



HAWAII TOURISM AUTHORITY
OFFICE OF STATE TOURISM LIAISON

News Release

LINDA LINGLE
GOVERNOR

For Immediate Release: September 24, 2009

AUGUST 2009 VISITOR ARRIVALS UNCHANGED COMPARED TO LAST YEAR

Note: AUGUST 2009 Visitor Research Data can be viewed at: www.hawaii.gov/dbedt/info/visitor-stats/

HONOLULU – Total visitor arrivals in August 2009 were virtually unchanged from last August at 608,420 visitors, with growth in visitors from U.S. West (+7%) offsetting decreased arrivals from U.S. East (-2.6%), Japan (-8.4%) and Canada (-4.7%), according to preliminary statistics released today by the Hawai'i Tourism Authority.

However, total visitor expenditure for August 2009 declined due to lower average daily spending by these visitors (\$153 per person, down from \$176 per person in August 2008). Total expenditure by air visitors in the month of August 2009 was \$836.1 million, a decrease of \$134.8 million or 13.9 percent compared to last August.

Total spending by air visitors for the first eight months of 2009 declined \$1.2 billion or 15.7 percent from year-to-date 2008, to \$6.6 billion.

Total visitor days for air and cruise visitors also decreased 1.2 percent, due to a shorter average length of stay (9 days in August 2009 versus 9.11 days in August 2008).

“Growth in arrivals from the U.S. West helped offset decreased arrivals from all other geographic areas,” said State Tourism Liaison Marsha Wienert. “When your base business, specifically conventions, meetings and incentives, declines 37.4 percent compared to the previous year it is very difficult to make up the loss with leisure travelers. Decreased visitor spending, a byproduct of aggressive pricing, is affecting all sectors of our industry and the overall economy.”

“After 17 months of declining arrivals, we are pleased to see that visitor arrivals overall have held steady for the past two months and that arrivals from our main market, U.S. West, have shown an increase for four consecutive months,” said Mike McCartney, president and CEO for Hawai'i Tourism Authority. “We believe that this is partly attributed to efforts by our marketing partner, the Hawai'i Visitors and Conventions Bureau, including the recent blitzes to San Francisco and Los Angeles.”

“Because of the groundwork that we’ve been laying through our marketing programs during the past year, we are poised to take advantage of the economic recovery that some of our key international markets are experiencing, notably the Korea market where we’ve seen a 21 percent increase in arrivals over 2008,” continued McCartney. “We are also encouraged by several major conventions arriving this fall including the American Dental Association (Sept. 30-Oct. 4) and the Christian Congregation of Jehovah's Witnesses 2009 International Convention (November) which are expected to generate \$49.8 million in direct visitor spending and approximately 255,340 room nights.”

For the first eight months of 2009, total visitor days for air and cruise visitors declined 6.2 percent. Total arrivals by air and cruise fell 7.1 percent from the same period last year to 4,446,160 visitors.

Average per person per day spending by air visitors declined to \$159 per person from \$177 in the first eight months of 2008.

August 2009 Arrivals at a Glance

	Visitor Arrivals		Average Length of Stay		Visitor Days		Per Person Per Day Spending (\$)		Per Person Per Trip Spending (\$)		Total Expenditures (\$ mil.)	
	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
August 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	608,420	0.0%	9.00	-1.2%	5,476,603	-1.2%	NA	NA	NA	NA	NA	NA
Total by Air	608,420	0.3%	9.00	-1.2%	5,476,603	-0.8%	152.7	-13.2%	1,374.2	-14.2%	836.1	-13.9%
U.S. West	279,124	7.0%	9.11	-1.9%	2,543,586	5.0%	133.6	-5.6%	1,217.6	-7.3%	339.9	-0.8%
U.S. East	129,476	-2.6%	10.01	-1.7%	1,296,211	-4.2%	156.3	-20.5%	1,564.3	-21.8%	202.5	-23.8%
Japan	111,799	-8.4%	6.29	0.2%	703,055	-8.2%	223.7	-8.9%	1,406.7	-8.7%	157.3	-16.3%
Canada	18,800	-4.7%	10.98	-10.9%	206,367	-15.1%	141.0	-7.9%	1,548.2	-18.0%	29.1	-21.8%
All Others	69,221	-2.4%	10.51	0.8%	727,385	-1.6%	147.5	-20.4%	1,550.2	-19.8%	107.3	-21.7%
Total by Ship	0	-100.0%	0.00	-100.0%	0	-100.0%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	4,446,160	-7.1%	9.46	0.9%	42,053,984	-6.2%	NA	NA	NA	NA	NA	NA
Total by Air	4,391,883	-7.1%	9.46	1.0%	41,556,946	-6.2%	159.1	-10.1%	1,505.8	-9.2%	6,613.2	-15.7%
U.S. West	1,889,036	-3.8%	9.52	-0.5%	17,976,160	-4.3%	132.9	-10.3%	1,264.6	-10.8%	2,388.9	-14.1%
U.S. East	1,115,113	-9.6%	10.42	-0.2%	11,614,449	-9.8%	164.0	-10.8%	1,708.2	-11.0%	1,904.8	-19.5%
Japan	714,299	-10.4%	5.89	2.6%	4,207,241	-8.0%	265.6	-5.7%	1,564.5	-3.2%	1,117.5	-13.2%
Canada	226,108	-8.3%	12.57	-2.4%	2,841,438	-10.5%	138.8	-11.1%	1,743.8	-13.2%	394.3	-20.4%
All Others	447,327	-8.8%	10.99	9.5%	4,917,658	-0.1%	164.3	-11.7%	1,805.7	-3.3%	807.7	-11.8%
Total by Ship	54,277	-3.0%	9.16	-3.7%	497,039	-6.6%	NA	NA	NA	NA	NA	NA







Source: Department of Business, Economic Development & Tourism -- Research and Economic Analysis Division
Haw aii Tourism Authority

Other Highlights:

- Daily spending for the month of August 2009 by U.S. East (-20.5%), Japanese (-8.9%), Canadian (-7.9%) and U.S. West visitors (-5.6%) were lower than last August. This combined with decreased arrivals resulted in double digit decreases in total expenditures from U.S. East, Japanese and Canadian visitors.
- More visitors stayed in timeshare properties (+5.1%) in August 2009 compared to the same month last year. The number of Japanese visitors who stayed in timeshare jumped 56.8 percent. U.S. West (+4.5%) and U.S. East (+1.2%) visitors who stayed in timeshare properties also increased compared to August 2008.

- Fewer visitors (-15.8%) purchased group tours compared to August 2008 due to double-digit decreases from U.S. West (-18.4%), U.S. East (-36.7%), Japanese (-10.2%) and Canadian (-65.2%) visitors.
- The total number of independent travelers grew 2.7 percent mainly due to growth from U.S. West (+5.5%) and Japan (+8%)
- Arrivals from the Pacific region, rose 6.9 percent from August 2008, boosted by growth in visitors from Alaska (+32.9%), Washington (+21.4%), Oregon (+15.1%) and California (+3.7%). Arrivals from the Mountain (+4.1%), East South Central (+3.2%), West South Central (+2.9%) and New England (+0.5%) regions also increased compared to August 2008.
- More U.S. West visitors came to honeymoon (+9.9%) and to visit friends or relatives (+3.7%) in August 2009. Significantly more U.S. West visitors purchased packaged trips (+12.5%) in August 2009 than in the same month last year. Hotels (+11.5%) experienced heavier visitor traffic from U.S. West in August 2009 compared to last August.
- More U.S. East visitors came to honeymoon (+5.7%) but significantly fewer came for meetings, conventions and incentives (-41.2%) compared to August 2008.
- More Japanese visitors came to visit friends and relatives (+38.5%) but considerably less were here for conventions (-85.8%), and incentives (-84.1%) than in August 2008. Fewer Japanese visitors in August 2009 stayed in hotels (-8%) and condominium properties (-12.4%).







August 2009 Island Highlights

						
August 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	385,263 1.6%	86,692 -5.2%	176,803 -2.4%	3,663 -44.0%	5,045 -20.2%	109,003 -8.0%
Total Visitor Days	2,822,056 3.0%	605,606 -4.3%	1,300,228 -1.1%	14,809 -25.0%	16,874 -31.3%	717,030 -9.4%
Total Expenditures (\$mil.)	443.6 -11.7%	85.7 -12.2%	203.6 -14.7%	1.6 -49.6%	4.0 -46.2%	97.6 -19.5%
PPPD Spending (\$)	157.2 -14.3%	141.5 -8.3%	156.6 -13.7%	109.6 -32.8%	234.4 -21.8%	136.1 -11.2%
Domestic Arrivals	232,651 5.0%	80,408 -5.5%	160,243 0.4%	3,519 -5.1%	4,471 -20.6%	86,515 -1.2%
Int'l Arrivals	152,612 -3.1%	6,284 -1.4%	16,560 -23.3%	144 -94.9%	574 -16.3%	22,488 -27.2%
Total LOS	7.33 1.4%	6.99 0.9%	7.35 1.3%	4.04 33.9%	3.34 -13.9%	6.58 -1.5%
Domestic LOS	7.82 -0.3%	7.29 2.0%	7.56 0.7%	4.16 1.0%	3.53 -11.9%	7.30 1.8%
Int'l LOS	6.57 3.3%	3.09 -21.0%	5.36 -0.7%	1.18 -25.3%	1.90 -34.0%	3.80 -28.1%
YTD Thr Aug-09	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	2,721,959 -7.2%	644,545 -13.1%	1,311,327 -11.6%	33,268 -34.8%	41,983 -27.6%	845,932 -10.6%
Total Visitor Days	20,126,182 -3.8%	4,791,309 -7.3%	10,475,215 -8.2%	157,170 -27.2%	149,725 -24.2%	5,857,345 -8.6%
Total Expenditures (\$mil.)	3,345.1 -14.3%	687.8 -15.9%	1,689.5 -17.1%	16.7 -37.6%	41.1 -33.0%	833.1 -16.6%
PPPD Spending (\$)	166.2 -10.9%	143.6 -9.2%	161.3 -9.8%	106.1 -14.3%	274.2 -11.6%	142.2 -8.8%
Domestic Arrivals	1,698,999 -6.1%	595,836 -12.3%	1,150,158 -11.4%	27,896 -25.4%	35,967 -24.6%	665,667 -10.5%
Int'l Arrivals	1,022,960 -9.0%	48,709 -22.1%	161,169 -13.0%	5,372 -60.5%	6,016 -41.5%	180,265 -11.0%
Total LOS	7.39 3.7%	7.43 6.7%	7.99 3.9%	4.72 11.6%	3.57 4.6%	6.92 2.2%
Domestic LOS	7.91 2.6%	7.65 5.3%	8.06 2.4%	5.11 3.9%	3.81 0.6%	7.71 3.2%
Int'l LOS	6.54 5.4%	4.78 27.2%	7.47 17.1%	2.69 15.1%	2.08 24.5%	4.02 -5.0%

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

- All islands reported lower visitor expenditures this month compared to August 2008. Total visitor expenditures on O'ahu decreased 11.7 percent to \$443.6 million. Total expenditures on Maui dropped 14.7 percent to \$203.6 million; total visitor spending on Hawai'i Island declined 19.5 percent to \$97.6 million; and total visitor spending on Kaua'i fell 12.2 percent to \$85.7 million.

August 2009 Island Highlights for Selected MMAs







						
U.S. West	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	1,009,443 13.9%	380,280 -2.8%	770,613 4.7%	7,990 -3.7%	8,171 -26.7%	368,309 -5.2%
Total Arrivals	131,420 14.2%	47,535 -4.3%	97,415 4.0%	1,816 -3.9%	2,156 -16.9%	46,270 -1.3%
LOS	7.68 -0.2%	8.00 1.6%	7.91 0.7%	4.40 0.2%	3.79 -11.8%	7.96 -4.0%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	610,851 -1.8%	159,223 -6.6%	319,771 -5.5%	4,772 -14.1%	6,139 -24.9%	195,514 -6.2%
Total Arrivals	79,937 -0.9%	26,330 -7.8%	47,579 -6.5%	1,205 -27.4%	1,811 -22.7%	31,167 -6.8%
LOS	7.64 -1.0%	6.05 1.3%	6.72 1.0%	3.96 18.3%	3.39 -2.8%	6.27 0.7%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	617,734 -6.4%	5,016 -12.4%	24,664 -23.8%	14 -94.2%	807 29.9%	55,275 -16.9%
Total Arrivals	106,624 -7.7%	1,517 -29.3%	5,548 -28.8%	13 -93.2%	315 58.1%	14,077 -24.0%
LOS	5.79 1.3%	3.31 23.8%	4.45 7.1%	1.08 -13.7%	2.56 -17.9%	3.93 9.4%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	94,601 -13.5%	15,030 -6.5%	72,687 -15.3%	585 -48.4%	479 -59.5%	22,940 -22.2%
Total Arrivals	11,364 -6.0%	2,361 -7.9%	8,451 -10.1%	157 -42.0%	238 -13.1%	3,398 -17.5%
LOS	8.32 -8.0%	6.37 1.5%	8.60 -5.8%	3.73 -11.0%	2.01 -53.4%	6.75 -5.7%

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

Source: Department of Business, Economic Development & Tourism -- Research and Economic Analysis Division
Hawai'i Tourism Authority

- In total, more visitors stayed exclusively on one island (+3.1%) resulting in a 10.1 percent decline in multiple island visitations compared to August 2008.
- O'ahu saw a 1.6 percent growth in total visitors; but total visitations decreased for Hawai'i island (-8%), Kaua'i (-5.2%) and Maui (-2.4%) in August 2009.
- More U.S. West visitors went to O'ahu (+14.2%) and Maui (+4%) as part of their trip to the islands compared to August 2008. Growth was even stronger in the number of U.S. West visitors who stayed exclusively on O'ahu (+19.2%) or Maui (+7.4%) compared to the same time last year.
- U.S. East arrivals were lower on all islands compared to last August. However, U.S. East visitors who stayed exclusively on O'ahu increased 4.1 percent from August 2008.
- Japanese arrivals to Kaua'i (-29.3%), Maui (-28.8%) and Hawai'i Island (-24%) fell by double-digits in August 2009 while O'ahu was down 7.7 percent. Considerably fewer Japanese visitors went to multiple islands (-22.6%) compared to last August.
- Canadian arrivals decreased on all islands compared to August 2008. However, Canadian visitors who stayed exclusively on Hawai'i Island (+5.3%), Kaua'i (+4.3%) or O'ahu (+4.1%) were up.

YEAR-TO-DATE August 2009 - Total Visitor Arrivals by Selected MMAs

						
YTD August 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	873,937 -1.0%	335,057 -9.2%	641,298 -8.7%	13,824 -25.0%	16,617 -23.6%	350,138 -7.1%
U.S. East	677,617 -9.8%	216,756 -16.5%	410,649 -15.4%	11,283 -29.5%	16,552 -23.9%	255,898 -15.5%
Japan	691,220 -9.6%	12,633 -32.7%	35,033 -24.0%	866 -29.5%	1,185 18.6%	107,496 -8.6%
Canada	116,323 -16.3%	29,555 -20.1%	105,153 -12.7%	2,244 -59.6%	2,989 -39.3%	44,316 -14.7%

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

Source: Department of Business, Economic Development & Tourism -- Research and Economic Analysis Division

Hawai'i Tourism Authority

- Year-to-date, among the top four visitor markets, Japan had the largest declines in visitor arrivals on Kaua'i and on Maui; U.S. East had the largest drop in arrivals on Hawai'i Island while Canada had the largest decrease in arrivals on O'ahu.

Total Air Seats to Hawai'i

- Total air seats to Hawai'i for August 2009 declined 1.6 compared to last August. Increases in scheduled seats from Other Asia (+24.6%) and U.S. West (+3.4%) were offset by fewer scheduled seats from Canada (-33.5%), Australia/New Zealand (-17.4%), U.S. East (-14.1%), Japan (-1.7%) and fewer international (-61.8%) and domestic (-15.4%) charters seats.
- For the first eight months of 2009, total air seats to Hawai'i dropped 7.4 percent as a result of fewer seats from Canada (-25.5%), U.S. East (-18.5%), Australia/New Zealand (-12.6%), U.S. West (-5.9%) and Japan (-2.4%) which were partially offset by more seats from Other Asia (+16.3%)

Cruise Ship Visitors

- There were a total of 12,315 cruise visitors in August 2009 compared to 13,753 cruise visitors in 2008. This difference was mainly due to a cruise ship that came in August 2008 but is scheduled to come in September 2009.
- Year-to-date 2009, a total of 135,982 visitors came by cruise ship or by air to board cruise ships, 21.9 percent lower compared to the same period last year. Visitor days for all cruise visitors fell 24.3 percent.

AUGUST 2009 Cruise Visitor Highlights

	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	131,098	142,115	-7.8%	1,359,232	1,795,125	-24.3%
TOTAL VISITORS	12,315	13,753	-10.5%	135,982	174,132	-21.9%
ARRIVED BY SHIP	0	2,055	-100.0%	54,277	55,949	-3.0%
ARRIVED BY AIR	12,315	11,698	5.3%	81,705	118,183	-30.9%
NUMBER OF SHIP ARRIVALS	0	2	-100.0%	32	38	-15.8%
ISLANDS VISITED						
O'ahu	12,315	13,687	-10.0%	134,065	174,066	-23.0%
Kaua'i	12,315	11,698	5.3%	114,357	151,070	-24.3%
Maui County	12,315	13,687	-10.0%	124,019	163,126	-24.0%
Maui	12,315	13,687	-10.0%	124,019	163,126	-24.0%
Moloka'i	213	211	0.9%	3,462	3,590	-3.5%
Lāna'i	110	176	-37.5%	4,048	3,331	21.5%
Big Island	12,315	13,753	-10.5%	125,302	165,760	-24.4%
Average Islands Visited	4.0	4.0	0.0%	4.0	4.0	-0.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.20	2.67	-17.7%	3.14	2.71	15.8%
Days in Hawai'i during Cruise	6.96	6.39	8.9%	5.71	6.30	-9.4%
Days in Hawai'i after Cruise	1.48	1.27	17.1%	1.15	1.29	-11.5%
Total days in Hawai'i	10.65	10.33	3.0%	10.00	10.31	-3.0%

Source: Department of Business, Economic Development & Tourism -- Research and Economic Analysis Division
Hawai'i Tourism Authority

- In the first eight months of 2009, 54,277 visitors came aboard 32 out-of-state cruise ships. This was down 3 percent compared 55,949 visitors aboard 38 cruise ships that came to the state in the first eight months of 2008. Total visitor days for those who came by cruise ships decreased 6.6 percent (See "Arrivals at a Glance" Table on page 2) compared to year-to-date 2008.

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	TABLE 1. TOTAL VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	5,476,603	5,523,032	-0.8%	41,556,946	44,320,941	-6.2%
TOTAL VISITORS	608,420	606,336	0.3%	4,391,883	4,729,823	-7.1%
DOMESTIC	444,265	433,162	2.6%	3,258,385	3,490,125	-6.6%
INTERNATIONAL	164,155	173,174	-5.2%	1,133,498	1,239,698	-8.6%
AVERAGE DAILY CENSUS	176,665	178,162	-0.8%	171,016	181,643	-5.9%
TOTAL AIR SEATS (EST)	798,433	811,821	-1.6%	6,027,130	6,510,758	-7.4%
TOTAL LOAD FACTOR (EST)	89.9%	87.8%	2.2	87.2%	86.5%	0.7
ISLANDS VISITED						
O'ahu	385,263	379,126	1.6%	2,721,959	2,933,070	-7.2%
O'ahu only	288,304	271,646	6.1%	1,970,661	2,050,519	-3.9%
Kaua'i	86,692	91,451	-5.2%	644,545	741,888	-13.1%
Kaua'i only	44,450	46,729	-4.9%	331,596	349,803	-5.2%
Maui County	180,161	186,655	-3.5%	1,338,343	1,520,627	-12.0%
Maui	176,803	181,179	-2.4%	1,311,327	1,483,193	-11.6%
Maui only	108,344	105,346	2.8%	801,957	858,385	-6.6%
Moloka'i *	3,663	6,542	-44.0%	33,268	50,986	-34.8%
Moloka'i only *	499	403	23.7%	4,602	5,853	-21.4%
Lāna'i *	5,045	6,319	-20.2%	41,983	57,956	-27.6%
Lāna'i only *	754	1,240	-39.2%	6,379	8,775	-27.3%
Big Island	109,003	118,467	-8.0%	845,932	946,045	-10.6%
Kona side	91,386	98,970	-7.7%	704,508	788,399	-10.6%
Hilo side	39,408	42,210	-6.6%	311,401	363,115	-14.2%
Big Island only	50,482	52,437	-3.7%	386,897	403,749	-4.2%
Any Neighbor Island	320,116	334,690	-4.4%	2,421,222	2,679,304	-9.6%
NI only	223,157	227,210	-1.8%	1,669,924	1,796,753	-7.1%
O'ahu & NI	96,959	107,480	-9.8%	751,298	882,551	-14.9%
Any one island only	492,833	477,802	3.1%	3,502,092	3,677,083	-4.8%
Multiple Islands	115,587	128,534	-10.1%	889,791	1,052,740	-15.5%
Avg. Islands Visited	1.26	1.29	-2.5%	1.27	1.31	-3.0%
Average Length of Stay in Hawai'i	9.00	9.11	-1.2%	9.46	9.37	1.0%
ACCOMMODATIONS						
Plan to stay in Hotel	389,504	385,939	0.9%	2,703,320	2,956,077	-8.6%
Hotel only	342,824	338,520	1.3%	2,351,116	2,556,384	-8.0%
Plan to stay in Condo	99,032	105,350	-6.0%	758,855	859,917	-11.8%
Condo only	76,630	81,711	-6.2%	586,016	659,529	-11.1%
Plan to stay in Timeshare	67,719	64,433	5.1%	484,806	463,573	4.6%
Timeshare only	52,493	49,874	5.3%	369,166	348,824	5.8%
Cruise Ship	10,545	11,124	-5.2%	85,711	125,246	-31.6%
Friends/Relatives	57,312	53,751	6.6%	470,991	456,070	3.3%
Bed & Breakfast	5,193	5,792	-10.3%	39,597	48,314	-18.0%
Other	9,198	9,892	-7.0%	76,087	82,472	-7.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	2009P	AUGUST 2008	% CHANGE	YEAR-TO-DATE		
				2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	527,785	515,349	2.4%	3,654,661	3,861,388	-5.4%
Honeymoon	37,559	37,747	-0.5%	294,735	289,958	1.6%
Get Married	7,319	9,048	-19.1%	72,417	81,958	-11.6%
Pleasure/Vacation	490,997	477,556	2.8%	3,356,487	3,566,852	-5.9%
Mtgs/Conventions/Incentive						
Conventions	14,485	23,153	-37.4%	237,696	314,592	-24.4%
Corporate Meetings	9,300	13,770	-32.5%	148,497	177,514	-16.3%
Incentive	3,253	4,641	-29.9%	44,765	63,371	-29.4%
Other Business	2,328	5,543	-58.0%	52,721	85,173	-38.1%
Other Business						
Visit Friends/Rel.	17,459	17,305	0.9%	151,773	174,086	-12.8%
Govt/Military	55,907	52,417	6.7%	433,873	431,842	0.5%
Attend School	8,824	11,317	-22.0%	68,225	76,219	-10.5%
Sport Events	3,430	3,975	-13.7%	15,812	14,030	12.7%
	5,011	6,023	-16.8%	48,748	75,252	-35.2%
TRAVEL STATUS						
% First Timers **	32.6	33.0	-0.4	33.9	34.8	-0.9
% Repeaters **	67.4	67.0	0.4	66.1	65.2	0.9
Average # of Trips	5.04	4.96	1.6%	5.04	4.87	3.6%
Group Tour						
Group Tour	47,500	56,424	-15.8%	384,225	525,366	-26.9%
Non-Group	560,920	549,912	2.0%	4,007,660	4,204,457	-4.7%
Package Trip						
Package Trip	220,398	227,182	-3.0%	1,516,823	1,688,801	-10.2%
No Package	388,022	379,154	2.3%	2,875,061	3,041,022	-5.5%
Net True Independent	381,269	371,099	2.7%	2,814,144	2,951,491	-4.7%

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

Source: Department of Business, Economic Development & Tourism – Research and Economic Analysis Division
Hawai'i Tourism Authority

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	4,278,272	4,209,974	1.6%	32,677,077	35,023,805	-6.7%
DOMESTIC VISITORS	444,265	433,162	2.6%	3,258,385	3,490,125	-6.6%
DOMESTIC AVERAGE DAILY CENSUS	138,009	135,806	1.6%	134,474	143,540	-6.3%
DOMESTIC AIR SEATS (EST)	589,076	587,427	0.3%	4,395,481	4,784,470	-8.1%
DOM LOAD FACTOR (EST)	91.1%	89.1%	1.9	90.4%	88.5%	1.9
ISLANDS VISITED						
O'ahu	232,651	221,578	5.0%	1,698,999	1,809,211	-6.1%
O'ahu only	161,481	148,858	8.5%	1,169,408	1,182,404	-1.1%
Kaua'i	80,408	85,081	-5.5%	595,836	679,364	-12.3%
Kaua'i only	44,165	45,947	-3.9%	324,695	343,811	-5.6%
Maui County	163,286	162,975	0.2%	1,174,550	1,330,307	-11.7%
Maui	160,243	159,602	0.4%	1,150,158	1,297,973	-11.4%
Maui only	103,865	99,214	4.7%	740,926	797,090	-7.0%
Moloka'i *	3,519	3,709	-5.1%	27,896	37,387	-25.4%
Moloka'i only *	499	401	24.3%	4,434	5,598	-20.8%
Lāna'i *	4,471	5,633	-20.6%	35,967	47,674	-24.6%
Lāna'i only *	731	1,111	-34.2%	6,149	8,572	-28.3%
Big Island	86,515	87,577	-1.2%	665,667	743,564	-10.5%
Kona side	74,506	75,905	-1.8%	573,104	637,791	-10.1%
Hilo side	30,355	28,891	5.1%	229,395	267,177	-14.1%
Big Island only	45,109	44,581	1.2%	353,205	365,131	-3.3%
Any Neighbor Island	282,784	284,304	-0.5%	2,088,977	2,307,721	-9.5%
NI only	211,614	211,584	0.0%	1,559,386	1,680,914	-7.2%
O'ahu & NI	71,170	72,720	-2.1%	529,591	626,808	-15.5%
Any one island only	355,850	340,113	4.6%	2,598,817	2,702,606	-3.8%
Multiple Islands	88,415	93,049	-5.0%	659,568	787,519	-16.2%
Avg. Islands Visited	1.28	1.30	-1.7%	1.28	1.32	-3.1%
Average Length of Stay in Hawai'i	9.63	9.72	-0.9%	10.03	10.04	-0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	252,926	244,034	3.6%	1,779,719	1,927,867	-7.7%
Hotel only	214,289	204,310	4.9%	1,481,449	1,586,247	-6.6%
Plan to stay in Condo	80,400	81,550	-1.4%	629,451	711,311	-11.5%
Condo only	62,393	63,053	-1.0%	486,600	544,065	-10.6%
Plan to stay in Timeshare	61,779	60,252	2.5%	443,060	435,511	1.7%
Timeshare only	48,383	47,104	2.7%	341,773	328,988	3.9%
Cruise Ship	10,189	10,260	-0.7%	77,945	113,370	-31.2%
Friends/Relatives	49,599	47,232	5.0%	419,854	413,504	1.5%
Bed & Breakfast	4,607	5,026	-8.3%	35,698	42,559	-16.1%
Other	7,814	8,140	-4.0%	60,199	67,428	-10.7%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	2009P	AUGUST 2008	% CHANGE	2009P	YEAR-TO-DATE 2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	377,820	361,749	4.4%	2,655,122	2,797,304	-5.1%
Honeymoon	29,275	27,530	6.3%	145,934	148,087	-1.5%
Get Married	4,839	6,198	-21.9%	34,733	39,866	-12.9%
Pleasure/Vacation	349,446	334,505	4.5%	2,512,845	2,651,605	-5.2%
Mtgs/Conventions/Incentive	11,018	16,778	-34.3%	192,729	250,605	-23.1%
Conventions	6,533	10,053	-35.0%	121,667	153,513	-20.7%
Corporate Meetings	2,874	4,108	-30.0%	38,573	54,190	-28.8%
Incentive	1,995	3,135	-36.4%	39,888	51,966	-23.2%
Other Business	16,085	15,994	0.6%	135,879	157,482	-13.7%
Visit Friends/Rel.	47,559	45,816	3.8%	387,585	385,828	0.5%
Govt/Military	7,359	7,478	-1.6%	56,686	61,267	-7.5%
Attend School	2,916	3,265	-10.7%	9,334	10,399	-10.2%
Sport Events	3,216	3,892	-17.4%	32,231	54,462	-40.8%
TRAVEL STATUS						
% First Timers **	31.5	32.1	-0.6	30.1	31.2	-1.1
% Repeaters **	68.5	67.9	0.6	69.9	68.8	1.1
Average # of Trips	5.35	5.30	0.9%	5.56	5.36	3.7%
Group Tour	9,229	11,904	-22.5%	105,192	157,791	-33.3%
Non-Group	435,036	421,258	3.3%	3,153,195	3,332,334	-5.4%
Package Trip	126,656	118,518	6.9%	819,734	894,224	-8.3%
No Package	317,609	314,644	0.9%	2,438,652	2,595,901	-6.1%
Net True Independent	314,771	310,924	1.2%	2,408,099	2,553,288	-5.7%

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

Source: Department of Business, Economic Development & Tourism – Research and Economic Analysis Division
Hawai'i Tourism Authority

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	397,377	384,500	3.3%	2,941,198	3,134,668	-6.2%
Pacific Region	235,882	220,695	6.9%	1,482,739	1,533,718	-3.3%
...California	183,578	177,098	3.7%	1,045,534	1,117,050	-6.4%
...Oregon	15,290	13,286	15.1%	117,635	119,530	-1.6%
...Washington	34,444	28,378	21.4%	277,829	262,665	5.8%
Mountain Region	36,499	35,061	4.1%	368,122	396,262	-7.1%
West North Central	9,155	9,909	-7.6%	137,918	153,637	-10.2%
West South Central	23,686	23,020	2.9%	197,882	199,100	-0.6%
...Texas	19,951	19,260	3.6%	156,188	156,171	0.0%
East North Central	20,906	23,122	-9.6%	227,382	264,567	-14.1%
East South Central	4,831	4,681	3.2%	53,758	60,724	-11.5%
New England	9,434	9,386	0.5%	69,833	76,561	-8.8%
Middle Atlantic	27,352	28,556	-4.2%	163,161	180,298	-9.5%
...New Jersey	8,028	8,449	-5.0%	43,241	46,640	-7.3%
...New York	13,698	14,027	-2.3%	75,284	81,819	-8.0%
South Atlantic	29,005	29,509	-1.7%	236,053	265,971	-11.2%
CANADA	10,705	7,857	36.2%	100,162	90,546	10.6%
EUROPE	18,870	20,385	-7.4%	87,051	92,912	-6.3%
France	1,296	1,367	-5.2%	5,274	5,569	-5.3%
Germany	3,466	3,465	0.0%	18,287	18,382	-0.5%
Ireland	344	533	-35.5%	1,895	2,800	-32.3%
Italy	3,420	3,427	-0.2%	6,902	7,441	-7.2%
Switzerland	741	610	21.5%	5,174	4,557	13.5%
United Kingdom	5,297	6,425	-17.6%	24,827	30,951	-19.8%
ASIA	3,360	3,975	-15.5%	25,872	35,143	-26.4%
People's Republic of China	1,071	1,364	-21.5%	10,829	17,561	-38.3%
Taiwan	135	171	-21.1%	975	1,191	-18.1%
Hong Kong	132	148	-10.8%	797	864	-7.8%
Indonesia	13	30	-57.0%	290	219	32.3%
Japan	760	832	-8.7%	4,191	5,385	-22.2%
Korea	627	712	-11.9%	3,798	4,925	-22.9%
Malaysia	10	26	-61.2%	101	142	-28.7%
Philippines	261	307	-14.9%	2,111	2,228	-5.3%
Singapore	85	68	25.0%	561	654	-14.2%
Thailand	74	38	95.7%	438	217	102.2%
CENTRAL AMERICA	962	661	45.5%	4,641	5,775	-19.6%
Argentina	182	247	-26.3%	2,056	2,007	2.4%
Brazil	435	393	10.7%	4,636	4,780	-3.0%
Mexico	902	609	48.1%	4,153	5,355	-22.4%
SOUTH AMERICA	961	931	3.2%	9,155	8,831	3.7%
OCEANIA	2,696	4,273	-36.9%	22,703	31,927	-28.9%
Australia	1,992	3,348	-40.5%	18,239	26,846	-32.1%
New Zealand	279	461	-39.5%	2,066	3,027	-31.7%

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	1,198,332	1,313,058	-8.7%	8,879,869	9,297,136	-4.5%
INTERNATIONAL VISITORS	164,155	173,174	-5.2%	1,133,498	1,239,698	-8.6%
INTERNATIONAL AVERAGE DAILY CENSUS	38,656	42,357	-8.7%	36,543	38,103	-4.1%
INTERNATIONAL AIR SEATS (EST)	209,357	224,394	-6.7%	1,631,649	1,726,288	-5.5%
INT LOAD FACTOR (EST)	86.7%	84.2%	2.5	78.4%	80.7%	-2.3
ISLANDS VISITED						
O'ahu	152,612	157,549	-3.1%	1,022,960	1,123,859	-9.0%
O'ahu only	126,823	122,788	3.3%	801,253	868,115	-7.7%
Kaua'i	6,284	6,370	-1.4%	48,709	62,524	-22.1%
Kaua'i only	285	782	-63.5%	6,901	5,992	15.2%
Maui County	16,875	23,681	-28.7%	163,793	190,320	-13.9%
Maui	16,560	21,577	-23.3%	161,169	185,220	-13.0%
Maui only	4,479	6,131	-26.9%	61,031	61,295	-0.4%
Moloka'i *	144	2,833	-94.9%	5,372	13,599	-60.5%
Moloka'i only *	0	2	-100.0%	168	254	-34.0%
Lāna'i *	574	686	-16.3%	6,016	10,283	-41.5%
Lāna'i only *	23	130	-82.2%	230	202	13.7%
Big Island	22,488	30,890	-27.2%	180,265	202,481	-11.0%
Kona side	16,880	23,065	-26.8%	131,404	150,608	-12.8%
Hilo side	9,053	13,319	-32.0%	82,006	95,938	-14.5%
Big Island only	5,373	7,856	-31.6%	33,692	38,618	-12.8%
Any Neighbor Island	37,332	50,386	-25.9%	332,245	371,583	-10.6%
NI only	11,543	15,625	-26.1%	110,538	115,839	-4.6%
O'ahu & NI	25,789	34,760	-25.8%	221,707	255,744	-13.3%
Any one island only	136,983	137,689	-0.5%	903,275	974,477	-7.3%
Multiple Islands	27,172	35,485	-23.4%	230,223	265,221	-13.2%
Avg. Islands Visited	1.21	1.27	-4.7%	1.26	1.29	-2.5%
Average Length of Stay in Hawai'i	7.30	7.58	-3.7%	7.83	7.50	4.5%
ACCOMMODATIONS						
Plan to stay in Hotel	136,578	141,905	-3.8%	923,601	1,028,210	-10.2%
Hotel only	128,535	134,210	-4.2%	869,667	970,137	-10.4%
Plan to stay in Condo	18,632	23,800	-21.7%	129,404	148,607	-12.9%
Condo only	14,237	18,658	-23.7%	99,416	115,464	-13.9%
Plan to stay in Timeshare	5,940	4,181	42.1%	41,746	28,061	48.8%
Timeshare only	4,110	2,770	48.4%	27,393	19,835	38.1%
Cruise Ship	356	864	-58.8%	7,766	11,876	-34.6%
Friends/Relatives	7,713	6,520	18.3%	51,137	42,566	20.1%
Bed & Breakfast	586	766	-23.5%	3,899	5,755	-32.3%
Other	1,384	1,752	-21.0%	15,888	15,044	5.6%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	149,965	153,601	-2.4%	999,539	1,064,084	-6.1%
Honeymoon	8,284	10,217	-18.9%	148,801	141,870	4.9%
Get Married	2,480	2,850	-13.0%	37,684	42,092	-10.5%
Pleasure/Vacation	141,551	143,052	-1.0%	843,642	915,247	-7.8%
Mtgs/Conventions/Incentive	3,467	6,375	-45.6%	44,967	63,987	-29.7%
Conventions	2,767	3,717	-25.6%	26,830	24,001	11.8%
Corporate Meetings	379	533	-28.8%	6,192	9,181	-32.6%
Incentive	333	2,408	-86.2%	12,833	33,207	-61.4%
Other Business	1,374	1,311	4.8%	15,894	16,604	-4.3%
Visit Friends/Rel.	8,348	6,601	26.5%	46,288	46,014	0.6%
Govt/Military	1,465	3,839	-61.8%	11,539	14,952	-22.8%
Attend School	514	710	-27.6%	6,478	3,631	78.4%
Sport Events	1,795	2,131	-15.8%	16,517	20,790	-20.6%
TRAVEL STATUS						
% First Timers **	35.6	35.3	0.3	44.7	44.9	-0.3
% Repeaters **	64.4	64.7	-0.3	55.3	55.1	0.3
Average # of Trips	4.21	4.11	2.4%	3.56	3.48	2.3%
Group Tour	38,271	44,520	-14.0%	279,033	367,575	-24.1%
Non-Group	125,884	128,654	-2.2%	854,465	872,123	-2.0%
Package Trip	93,742	108,664	-13.7%	697,089	794,577	-12.3%
No Package	70,413	64,510	9.2%	436,409	445,121	-2.0%
Net True Independent	66,498	60,175	10.5%	406,045	398,203	2.0%

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

Source: Department of Business, Economic Development & Tourism – Research and Economic Analysis Division
Hawai'i Tourism Authority

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	2,543,586	2,421,392	5.0%	17,976,160	18,777,030	-4.3%
TOTAL VISITORS	279,124	260,778	7.0%	1,889,036	1,962,729	-3.8%
Domestic	272,381	255,756	6.5%	1,850,863	1,929,978	-4.1%
International	6,743	5,022	34.3%	38,173	32,751	16.6%
AVERAGE DAILY CENSUS	82,051	78,109	5.0%	73,976	76,955	-3.9%
ISLANDS VISITED						
O'ahu	131,420	115,088	14.2%	873,937	882,831	-1.0%
O'ahu only	101,875	85,482	19.2%	663,111	638,396	3.9%
Kaua'i	47,535	49,661	-4.3%	335,057	369,207	-9.2%
Kaua'i only	32,935	34,309	-4.0%	227,264	240,207	-5.4%
Maui County	99,141	95,511	3.8%	654,714	720,171	-9.1%
Maui	97,415	93,675	4.0%	641,298	702,131	-8.7%
Maui only	75,104	69,936	7.4%	487,096	516,524	-5.7%
Moloka'i *	1,816	1,889	-3.9%	13,824	18,423	-25.0%
Moloka'i only*	295	290	1.6%	2,865	3,724	-23.1%
Lāna'i *	2,156	2,594	-16.9%	16,617	21,754	-23.6%
Lāna'i only*	452	661	-31.6%	3,545	5,155	-31.2%
Big Island	46,270	46,882	-1.3%	350,138	376,872	-7.1%
Kona side	41,040	42,102	-2.5%	307,131	330,044	-6.9%
Hilo side	13,219	12,095	9.3%	99,744	109,665	-9.0%
Big Island only	30,772	31,134	-1.2%	232,870	238,263	-2.3%
Any Neighbor Island	177,249	175,296	1.1%	1,225,925	1,324,333	-7.4%
NI only	147,704	145,690	1.4%	1,015,099	1,079,898	-6.0%
O'ahu & NI	29,545	29,607	-0.2%	210,826	244,435	-13.7%
Any one island only	241,433	221,813	8.8%	1,616,751	1,642,269	-1.6%
Multiple Islands	37,691	38,965	-3.3%	272,285	320,460	-15.0%
Avg. Islands Visited	1.17	1.19	-1.5%	1.18	1.21	-2.2%
Average Length of Stay in Hawai'i	9.11	9.29	-1.9%	9.52	9.57	-0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	148,707	133,386	11.5%	941,707	980,684	-4.0%
Hotel only	128,843	113,184	13.8%	798,133	819,870	-2.7%
Plan to stay in Condo	56,549	56,171	0.7%	413,099	462,369	-10.7%
Condo only	45,697	45,331	0.8%	332,797	369,493	-9.9%
Plan to stay in Timeshare	43,514	41,646	4.5%	285,840	276,126	3.5%
Timeshare only	35,024	33,550	4.4%	227,596	215,521	5.6%
Cruise Ship	3,234	2,775	16.5%	20,408	27,882	-26.8%
Friends/Relatives	31,052	29,821	4.1%	251,613	243,553	3.3%
Bed & Breakfast	1,931	1,882	2.6%	15,476	18,197	-15.0%
Other	4,828	4,679	3.2%	35,480	38,159	-7.0%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	240,023	218,989	9.6%	1,559,199	1,586,905	-1.7%
Honeymoon	12,846	11,694	9.9%	63,767	62,215	2.5%
Get Married	2,781	3,536	-21.4%	19,107	21,561	-11.4%
Pleasure/Vacation	227,544	207,239	9.8%	1,495,959	1,524,114	-1.8%
Mtgs/Conventions/Incentive	5,250	7,654	-31.4%	82,574	105,894	-22.0%
Conventions	3,085	4,571	-32.5%	51,698	63,545	-18.6%
Corporate Meetings	1,609	2,118	-24.0%	19,103	26,853	-28.9%
Incentive	710	1,182	-40.0%	14,680	19,056	-23.0%
Other Business	10,730	10,016	7.1%	86,336	96,273	-10.3%
Visit Friends/Rel.	29,526	28,471	3.7%	228,259	224,477	1.7%
Govt/Military	2,930	3,783	-22.6%	22,463	24,762	-9.3%
Attend School	1,615	1,782	-9.4%	4,789	5,156	-7.1%
Sport Events	2,375	2,858	-16.9%	17,570	35,236	-50.1%
TRAVEL STATUS						
% First Timers **	20.9	19.9	0.9	19.5	19.9	-0.4
% Repeaters **	79.1	80.1	-0.9	80.5	80.1	0.4
Average # of Trips	6.41	6.56	-2.3%	6.76	6.63	2.0%
Group Tour	3,931	4,816	-18.4%	35,946	53,882	-33.3%
Non-Group	275,193	255,962	7.5%	1,853,091	1,908,847	-2.9%
Package Trip	74,430	66,154	12.5%	430,561	445,070	-3.3%
No Package	204,694	194,624	5.2%	1,458,473	1,517,659	-3.9%
Net True Independent	203,471	192,929	5.5%	1,446,123	1,500,058	-3.6%

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

Source: Department of Business, Economic Development & Tourism – Research and Economic Analysis Division
Hawai'i Tourism Authority

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR					
	(Includes States East of Rocky Mountains)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,296,211	1,353,448	-4.2%	11,614,449	12,873,567	-9.8%
TOTAL VISITORS	129,476	132,928	-2.6%	1,115,113	1,233,256	-9.6%
Domestic	124,369	128,184	-3.0%	1,085,989	1,200,861	-9.6%
International	5,107	4,744	7.7%	29,124	32,395	-10.1%
AVERAGE DAILY CENSUS	41,813	43,660	-4.2%	47,796	52,760	-9.4%
ISLANDS VISITED						
O'ahu	79,937	80,628	-0.9%	677,617	751,036	-9.8%
O'ahu only	48,446	46,529	4.1%	413,232	428,903	-3.7%
Kaua'i	26,330	28,548	-7.8%	216,756	259,730	-16.5%
Kaua'i only	8,830	9,218	-4.2%	80,324	83,963	-4.3%
Maui County	48,613	51,966	-6.5%	419,754	496,737	-15.5%
Maui	47,579	50,862	-6.5%	410,649	485,512	-15.4%
Maui only	21,318	21,573	-1.2%	201,262	219,913	-8.5%
Moloka'i *	1,205	1,661	-27.4%	11,283	16,004	-29.5%
Moloka'i only*	164	82	100.6%	1,277	1,425	-10.4%
Lāna'i *	1,811	2,342	-22.7%	16,552	21,759	-23.9%
Lāna'i only*	241	327	-26.4%	2,210	2,595	-14.8%
Big Island	31,167	33,442	-6.8%	255,898	302,771	-15.5%
Kona side	26,260	28,384	-7.5%	214,521	253,814	-15.5%
Hilo side	13,150	13,671	-3.8%	108,348	133,311	-18.7%
Big Island only	11,091	12,200	-9.1%	95,299	102,441	-7.0%
Any Neighbor Island	81,030	86,399	-6.2%	701,881	804,355	-12.7%
NI only	49,539	52,300	-5.3%	437,496	482,221	-9.3%
O'ahu & NI	31,491	34,099	-7.6%	264,385	322,133	-17.9%
Anyone island only	90,090	89,928	0.2%	793,604	839,240	-5.4%
Multiple Islands	39,386	43,000	-8.4%	321,509	394,016	-18.4%
Avg. Islands Visited	1.45	1.49	-2.2%	1.42	1.49	-4.3%
Average Length of Stay in Hawai'i	10.01	10.18	-1.7%	10.42	10.44	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	81,525	83,249	-2.1%	683,480	762,191	-10.3%
Hotel only	67,232	67,235	0.0%	556,019	609,569	-8.8%
Plan to stay in Condo	17,586	19,409	-9.4%	165,743	195,674	-15.3%
Condo only	12,047	13,166	-8.5%	114,549	132,593	-13.6%
Plan to stay in Timeshare	16,048	15,859	1.2%	137,654	137,891	-0.2%
Timeshare only	11,883	11,414	4.1%	99,902	96,982	3.0%
Cruise Ship	5,352	6,285	-14.8%	47,297	72,000	-34.3%
Friends/Relatives	14,990	15,333	-2.2%	143,683	145,383	-1.2%
Bed & Breakfast	1,519	2,069	-26.6%	13,665	17,836	-23.4%
Other	2,470	3,097	-20.2%	21,941	25,855	-15.1%

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

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (CONT.)					
	(Includes States East of Rocky Mountains)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	106,216	105,813	0.4%	874,926	952,615	-8.2%
Honeymoon	12,090	11,442	5.7%	64,801	67,528	-4.0%
Get Married	1,567	2,110	-25.7%	13,162	15,282	-13.9%
Pleasure/Vacation	94,543	94,626	-0.1%	812,326	887,505	-8.5%
Mtgs/Conventions/Incentive	4,397	7,484	-41.2%	91,316	122,381	-25.4%
Conventions	2,672	4,356	-38.7%	57,508	75,213	-23.5%
Corporate Meetings	1,049	1,697	-38.2%	16,597	23,787	-30.2%
Incentive	867	1,685	-48.6%	21,191	28,256	-25.0%
Other Business	4,742	5,094	-6.9%	44,499	51,749	-14.0%
Visit Friends/Rel.	15,331	15,702	-2.4%	137,461	138,880	-1.0%
Govt/Military	4,430	5,333	-16.9%	34,748	37,319	-6.9%
Attend School	840	979	-14.2%	3,005	3,689	-18.6%
Sport Events	599	633	-5.3%	11,828	17,461	-32.3%
TRAVEL STATUS						
% First Timers **	45.9	45.7	0.1	43.0	44.1	-1.1
% Repeaters **	54.1	54.3	-0.1	57.0	55.9	1.1
Average # of Trips	3.64	3.60	1.1%	3.95	3.77	4.6%
Group Tour	2,995	4,730	-36.7%	51,071	81,202	-37.1%
Non-Group	126,481	128,198	-1.3%	1,064,043	1,152,054	-7.6%
Package Trip	35,207	34,004	3.5%	292,575	337,923	-13.4%
No Package	94,269	98,924	-4.7%	822,541	895,333	-8.1%
Net True Independent	93,351	97,602	-4.4%	809,302	876,429	-7.7%

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

Source: Department of Business, Economic Development & Tourism – Research and Economic Analysis Division
Hawai'i Tourism Authority

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	703,055	765,611	-8.2%	4,207,241	4,573,820	-8.0%
TOTAL VISITORS	111,799	122,000	-8.4%	714,299	796,810	-10.4%
Domestic	760	832	-8.7%	4,191	5,385	-22.2%
International	111,039	121,168	-8.4%	710,108	791,425	-10.3%
AVERAGE DAILY CENSUS	22,679	24,697	-8.2%	17,314	18,745	-7.6%
ISLANDS VISITED						
O'ahu	106,624	115,469	-7.7%	691,220	764,682	-9.6%
O'ahu only	91,171	95,560	-4.6%	570,231	629,856	-9.5%
Kaua'i	1,517	2,145	-29.3%	12,633	18,758	-32.7%
Kaua'i only	118	309	-61.8%	776	1,848	-58.0%
Maui County	5,829	7,984	-27.0%	35,957	47,201	-23.8%
Maui	5,548	7,793	-28.8%	35,033	46,071	-24.0%
Maui only	1,468	1,985	-26.0%	5,804	8,278	-29.9%
Moloka'i *	13	192	-93.2%	866	1,229	-29.5%
Moloka'i only*	0	0	NA	38	0	NA
Lāna'i *	315	199	58.1%	1,185	999	18.6%
Lāna'i only*	23	104	-77.8%	68	104	-34.4%
Big Island	14,077	18,522	-24.0%	107,496	117,587	-8.6%
Kona side	10,920	12,864	-15.1%	74,429	81,691	-8.9%
Hilo side	3,978	7,129	-44.2%	40,958	47,005	-12.9%
Big Island only	3,393	3,859	-12.1%	14,910	20,438	-27.0%
Any Neighbor Island	20,628	26,440	-22.0%	144,068	166,954	-13.7%
NI only	5,175	6,531	-20.8%	23,079	32,128	-28.2%
O'ahu & NI	15,453	19,910	-22.4%	120,989	134,826	-10.3%
Any one island only	96,173	101,817	-5.5%	591,827	660,524	-10.4%
Multiple Islands	15,626	20,183	-22.6%	122,472	136,286	-10.1%
Avg. Islands Visited	1.15	1.18	-3.1%	1.19	1.19	-0.3%
Average Length of Stay in Hawai'i	6.29	6.28	0.2%	5.89	5.74	2.6%
ACCOMMODATIONS						
Plan to stay in Hotel	95,336	103,632	-8.0%	633,207	718,012	-11.8%
Hotel only	91,143	100,642	-9.4%	619,391	703,354	-11.9%
Plan to stay in Condo	14,449	16,495	-12.4%	66,066	68,601	-3.7%
Condo only	11,206	14,033	-20.1%	54,411	57,252	-5.0%
Plan to stay in Timeshare	4,299	2,742	56.8%	17,578	9,875	78.0%
Timeshare only	2,625	1,932	35.9%	11,855	7,028	68.7%
Cruise Ship	3	90	-96.7%	457	868	-47.3%
Friends/Relatives	1,883	1,664	13.2%	10,301	9,694	6.3%
Bed & Breakfast	186	132	41.2%	654	789	-17.1%
Other	56	385	-85.5%	2,199	3,821	-42.4%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	108,313	115,608	-6.3%	664,407	719,960	-7.7%
Honeymoon	6,513	7,971	-18.3%	127,530	121,201	5.2%
Get Married	2,036	2,399	-15.1%	33,781	37,048	-8.8%
Pleasure/Vacation	101,794	107,581	-5.4%	531,129	592,748	-10.4%
Mtgs/Conventions/Incentive	751	3,540	-78.8%	18,691	36,889	-49.3%
Conventions	187	1,315	-85.8%	5,630	7,062	-20.3%
Corporate Meetings	249	205	21.4%	3,029	4,192	-27.7%
Incentive	326	2,045	-84.1%	10,344	26,584	-61.1%
Other Business	265	317	-16.5%	3,899	5,419	-28.1%
Visit Friends/Rel.	2,550	1,841	38.5%	15,190	13,495	12.6%
Govt/Military	78	72	7.9%	434	398	9.0%
Attend School	388	303	28.1%	1,248	1,672	-25.4%
Sport Events	1,518	1,490	1.9%	13,699	13,790	-0.7%
TRAVEL STATUS						
% First Timers **	27.0	29.3	-2.2	40.5	42.0	-1.5
% Repeaters **	73.0	70.7	2.2	59.5	58.0	1.5
Average # of Trips	4.91	4.59	7.0%	3.89	3.68	5.6%
Group Tour	35,588	39,620	-10.2%	238,342	317,498	-24.9%
Non-Group	76,211	82,380	-7.5%	475,958	479,312	-0.7%
Package Trip	78,324	90,656	-13.6%	556,633	636,152	-12.5%
No Package	33,476	31,344	6.8%	157,666	160,658	-1.9%
Net True Independent	29,687	27,500	8.0%	133,853	121,371	10.3%

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

Source: Department of Business, Economic Development & Tourism – Research and Economic Analysis Division
Hawai'i Tourism Authority

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	206,367	243,113	-15.1%	2,841,438	3,173,414	-10.5%
TOTAL VISITORS	18,800	19,724	-4.7%	226,108	246,470	-8.3%
Domestic	10,705	7,857	36.2%	100,162	90,546	10.6%
International	8,095	11,867	-31.8%	125,946	155,924	-19.2%
AVERAGE DAILY CENSUS	6,657	7,842	-15.1%	11,693	13,006	-10.1%
ISLANDS VISITED						
O'ahu	11,364	12,087	-6.0%	116,323	138,915	-16.3%
O'ahu only	7,231	6,949	4.1%	75,238	80,755	-6.8%
Kaua'i	2,361	2,564	-7.9%	29,555	36,973	-20.1%
Kaua'i only	615	589	4.3%	9,844	9,070	8.5%
Maui County	8,555	9,554	-10.5%	106,312	122,258	-13.0%
Maui	8,451	9,405	-10.1%	105,153	120,511	-12.7%
Maui only	4,987	5,147	-3.1%	71,144	70,336	1.1%
Moloka'i *	157	271	-42.0%	2,244	5,559	-59.6%
Moloka'i only *	21	6	223.4%	183	394	-53.5%
Lāna'i *	238	274	-13.1%	2,989	4,927	-39.3%
Lāna'i only *	11	12	-10.7%	151	158	-4.6%
Big Island	3,398	4,119	-17.5%	44,316	51,954	-14.7%
Kona side	2,946	3,515	-16.2%	40,020	45,983	-13.0%
Hilo side	1,638	1,751	-6.4%	16,067	23,626	-32.0%
Big Island only	1,078	1,023	5.3%	19,141	17,415	9.9%
Any Neighbor Island	11,569	12,775	-9.4%	150,870	165,715	-9.0%
NI only	7,436	7,637	-2.6%	109,785	107,555	2.1%
O'ahu & NI	4,133	5,138	-19.6%	41,085	58,159	-29.4%
Any one island only	13,943	13,728	1.6%	175,701	178,129	-1.4%
Multiple Islands	4,857	5,996	-19.0%	50,407	68,341	-26.2%
Avg. Islands Visited	1.38	1.46	-5.1%	1.33	1.46	-8.7%
Average Length of Stay in Hawai'i	10.98	12.33	-10.9%	12.57	12.88	-2.4%
ACCOMMODATIONS						
Plan to stay in Hotel	11,476	11,662	-1.6%	119,663	128,811	-7.1%
Hotel only	9,302	9,414	-1.2%	93,662	96,610	-3.1%
Plan to stay in Condo	4,981	5,696	-12.5%	76,395	86,762	-11.9%
Condo only	3,842	4,150	-7.4%	60,579	67,358	-10.1%
Plan to stay in Timeshare	1,640	1,912	-14.2%	24,691	22,431	10.1%
Timeshare only	1,195	1,311	-8.9%	17,636	16,768	5.2%
Cruise Ship	677	450	50.3%	6,840	13,214	-48.2%
Friends/Relatives	1,054	1,076	-2.1%	12,217	12,676	-3.6%
Bed & Breakfast	152	302	-49.7%	2,648	3,115	-15.0%
Other	172	390	-55.9%	1,826	3,013	-39.4%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	17,618	17,853	-1.3%	207,590	225,483	-7.9%
Honeymoon	1,758	1,737	1.2%	7,305	8,228	-11.2%
Get Married	233	304	-23.5%	1,980	2,646	-25.2%
Pleasure/Vacation	15,915	15,967	-0.3%	200,491	217,094	-7.6%
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	179	628	-71.5%	12,291	11,246	9.3%
Conventions	106	565	-81.2%	8,637	8,008	7.9%
Corporate Meetings	14	37	-62.2%	1,838	1,421	29.3%
Incentive	61	26	138.1%	2,308	2,149	7.4%
Other Business						
Other Business	124	112	10.4%	2,148	2,585	-16.9%
Visit Friends/Rel.	876	950	-7.8%	9,477	10,308	-8.1%
Govt/Military	48	155	-69.1%	400	631	-36.6%
Attend School	26	32	-19.8%	274	341	-19.7%
Sport Events	135	682	-80.2%	1,923	3,128	-38.5%
TRAVEL STATUS						
% First Timers **	46.7	48.8	-2.0	38.1	39.3	-1.2
% Repeaters **	53.3	51.2	2.0	61.9	60.7	1.2
Average # of Trips	3.20	2.87	11.5%	3.88	3.73	4.1%
Group Tour						
Group Tour	278	800	-65.2%	6,927	10,716	-35.4%
Non-Group	18,522	18,924	-2.1%	219,181	235,754	-7.0%
Package Trip						
Package Trip	6,287	7,071	-11.1%	64,107	72,366	-11.4%
No Package	12,513	12,653	-1.1%	162,001	174,104	-7.0%
Net True Independent	12,439	12,540	-0.8%	159,987	171,845	-6.9%

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

Source: Department of Business, Economic Development & Tourism – Research and Economic Analysis Division
Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	131,098	142,115	-7.8%	1,359,232	1,795,125	-24.3%
TOTAL VISITORS	12,315	13,753	-10.5%	135,982	174,132	-21.9%
ARRIVED BY SHIP	0	2,055	-100.0%	54,277	55,949	-3.0%
ARRIVED BY AIR	12,315	11,698	5.3%	81,705	118,183	-30.9%
NUMBER OF SHIP ARRIVALS	0	2	-100.0%	32	38	-15.8%
ISLANDS VISITED						
O'ahu	12,315	13,687	-10.0%	134,065	174,066	-23.0%
Kaua'i	12,315	11,698	5.3%	114,357	151,070	-24.3%
Maui County	12,315	13,687	-10.0%	124,019	163,126	-24.0%
Maui	12,315	13,687	-10.0%	124,019	163,126	-24.0%
Moloka'i	213	211	0.9%	3,462	3,590	-3.5%
Lāna'i	110	176	-37.5%	4,048	3,331	21.5%
Big Island	12,315	13,753	-10.5%	125,302	165,760	-24.4%
Average Islands Visited	4.0	4.0	0.0%	4.0	4.0	-0.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.20	2.67	-17.7%	3.14	2.71	15.8%
Days in Hawai'i during Cruise	6.96	6.39	8.9%	5.71	6.30	-9.4%
Days in Hawai'i after Cruise	1.48	1.27	17.1%	1.15	1.29	-11.5%
Total days in Hawai'i	10.65	10.33	3.0%	10.00	10.31	-3.0%
ACCOMMODATIONS						
Hotel	8,914	9,740	-8.5%	72,372	96,627	-25.1%
Hotel only	7,965	8,793	-9.4%	61,767	85,230	-27.5%
Condo	610	704	-13.4%	8,346	9,032	-7.6%
Condo only	294	122	141.0%	2,009	2,657	-24.4%
Timeshare	952	1,159	-17.9%	7,392	8,087	-8.6%
Timeshare Only	263	611	-57.0%	1,912	2,862	-33.2%
Bed & Breakfast	235	176	33.8%	2,961	1,666	77.8%
Bed & Breakfast only	0	0	NA	125	331	-62.2%
Friends & relatives	457	464	-1.6%	5,714	4,239	34.8%
Other accommodation	517	479	8.0%	6,571	6,197	6.0%
Accommodation (NET)	9,991	10,862	-8.0%	81,001	107,959	-25.0%
Cruise only	2,324	2,891	-19.6%	54,981	66,173	-16.9%
TRAVEL STATUS						
% First timers	52.0	37.6	14.3	41.9	43.3	-1.4
% Repeat visitors	48.0	62.4	-14.3	58.1	56.7	1.4

Source: Department of Business, Economic Development & Tourism – Research and Economic Analysis Division
Hawai'i Tourism Authority

Table 9. Total Air Seats Operated to Hawai'i

AUGUST 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	798,433	-1.6%	561,872	-1.6%	136,088	-7.3%	55,147	14.0%	0	NA	45,326	-0.3%
Scheduled Seats	786,715	-0.8%	555,094	-0.8%	134,188	-6.1%	53,627	14.4%	0	NA	43,806	-0.3%
Charter seats	11,718	-37.3%	6,778	-42.8%	1,900	-50.0%	1,520	0.0%			1,520	0.0%
Domestic Seats	589,076	0.3%	362,238	1.3%	132,875	-6.9%	48,637	16.7%	0	NA	45,326	-0.3%
Scheduled Seats	580,716	0.5%	358,818	1.2%	130,975	-5.7%	47,117	17.3%	0	NA	43,806	-0.3%
...US West	499,386	3.4%	291,023	5.8%	117,440	-5.0%	47,117	17.3%	0	NA	43,806	-0.3%
...US East	81,330	-14.1%	67,795	-14.6%	13,535	-11.6%						
Charter seats	8,360	-15.4%	3,420	12.5%	1,900	-50.0%	1,520	0.0%			1,520	0.0%
International Seats	209,357	-6.7%	199,634	-6.6%	3,213	-20.1%	6,510	-2.8%				
Scheduled Seats	205,999	-4.5%	196,276	-4.2%	3,213	-20.1%	6,510	-2.8%				
...Japan	143,195	-1.7%	136,685	-1.6%			6,510	-2.8%				
...Canada	9,999	-33.5%	6,786	-38.4%	3,213	-20.1%						
...Other Asia	14,721	24.6%	14,721	24.6%								
...Aus./N. Zealand	14,658	-17.4%	14,658	-17.4%								
...Other	23,426	-7.4%	23,426	-7.4%								
Charter Seats	3,358	-61.8%	3,358	-61.8%								
YTD Thru AUG 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	6,027,130	-7.4%	4,248,145	-7.7%	1,037,293	-13.0%	429,749	10.6%	0	-100.0%	311,943	-2.1%
Scheduled Seats	5,936,104	-7.0%	4,206,139	-6.9%	1,014,113	-13.1%	416,829	10.5%	0	-100.0%	299,023	-2.7%
Charter seats	91,026	-30.2%	42,006	-49.0%	23,180	-7.7%	12,920	13.3%			12,920	13.3%
Domestic Seats	4,395,481	-8.1%	2,740,671	-8.7%	976,105	-13.2%	366,762	11.9%	0	-100.0%	311,943	-2.1%
Scheduled Seats	4,319,861	-7.9%	2,714,071	-8.2%	952,925	-13.3%	353,842	11.9%	0	-100.0%	299,023	-2.7%
...US West	3,712,692	-5.9%	2,200,281	-5.4%	859,546	-12.6%	353,842	11.9%	0	-100.0%	299,023	-2.7%
...US East	607,169	-18.5%	513,790	-18.3%	93,379	-19.8%						
Charter seats	75,620	-20.2%	26,600	-43.3%	23,180	-7.7%	12,920	13.3%			12,920	13.3%
International Seats	1,631,649	-5.5%	1,507,474	-5.6%	61,188	-9.6%	62,987	3.5%				
Scheduled Seats	1,616,243	-4.4%	1,492,068	-4.5%	61,188	-9.6%	62,987	3.5%				
...Japan	1,061,685	-2.4%	1,007,045	-2.8%			54,640	5.1%				
...Canada	149,845	-25.5%	80,310	-35.5%	61,188	-9.6%	8,347	-5.7%				
...Other Asia	108,220	16.3%	108,220	16.3%								
...Aus./N. Zealand	111,859	-12.6%	111,859	-12.6%								
...Other	184,634	2.2%	184,634	2.2%								
Charter Seats	15,406	-56.7%	15,406	-56.7%								

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