



# Hawai'i Tourism Authority

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President and  
Chief Executive Officer

FOR IMMEDIATE RELEASE: February 26, 2010

**Statement Regarding January 2010 Visitor Data  
Attributable to  
Mike McCartney, President & CEO  
Hawai'i Tourism Authority**

Assessing the markets, we anticipated the uptick that we started seeing at the end of the fourth quarter in 2009 would continue through January 2010. Among the positive indicators, growth in visitor spending, up for the second consecutive month, and an increase in arrivals from the U.S. West for eight of the last nine months validates our efforts in the markets.

The Pacific Northwest marketing blitz in fall 2009 has increased arrivals from Oregon by 8.7 percent and Washington by 6.9 percent.

Our success with increasing air access has paid off most notably this month with the Canadian market. Arrivals from Canada increased 17.7 percent and total spending climbed 23.6 percent over last year to \$105.9 million. Canadian travelers are taking advantage of the 60.5 percent increase in air seats with the additional service out of Calgary, Victoria and Vancouver. Again, our Pacific Northwest marketing blitz, which also targeted Vancouver, seems to have generated increased bookings. Canadian visitors are also spending more per day; \$151 per person compared with \$141 in January 2009.

Substantial growth in total visitor spending on Hawai'i Island, up 15.3 percent to \$144.8 million, and Maui, up 5.7 percent to \$267.5 million, compared with last January is another highlight. Hawai'i Island, Maui and Kaua'i all saw positive visitor arrival growth, which underscores again the importance of air access and why HTA is working hard to secure complementing routes to both the neighbor islands and O'ahu.

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We are very engaged with meetings, convention and incentive travel, which we forecast to be down for the first half of 2010. We see much of the business and group bookings coming toward the end of the year with inquiries for future meetings, conventions and incentives.

HTA's three-year strategic plan focuses on improving Hawai'i's tourism economy, generating more taxes, and most importantly, more jobs. We will continue to drive demand to visit Hawai'i in all of our key markets.

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