

LINDA LINGLE
Governor

MIKE MCCARTNEY
President and
Chief Executive Officer

Hawai'i Tourism Authority

Hawai'i Convention Center, 1801 Kalākaua Avenue, Honolulu, Hawai'i 96815
Website: www.hawaii-tourism-authority.org

Telephone: (808) 973-2255
Fax: (808) 973-2253

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January 2010 Visitor Expenditures Increased Compared to a Year Ago

HONOLULU – Total expenditures by visitors who came by air in January 2010 rose 3.5 percent (\$33.5 million) from the same month last year to \$983.3 million, according to preliminary statistics released today by the Hawai'i Tourism Authority. This was the second straight month of positive growth in visitor spending since ATA and Aloha airlines ceased operations in April 2008.

Contributing to the growth in visitor spending in January 2010 was a 2.9 percent increase in total visitor days. In total, there were 532,737 visitors in the islands up 2 percent from January 2009.

Among the top four visitor markets, arrivals by air from U.S. West rose 2.2 percent from January 2009. Arrivals from U.S. East (-2.7%) and Japan (-0.6%) were lower compared to last January while arrivals from Canada increased by 17.7 percent.

January 2010 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.)	
	2010p	% Chge	2010p	% Chge	2010p	% Chge	2010p	% Chge	2010p	% Chge	2010p	% Chge
January 2010												
Total	532,737	2.0%	10.88	0.8%	5,797,929	2.9%	NA	NA	NA	NA	NA	NA
Total by Air	523,544	2.2%	10.92	1.5%	5,715,522	3.7%	172.0	-0.2%	1,878.2	1.3%	983.3	3.5%
U.S. West	192,644	2.2%	11.18	-0.6%	2,154,456	1.6%	146.2	6.8%	1,635.2	6.1%	315.0	8.5%
U.S. East	131,815	-2.7%	12.53	0.1%	1,651,089	-2.6%	171.7	-0.3%	2,150.8	-0.3%	283.5	-2.9%
Japan	88,112	-0.6%	5.76	-2.1%	507,155	-2.6%	261.7	-15.1%	1,506.5	-16.9%	132.7	-17.3%
Canada	49,481	17.7%	14.22	-1.5%	703,491	15.9%	150.5	6.6%	2,140.4	5.0%	105.9	23.6%
All Others	61,492	6.8%	11.37	15.6%	699,331	23.5%	209.0	-2.1%	2,377.0	13.2%	146.2	20.9%
Total by Ship	9,193	-9.0%	8.96	-28.2%	82,407	-34.7%	NA	NA	NA	NA	NA	NA
YTD Thr Jan 2010												
Total	532,737	2.0%	10.88	0.8%	5,797,929	2.9%	NA	NA	NA	NA	NA	NA
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Source: Hawai'i Tourism Authority
Department of Business, Economic Development & Tourism – Research and Economic Analysis Division

Major Marketing Areas:

U.S. West:

- Higher average daily spending (\$146 per person in January 2010, versus \$137 per person in January 2009) and increased visitor arrivals (+2.2%) contributed to an 8.5 percent growth in total spending by U.S. West visitors to \$315 million in January 2010. Also contributing to the increased spending was a 5.1 percent growth in visitors to Maui. On average Maui visitors spend more than visitors to the other islands.
- U.S. West visitor arrivals increased eight out of the past nine months since May 2009. In January 2010 arrivals from the Pacific region rose 3.6 percent due to positive growth in visitors from Oregon (+8.7%), Washington (+6.9%), Alaska (+4.4%), and California (+1.2%). Arrivals from the Mountain region were down 2.5 percent from last January.
- Fewer U.S. West visitors in January 2010 stayed in hotels (-1.4%) while more stayed in condominium (+5.2%) and timeshare (+1.7%) properties compared to January 2009.

U.S. East:

- Total spending from U.S. East visitors in January 2010 decreased 2.9 percent to \$283.5 million.
- Losses in arrivals were not evenly distributed across U.S. East, with greater declines from the second tier Mid Atlantic (-8.4%) and West North Central (-7%) regions. Decreases from the top U.S. East regions of East North Central (-1.5%) and South Atlantic (-2.8%) were not substantial while arrivals from the West South Central (+4.3%) and East South Central (+1.9%) regions showed positive growth compared to last January.

Japan:

- Total spending by visitors from Japan fell 17.3 percent to \$132.7 million in January 2010. The decrease was largely due to much lower daily spending by these visitors (\$262 per person) compared to \$308 per person in January 2009. The higher visitor spending in January 2009 was attributable to a rapid decrease in the yen to dollar exchange rate that resulted in a surge in yen buying power. While the yen to dollar exchange rate remains strong, its value has stabilized resulting in a more controlled visitor spending pattern.
- Japanese visitor arrivals have been relatively stable with small decreases in January 2010 (-0.6%) and December 2009 (-0.6%) proceeded three consecutive months of positive growth from September to November 2009, compared to the double-digit losses earlier in 2009.
- Much of the improvement in Japanese arrivals was due to a large increase in Free and Independent Travelers. In January 2010, more Japanese visitors came as independent travelers (+43.3%) compared to last January. This was the seventh consecutive months of strong growth since July 2009.







- The number of Japanese timeshare visitors for all of 2009 jumped 74.8 percent from 2008. This trend continued in January 2010 with a 91.2 percent surge in Japanese timeshare visitors compared to a year ago.

Canada:

- Total spending by Canadian visitors in January 2010 climbed 23.6 percent to \$105.9 million. Higher average daily spending by these visitors (\$151 per person, compared to \$141 per person in January 2009) contributed to this increase.
- The 17.7 percent growth in Canadian arrivals was the largest increase since July 2008 (+19.8%).
- The Canadian market is typically seasonal with December through March being the busiest months for visits to Hawai'i. In 2009 spending by Canadian visitors accounted for about 6 percent of total spending by all visitors. In comparison, in January 2010 the share of Canadian visitors spending rose to 10.7 percent of total visitor spending.

Island Highlights:

January 2010 Island Highlights

						
January 2010	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	318,623 -0.2%	71,118 1.4%	159,042 2.4%	4,429 -8.3%	4,926 -4.7%	105,344 4.8%
Total Visitor Days	2,630,702 3.8%	607,034 -0.1%	1,495,716 2.5%	34,266 4.5%	20,218 -2.5%	927,586 8.3%
Total Expenditures (\$mil.)	462.4 0.1%	99.0 0.8%	267.5 5.7%	3.9 5.4%	5.7 -23.3%	144.8 15.3%
PPPD Spending (\$)	175.8 -3.6%	163.0 0.8%	178.8 3.2%	113.2 0.9%	283.6 -21.3%	156.2 6.5%
Domestic Arrivals	179,136 -1.7%	64,227 -0.2%	127,144 0.4%	3,834 -2.5%	4,578 7.1%	77,305 -1.1%
Int'l Arrivals	139,487 1.9%	6,891 19.5%	31,898 11.1%	595 -33.7%	348 -61.1%	28,039 25.5%
Total LOS	8.26 4.0%	8.54 -1.4%	9.40 0.1%	7.74 13.9%	4.10 2.3%	8.81 3.3%
Domestic LOS	9.19 -0.9%	8.87 -1.2%	9.50 -0.6%	8.58 15.6%	4.29 -1.8%	10.10 2.6%
Int'l LOS	7.06 14.4%	5.43 5.2%	9.03 3.9%	2.31 -43.0%	1.67 -27.7%	5.24 32.7%
YTD Thr Jan 2010	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
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Int'l LOS	7.06 14.4%	5.43 5.2%	9.03 3.9%	2.31 -43.0%	1.67 -27.7%	5.24 32.7%

* 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 main neighbor islands saw positive visitor arrival growth in January 2010, led by Hawai'i Island (+4.8%), Maui (+2.4%) and Kaua'i (+1.4%). In contrast, total visitor arrivals to O'ahu were flat (-0.2%) but visitor days rose 3.8 percent due to a longer average length of stay by visitors on this island (8.26 days versus 7.94 days in January 2009).

- There was a substantial increase in total visitor spending on Hawai'i Island (+15.3% to \$144.8 million) and Maui (+5.7% to \$267.5 million) compared to last January. Increased arrivals from international visitors who are typically higher-spenders, contributed to the growth in visitor expenditures on these islands.

Island Highlights for Selected MMAs:

January 2010 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	766,340 1.4%	289,036 -4.1%	638,712 1.6%	18,919 31.8%	10,521 33.9%	430,276 4.4%
Total Arrivals	87,564 0.3%	30,946 -1.1%	65,711 5.1%	1,844 10.2%	2,201 27.7%	39,747 0.2%
LOS	8.75 1.1%	9.34 -3.1%	9.72 -3.3%	10.26 19.6%	4.78 4.8%	10.83 4.2%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	683,619 -4.1%	223,537 0.2%	453,240 -3.2%	10,211 -11.5%	7,717 -7.7%	272,730 0.7%
Total Arrivals	73,378 -3.6%	27,158 -0.2%	50,697 -3.1%	1,495 -19.3%	1,934 -14.3%	30,285 -3.8%
LOS	9.32 -0.5%	8.23 0.4%	8.94 -0.1%	6.83 9.7%	3.99 7.7%	9.01 4.7%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	443,820 -5.0%	2,101 -12.2%	15,071 39.0%	23 -64.1%	109 -74.6%	46,337 15.2%
Total Arrivals	83,367 -3.5%	1,347 -13.5%	5,113 20.4%	23 -64.1%	88 -31.8%	14,320 2.2%
LOS	5.32 -1.5%	1.56 1.5%	2.95 15.4%	1.00 0.0%	1.24 -62.8%	3.24 12.7%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	248,312 7.1%	60,283 21.5%	287,606 18.4%	2,751 -36.0%	752 -50.7%	103,790 35.3%
Total Arrivals	22,941 9.6%	6,276 24.4%	22,847 13.8%	374 -24.0%	260 -46.8%	9,458 37.7%
LOS	10.82 -2.3%	9.61 -2.3%	12.59 4.0%	7.35 -15.8%	2.89 -7.3%	10.97 -1.7%

* 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

- U.S. West arrivals on Maui rose 5.1 percent compared to January 2009, higher than the statewide increase of U.S. West visitors of 2.2 percent.
- Arrivals from U.S. East was flat on Kaua'i and were much lower on all other islands relative to the statewide decline of 2.7 percent for this visitor market.
- Japanese arrivals to Maui rose by double digits (+20.4%) and increased 2.2 percent on Hawai'i Island but declined on Kaua'i (-13.5%) and O'ahu (-3.5%) compared to January 2009.
- Arrivals from Canada showed significant increases on Hawai'i Island (+37.7%) and Kaua'i (+24.4%) compared to last January, largely due to more seat capacity.

Total Air Seats to Hawai'i

- Total air seats for January 2010 increased 2.1 percent from last January.

- Seat capacity from U.S. East jumped 54 percent from last January due to more flights out of Houston and Charlotte. There were also more seats from Canada (+60.5%) with additional service out of Calgary and Victoria; and Other Asia (+20.9%).

Cruise Ship Visitors:

JANUARY 2010 Cruise Visitor Highlights

	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	212,479	240,945	-11.8%	212,479	240,945	-11.8%
TOTAL VISITORS	20,297	19,322	5.0%	20,297	19,322	5.0%
ARRIVED BY SHIP	9,193	10,102	-9.0%	9,193	10,102	-9.0%
ARRIVED BY AIR	11,104	9,220	20.4%	11,104	9,220	20.4%
NUMBER OF SHIP ARRIVALS	6	6	0.0%	6	6	0.0%
ISLANDS VISITED						
Oahu	20,297	19,322	5.0%	20,297	19,322	5.0%
Kauai	19,613	18,378	6.7%	19,613	18,378	6.7%
Maui County	19,657	18,378	7.0%	19,657	18,378	7.0%
Maui	19,657	18,378	7.0%	19,657	18,378	7.0%
Molokai	156	680	-77.1%	156	680	-77.1%
Lanai	474	986	-51.9%	474	986	-51.9%
Big Island	19,909	19,322	3.0%	19,909	19,322	3.0%
Average Islands Visited	3.9	4.1	-3.4%	3.9	4.1	-3.4%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	3.06	5.19	-41.0%	3.06	5.19	-41.0%
Days in Hawaii during Cruise	5.74	5.59	2.7%	5.74	5.59	2.7%
Days in Hawaii after Cruise	1.66	1.69	-1.3%	1.66	1.69	-1.3%
Total days in Hawaii	10.47	12.47	-16.1%	10.47	12.47	-16.1%

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

- A total of 20,297 visitors came by cruise ships or arrived by air to board a Hawai'i home-ported cruise ship in January 2010, an increase of 5 percent from last January.
- The number of cruise visitors who came by air to board cruise ships in the islands increased 20.4 percent from January 2009.
- Visitors who came by cruise ships declined 9 percent from last January to 9,193 in January 2010 even though the number of cruise ships remained the same (6 ships). Two out of the six ships that came in January 2010 were small (capacity of less than 1,000 passengers), while all six ships in January 2009 were large ships.

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For more information, contact:

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Momi Akimseu
Hawai'i Tourism Authority
(808) 973-2278

Dawn Hirai
Vice President
Stryker Weiner & Yokota
(808) 523-8802/722-9445 (cell)

Daniel K. Nahoopii
Tourism Research
Hawai'i Tourism Authority
(808) 973-2267

Krislyn Hashimoto
Stryker Weiner & Yokota
(808) 523-8802/722-4384 (cell)

Note: monthly visitor statistics releases can be viewed at http://www.hawaiitourismauthority.org/monthly_stats

	TABLE 1. TOTAL VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	5,715,522	5,510,279	3.7%	5,715,522	5,510,279	3.7%
TOTAL VISITORS	523,544	512,139	2.2%	523,544	512,139	2.2%
Domestic	354,196	356,828	-0.7%	354,196	356,828	-0.7%
International	169,348	155,311	9.0%	169,348	155,311	9.0%
AVERAGE DAILY CENSUS	184,372	177,751	3.7%	184,372	177,751	3.7%
TOTAL AIR SEATS (EST)	762,272	746,482	2.1%	762,272	746,482	2.1%
TOTAL LOAD FACTOR (EST)	83.3%	83.8%	-0.5	83.3%	83.8%	-0.5
ISLANDS VISITED						
O'ahu	318,623	319,221	-0.2%	318,623	319,221	-0.2%
O'ahu only	233,528	229,767	1.6%	233,528	229,767	1.6%
Kaua'i	71,118	70,149	1.4%	71,118	70,149	1.4%
Kaua'i only	35,326	34,740	1.7%	35,326	34,740	1.7%
Maui County	162,516	159,002	2.2%	162,516	159,002	2.2%
Maui	159,042	155,338	2.4%	159,042	155,338	2.4%
Maui only	100,674	93,717	7.4%	100,674	93,717	7.4%
Moloka'i *	4,429	4,831	-8.3%	4,429	4,831	-8.3%
Moloka'i only *	708	616	14.9%	708	616	14.9%
Lāna'i *	4,926	5,171	-4.7%	4,926	5,171	-4.7%
Lāna'i only *	882	813	8.5%	882	813	8.5%
Big Island	105,344	100,485	4.8%	105,344	100,485	4.8%
Kona side	86,799	83,045	4.5%	86,799	83,045	4.5%
Hilo side	40,785	36,588	11.5%	40,785	36,588	11.5%
Big Island only	50,346	45,324	11.1%	50,346	45,324	11.1%
Any Neighbor Island	290,016	282,372	2.7%	290,016	282,372	2.7%
NI only	204,921	192,918	6.2%	204,921	192,918	6.2%
O'ahu & NI	85,095	89,454	-4.9%	85,095	89,454	-4.9%
Any one island only	421,464	404,977	4.1%	421,464	404,977	4.1%
Multiple Islands	102,080	107,162	-4.7%	102,080	107,162	-4.7%
Avg. Islands Visited	1.27	1.28	-0.9%	1.27	1.28	-0.9%
Average Length of Stay in Hawai'i	10.92	10.76	1.5%	10.92	10.76	1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	311,126	312,480	-0.4%	311,126	312,480	-0.4%
Hotel only	271,891	273,439	-0.6%	271,891	273,439	-0.6%
Plan to stay in Condo	99,215	93,552	6.1%	99,215	93,552	6.1%
Condo only	78,702	71,844	9.5%	78,702	71,844	9.5%
Plan to stay in Timeshare	56,248	52,922	6.3%	56,248	52,922	6.3%
Timeshare only	42,794	40,070	6.8%	42,794	40,070	6.8%
Cruise Ship	9,916	8,785	12.9%	9,916	8,785	12.9%
Friends/Relatives	55,461	54,447	1.9%	55,461	54,447	1.9%
Bed & Breakfast	5,695	5,604	1.6%	5,695	5,604	1.6%
Other	11,822	10,999	7.5%	11,822	10,999	7.5%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	417,847	402,865	3.7%	417,847	402,865	3.7%
Honeymoon	28,070	27,710	1.3%	28,070	27,710	1.3%
Get Married	6,466	6,526	-0.9%	6,466	6,526	-0.9%
Pleasure/Vacation	389,632	375,454	3.8%	389,632	375,454	3.8%
Mtgs/Conventions/Incentive						
Conventions	41,123	45,374	-9.4%	41,123	45,374	-9.4%
Corporate Meetings	30,382	31,289	-2.9%	30,382	31,289	-2.9%
Incentive	6,494	8,879	-26.9%	6,494	8,879	-26.9%
Other Business	5,466	6,666	-18.0%	5,466	6,666	-18.0%
Other Business						
Visit Friends/Rel.	20,973	21,612	-3.0%	20,973	21,612	-3.0%
Govt/Military	46,993	46,649	0.7%	46,993	46,649	0.7%
Attend School	11,889	9,810	21.2%	11,889	9,810	21.2%
Sport Events	4,228	2,657	59.1%	4,228	2,657	59.1%
	5,875	7,109	-17.4%	5,875	7,109	-17.4%
TRAVEL STATUS						
% First Timers **	31.1	31.5	-0.4	31.1	31.5	-0.4
% Repeaters **	68.9	68.5	0.4	68.9	68.5	0.4
Average # of Trips	5.55	5.40	2.8%	5.55	5.40	2.8%
Group Tour						
Group Tour	50,976	51,119	-0.3%	50,976	51,119	-0.3%
Non-Group	472,568	461,021	2.5%	472,568	461,021	2.5%
Package Trip						
Package Trip	161,175	164,759	-2.2%	161,175	164,759	-2.2%
No Package	362,369	347,380	4.3%	362,369	347,380	4.3%
Net True Independent	353,430	338,932	4.3%	353,430	338,932	4.3%

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

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)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
DOMESTIC VISITOR DAYS	4,257,436	4,292,641	-0.8%	4,257,436	4,292,641	-0.8%
DOMESTIC VISITORS	354,196	356,828	-0.7%	354,196	356,828	-0.7%
DOMESTIC AVERAGE DAILY CENSUS	137,337	138,472	-0.8%	137,337	138,472	-0.8%
DOMESTIC AIR SEATS (EST)	531,209	529,793	0.3%	531,209	529,793	0.3%
DOMESTIC LOAD FACTOR (EST)	84.1%	85.4%	-1.3	84.1%	85.4%	-1.3
ISLANDS VISITED						
O'ahu	179,136	182,323	-1.7%	179,136	182,323	-1.7%
O'ahu only	123,146	124,638	-1.2%	123,146	124,638	-1.2%
Kaua'i	64,227	64,383	-0.2%	64,227	64,383	-0.2%
Kaua'i only	33,803	33,526	0.8%	33,803	33,526	0.8%
Maui County	130,504	129,832	0.5%	130,504	129,832	0.5%
Maui	127,144	126,625	0.4%	127,144	126,625	0.4%
Maui only	82,538	80,750	2.2%	82,538	80,750	2.2%
Moloka'i *	3,834	3,934	-2.5%	3,834	3,934	-2.5%
Moloka'i only *	680	593	14.7%	680	593	14.7%
Lāna'i *	4,578	4,276	7.1%	4,578	4,276	7.1%
Lāna'i only *	881	715	23.2%	881	715	23.2%
Big Island	77,305	78,145	-1.1%	77,305	78,145	-1.1%
Kona side	66,610	67,568	-1.4%	66,610	67,568	-1.4%
Hilo side	27,104	25,851	4.8%	27,104	25,851	4.8%
Big Island only	41,645	42,599	-2.2%	41,645	42,599	-2.2%
Any Neighbor Island	231,050	232,190	-0.5%	231,050	232,190	-0.5%
NI only	175,060	174,505	0.3%	175,060	174,505	0.3%
O'ahu & NI	55,990	57,685	-2.9%	55,990	57,685	-2.9%
Any one island only	282,693	282,821	0.0%	282,693	282,821	0.0%
Multiple Islands	71,503	74,007	-3.4%	71,503	74,007	-3.4%
Avg. Islands Visited	1.29	1.29	0.0%	1.29	1.29	0.0%
Average Length of Stay in Hawai'i	12.02	12.03	-0.1%	12.02	12.03	-0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	186,787	188,336	-0.8%	186,787	188,336	-0.8%
Hotel only	154,752	155,193	-0.3%	154,752	155,193	-0.3%
Plan to stay in Condo	74,493	74,421	0.1%	74,493	74,421	0.1%
Condo only	58,149	57,314	1.5%	58,149	57,314	1.5%
Plan to stay in Timeshare	46,893	47,659	-1.6%	46,893	47,659	-1.6%
Timeshare only	36,177	36,239	-0.2%	36,177	36,239	-0.2%
Cruise Ship	9,170	7,974	15.0%	9,170	7,974	15.0%
Friends/Relatives	44,659	47,024	-5.0%	44,659	47,024	-5.0%
Bed & Breakfast	4,600	5,056	-9.0%	4,600	5,056	-9.0%
Other	8,192	8,030	2.0%	8,192	8,030	2.0%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	275,287	274,878	0.1%	275,287	274,878	0.1%
Honeymoon	10,050	9,966	0.8%	10,050	9,966	0.8%
Get Married	2,802	2,909	-3.7%	2,802	2,909	-3.7%
Pleasure/Vacation	265,605	265,473	0.0%	265,605	265,473	0.0%
Mtgs/Conventions/Incentive	32,379	37,197	-13.0%	32,379	37,197	-13.0%
Conventions	23,541	26,483	-11.1%	23,541	26,483	-11.1%
Corporate Meetings	5,830	7,145	-18.4%	5,830	7,145	-18.4%
Incentive	4,131	4,955	-16.6%	4,131	4,955	-16.6%
Other Business	19,533	19,512	0.1%	19,533	19,512	0.1%
Visit Friends/Rel.	40,266	41,384	-2.7%	40,266	41,384	-2.7%
Govt/Military	8,398	7,679	9.4%	8,398	7,679	9.4%
Attend School	2,268	2,019	12.3%	2,268	2,019	12.3%
Sport Events	3,869	5,077	-23.8%	3,869	5,077	-23.8%
TRAVEL STATUS						
% First Timers **	25.7	26.5	-0.8	25.7	26.5	-0.8
% Repeaters **	74.3	73.5	0.8	74.3	73.5	0.8
Average # of Trips	6.31	6.17	2.3%	6.31	6.17	2.3%
Group Tour	12,302	13,709	-10.3%	12,302	13,709	-10.3%
Non-Group	341,894	343,120	-0.4%	341,894	343,120	-0.4%
Package Trip	71,646	71,562	0.1%	71,646	71,562	0.1%
No Package	282,550	285,266	-1.0%	282,550	285,266	-1.0%
Net True Independent	278,506	280,901	-0.9%	278,506	280,901	-0.9%

** 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)					
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
UNITED STATES	313,504	314,072	-0.2%	313,504	314,072	-0.2%
Pacific Region	145,833	140,817	3.6%	145,833	140,817	3.6%
...California	84,870	83,838	1.2%	84,870	83,838	1.2%
...Oregon	16,374	15,061	8.7%	16,374	15,061	8.7%
...Washington	35,059	32,796	6.9%	35,059	32,796	6.9%
Mountain Region	40,286	41,328	-2.5%	40,286	41,328	-2.5%
West North Central	23,970	25,761	-7.0%	23,970	25,761	-7.0%
West South Central	16,565	15,877	4.3%	16,565	15,877	4.3%
...Texas	12,749	12,026	6.0%	12,749	12,026	6.0%
East North Central	30,308	30,762	-1.5%	30,308	30,762	-1.5%
East South Central	5,256	5,156	1.9%	5,256	5,156	1.9%
New England	8,290	9,009	-8.0%	8,290	9,009	-8.0%
Middle Atlantic	17,803	19,433	-8.4%	17,803	19,433	-8.4%
...New Jersey	4,504	4,804	-6.2%	4,504	4,804	-6.2%
...New York	8,069	9,005	-10.4%	8,069	9,005	-10.4%
South Atlantic	24,738	25,463	-2.8%	24,738	25,463	-2.8%
CANADA	16,697	16,839	-0.8%	16,697	16,839	-0.8%
EUROPE	7,632	7,840	-2.7%	7,632	7,840	-2.7%
France	477	436	9.4%	477	436	9.4%
Germany	1,650	1,633	1.0%	1,650	1,633	1.0%
Ireland	100	173	-42.2%	100	173	-42.2%
Italy	423	377	12.2%	423	377	12.2%
Switzerland	479	481	-0.4%	479	481	-0.4%
United Kingdom	1,785	2,000	-10.8%	1,785	2,000	-10.8%
ASIA	3,286	3,373	-2.6%	3,286	3,373	-2.6%
People's Republic of China	1,367	1,663	-17.8%	1,367	1,663	-17.8%
Taiwan	107	131	-18.3%	107	131	-18.3%
Hong Kong	83	123	-32.5%	83	123	-32.5%
Indonesia	37	17	117.6%	37	17	117.6%
Japan	460	445	3.4%	460	445	3.4%
Korea	722	489	47.6%	722	489	47.6%
Malaysia	17	10	70.0%	17	10	70.0%
Philippines	203	251	-19.1%	203	251	-19.1%
Singapore	66	91	-27.5%	66	91	-27.5%
Thailand	45	41	9.8%	45	41	9.8%
CENTRAL AMERICA	444	438	1.4%	444	438	1.4%
Argentina	424	264	60.6%	424	264	60.6%
Brazil	876	664	31.9%	876	664	31.9%
Mexico	365	388	-5.9%	365	388	-5.9%
SOUTH AMERICA	1,580	1,160	36.2%	1,580	1,160	36.2%
OCEANIA	4,008	5,396	-25.7%	4,008	5,396	-25.7%
Australia	3,446	4,901	-29.7%	3,446	4,901	-29.7%
New Zealand	308	288	6.9%	308	288	6.9%

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)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,458,086	1,217,638	19.7%	1,458,086	1,217,638	19.7%
INTERNATIONAL VISITORS	169,348	155,311	9.0%	169,348	155,311	9.0%
INT'L AVERAGE DAILY CENSUS	47,035	39,279	19.7%	47,035	39,279	19.7%
INT'L AIR SEATS (EST)	231,063	216,689	6.6%	231,063	216,689	6.6%
INT LOAD FACTOR (EST)	81.3%	79.8%	1.6	81.3%	79.8%	1.6
ISLANDS VISITED						
O'ahu	139,487	136,898	1.9%	139,487	136,898	1.9%
O'ahu only	110,382	105,129	5.0%	110,382	105,129	5.0%
Kaua'i	6,891	5,766	19.5%	6,891	5,766	19.5%
Kaua'i only	1,523	1,214	25.5%	1,523	1,214	25.5%
Maui County	32,012	29,170	9.7%	32,012	29,170	9.7%
Maui	31,898	28,713	11.1%	31,898	28,713	11.1%
Maui only	18,136	12,967	39.9%	18,136	12,967	39.9%
Moloka'i *	595	897	-33.7%	595	897	-33.7%
Moloka'i only *	28	23	21.7%	28	23	21.7%
Lāna'i *	348	895	-61.1%	348	895	-61.1%
Lāna'i only *	1	98	-99.0%	1	98	-99.0%
Big Island	28,039	22,340	25.5%	28,039	22,340	25.5%
Kona side	20,189	15,477	30.4%	20,189	15,477	30.4%
Hilo side	13,681	10,737	27.4%	13,681	10,737	27.4%
Big Island only	8,701	2,725	219.3%	8,701	2,725	219.3%
Any Neighbor Island	58,966	50,182	17.5%	58,966	50,182	17.5%
NI only	29,861	18,413	62.2%	29,861	18,413	62.2%
O'ahu & NI	29,105	31,769	-8.4%	29,105	31,769	-8.4%
Any one island only	138,771	122,156	13.6%	138,771	122,156	13.6%
Multiple Islands	30,577	33,155	-7.8%	30,577	33,155	-7.8%
Avg. Islands Visited	1.22	1.26	-2.8%	1.22	1.26	-2.8%
Average Length of Stay in Hawai'i	8.61	7.84	9.8%	8.61	7.84	9.8%
ACCOMMODATIONS						
Plan to stay in Hotel	124,339	124,144	0.2%	124,339	124,144	0.2%
Hotel only	117,139	118,246	-0.9%	117,139	118,246	-0.9%
Plan to stay in Condo	24,722	19,131	29.2%	24,722	19,131	29.2%
Condo only	20,553	14,530	41.5%	20,553	14,530	41.5%
Plan to stay in Timeshare	9,355	5,263	77.8%	9,355	5,263	77.8%
Timeshare only	6,617	3,831	72.7%	6,617	3,831	72.7%
Cruise Ship	746	811	-8.0%	746	811	-8.0%
Friends/Relatives	10,802	7,423	45.5%	10,802	7,423	45.5%
Bed & Breakfast	1,095	548	99.8%	1,095	548	99.8%
Other	3,630	2,969	22.3%	3,630	2,969	22.3%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.) (Visitors Arriving on International Flights)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	142,560	127,987	11.4%	142,560	127,987	11.4%
Honeymoon	18,020	17,744	1.6%	18,020	17,744	1.6%
Get Married	3,664	3,617	1.3%	3,664	3,617	1.3%
Pleasure/Vacation	124,027	109,981	12.8%	124,027	109,981	12.8%
Mtgs/Conventions/Incentive	8,744	8,177	6.9%	8,744	8,177	6.9%
Conventions	6,841	4,806	42.3%	6,841	4,806	42.3%
Corporate Meetings	664	1,734	-61.7%	664	1,734	-61.7%
Incentive	1,335	1,711	-22.0%	1,335	1,711	-22.0%
Other Business	1,440	2,100	-31.4%	1,440	2,100	-31.4%
Visit Friends/Rel.	6,727	5,265	27.8%	6,727	5,265	27.8%
Govt/Military	3,491	2,131	63.8%	3,491	2,131	63.8%
Attend School	1,960	638	207.2%	1,960	638	207.2%
Sport Events	2,006	2,032	-1.3%	2,006	2,032	-1.3%
TRAVEL STATUS						
% First Timers **	42.3	42.9	-0.6	42.3	42.9	-0.6
% Repeaters **	57.7	57.1	0.6	57.7	57.1	0.6
Average # of Trips	3.96	3.63	9.1%	3.96	3.63	9.1%
Group Tour	38,674	37,410	3.4%	38,674	37,410	3.4%
Non-Group	130,674	117,901	10.8%	130,674	117,901	10.8%
Package Trip	89,529	93,197	-3.9%	89,529	93,197	-3.9%
No Package	79,819	62,114	28.5%	79,819	62,114	28.5%
Net True Independent	74,924	58,031	29.1%	74,924	58,031	29.1%

** 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 (Includes Pacific and Mountain States)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	2,154,456	2,120,700	1.6%	2,154,456	2,120,700	1.6%
TOTAL VISITORS	192,644	188,478	2.2%	192,644	188,478	2.2%
Domestic	186,119	182,145	2.2%	186,119	182,145	2.2%
International	6,525	6,333	3.0%	6,525	6,333	3.0%
AVERAGE DAILY CENSUS	69,499	68,410	1.6%	69,499	68,410	1.6%
ISLANDS VISITED						
O'ahu	87,564	87,318	0.3%	87,564	87,318	0.3%
O'ahu only	67,214	66,090	1.7%	67,214	66,090	1.7%
Kaua'i	30,946	31,279	-1.1%	30,946	31,279	-1.1%
Kaua'i only	20,342	20,161	0.9%	20,342	20,161	0.9%
Maui County	67,611	64,065	5.5%	67,611	64,065	5.5%
Maui	65,711	62,519	5.1%	65,711	62,519	5.1%
Maui only	50,159	46,669	7.5%	50,159	46,669	7.5%
Moloka'i *	1,844	1,673	10.2%	1,844	1,673	10.2%
Moloka'i only *	404	342	18.1%	404	342	18.1%
Lāna'i *	2,201	1,723	27.7%	2,201	1,723	27.7%
Lāna'i only *	528	380	38.9%	528	380	38.9%
Big Island	39,747	39,666	0.2%	39,747	39,666	0.2%
Kona side	34,941	34,467	1.4%	34,941	34,467	1.4%
Hilo side	11,764	11,013	6.8%	11,764	11,013	6.8%
Big Island only	26,566	26,239	1.2%	26,566	26,239	1.2%
Any Neighbor Island	125,430	122,388	2.5%	125,430	122,388	2.5%
NI only	105,080	101,160	3.9%	105,080	101,160	3.9%
O'ahu & NI	20,350	21,228	-4.1%	20,350	21,228	-4.1%
Any one island only	165,213	159,881	3.3%	165,213	159,881	3.3%
Multiple Islands	27,431	28,597	-4.1%	27,431	28,597	-4.1%
Avg. Islands Visited	1.18	1.19	-0.5%	1.18	1.19	-0.5%
Average Length of Stay in Hawaii	11.18	11.25	-0.6%	11.18	11.25	-0.6%
ACCOMMODATIONS						
Plan to stay in Hotel	89,489	90,760	-1.4%	89,489	90,760	-1.4%
Hotel only	75,559	76,058	-0.7%	75,559	76,058	-0.7%
Plan to stay in Condo	46,299	44,021	5.2%	46,299	44,021	5.2%
Condo only	37,952	35,391	7.2%	37,952	35,391	7.2%
Plan to stay in Timeshare	26,309	25,857	1.7%	26,309	25,857	1.7%
Timeshare only	20,746	20,392	1.7%	20,746	20,392	1.7%
Cruise Ship	2,381	1,769	34.6%	2,381	1,769	34.6%
Friends/Relatives	27,797	26,736	4.0%	27,797	26,736	4.0%
Bed & Breakfast	2,425	2,117	14.5%	2,425	2,117	14.5%
Other	4,961	4,798	3.4%	4,961	4,798	3.4%

* 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)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	150,434	146,371	2.8%	150,434	146,371	2.8%
Honeymoon	4,268	4,173	2.3%	4,268	4,173	2.3%
Get Married	1,469	1,459	0.7%	1,469	1,459	0.7%
Pleasure/Vacation	146,208	142,396	2.7%	146,208	142,396	2.7%
Mtgs/Conventions/Incentive	13,620	15,819	-13.9%	13,620	15,819	-13.9%
Conventions	9,783	11,376	-14.0%	9,783	11,376	-14.0%
Corporate Meetings	2,753	3,244	-15.1%	2,753	3,244	-15.1%
Incentive	1,482	1,790	-17.2%	1,482	1,790	-17.2%
Other Business	11,666	11,237	3.8%	11,666	11,237	3.8%
Visit Friends/Rel.	23,461	23,297	0.7%	23,461	23,297	0.7%
Govt/Military	4,015	2,746	46.2%	4,015	2,746	46.2%
Attend School	1,502	838	79.2%	1,502	838	79.2%
Sport Events	1,952	2,419	-19.3%	1,952	2,419	-19.3%
TRAVEL STATUS						
% First Timers **	16.8	16.5	0.2	16.8	16.5	0.2
% Repeaters **	83.2	83.5	-0.2	83.2	83.5	-0.2
Average # of Trips	7.5	7.5	0.5%	7.5	7.5	0.5%
Group Tour	4,798	4,816	-0.4%	4,798	4,816	-0.4%
Non-Group	187,846	183,662	2.3%	187,846	183,662	2.3%
Package Trip	33,397	32,339	3.3%	33,397	32,339	3.3%
No Package	159,247	156,139	2.0%	159,247	156,139	2.0%
Net True Independent	157,656	154,452	2.1%	157,656	154,452	2.1%

** 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					
	(Includes States East of Rocky Mountains)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	1,651,089	1,695,209	-2.6%	1,651,089	1,695,209	-2.6%
TOTAL VISITORS	131,815	135,411	-2.7%	131,815	135,411	-2.7%
Domestic	126,930	131,461	-3.4%	126,930	131,461	-3.4%
International	4,885	3,950	23.7%	4,885	3,950	23.7%
AVERAGE DAILY CENSUS	53,261	54,684	-2.6%	53,261	54,684	-2.6%
ISLANDS VISITED						
O'ahu	73,378	76,150	-3.6%	73,378	76,150	-3.6%
O'ahu only	44,922	45,765	-1.8%	44,922	45,765	-1.8%
Kaua'i	27,158	27,206	-0.2%	27,158	27,206	-0.2%
Kaua'i only	10,788	10,794	-0.1%	10,788	10,794	-0.1%
Maui County	51,903	53,678	-3.3%	51,903	53,678	-3.3%
Maui	50,697	52,319	-3.1%	50,697	52,319	-3.1%
Maui only	27,791	27,883	-0.3%	27,791	27,883	-0.3%
Moloka'i *	1,495	1,853	-19.3%	1,495	1,853	-19.3%
Moloka'i only *	229	204	12.3%	229	204	12.3%
Lāna'i *	1,934	2,256	-14.3%	1,934	2,256	-14.3%
Lāna'i only *	302	274	10.2%	302	274	10.2%
Big Island	30,285	31,473	-3.8%	30,285	31,473	-3.8%
Kona side	25,760	26,515	-2.8%	25,760	26,515	-2.8%
Hilo side	12,618	12,751	-1.0%	12,618	12,751	-1.0%
Big Island only	12,389	12,832	-3.5%	12,389	12,832	-3.5%
Any Neighbor Island	86,893	89,646	-3.1%	86,893	89,646	-3.1%
NI only	58,437	59,261	-1.4%	58,437	59,261	-1.4%
O'ahu & NI	28,456	30,385	-6.3%	28,456	30,385	-6.3%
Any one island only	96,421	97,752	-1.4%	96,421	97,752	-1.4%
Multiple Islands	35,394	37,659	-6.0%	35,394	37,659	-6.0%
Avg. Islands Visited	1.40	1.41	-0.7%	1.40	1.41	-0.7%
Average Length of Stay in Hawai'i	12.53	12.52	0.1%	12.53	12.52	0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	76,191	79,263	-3.9%	76,191	79,263	-3.9%
Hotel only	61,893	64,130	-3.5%	61,893	64,130	-3.5%
Plan to stay in Condo	22,783	23,012	-1.0%	22,783	23,012	-1.0%
Condo only	16,526	16,224	1.9%	16,526	16,224	1.9%
Plan to stay in Timeshare	17,945	18,315	-2.0%	17,945	18,315	-2.0%
Timeshare only	13,349	13,485	-1.0%	13,349	13,485	-1.0%
Cruise Ship	5,534	4,965	11.5%	5,534	4,965	11.5%
Friends/Relatives	15,346	16,699	-8.1%	15,346	16,699	-8.1%
Bed & Breakfast	1,793	2,148	-16.5%	1,793	2,148	-16.5%
Other	3,355	3,089	8.6%	3,355	3,089	8.6%

* 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)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	97,805	100,323	-2.5%	97,805	100,323	-2.5%
Honeymoon	4,451	4,568	-2.6%	4,451	4,568	-2.6%
Get Married	1,055	1,201	-12.2%	1,055	1,201	-12.2%
Pleasure/Vacation	93,628	96,078	-2.6%	93,628	96,078	-2.6%
Mtgs/Conventions/Incentive	15,900	18,298	-13.1%	15,900	18,298	-13.1%
Conventions	11,634	13,086	-11.1%	11,634	13,086	-11.1%
Corporate Meetings	2,613	3,101	-15.7%	2,613	3,101	-15.7%
Incentive	2,272	2,757	-17.6%	2,272	2,757	-17.6%
Other Business	6,879	7,286	-5.6%	6,879	7,286	-5.6%
Visit Friends/Rel.	14,663	15,115	-3.0%	14,663	15,115	-3.0%
Govt/Military	5,198	4,700	10.6%	5,198	4,700	10.6%
Attend School	1,719	835	105.9%	1,719	835	105.9%
Sport Events	1,572	2,199	-28.5%	1,572	2,199	-28.5%
TRAVEL STATUS						
% First Timers **	34.5	35.8	-1.3	34.5	35.8	-1.3
% Repeaters **	65.5	64.2	1.3	65.5	64.2	1.3
Average # of Trips	5.1	4.8	5.1%	5.1	4.8	5.1%
Group Tour	7,230	6,827	5.9%	7,230	6,827	5.9%
Non-Group	124,585	128,585	-3.1%	124,585	128,585	-3.1%
Package Trip	29,010	28,810	0.7%	29,010	28,810	0.7%
No Package	102,805	106,602	-3.6%	102,805	106,602	-3.6%
Net True Independent	100,973	104,568	-3.4%	100,973	104,568	-3.4%

** 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					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	507,155	520,865	-2.6%	507,155	520,865	-2.6%
TOTAL VISITORS	88,112	88,619	-0.6%	88,112	88,619	-0.6%
Domestic	460	445	3.4%	460	445	3.4%
International	87,652	88,174	-0.6%	87,652	88,174	-0.6%
AVERAGE DAILY CENSUS	16,360	16,802	-2.6%	16,360	16,802	-2.6%
ISLANDS VISITED						
O'ahu	83,367	86,418	-3.5%	83,367	86,418	-3.5%
O'ahu only	69,556	70,398	-1.2%	69,556	70,398	-1.2%
Kaua'i	1,347	1,558	-13.5%	1,347	1,558	-13.5%
Kaua'i only	26	28	-7.1%	26	28	-7.1%
Maui County	5,171	4,289	20.6%	5,171	4,289	20.6%
Maui	5,113	4,246	20.4%	5,113	4,246	20.4%
Maui only	1,024	532	92.5%	1,024	532	92.5%
Moloka'i *	23	64	-64.1%	23	64	-64.1%
Moloka'i only *	0	0	NA	0	0	NA
Lāna'i *	88	129	-31.8%	88	129	-31.8%
Lāna'i only *	1	43	-97.7%	1	43	-97.7%
Big Island	14,320	14,007	2.2%	14,320	14,007	2.2%
Kona side	8,926	9,567	-6.7%	8,926	9,567	-6.7%
Hilo side	6,655	5,717	16.4%	6,655	5,717	16.4%
Big Island only	3,516	1,388	153.3%	3,516	1,388	153.3%
Any Neighbor Island	18,556	18,221	1.8%	18,556	18,221	1.8%
NI only	4,745	2,201	115.6%	4,745	2,201	115.6%
O'ahu & NI	13,811	16,020	-13.8%	13,811	16,020	-13.8%
Any one island only	74,123	72,389	2.4%	74,123	72,389	2.4%
Multiple Islands	13,989	16,230	-13.8%	13,989	16,230	-13.8%
Avg. Islands Visited	1.18	1.20	-1.5%	1.18	1.20	-1.5%
Average Length of Stay in Hawai'i	5.76	5.88	-2.1%	5.76	5.88	-2.1%
ACCOMMODATIONS						
Plan to stay in Hotel	76,923	80,235	-4.1%	76,923	80,235	-4.1%
Hotel only	75,695	79,043	-4.2%	75,695	79,043	-4.2%
Plan to stay in Condo	8,159	6,701	21.8%	8,159	6,701	21.8%
Condo only	7,177	5,899	21.7%	7,177	5,899	21.7%
Plan to stay in Timeshare	2,661	1,392	91.2%	2,661	1,392	91.2%
Timeshare only	2,116	953	122.0%	2,116	953	122.0%
Cruise Ship	209	64	226.6%	209	64	226.6%
Friends/Relatives	1,138	1,223	-7.0%	1,138	1,223	-7.0%
Bed & Breakfast	148	67	120.9%	148	67	120.9%
Other	95	247	-61.5%	95	247	-61.5%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	80,347	76,110	5.6%	80,347	76,110	5.6%
Honeymoon	12,761	16,287	-21.6%	12,761	16,287	-21.6%
Get Married	3,280	3,237	1.3%	3,280	3,237	1.3%
Pleasure/Vacation	67,105	59,638	12.5%	67,105	59,638	12.5%
Mtgs/Conventions/Incentive	1,714	2,528	-32.2%	1,714	2,528	-32.2%
Conventions	864	601	43.8%	864	601	43.8%
Corporate Meetings	222	424	-47.6%	222	424	-47.6%
Incentive	628	1,504	-58.2%	628	1,504	-58.2%
Other Business	370	479	-22.8%	370	479	-22.8%
Visit Friends/Rel.	1,348	1,564	-13.8%	1,348	1,564	-13.8%
Govt/Military	105	70	50.0%	105	70	50.0%
Attend School	61	6	916.7%	61	6	916.7%
Sport Events	1,586	1,604	-1.1%	1,586	1,604	-1.1%
TRAVEL STATUS						
% First Timers **	39.5	42.4	-3.0	39.5	42.4	-3.0
% Repeaters **	60.5	57.6	3.0	60.5	57.6	3.0
Average # of Trips	4.2	3.7	13.1%	4.2	3.7	13.1%
Group Tour	32,907	32,195	2.2%	32,907	32,195	2.2%
Non-Group	55,206	56,424	-2.2%	55,206	56,424	-2.2%
Package Trip	65,027	71,525	-9.1%	65,027	71,525	-9.1%
No Package	23,085	17,094	35.0%	23,085	17,094	35.0%
Net True Independent	19,140	13,356	43.3%	19,140	13,356	43.3%

** 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					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	703,491	607,090	15.9%	703,491	607,090	15.9%
TOTAL VISITORS	49,481	42,045	17.7%	49,481	42,045	17.7%
Domestic	16,697	16,839	-0.8%	16,697	16,839	-0.8%
International	32,784	25,206	30.1%	32,784	25,206	30.1%
AVERAGE DAILY CENSUS	22,693	19,584	15.9%	22,693	19,584	15.9%
ISLANDS VISITED						
O'ahu	22,941	20,923	9.6%	22,941	20,923	9.6%
O'ahu only	15,725	14,407	9.1%	15,725	14,407	9.1%
Kaua'i	6,276	5,045	24.4%	6,276	5,045	24.4%
Kaua'i only	2,881	1,958	47.1%	2,881	1,958	47.1%
Maui County	22,959	20,418	12.4%	22,959	20,418	12.4%
Maui	22,847	20,084	13.8%	22,847	20,084	13.8%
Maui only	16,788	14,315	17.3%	16,788	14,315	17.3%
Moloka'i *	374	492	-24.0%	374	492	-24.0%
Moloka'i only *	50	50	0.0%	50	50	0.0%
Lāna'i *	260	489	-46.8%	260	489	-46.8%
Lāna'i only *	13	26	-50.0%	13	26	-50.0%
Big Island	9,458	6,871	37.7%	9,458	6,871	37.7%
Kona side	8,535	6,232	37.0%	8,535	6,232	37.0%
Hilo side	3,559	2,366	50.4%	3,559	2,366	50.4%
Big Island only	4,780	2,931	63.1%	4,780	2,931	63.1%
Any Neighbor Island	33,756	27,638	22.1%	33,756	27,638	22.1%
NI only	26,540	21,122	25.7%	26,540	21,122	25.7%
O'ahu & NI	7,216	6,516	10.7%	7,216	6,516	10.7%
Any one island only	40,237	33,687	19.4%	40,237	33,687	19.4%
Multiple Islands	9,244	8,358	10.6%	9,244	8,358	10.6%
Avg. Islands Visited	1.26	1.28	-2.0%	1.26	1.28	-2.0%
Average Length of Stay in Hawaii	14.22	14.44	-1.5%	14.22	14.44	-1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	24,037	20,495	17.3%	24,037	20,495	17.3%
Hotel only	18,394	15,799	16.4%	18,394	15,799	16.4%
Plan to stay in Condo	18,011	14,975	20.3%	18,011	14,975	20.3%
Condo only	14,447	11,855	21.9%	14,447	11,855	21.9%
Plan to stay in Timeshare	6,591	5,765	14.3%	6,591	5,765	14.3%
Timeshare only	4,557	4,092	11.4%	4,557	4,092	11.4%
Cruise Ship	803	846	-5.1%	803	846	-5.1%
Friends/Relatives	2,678	2,503	7.0%	2,678	2,503	7.0%
Bed & Breakfast	617	432	42.8%	617	432	42.8%
Other	549	317	73.2%	549	317	73.2%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	45,676	38,699	18.0%	45,676	38,699	18.0%
Honeymoon	846	670	26.3%	846	670	26.3%
Get Married	177	258	-31.4%	177	258	-31.4%
Pleasure/Vacation	44,843	38,105	17.7%	44,843	38,105	17.7%
Mtgs/Conventions/Incentive	2,976	2,774	7.3%	2,976	2,774	7.3%
Conventions	2,266	1,840	23.2%	2,266	1,840	23.2%
Corporate Meetings	271	825	-67.2%	271	825	-67.2%
Incentive	537	212	153.3%	537	212	153.3%
Other Business	481	467	3.0%	481	467	3.0%
Visit Friends/Rel.	2,140	1,889	13.3%	2,140	1,889	13.3%
Govt/Military	106	82	29.3%	106	82	29.3%
Attend School	109	67	62.7%	109	67	62.7%
Sport Events	216	455	-52.5%	216	455	-52.5%
TRAVEL STATUS						
% First Timers **	31.9	29.7	2.3	31.9	29.7	2.3
% Repeaters **	68.1	70.3	-2.3	68.1	70.3	-2.3
Average # of Trips	4.4	4.8	-6.9%	4.4	4.8	-6.9%
Group Tour	1,575	1,297	21.4%	1,575	1,297	21.4%
Non-Group	47,906	40,748	17.6%	47,906	40,748	17.6%
Package Trip	13,074	10,236	27.7%	13,074	10,236	27.7%
No Package	36,408	31,809	14.5%	36,408	31,809	14.5%
Net True Independent	35,874	31,464	14.0%	35,874	31,464	14.0%

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

Table 8. VISITORS BY CRUISE SHIPS

	JANUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	212,479	240,945	-11.8%	212,479	240,945	-11.8%
TOTAL VISITORS	20,297	19,322	5.0%	20,297	19,322	5.0%
ARRIVED BY SHIP	9,193	10,102	-9.0%	9,193	10,102	-9.0%
ARRIVED BY AIR	11,104	9,220	20.4%	11,104	9,220	20.4%
NUMBER OF SHIP ARRIVALS	6	6	0.0%	6	6	0.0%
ISLANDS VISITED						
Oahu	20,297	19,322	5.0%	20,297	19,322	5.0%
Kauai	19,613	18,378	6.7%	19,613	18,378	6.7%
Maui County	19,657	18,378	7.0%	19,657	18,378	7.0%
Maui	19,657	18,378	7.0%	19,657	18,378	7.0%
Molokai	156	680	-77.1%	156	680	-77.1%
Lanai	474	986	-51.9%	474	986	-51.9%
Big Island	19,909	19,322	3.0%	19,909	19,322	3.0%
Average Islands Visited	3.9	4.1	-3.4%	3.9	4.1	-3.4%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	3.06	5.19	-41.0%	3.06	5.19	-41.0%
Days in Hawaii during Cruise	5.74	5.59	2.7%	5.74	5.59	2.7%
Days in Hawaii after Cruise	1.66	1.69	-1.3%	1.66	1.69	-1.3%
Total days in Hawaii	10.47	12.47	-16.1%	10.47	12.47	-16.1%
ACCOMMODATIONS						
Hotel	10,416	9,767	6.6%	10,416	9,767	6.6%
Hotel only	9,319	7,493	24.4%	9,319	7,493	24.4%
Condo	1,031	1,624	-36.5%	1,031	1,624	-36.5%
Condo only	464	302	53.7%	464	302	53.7%
Timeshare	718	1,231	-41.7%	718	1,231	-41.7%
Timeshare Only	345	266	29.8%	345	266	29.8%
Bed & Breakfast	132	521	-74.7%	132	521	-74.7%
Bed & Breakfast only	-	10	-100.0%	-	10	-100.0%
Friends & relatives	532	1,065	-50.1%	532	1,065	-50.1%
Other accommodation	387	1,282	-69.8%	387	1,282	-69.8%
Accommodation (NET)	11,828	11,202	5.6%	11,828	11,202	5.6%
Cruise only	8,469	8,119	4.3%	8,469	8,119	4.3%
TRAVEL STATUS						
% First timers	41.5	31.1	10.40	41.5	31.1	10.40
% Repeat visitors	58.5	68.9	-10.40	58.5	68.9	-10.40

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

Table 9. Total Air Seats Operated to Hawai'i

January 2010	Statewide %Chge	Honolulu %Chge	Kahului %Chge	Kona %Chge	Hilo %Chge	Lihue %Chge
Total Seats	762,272 2.1%	542,393 3.0%	130,693 1.2%	55,618 -1.2%	0 NA	33,568 -2.6%
Scheduled Seats	749,992 2.2%	536,953 3.1%	126,893 1.2%	54,098 -1.3%	0 NA	32,048 -2.8%
Charter seats	12,280 -3.0%	5,440 -6.5%	3,800 0.0%	1,520 0.0%		1,520 0.0%
Domestic Seats	531,209 0.3%	338,892 1.2%	112,400 -3.4%	46,349 5.6%	0 NA	33,568 -2.6%
Scheduled Seats	521,329 0.3%	335,852 1.3%	108,600 -3.5%	44,829 5.8%	0 NA	32,048 -2.8%
...US West	415,402 -7.8%	263,981 -3.2%	84,278 -17.9%	39,962 -5.7%	0 NA	27,181 -17.5%
...US East	105,927 54.0%	71,871 22.1%	24,322 145.0%	4,867 NA		4,867 NA
Charter seats	9,880 -3.7%	3,040 -11.1%	3,800 0.0%	1,520 0.0%		1,520 0.0%
International Seats	231,063 6.6%	203,501 6.3%	18,293 42.9%	9,269 -25.2%		
Scheduled Seats	228,663 6.7%	201,101 6.4%	18,293 42.9%	9,269 -25.2%		
...Japan	129,494 -2.4%	129,494 5.6%		0 -100.0%		
...Canada	46,974 60.5%	17,918 26.2%	18,293 42.9%	9,269 306.7%		1,494 NA
...Other Asia	14,289 20.9%	14,289 20.9%				
...Aus./N. Zealand	15,140 -8.6%	15,140 -8.6%				
...Other	24,260 1.5%	24,260 1.5%				
Charter Seats	2,400 0.0%	2,400 0.0%				
YTD Thru JAN 2010	Statewide %Chge	Honolulu %Chge	Kahului %Chge	Kona %Chge	Hilo %Chge	Lihue %Chge
Total Seats	762,272 2.1%	542,393 3.0%	130,693 1.2%	55,618 -1.2%	0 NA	33,568 -2.6%
Scheduled Seats	749,992 2.2%	536,953 3.1%	126,893 1.2%	54,098 -1.3%	0 NA	32,048 -2.8%
Charter seats	12,280 -3.0%	5,440 -6.5%	3,800 0.0%	1,520 0.0%		1,520 0.0%
Domestic Seats	531,209 0.3%	338,892 1.2%	112,400 -3.4%	46,349 5.6%	0 NA	33,568 -2.6%
Scheduled Seats	521,329 0.3%	335,852 1.3%	108,600 -3.5%	44,829 5.8%	0 NA	32,048 -2.8%
...US West	415,402 -7.8%	263,981 -3.2%	84,278 -17.9%	39,962 -5.7%	0 NA	27,181 -17.5%
...US East	105,927 54.0%	71,871 22.1%	24,322 145.0%	4,867 NA		4,867 NA
Charter seats	9,880 -3.7%	3,040 -11.1%	3,800 0.0%	1,520 0.0%		1,520 0.0%
International Seats	231,063 6.6%	203,501 6.3%	18,293 42.9%	9,269 -25.2%		
Scheduled Seats	228,663 6.7%	201,101 6.4%	18,293 42.9%	9,269 -25.2%		
...Japan	129,494 -2.4%	129,494 5.6%		0 -100.0%		
...Canada	46,974 60.5%	17,918 26.2%	18,293 42.9%	9,269 306.7%		1,494 NA
...Other Asia	14,289 20.9%	14,289 20.9%				
...Aus./N. Zealand	15,140 -8.6%	15,140 -8.6%				
...Other	24,260 1.5%	24,260 1.5%				
Charter Seats	2,400 0.0%	2,400 0.0%				

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