713	-1.1%	1,488,415	1,515,288	-1.8%	412,454	407,424	1.2%
...Honeymoon	229,091	230,076	-0.4%	158,541	154,645	2.5%	70,550	75,431	-6.5%
MC&I (Net)	199,015	191,210	4.1%	172,809	169,917	1.7%	26,205	21,293	23.1%
...Convention/Conf.	119,494	118,688	0.7%	105,590	106,583	-0.9%	13,904	12,104	14.9%
...Corp. Meetings	42,556	37,287	14.1%	37,919	33,417	13.5%	4,637	3,871	19.8%
...Incentive	40,453	37,959	6.6%	31,989	32,223	-0.7%	8,464	5,736	47.6%
Other Business	51,042	53,475	-4.5%	46,041	48,252	-4.6%	5,001	5,223	-4.2%
Visit Friends/Relatives	95,625	94,358	1.3%	81,099	85,351	-5.0%	14,526	9,007	61.3%
Government/Military	7,747	12,852	-39.7%	6,302	8,150	-22.7%	1,445	4,702	-69.3%
Attend School	3,451	4,665	-26.0%	2,492	2,952	-15.6%	959	1,714	-44.0%

NA: Not available  
Source: DBEDT

**TABLE 44: Molokai Visitor Characteristics: 2000 vs. 1999**

Molokai	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	331,090	346,826	-4.5%	306,466	302,780	1.2%	24,623	44,047	-44.1%
Total Visitors	64,558	69,657	-7.3%	55,571	59,685	-6.9%	8,987	9,972	-9.9%
<b>PARTY SIZE</b>									
One	13,121	15,708	-16.5%	11,796	13,457	-12.3%	1,325	2,251	-41.1%
Two	33,028	35,992	-8.2%	29,210	31,672	-7.8%	3,818	4,322	-11.7%
Three or more	18,408	17,956	2.5%	14,565	14,556	0.1%	3,843	3,399	13.1%
Avg Party Size	1.90	1.86	2.2%	1.85	1.85	-0.1%	2.26	1.96	15.7%
<b>VISIT STATUS</b>									
First-Time	25,465	28,884	-11.8%	21,485	23,224	-7.5%	3,980	5,660	-29.7%
Repeat	39,093	40,772	-4.1%	34,086	36,461	-6.5%	5,007	4,312	16.1%
Average # Trips	4.87	4.64	5.0%	4.89	4.67	4.8%	4.73	4.45	6.2%
<b>TRAVEL METHOD</b>									
Group Tour	10,558	11,543	-8.5%	7,132	8,124	-12.2%	3,426	3,419	0.2%
Package	25,466	27,171	-6.3%	20,078	22,514	-10.8%	5,388	4,657	15.7%
Group Tour & Pkg	9,076	9,940	-8.7%	5,896	6,949	-15.2%	3,180	2,991	6.3%
True Independent	37,611	40,883	-8.0%	34,258	35,996	-4.8%	3,353	4,886	-31.4%
<b>ISLANDS VISITED</b>									
Oahu	42,445	45,706	-7.1%	35,456	37,618	-5.7%	6,989	8,088	-13.6%
Maui County	64,558	69,657	-7.3%	55,571	59,685	-6.9%	8,987	9,972	-9.9%
...Maui	36,010	37,830	-4.8%	31,117	33,607	-7.4%	4,893	4,224	15.9%
...Molokai	64,558	69,657	-7.3%	55,571	59,685	-6.9%	8,987	9,972	-9.9%
...Lanai	19,365	18,876	2.6%	16,204	17,312	-6.4%	3,160	1,564	102.1%
Kauai	27,834	29,131	-4.5%	24,471	25,772	-5.0%	3,363	3,359	0.1%
Big Island	29,804	31,975	-6.8%	26,142	27,901	-6.3%	3,662	4,074	-10.1%
...Hilo	21,594	22,414	-3.7%	19,177	19,837	-3.3%	2,417	2,577	-6.2%
...Kona	25,938	27,628	-6.1%	22,724	24,184	-6.0%	3,214	3,445	-6.7%
Molokai Only	8,672	10,119	-14.3%	7,908	9,252	-14.5%	764	867	-11.9%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.94	6.46	-7.9%	6.17	6.31	-2.2%	4.79	7.12	-32.8%
Maui (days)	4.72	5.18	-9.0%	4.89	4.83	1.3%	3.60	8.00	-55.0%
Molokai (days)	5.13	4.98	3.0%	5.51	5.07	8.7%	2.74	4.42	-38.0%
Lanai (days)	4.23	3.79	11.7%	4.62	3.52	31.3%	2.24	6.79	-67.0%
Kauai (days)	3.72	3.89	-4.4%	3.92	3.62	8.2%	2.26	5.95	-62.1%
Big Island (days)	5.88	6.19	-5.1%	6.21	5.58	11.3%	3.51	10.39	-66.2%
...Hilo (days)	3.70	4.15	-10.9%	3.90	3.27	19.4%	2.06	10.91	-81.1%
...Kona (days)	3.67	3.99	-8.0%	3.85	3.76	2.5%	2.38	5.61	-57.5%
Statewide (days)	15.10	15.04	0.4%	15.97	15.15	5.4%	9.74	14.36	-32.2%
<b>ACCOMMODATIONS</b>									
Hotel	34,612	37,092	-6.7%	28,293	30,129	-6.1%	6,319	6,963	-9.3%
...Hotel Only	25,214	26,479	-4.8%	19,527	20,558	-5.0%	5,687	5,921	-4.0%
Condo	12,996	15,233	-14.7%	11,449	14,057	-18.6%	1,547	1,176	31.6%
...Condo Only	9,523	11,235	-15.2%	8,380	10,271	-18.4%	1,142	964	18.5%
Timeshare	2,512	NA	NA	2,240	NA	NA	271	NA	NA
...Timeshare Only	1,459	NA	NA	1,289	NA	NA	171	NA	NA
Apartment	1,195	1,732	-31.0%	977	1,331	-26.6%	218	401	-45.6%
Bed & Breakfast	2,354	2,614	-9.9%	2,118	2,214	-4.3%	236	400	-40.9%
Cruise Ship	9,392	9,838	-4.5%	9,131	9,608	-5.0%	261	230	13.4%
Friends or Relatives	8,371	9,474	-11.6%	7,805	8,163	-4.4%	567	1,311	-56.8%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	51,196	55,885	-8.4%	44,198	47,674	-7.3%	6,998	8,211	-14.8%
...Honeymoon	4,075	4,150	-1.8%	3,240	3,372	-3.9%	835	779	7.3%
MC&I (Net)	4,045	3,829	5.6%	3,461	3,359	3.0%	584	470	24.4%
...Convention/Conf.	2,678	2,434	10.0%	2,401	2,190	9.6%	277	244	13.8%
...Corp. Meetings	868	843	3.0%	639	669	-4.4%	229	174	31.2%
...Incentive	774	600	29.0%	486	548	-11.4%	288	52	458.8%
Other Business	2,776	3,294	-15.7%	2,399	2,824	-15.1%	378	470	-19.6%
Visit Friends/Relatives	5,767	5,807	-0.7%	5,302	5,253	0.9%	465	553	-15.9%
Government/Military	1,041	923	12.8%	787	781	0.7%	254	142	78.9%
Attend School	482	700	-31.1%	323	369	-12.6%	159	331	-51.8%

NA: Not available  
Source: DBEDT

**TABLE 45: Lanai Visitor Characteristics: 2000 vs. 1999**

Lanai	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	413,706	410,270	0.8%	373,949	331,762	12.7%	39,757	78,509	-49.4%
Total Visitors	87,661	94,546	-7.3%	76,390	80,434	-5.0%	11,271	14,112	-20.1%
<b>PARTY SIZE</b>									
One	14,535	17,542	-17.1%	13,119	14,662	-10.5%	1,416	2,881	-50.8%
Two	50,236	53,406	-5.9%	44,700	47,522	-5.9%	5,536	5,884	-5.9%
Three or more	22,891	23,598	-3.0%	18,572	18,251	1.8%	4,319	5,347	-19.2%
Avg Party Size	1.94	1.93	0.5%	1.90	1.92	-1.1%	2.20	1.98	11.5%
<b>VISIT STATUS</b>									
First-Time	33,548	34,865	-3.8%	29,002	30,727	-5.6%	4,546	4,138	9.9%
Repeat	54,112	59,681	-9.3%	47,388	49,707	-4.7%	6,725	9,974	-32.6%
Average # Trips	4.58	5.03	-9.0%	4.60	4.53	1.6%	4.39	7.86	-44.2%
<b>TRAVEL METHOD</b>									
Group Tour	15,430	15,366	0.4%	11,746	13,430	-12.5%	3,684	1,936	90.3%
Package	36,092	35,992	0.3%	29,859	32,195	-7.3%	6,233	3,798	64.1%
Group Tour & Pkg	13,172	12,923	1.9%	9,770	11,319	-13.7%	3,401	1,604	112.1%
True Independent	49,312	56,110	-12.1%	44,556	46,129	-3.4%	4,756	9,982	-52.4%
<b>ISLANDS VISITED</b>									
Oahu	44,834	49,002	-8.5%	38,299	40,115	-4.5%	6,535	8,887	-26.5%
Maui County	87,661	94,546	-7.3%	76,390	80,434	-5.0%	11,271	14,112	-20.1%
...Maui	55,394	55,379	0.0%	48,326	51,578	-6.3%	7,068	3,801	86.0%
...Molokai	19,365	18,876	2.6%	16,204	17,312	-6.4%	3,160	1,564	102.1%
...Lanai	87,661	94,546	-7.3%	76,390	80,434	-5.0%	11,271	14,112	-20.1%
Kauai	31,068	31,939	-2.7%	27,616	29,740	-7.1%	3,452	2,199	57.0%
Big Island	34,279	34,558	-0.8%	30,464	32,305	-5.7%	3,815	2,253	69.3%
...Hilo	21,825	22,151	-1.5%	19,599	20,368	-3.8%	2,226	1,783	24.9%
...Kona	30,678	30,559	0.4%	27,343	28,523	-4.1%	3,335	2,036	63.8%
Lanai Only	11,742	13,675	-14.1%	11,059	11,050	0.1%	683	2,625	-74.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.41	5.32	1.7%	5.56	5.14	8.2%	4.54	6.16	-26.3%
Maui (days)	5.38	5.84	-7.7%	5.27	5.33	-1.0%	6.14	12.69	-51.6%
Molokai (days)	4.34	3.78	14.9%	4.75	3.42	38.8%	2.25	7.74	-70.9%
Lanai (days)	4.72	4.34	8.8%	4.90	4.12	18.7%	3.53	5.56	-36.6%
Kauai (days)	3.40	3.57	-4.8%	3.53	3.31	6.5%	2.35	7.05	-66.7%
Big Island (days)	5.37	5.82	-7.7%	5.65	4.86	16.2%	3.18	19.61	-83.8%
...Hilo (days)	3.33	3.75	-11.2%	3.47	2.80	23.8%	2.11	14.59	-85.5%
...Kona (days)	3.63	3.74	-3.0%	3.80	3.50	8.6%	2.17	7.02	-69.2%
Statewide (days)	13.36	13.04	2.4%	13.64	12.69	7.5%	11.44	15.03	-23.9%
<b>ACCOMMODATIONS</b>									
Hotel	60,113	63,040	-4.6%	51,924	53,656	-3.2%	8,189	9,385	-12.7%
...Hotel Only	48,776	52,520	-7.1%	41,855	43,988	-4.8%	6,922	8,532	-18.9%
Condo	12,918	14,334	-9.9%	10,938	13,041	-16.1%	1,980	1,293	53.1%
...Condo Only	8,784	10,743	-18.2%	7,625	9,659	-21.1%	1,159	1,084	6.9%
Timeshare	2,958	NA	NA	2,412	NA	NA	546	NA	NA
...Timeshare Only	1,819	NA	NA	1,503	NA	NA	315	NA	NA
Apartment	987	899	9.8%	811	733	10.6%	176	166	6.2%
Bed & Breakfast	1,436	1,674	-14.3%	1,241	1,501	-17.3%	195	173	12.3%
Cruise Ship	12,209	12,604	-3.1%	11,834	12,140	-2.5%	375	464	-19.2%
Friends or Relatives	6,141	7,130	-13.9%	5,563	6,242	-10.9%	578	888	-34.9%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	68,323	74,365	-8.1%	59,822	63,120	-5.2%	8,501	11,245	-24.4%
...Honeymoon	8,469	6,963	21.6%	6,547	6,120	7.0%	1,922	844	127.8%
MC&I (Net)	12,523	11,674	7.3%	10,927	10,890	0.3%	1,597	784	103.5%
...Convention/Conf.	5,991	5,942	0.8%	5,385	5,530	-2.6%	606	412	47.2%
...Corp. Meetings	3,646	3,348	8.9%	2,943	3,071	-4.2%	704	277	154.0%
...Incentive	3,279	2,621	25.1%	2,790	2,486	12.2%	489	134	264.0%
Other Business	3,186	3,177	0.3%	2,664	2,552	4.4%	522	625	-16.5%
Visit Friends/Relatives	4,475	4,833	-7.4%	3,850	4,340	-11.3%	624	493	26.5%
Government/Military	750	1,118	-32.9%	575	672	-14.4%	175	446	-60.8%
Attend School	474	422	12.2%	363	278	30.6%	111	144	-23.3%

NA: Not available

Source: DBEDT

TABLE 46: Kauai Visitor Characteristics: 2000 vs. 1999

Kauai	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	6,603,048	6,647,963	-0.7%	5,948,925	6,051,448	-1.7%	654,123	596,515	9.7%
Total Visitors	1,074,821	1,089,289	-1.3%	884,408	929,657	-4.9%	190,414	159,632	19.3%
<b>PARTY SIZE</b>									
One	158,787	176,953	-10.3%	140,754	156,274	-9.9%	18,033	20,679	-12.8%
Two	557,788	587,402	-5.0%	477,544	509,622	-6.3%	80,244	77,780	3.2%
Three or more	358,247	324,934	10.3%	266,110	263,762	0.9%	92,137	61,172	50.6%
Avg Party Size	2.06	2.03	1.8%	1.98	2.00	-1.0%	2.46	2.18	12.5%
<b>VISIT STATUS</b>									
First-Time	429,787	441,439	-2.6%	328,563	357,467	-8.1%	101,224	83,972	20.5%
Repeat	645,034	647,850	-0.4%	555,844	572,190	-2.9%	89,190	75,660	17.9%
Average # Trips	3.90	3.89	0.3%	4.15	4.05	2.5%	2.75	2.97	-7.5%
<b>TRAVEL METHOD</b>									
Group Tour	183,548	161,775	13.5%	84,112	96,431	-12.8%	99,436	65,344	52.2%
Package	457,521	450,114	1.6%	325,156	355,585	-8.6%	132,366	94,529	40.0%
Group Tour & Pkg	166,391	137,404	21.1%	70,111	79,403	-11.7%	96,280	58,002	66.0%
True Independent	600,143	614,803	-2.4%	545,251	557,043	-2.1%	54,892	57,760	-5.0%
<b>ISLANDS VISITED</b>									
Oahu	529,598	532,380	-0.5%	378,061	413,609	-8.6%	151,537	118,771	27.6%
Maui County	381,609	417,742	-8.6%	322,342	363,131	-11.2%	59,268	54,611	8.5%
...Maui	371,223	406,401	-8.7%	313,242	353,395	-11.4%	57,980	53,007	9.4%
...Molokai	27,834	29,131	-4.5%	24,471	25,772	-5.0%	3,363	3,359	0.1%
...Lanai	31,068	31,939	-2.7%	27,616	29,740	-7.1%	3,452	2,199	57.0%
Kauai	1,074,821	1,089,289	-1.3%	884,408	929,657	-4.9%	190,414	159,632	19.3%
Big Island	258,070	286,716	-10.0%	212,703	241,349	-11.9%	45,367	45,367	0.0%
...Hilo	129,224	153,240	-15.7%	107,444	124,649	-13.8%	21,780	28,591	-23.8%
...Kona	222,800	241,107	-7.6%	186,155	210,497	-11.6%	36,645	30,610	19.7%
Kauai Only	373,854	375,082	-0.3%	347,351	345,639	0.5%	26,503	29,443	-10.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.51	4.52	-0.1%	4.34	4.32	0.5%	4.95	5.21	-5.0%
Maui (days)	4.37	4.35	0.4%	4.65	4.47	4.0%	2.86	3.56	-19.7%
Molokai (days)	3.36	3.35	0.5%	3.57	3.11	14.7%	1.87	5.14	-63.6%
Lanai (days)	3.26	3.03	7.6%	3.39	2.94	15.2%	2.23	4.25	-47.6%
Kauai (days)	6.14	6.10	0.7%	6.73	6.51	3.3%	3.44	3.74	-8.1%
Big Island (days)	4.46	4.37	2.1%	4.58	4.39	4.2%	3.93	4.27	-8.0%
...Hilo (days)	2.49	2.60	-4.1%	2.53	2.41	5.0%	2.27	3.39	-33.2%
...Kona (days)	3.71	3.58	3.7%	3.77	3.60	4.5%	3.40	3.38	0.7%
Statewide (days)	10.87	11.05	-1.6%	11.48	11.43	0.4%	8.06	8.81	-8.6%
<b>ACCOMMODATIONS</b>									
Hotel	651,965	660,812	-1.3%	495,674	538,703	-8.0%	156,290	122,109	28.0%
...Hotel Only	535,322	543,461	-1.5%	392,735	435,688	-9.9%	142,587	107,773	32.3%
Condo	241,390	302,369	-20.2%	217,262	274,532	-20.9%	24,128	27,837	-13.3%
...Condo Only	180,537	233,107	-22.6%	165,587	214,152	-22.7%	14,950	18,955	-21.1%
Timeshare	116,494	NA	NA	106,512	NA	NA	9,982	NA	NA
...Timeshare Only	84,677	NA	NA	78,833	NA	NA	5,844	NA	NA
Apartment	12,160	14,388	-15.5%	10,379	12,518	-17.1%	1,782	1,871	-4.8%
Bed & Breakfast	23,991	27,114	-11.5%	21,267	22,641	-6.1%	2,724	4,473	-39.1%
Cruise Ship	53,210	64,432	-17.4%	50,748	60,696	-16.4%	2,462	3,736	-34.1%
Friends or Relatives	70,395	78,779	-10.6%	64,274	73,882	-13.0%	6,121	4,897	25.0%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	925,576	930,597	-0.5%	755,151	792,470	-4.7%	170,425	138,127	23.4%
...Honeymoon	109,005	103,232	5.6%	84,724	84,747	0.0%	24,280	18,485	31.3%
MC&I (Net)	71,722	70,013	2.4%	63,553	63,845	-0.5%	8,168	6,168	32.4%
...Convention/Conf.	47,688	45,306	5.3%	42,364	41,528	2.0%	5,324	3,778	40.9%
...Corp. Meetings	12,596	13,558	-7.1%	11,251	12,535	-10.2%	1,345	1,023	31.4%
...Incentive	12,696	12,138	4.6%	10,574	10,720	-1.4%	2,122	1,419	49.6%
Other Business	24,661	26,853	-8.2%	22,513	25,196	-10.6%	2,147	1,657	29.6%
Visit Friends/Relatives	50,725	52,687	-3.7%	45,546	49,167	-7.4%	5,178	3,520	47.1%
Government/Military	5,391	7,518	-28.3%	4,936	6,330	-22.0%	455	1,187	-61.6%
Attend School	2,240	4,294	-47.8%	1,595	1,863	-14.4%	645	2,431	-73.5%

NA: Not available  
Source: DBEDT



TABLE 47: Island of Hawaii (Big Island) Visitor Characteristics: 2000 vs. 1999

Hawaii (Big Island)	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	7,990,225	8,298,758	-3.7%	6,707,014	6,633,839	1.1%	1,283,211	1,664,919	-22.9%
Total Visitors	1,267,966	1,307,720	-3.0%	925,357	942,359	-1.8%	342,609	365,361	-6.2%
<b>PARTY SIZE</b>									
One	212,595	233,354	-8.9%	173,692	181,766	-4.4%	38,903	51,588	-24.6%
Two	587,976	632,062	-7.0%	459,316	486,328	-5.6%	128,660	145,734	-11.7%
Three or more	467,395	442,304	5.7%	292,349	274,265	6.6%	175,045	168,038	4.2%
Avg Party Size	2.08	2.06	1.0%	1.94	1.96	-1.0%	2.46	2.32	6.0%
<b>VISIT STATUS</b>									
First-Time	484,823	501,584	-3.3%	313,257	333,138	-6.0%	171,566	168,446	1.9%
Repeat	783,142	806,136	-2.9%	612,100	609,221	0.5%	171,042	196,915	-13.1%
Average # Trips	4.32	4.25	1.6%	4.86	4.68	3.8%	2.85	3.13	-9.0%
<b>TRAVEL METHOD</b>									
Group Tour	290,767	269,784	7.8%	99,803	114,174	-12.6%	190,964	155,609	22.7%
Package	566,029	552,433	2.5%	313,543	333,678	-6.0%	252,486	218,756	15.4%
Group Tour & Pkg	263,914	231,313	14.1%	81,016	94,012	-13.8%	182,898	137,302	33.2%
True Independent	675,083	716,816	-5.8%	593,026	588,519	0.8%	82,057	128,297	-36.0%
<b>ISLANDS VISITED</b>									
Oahu	650,734	704,584	-7.6%	395,605	430,498	-8.1%	255,129	274,087	-6.9%
Maui County	368,041	411,892	-10.6%	301,836	337,822	-10.7%	66,204	74,070	-10.6%
...Maui	354,649	397,349	-10.7%	290,117	325,469	-10.9%	64,533	71,880	-10.2%
...Molokai	29,804	31,975	-6.8%	26,142	27,901	-6.3%	3,662	4,074	-10.1%
...Lanai	34,279	34,558	-0.8%	30,464	32,305	-5.7%	3,815	2,253	69.3%
Kauai	258,070	286,716	-10.0%	212,703	241,349	-11.9%	45,367	45,367	0.0%
Big Island	1,267,966	1,307,720	-3.0%	925,357	942,359	-1.8%	342,609	365,361	-6.2%
...Hilo	370,192	429,781	-13.9%	272,963	298,094	-8.4%	97,229	131,686	-26.2%
...Kona	1,101,403	1,093,524	0.7%	809,866	815,881	-0.7%	291,538	277,643	5.0%
Big Island Only	462,470	452,212	2.3%	391,274	365,556	7.0%	71,196	86,656	-17.8%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.72	4.56	3.7%	4.73	4.64	2.1%	4.71	4.43	6.3%
Maui (days)	4.16	4.15	0.4%	4.45	4.31	3.3%	2.89	3.43	-15.7%
Molokai (days)	3.76	3.45	9.0%	4.00	3.26	22.9%	2.04	4.78	-57.3%
Lanai (days)	3.71	3.30	12.4%	3.85	3.10	23.9%	2.63	6.14	-57.3%
Kauai (days)	3.79	3.69	2.8%	4.03	3.82	5.6%	2.65	2.99	-11.4%
Big Island (days)	6.30	6.35	-0.7%	7.25	7.04	3.0%	3.75	4.56	-17.8%
...Hilo (days)	4.05	4.24	-4.3%	4.61	4.44	3.8%	2.51	3.78	-33.7%
...Kona (days)	5.90	5.91	-0.1%	6.71	6.47	3.7%	3.65	4.24	-14.1%
Statewide (days)	10.54	10.68	-1.3%	11.80	11.81	-0.1%	7.16	7.78	-8.0%
<b>ACCOMMODATIONS</b>									
Hotel	867,195	862,715	0.5%	570,665	575,150	-0.8%	296,530	287,565	3.1%
...Hotel Only	739,041	729,286	1.3%	464,633	468,641	-0.9%	274,408	260,645	5.3%
Condo	206,011	262,383	-21.5%	177,981	219,995	-19.1%	28,030	42,388	-33.9%
...Condo Only	145,912	190,919	-23.6%	128,807	165,823	-22.3%	17,106	25,097	-31.8%
Timeshare	80,059	NA	NA	72,071	NA	NA	7,988	NA	NA
...Timeshare Only	56,821	NA	NA	51,364	NA	NA	5,457	NA	NA
Apartment	12,517	15,456	-19.0%	10,745	12,525	-14.2%	1,771	2,932	-39.6%
Bed & Breakfast	32,641	41,953	-22.2%	27,675	28,198	-1.9%	4,966	13,755	-63.9%
Cruise Ship	56,739	67,009	-15.3%	53,522	62,797	-14.8%	3,217	4,212	-23.6%
Friends or Relatives	113,230	120,787	-6.3%	99,705	106,784	-6.6%	13,525	14,003	-3.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	1,015,495	1,051,301	-3.4%	714,311	739,232	-3.4%	301,184	312,068	-3.5%
...Honeymoon	91,290	97,340	-6.2%	46,864	47,301	-0.9%	44,426	50,039	-11.2%
MC&I (Net)	131,354	113,595	15.6%	112,514	96,028	17.2%	18,840	17,567	7.2%
...Convention/Conf.	88,365	73,329	20.5%	77,323	62,347	24.0%	11,043	10,982	0.6%
...Corp. Meetings	24,354	20,737	17.4%	21,499	18,269	17.7%	2,855	2,468	15.7%
...Incentive	20,346	20,615	-1.3%	15,031	16,511	-9.0%	5,315	4,103	29.5%
Other Business	38,633	41,061	-5.9%	34,610	36,874	-6.1%	4,023	4,187	-3.9%
Visit Friends/Relatives	81,777	80,904	1.1%	68,366	71,530	-4.4%	13,411	9,374	43.1%
Government/Military	6,167	8,741	-29.5%	5,578	6,490	-14.1%	589	2,251	-73.8%
Attend School	4,680	6,039	-22.5%	3,139	3,086	1.7%	1,541	2,953	-47.8%

NA: Not available  
Source: DBEDT

**TABLE 48: Hilo Visitor Characteristics: 2000 vs. 1999**

Hilo	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	1,499,065	1,823,057	-17.8%	1,260,327	1,328,468	-5.1%	238,738	494,589	-51.7%
Total Visitors	370,192	429,781	-13.9%	272,963	298,094	-8.4%	97,229	131,686	-26.2%
<b>PARTY SIZE</b>									
One	72,751	95,183	-23.6%	59,132	67,213	-12.0%	13,619	27,970	-51.3%
Two	172,276	205,529	-16.2%	138,350	156,952	-11.9%	33,926	48,576	-30.2%
Three or more	125,166	129,069	-3.0%	75,482	73,929	2.1%	49,684	55,140	-9.9%
Avg Party Size	2.00	1.92	3.8%	1.85	1.85	0.1%	2.41	2.10	14.8%
<b>VISIT STATUS</b>									
First-Time	171,802	197,703	-13.1%	117,587	132,099	-11.0%	54,215	65,604	-17.4%
Repeat	198,390	232,078	-14.5%	155,376	165,995	-6.4%	43,014	66,082	-34.9%
Average # Trips	3.72	3.80	-2.2%	4.07	3.95	3.2%	2.72	3.48	-21.7%
<b>TRAVEL METHOD</b>									
Group Tour	99,488	107,961	-7.8%	44,918	54,021	-16.9%	54,570	53,940	1.2%
Package	174,461	186,700	-6.6%	106,956	122,074	-12.4%	67,505	64,626	4.5%
Group Tour & Pkg	90,815	91,285	-0.5%	38,994	46,522	-16.2%	51,821	44,763	15.8%
True Independent	187,059	226,405	-17.4%	160,084	168,521	-5.0%	26,975	57,884	-53.4%
<b>ISLANDS VISITED</b>									
Oahu	248,930	292,170	-14.8%	171,816	193,447	-11.2%	77,113	98,723	-21.9%
Mauai County	163,053	192,880	-15.5%	131,914	152,084	-13.3%	31,139	40,796	-23.7%
...Mauai	158,027	187,911	-15.9%	127,359	147,729	-13.8%	30,668	40,182	-23.7%
...Molokai	21,594	22,414	-3.7%	19,177	19,837	-3.3%	2,417	2,577	-6.2%
...Lanai	21,825	22,151	-1.5%	19,599	20,368	-3.8%	2,226	1,783	24.9%
Kauai	129,224	153,240	-15.7%	107,444	124,649	-13.8%	21,780	28,591	-23.8%
Big Island	370,192	429,781	-13.9%	272,963	298,094	-8.4%	97,229	131,686	-26.2%
...Hilo	370,192	429,781	-13.9%	272,963	298,094	-8.4%	97,229	131,686	-26.2%
...Kona	203,629	219,679	-7.3%	157,471	171,616	-8.2%	46,158	48,063	-4.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	5.03	4.77	5.4%	5.02	4.81	4.2%	5.05	4.69	7.7%
Mauai (days)	3.43	3.38	1.5%	3.68	3.50	5.4%	2.36	2.95	-19.7%
Molokai (days)	3.70	3.57	3.5%	3.90	3.21	21.4%	2.10	6.33	-66.9%
Lanai (days)	3.59	3.28	9.5%	3.74	2.97	26.2%	2.23	6.84	-67.3%
Kauai (days)	3.12	2.92	6.8%	3.24	3.04	6.7%	2.50	2.40	4.3%
Big Island (days)	6.01	5.75	4.6%	6.67	6.40	4.2%	4.17	4.27	-2.4%
...Hilo (days)	4.05	4.24	-4.5%	4.62	4.46	3.6%	2.46	3.76	-34.6%
...Kona (days)	3.41	3.28	3.9%	3.58	3.41	5.0%	2.83	2.83	0.0%
Statewide (days)	11.56	11.11	4.1%	13.02	12.68	2.6%	7.47	7.56	-1.1%
<b>ACCOMMODATIONS</b>									
Hotel	240,184	267,617	-10.3%	159,722	173,624	-8.0%	80,462	93,993	-14.4%
...Hotel Only	183,190	201,910	-9.3%	111,627	122,509	-8.9%	71,563	79,401	-9.9%
Condo	40,385	56,092	-28.0%	34,474	43,319	-20.4%	5,911	12,773	-53.7%
...Condo Only	23,765	33,329	-28.7%	20,696	28,016	-26.1%	3,069	5,313	-42.2%
Timeshare	14,748	NA	NA	11,881	NA	NA	2,867	NA	NA
...Timeshare Only	10,021	NA	NA	7,808	NA	NA	2,212	NA	NA
Apartment	4,666	6,628	-29.6%	3,897	5,267	-26.0%	769	1,361	-43.5%
Bed & Breakfast	19,655	25,226	-22.1%	16,266	16,599	-2.0%	3,389	8,627	-60.7%
Cruise Ship	48,361	57,307	-15.6%	46,349	54,016	-14.2%	2,012	3,291	-38.9%
Friends or Relatives	47,341	50,438	-6.1%	40,896	43,502	-6.0%	6,445	6,936	-7.1%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	293,925	335,301	-12.3%	211,362	231,721	-8.8%	82,563	103,580	-20.3%
...Honeymoon	22,715	27,535	-17.5%	13,163	13,630	-3.4%	9,551	13,904	-31.3%
MC&I (Net)	23,744	24,922	-4.7%	18,709	19,010	-1.6%	5,035	5,912	-14.8%
...Convention/Conf.	16,570	17,649	-6.1%	14,079	13,389	5.2%	2,491	4,259	-41.5%
...Corp. Meetings	4,178	4,059	2.9%	2,888	3,277	-11.9%	1,290	782	64.8%
...Incentive	3,583	3,275	9.4%	1,968	2,476	-20.5%	1,614	799	102.1%
Other Business	13,904	16,732	-16.9%	12,621	14,221	-11.3%	1,283	2,511	-48.9%
Visit Friends/Relatives	35,260	34,550	2.1%	29,107	30,816	-5.5%	6,153	3,735	64.8%
Government/Military	3,283	4,549	-27.8%	2,833	3,274	-13.5%	450	1,275	-64.8%
Attend School	2,156	4,147	-48.0%	1,392	1,533	-9.2%	763	2,614	-70.8%

NA: Not available  
Source: DBEDT

**TABLE 49: Kona Visitor Characteristics: 2000 vs. 1999**

Kona	TOTAL			DOMESTIC			INTERNATIONAL		
	2000	1999	% Change	2000	1999	% Change	2000	1999	% Change
Total Visitor Days	6,491,159	6,475,701	0.2%	5,446,687	5,305,372	2.7%	1,044,472	1,170,330	-10.8%
Total Visitors	1,101,403	1,093,524	0.7%	809,866	815,881	-0.7%	291,538	277,643	5.0%
<b>PARTY SIZE</b>									
One	175,834	184,761	-4.8%	144,776	149,233	-3.0%	31,058	35,528	-12.6%
Two	517,102	540,170	-4.3%	405,596	424,620	-4.5%	111,506	115,550	-3.5%
Three or more	408,464	368,593	10.8%	259,491	242,028	7.2%	148,973	126,565	17.7%
Avg Party Size	2.09	2.07	1.0%	1.96	1.98	-1.3%	2.47	2.34	5.6%
<b>VISIT STATUS</b>									
First-Time	412,508	407,260	1.3%	269,228	282,642	-4.7%	143,280	124,618	15.0%
Repeat	688,896	686,264	0.4%	540,638	533,239	1.4%	148,257	153,025	-3.1%
Average # Trips	4.33	4.27	1.6%	4.85	4.68	3.8%	2.89	3.06	-5.6%
<b>TRAVEL METHOD</b>									
Group Tour	250,151	219,350	14.0%	87,967	99,113	-11.2%	162,185	120,237	34.9%
Package	496,134	469,056	5.8%	279,894	293,923	-4.8%	216,240	175,133	23.5%
Group Tour & Pkg	227,508	190,058	19.7%	71,696	82,008	-12.6%	155,812	108,050	44.2%
True Independent	582,624	595,176	-2.1%	513,699	504,854	1.8%	68,925	90,322	-23.7%
<b>ISLANDS VISITED</b>									
Oahu	546,556	568,042	-3.8%	330,921	359,435	-7.9%	215,635	208,608	3.4%
Maui County	311,744	344,327	-9.5%	262,080	292,248	-10.3%	49,663	52,079	-4.6%
...Maui	300,908	332,324	-9.5%	252,594	282,063	-10.4%	48,314	50,261	-3.9%
...Molokai	25,938	27,628	-6.1%	22,724	24,184	-6.0%	3,214	3,445	-6.7%
...Lanai	30,678	30,559	0.4%	27,343	28,523	-4.1%	3,335	2,036	63.8%
Kauai	222,800	241,107	-7.6%	186,155	210,497	-11.6%	36,645	30,610	19.7%
Big Island	1,101,403	1,093,524	0.7%	809,866	815,881	-0.7%	291,538	277,643	5.0%
...Hilo	203,629	219,679	-7.3%	157,471	171,616	-8.2%	46,158	48,063	-4.0%
...Kona	1,101,403	1,093,524	0.7%	809,866	815,881	-0.7%	291,538	277,643	5.0%
<b>LENGTH OF STAY</b>									
Oahu (days)	4.61	4.43	4.1%	4.59	4.51	1.8%	4.65	4.29	8.2%
Maui (days)	4.24	4.24	-0.2%	4.43	4.31	2.9%	3.20	3.86	-17.2%
Molokai (days)	3.47	3.45	0.8%	3.70	3.25	13.7%	1.91	4.83	-60.4%
Lanai (days)	3.58	3.31	8.0%	3.69	3.17	16.4%	2.63	5.26	-50.0%
Kauai (days)	3.77	3.73	1.2%	3.99	3.77	6.0%	2.66	3.47	-23.5%
Big Island (days)	6.44	6.59	-2.2%	7.27	7.04	3.3%	4.15	5.27	-21.2%
...Hilo (days)	2.73	2.88	-4.9%	2.88	2.70	6.9%	2.23	3.52	-36.6%
...Kona (days)	5.89	5.92	-0.5%	6.73	6.50	3.4%	3.58	4.22	-15.0%
Statewide (days)	10.48	10.78	-2.8%	11.64	11.68	-0.3%	7.25	8.15	-11.0%
<b>ACCOMMODATIONS</b>									
Hotel	758,523	725,597	4.5%	503,983	501,180	0.6%	254,540	224,417	13.4%
...Hotel Only	647,128	612,935	5.6%	410,535	408,150	0.6%	236,594	204,785	15.5%
Condo	188,658	236,260	-20.1%	163,373	201,385	-18.9%	25,285	34,875	-27.5%
...Condo Only	134,468	174,105	-22.8%	119,033	152,890	-22.1%	15,435	21,216	-27.2%
Timeshare	73,641	NA	NA	66,963	NA	NA	6,678	NA	NA
...Timeshare Only	52,521	NA	NA	47,866	NA	NA	4,655	NA	NA
Apartment	10,454	12,102	-13.6%	8,976	10,112	-11.2%	1,478	1,990	-25.7%
Bed & Breakfast	25,993	34,837	-25.4%	22,409	22,812	-1.8%	3,584	12,025	-70.2%
Cruise Ship	51,678	60,453	-14.5%	49,102	56,963	-13.8%	2,575	3,490	-26.2%
Friends or Relatives	84,827	90,816	-6.6%	75,606	80,863	-6.5%	9,221	9,953	-7.4%
<b>PURPOSE OF TRIP</b>									
Pleasure (Net)	893,020	895,771	-0.3%	634,746	651,255	-2.5%	258,274	244,516	5.6%
...Honeymoon	79,492	81,438	-2.4%	41,560	41,787	-0.5%	37,932	39,651	-4.3%
MC&I (Net)	119,633	100,534	19.0%	103,108	86,710	18.9%	16,525	13,824	19.5%
...Convention/Conf.	80,098	64,523	24.1%	70,379	55,972	25.7%	9,719	8,551	13.7%
...Corp. Meetings	22,160	18,199	21.8%	19,826	16,392	20.9%	2,334	1,807	29.1%
...Incentive	18,780	18,864	-0.4%	14,088	15,376	-8.4%	4,692	3,487	34.6%
Other Business	30,544	31,063	-1.7%	27,335	28,720	-4.8%	3,210	2,344	37.0%
Visit Friends/Relatives	60,251	59,845	0.7%	51,114	53,342	-4.2%	9,137	6,504	40.5%
Government/Military	4,248	6,233	-31.8%	3,941	4,558	-13.5%	306	1,675	-81.7%
Attend School	3,498	2,709	29.1%	2,334	2,163	7.9%	1,163	546	113.3%

NA: Not available  
Source: DBEDT

TABLE 50: 2000 Visitor Days by Island and MMA

2000	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA	
	U.S. WEST	U.S. EAST	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRIA	NEW ZEALAND	TOTAL OCEANIA MMA
<b>TOTAL</b>															
Oahu	9,097,258	7,849,041	8,466,552	1,338,387	577,986	67,931	316,458	33,941	75,053	1,071,368	441,276	150,632	591,908		
Maui	7,275,417	4,977,784	6,811,596	1,124,893	161,503	36,957	172,771	19,644	52,344	443,219	64,542	18,868	83,410		
Molokai	167,805	99,119	7,333	24,048	3,526	626	4,641	484	3,885	13,163	721	1,724	2,445		
Lanai	173,550	161,123	8,279	37,800	3,527	225	4,307	229	6,534	14,823	1,105	293	1,398		
Kauai	3,447,892	2,209,548	2,042,229	250,848	75,359	10,657	71,432	6,974	16,646	181,069	28,891	7,432	36,324		
Big Island	3,817,078	2,376,677	729,857	305,581	94,006	20,402	121,759	9,409	27,477	273,054	43,965	14,123	58,088		
...Hilo	639,359	510,637	118,629	54,877	21,382	4,506	30,377	1,980	7,497	65,742	6,858	4,417	11,275		
...Kona	3,177,719	1,866,040	611,228	250,704	72,624	15,896	91,383	7,429	19,981	207,312	37,107	9,706	46,813		
STATE	23,978,995	17,673,292	10,097,846	3,081,557	915,907	136,798	691,370	70,682	181,939	1,996,697	580,500	193,073	773,573		
<b>DOMESTIC</b>															
Oahu	8,526,678	7,422,639	179,317	235,142	462,112	59,521	285,591	28,726	67,966	903,916	120,897	48,287	169,184		
Maui	7,094,525	4,854,290	33,953	149,758	144,130	34,639	162,156	16,269	47,708	404,901	18,215	5,962	24,177		
Molokai	167,649	98,905	2,210	8,655	3,513	626	3,779	484	3,885	12,288	232	1,486	1,717		
Lanai	171,555	160,001	1,846	11,089	3,310	225	4,307	229	4,790	12,861	876	269	1,145		
Kauai	3,331,710	2,154,077	16,604	51,934	67,625	9,055	65,487	5,484	13,944	161,596	6,605	3,062	9,667		
Big Island	3,748,485	2,316,681	22,724	76,535	78,252	18,365	109,910	7,916	22,647	237,091	8,796	3,765	12,561		
...Hilo	624,211	496,870	6,441	15,210	16,200	4,201	26,009	1,470	6,483	54,363	1,195	784	1,980		
...Kona	3,124,274	1,819,812	16,283	61,325	62,053	14,164	83,901	6,446	16,164	182,728	7,601	2,981	10,581		
STATE	23,040,598	17,006,595	256,655	533,113	758,943	122,432	631,231	59,109	160,940	1,732,655	155,621	62,830	218,451		
<b>INTERNATIONAL</b>															
Oahu	570,579	426,402	8,287,235	1,103,245	115,874	8,409	30,867	5,215	7,087	167,452	320,379	102,345	422,724		
Maui	180,892	123,494	647,643	975,135	17,373	2,318	10,616	3,376	4,636	38,318	46,327	12,906	59,233		
Molokai	156	214	5,123	15,392	13	0	862	0	0	875	489	238	727		
Lanai	1,995	1,122	6,433	26,711	217	0	0	0	1,744	1,961	229	24	253		
Kauai	116,182	55,470	187,625	198,914	7,734	1,602	5,945	1,490	2,702	19,473	22,287	4,370	26,657		
Big Island	68,593	59,995	707,132	229,046	15,754	2,037	11,849	1,493	4,831	35,964	35,169	10,359	45,528		
...Hilo	15,148	13,767	112,188	39,667	5,183	305	4,367	510	1,014	11,379	5,663	3,633	9,295		
...Kona	53,444	46,228	594,945	189,379	10,571	1,732	7,482	983	3,817	24,585	29,506	6,726	36,232		
STATE	938,397	666,696	9,841,191	2,548,443	156,965	14,366	60,138	11,574	20,999	264,042	424,880	130,242	555,122		

Source: DBEDT

TABLE 50: 2000 Visitor Days by Island and MMA (continued)

2000	OTHER ASIA MMA										LATIN AMERICA MMA				OTHER MMA	TOTAL VISITOR DAYS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA						
Oahu	143,070	98,535	302,431	52,028	170,860	766,924	17,619	51,819	29,960	99,398	1,796,420	31,077,256				
Maui	12,648	24,453	35,083	5,528	14,447	92,160	12,007	20,236	16,566	48,809	578,537	15,305,825				
Molokai	1,645	460	875	0	635	3,615	0	200	181	380	13,182	331,090				
Lanai	649	469	769	92	818	2,796	53	215	516	783	13,155	413,706				
Kauai	10,733	6,158	6,159	775	9,743	33,569	1,877	4,904	3,731	10,512	229,058	6,603,048				
Big Island	13,451	15,726	25,116	2,952	32,571	89,817	3,726	5,799	9,476	19,000	321,073	7,990,225				
...Hilo	3,599	5,660	5,776	793	9,751	25,579	489	1,209	1,963	3,661	69,307	1,499,065				
...Kona	9,852	10,067	19,340	2,159	22,820	64,238	3,237	4,590	7,512	15,339	251,766	6,491,159				
STATE	182,196	145,802	370,433	61,376	229,074	988,890	35,282	83,173	60,429	178,884	2,951,426	61,721,150				
<b>DOMESTIC</b>																
Oahu	105,966	27,027	47,697	4,373	19,538	204,600	17,141	46,577	27,879	91,597	1,001,045	18,734,118				
Maui	11,822	8,842	6,478	598	3,591	31,331	11,587	15,691	15,095	42,374	473,805	13,109,115				
Molokai	1,270	460	263	0	97	2,090	0	200	181	380	12,570	306,466				
Lanai	542	469	549	92	67	1,719	53	215	516	783	12,951	373,949				
Kauai	9,789	5,777	2,112	384	1,640	19,703	1,499	4,402	3,731	9,633	194,001	5,948,925				
Big Island	8,974	7,974	5,805	709	2,526	25,989	3,183	5,439	9,228	17,850	249,099	6,707,014				
...Hilo	2,584	2,297	938	182	631	6,632	424	1,069	1,938	3,431	51,190	1,260,327				
...Kona	6,390	5,677	4,867	527	1,895	19,357	2,759	4,370	7,290	14,419	197,908	5,446,687				
STATE	138,364	50,549	62,904	6,156	27,459	285,432	33,463	72,524	56,629	162,616	1,943,471	45,179,587				
<b>INTERNATIONAL</b>																
Oahu	37,104	71,509	254,734	47,655	151,322	562,324	478	5,242	2,082	7,802	795,375	12,343,138				
Maui	825	15,611	28,606	4,930	10,857	60,829	420	4,546	1,471	6,436	104,732	2,196,711				
Molokai	375	0	611	0	538	1,524	0	0	0	0	612	24,623				
Lanai	107	0	220	0	751	1,077	0	0	0	0	205	39,757				
Kauai	944	381	4,047	391	8,103	13,866	378	501	0	880	35,057	654,123				
Big Island	4,477	7,752	19,311	2,243	30,045	63,828	543	360	248	1,150	71,974	1,283,211				
...Hilo	1,015	3,363	4,838	611	9,120	18,947	65	140	25	230	18,116	238,738				
...Kona	3,462	4,389	14,473	1,632	20,925	44,881	478	220	222	920	53,858	1,044,472				
STATE	43,833	95,253	307,528	55,219	201,615	703,448	1,819	10,649	3,800	16,267	1,007,956	16,541,563				

Source: DBEDT

TABLE 51: 2000 Visitor Arrivals by Island and MMA

2000	U.S. WEST MMA		U.S. EAST MMA		JAPAN MMA		CANADA MMA		EUROPE MMA					OCEANIA MMA		
	U.S. WEST		U.S. EAST		JAPAN		CANADA		UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRIA	NEW ZEALAND
<b>TOTAL</b>	1,188,392	911,117	1,093,606	1,720,362	137,911	67,013	7,445	35,109	4,400	7,508	121,475	66,896	21,024	86,920		
Oahu	23,998	23,998	755,616	270,831	122,375	22,860	4,062	20,439	2,731	5,468	55,560	11,986	2,435	14,421		
Molokai	30,403	30,403	40,476	3,352	6,866	705	172	1,070	148	269	2,365	302	148	450		
Lanai	447,010	447,010	386,949	122,045	35,577	12,380	51	872	64	455	2,336	307	70	378		
Kauai	465,474	465,474	393,632	246,637	39,653	14,512	2,831	14,292	1,399	2,822	28,715	5,575	1,218	6,793		
Big Island	110,985	110,985	141,102	61,320	11,703	5,063	790	5,586	419	1,172	13,029	8,616	1,894	10,510		
...Hilo	413,828	413,828	339,396	212,865	34,768	11,825	2,344	12,069	1,194	2,408	29,839	2,670	748	3,418		
...Kona	2,432,444	2,432,444	1,712,712	1,817,643	251,843	87,084	11,054	49,771	6,870	12,195	166,973	73,186	22,787	8,851		
<b>STATE</b>	1,110,826	889,852	1,020,548	29,242	24,527	50,108	6,368	30,917	3,668	6,674	97,736	21,711	7,903	29,614		
Oahu	23,833	23,833	740,807	4,961	16,637	19,748	3,768	18,747	2,235	4,982	49,479	3,234	949	4,183		
Molokai	29,535	29,535	25,311	231	751	691	172	854	148	269	2,135	105	77	182		
Lanai	434,402	434,402	39,881	269	1,218	828	51	872	64	240	2,055	175	44	218		
Kauai	456,160	456,160	379,219	2,310	6,929	10,732	1,344	10,100	876	2,135	25,187	1,282	441	1,723		
Big Island	108,369	108,369	382,997	3,348	8,484	11,890	2,228	12,768	1,152	2,595	30,632	1,787	544	2,331		
...Hilo	405,966	405,966	137,134	1,005	2,495	3,646	650	4,599	299	990	10,184	454	143	597		
...Kona	2,329,284	2,329,284	1,623,539	34,141	41,039	67,718	9,777	45,039	5,866	10,877	139,337	23,977	8,638	2,083		
<b>STATE</b>	77,566	21,265	73,059	1,691,121	113,384	16,905	1,077	4,192	732	834	23,739	44,185	13,121	57,306		
Oahu	166	166	14,809	265,871	105,738	3,113	294	1,692	496	485	6,081	8,752	1,486	10,238		
Molokai	868	868	78	3,750	3,392	14	0	216	0	0	230	197	70	268		
Lanai	12,608	12,608	594	3,082	5,668	66	0	0	0	215	281	132	27	159		
Kauai	9,315	9,315	7,729	119,735	28,649	1,648	379	864	226	410	3,527	4,293	777	5,070		
Big Island	2,616	2,616	10,635	243,289	31,163	2,622	604	1,524	238	227	5,214	6,829	1,350	8,179		
...Hilo	7,862	7,862	3,968	60,315	9,208	1,417	139	987	119	182	2,845	2,216	605	2,821		
...Kona	103,160	103,160	89,173	1,783,502	270,804	19,367	1,277	4,672	1,003	1,318	27,637	5,799	969	6,769		
<b>STATE</b>	103,160	103,160	89,173	1,783,502	270,804	19,367	1,277	4,672	1,003	1,318	27,637	49,209	14,150	63,359		

Source: DBEDT

TABLE 51: 2000 Visitor Arrivals by Island and MMA (continued)

2000	OTHER ASIA MMA										LATIN AMERICA MMA			OTHER MMA	TOTAL VISITORS
	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA					
<b>TOTAL</b>															
Oahu	33,840	11,578	54,340	5,620	33,439	138,816	2,395	6,617	4,708	13,719	218,041	4,719,244			
Maui	3,362	4,118	14,691	1,004	6,526	29,701	1,580	3,849	2,968	8,397	78,235	2,246,254			
Molokai	525	63	412	0	313	1,312	0	128	103	232	2,689	64,558			
Lanai	241	108	241	32	300	921	10	70	138	218	2,692	87,661			
Kauai	1,915	978	1,733	252	4,206	9,083	379	1,121	889	2,389	36,260	1,074,821			
Big Island	3,552	3,379	6,236	1,416	11,359	25,941	642	1,257	1,519	3,418	46,854	1,267,966			
...Hilo	1,356	1,476	2,391	694	5,215	11,132	124	485	393	1,002	16,502	370,192			
...Kona	2,749	2,124	4,971	1,345	9,034	20,222	605	1,063	1,332	3,000	38,635	1,101,403			
<b>STATE</b>	<b>36,549</b>	<b>15,148</b>	<b>58,865</b>	<b>6,200</b>	<b>35,780</b>	<b>152,543</b>	<b>3,206</b>	<b>8,103</b>	<b>6,841</b>	<b>18,150</b>	<b>300,313</b>	<b>6,948,595</b>			
<b>DOMESTIC</b>															
Oahu	24,247	4,042	7,725	734	2,972	39,720	2,177	5,704	4,307	12,188	120,657	2,485,058			
Maui	2,966	1,448	1,458	144	830	6,846	1,443	2,953	2,702	7,099	63,957	1,783,821			
Molokai	313	63	53	0	49	477	0	128	103	232	2,420	55,571			
Lanai	153	108	117	32	14	424	10	70	138	218	2,571	76,390			
Kauai	1,664	880	491	85	312	3,433	230	959	889	2,078	29,127	884,408			
Big Island	2,156	1,163	770	130	462	4,681	460	1,118	1,461	3,040	33,684	925,357			
...Hilo	795	372	275	52	212	1,707	90	445	385	920	10,552	272,963			
...Kona	1,687	870	632	102	324	3,616	421	929	1,272	2,622	29,007	809,866			
<b>STATE</b>	<b>25,957</b>	<b>5,714</b>	<b>8,821</b>	<b>837</b>	<b>3,459</b>	<b>44,787</b>	<b>2,988</b>	<b>6,842</b>	<b>6,291</b>	<b>16,121</b>	<b>186,073</b>	<b>4,446,936</b>			
<b>INTERNATIONAL</b>															
Oahu	9,593	7,536	46,615	4,887	30,466	99,096	218	912	401	1,531	97,384	2,234,186			
Maui	395	2,671	13,233	860	5,695	22,855	137	896	266	1,299	14,278	462,433			
Molokai	212	0	360	0	264	835	0	0	0	0	269	8,987			
Lanai	88	0	124	0	286	497	0	0	0	0	121	11,271			
Kauai	250	98	1,242	167	3,894	5,650	150	161	0	311	7,133	190,414			
Big Island	1,395	2,216	5,467	1,285	10,897	21,260	182	139	57	378	13,170	342,609			
...Hilo	561	1,104	2,116	642	5,002	9,425	34	40	8	82	5,950	97,229			
...Kona	1,062	1,254	4,339	1,242	8,709	16,607	183	134	61	378	9,628	291,538			
<b>STATE</b>	<b>10,593</b>	<b>9,434</b>	<b>50,044</b>	<b>5,363</b>	<b>32,321</b>	<b>107,756</b>	<b>218</b>	<b>1,261</b>	<b>550</b>	<b>2,029</b>	<b>114,240</b>	<b>2,501,659</b>			

Source: DBEDT

# VISITOR EXPENDITURES BY CATEGORY

## *VISITOR SPENDING PATTERNS BY SELECTED MMA*

*Domestic U.S. West*

*Domestic U.S. East*

*International Japanese*





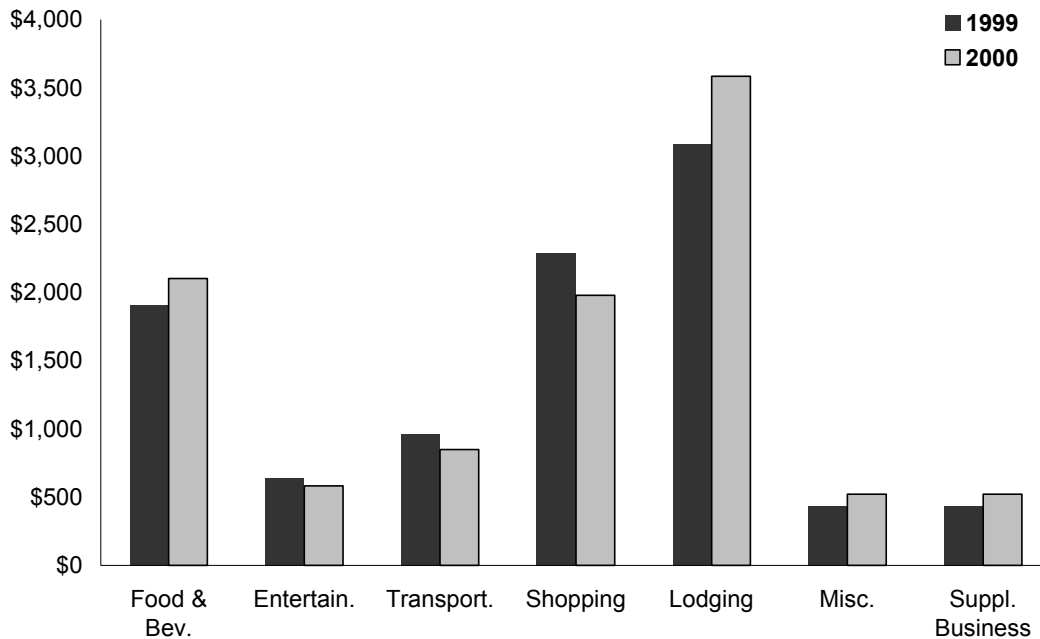
# VISITOR EXPENDITURES BY CATEGORY

In 2000, growth in visitor days combined with higher per person per day spending, resulting in a 6.2 percent increase in total visitor expenditures to \$10.9 billion.

Lodging, the largest expenditure category, surged 16.0 percent to \$3.6 billion, or nearly 33 percent of total visitor expenditures. This was consistent with growth in both the 2000 Statewide average hotel occupancy rate (76%, up from 72.1%) and the average daily room rate (\$139.42, up from \$131.66).

Food and beverage, the second largest category, also climbed 10.2 percent to \$2.1 billion or 19.3 percent of the total. Partially offsetting these increases was a 13.6 percent decline in shopping expenditures to \$2.0 billion. This decrease was largely due to a drop in fashion expenditures (-11.9%), primarily from the Japanese market.

**FIGURE 10: Total Visitor Expenditures by Category: 2000 vs. 1999  
(in millions)**



Source: DBEDT

## VISITOR SPENDING PATTERNS BY SELECTED MMAS <sup>1/</sup>

**Domestic U.S. West.** Average daily spending for Domestic U.S. West visitors climbed 14.5 percent over the previous year to \$160 per day. Lodging expenditures rose dramatically (+46.1%) compared to 1999 to account for nearly 43 percent of expenditures for these visitors. This group spent more on food and beverages than on shopping during the year. Food and beverage expenditures increased (+11.1%) to 22.4 percent of the total, while shopping fell (-8.3%) to a 12.9 percent share.

**Domestic U.S. East.** Domestic U.S. East visitors' per person per day expenditures grew 5.0 percent to \$186. Similar to their U.S. West counterparts, lodging expenditures for this group increased (+9.1%) to account for nearly 39 percent of their total daily spending. Spending on food and beverages also rose (+4.1%) to 20.4 percent of the total. Shopping fell (-4.0%) to a 14.8 percent share of total expenditures, due to a drop in spending for souvenirs and agriculture products. Spending on fashion was virtually unchanged from 1999.

**International Japanese.** Spending by International Japanese visitors increased 3.0 percent to \$237 per person per day. This growth was due to a 38.1 percent jump in lodging expenses to \$83 per day, or a 35 percent share of daily expenditures. Shopping expenditures fell 13.7 percent from the previous year but still comprised 30.3 percent of daily spending by this market. Despite the drop in shopping expenditures, the Japanese spent nearly three times as much per day shopping than visitors from the U.S. mainland. Daily spending on food, beverages and entertainment by Japanese visitors was lower than visitors from the U.S. mainland.

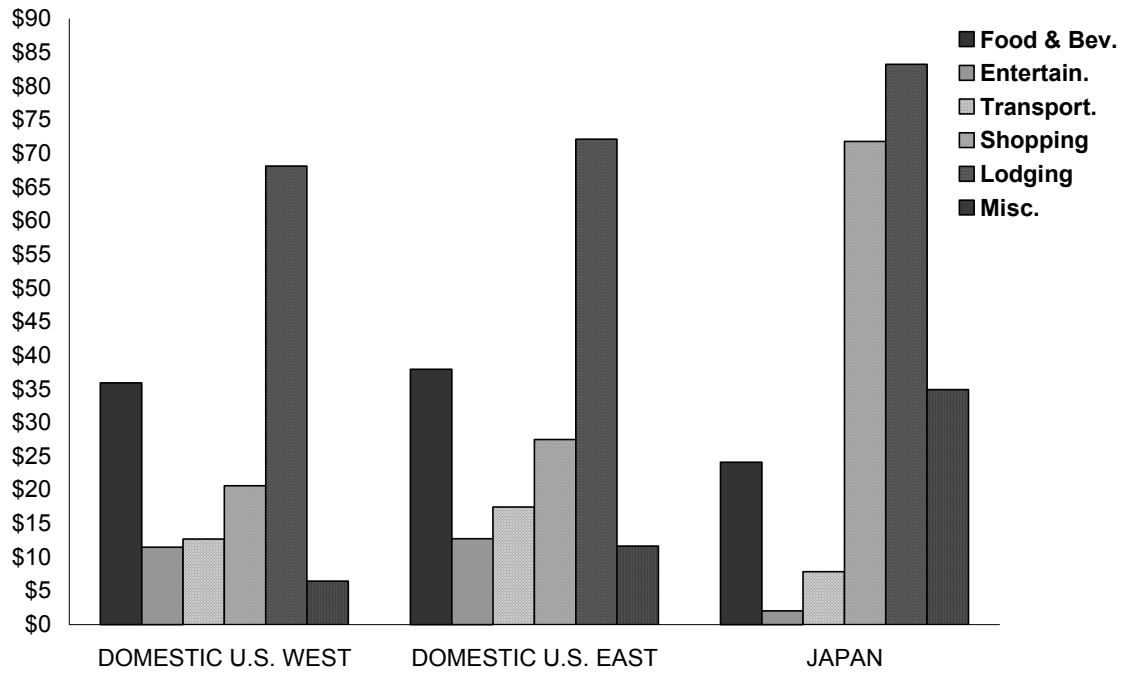
## TECHNICAL NOTES

It must be noted that total lodging expenditures from the visitor surveys are higher than total revenues based on the transient accommodation tax. The lodging expenditures reported by visitors include taxes and tips, and may also include other purchases at the hotel. They also included payments for short-term rent of apartments and houses that may not be covered by the TAT.

Total expenditures take into account the visitors who did not stay at hotels during their vacation in Hawaii.

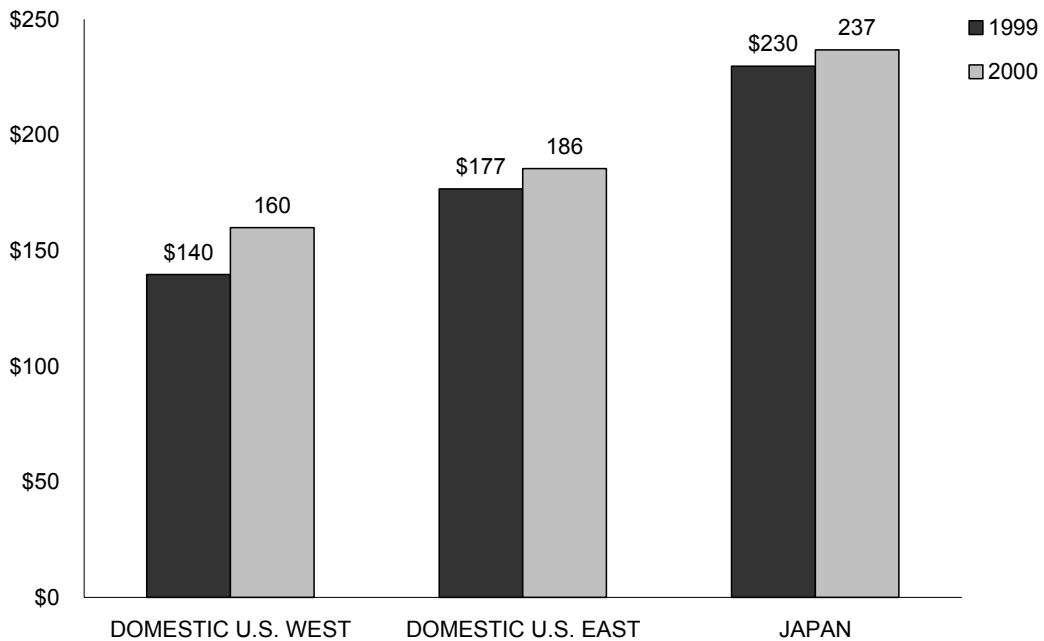
<sup>1/</sup> Spending patterns are based on visitors staying only in hotels and condominiums.

**FIGURE 11: 2000 Per Person Per Day Spending by Category and Selected MMA**



Source: DBEDT

**FIGURE 12: Per Person Per Day Spending by Selected MMA: 2000 vs. 1999**



Source: DBEDT

TABLE 52: Visitor Expenditures by Category: 2000 vs. 1999

Expenditure Type	2000	1999	% change
<b>GRAND TOTAL</b>	<b>10,918.13</b>	<b>10,279.70</b>	<b>6.2</b>
<b>Total Food &amp; Beverage</b>	<b>2,104.2</b>	<b>1,909.8</b>	<b>10.2</b>
Food at restaurant	1,315.7	1,235.7	6.5
Other food and groceries	788.5	674.1	17.0
<b>Total Entertainment</b>	<b>583.3</b>	<b>642.3</b>	<b>-9.2</b>
Attractions	NA	358.2	NA
Sports	NA	201.0	NA
Other entertainment	NA	83.1	NA
<b>Total Transportation</b>	<b>849.1</b>	<b>962.5</b>	<b>-11.8</b>
Interisland travel	199.1	251.0	-20.7
Ground transportation	88.2	135.4	-34.9
Rental vehicles	456.6	442.4	3.2
Gasoline and parking	53.8	NA	NA
Other transportation expense	51.5	NA	NA
<b>Tour Pak Expense not Allocated</b>	<b>419.9</b>	<b>258.2</b>	<b>62.6</b>
<b>Total Shopping Expenditures</b>	<b>1,980.3</b>	<b>2,291.4</b>	<b>-13.6</b>
<b>Total Fashion</b>	<b>1,186.2</b>	<b>1,345.9</b>	<b>-11.9</b>
Clothing	647.8	738.0	-12.2
Jewelry and watches	315.2	365.8	-13.8
Cosmetics and perfumes	56.3	70.1	-19.7
Leather goods	167.0	171.9	-2.9
<b>Total Agriculture</b>	<b>102.4</b>	<b>137.5</b>	<b>-25.5</b>
<b>Total Souvenirs</b>	<b>362.1</b>	<b>475.2</b>	<b>-23.8</b>
<b>Total Other Shopping</b>	<b>329.6</b>	<b>332.9</b>	<b>-1.0</b>
<b>Total Communications</b>	<b>NA</b>	<b>40.7</b>	<b>NA</b>
<b>Total Personal Services</b>	<b>NA</b>	<b>84.4</b>	<b>NA</b>
Beauty/barber/laundry, etc.	NA	30.4	NA
Sundries/drugs/tips	NA	54.0	NA
<b>Total Lodging</b>	<b>3,587.9</b>	<b>3,093.5</b>	<b>16.0</b>
<b>All Other/Miscellaneous</b>	<b>871.0</b>	<b>561.2</b>	<b>55.2</b>
<b>Supplemental Business Spending</b>	<b>522.3</b>	<b>435.7</b>	<b>19.9</b>

NA: Not available  
Source: DBEDT

**TABLE 53: Domestic U.S. West Personal Daily Spending by Category: 2000 vs. 1999**

<b>Expenditure Type</b>	<b>2000</b>	<b>1999</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>160.1</b>	<b>139.8</b>	<b>14.5%</b>
<b>Total Food &amp; Beverage</b>	<b>35.9</b>	<b>32.3</b>	<b>11.1%</b>
Food at restaurant	22.1	19.8	11.2%
Dinner shows and cruises	4.7	6.0	-22.4%
Dinner shows	3.1	3.7	-14.6%
Dinner or lunch cruise	1.6	2.4	-34.4%
Night club/bars	2.9	2.0	42.2%
Groceries	6.3	4.4	41.6%
<b>Total Entertainment</b>	<b>11.5</b>	<b>10.7</b>	<b>7.4%</b>
Attractions	4.7	6.6	-29.4%
Sports	6.1	3.4	76.2%
Other entertainment	0.8	0.7	19.3%
<b>Total Transportation</b>	<b>12.7</b>	<b>15.4</b>	<b>-17.3%</b>
Interisland travel	1.8	3.8	-52.8%
Ground transportation	8.2	7.7	5.7%
Rental vehicles	1.1	2.2	-50.2%
Gasoline	1.0	1.0	2.9%
Parking expense	0.7	0.7	-1.0%
<b>Tour Pak Expense not allocated</b>	<b>4.7</b>	<b>4.2</b>	<b>10.7%</b>
<b>Total Shopping Expenditures</b>	<b>20.6</b>	<b>22.5</b>	<b>-8.3%</b>
<b>Total Fashion</b>	<b>15.6</b>	<b>15.5</b>	<b>0.7%</b>
Fashion and clothing	8.1	8.7	-7.3%
Clothing (casual)	5.9	7.2	-19.0%
Clothing (designer wear)	2.2	1.5	50.2%
Jewelry and watches	4.3	4.8	-9.9%
Cosmetics and perfumes	0.3	0.2	26.6%
Leather goods	0.3	0.2	61.7%
Other fashion items	2.6	1.6	65.3%
<b>Hawaii Food Products</b>	<b>1.4</b>	<b>1.8</b>	<b>-20.6%</b>
<b>Total Souvenirs</b>	<b>3.6</b>	<b>5.2</b>	<b>-30.9%</b>
<b>Total Communications</b>	<b>NA</b>	<b>0.6</b>	<b>NA</b>
<b>Total Personal Services</b>	<b>NA</b>	<b>1.6</b>	<b>NA</b>
Beauty/barber/laundry, etc.	NA	0.4	NA
Sundries/drugs/tips	NA	1.1	NA
<b>Total Lodging</b> <sup>1/</sup>	<b>68.1</b>	<b>46.6</b>	<b>46.1%</b>
<b>All Other/Miscellaneous</b>	<b>6.5</b>	<b>5.9</b>	<b>10.6%</b>

<sup>1/</sup> This category only applies to visitors staying in hotels and condominiums.

NA: Not available

Source: DBEDT

**TABLE 54: Domestic U.S. East Personal Daily Spending by Category: 2000 vs. 1999**

<b>Expenditure Type</b>	<b>2000</b>	<b>1999</b>	<b>% change</b>
<b>GRAND TOTAL</b>	<b>185.6</b>	<b>176.8</b>	<b>5.0%</b>
<b>Total Food &amp; Beverage</b>	<b>37.9</b>	<b>36.4</b>	<b>4.1%</b>
Food at restaurant	25.3	22.8	10.8%
Dinner shows and cruises	5.7	7.4	-22.5%
Dinner shows	3.7	4.2	-11.1%
Dinner or lunch cruise	2.0	3.2	-37.3%
Night club/bars	2.7	2.5	8.0%
Groceries	4.2	3.7	13.6%
<b>Total Entertainment</b>	<b>12.8</b>	<b>13.9</b>	<b>-8.4%</b>
Attractions	6.5	7.8	-15.7%
Sports	5.5	5.5	0.9%
Other entertainment	0.7	0.7	0.2%
<b>Total Transportation</b>	<b>17.5</b>	<b>18.2</b>	<b>-4.0%</b>
Interisland travel	3.7	4.6	-19.2%
Ground transportation	9.8	9.2	7.0%
Rental vehicles	1.6	2.5	-35.5%
Gasoline	1.2	1.0	21.8%
Parking expense	1.1	0.9	19.1%
<b>Tour Pak Expense not allocated</b>	<b>6.1</b>	<b>6.0</b>	<b>1.2%</b>
<b>Total Shopping Expenditures</b>	<b>27.5</b>	<b>28.7</b>	<b>-4.0%</b>
<b>Total Fashion</b>	<b>20.3</b>	<b>20.3</b>	<b>-0.1%</b>
Fashion and clothing	9.6	11.7	-18.1%
Clothing (casual)	6.9	9.7	-28.5%
Clothing (designer wear)	2.6	2.0	32.3%
Jewelry and watches	5.7	6.2	-8.3%
Cosmetics and perfumes	0.3	0.3	9.4%
Leather goods	0.3	0.5	-36.4%
Other fashion items	4.4	1.6	175.7%
<b>Total Agriculture</b>	<b>1.6</b>	<b>2.0</b>	<b>-18.1%</b>
<b>Total Souvenirs</b>	<b>5.6</b>	<b>6.4</b>	<b>-12.3%</b>
<b>Total Communications</b>	<b>NA</b>	<b>1.1</b>	<b>NA</b>
<b>Total Personal Services</b>	<b>NA</b>	<b>2.0</b>	<b>NA</b>
Beauty/barber/laundry, etc.	NA	0.9	NA
Sundries/drugs/tips	NA	1.0	NA
<b>Total Lodging</b> <sup>1/</sup>	<b>72.1</b>	<b>66.1</b>	<b>9.1%</b>
<b>All Other/Miscellaneous</b>	<b>11.7</b>	<b>4.4</b>	<b>165.9%</b>

<sup>1/</sup> This category only applies to visitors staying in hotels and condominiums.

NA: Not available

Source: DBEDT

TABLE 55: International Japanese Personal Daily Spending by Category: 2000 vs. 1999

Expenditure Type	2000	1999	% change
<b>GRAND TOTAL</b>	<b>236.9</b>	<b>229.9</b>	<b>3.0%</b>
<b>Total Food &amp; Beverage</b>	<b>24.2</b>	<b>34.1</b>	<b>-29.2%</b>
Food at restaurant	13.6	14.2	-4.2%
Dinner shows and cruises	2.2	9.1	-75.4%
Groceries	2.8	3.8	-26.4%
Other food expenditures	5.5	7.0	-21.0%
<b>Total Entertainment</b>	<b>2.0</b>	<b>4.4</b>	<b>-53.3%</b>
Attractions	NA	1.4	NA
Sports	NA	0.7	NA
Other entertainment	NA	2.3	NA
<b>Total Transportation</b>	<b>7.9</b>	<b>9.8</b>	<b>-20.0%</b>
Interisland travel	4.6	4.9	-4.7%
Ground transportation	0.8	1.9	-56.5%
Rental vehicles	1.9	2.1	-10.8%
Gasoline and parking	0.1	0.4	-64.1%
Other transportation expenditures	0.4	0.6	-35.0%
<b>Tour Pak Expense not allocated</b>	<b>12.9</b>	<b>2.1</b>	<b>514.3%</b>
<b>Total Shopping Expenditures</b>	<b>71.8</b>	<b>83.2</b>	<b>-13.7%</b>
<b>Total Fashion</b>	<b>43.8</b>	<b>49.1</b>	<b>-10.7%</b>
Fashion and clothing	17.8	21.1	-15.6%
Jewelry and watches	8.3	9.1	-8.7%
Cosmetics and perfumes	3.3	4.5	-26.5%
Leather goods	14.4	14.4	0.1%
<b>Total Agriculture</b>	<b>2.1</b>	<b>2.7</b>	<b>-24.0%</b>
<b>Other shopping</b>	<b>12.5</b>	<b>15.9</b>	<b>-21.4%</b>
<b>Total Souvenirs</b>	<b>13.4</b>	<b>15.5</b>	<b>-13.5%</b>
<b>Total Lodging <sup>1/</sup></b>	<b>83.3</b>	<b>60.3</b>	<b>38.1%</b>
<b>All Other/Miscellaneous</b>	<b>34.9</b>	<b>36.1</b>	<b>-3.2%</b>

<sup>1/</sup> This category only applies to visitors staying in hotels and condominiums.

NA: Not available

Source: DBEDT

# HOTEL OCCUPANCY AND CRUISE SHIP DATA

## *HOTEL OCCUPANCY RATE*

*State*

*Oahu*

*Maui*

*Kauai*

*Hawaii (Big Island)*

## *VISITOR ARRIVALS BY CRUISE SHIPS*





**TABLE 56: State Hotel Occupancy Rate: 2000 vs. 1999**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2000 <sup>1/</sup>	1999	% Change <sup>2/</sup>	2000 <sup>1/</sup>	1999	% Change	2000 <sup>1/</sup>	1999	% Change
JANUARY	69.0	71.8	-2.8	146.04	133.43	9.5	100.77	95.80	5.2
FEBRUARY	86.0	83.2	2.8	143.44	134.55	6.6	123.31	111.95	10.1
MARCH	82.1	76.0	6.1	143.06	134.55	6.3	117.44	102.26	14.8
APRIL	73.9	68.8	5.1	139.78	132.17	5.8	103.29	90.93	13.6
MAY	72.3	65.1	7.2	133.13	125.37	6.2	96.22	81.57	18.0
JUNE	78.1	69.1	9.0	131.56	125.96	4.4	102.70	86.99	18.1
JULY	80.5	74.9	5.6	140.98	130.31	8.2	113.52	97.65	16.3
AUGUST	79.4	77.1	2.3	142.75	134.44	6.2	113.35	103.60	9.4
SEPTEMBER	74.1	72.9	1.2	129.47	123.28	5.0	95.90	89.86	6.7
OCTOBER	76.1	73.8	2.3	132.39	127.61	3.7	100.81	94.20	7.0
NOVEMBER	74.7	71.6	3.1	134.53	125.31	7.4	100.54	89.74	12.0
DECEMBER	67.7	60.8	6.9	151.92	152.03	-0.1	102.85	92.39	11.3
<b>TOTAL</b>	<b>76.0</b>	<b>72.1</b>	<b>3.9</b>	<b>139.42</b>	<b>131.66</b>	<b>5.9</b>	<b>106.01</b>	<b>94.87</b>	<b>11.7</b>

**TABLE 57: Oahu Hotel Occupancy Rate: 2000 vs. 1999**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2000 <sup>1/</sup>	1999	% Change <sup>2/</sup>	2000 <sup>1/</sup>	1999	% Change	2000 <sup>1/</sup>	1999	% Change
JANUARY	70.5	71.9	-1.4	120.00	111.40	7.7	84.60	80.10	5.6
FEBRUARY	85.8	82.6	3.2	112.84	108.62	3.9	96.82	89.72	7.9
MARCH	77.8	73.1	4.7	110.68	105.70	4.7	86.11	77.27	11.4
APRIL	70.7	66.7	4.0	110.18	106.62	3.3	77.90	71.12	9.5
MAY	69.6	64.5	5.1	112.33	106.39	5.6	78.18	68.62	13.9
JUNE	80.7	69.1	11.6	109.65	105.09	4.3	88.49	72.62	21.9
JULY	78.5	73.8	4.7	113.74	106.10	7.2	89.29	78.30	14.0
AUGUST	78.2	75.2	3.0	115.00	112.24	2.5	89.93	84.40	6.6
SEPTEMBER	75.0	74.2	0.8	107.96	105.23	2.6	80.97	78.08	3.7
OCTOBER	75.6	72.6	3.0	111.41	109.11	2.1	84.23	79.21	6.3
NOVEMBER	75.0	72.7	2.3	113.85	104.50	8.9	85.39	75.97	12.4
DECEMBER	71.8	64.7	7.1	116.38	115.52	0.7	83.56	74.74	11.8
<b>TOTAL</b>	<b>75.8</b>	<b>71.7</b>	<b>4.1</b>	<b>112.17</b>	<b>107.93</b>	<b>3.9</b>	<b>85.02</b>	<b>77.39</b>	<b>9.9</b>

**TABLE 58: Maui Hotel Occupancy Rate: 2000 vs. 1999**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2000 <sup>1/</sup>	1999	% Change <sup>1/</sup>	2000 <sup>1/</sup>	1999	% Change	2000 <sup>1/</sup>	1999	% Change
JANUARY	73.2	76.2	-3.0	180.32	160.97	12.0	131.99	122.66	7.6
FEBRUARY	90.3	89.6	0.7	183.18	169.77	7.9	165.41	152.11	8.7
MARCH	89.0	87.2	1.8	180.63	167.78	7.7	160.76	146.30	9.9
APRIL	82.7	78.3	4.4	170.23	161.58	5.4	140.78	126.52	11.3
MAY	78.5	70.5	8.0	155.98	146.08	6.8	122.44	102.99	18.9
JUNE	79.0	73.5	5.5	161.18	153.31	5.1	127.33	112.68	13.0
JULY	85.4	80.4	5.0	176.07	161.91	8.7	150.36	130.18	15.5
AUGUST	83.9	83.1	0.8	178.61	162.72	9.8	149.85	135.22	10.8
SEPTEMBER	78.2	73.2	5.0	155.39	144.53	7.5	121.50	105.80	14.8
OCTOBER	79.0	79.7	-0.7	158.73	150.34	5.6	125.40	119.82	4.7
NOVEMBER	77.9	74.6	3.3	161.51	150.95	7.0	125.82	112.61	11.7
DECEMBER	68.3	60.8	7.5	195.15	198.96	-1.9	133.29	120.97	10.2
<b>TOTAL</b>	<b>80.7</b>	<b>77.2</b>	<b>3.5</b>	<b>172.97</b>	<b>161.05</b>	<b>7.4</b>	<b>139.59</b>	<b>124.33</b>	<b>12.3</b>

<sup>1/</sup> June - December 2000 Data are preliminary.

<sup>2/</sup> Change represents absolute change in rates rather than percentage change in rates.

Source: Hospitality Advisors L.L.C and PricewaterhouseCoopers L.L.P

**TABLE 59: Kauai Hotel Occupancy Rate: 2000 vs. 1999**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2000 <sup>1/</sup>	1999	% Change <sup>1/</sup>	2000 <sup>1/</sup>	1999	% Change	2000 <sup>1/</sup>	1999	% Change
JANUARY	59.7	60.0	-0.3	157.28	146.27	7.5	93.90	87.76	7.0
FEBRUARY	81.8	74.4	7.4	158.60	149.66	6.0	129.73	111.35	16.5
MARCH	83.5	75.2	8.3	153.41	144.99	5.8	128.10	109.03	17.5
APRIL	73.8	69.8	4.0	151.81	146.54	3.6	112.04	102.28	9.5
MAY	77.7	69.8	7.9	140.55	140.14	0.3	109.21	97.82	11.6
JUNE	75.7	68.2	7.5	147.35	141.22	4.3	111.54	96.31	15.8
JULY	80.5	77.9	2.6	160.16	143.38	11.7	128.93	111.69	15.4
AUGUST	78.3	77.1	1.2	158.30	138.84	14.0	123.95	107.05	15.8
SEPTEMBER	72.9	74.2	-1.3	148.28	139.56	6.2	108.10	103.55	4.4
OCTOBER	76.8	75.7	1.1	144.93	140.57	3.1	111.31	106.41	4.6
NOVEMBER	72.3	68.1	4.2	148.04	139.17	6.4	107.03	94.77	12.9
DECEMBER	58.5	53.8	4.7	170.59	168.86	1.0	99.80	90.85	9.9
<b>TOTAL</b>	<b>73.5</b>	<b>70.4</b>	<b>3.1</b>	<b>154.59</b>	<b>144.27</b>	<b>7.2</b>	<b>113.62</b>	<b>101.57</b>	<b>11.9</b>

**TABLE 60: Island of Hawaii (Big Island) Hotel Occupancy Rate: 2000 vs. 1999**

	Occupancy (%)			Average Room Rate (\$)			Revenue per Avail. Room (\$)		
	2000 <sup>1/</sup>	1999	% Change <sup>1/</sup>	2000 <sup>1/</sup>	1999	% Change	2000 <sup>1/</sup>	1999	% Change
JANUARY	63.3	73.0	-9.7	181.46	158.61	14.4	114.86	115.79	-0.8
FEBRUARY	82.4	81.3	1.1	179.74	158.06	13.7	148.11	128.50	15.3
MARCH	83.9	68.9	15.0	170.87	170.32	0.3	143.36	117.35	22.2
APRIL	69.5	60.1	9.4	172.18	161.81	6.4	119.67	97.25	23.1
MAY	66.6	54.3	12.3	155.64	151.63	2.6	103.66	82.34	25.9
JUNE	67.9	61.7	6.2	159.16	148.62	7.1	108.07	91.70	17.9
JULY	80.0	67.4	12.6	164.83	157.98	4.3	131.86	106.48	23.8
AUGUST	77.0	73.7	3.3	172.08	165.48	4.0	132.50	121.96	8.6
SEPTEMBER	64.4	65.8	-1.4	155.19	148.30	4.6	99.94	97.58	2.4
OCTOBER	72.7	67.0	5.7	156.96	147.10	6.7	114.11	98.56	15.8
NOVEMBER	70.0	64.8	5.2	157.32	153.30	2.6	110.12	99.34	10.9
DECEMBER	58.1	51.2	6.9	219.04	220.44	-0.6	127.26	112.87	12.7
<b>TOTAL</b>	<b>71.0</b>	<b>65.7</b>	<b>5.3</b>	<b>173.63</b>	<b>162.44</b>	<b>6.9</b>	<b>123.28</b>	<b>106.72</b>	<b>15.5</b>

<sup>1/</sup> June - December 2000 Data are preliminary.<sup>2/</sup> Change represents absolute change in rates rather than percentage change in rates.

Source: Hospitality Advisors L.L.C and PricewaterhouseCoopers L.L.P

**TABLE 61: 2000 Visitor Arrivals by Cruise Ships**

2000	STATE	OAHU	MAUI	KAUAI	BIG ISLAND	# OF SHIP ARRIVALS <sup>1/</sup>	AVERAGE LENGTH OF STAY	TOTAL VISITOR DAYS
JANUARY	3,158	3,158	3,158	1,178	3,255	4	3.75	11,843
FEBRUARY	1,695	1,695	1,695	0	0	1	2.00	3,390
MARCH	1,139	1,137	1,137	1,137	1,139	1	5.00	5,695
APRIL	7,414	7,414	7,276	6,348	7,238	6	6.50	48,191
MAY	3,180	3,180	3,180	3,180	3,150	1	8.00	25,440
JUNE	343	343	0	0	0	1	2.00	686
JULY	458	458	0	0	0	1	5.00	2,290
AUGUST	2,379	1,191	1,191	0	1,601	3	2.67	6,344
SEPTEMBER	4,922	4,922	4,637	3,656	3,564	5	5.20	25,594
OCTOBER	11,366	11,366	10,110	10,649	10,764	8	6.75	76,721
NOVEMBER	1,189	1,189	1,189	1,189	1,189	1	5.00	5,945
DECEMBER	3,456	3,456	3,456	3,147	3,147	3	6.33	21,888
<b>TOTAL</b>	<b>40,699</b>	<b>39,509</b>	<b>37,029</b>	<b>30,484</b>	<b>35,047</b>	<b>35</b>	<b>5.75</b>	<b>234,026</b>

<sup>1/</sup> Some ships came multiple times.

Note: a. Maui and Kauai numbers are DBEDT estimates based on ship schedule and passenger counts for Honolulu Harbor and Hilo Harbor.

b. If a ship came at the end of the month, passenger count is included in the state figure for the month. Island visitation may be counted in the following month.

Source: DBEDT and Hawaii State Department of Transportation, Harbors Division.

**TABLE 62: 2000 Visitor Arrivals by Cruise Ships: 1998-2000**

	2000	1999	1998	% ch 99-00
STATE	40,699	44,755	40,942	-9.1
OAHU	39,509	44,716	40,074	-11.6
MAUI	37,029	41,840	33,093	-11.5
KAUAI	30,484	39,095	39,606	-22.0
BIG ISLAND	35,047	42,219	40,308	-17.0
NUMBER OF SHIP ARRIVALS <sup>1/</sup>	35	41	46	-14.6
AVERAGE LENGTH OF STAY	5.75	6.79	5.79	-15.3
<b>TOTAL VISITOR DAYS</b>	<b>234,026</b>	<b>303,867</b>	<b>237,027</b>	<b>23.0</b>

<sup>1/</sup> Some ships came multiple times.

Note: Maui and Kauai numbers are DBEDT estimates based on ship schedule and passenger counts for Honolulu Harbor and Hilo Harbor.

Source: DBEDT and Hawaii State Department of Transportation, Harbors Division.

**TABLE 63: Total Visitor Arrivals: 1998-2000**

	2000	1999	1998	% ch 99-00
STATE	40,699	44,755	40,942	-9.1
OAHU	39,509	44,716	40,074	-11.6
MAUI	37,029	41,840	33,093	-11.5
KAUAI	30,484	39,095	39,606	-22.0
BIG ISLAND	35,047	42,219	40,308	-17.0
NUMBER OF SHIP ARRIVALS <sup>1/</sup>	35	41	46	-14.6
AVERAGE LENGTH OF STAY	5.75	6.79	5.79	-15.3
<b>TOTAL VISITOR DAYS</b>	<b>234,026</b>	<b>303,867</b>	<b>237,027</b>	<b>23.0</b>

Source: DBEDT



# VISITOR PLANT INVENTORY

*EXISTING INVENTORY*

*CLASS OF UNITS*

*AVAILABLE UNITS*

**TABLE 64: 2000 Visitor Plant Inventory – Existing Inventory by Island and Type**

<b>ISLAND</b>	<b>TYPE</b>	<b>PROPERTIES</b>	<b>AVAILABLE UNITS</b>	<b>% CHANGE FROM 1998</b>
<b>OAHU</b>	APARTMENT/ HOTEL	14	574	
	BED & BREAKFAST	14	35	
	CONDOMINIUM HOTEL	28	3,529	
	HOSTEL	5	203	
	HOTEL	82	31,256	
	INDIVIDUAL VACATION UNIT	44	267	
	OTHER	13	439	
	<b>TOTAL</b>		<b>200</b>	<b>36,303</b>
<b>HAWAII</b>	BED & BREAKFAST	62	249	
	CONDOMINIUM HOTEL	29	1,922	
	HOSTEL	1	4	
	HOTEL	32	7,052	
	INDIVIDUAL VACATION UNIT	39	371	
	OTHER	9	176	
	<b>TOTAL</b>		<b>172</b>	<b>9,774</b>
<b>KAUAI</b>	APARTMENT/ HOTEL	1	1	
	BED & BREAKFAST	28	95	
	CONDOMINIUM HOTEL	40	3,312	
	HOSTEL	1	40	
	HOTEL	14	3,251	
	INDIVIDUAL VACATION UNIT	140	382	
	OTHER	20	78	
<b>TOTAL</b>		<b>244</b>	<b>7,159</b>	<b>4.2%</b>
<b>MAUI</b>	APARTMENT/ HOTEL	6	74	
	BED & BREAKFAST	30	134	
	CONDOMINIUM HOTEL	104	7,767	
	HOSTEL	3	50	
	HOTEL	28	8,577	
	INDIVIDUAL VACATION UNIT	56	327	
	OTHER	14	544	
<b>TOTAL</b>		<b>241</b>	<b>17,473</b>	<b>-1.2%</b>
<b>MOLOKAI</b>	BED & BREAKFAST	1	1	
	CONDOMINIUM HOTEL	4	117	
	HOTEL	2	183	
	OTHER	1	2	
	INDIVIDUAL VACATION UNIT	2	126	
<b>TOTAL</b>		<b>10</b>	<b>429</b>	<b>-23.1%</b>
<b>LANAI</b>	HOTEL	3	362	
	INDIVIDUAL VACATION UNIT	3	6	
	<b>TOTAL</b>	<b>6</b>	<b>368</b>	<b>-0.3%</b>
<b>STATE TOTAL</b>		<b>873</b>	<b>71,506</b>	<b>0.5%</b>

Source: DBEDT

**TABLE 65: 2000 Visitor Plant Inventory – Class of Units by County**

<b>ISLAND</b>	<b>CLASS</b>	<b>AVAILABLE UNITS</b>	<b>PERCENT</b>	<b>NUMBER RESPONDING</b>
<b>OAHU</b>	BUDGET (UP TO \$100)	10,255	29.0%	
	STANDARD (\$101 TO \$250)	15,589	44.1%	
	DELUXE (\$251 TO \$500)	8,608	24.3%	
	LUXURY (OVER \$500/NIGHT)	915	2.6%	
	<b>TOTAL</b>	<b>35,367</b>	<b>100.0%</b>	<b>176</b>
<b>HAWAII</b>	BUDGET (UP TO \$100)	1,905	19.7%	
	STANDARD (\$101 TO \$250)	4,016	41.6%	
	DELUXE (\$251 TO \$500)	2,877	29.8%	
	LUXURY (OVER \$500/NIGHT)	862	8.9%	
	<b>TOTAL</b>	<b>9,660</b>	<b>100.0%</b>	<b>140</b>
<b>KAUAI</b>	BUDGET (UP TO \$100)	1,064	15.1%	
	STANDARD (\$101 TO \$250)	3,248	46.2%	
	DELUXE (\$251 TO \$500)	2,336	33.2%	
	LUXURY (OVER \$500/NIGHT)	388	5.5%	
	<b>TOTAL</b>	<b>7,036</b>	<b>100.0%</b>	<b>152</b>
<b>MAUI</b>	BUDGET (UP TO \$100)	2,787	16.2%	
	STANDARD (\$101 TO \$250)	6,099	35.5%	
	DELUXE (\$251 TO \$500)	7,050	41.0%	
	LUXURY (OVER \$500/NIGHT)	1,247	7.3%	
	<b>TOTAL</b>	<b>17,183</b>	<b>100.0%</b>	<b>206</b>
<b>MOLOKAI</b>	BUDGET (UP TO \$100)	56	13.2%	
	STANDARD (\$101 TO \$250)	245	57.3%	
	DELUXE (\$251 TO \$500)	126	29.5%	
	LUXURY (OVER \$500/NIGHT)	0	0.0%	
	<b>TOTAL</b>	<b>427</b>	<b>100.0%</b>	<b>9</b>
<b>LANAI</b>	BUDGET (UP TO \$100)	12	3.2%	
	STANDARD (\$101 TO \$250)	5	1.4%	
	DELUXE (\$251 TO \$500)	174	47.2%	
	LUXURY (OVER \$500/NIGHT)	177	48.2%	
	<b>TOTAL</b>	<b>368</b>	<b>100.0%</b>	<b>6</b>
<b>STATE TOTAL</b>		<b>70,041</b>		<b>689</b>

NOTE: Based on 675 properties for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total due to rounding error.  
Source: DBEDT



**TABLE 66: Visitor Plant Inventory – Available Units by County**

YEAR	STATE TOTAL	OAHU		HAWAII COUNTY		KAUAI COUNTY		MAUI COUNTY	
		UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE
1965	12,903	10,031	77.7	865	6.7	776	6.0	1,231	9.5
1966	14,827	11,083	74.7	1,387	9.4	860	5.8	1,497	10.1
1967	17,217	12,598	73.2	1,790	10.4	1,115	6.5	1,714	10.0
1968	18,657	13,166	70.6	2,188	11.7	1,260	6.8	2,043	11.0
1969	22,801	15,992	70.1	2,480	10.9	1,914	8.4	2,415	10.6
1970	26,923	18,449	68.5	3,166	11.8	2,565	9.5	2,743	10.2
1971	32,289	22,531	69.8	3,435	10.6	2,628	8.1	3,695	11.4
1972	35,797	24,742	69.1	4,241	11.8	2,719	7.6	4,095	11.4
1973	36,608	25,108	68.6	4,796	13.1	2,629	7.2	4,075	11.1
1974	38,675	25,365	65.6	5,234	13.5	2,868	7.4	5,208	13.5
1975	39,632	25,352	64.0	5,348	13.5	3,102	7.8	5,830	14.7
1976	42,648	25,851	60.6	6,045	14.2	3,520	8.3	7,232	17.0
1977	44,986	27,363	60.8	5,929	13.2	3,657	8.1	8,037	17.9
1978	47,070	28,546	60.6	6,002	12.8	3,786	8.0	8,736	18.6
1979	49,832	30,065	60.3	6,093	12.2	4,202	8.4	9,472	19.0
1980	54,246	34,334	63.3	5,889	10.9	4,322	8.0	9,701	17.9
1981	56,769	33,967	59.8	6,705	11.8	4,738	8.3	11,359	20.0
1982	57,968	33,492	57.8	7,167	12.4	5,147	8.9	12,162	21.0
1983	58,765	34,354	58.5	7,469	12.7	4,193	7.1	12,749	21.7
1984	62,448	36,848	59.0	7,149	11.4	5,313	8.5	13,138	21.0
1985	65,919	38,600	58.6	7,511	11.4	5,656	8.6	14,152	21.5
1986	66,308	39,010	58.8	7,280	11.0	5,922	8.9	14,096	21.3
1987	65,318	38,185	58.5	7,328	11.2	5,956	9.1	13,849	21.2
1988	69,012	37,841	54.8	8,823	12.8	7,180	10.4	15,168	22.0
1989	67,734	36,467	53.8	8,161	12.0	7,398	10.9	15,708	23.2
1990	71,266	36,899	51.8	8,952	12.6	7,546	10.6	17,869	25.1
1991	72,275	36,623	50.7	9,383	13.0	7,567	10.5	18,702	25.9
1992	73,089	36,851	50.4	9,170	12.5	7,778	10.6	19,290	26.4
1993	69,502	36,604	52.7	9,140	13.2	4,631	6.7	19,127	27.5
1994	70,463	36,194	51.4	9,595	13.6	5,870	8.3	18,804	26.7
1995 <sup>1/</sup>	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	36,146	51.4	9,558	13.6	6,760	9.6	17,824	25.4
1997	71,025	35,971	50.6	9,913	14.0	6,589	9.3	18,552	26.1
1998	71,480	36,206	50.7	9,655	13.5	6,969	9.7	18,650	26.1
1999	71,157	35,861	50.4	9,815	13.8	6,872	9.7	18,609	26.2
2000	71,506	36,303	50.8	9,774	13.7	7,159	10.1	18,270	25.6

<sup>1/</sup> No survey was conducted in 1995.

NA: Not available

Source: DBEDT and Hawaii Visitors & Convention Bureau

# APPENDIX

## *DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS*



# DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

## DEFINITIONS

**Average Daily Census:** Average number of visitors present daily in the State.

**Average Length of Stay:** Number of days visitors are in the State including the day of arrival and of departure.

**Major Market Areas (MMAs):** The following geographical areas are defined by the Hawaii Tourism Authority for marketing purposes to make the State more globally competitive:

1. U.S. West – Pacific and Mountain States
2. U.S. East – Other States in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy, and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
8. Latin America – Argentina, Brazil and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands, and other U.S. territories
10. Hawaii Convention Center

**Visitor:** Out-of-state traveler who stayed in Hawaii for a period of time between one night but less than one year.

***Domestic Visitor:*** Visitor who stayed in Hawaii for at least one night but less than one year arriving on flights from the U.S. mainland. A foreign resident from the U.S. mainland is counted as a domestic visitor.

### ***International Visitor***

Visitor who stayed in Hawaii for at least one night but less than one year arriving on flights from U.S. territories and foreign countries. An U.S. resident arriving in Hawaii on a flight directly from a foreign country is counted as an international visitor.

## SOURCES OF DATA

The data in this report come from ten sources:

1. Monthly passenger counts for each airline,
2. International visitors by country of residence from the U.S. Immigration and Naturalization Service (INS),
3. International visitor counts by visa type from the INS, Honolulu office,

4. U.S. Customs declaration forms,
5. An International Intercept Survey at the Honolulu International Airport,
6. A Domestic in-flight survey of passengers on flights originating in the Mainland U.S.,
7. Honolulu International Airport billing records,
8. A Visitor Expenditure Survey for domestic visitors,
9. Honolulu and Hilo Harbor cruise ship passenger counts, and
10. A Visitor Plant Inventory survey (refer to DBEDT's *2000 Visitor Plant Inventory Report*).

**Airline Passenger Counts:** Every airline (both chartered and scheduled) reports passenger counts each month to DBEDT. Those passenger counts provide the total number of arriving passengers. Visitor counts are derived by subtracting the estimated in-transit passengers, returning Hawaii residents, and intended residents as measured by the U.S. Customs Declaration Forms and domestic in-flight surveys.

**U.S. INS, Washington, D.C.:** Monthly reports from the Washington, D.C. offices of the U.S. Immigration and Naturalization Service provide counts of international visitors to Hawaii by their country of residence. The reports also identify those simply passing through Hawaii. Canadian and U.S. residents are not included in these counts.

**U.S. INS, Honolulu:** Monthly reports from the INS Honolulu office provide counts of Canadian visitors, U.S. permanent residents and U.S. citizens coming on flights from international cities.

**U.S. Customs Declaration Forms:** All Customs Declaration Forms are systematically pulled for 10 days in each month to determine the number of returning Hawaii residents on international flights. The forms are also used to determine the state of residence of those living on the U.S. mainland, stopping over in Hawaii after their international trip. This survey does not collect names, addresses or other personally identifying information.

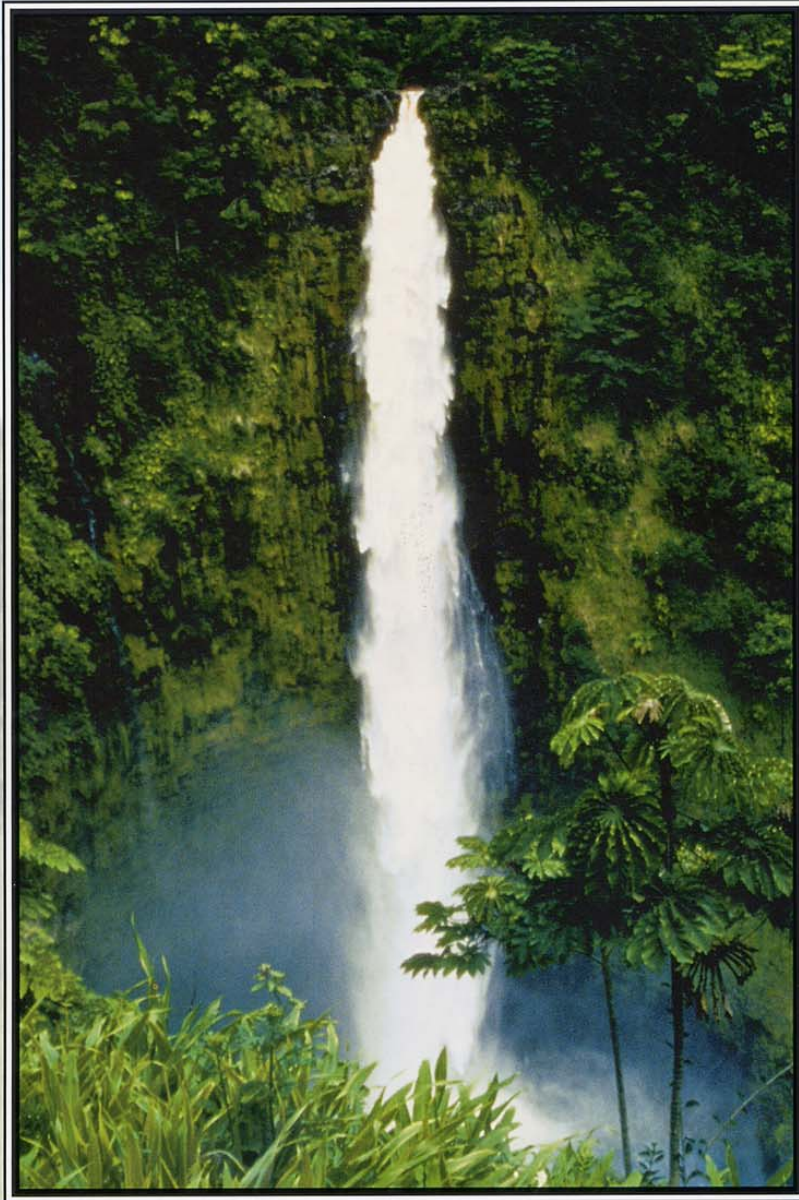
**International Intercept Survey:** The international intercept survey provides information on international visitor characteristics such as length of stay, island visitation patterns, accommodations, etc. The survey also collects information on visitor expenditures. It is distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport and the Kahului Airport on Maui. In 2000, a total of 51,846 such surveys were completed and processed.

**Domestic Survey:** The domestic survey form is on the reverse side of the Hawaii State Department of Agriculture's mandatory declaration form. The dual-sided form is distributed to passengers on all flights from the U.S. mainland to Hawaii every day of the year. Hawaii-bound air carriers from the U.S. mainland reported carrying 5,318,419 passengers in 2000, excluding in-transit passengers who are only in Hawaii for a few hours. In 2000, there were 1,607,908 usable forms collected and processed. Each form represented an average party of 2.06 visitors, for a total of 3,312,290 surveyed passengers, which accounted for 62.3 percent of total passengers. The characteristics of respondents were attributed to non-respondents as well. All usable forms were optically scanned and tabulated to produce the results presented here.

**Honolulu International Airport Billing Records:** The billings records show the number of passengers on flights from Canada who were pre-cleared in Canada and not included in the INS, Honolulu reports.

**Domestic Visitor Expenditure Survey:** Approximately 2,200 surveys a month are sent to the place of accommodation of domestic visitors to obtain daily expenditure patterns. Only visitors who stay at least four days are selected. Beginning in 1999, the survey was sent to all types of accommodations on all islands. In 2000, there were 5,134 usable forms collected and processed.

**Honolulu and Hilo Harbor Cruise Passenger Counts:** All cruise ships entering Honolulu Harbor and Hilo Harbor report passenger counts to the Department of Transportation, Harbors Division. DBEDT obtains passenger counts from these harbors and estimates counts for Maui and Kauai based on this information. The DBEDT numbers specifically look at the number of passengers arriving in the state on cruise ships. Visitors flying to Hawaii and then boarding the cruise vessel are captured in the surveys of air passengers.



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