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HTA Releases Visitor Statistics for December 2009

HONOLULU – Total visitor arrivals in December 2009 rose 2.4 percent from last December to 577,657 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority. Arrivals by air grew 3.2 percent but arrivals by cruise ships were 31 percent lower compared to last December.

Overall, total visitor days were up 1.7 percent from December 2008. The average length of stay by all visitors was 10.27 days, slightly lower than the 10.34 days in December 2008.

Increased arrivals by air contributed to a small rise (+0.5 percent or \$5 million) in total visitors expenditures to \$955.2 million. The average daily spending by these visitors was \$163 per person, down from \$167 per person in December 2008.

Among the top four visitor markets, arrivals by air from U.S. West grew 3.6 percent from December 2008. Arrivals from U.S. East (+0.7%) and Canada (+4.3%) also increased while arrivals from Japan dipped slightly (-0.6%) from last December.

December 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
December 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	577,657	2.4%	10.27	-0.7%	5,935,282	1.7%	NA	NA	NA	NA	NA	NA
Total by Air	568,683	3.2%	10.28	-0.6%	5,847,930	2.6%	163.3	-2.0%	1,679.7	-2.6%	955.2	0.5%
U.S. West	227,149	3.6%	10.47	-0.8%	2,377,999	2.8%	127.9	-2.7%	1,338.6	-3.5%	304.1	0.0%
U.S. East	128,557	0.7%	11.33	-1.8%	1,456,674	-1.1%	159.7	-5.2%	1,809.1	-6.9%	232.6	-6.2%
Japan	101,263	-0.6%	6.18	2.9%	625,890	2.3%	270.0	-8.7%	1,669.1	-6.0%	169.0	-6.6%
Canada	47,332	4.3%	13.45	-1.5%	636,817	2.7%	135.1	-6.5%	1,818.0	-8.0%	86.0	-4.0%
All Others	64,382	13.0%	11.66	-2.5%	750,551	10.2%	217.8	16.4%	2,539.5	13.4%	163.5	28.2%
Total by Ship	8,974	-31.0%	9.73	-8.0%	87,353	-36.6%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	6,514,382	-4.5%	9.43	0.3%	61,432,478	-4.3%	NA	NA	NA	NA	NA	NA
Total by Air	6,419,138	-4.4%	9.43	0.3%	60,553,721	-4.1%	163.0	-8.0%	1,537.5	-7.7%	9,869.3	-11.7%
U.S. West	2,718,404	-1.8%	9.57	-0.5%	26,025,680	-2.3%	133.6	-8.7%	1,278.8	-9.1%	3,476.2	-10.8%
U.S. East	1,561,292	-7.2%	10.42	-0.3%	16,269,429	-7.5%	166.2	-9.4%	1,731.6	-9.6%	2,703.5	-16.2%
Japan	1,117,159	-4.9%	5.83	1.6%	6,516,139	-3.4%	267.2	-7.3%	1,558.3	-5.8%	1,740.9	-10.5%
Canada	338,807	-5.8%	12.62	-2.0%	4,276,429	-7.7%	140.3	-8.5%	1,771.1	-10.4%	600.1	-15.6%
All Others	683,476	-5.9%	10.92	5.5%	7,466,044	-0.7%	180.6	-3.3%	1,973.2	2.0%	1,348.6	-4.0%
Total by Ship	95,244	-13.0%	9.23	-2.3%	878,757	-15.0%	NA	NA	NA	NA	NA	NA

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

Calendar 2009 Statistics

For all of 2009, there were a total of 6,514,382 visitors to the islands, down 4.5 percent from 2008. Arrivals by air for 2009 declined 4.4 percent to 6,419,138 visitors while arrivals by ship dropped 13 percent to 95,244 visitors.

Total visitor days decreased 4.3 percent in 2009. However, the average length of stay, at 9.43 days, was essentially the same as 2008.

Total spending by air visitors was \$9.9 billion for 2009, a decrease of \$1.3 billion or 11.7 percent from 2008. Average per person per day spending by air visitors dropped to \$163 per person from \$177 per person in 2008.

Among the top four visitor markets, arrivals by air from U.S. West declined 1.8 percent in 2009. Arrivals from U.S. East (-7.2%), Canada (-5.8%), and Japan (-4.9%) also decreased from 2008 levels.

Total Visitors







- For all of 2009, convention visitors fell 1.1 percent due to decreases from U.S. West (-9.3%), U.S. East (-5.8%), and Canada (-4.3%), partially offset by growth in Japanese convention visitors (+38.8%). The total number of visitors in the islands for corporate meetings (-26.6%) and incentives (-37.7%) were significantly lower compared to calendar year 2008.
- More visitors came to honeymoon in December 2009 (+3%) compared to the same month last year. Total honeymoon visitors for all of 2009 rose 3.5 percent compared to 2008, mainly due to growth in honeymoon visitors from U.S. West (+1.7%) and Japan (+5.4%) offsetting declines from Canada (-4.3%) and U.S. East (-2.8%).
- Most accommodations benefitted from increased total visitor traffic during the month of December 2009: hotels (+3.4%), condominium properties (+6.2%), timeshare (+2.7%) and bed and breakfast properties (+41.7%). For calendar year 2009 only timeshare properties (+3.9%) and friends/relatives (+3%) showed growth in total visitors while hotels (-5.3%), condominium (-7.9%) and bed and breakfast (-10.6%) properties dropped compared to 2008.
- The total number of visitors who went on group tours in calendar year 2009 fell 19.8 percent compared to 2008.
- The total number of independent travelers in 2009 declined 2.3 percent compared to the previous year. Significantly more Japanese visitors traveled independently (+16.7%) in 2009 but were offset by fewer independent travelers from U.S. West (-1.7%), U.S. East (-5.7%) and Canada (-4.8%).

Major Marketing Areas

- Expenditures from U.S. West visitors for all of 2009 totaled \$3.5 billion, down 10.8 percent from 2008. Total spending from U.S. East (-16.2% to \$2.7 billion), Japanese (-10.5% to \$1.74 billion) and Canadian (-15.6% to \$600.1 million) visitors were also lower than 2008.

- Japanese (-7.3% to \$267 per person), U.S. East (-9.4% to \$166 per person), Canadian (-8.5% to \$140 per person) and U.S. West (-8.7% to \$134 per person) visitors who came in calendar year 2009 spent less on a daily basis compared to 2008.
- Despite the overall decline for the year, there were improvements in visitor arrivals by air in the later part of 2009. Among the top four visitor markets, U.S. West visitor arrivals improved from double-digit decreases in the first quarter of 2009 to positive growth in arrivals for seven out of the last nine months of the year.
- A total of 2,718,404 U.S. West visitors came in calendar year 2009. Arrivals from the Pacific region fell 1.3 percent due to decreases in visitors from California (-4.3%) that offset increases from Washington (+6.2%), Oregon (+2.8%) and Alaska (+17.8%). Arrivals from the Mountain region were down 5.2 percent from 2008.
- For all of 2009, there were 1,561,292 U.S. East visitors to the islands. Growth in arrivals from the West South Central (+3.2%) region were offset by lower arrivals from East North Central (-12%), East South Central (-9.4%), South Atlantic (-9%), New England (-7.6%) and Middle Atlantic (-6.7%) regions compared to 2008.

December 2009 Island Highlights

						
December 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	361,889 4.9%	78,537 4.0%	164,989 -1.5%	4,543 3.0%	5,822 -1.2%	109,933 3.7%
Total Visitor Days	2,902,575 7.5%	594,020 1.5%	1,454,157 -4.3%	27,038 -8.5%	23,131 -10.3%	847,474 1.0%
Total Expenditures (\$mil.)	488.8 -0.2%	95.4 3.0%	230.5 -4.3%	2.6 -16.3%	6.9 -2.5%	131.0 12.0%
PPPD Spending (\$)	168.4 -7.2%	160.6 1.6%	158.5 0.1%	96.7 -8.6%	296.3 8.7%	154.6 11.0%
Domestic Arrivals	208,474 0.4%	67,067 1.5%	136,854 0.1%	3,716 1.6%	4,716 6.1%	83,431 3.0%
Int'l Arrivals	153,415 11.6%	11,470 21.6%	28,135 -8.3%	827 10.1%	1,106 -23.5%	26,502 5.9%
Total LOS	8.02 2.5%	7.56 -2.5%	8.81 -2.9%	5.95 -11.2%	3.97 -9.2%	7.71 -2.7%
Domestic LOS	8.86 0.7%	8.12 -2.2%	9.02 -3.2%	6.82 -11.1%	4.56 -15.3%	8.83 -2.0%
Int'l LOS	6.88 8.3%	4.31 10.0%	7.81 -2.4%	2.05 4.1%	1.47 16.0%	4.18 -4.8%
YTD Thr Dec 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	4,032,198 -3.9%	931,425 -9.6%	1,893,800 -8.8%	48,707 -29.3%	61,334 -24.2%	1,223,019 -7.4%
Total Visitor Days	29,622,503 -1.0%	6,845,421 -5.8%	15,149,514 -6.8%	236,512 -22.2%	222,230 -21.6%	8,486,572 -6.7%
Total Expenditures (\$mil.)	5,031.6 -10.9%	1,032.4 -9.8%	2,472.1 -13.6%	25.1 -33.1%	62.9 -27.0%	1,245.2 -11.6%
PPPD Spending (\$)	169.9 -9.9%	150.8 -4.2%	163.2 -7.2%	106.3 -13.9%	283.1 -6.9%	146.7 -5.3%
Domestic Arrivals	2,446,652 -4.2%	856,619 -8.9%	1,651,915 -8.5%	41,075 -19.5%	52,538 -20.5%	950,229 -7.4%
Int'l Arrivals	1,585,546 -3.2%	74,806 -16.8%	241,885 -10.7%	7,632 -57.3%	8,796 -40.6%	272,790 -7.6%
Total LOS	7.35 3.0%	7.35 4.2%	8.00 2.1%	4.86 10.0%	3.62 3.4%	6.94 0.8%
Domestic LOS	7.92 2.4%	7.61 3.5%	8.10 1.2%	5.29 1.9%	3.91 -0.4%	7.80 2.2%
Int'l LOS	6.46 4.3%	4.42 12.4%	7.29 9.2%	2.50 13.6%	1.92 17.8%	3.92 -7.8%

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

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







- The Japanese market which was impacted by an H1N1 flu scare, showed significant losses in visitor arrivals in the first half of 2009 but showed three consecutive months of arrival growth from September to November 2009.
- A total of 1,117,159 visitors came from Japan in 2009. These visitors stayed 5.83 days, longer than the 5.74 days in 2008.

- Year-over-year growth in Japanese timeshare visitors for December 2009 (61%) continued a trend of double-digit increases since September 2008. For all of 2009, Japanese timeshare visitors jumped 74.8 percent from last year.
- The Canadian market showed growth in arrivals in three out of the twelve months in 2009. There were 338,807 Canadian visitors to the state in 2009.

Island Highlights

- Total visitor expenditures on O‘ahu in December 2009 was \$488.8 million, virtually the same compared to last December. Total expenditures on Maui decreased 4.3 percent to \$230.5 million. Total visitor spending on Hawai‘i Island increased 12 percent to \$131 million while total visitor spending on Kaua‘i grew 3 percent to \$95.4 million.
- Visitor arrivals to O‘ahu ended the year very strong with a 4.9 percent increase in December and positive growth in the last four out of six months.
- Visitors arrivals to Kaua‘i (+4%) and Hawai‘i Island (+3.7%) also increased but declined on Maui (-1.5%) compared to December 2008.

DECEMBER 2009 Island Highlights for Selected MMAs

						
	O‘ahu	Kaua‘i	Maui	Moloka‘i *	Lāna‘i *	Big Island
	% Chge	% Chge	% Chge	% Chge	% Chge	% Chge
U.S. West						
Total Visitor Days	904,317 3.3%	326,610 1.4%	691,442 3.0%	14,497 -7.3%	11,903 -3.8%	429,955 3.1%
Total Arrivals	106,211 2.1%	37,888 3.6%	75,992 5.4%	1,861 1.7%	2,357 16.1%	45,511 6.2%
LOS	8.51 1.2%	8.62 -2.1%	9.10 -2.3%	7.79 -8.9%	5.05 -17.2%	9.45 -3.0%
U.S. East						
Total Visitor Days	701,319 1.9%	165,548 -0.7%	361,025 -5.6%	7,460 -11.3%	7,931 -0.8%	213,527 -2.7%
Total Arrivals	80,226 2.6%	23,181 2.0%	44,153 -4.3%	1,276 1.8%	1,861 3.6%	28,367 1.1%
LOS	8.74 -0.6%	7.14 -2.6%	8.18 -1.4%	5.85 -12.9%	4.26 -4.3%	7.53 -3.7%
Japan						
Total Visitor Days	563,147 2.6%	4,278 -16.5%	14,829 32.9%	288 130.8%	169 1199.7%	43,295 -6.7%
Total Arrivals	97,956 -0.1%	2,673 23.0%	5,725 26.7%	257 119.7%	163 1153.8%	14,076 -5.2%
LOS	5.75 2.8%	1.60 -32.1%	2.59 5.0%	1.12 5.1%	1.04 3.7%	3.08 -1.6%
Canada						
Total Visitor Days	212,009 4.6%	58,462 23.5%	276,735 -4.0%	3,068 25.5%	1,391 1.8%	85,215 9.2%
Total Arrivals	22,272 6.5%	6,383 15.8%	22,670 -4.3%	535 41.5%	548 35.3%	8,660 4.1%
LOS	9.52 -1.8%	9.16 6.7%	12.21 0.3%	5.73 -11.3%	2.54 -24.8%	9.84 4.9%







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

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

- All islands experienced growth in U.S. West arrivals in December 2009 compared to last December. Arrivals from U.S. East also were also higher on most of the islands with the exception of Maui (-4.3%).
- Japanese arrivals to Maui (+26.7%) and Kaua‘i (+23%) rose by double digits. Arrivals from Japan were steady on O‘ahu (-0.1%) but declined on Hawai‘i Island (-5.2%) compared to December 2008.

- Arrivals from Canada grew on Kaua'i (+15.8%), O'ahu (+6.5%), and Hawai'i Island (+4.1%) but declined on Maui (-4.3%) compared to December 2008.

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

						
YTD December 2009	O'ahu	Kaua'i	Maui	Moloka'i *	Lāna'i *	Big Island
	% Chge	% Chge	% Chge	% Chge	% Chge	% Chge
U.S. West	1,254,952	482,745	931,053	20,681	24,649	505,665
	0.0%	-6.3%	-4.9%	-18.6%	-20.1%	-3.9%
U.S. East	960,831	306,973	570,910	15,789	23,304	352,578
	-6.7%	-12.7%	-12.9%	-24.8%	-20.6%	-12.5%
Japan	1,081,366	19,989	53,187	1,407	1,705	163,982
	-4.1%	-23.6%	-18.9%	-12.2%	10.0%	-6.1%
Canada	173,955	45,061	160,793	3,793	4,613	65,493
	-10.8%	-12.3%	-10.2%	-43.7%	-24.7%	-10.4%

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

Source: Hawai'i Tourism Authority

Department of Business, Economic Development & Tourism – Research and Economic Analysis Division

- For all of 2009, total visitor expenditures on O'ahu declined 10.9 percent from 2008 to \$5 billion. Total expenditures on Maui fell 13.6 percent to \$2.5 billion. Total visitor spending on Hawai'i Island decreased 11.6 percent to \$1.3 billion while total visitor spending on Kaua'i dropped 9.8 percent to \$1 billion.
- For calendar year 2009, only arrivals by U.S. West visitors to O'ahu were stable while visits from other visitor markets to all islands were down. Among visitors to the four larger islands, O'ahu also showed the smallest decline for U.S. East and Japanese visitors. For Canadians, the smallest decline in visitation occurred on Maui.

Total Air Seats to Hawai'i

- Total air seats for the month of December 2009 was virtually unchanged (+0.1%) from same month last year.
- Seat capacity from U.S. East increased (+10.4%) but U.S. West decreased (-3.0%). There were also more seats from Japan (+3.6%), Canada (+9.2%) and Other Asia (+23.8%). However, there were fewer seats from Australia/New Zealand (-8.9%) mainly due to fewer flights out of Sydney.
- Air seats to Lihue (-5.9%) and Honolulu (-0.6%) decreased but seat capacity to Kona airport (+5.8%) and Kahului (+3.1%) increased compared to December 2008.
- Domestic seats to Kona were up 6.3 percent due to additional service from Oakland while domestic seats to Kahului rose 2.7 percent because of service from Oakland and Chicago.
- For calendar year 2009, total air seats to Hawai'i declined 5.6 percent due to fewer domestic (-6.6%) and international (-3.1%) air seats. Total domestic seats declined 6.6 percent due to fewer scheduled seats from U.S. West (-4.9%), U.S. East (-14.7%)

and domestic charters (-15.1%). Total international seats fell 3.1 percent due to fewer scheduled seats from Canada (-18.4%), Australia/New Zealand (-12.8%), Japan (-0.5%) and international charters (-47.4%) which were partially offset by more scheduled seats from Other Asia (+20.4%).

- There were fewer seats to Kahului (-9.3%), Honolulu (-6.2%), and Lihue (-1.7%) while Kona airport saw a 10.2 percent increase in seats compared to 2008.

Cruise Ship Visitors

- A total of 17,783 visitors came by cruise ships or arrived by air to board a Hawai'i home-ported cruise ship in December 2009, 16.6 percent fewer visitors than last December.

DECEMBER 2009 Cruise Visitor Highlights

	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	181,929	221,618	-17.9%	2,163,136	2,711,040	-20.2%
TOTAL VISITORS	17,783	21,327	-16.6%	216,152	266,534	-18.9%
ARRIVED BY SHIP	8,974	13,013	-31.0%	95,244	109,475	-13.0%
ARRIVED BY AIR	8,809	8,314	6.0%	120,908	157,059	-23.0%
NUMBER OF SHIP ARRIVALS	5	6	-16.7%	53	68	-22.1%
ISLANDS VISITED						
Oahu	17,783	21,327	-16.6%	211,695	266,468	-20.6%
Kauai	17,249	19,193	-10.1%	186,336	225,582	-17.4%
Mauai County	17,279	21,327	-19.0%	202,806	252,869	-19.8%
Maui	17,279	21,327	-19.0%	202,806	252,869	-19.8%
Molokai	481	522	-7.8%	6,064	6,885	-11.9%
Lanai	651	615	5.9%	7,298	7,086	3.0%
Big Island	17,783	21,327	-16.6%	203,344	256,268	-20.7%
Average Islands Visited	4.0	4.1	-1.2%	4.0	4.1	-1.8%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	3.25	3.66	-11.4%	3.15	2.88	9.3%
Days in Hawaii during Cruise	5.72	5.40	5.8%	5.66	6.04	-6.4%
Days in Hawaii after Cruise	1.27	1.33	-4.2%	1.20	1.25	-3.8%
Total days in Hawaii	10.23	10.39	-1.6%	10.01	10.17	-1.6%

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

- Five out-of-state cruise ships came to the islands in December 2009 with 8,974 visitors, compared to six out-of-state ships which brought 13,010 visitors last December. This resulted in a 31 percent decline in arrivals by ship in December 2009.
- The number of cruise visitors who came by air to board cruise ships in the islands increased 6 percent from December 2008.
- For all of 2009, a total of 216,152 visitors came by cruise ship or by air to board cruise ships, 18.9 percent lower compared to 2008. Visitor days for all cruise visitors in 2009

decreased 20.2 percent compared to last year. Except for increases in April (+3.5%), July (+17.7%) and September of 2009 (+4.4%), growth in total cruise visitors declined 22 out of the last 25 months since December 2007.

- In 2009, 95,244 visitors arrived on 53 out-of-state cruise ships. This was down 13 percent compared to 109,475 visitors aboard 68 cruise ships that came to the state in 2008. Total visitor days for those who came by cruise ships decreased 15 percent (See “Arrivals at a Glance” Table on page 2) compared to calendar year 2008.

Technical note: The random sampling methodology is not intended to quantify singular events such as a sports event or convention, but rather, to identify trends taking place across an entire month or on an annual basis. Based on this methodology, while certain events may report increases in attendance; any increases could be offset by decreased attendance at other events. Additionally, events that occur at the end of or the start of a month could result in data being reflected in the subsequent month, i.e. a November event with attendees who stayed through December. Data in this specific instance would be reflected in December figures.

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Note: monthly visitor statistics releases can be viewed at http://www.hawaii-tourism-authority.org/monthly_stats

	TABLE 1. TOTAL VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	5,847,930	5,699,879	2.6%	60,553,721	63,130,133	-4.1%
TOTAL VISITORS	568,683	551,105	3.2%	6,419,138	6,713,436	-4.4%
DOMESTIC	396,098	391,490	1.2%	4,671,326	4,901,893	-4.7%
INTERNATIONAL	172,585	159,615	8.1%	1,747,812	1,811,543	-3.5%
AVERAGE DAILY CENSUS	188,643	183,867	2.6%	165,901	172,487	-3.8%
TOTAL AIR SEATS (EST)	778,240	777,080	0.1%	8,815,589	9,343,493	-5.6%
TOTAL LOAD FACTOR (EST)	87.5%	84.4%	3.0	87.5%	86.0%	1.5
ISLANDS VISITED						
O'ahu	361,889	345,129	4.9%	4,032,198	4,193,685	-3.9%
O'ahu only	263,713	248,472	6.1%	2,927,738	2,957,791	-1.0%
Kaua'i	78,537	75,485	4.0%	931,425	1,030,647	-9.6%
Kaua'i only	38,864	37,983	2.3%	473,373	491,638	-3.7%
Maui County	168,925	171,740	-1.6%	1,933,860	2,129,043	-9.2%
Maui	164,989	167,416	-1.4%	1,893,800	2,075,800	-8.8%
Maui only	101,498	100,834	0.7%	1,153,529	1,207,385	-4.5%
Moloka'i *	4,543	4,409	3.0%	48,707	68,883	-29.3%
Moloka'i only *	565	654	-13.6%	6,633	7,971	-16.8%
Lāna'i *	5,822	5,892	-1.2%	61,334	80,867	-24.2%
Lāna'i only *	1,003	1,166	-14.0%	9,685	12,827	-24.5%
Big Island	109,933	105,988	3.7%	1,223,019	1,321,276	-7.4%
Kona side	90,853	86,641	4.9%	1,014,653	1,100,556	-7.8%
Hilo side	42,536	39,768	7.0%	455,416	503,449	-9.5%
Big Island only	49,431	48,946	1.0%	547,825	564,978	-3.0%
Any Neighbor Island	304,970	302,633	0.8%	3,491,400	3,755,645	-7.0%
NI only	206,794	205,976	0.4%	2,386,940	2,519,751	-5.3%
O'ahu & NI	98,176	96,657	1.6%	1,104,460	1,235,894	-10.6%
Any one island only	455,074	438,055	3.9%	5,118,783	5,242,590	-2.4%
Multiple Islands	113,609	113,050	0.5%	1,300,355	1,470,846	-11.6%
Avg. Islands Visited	1.28	1.28	-0.1%	1.28	1.31	-2.3%
Average Length of Stay in Hawai'i	10.28	10.34	-0.6%	9.43	9.40	0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	333,413	322,313	3.4%	3,978,426	4,200,086	-5.3%
Hotel only	286,760	280,114	2.4%	3,468,590	3,647,579	-4.9%
Plan to stay in Condo	107,596	101,305	6.2%	1,099,555	1,194,370	-7.9%
Condo only	85,573	80,001	7.0%	854,400	919,443	-7.1%
Plan to stay in Timeshare	51,929	50,549	2.7%	698,823	672,565	3.9%
Timeshare only	38,327	37,497	2.2%	533,486	508,588	4.9%
Cruise Ship	11,269	10,315	9.3%	129,470	168,963	-23.4%
Friends/Relatives	75,619	76,386	-1.0%	679,494	659,843	3.0%
Bed & Breakfast	7,226	5,101	41.7%	60,680	67,868	-10.6%
Other	9,771	9,225	5.9%	107,493	116,429	-7.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	457,083	446,337	2.4%	5,297,748	5,451,334	-2.8%
Honeymoon	33,578	32,591	3.0%	470,571	454,719	3.5%
Get Married	7,781	7,948	-2.1%	108,882	122,118	-10.8%
Pleasure/Vacation	423,204	412,939	2.5%	4,820,246	4,987,701	-3.4%
Mtgs/Conventions/Incentive	22,550	11,606	94.3%	373,062	436,575	-14.5%
Conventions	16,013	4,904	226.5%	251,031	253,943	-1.1%
Corporate Meetings	3,386	3,312	2.2%	62,164	84,658	-26.6%
Incentive	3,434	3,690	-6.9%	70,224	112,783	-37.7%
Other Business	15,054	17,775	-15.3%	222,005	253,078	-12.3%
Visit Friends/Rel.	71,028	68,112	4.3%	634,923	626,924	1.3%
Govt/Military	6,548	6,436	1.7%	100,741	111,038	-9.3%
Attend School	859	1,923	-55.3%	19,761	17,913	10.3%
Sport Events	21,661	26,469	-18.2%	97,584	128,821	-24.2%
TRAVEL STATUS						
% First Timers **	31.6	30.9	0.7	34.2	34.8	-0.6
% Repeaters **	68.4	69.1	-0.7	65.8	65.2	0.6
Average # of Trips	5.62	5.65	-0.5%	5.08	4.94	2.7%
Group Tour	53,402	52,144	2.4%	599,774	748,192	-19.8%
Non-Group	515,281	498,961	3.3%	5,819,366	5,965,244	-2.4%
Package Trip	182,081	177,432	2.6%	2,234,788	2,403,210	-7.0%
No Package	386,603	373,673	3.5%	4,184,353	4,310,226	-2.9%
Net True Independent	378,784	366,570	3.3%	4,087,851	4,184,514	-2.3%

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

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

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)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	4,408,571	4,430,956	-0.5%	47,109,324	49,497,350	-4.8%
DOMESTIC VISITORS	396,098	391,490	1.2%	4,671,326	4,901,893	-4.7%
DOMESTIC AVERAGE DAILY CENSUS	142,212	142,934	-0.5%	129,067	135,239	-4.6%
DOMESTIC AIR SEATS (EST)	547,295	554,384	-1.3%	6,355,390	6,804,744	-6.6%
DOM LOAD FACTOR (EST)	89.8%	87.1%	2.7	90.4%	88.3%	2.1
ISLANDS VISITED						
O'ahu	208,474	207,616	0.4%	2,446,652	2,554,895	-4.2%
O'ahu only	144,569	142,720	1.3%	1,680,206	1,692,264	-0.7%
Kaua'i	67,067	66,052	1.5%	856,619	940,777	-8.9%
Kaua'i only	37,287	36,901	1.0%	463,541	482,572	-3.9%
Maui County	140,451	140,484	0.0%	1,688,389	1,850,510	-8.8%
Maui	136,854	136,745	0.1%	1,651,915	1,804,988	-8.5%
Maui only	89,745	88,000	2.0%	1,061,815	1,115,612	-4.8%
Moloka'i *	3,716	3,658	1.6%	41,075	51,017	-19.5%
Moloka'i only *	535	592	-9.6%	6,416	7,597	-15.5%
Lāna'i *	4,716	4,446	6.1%	52,538	66,066	-20.5%
Lāna'i only *	984	1,164	-15.5%	9,365	12,563	-25.5%
Big Island	83,431	80,963	3.0%	950,229	1,026,048	-7.4%
Kona side	70,979	69,113	2.7%	816,320	879,360	-7.2%
Hilo side	29,318	27,614	6.2%	331,001	366,896	-9.8%
Big Island only	45,230	43,257	4.6%	499,516	508,946	-1.9%
Any Neighbor Island	251,529	248,770	1.1%	2,991,120	3,209,629	-6.8%
NI only	187,624	183,874	2.0%	2,224,674	2,346,998	-5.2%
O'ahu & NI	63,905	64,896	-1.5%	766,446	862,631	-11.2%
Any one island only	318,350	312,634	1.8%	3,720,859	3,819,555	-2.6%
Multiple Islands	77,748	78,856	-1.4%	950,467	1,082,338	-12.2%
Avg. Islands Visited	1.27	1.28	-0.2%	1.28	1.31	-2.3%
Average Length of Stay in Hawai'i	11.13	11.32	-1.7%	10.08	10.10	-0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	200,660	192,922	4.0%	2,548,354	2,692,159	-5.3%
Hotel only	164,579	158,348	3.9%	2,121,688	2,224,160	-4.6%
Plan to stay in Condo	80,850	82,070	-1.5%	900,883	985,285	-8.6%
Condo only	64,447	64,614	-0.3%	699,903	757,000	-7.5%
Plan to stay in Timeshare	45,311	44,603	1.6%	637,128	627,814	1.5%
Timeshare only	34,094	33,435	2.0%	492,047	477,680	3.0%
Cruise Ship	9,241	8,708	6.1%	116,061	151,134	-23.2%
Friends/Relatives	67,913	68,982	-1.6%	603,669	597,145	1.1%
Bed & Breakfast	4,526	4,631	-2.3%	52,071	59,687	-12.8%
Other	7,752	8,315	-6.8%	85,295	94,422	-9.7%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	324,003	317,999	1.9%	3,777,418	3,910,630	-3.4%
Honeymoon	11,590	11,188	3.6%	224,727	226,139	-0.6%
Get Married	3,552	3,388	4.9%	50,120	55,985	-10.5%
Pleasure/Vacation	313,075	307,277	1.9%	3,558,702	3,688,564	-3.5%
Mtgs/Conventions/Incentive	9,230	7,848	17.6%	290,780	341,184	-14.8%
Conventions	5,377	3,702	45.2%	200,190	215,252	-7.0%
Corporate Meetings	2,698	2,581	4.5%	51,675	71,781	-28.0%
Incentive	1,398	1,846	-24.3%	48,213	65,984	-26.9%
Other Business	13,803	14,920	-7.5%	199,071	225,768	-11.8%
Visit Friends/Rel.	63,051	63,015	0.1%	564,486	561,400	0.5%
Gov't/Military	4,875	3,958	23.2%	81,930	86,921	-5.7%
Attend School	511	544	-6.0%	11,979	12,317	-2.7%
Sport Events	7,763	8,864	-12.4%	58,805	82,641	-28.8%
TRAVEL STATUS						
% First Timers	26.2	26.1	0.1	30.0	30.9	-1.0
% Repeaters	73.8	73.9	-0.1	70.0	69.1	1.0
Average # of Trips	6.37	6.38	-0.1%	5.66	5.49	3.0%
Group Tour	8,192	9,545	-14.2%	154,904	214,152	-27.7%
Non-Group	387,906	381,945	1.6%	4,516,424	4,687,741	-3.7%
Package Trip	82,011	78,883	4.0%	1,153,441	1,233,690	-6.5%
No Package	314,088	312,607	0.5%	3,517,888	3,668,203	-4.1%
Net True Independent	311,312	309,606	0.6%	3,471,194	3,609,386	-3.8%

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

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	348,707	340,141	2.5%	4,193,326	4,366,976	-4.0%
Pacific Region	180,544	174,206	3.6%	2,143,293	2,171,207	-1.3%
...California	117,158	116,845	0.3%	1,490,236	1,557,049	-4.3%
...Oregon	15,808	14,058	12.4%	176,894	172,080	2.8%
...Washington	37,959	34,831	9.0%	410,102	386,004	6.2%
Mountain Region	42,607	41,171	3.5%	523,349	551,783	-5.2%
West North Central	15,683	16,126	-2.7%	185,492	203,439	-8.8%
West South Central	22,067	18,375	20.1%	275,779	267,355	3.2%
...Texas	17,919	14,574	23.0%	218,014	209,506	4.1%
East North Central	29,052	30,942	-6.1%	320,563	364,098	-12.0%
East South Central	5,386	5,633	-4.4%	75,069	82,879	-9.4%
New England	7,734	8,257	-6.3%	97,305	105,260	-7.6%
Middle Atlantic	18,662	18,901	-1.3%	229,982	246,367	-6.7%
...New Jersey	4,855	4,487	8.2%	60,709	63,499	-4.4%
...New York	9,362	9,775	-4.2%	106,430	112,367	-5.3%
South Atlantic	26,475	26,203	1.0%	336,178	369,269	-9.0%
CANADA	20,798	22,772	-8.7%	150,706	144,095	4.6%
EUROPE	10,152	11,130	-8.8%	133,615	144,406	-7.5%
France	602	554	8.7%	7,733	8,270	-6.5%
Germany	2,159	2,404	-10.2%	30,020	30,692	-2.2%
Ireland	111	236	-52.9%	2,705	4,097	-34.0%
Italy	704	669	5.2%	9,760	10,352	-5.7%
Switzerland	651	684	-4.8%	8,021	7,451	7.6%
United Kingdom	2,414	3,048	-20.8%	37,786	46,932	-19.5%
ASIA	4,567	3,989	14.5%	41,298	51,143	-19.3%
People's Republic of China	2,083	1,972	5.6%	18,693	26,080	-28.3%
Taiwan	160	147	8.8%	1,422	1,694	-16.1%
Hong Kong	120	128	-6.3%	1,200	1,244	-3.5%
Indonesia	52	31	65.2%	447	371	20.5%
Japan	844	639	32.1%	6,723	8,048	-16.5%
Korea	642	444	44.6%	5,686	6,345	-10.4%
Malaysia	53	33	63.1%	181	231	-21.8%
Philippines	167	231	-27.7%	3,017	3,253	-7.3%
Singapore	173	126	37.3%	877	980	-10.5%
Thailand	55	47	17.9%	576	323	78.2%
CENTRAL AMERICA	671	676	-0.8%	7,382	8,221	-10.2%
Argentina	224	370	-39.5%	2,891	3,117	-7.3%
Brazil	794	903	-12.1%	7,419	7,611	-2.5%
Mexico	605	598	1.2%	6,654	7,504	-11.3%
SOUTH AMERICA	1,360	1,572	-13.5%	13,949	14,118	-1.2%
OCEANIA	2,060	2,557	-19.4%	33,741	49,296	-31.6%
Australia	1,638	2,172	-24.6%	27,292	41,819	-34.7%
New Zealand	185	184	0.5%	3,155	4,589	-31.2%

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

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	1,439,359	1,268,923	13.4%	13,444,397	13,632,783	-1.4%
INTERNATIONAL VISITORS	172,585	159,615	8.1%	1,747,812	1,811,543	-3.5%
INTERNATIONAL AVERAGE DAILY CENSUS	46,431	40,933	13.4%	36,834	37,248	-1.1%
INTERNATIONAL AIR SEATS (EST)	230,945	222,696	3.7%	2,460,199	2,538,749	-3.1%
INT LOAD FACTOR (EST)	81.9%	77.6%	4.3	79.8%	79.8%	0.0
ISLANDS VISITED						
O'ahu	153,415	137,513	11.6%	1,585,546	1,638,790	-3.2%
O'ahu only	119,144	105,751	12.7%	1,247,532	1,265,527	-1.4%
Kaua'i	11,470	9,433	21.6%	74,806	89,870	-16.8%
Kaua'i only	1,577	1,083	45.6%	9,832	9,066	8.4%
Maui County	28,474	31,256	-8.9%	245,471	278,532	-11.9%
Maui	28,135	30,672	-8.3%	241,885	270,812	-10.7%
Maui only	11,753	12,834	-8.4%	91,714	91,772	-0.1%
Moloka'i *	827	751	10.1%	7,632	17,866	-57.3%
Moloka'i only *	30	62	-51.2%	217	374	-42.0%
Lāna'i *	1,106	1,445	-23.5%	8,796	14,801	-40.6%
Lāna'i only *	19	2	717.7%	320	263	21.4%
Big Island	26,502	25,025	5.9%	272,790	295,229	-7.6%
Kona side	19,874	17,528	13.4%	198,333	221,195	-10.3%
Hilo side	13,218	12,154	8.8%	124,415	136,553	-8.9%
Big Island only	4,201	5,689	-26.2%	48,309	56,032	-13.8%
Any Neighbor Island	53,441	53,864	-0.8%	500,280	546,016	-8.4%
NI only	19,170	22,102	-13.3%	162,266	172,753	-6.1%
O'ahu & NI	34,271	31,761	7.9%	338,014	373,263	-9.4%
Any one island only	136,724	125,422	9.0%	1,397,924	1,423,035	-1.8%
Multiple Islands	35,861	34,193	4.9%	349,888	388,508	-9.9%
Avg. Islands Visited	1.28	1.28	0.0%	1.25	1.28	-2.4%
Average Length of Stay in Hawai'i	8.34	7.95	4.9%	7.69	7.53	2.2%
ACCOMMODATIONS						
Plan to stay in Hotel	132,753	129,390	2.6%	1,430,072	1,507,927	-5.2%
Hotel only	122,181	121,766	0.3%	1,346,902	1,423,419	-5.4%
Plan to stay in Condo	26,746	19,235	39.1%	198,672	209,085	-5.0%
Condo only	21,126	15,388	37.3%	154,497	162,443	-4.9%
Plan to stay in Timeshare	6,618	5,945	11.3%	61,695	44,751	37.9%
Timeshare only	4,233	4,061	4.2%	41,439	30,908	34.1%
Cruise Ship	2,028	1,607	26.2%	13,409	17,830	-24.8%
Friends/Relatives	7,706	7,404	4.1%	75,825	62,698	20.9%
Bed & Breakfast	2,700	470	474.8%	8,609	8,182	5.2%
Other	2,019	910	121.9%	22,198	22,007	0.9%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	133,080	128,339	3.7%	1,520,330	1,540,704	-1.3%
Honeymoon	21,988	21,403	2.7%	245,844	228,580	7.6%
Get Married	4,229	4,560	-7.3%	58,762	66,133	-11.1%
Pleasure/Vacation	110,129	105,662	4.2%	1,261,544	1,299,136	-2.9%
Mtgs/Conventions/Incentive	13,320	3,758	254.5%	82,282	95,390	-13.7%
Conventions	10,636	1,202	784.9%	50,841	38,691	31.4%
Corporate Meetings	688	731	-5.8%	10,489	12,876	-18.5%
Incentive	2,036	1,843	10.4%	22,011	46,799	-53.0%
Other Business	1,251	2,855	-56.2%	22,934	27,310	-16.0%
Visit Friends/Rel.	7,977	5,097	56.5%	70,437	65,523	7.5%
Govt/Military	1,673	2,478	-32.5%	18,811	24,117	-22.0%
Attend School	348	1,380	-74.8%	7,782	5,597	39.0%
Sport Events	13,898	17,605	-21.1%	38,779	46,180	-16.0%
TRAVEL STATUS						
% First Timers **	44.1	42.8	1.3	45.5	45.4	0.2
% Repeaters **	55.9	57.2	-1.3	54.5	54.6	-0.2
Average # of Trips	3.89	3.86	0.8%	3.52	3.46	1.9%
Group Tour	45,210	42,599	6.1%	444,870	534,040	-16.7%
Non-Group	127,375	117,016	8.9%	1,302,942	1,277,503	2.0%
Package Trip	100,070	98,549	1.5%	1,081,347	1,169,520	-7.5%
No Package	72,515	61,066	18.7%	666,465	642,023	3.8%
Net True Independent	67,472	56,964	18.4%	616,657	575,128	7.2%

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

Source: Hawai'i Tourism Authority

Department of Business, Economic Development & Tourism – Research and Economic Analysis Division

	TABLE 4. TOTAL U.S. WEST VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	2,377,999	2,313,712	2.8%	26,025,680	26,649,336	-2.3%
TOTAL VISITORS	227,149	219,247	3.6%	2,718,404	2,769,229	-1.8%
Domestic	223,151	215,377	3.6%	2,666,644	2,722,988	-2.1%
International	3,998	3,870	3.3%	51,760	46,241	11.9%
AVERAGE DAILY CENSUS	76,710	74,636	2.8%	71,303	72,813	-2.1%
ISLANDS VISITED						
O'ahu	106,211	104,023	2.1%	1,254,952	1,254,836	0.0%
O'ahu only	80,413	78,408	2.6%	947,300	916,516	3.4%
Kaua'i	37,888	36,564	3.6%	482,745	515,377	-6.3%
Kaua'i only	25,187	25,089	0.4%	325,192	338,256	-3.9%
Maui County	78,080	74,236	5.2%	951,504	1,004,899	-5.3%
Maui	75,992	72,096	5.4%	931,053	979,253	-4.9%
Maui only	57,915	54,134	7.0%	706,622	723,225	-2.3%
Moloka'i *	1,861	1,830	1.7%	20,681	25,414	-18.6%
Moloka'i only *	345	416	-17.1%	4,300	5,120	-16.0%
Lāna'i *	2,357	2,030	16.1%	24,649	30,858	-20.1%
Lāna'i only *	638	684	-6.8%	5,499	7,611	-27.8%
Big Island	45,511	42,846	6.2%	505,665	526,192	-3.9%
Kona side	39,848	37,430	6.5%	443,425	460,675	-3.7%
Hilo side	13,585	12,357	9.9%	145,984	152,649	-4.4%
Big Island only	30,079	28,614	5.1%	333,172	335,761	-0.8%
Any Neighbor Island	146,736	140,839	4.2%	1,771,104	1,852,713	-4.4%
NI only	120,938	115,224	5.0%	1,463,452	1,514,393	-3.4%
O'ahu & NI	25,798	25,615	0.7%	307,652	338,320	-9.1%
Any one island only	194,577	187,346	3.9%	2,322,085	2,326,489	-0.2%
Multiple Islands	32,572	31,901	2.1%	396,319	442,740	-10.5%
Avg. Islands Visited	1.19	1.18	0.4%	1.18	1.20	-1.6%
Average Length of Stay in Hawai'i	10.47	10.55	-0.8%	9.57	9.62	-0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	105,581	99,608	6.0%	1,344,568	1,371,334	-2.0%
Hotel only	88,269	83,623	5.6%	1,137,478	1,149,609	-1.1%
Plan to stay in Condo	50,722	49,571	2.3%	597,088	640,867	-6.8%
Condo only	41,942	40,696	3.1%	482,855	513,538	-6.0%
Plan to stay in Timeshare	28,631	27,457	4.3%	416,667	403,687	3.2%
Timeshare only	22,281	21,149	5.4%	332,119	316,778	4.8%
Cruise Ship	3,372	2,725	23.7%	32,116	37,824	-15.1%
Friends/Relatives	40,462	40,586	-0.3%	366,463	356,457	2.8%
Bed & Breakfast	1,869	1,965	-4.9%	22,415	25,152	-10.9%
Other	4,659	4,973	-6.3%	50,632	54,097	-6.4%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	186,606	178,133	4.8%	2,226,030	2,229,622	-0.2%
Honeymoon	4,973	4,866	2.2%	96,695	95,035	1.7%
Get Married	1,857	1,798	3.3%	27,626	30,833	-10.4%
Pleasure/Vacation	181,776	173,356	4.9%	2,130,359	2,133,987	-0.2%
Mtgs/Conventions/Incentive						
Conventions	4,742	4,303	10.2%	123,617	146,822	-15.8%
Corporate Meetings	2,525	2,058	22.7%	82,131	90,514	-9.3%
Incentive	1,580	1,557	1.5%	26,851	36,236	-25.9%
Other Business	749	826	-9.3%	18,308	24,695	-25.9%
Other Business						
Visit Friends/Rel.	8,540	9,186	-7.0%	126,261	139,144	-9.3%
Govt/Military	36,122	35,892	0.6%	337,611	330,730	2.1%
Attend School	1,882	1,795	4.9%	33,528	34,918	-4.0%
Sport Events	280	237	18.1%	6,252	6,014	4.0%
	3,196	3,891	-17.9%	30,266	48,767	-37.9%
TRAVEL STATUS						
% First Timers **	16.9	16.9	0.0	19.1	19.6	-0.5
% Repeaters **	83.1	83.1	0.0	80.9	80.4	0.5
Average # of Trips	7.61	7.67	-0.7%	6.89	6.78	1.6%
Group Tour						
Group Tour	3,041	3,326	-8.6%	51,793	71,623	-27.7%
Non-Group	224,109	215,921	3.8%	2,666,613	2,697,606	-1.1%
Package Trip						
Package Trip	43,512	39,959	8.9%	602,407	612,398	-1.6%
No Package	183,637	179,288	2.4%	2,115,994	2,156,831	-1.9%
Net True Independent	182,454	178,141	2.4%	2,097,278	2,132,943	-1.7%

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

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

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,456,674	1,473,174	-1.1%	16,269,429	17,586,975	-7.5%
TOTAL VISITORS	128,557	127,623	0.7%	1,561,292	1,683,112	-7.2%
Domestic	125,059	124,437	0.5%	1,520,372	1,638,667	-7.2%
International	3,498	3,186	9.8%	40,920	44,445	-7.9%
AVERAGE DAILY CENSUS	46,989	47,522	-1.1%	44,574	48,051	-7.2%
ISLANDS VISITED						
O'ahu	80,226	78,229	2.6%	960,831	1,029,779	-6.7%
O'ahu only	50,327	48,518	3.7%	586,715	597,661	-1.8%
Kaua'i	23,181	22,733	2.0%	306,973	351,478	-12.7%
Kaua'i only	9,358	9,113	2.7%	112,339	115,809	-3.0%
Maui County	45,344	47,310	-4.2%	584,036	670,802	-12.9%
Maui	44,153	46,127	-4.3%	570,910	655,435	-12.9%
Maui only	22,371	23,164	-3.4%	276,083	298,722	-7.6%
Moloka'i *	1,276	1,253	1.8%	15,789	20,984	-24.8%
Moloka'i only *	128	117	9.4%	1,680	1,838	-8.6%
Lāna'i *	1,861	1,796	3.6%	23,304	29,364	-20.6%
Lanai one day or less *						
Big Island	28,367	28,064	1.1%	352,578	402,907	-12.5%
Kona side	23,064	23,387	-1.4%	294,211	337,626	-12.9%
Hilo side	11,998	11,400	5.2%	151,603	178,039	-14.8%
Big Island one day or less						
Any Neighbor Island	78,230	79,105	-1.1%	974,577	1,085,451	-10.2%
NI only	48,331	49,394	-2.2%	600,461	653,335	-8.1%
O'ahu & NI	29,899	29,711	0.6%	374,116	432,117	-13.4%
Any one island only	93,189	92,060	1.2%	1,109,037	1,154,760	-4.0%
Multiple Islands	35,368	35,563	-0.5%	452,255	528,352	-14.4%
Avg. Islands Visited	1.39	1.40	-0.2%	1.43	1.48	-3.4%
Average Length of Stay in Hawai'i	11.33	11.54	-1.8%	10.42	10.45	-0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	73,945	69,702	6.1%	962,850	1,038,309	-7.3%
Hotel only	58,899	55,760	5.6%	784,056	834,528	-6.0%
Plan to stay in Condo	20,090	21,151	-5.0%	227,472	261,210	-12.9%
Condo only	14,171	14,855	-4.6%	157,555	177,749	-11.4%
Plan to stay in Timeshare	13,494	13,896	-2.9%	190,071	191,264	-0.6%
Timeshare only	9,394	9,899	-5.1%	137,729	135,377	1.7%
Cruise Ship	4,498	4,656	-3.4%	68,495	94,608	-27.6%
Friends/Relatives	22,976	23,713	-3.1%	201,826	203,820	-1.0%
Bed & Breakfast	1,744	1,698	2.7%	19,794	24,222	-18.3%
Other	2,549	2,752	-7.4%	30,355	35,361	-14.2%

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

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	101,336	100,131	1.2%	1,209,032	1,290,209	-6.3%
Honeymoon	5,060	4,816	5.1%	99,308	102,138	-2.8%
Get Married	1,303	1,203	8.3%	18,700	20,607	-9.3%
Pleasure/Vacation	96,664	95,713	1.0%	1,113,238	1,191,726	-6.6%
Mtgs/Conventions/Incentive						
Conventions	3,590	2,664	34.8%	138,992	162,112	-14.3%
Corporate Meetings	2,305	1,197	92.5%	97,184	103,221	-5.8%
Incentive	923	821	12.4%	21,767	30,294	-28.1%
Incentive	458	767	-40.3%	24,960	34,811	-28.3%
Other Business						
Visit Friends/Rel.	4,295	4,755	-9.7%	64,294	73,430	-12.4%
Govt/Military	22,666	22,646	0.1%	195,788	197,198	-0.7%
Attend School	3,186	2,381	33.8%	49,897	53,041	-5.9%
Sport Events	159	193	-17.5%	3,819	4,237	-9.9%
Sport Events	3,297	3,625	-9.1%	21,094	27,315	-22.8%
TRAVEL STATUS						
% First Timers **	36.7	36.1	0.6	43.0	43.9	-0.9
% Repeaters **	63.3	63.9	-0.6	57.0	56.1	0.9
Average # of Trips	4.80	4.85	-1.0%	3.99	3.85	3.7%
Group Tour						
Group Tour	2,871	3,414	-15.9%	72,493	105,007	-31.0%
Non-Group	125,686	124,209	1.2%	1,488,799	1,578,105	-5.7%
Package Trip						
Package Trip	26,228	25,079	4.6%	402,457	450,494	-10.7%
No Package	102,329	102,544	-0.2%	1,158,838	1,232,618	-6.0%
Net True Independent	101,306	101,447	-0.1%	1,138,546	1,207,278	-5.7%

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

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	625,890	611,658	2.3%	6,516,138	6,744,053	-3.4%
TOTAL VISITORS	101,263	101,878	-0.6%	1,117,159	1,175,198	-4.9%
Domestic	844	639	32.1%	6,723	8,048	-16.5%
International	100,419	101,239	-0.8%	1,110,436	1,167,150	-4.9%
AVERAGE DAILY CENSUS	203	161	26.2%	17,853	18,426	-3.1%
ISLANDS VISITED						
O'ahu	97,956	98,094	-0.1%	1,081,366	1,127,441	-4.1%
O'ahu only	81,750	82,238	-0.6%	897,524	929,310	-3.4%
Kaua'i	2,673	2,173	23.0%	19,989	26,167	-23.6%
Kaua'i only	158	168	-5.9%	1,375	2,500	-45.0%
Maui County	5,784	4,559	26.9%	54,586	67,266	-18.9%
Maui	5,725	4,520	26.7%	53,187	65,612	-18.9%
Maui only	807	482	67.6%	9,042	12,261	-26.3%
Moloka'i *	257	117	118.9%	1,407	1,602	-12.2%
Moloka'i only *	0	0	NA	50	0	#N/A
Lāna'i *	163	13	1162.5%	1,705	1,549	10.0%
Lāna'i only *	0	0	NA	135	150	-10.1%
Big Island	14,076	14,847	-5.2%	163,982	174,701	-6.1%
Kona side	9,440	9,395	0.5%	113,116	121,677	-7.0%
Hilo side	6,195	6,703	-7.6%	63,029	68,389	-7.8%
Big Island only	2,233	2,886	-22.6%	23,328	30,503	-23.5%
Any Neighbor Island	19,513	19,640	-0.6%	219,635	245,888	-10.7%
NI only	3,307	3,784	-12.6%	35,793	47,757	-25.1%
O'ahu & NI	16,206	15,857	2.2%	183,842	198,131	-7.2%
Any one island only	84,948	85,773	-1.0%	931,454	974,723	-4.4%
Multiple Islands	16,315	16,105	1.3%	185,705	200,475	-7.4%
Avg. Islands Visited	1.19	1.18	1.5%	1.18	1.19	-0.5%
Average Length of Stay in Hawai'i	6.18	6.00	2.9%	5.83	5.74	1.6%
ACCOMMODATIONS						
Plan to stay in Hotel	86,544	92,527	-6.5%	990,084	1,061,094	-6.7%
Hotel only	84,995	91,119	-6.7%	969,681	1,040,217	-6.8%
Plan to stay in Condo	11,863	6,889	72.2%	102,862	97,422	5.6%
Condo only	9,974	5,964	67.2%	84,578	81,702	3.5%
Plan to stay in Timeshare	3,015	1,872	61.0%	28,185	16,125	74.8%
Timeshare only	2,184	1,350	61.8%	19,861	11,924	66.6%
Cruise Ship	80	104	-22.9%	725	1,104	-34.3%
Friends/Relatives	1,587	1,435	10.6%	15,528	14,279	8.7%
Bed & Breakfast	100	79	27.1%	1,115	1,311	-15.0%
Other	145	306	-52.6%	2,576	5,032	-48.8%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	80,030	82,580	-3.1%	1,027,484	1,048,593	-2.0%
Honeymoon	16,469	19,235	-14.4%	206,167	195,536	5.4%
Get Married	3,962	3,258	21.6%	53,238	58,403	-8.8%
Pleasure/Vacation	62,653	63,036	-0.6%	810,483	841,614	-3.7%
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	5,037	1,907	164.1%	33,951	51,626	-34.2%
Conventions	3,306	290	1041.7%	14,132	10,179	38.8%
Corporate Meetings	213	182	16.8%	4,474	5,817	-23.1%
Incentive	1,532	1,436	6.7%	15,768	36,937	-57.3%
Other Business						
Other Business	330	636	-48.1%	5,779	8,150	-29.1%
Visit Friends/Rel.	2,121	1,785	18.8%	22,313	21,054	6.0%
Govt/Military	99	54	83.0%	790	561	40.9%
Attend School	231	55	317.7%	1,716	1,979	-13.3%
Sport Events	12,320	17,356	-29.0%	33,150	37,552	-11.7%
TRAVEL STATUS						
% First Timers **	40.2	39.7	0.5	42.1	42.3	-0.2
% Repeaters **	59.8	60.3	-0.5	57.9	57.7	0.2
Average # of Trips	4.33	4.17	3.9%	3.80	3.66	3.8%
Group Tour						
Group Tour	36,004	39,096	-7.9%	379,204	457,113	-17.0%
Non-Group	65,259	62,782	3.9%	737,956	718,085	2.8%
Package Trip						
Package Trip	73,470	81,329	-9.7%	864,029	936,829	-7.8%
No Package	27,793	20,549	35.3%	253,131	238,369	6.2%
Net True Independent	23,011	17,066	34.8%	213,869	183,188	16.7%

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

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	636,817	620,158	2.7%	4,276,429	4,632,068	-7.7%
TOTAL VISITORS	47,332	45,396	4.3%	338,807	359,580	-5.8%
Domestic	20,798	22,772	-8.7%	150,706	144,095	4.6%
International	26,534	22,624	17.3%	188,101	215,485	-12.7%
AVERAGE DAILY CENSUS	20,542	20,005	2.7%	11,716	12,655	-7.4%
ISLANDS VISITED						
O'ahu	22,272	20,908	6.5%	173,955	195,035	-10.8%
O'ahu only	14,436	13,394	7.8%	111,072	115,598	-3.9%
Kaua'i	6,383	5,512	15.8%	45,061	51,356	-12.3%
Kaua'i only	2,638	2,112	24.9%	14,969	13,854	8.1%
Maui County	22,851	23,847	-4.2%	162,367	181,397	-10.5%
Maui	22,670	23,693	-4.3%	160,793	179,139	-10.2%
Maui only	16,370	16,834	-2.8%	108,301	109,020	-0.7%
Moloka'i *	535	378	41.7%	3,793	6,735	-43.7%
Moloka'i only*	54	39	37.8%	268	510	-47.4%
Lāna'i *	548	405	35.2%	4,613	6,128	-24.7%
Lāna'i only*	41	32	29.7%	244	246	-0.9%
Big Island	8,660	8,315	4.2%	65,493	73,060	-10.4%
Kona side	7,717	7,412	4.1%	58,730	65,029	-9.7%
Hilo side	3,421	3,037	12.6%	25,264	32,345	-21.9%
Big Island only	4,146	3,637	14.0%	27,336	25,680	6.4%
Any Neighbor Island	32,896	32,002	2.8%	227,735	243,982	-6.7%
NI only	25,060	24,488	2.3%	164,852	164,545	0.2%
O'ahu & NI	7,836	7,513	4.3%	62,883	79,437	-20.8%
Any one island only	37,685	36,049	4.5%	262,190	264,907	-1.0%
Multiple Islands	9,647	9,347	3.2%	76,617	94,673	-19.1%
Avg. Islands Visited	1.29	1.30	-1.1%	1.34	1.42	-5.9%
Average Length of Stay in Hawai'i	13.45	13.66	-1.5%	12.62	12.88	-2.0%
ACCOMMODATIONS						
Plan to stay in Hotel	21,753	21,016	3.5%	177,873	184,815	-3.8%
Hotel only	16,518	15,742	4.9%	137,914	138,844	-0.7%
Plan to stay in Condo	19,444	17,974	8.2%	116,672	127,261	-8.3%
Condo only	15,924	14,934	6.6%	92,859	99,663	-6.8%
Plan to stay in Timeshare	5,182	4,594	12.8%	37,119	35,297	5.2%
Timeshare only	3,322	3,328	-0.2%	26,175	25,927	1.0%
Cruise Ship	1,185	1,442	-17.8%	10,962	18,503	-40.8%
Friends/Relatives	2,632	2,909	-9.5%	17,979	19,078	-5.8%
Bed & Breakfast	458	297	54.3%	4,006	4,243	-5.6%
Other	502	428	17.4%	2,841	4,199	-32.3%

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

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	44,111	42,649	3.4%	311,513	328,793	-5.3%
Honeymoon	712	681	4.6%	12,319	12,870	-4.3%
Get Married	209	282	-25.9%	2,868	3,503	-18.1%
Pleasure/Vacation	43,462	41,974	3.5%	299,336	315,961	-5.3%
Mtgs/Conventions/Incentive	1,070	641	66.8%	16,445	16,637	-1.2%
Conventions	627	269	133.1%	11,931	12,462	-4.3%
Corporate Meetings	426	309	38.0%	2,460	2,073	18.7%
Incentive	33	66	-50.0%	2,605	2,484	4.9%
Other Business	274	233	17.8%	3,133	3,509	-10.7%
Visit Friends/Rel.	2,367	2,427	-2.5%	14,558	15,313	-4.9%
Govt/Military	44	14	218.1%	546	734	-25.6%
Attend School	39	39	-0.4%	364	468	-22.2%
Sport Events	880	654	34.6%	3,882	4,913	-21.0%
TRAVEL STATUS						
% First Timers **	32.7	32.6	0.1	37.9	38.7	-0.8
% Repeaters **	67.3	67.4	-0.1	62.1	61.3	0.8
Average # of Trips	4.45	4.48	-0.7%	3.96	3.86	2.7%
Group Tour	633	1,100	-42.4%	9,309	14,920	-37.6%
Non-Group	46,699	44,296	5.4%	329,499	344,660	-4.4%
Package Trip	11,711	10,245	14.3%	93,751	101,462	-7.6%
No Package	35,620	35,151	1.3%	245,058	258,118	-5.1%
Net True Independent	35,511	34,648	2.5%	242,441	254,534	-4.8%

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

Table 8. VISITORS BY CRUISE SHIPS

	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	181,929	221,618	-17.9%	2,163,136	2,711,040	-20.2%
TOTAL VISITORS	17,783	21,327	-16.6%	216,152	266,534	-18.9%
ARRIVED BY SHIP	8,974	13,013	-31.0%	95,244	109,475	-13.0%
ARRIVED BY AIR	8,809	8,314	6.0%	120,908	157,059	-23.0%
NUMBER OF SHIP ARRIVALS	5	6	-16.7%	53	68	-22.1%
ISLANDS VISITED						
Oahu	17,783	21,327	-16.6%	211,695	266,468	-20.6%
Kauai	17,249	19,193	-10.1%	186,336	225,582	-17.4%
Maui County	17,279	21,327	-19.0%	202,806	252,869	-19.8%
Maui	17,279	21,327	-19.0%	202,806	252,869	-19.8%
Molokai	481	522	-7.8%	6,064	6,885	-11.9%
Lanai	651	615	5.9%	7,298	7,086	3.0%
Big Island	17,783	21,327	-16.6%	203,344	256,268	-20.7%
Average Islands Visited	4.0	4.1	-1.2%	4.0	4.1	-1.8%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	3.25	3.66	-11.4%	3.15	2.88	9.3%
Days in Hawaii during Cruise	5.72	5.40	5.8%	5.66	6.04	-6.4%
Days in Hawaii after Cruise	1.27	1.33	-4.2%	1.20	1.25	-3.8%
Total days in Hawaii	10.23	10.39	-1.6%	10.01	10.17	-1.6%
ACCOMMODATIONS						
Hotel	8,932	8,937	-0.1%	111,100	137,479	-19.2%
Hotel only	7,811	7,104	10.0%	93,727	118,379	-20.8%
Condo	855	1,533	-44.2%	13,742	15,384	-10.7%
Condo only	239	234	2.1%	3,247	3,787	-14.3%
Timeshare	938	1,192	-21.3%	12,457	14,066	-11.4%
Timeshare Only	237	285	-16.8%	3,048	4,191	-27.3%
Bed & Breakfast	362	527	-31.3%	5,295	4,497	17.7%
Bed & Breakfast only	9	-	NA	191	419	-54.5%
Friends & relatives	472	942	-49.9%	9,163	8,415	8.9%
Other accommodation	329	1,427	-76.9%	10,277	12,184	-15.6%
Accommodation (NET)	9,860	10,310	-4.4%	124,625	154,895	-19.5%
Cruise only	7,923	11,017	-28.1%	91,527	111,639	-18.0%
TRAVEL STATUS						
% First timers	34.4	33.5	0.93	40.8	42.0	-1.24
% Repeat visitors	65.6	66.5	-0.93	59.2	58.0	1.24

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

Source: Hawai'i Tourism Authority
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Table 9. Total Air Seats Operated to Hawai'i

DECEMBER 2009	Statewide %Chge	Honolulu %Chge	Kahului %Chge	Kona %Chge	Hilo %Chge	Lihue %Chge
Total Seats	778,240 0.1%	553,007 -0.6%	132,036 3.1%	55,546 5.8%	0 NA	37,651 -5.9%
Scheduled Seats	760,740 0.4%	541,587 -0.4%	128,996 3.2%	54,026 6.7%	0 NA	36,131 -5.2%
Charter seats	17,500 -10.1%	11,420 -9.5%	3,040 0.0%	1,520 -20.0%		1,520 -20.0%
Domestic Seats	547,295 -1.3%	344,067 -2.8%	117,994 2.7%	48,413 6.3%	0 NA	36,821 -8.0%
Scheduled Seats	537,795 -1.2%	340,647 -2.8%	114,954 2.8%	46,893 7.4%	0 NA	35,301 -7.4%
...US West	455,773 -3.0%	271,504 -4.8%	102,075 -0.7%	46,893 7.4%	0 NA	35,301 -7.4%
...US East	82,022 10.4%	69,143 6.0%	12,879 41.8%			
Charter seats	9,500 -7.4%	3,420 0.0%	3,040 0.0%	1,520 -20.0%		1,520 -20.0%
International Seats	230,945 3.7%	208,940 3.2%	14,042 6.5%	7,133 2.4%		830 NA
Scheduled Seats	222,945 4.4%	200,940 3.9%	14,042 6.5%	7,133 2.4%		830 NA
...Japan	136,501 3.6%	130,831 3.7%	0	5,670 0.0%		
...Canada	32,986 9.2%	16,651 5.8%	14,042 6.5%	1,463 12.8%		830 NA
...Other Asia	14,289 23.8%	14,289 23.8%				
...Aus./N. Zealand	14,659 -8.9%	14,659 -8.9%				
...Other	24,510 2.8%	24,510 2.8%				
Charter Seats	8,000 -13.0%	8,000 -13.0%				
<hr/>						
YTD Thru DEC 2009	Statewide %Chge	Honolulu %Chge	Kahului %Chge	Kona %Chge	Hilo %Chge	Lihue %Chge
Total Seats	8,815,589 -5.6%	6,277,680 -6.2%	1,477,614 -9.3%	613,244 10.2%	0 -100.0%	447,051 -1.7%
Scheduled Seats	8,676,773 -5.3%	6,213,344 -5.6%	1,441,894 -9.4%	593,864 10.4%	0 -100.0%	427,671 -2.2%
Charter seats	138,816 -23.5%	64,336 -40.1%	35,720 -6.1%	19,380 6.3%		19,380 8.5%
Domestic Seats	6,355,390 -6.6%	3,999,292 -7.7%	1,385,863 -9.8%	524,014 11.6%	0 -100.0%	446,221 -1.9%
Scheduled Seats	6,241,390 -6.4%	3,959,772 -7.3%	1,350,143 -9.8%	504,634 11.9%	0 -100.0%	426,841 -2.3%
...US West	5,346,752 -4.9%	3,199,083 -5.3%	1,216,194 -9.6%	504,634 11.9%	0 -100.0%	426,841 -2.3%
...US East	894,638 -14.7%	760,689 -15.1%	133,949 -12.2%			
Charter seats	114,000 -15.1%	39,520 -34.4%	35,720 -6.1%	19,380 6.3%		19,380 8.5%
International Seats	2,460,199 -3.1%	2,278,388 -3.4%	91,751 -2.6%	89,230 2.6%		830 NA
Scheduled Seats	2,435,383 -2.3%	2,253,572 -2.5%	91,751 -2.6%	89,230 2.6%		830 NA
...Japan	1,597,326 -0.5%	1,517,906 -0.7%		79,420 3.4%		
...Canada	228,838 -18.4%	126,447 -28.2%	91,751 -2.6%	9,810 -3.4%		830 NA
...Other Asia	164,965 20.4%	164,965 20.4%				
...Aus./N. Zealand	168,524 -12.8%	168,524 -12.8%				
...Other	275,730 0.0%	275,730 0.0%				
Charter Seats	24,816 -47.4%	24,816 -47.4%				

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