



HAWAI'I TOURISM AUTHORITY
OFFICE OF STATE TOURISM LIAISON

News Release

LINDA LINGLE
GOVERNOR

For Immediate Release: July 28, 2009

VISITOR SPENDING DECLINED FOR THE FIRST HALF OF 2009

JUNE 2009 ALSO DECREASED

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

HONOLULU –Total air visitor spending for the first half of 2009 declined 15.1 percent from year-to-date 2008, to \$4.97 billion, a drop of \$882.2 million. Total expenditures by visitors who came by air in the month of June 2009 was \$843.9 million, down 16.1 percent, \$161.6 million, compared to last June, according to preliminary statistics released today by the Hawai'i Tourism Authority .

The drop in total visitor expenditures for June 2009 resulted from lower average daily visitor spending (\$156 per person, down from \$180 per person in June 2008) and a 5.2 percent decrease in visitor arrivals by air to 550,421 visitors.

Total visitor days in June 2009 fell 2.9 percent from the same month last year. The average length of stay by these visitors increased slightly to 9.85 days from 9.61 days in June 2008. Total arrivals by air decreased 5.2 percent to 550,421 visitors, continuing a decline since March 2008. No visitors came to the islands by cruise ships in both June 2009 and 2008.

Among the top four visitor markets, air arrivals from the U.S. West increased for the second consecutive month, up 4.9 percent from last June. Air arrivals from the U.S. East dropped 4 percent. Japanese air arrivals declined 32.8 percent, the largest decrease in arrivals for the Japanese market since May 2003 (-36.6%). Arrivals by air from Canada were 10.5 percent lower compared to June 2008.

“June's results were not unexpected, as global economic conditions are continuing to affect Hawai'i's visitor industry and our economy,” said State Tourism Liaison, Marsha Wienert. "Additionally, concerns about the H1N1 influenza contributed to the large decrease in international travel, especially visitor arrivals from Japan.”

“The growth in visitors from the U.S. West in June was very positive news and a result of very attractive travel packaging and increased marketing efforts in our base market,” Wienert said. “The health of the visitor industry and our economy through the remainder of 2009 will depend not only on visitor arrivals, but also on visitor spending.”

“In response to the crisis facing our visitor industry, the Hawai‘i Tourism Authority, has allocated 86 percent of its budget to support marketing-related programs beginning in July 2009. This includes aggressive marketing campaigns to stimulate travel to Hawai‘i, especially from our two core markets - U.S. West and Japan,” said Mike McCartney, president and chief executive officer of Hawai‘i Tourism Authority.

“We are optimistic by the increase in arrivals from the U.S. West for the second consecutive month. With heightened marketing efforts and scheduled blitzes on the West Coast and in the Pacific Northwest, we are hopeful that this trend will continue through the fall. In Japan, we have launched new consumer marketing campaigns to generate bookings. We have already begun to see some initial results with 23 extra flights added in July and August and eight additional flights added during ‘silver week’ in September to accommodate demand,” said McCartney.

For the first half of 2009, total visitor days for air and cruise visitors declined 8.7 percent. Total arrivals by air and cruise fell 9.8 percent from the same period last year to 3,213,600 visitors.

Year-to-date 2009 arrivals by air totaled 3,161,873 visitors, down 9.9 percent from a year ago. Average per person per day spending declined to \$165 per person compared to \$178 in the first half of 2008.







June 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
June 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	550,421	-5.2%	9.85	2.4%	5,420,102	-2.9%	NA	NA	NA	NA	NA	NA
Total by Air	550,421	-5.2%	9.85	2.4%	5,420,102	-2.9%	155.7	-13.6%	1,533.2	-11.5%	843.9	-16.1%
U.S. West	264,471	4.9%	9.81	-3.3%	2,594,039	1.4%	138.0	-7.5%	1,353.6	-10.6%	358.0	-6.1%
U.S. East	156,052	-4.0%	10.61	-1.3%	1,655,325	-5.2%	157.9	-17.0%	1,675.4	-18.0%	261.5	-21.2%
Japan	62,605	-32.8%	5.84	5.8%	365,622	-28.9%	274.6	-7.2%	1,603.8	-1.8%	100.4	-34.0%
Canada	12,319	-10.5%	11.84	7.6%	145,894	-3.7%	136.3	-15.4%	1,613.9	-9.0%	19.9	-18.5%
All Others	54,974	-7.1%	11.99	15.5%	659,222	7.3%	158.0	-16.0%	1,894.8	-3.0%	104.2	-9.9%
Total by Ship	0	NA	0.00	NA	0	NA	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	3,213,600	-9.8%	9.52	1.3%	30,597,260	-8.7%	NA	NA	NA	NA	NA	NA
Total by Air	3,161,873	-9.9%	9.53	1.3%	30,119,187	-8.7%	165.2	-7.0%	1,573.2	-5.7%	4,974.4	-15.1%
U.S. West	1,327,178	-7.8%	9.59	0.2%	12,725,300	-7.6%	140.9	-5.9%	1,350.6	-5.8%	1,792.5	-13.1%
U.S. East	827,591	-12.1%	10.49	0.2%	8,677,801	-11.9%	166.0	-8.8%	1,740.3	-8.6%	1,440.3	-19.7%
Japan	509,024	-11.0%	5.79	3.4%	2,948,685	-7.9%	279.9	-3.6%	1,621.6	-0.3%	825.4	-11.3%
Canada	189,646	-9.0%	12.80	-1.7%	2,428,032	-10.6%	139.1	-11.4%	1,781.4	-12.9%	337.8	-20.8%
All Others	308,434	-11.5%	10.83	9.5%	3,339,368	-3.1%	173.2	-7.4%	1,875.0	1.4%	578.3	-10.2%
Total by Ship	51,727	-2.0%	9.24	-3.8%	478,073	-5.7%	NA	NA	NA	NA	NA	NA

Other Highlights:

- Arrivals from the Pacific region, rose 6.6 percent from June 2008, boosted by more visitors from California (+5.3%) and Washington (+18.1%). Arrivals from the West South Central region also increased (+5.1%) but all other regions were lower compared to last June. The largest drop was in the East North Central (-10.2%) region.
- More U.S. West visitors went to O'ahu (+4.5%), Maui (+2.3%) and Hawai'i Island (+6.1%) as part of their trip to the islands compared to June 2008. An even higher number of U.S. West visitors stayed only on Hawai'i Island (+12.2%), O'ahu (+8.6%), Maui (+5.8%) or only on Kaua'i (+4.3%) during their visit compared to the same time last year.
- More U.S. West visitors came to vacation (+8.4%) and to honeymoon (+11.8%) in June 2009.
- The average length of stay by U.S. West visitors was 9.81 days, compared to 10.15 days in June 2008.
- Hotels (+5.5%) and timeshare properties (+4%) experienced heavier visitor traffic from the U.S. West in June 2009 compared to the same month last year.
- The percentage of repeat visitors from the U.S. West in June 2009 (79.3%) was slightly lower than in June 2008 (79.9%).
- U.S. East arrivals were lower on Kaua'i (-15.1%), Hawai'i Island (-10.4%), Maui (-8.5%) and O'ahu (-3.8%) compared to last June. More U.S. East visitors stayed only on O'ahu (+4.1%) or only on Maui (+4.7%) than in June 2008.
- The percentage of repeat visitors from the U.S. East in June 2009 (53.7%) was higher than in June 2008 (52.1%).
- Daily spending by Japanese visitors in June 2009 averaged \$275 per person, down from \$296 per person last June. Lower daily spending and decreased arrivals caused a 34 percent reduction in total expenditures by Japanese visitors to \$100.4 million in June 2009.
- All islands suffered double-digit losses in Japanese arrivals in June 2009 compared to a year ago. The largest decline in Japanese visitors was on Kaua'i, down 58.7 percent from June 2008.
- Fewer Japanese came to honeymoon (-10.1%) in June 2009 compared to last June. However, for the first half of 2009, there were 107,609 Japanese honeymooners in the islands, 8.8 percent higher than in the same period last year.
- There were also more repeat visitors from Japan in June 2009 than in June 2008 (54.6% versus 52.3%). Japanese visitors' length of stay rose to 5.84 days, from 5.52 days last June.
- Growth in Canadian visitors varied by island. Visitations increased on Kaua'i (+28.3%) and Hawai'i Island (+7.2%) but declined on O'ahu (-19.2%) and Maui (-10.3%). Significantly fewer Canadians visited multiple islands in June 2009 (-18.6%).
- Canadian visitors' length of stay in June 2009 rose to 11.84 days, from 11.01 days in the same month last year.

JUNE 2009 Island Highlights







						
JUNE 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	329,902 -9.0%	87,729 -8.6%	176,455 -4.3%	3,560 -41.1%	5,414 -25.0%	107,100 -4.2%
Total Visitor Days	2,592,578 -3.2%	658,327 -5.3%	1,401,032 -1.3%	17,145 -19.6%	19,629 -24.9%	731,392 -1.3%
Total Expenditures (\$mil.)	387.8 -21.4%	97.3 -10.6%	245.8 -5.9%	1.7 -51.0%	6.9 -15.5%	104.3 -19.9%
PPPD Spending (\$)	149.6 -18.8%	147.8 -5.6%	175.4 -4.6%	98.3 -39.1%	351.9 12.6%	142.7 -18.8%
Domestic Arrivals	233,752 0.6%	82,628 -7.3%	162,502 -1.8%	3,406 -13.3%	5,012 -13.7%	88,487 -1.4%
Int'l Arrivals	96,150 -26.1%	5,101 -25.7%	13,953 -26.0%	154 -92.7%	402 -71.5%	18,613 -15.6%
Total LOS	7.86 6.3%	7.50 3.7%	7.94 3.1%	4.82 36.4%	3.63 0.0%	6.83 3.0%
Domestic LOS	8.16 -0.3%	7.65 1.7%	7.93 0.2%	4.96 3.7%	3.71 -10.0%	7.56 1.9%
Int'l LOS	7.13 19.5%	5.16 45.7%	8.07 38.3%	1.65 36.6%	2.58 63.3%	3.36 -2.1%
YTD Through						
JUNE 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	1,948,188 -9.9%	461,878 -16.1%	944,616 -15.2%	25,007 -36.4%	31,477 -31.0%	617,576 -13.3%
Total Visitor Days	14,367,847 -6.2%	3,478,406 -8.7%	7,686,734 -11.3%	124,106 -29.4%	114,759 -25.0%	4,347,335 -10.6%
Total Expenditures (\$mil.)	2,453.0 -15.1%	517.4 -15.6%	1,333.2 -13.4%	12.6 -37.3%	40.2 -12.4%	618.0 -17.4%
PPPD Spending (\$)	170.7 -9.5%	148.7 -7.5%	173.4 -2.4%	101.2 -11.2%	350.2 16.9%	142.2 -7.6%
Domestic Arrivals	1,214,394 -9.7%	425,774 -15.2%	816,112 -15.6%	20,395 -30.5%	26,772 -27.1%	482,421 -14.2%
Int'l Arrivals	733,794 -10.3%	36,104 -25.7%	128,504 -12.0%	4,612 -53.7%	4,705 -47.3%	135,155 -9.9%
Total LOS	7.37 4.1%	7.53 8.8%	8.14 4.6%	4.96 11.0%	3.65 8.7%	7.04 3.1%
Domestic LOS	7.92 3.5%	7.75 7.1%	8.20 3.2%	5.42 6.6%	3.91 3.3%	7.86 4.2%
Int'l LOS	6.48 5.1%	4.94 34.4%	7.72 16.2%	2.94 10.4%	2.15 35.1%	4.11 -0.8%

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

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

- All islands reported lower visitor expenditures this month compared to June 2008. Total visitor expenditures on O'ahu fell 21.4 percent to \$387.8 million. Total expenditures on Maui declined 5.9 percent to \$245.8 million; total visitor spending on Hawai'i Island dropped 19.9 percent to \$104.3 million; while total visitor spending on Kaua'i decreased 10.6 percent to \$97.3 million.
- The decline in Japanese visitor days for O'ahu (-27%) contributed to the weakened expenditures on O'ahu.







JUNE 2009 Island Highlights for Selected MMAs

						
U.S. West	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	967,250 0.2%	415,778 0.5%	794,426 1.9%	9,411 -9.5%	9,015 -24.3%	398,244 6.0%
Total Arrivals	119,506 4.5%	48,918 -0.8%	94,490 2.3%	1,606 -16.3%	2,294 -16.4%	47,723 6.1%
LOS	8.09 -4.2%	8.50 1.3%	8.41 -0.3%	5.86 8.1%	3.93 -9.4%	8.34 -0.1%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	784,923 -1.6%	193,908 -14.6%	432,337 -4.4%	5,831 -17.5%	9,078 -9.6%	228,672 -8.9%
Total Arrivals	97,903 -3.8%	30,385 -15.1%	59,841 -8.5%	1,454 -25.6%	2,537 -2.5%	35,790 -10.4%
LOS	8.02 2.2%	6.38 0.6%	7.22 4.4%	4.01 11.0%	3.58 -7.3%	6.39 1.7%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	328,211 -27.0%	2,686 -61.1%	7,580 -35.5%	73 -60.7%	117 234.3%	27,163 -41.2%
Total Arrivals	60,801 -31.3%	1,083 -58.7%	2,800 -36.6%	44 -74.7%	39 11.2%	11,059 -21.6%
LOS	5.40 6.3%	2.48 -5.8%	2.71 1.7%	1.67 55.4%	3.00 200.0%	2.46 -25.1%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	71,216 -7.8%	11,856 36.1%	45,957 -8.1%	289 -64.4%	354 -42.8%	16,216 15.3%
Total Arrivals	7,545 -19.2%	1,714 28.3%	5,267 -10.3%	64 -76.9%	118 -38.7%	2,163 7.2%
LOS	9.44 14.1%	6.92 6.1%	8.73 2.5%	4.52 54.2%	3.00 -6.9%	7.50 7.6%

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

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

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

						
YTD June 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	610,917 -5.9%	235,341 -12.1%	444,479 -13.4%	9,759 -32.4%	11,940 -28.3%	253,027 -10.7%
U.S. East	497,499 -12.5%	159,096 -19.2%	303,216 -18.8%	8,621 -30.0%	12,782 -24.7%	187,251 -18.9%
Japan	494,941 -9.9%	9,872 -23.5%	24,707 -23.3%	667 -18.6%	753 9.3%	80,077 -6.3%
Canada	94,402 -17.7%	24,779 -22.6%	88,853 -13.4%	1,904 -62.7%	2,372 -46.5%	37,517 -14.8%

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

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

- Year-to-date, among the top four visitor markets, Japan had the largest declines in visitor arrivals on Kaua'i and on Maui; the U.S. East had the largest drop in arrivals on Hawai'i Island while Canada had the largest decrease in arrivals on O'ahu.
- Total air seats to Hawai'i for June 2009 was down 1 percent compared to last June. Increases in seat capacity from Other Asia (+27%), Japan (+3.1%) and the U.S. West (+1.4%) were offset by fewer seats from Canada (-34.2%), Australia/New Zealand (-15.3%) and the U.S. East (-12.8%).
- For the first six months of 2009, total air seats to Hawai'i decreased 9.8 percent due to fewer seats from Canada (-24.1%), the U.S. East (-20.5%), Australia/New Zealand (-11.8%), the U.S. West (-9.1%) and Japan (-3.6%) which were partially offset by more seats from Other Asia (+13.5%)

June 2009 Cruise Ship Visitors

- A total of 9,644 cruise visitors came by air to board a Hawai'i home-ported cruise ship in June 2009, down 1.5 percent from the same month last year. No out-of-state cruise ships visited the islands in either June 2009 or June 2008.
- Year-to-date 2009, a total of 111,214 visitors came by cruise ship or by air to board cruise ships, 25.8 percent lower compared to the same period last year. Visitor days for all cruise visitors decreased 28.7 percent.
- In the first half of 2009, 51,727 visitors came aboard 30 out-of-state cruise ships. This is 2.0 percent fewer compared 52,809 visitors aboard 34 cruise ships that came to the islands in the first half of 2008. Total visitor days for those who came by cruise ships declined 5.7 percent (See "Arrivals at a Glance" Table on page 2) compared to year-to-date 2008.

JUNE 2009 Cruise Visitor Highlights

	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	93,942	96,002	-2.1%	1,104,828	1,550,082	-28.7%
TOTAL VISITORS	9,644	9,792	-1.5%	111,214	149,802	-25.8%
ARRIVED BY SHIP	0	0	NA	51,727	52,809	-2.0%
ARRIVED BY AIR	9,644	9,792	-1.5%	59,487	96,993	-38.7%
NUMBER OF SHIP ARRIVALS	0	0	NA	30	34	-11.8%
ISLANDS VISITED						
O'ahu	9,644	9,792	-1.5%	109,297	149,802	-27.0%
Kaua'i	9,644	9,792	-1.5%	92,139	129,879	-29.1%
Maui County	9,644	9,792	-1.5%	99,898	139,947	-28.6%
Maui	9,644	9,792	-1.5%	99,898	139,947	-28.6%
Moloka'i	63	0	NA	2,992	3,065	-2.4%
Lāna'i	50	204	-75.5%	3,741	2,866	30.5%
Big Island	9,644	9,792	-1.5%	103,084	142,514	-27.7%
Average Islands Visited	4.0	4.0	-0.2%	4.1	4.0	0.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.60	1.48	8.3%	3.30	2.77	19.0%
Days in Hawai'i during Cruise	6.98	7.00	-0.3%	5.54	6.28	-11.8%
Days in Hawai'i after Cruise	1.16	1.33	-12.7%	1.09	1.29	-15.6%
Total days in Hawai'i	9.74	9.80	-0.6%	9.93	10.35	-4.0%

Technical Notes: 2008 visitor data presented in this news release are the final numbers and differ from the preliminary 2008 figures published in the monthly reports for January 2009 through May 2009. Figures were revised to reflect additional passenger and immigration data which were obtained after publication of the monthly reports. Detailed final statistics will be published in the 2008 Annual Visitor Research Report, available by mid-August 2009. The report will be made available on the Visitor Statistics website: <http://www.hawaii.gov/dbedt/info/visitor-stats/>

####

For more information, contact:

Sharon Freitas, Hawai'i Tourism Authority
Phone: (808) 973-2272
Email: sfreitas@hawaiiitourismauthority.org

Marsha Wienert, Tourism Liaison
Phone: (808) 586-2362
Email: marsha.wienert@hawaii.gov

Dave Young, DBEDT
Phone: (808) 587-1212
Email: dyoung@dbedt.hawaii.gov

	TABLE 1. TOTAL VISITORS BY AIR					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	5,420,102	5,582,440	-2.9%	30,119,187	32,990,681	-8.7%
TOTAL VISITORS	550,421	580,625	-5.2%	3,161,873	3,509,895	-9.9%
DOMESTIC	444,305	439,895	1.0%	2,338,550	2,599,777	-10.0%
INTERNATIONAL	106,116	140,730	-24.6%	823,323	910,118	-9.5%
AVERAGE DAILY CENSUS	180,670	186,081	-2.9%	166,404	181,267	-8.2%
TOTAL AIR SEATS (EST)	763,153	770,980	-1.0%	4,405,761	4,883,037	-9.8%
TOTAL LOAD FACTOR (EST)	87.9%	90.8%	-2.8	85.8%	85.5%	0.3
ISLANDS VISITED						
O'ahu	329,902	362,440	-9.0%	1,948,188	2,162,357	-9.9%
O'ahu only	229,014	248,191	-7.7%	1,406,063	1,506,986	-6.7%
Kaua'i	87,729	96,017	-8.6%	461,878	550,407	-16.1%
Kaua'i only	45,583	45,533	0.1%	239,940	255,708	-6.2%
Maui County	179,504	188,555	-4.8%	964,925	1,141,383	-15.5%
Maui	176,455	184,407	-4.3%	944,616	1,113,501	-15.2%
Maui only	106,547	102,228	4.2%	580,687	647,803	-10.4%
Moloka'i *	3,560	6,042	-41.1%	25,007	39,317	-36.4%
Moloka'i only *	475	451	5.3%	3,575	4,836	-26.1%
Lāna'i *	5,414	7,217	-25.0%	31,477	45,626	-31.0%
Lāna'i only *	833	1,199	-30.5%	4,919	6,755	-27.2%
Big Island	107,100	111,765	-4.2%	617,576	712,145	-13.3%
Kona side	88,788	94,232	-5.8%	513,340	593,770	-13.5%
Hilo side	39,731	40,230	-1.2%	227,052	277,029	-18.0%
Big Island only	47,586	46,262	2.9%	285,699	306,836	-6.9%
Any Neighbor Island	321,407	332,434	-3.3%	1,755,810	2,002,909	-12.3%
NI only	220,519	218,185	1.1%	1,213,685	1,347,538	-9.9%
O'ahu & NI	100,888	114,249	-11.7%	542,125	655,371	-17.3%
Any one island only	430,038	443,863	-3.1%	2,520,883	2,728,923	-7.6%
Multiple Islands	120,383	136,762	-12.0%	640,990	780,972	-17.9%
Avg. Islands Visited	1.29	1.32	-2.4%	1.27	1.32	-3.3%
Average Length of Stay in Hawai'i	9.85	9.61	2.4%	9.53	9.40	1.3%
ACCOMMODATIONS						
Plan to stay in Hotel	327,649	361,185	-9.3%	1,932,341	2,186,275	-11.6%
Hotel only	278,447	310,235	-10.2%	1,684,016	1,888,394	-10.8%
Plan to stay in Condo	94,990	105,044	-9.6%	550,560	641,500	-14.2%
Condo only	72,056	77,988	-7.6%	428,542	493,581	-13.2%
Plan to stay in Timeshare	67,289	64,778	3.9%	345,828	335,760	3.0%
Timeshare only	50,105	47,770	4.9%	264,876	252,917	4.7%
Cruise Ship	10,500	10,486	0.1%	62,727	103,075	-39.1%
Friends/Relatives	65,397	54,846	19.2%	342,073	341,284	0.2%
Bed & Breakfast	4,446	5,267	-15.6%	29,689	37,101	-20.0%
Other	9,835	11,402	-13.7%	56,011	61,276	-8.6%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	2009P	JUNE 2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	460,890	474,113	-2.8%	2,596,340	2,838,178	-8.5%
Honeymoon	48,116	47,953	0.3%	218,304	212,794	2.6%
Get Married	10,133	11,676	-13.2%	54,840	62,938	-12.9%
Pleasure/Vacation	413,094	426,079	-3.0%	2,375,626	2,621,154	-9.4%
Mtgs/Conventions/Incentive						
Conventions	24,114	29,970	-19.5%	200,879	264,289	-24.0%
Corporate Meetings	16,108	16,012	0.6%	124,424	146,906	-15.3%
Incentive	3,902	6,284	-37.9%	37,214	54,039	-31.1%
Other Business	4,669	8,520	-45.2%	46,585	73,390	-36.5%
Visit Friends/Rel.	17,086	19,383	-11.9%	115,525	138,760	-16.7%
Govt/Military	61,014	54,319	12.3%	310,868	319,655	-2.7%
Attend School	9,010	10,076	-10.6%	50,461	54,205	-6.9%
Sport Events	1,551	1,450	7.0%	9,531	8,485	12.3%
	4,079	14,376	-71.6%	39,645	56,477	-29.8%
TRAVEL STATUS						
% First Timers **	35.2	36.6	-1.4	34.1	35.1	-1.0
% Repeaters **	64.8	63.4	1.4	65.9	64.9	1.0
Average # of Trips	4.92	4.70	4.8%	5.05	4.86	3.8%
Group Tour						
Group Tour	36,992	60,515	-38.9%	290,395	402,813	-27.9%
Non-Group	513,429	520,110	-1.3%	2,871,479	3,107,082	-7.6%
Package Trip						
Package Trip	180,993	207,607	-12.8%	1,080,763	1,238,123	-12.7%
No Package	369,428	373,018	-1.0%	2,081,111	2,271,772	-8.4%
Net True Independent	362,472	362,590	0.0%	2,033,772	2,201,102	-7.6%

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

Source: 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)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	4,531,911	4,591,259	-1.3%	23,614,571	26,133,836	-9.6%
DOMESTIC VISITORS	444,305	439,895	1.0%	2,338,550	2,599,777	-10.0%
DOMESTIC AVERAGE DAILY CENSUS	151,064	153,042	-1.3%	130,467	143,593	-9.1%
DOMESTIC AIR SEATS (EST)	568,007	574,583	-1.1%	3,188,288	3,586,670	-11.1%
DOM LOAD FACTOR (EST)	96.1%	93.7%	2.4	89.5%	87.8%	1.7
ISLANDS VISITED						
O'ahu	233,752	232,328	0.6%	1,214,394	1,344,380	-9.7%
O'ahu only	156,721	147,767	6.1%	840,316	877,684	-4.3%
Kaua'i	82,628	89,150	-7.3%	425,774	501,802	-15.2%
Kaua'i only	43,545	44,856	-2.9%	233,914	251,447	-7.0%
Maui County	165,483	169,233	-2.2%	834,313	992,816	-16.0%
Maui	162,502	165,557	-1.8%	816,112	967,446	-15.6%
Maui only	102,773	97,746	5.1%	528,649	596,911	-11.4%
Moloka'i *	3,406	3,928	-13.3%	20,395	29,351	-30.5%
Moloka'i only *	467	451	3.5%	3,409	4,584	-25.6%
Lāna'i *	5,012	5,807	-13.7%	26,772	36,705	-27.1%
Lāna'i only *	830	1,197	-30.7%	4,715	6,686	-29.5%
Big Island	88,487	89,722	-1.4%	482,421	562,082	-14.2%
Kona side	75,625	77,134	-2.0%	415,862	481,821	-13.7%
Hilo side	31,157	30,650	1.7%	164,429	204,976	-19.8%
Big Island only	44,066	41,540	6.1%	261,042	278,056	-6.1%
Any Neighbor Island	287,584	292,128	-1.6%	1,498,234	1,722,093	-13.0%
NI only	210,553	207,567	1.4%	1,124,156	1,255,397	-10.5%
O'ahu & NI	77,031	84,561	-8.9%	374,078	466,696	-19.8%
Anyone island only	348,402	333,557	4.5%	1,872,045	2,015,367	-7.1%
Multiple Islands	95,903	106,338	-9.8%	466,505	584,410	-20.2%
Avg. Islands Visited	1.30	1.33	-2.8%	1.28	1.32	-3.6%
Average Length of Stay in Hawai'i	10.20	10.44	-2.3%	10.10	10.05	0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	240,803	240,623	0.1%	1,267,860	1,432,306	-11.5%
Hotel only	197,299	194,388	1.5%	1,056,603	1,179,007	-10.4%
Plan to stay in Condo	86,994	93,119	-6.6%	455,755	533,288	-14.5%
Condo only	65,807	69,351	-5.1%	353,550	410,090	-13.8%
Plan to stay in Timeshare	63,016	61,560	2.4%	315,603	314,489	0.4%
Timeshare only	47,905	45,160	6.1%	244,081	237,649	2.7%
Cruise Ship	10,038	10,369	-3.2%	56,163	92,527	-39.3%
Friends/Relatives	59,297	50,172	18.2%	306,242	311,043	-1.5%
Bed & Breakfast	4,167	4,715	-11.6%	26,748	32,464	-17.6%
Other	8,492	9,332	-9.0%	43,926	49,492	-11.2%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	369,811	357,823	3.4%	1,875,358	2,059,825	-9.0%
Honeymoon	25,056	25,188	-0.5%	92,782	98,154	-5.5%
Get Married	4,932	5,375	-8.2%	25,007	28,493	-12.2%
Pleasure/Vacation	345,224	332,995	3.7%	1,784,854	1,963,518	-9.1%
Mtgs/Conventions/Incentive	18,364	19,569	-6.2%	165,640	214,605	-22.8%
Conventions	12,320	12,522	-1.6%	104,452	130,210	-19.8%
Corporate Meetings	3,427	4,650	-26.3%	32,336	46,049	-29.8%
Incentive	3,183	2,938	8.4%	35,405	46,550	-23.9%
Other Business	15,786	17,533	-10.0%	104,028	124,411	-16.4%
Visit Friends/Rel.	56,246	48,717	15.5%	279,610	286,457	-2.4%
Govt/Military	6,444	7,792	-17.3%	41,856	44,544	-6.0%
Attend School	888	1,289	-31.1%	5,269	6,125	-14.0%
Sport Events	2,698	11,446	-76.4%	26,350	41,163	-36.0%
TRAVEL STATUS						
% First Timers **	31.5	32.5	-1.0	29.7	31.0	-1.3
% Repeaters **	68.5	67.5	1.0	70.3	69.0	1.3
Average # of Trips	5.32	5.14	3.5%	5.62	5.38	4.4%
Group Tour	12,626	16,782	-24.8%	86,325	130,110	-33.7%
Non-Group	431,679	423,113	2.0%	2,252,226	2,469,667	-8.8%
Package Trip	118,116	116,138	1.7%	568,004	654,938	-13.3%
No Package	326,189	323,757	0.8%	1,770,547	1,944,839	-9.0%
Net True Independent	322,646	319,025	1.1%	1,745,981	1,910,450	-8.6%

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

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	413,236	406,768	1.6%	2,112,519	2,338,995	-9.7%
Pacific Region	206,659	193,844	6.6%	1,019,806	1,103,140	-7.6%
...California	159,101	151,120	5.3%	681,592	766,926	-11.1%
...Oregon	14,035	14,215	-1.3%	89,901	95,226	-5.6%
...Washington	30,926	26,183	18.1%	211,699	210,037	0.8%
Mountain Region	53,651	54,250	-1.1%	282,000	313,682	-10.1%
West North Central	14,792	14,971	-1.2%	115,680	131,014	-11.7%
West South Central	36,635	34,841	5.1%	136,988	144,218	-5.0%
...Texas	29,407	27,833	5.7%	106,122	111,285	-4.6%
East North Central	28,440	31,670	-10.2%	179,950	212,777	-15.4%
East South Central	9,299	9,862	-5.7%	41,318	48,430	-14.7%
New England	7,623	8,090	-5.8%	51,661	58,229	-11.3%
Middle Atlantic	18,776	19,645	-4.4%	111,864	126,343	-11.5%
...New Jersey	4,971	5,234	-5.0%	28,291	31,123	-9.1%
...New York	7,316	7,380	-0.9%	50,971	56,289	-9.4%
South Atlantic	36,674	38,978	-5.9%	170,525	198,597	-14.1%
CANADA	5,165	3,133	64.9%	80,139	76,700	4.5%
EUROPE	9,430	9,734	-3.1%	52,383	55,111	-4.9%
France	459	577	-20.5%	2,971	3,173	-6.4%
Germany	1,870	1,736	7.7%	12,089	12,221	-1.1%
Ireland	325	600	-45.8%	1,176	1,621	-27.5%
Italy	543	743	-26.9%	2,409	2,914	-17.3%
Switzerland	613	484	26.7%	3,181	2,815	13.0%
United Kingdom	2,920	3,380	-13.6%	15,207	18,924	-19.6%
ASIA	3,012	4,711	-36.1%	19,425	27,098	-28.3%
People's Republic of China	871	2,342	-62.8%	8,669	14,766	-41.3%
Taiwan	134	134	0.0%	744	803	-7.3%
Hong Kong	122	105	16.2%	548	552	-0.7%
Indonesia	78	29	170.7%	224	132	69.2%
Japan	512	762	-32.8%	2,934	3,889	-24.6%
Korea	496	635	-21.9%	2,572	3,487	-26.2%
Malaysia	16	26	-37.3%	83	112	-25.6%
Philippines	232	284	-18.4%	1,562	1,613	-3.1%
Singapore	71	118	-39.8%	404	478	-15.5%
Thailand	45	20	124.0%	317	147	116.4%
CENTRAL AMERICA	606	531	14.1%	2,803	3,964	-29.3%
Argentina	224	128	75.0%	1,537	1,602	-4.1%
Brazil	596	461	29.3%	3,428	3,611	-5.1%
Mexico	510	486	4.9%	2,437	3,670	-33.6%
SOUTH AMERICA	1,162	796	46.0%	6,662	6,518	2.2%
OCEANIA	2,897	4,181	-30.7%	16,591	22,745	-27.1%
Australia	2,296	3,561	-35.5%	13,763	19,596	-29.8%
New Zealand	274	359	-23.7%	1,305	1,929	-32.3%

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	888,191	991,181	-10.4%	6,504,616	6,856,845	-5.1%
INTERNATIONAL VISITORS	106,116	140,730	-24.6%	823,323	910,118	-9.5%
INT'L AVERAGE DAILY CENSUS	29,606	33,039	-10.4%	35,937	37,675	-4.6%
INTERNATIONAL AIR SEATS (EST)	195,146	196,397	-0.6%	1,217,473	1,296,367	-6.1%
INT'L LOAD FACTOR (EST)	64.2%	82.2%	-18.0	76.2%	79.0%	-2.8
ISLANDS VISITED						
O'ahu	96,150	130,112	-26.1%	733,794	817,977	-10.3%
O'ahu only	72,293	100,424	-28.0%	565,747	629,302	-10.1%
Kaua'i	5,101	6,868	-25.7%	36,104	48,605	-25.7%
Kaua'i only	2,038	677	201.1%	6,026	4,262	41.4%
Maui County	14,021	19,322	-27.4%	130,612	148,567	-12.1%
Maui	13,953	18,850	-26.0%	128,504	146,056	-12.0%
Maui only	3,774	4,482	-15.8%	52,038	50,891	2.3%
Moloka'i *	154	2,114	-92.7%	4,612	9,966	-53.7%
Moloka'i only *	8	0	NA	166	252	-34.2%
Lāna'i *	402	1,410	-71.5%	4,705	8,921	-47.3%
Lāna'i only*	3	2	43.3%	204	69	197.1%
Big Island	18,613	22,042	-15.6%	135,155	150,063	-9.9%
Kona side	13,163	17,099	-23.0%	97,478	111,949	-12.9%
Hilo side	8,574	9,580	-10.5%	62,623	72,053	-13.1%
Big Island only	3,520	4,722	-25.5%	24,657	28,780	-14.3%
Any Neighbor Island	33,823	40,306	-16.1%	257,576	280,816	-8.3%
NI only	9,966	10,618	-6.1%	89,529	92,141	-2.8%
O'ahu & NI	23,857	29,688	-19.6%	168,047	188,676	-10.9%
Anyone island only	81,636	110,306	-26.0%	648,838	713,556	-9.1%
Multiple Islands	24,480	30,424	-19.5%	174,485	196,562	-11.2%
Avg. Islands Visited	1.27	1.29	-1.8%	1.27	1.30	-2.4%
Average Length of Stay in Hawai'i	8.37	7.04	18.8%	7.90	7.53	4.9%
ACCOMMODATIONS						
Plan to stay in Hotel	86,846	120,562	-28.0%	664,481	753,969	-11.9%
Hotel only	81,148	115,847	-30.0%	627,413	709,387	-11.6%
Plan to stay in Condo	7,996	11,925	-32.9%	94,805	108,212	-12.4%
Condo only	6,249	8,637	-27.7%	74,992	83,491	-10.2%
Plan to stay in Timeshare	4,273	3,218	32.8%	30,225	21,271	42.1%
Timeshare only	2,200	2,610	-15.7%	20,795	15,268	36.2%
Cruise Ship	462	117	294.6%	6,564	10,548	-37.8%
Friends/Relatives	6,100	4,674	30.5%	35,831	30,241	18.5%
Bed & Breakfast	279	552	-49.4%	2,941	4,637	-36.6%
Other	1,343	2,071	-35.1%	12,085	11,784	2.6%

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

	T A B L E 3. I N T E R N A T I O N A L V I S I T O R S B Y A I R (C O N T .)					
	(V i s i t o r s A r r i v i n g o n I n t e r n a t i o n a l F l i g h t s)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	91,079	116,290	-21.7%	720,982	778,353	-7.4%
Honeymoon	23,060	22,765	1.3%	125,522	114,640	9.5%
Get Married	5,201	6,301	-17.5%	29,833	34,445	-13.4%
Pleasure/Vacation	67,870	93,084	-27.1%	590,772	657,636	-10.2%
Mtgs/Conventions/Incentive	5,750	10,401	-44.7%	35,239	49,684	-29.1%
Conventions	3,788	3,490	8.6%	19,972	16,696	19.6%
Corporate Meetings	475	1,634	-70.9%	4,878	7,990	-38.9%
Incentive	1,486	5,582	-73.4%	11,180	26,839	-58.3%
Other Business	1,300	1,851	-29.8%	11,497	14,349	-19.9%
Visit Friends/Rel.	4,768	5,601	-14.9%	31,258	33,198	-5.8%
Govt/Military	2,566	2,283	12.4%	8,605	9,662	-10.9%
Attend School	663	161	311.7%	4,262	2,360	80.6%
Sport Events	1,381	2,930	-52.9%	13,295	15,314	-13.2%
TRAVEL STATUS						
% First Timers **	50.9	49.7	1.2	46.6	46.9	-0.3
% Repeaters **	49.1	50.3	-1.2	53.4	53.1	0.3
Average # of Trips	3.26	3.31	-1.5%	3.42	3.37	1.5%
Group Tour	24,366	43,733	-44.3%	204,070	272,703	-25.2%
Non-Group	81,750	96,997	-15.7%	619,253	637,415	-2.8%
Package Trip	62,877	91,469	-31.3%	512,759	583,185	-12.1%
No Package	43,239	49,261	-12.2%	310,564	326,933	-5.0%
Net True Independent	39,826	43,566	-8.6%	287,791	290,652	-1.0%

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

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	2,594,039	2,557,003	1.4%	12,725,300	13,774,363	-7.6%
TOTAL VISITORS	264,471	252,004	4.9%	1,327,178	1,439,406	-7.8%
Domestic	260,311	248,094	4.9%	1,301,808	1,416,821	-8.1%
International	4,160	3,910	6.4%	25,370	22,585	12.3%
AVERAGE DAILY CENSUS	86,468	85,233	1.4%	70,306	75,683	-7.1%
ISLANDS VISITED						
O'ahu	119,506	114,349	4.5%	610,917	648,952	-5.9%
O'ahu only	88,156	81,211	8.6%	463,931	467,397	-0.7%
Kaua'i	48,918	49,336	-0.8%	235,341	267,715	-12.1%
Kaua'i only	32,851	31,493	4.3%	160,188	172,096	-6.9%
Maui County	96,112	94,482	1.7%	454,289	527,307	-13.8%
Maui	94,490	92,383	2.3%	444,479	513,195	-13.4%
Maui only	71,131	67,262	5.8%	337,603	377,012	-10.5%
Moloka'i *	1,606	1,918	-16.3%	9,759	14,445	-32.4%
Moloka'i only *	315	314	0.3%	2,197	3,067	-28.4%
Lāna'i *	2,294	2,745	-16.4%	11,940	16,661	-28.3%
Lāna'i only *	430	718	-40.1%	2,655	3,965	-33.0%
Big Island	47,723	44,991	6.1%	253,027	283,489	-10.7%
Kona side	41,987	39,874	5.3%	221,454	247,211	-10.4%
Hilo side	13,342	12,260	8.8%	71,661	84,268	-15.0%
Big Island only	30,883	27,514	12.2%	170,090	178,740	-4.8%
Any Neighbor Island	176,315	170,793	3.2%	863,247	972,009	-11.2%
NI only	144,965	137,655	5.3%	716,261	790,454	-9.4%
O'ahu & NI	31,350	33,138	-5.4%	146,986	181,554	-19.0%
Any one island only	223,766	208,513	7.3%	1,136,664	1,202,278	-5.5%
Multiple Islands	40,705	43,491	-6.4%	190,514	237,128	-19.7%
Avg. Islands Visited	1.19	1.21	-2.0%	1.18	1.21	-2.7%
Average Length of Stay in Hawai'i	9.81	10.15	-3.3%	9.59	9.57	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	130,006	123,232	5.5%	652,961	718,213	-9.1%
Hotel only	108,544	100,778	7.7%	553,484	601,317	-8.0%
Plan to stay in Condo	58,969	61,830	-4.6%	294,070	341,815	-14.0%
Condo only	46,999	48,662	-3.4%	237,817	274,160	-13.3%
Plan to stay in Timeshare	42,072	40,438	4.0%	197,918	193,703	2.2%
Timeshare only	33,044	30,664	7.8%	158,116	151,252	4.5%
Cruise Ship	2,530	2,538	-0.3%	14,080	22,675	-37.9%
Friends/Relatives	35,442	29,387	20.6%	180,834	181,318	-0.3%
Bed & Breakfast	1,779	1,951	-8.8%	11,788	14,317	-17.7%
Other	4,851	5,007	-3.1%	25,867	27,886	-7.2%

* 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)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	222,879	205,219	8.6%	1,080,535	1,153,460	-6.3%
Honeymoon	10,737	9,602	11.8%	40,636	41,377	-1.8%
Get Married	2,864	2,917	-1.8%	13,540	15,229	-11.1%
Pleasure/Vacation	212,040	195,547	8.4%	1,040,048	1,111,768	-6.5%
Mtgs/Conventions/Incentive	8,504	10,173	-16.4%	70,000	89,379	-21.7%
Conventions	5,333	6,665	-20.0%	43,710	53,069	-17.6%
Corporate Meetings	2,028	2,864	-29.2%	15,743	22,522	-30.1%
Incentive	1,304	884	47.5%	13,126	16,978	-22.7%
Other Business	10,161	10,772	-5.7%	64,403	75,708	-14.9%
Visit Friends/Rel.	32,928	27,570	19.4%	161,829	164,585	-1.7%
Govt/Military	2,791	3,176	-12.1%	16,372	17,117	-4.4%
Attend School	460	596	-22.8%	2,407	2,849	-15.5%
Sport Events	967	9,555	-89.9%	13,768	25,613	-46.2%
TRAVEL STATUS						
% First Timers **	20.7	20.1	0.7	19.1	19.8	-0.7
% Repeaters **	79.3	79.9	-0.7	80.9	80.2	0.7
Average # of Trips	6.47	6.38	1.3%	6.86	6.66	3.1%
Group Tour	4,449	4,988	-10.8%	28,291	40,471	-30.1%
Non-Group	260,022	247,016	5.3%	1,298,888	1,398,935	-7.2%
Package Trip	63,947	58,555	9.2%	286,306	314,826	-9.1%
No Package	200,524	193,449	3.7%	1,040,870	1,124,580	-7.4%
Net True Independent	198,932	191,478	3.9%	1,031,005	1,111,340	-7.2%

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

Source: 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)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,655,325	1,745,276	-5.2%	8,677,801	9,852,685	-11.9%
TOTAL VISITORS	156,052	162,473	-4.0%	827,591	941,878	-12.1%
Domestic	152,239	158,058	-3.7%	807,989	919,609	-12.1%
International	3,813	4,415	-13.6%	19,602	22,269	-12.0%
AVERAGE DAILY CENSUS	55,177	58,076	-5.0%	47,944	54,136	-11.4%
ISLANDS VISITED						
O'ahu	97,903	101,722	-3.8%	497,499	568,250	-12.5%
O'ahu only	57,091	54,839	4.1%	306,513	325,538	-5.8%
Kaua'i	30,385	35,786	-15.1%	159,096	196,984	-19.2%
Kaua'i only	10,261	11,645	-11.9%	61,211	64,321	-4.8%
Maui County	61,019	66,547	-8.3%	310,256	382,323	-18.8%
Maui	59,841	65,370	-8.5%	303,216	373,500	-18.8%
Maui only	27,829	26,577	4.7%	153,076	173,764	-11.9%
Moloka'i *	1,454	1,955	-25.6%	8,621	12,316	-30.0%
Moloka'i only *	129	93	39.3%	989	1,132	-12.7%
Lāna'i *	2,537	2,602	-2.5%	12,782	16,973	-24.7%
Lāna'i only *	348	302	15.1%	1,751	2,073	-15.5%
Big Island	35,790	39,963	-10.4%	187,251	230,819	-18.9%
Kona side	29,775	33,367	-10.8%	157,501	193,557	-18.6%
Hilo side	15,777	16,684	-5.4%	78,490	102,568	-23.5%
Big Island only	11,096	11,738	-5.5%	72,278	79,016	-8.5%
Any Neighbor Island	98,961	107,634	-8.1%	521,078	616,342	-15.5%
NI only	58,149	60,751	-4.3%	330,092	373,630	-11.7%
O'ahu & NI	40,812	46,883	-12.9%	190,986	242,712	-21.3%
Any one island only	106,754	105,195	1.5%	595,818	645,843	-7.7%
Multiple Islands	49,298	57,278	-13.9%	231,773	296,035	-21.7%
Avg. Islands Visited	1.46	1.52	-4.1%	1.41	1.49	-4.9%
Average Length of Stay in Hawai'i	10.61	10.74	-1.3%	10.49	10.46	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	95,014	99,684	-4.7%	504,734	579,877	-13.0%
Hotel only	75,467	78,157	-3.4%	411,757	464,900	-11.4%
Plan to stay in Condo	23,808	27,794	-14.3%	124,145	149,056	-16.7%
Condo only	15,684	18,005	-12.9%	86,251	101,969	-15.4%
Plan to stay in Timeshare	19,588	19,571	0.1%	102,853	104,452	-1.5%
Timeshare only	13,754	13,517	1.8%	75,117	73,849	1.7%
Cruise Ship	6,798	7,251	-6.3%	34,837	58,546	-40.5%
Friends/Relatives	20,903	18,684	11.9%	107,408	111,115	-3.3%
Bed & Breakfast	1,839	2,301	-20.1%	10,344	13,725	-24.6%
Other	3,115	3,939	-20.9%	16,168	19,472	-17.0%

* 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)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	126,213	131,276	-3.9%	638,674	720,001	-11.3%
Honeymoon	12,200	13,066	-6.6%	42,446	45,949	-7.6%
Get Married	2,093	2,216	-5.6%	9,777	11,103	-11.9%
Pleasure/Vacation	114,278	118,518	-3.6%	597,689	675,878	-11.6%
Mtgs/Conventions/Incentive	8,600	8,039	7.0%	79,841	106,559	-25.1%
Conventions	6,022	5,072	18.7%	50,370	64,997	-22.5%
Corporate Meetings	1,326	1,892	-29.9%	14,108	20,532	-31.3%
Incentive	1,591	1,562	1.8%	18,856	25,514	-26.1%
Other Business	4,892	5,575	-12.3%	34,650	41,245	-16.0%
Visit Friends/Rel.	20,310	18,924	7.3%	100,976	104,644	-3.5%
Govt/Military	4,208	4,835	-13.0%	25,763	27,097	-4.9%
Attend School	298	537	-44.5%	1,852	2,428	-23.7%
Sport Events	1,523	1,801	-15.4%	10,219	13,247	-22.9%
TRAVEL STATUS						
% First Timers **	46.3	47.9	-1.6	42.1	43.5	-1.4
% Repeaters **	53.7	52.1	1.6	57.9	56.5	1.4
Average # of Trips	3.62	3.47	4.5%	4.03	3.82	5.4%
Group Tour	6,438	9,425	-31.7%	43,312	67,211	-35.6%
Non-Group	149,615	153,048	-2.2%	784,280	874,667	-10.3%
Package Trip	43,758	46,619	-6.1%	215,390	260,174	-17.2%
No Package	112,295	115,854	-3.1%	612,204	681,704	-10.2%
Net True Independent	110,813	113,616	-2.5%	601,284	666,198	-9.7%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	365,622	514,598	-28.9%	2,948,685	3,202,416	-7.9%
TOTAL VISITORS	62,605	93,228	-32.8%	509,024	571,840	-11.0%
Domestic	512	762	-32.8%	2,934	3,889	-24.6%
International	62,093	92,466	-32.8%	506,090	567,951	-10.9%
AVERAGE DAILY CENSUS	12,187	17,153	-28.9%	16,291	17,596	-7.4%
ISLANDS VISITED						
O'ahu	60,801	88,496	-31.3%	494,941	549,380	-9.9%
O'ahu only	48,431	73,540	-34.1%	404,032	453,365	-10.9%
Kaua'i	1,083	2,624	-58.7%	9,872	12,898	-23.5%
Kaua'i only	53	412	-87.1%	491	860	-42.9%
Maui County	2,861	4,569	-37.4%	25,245	32,938	-23.4%
Maui	2,800	4,419	-36.6%	24,707	32,193	-23.3%
Maui only	496	689	-28.1%	3,405	5,265	-35.3%
Moloka'i *	44	174	-74.7%	667	819	-18.6%
Moloka'i only *	7	0	NA	38	0	NA
Lāna'i *	39	35	11.2%	753	689	9.3%
Lāna'i only *	0	0	NA	45	0	NA
Big Island	11,059	14,102	-21.6%	80,077	85,483	-6.3%
Kona side	7,430	10,414	-28.7%	53,619	59,109	-9.3%
Hilo side	4,348	5,476	-20.6%	32,805	34,767	-5.6%
Big Island only	1,142	3,540	-67.7%	9,036	15,353	-41.1%
Any Neighbor Island	14,174	19,688	-28.0%	104,992	118,475	-11.4%
NI only	1,804	4,732	-61.9%	14,083	22,460	-37.3%
O'ahu & NI	12,370	14,956	-17.3%	90,909	96,016	-5.3%
Any one island only	50,129	78,181	-35.9%	417,047	474,842	-12.2%
Multiple Islands	12,476	15,047	-17.1%	91,977	96,998	-5.2%
Avg. Islands Visited	1.21	1.18	2.8%	1.20	1.19	0.7%
Average Length of Stay in Hawai'i	5.84	5.52	5.8%	5.79	5.60	3.4%
ACCOMMODATIONS						
Plan to stay in Hotel	55,873	85,388	-34.6%	455,806	522,377	-12.7%
Hotel only	54,820	83,707	-34.5%	448,428	512,560	-12.5%
Plan to stay in Condo	4,777	6,571	-27.3%	41,445	42,834	-3.2%
Condo only	4,010	5,291	-24.2%	35,563	35,180	1.1%
Plan to stay in Timeshare	1,585	1,009	57.1%	10,525	5,884	78.9%
Timeshare only	1,344	738	82.1%	7,501	4,187	79.2%
Cruise Ship	67	25	169.4%	454	627	-27.6%
Friends/Relatives	1,072	1,077	-0.4%	7,218	6,522	10.7%
Bed & Breakfast	45	148	-69.6%	407	519	-21.6%
Other	328	698	-53.0%	2,055	3,155	-34.9%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	58,208	81,108	-28.2%	468,264	511,085	-8.4%
Honeymoon	17,683	19,672	-10.1%	107,609	98,861	8.8%
Get Married	4,649	6,049	-23.1%	26,824	30,879	-13.1%
Pleasure/Vacation	40,253	60,879	-33.9%	357,136	406,766	-12.2%
Mtgs/Conventions/Incentive	2,011	6,728	-70.1%	14,142	28,036	-49.6%
Conventions	685	1,307	-47.6%	3,593	4,290	-16.3%
Corporate Meetings	138	795	-82.6%	1,949	3,395	-42.6%
Incentive	1,187	4,671	-74.6%	8,901	20,997	-57.6%
Other Business	324	837	-61.3%	3,031	4,816	-37.1%
Visit Friends/Rel.	1,580	1,489	6.1%	10,867	9,708	11.9%
Govt/Military	18	63	-71.6%	158	294	-46.3%
Attend School	160	70	129.4%	715	1,169	-38.8%
Sport Events	1,243	2,295	-45.8%	10,870	10,574	2.8%
TRAVEL STATUS						
% First Timers **	45.4	47.7	-2.3	44.2	45.4	-1.2
% Repeaters **	54.6	52.3	2.3	55.8	54.6	1.2
Average # of Trips	3.65	3.52	3.9%	3.63	3.48	4.5%
Group Tour	20,305	37,951	-46.5%	172,404	238,940	-27.8%
Non-Group	42,300	55,277	-23.5%	336,621	332,900	1.1%
Package Trip	49,307	75,245	-34.5%	407,359	463,874	-12.2%
No Package	13,298	17,983	-26.1%	101,664	107,966	-5.8%
Net True Independent	10,937	13,131	-16.7%	84,147	76,946	9.4%

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

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	145,894	151,453	-3.7%	2,428,032	2,715,890	-10.6%
TOTAL VISITORS	12,319	13,759	-10.5%	189,646	208,438	-9.0%
Domestic	5,165	3,133	64.9%	80,139	76,700	4.5%
International	7,154	10,626	-32.7%	109,507	131,738	-16.9%
AVERAGE DAILY CENSUS	4,863	5,048	-3.7%	13,415	14,922	-10.1%
ISLANDS VISITED						
O'ahu	7,545	9,337	-19.2%	94,402	114,710	-17.7%
O'ahu only	4,819	6,012	-19.8%	61,331	66,811	-8.2%
Kaua'i	1,714	1,336	28.3%	24,779	32,025	-22.6%
Kaua'i only	476	350	36.0%	8,686	7,980	8.8%
Maui County	5,312	5,978	-11.1%	89,856	104,163	-13.7%
Maui	5,267	5,872	-10.3%	88,853	102,601	-13.4%
Maui only	3,034	2,861	6.0%	61,629	61,106	0.9%
Moloka'i *	64	277	-76.9%	1,904	5,102	-62.7%
Moloka'i only *	6	6	7.9%	150	382	-60.7%
Lāna'i *	118	192	-38.7%	2,372	4,430	-46.5%
Lāna'i only *	16	17	-3.0%	126	134	-6.1%
Big Island	2,163	2,018	7.2%	37,517	44,053	-14.8%
Kona side	1,854	1,677	10.5%	34,080	39,401	-13.5%
Hilo side	901	631	42.8%	13,024	19,769	-34.1%
Big Island only	754	568	32.9%	16,945	15,683	8.0%
Any Neighbor Island	7,500	7,747	-3.2%	128,315	141,627	-9.4%
NI only	4,774	4,422	8.0%	95,244	93,728	1.6%
O'ahu & NI	2,726	3,325	-18.0%	33,071	47,899	-31.0%
Any one island only	9,105	9,813	-7.2%	148,867	152,097	-2.1%
Multiple Islands	3,214	3,946	-18.6%	40,779	56,341	-27.6%
Avg. Islands Visited	1.37	1.38	-1.0%	1.32	1.45	-9.4%
Average Length of Stay in Hawai'i	11.84	11.01	7.6%	12.80	13.03	-1.7%
ACCOMMODATIONS						
Plan to stay in Hotel	7,966	8,042	-0.9%	97,779	106,082	-7.8%
Hotel only	6,420	6,868	-6.5%	76,324	78,305	-2.5%
Plan to stay in Condo	3,116	3,433	-9.2%	66,106	75,269	-12.2%
Condo only	2,257	2,596	-13.0%	52,751	59,101	-10.7%
Plan to stay in Timeshare	831	1,123	-26.0%	21,602	19,418	11.2%
Timeshare only	602	894	-32.6%	15,592	14,619	6.7%
Cruise Ship	151	97	55.2%	5,678	12,410	-54.2%
Friends/Relatives	860	932	-7.8%	9,982	10,498	-4.9%
Bed & Breakfast	163	125	30.3%	2,250	2,553	-11.9%
Other	117	143	-18.3%	1,322	2,328	-43.2%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	11,151	11,693	-4.6%	174,215	191,350	-9.0%
Honeymoon	1,041	1,305	-20.2%	4,211	5,127	-17.9%
Get Married	133	131	1.9%	1,486	2,077	-28.5%
Pleasure/Vacation	10,141	10,519	-3.6%	170,077	186,221	-8.7%
Mtgs/Conventions/Incentive	437	569	-23.2%	11,560	9,894	16.8%
Conventions	345	249	38.7%	8,070	6,829	18.2%
Corporate Meetings	35	93	-62.5%	1,756	1,304	34.7%
Incentive	60	227	-73.6%	2,217	2,085	6.4%
Other Business	174	218	-20.1%	1,770	2,266	-21.9%
Visit Friends/Rel.	745	919	-19.0%	7,590	8,494	-10.6%
Govt/Military	30	24	23.0%	321	333	-3.7%
Attend School	22	4	409.5%	191	187	2.2%
Sport Events	76	87	-12.4%	1,681	2,195	-23.4%
TRAVEL STATUS						
% First Timers **	46.2	46.5	-0.3	36.5	38.1	-1.6
% Repeaters **	53.8	53.5	0.3	63.5	61.9	1.6
Average # of Trips	3.36	3.62	-7.0%	4.01	3.86	4.1%
Group Tour	242	222	9.0%	5,817	8,698	-33.1%
Non-Group	12,077	13,537	-10.8%	183,830	199,740	-8.0%
Package Trip	4,113	3,825	7.5%	52,244	59,517	-12.2%
No Package	8,206	9,934	-17.4%	137,402	148,921	-7.7%
Net True Independent	8,151	9,858	-17.3%	135,702	147,244	-7.8%

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

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

Table 8. VISITORS BY CRUISE SHIPS

	JUNE			YEAR-TO-DATE		
	2009P	2008	CHANGE	2009P	2008	CHANGE
VISITOR DAYS	93,942	96,002	-2.1%	1,104,828	1,550,082	-28.7%
TOTAL VISITORS	9,644	9,792	-1.5%	111,214	149,802	-25.8%
ARRIVED BY SHIP	0	0	NA	51,727	52,809	-2.0%
ARRIVED BY AIR	9,644	9,792	-1.5%	59,487	96,993	-38.7%
NUMBER OF SHIP ARRIVALS	0	0	NA	30	34	-11.8%
ISLANDS VISITED						
O'ahu	9,644	9,792	-1.5%	109,297	149,802	-27.0%
Kaua'i	9,644	9,792	-1.5%	92,139	129,879	-29.1%
Maui County	9,644	9,792	-1.5%	99,898	139,947	-28.6%
Maui	9,644	9,792	-1.5%	99,898	139,947	-28.6%
Moloka'i	63	0	NA	2,992	3,065	-2.4%
Lāna'i	50	204	-75.5%	3,741	2,866	30.5%
Big Island	9,644	9,792	-1.5%	103,084	142,514	-27.7%
Average Islands Visited	4.0	4.0	-0.2%	4.1	4.0	0.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.60	1.48	8.3%	3.30	2.77	19.0%
Days in Hawai'i during Cruise	6.98	7.00	-0.3%	5.54	6.28	-11.8%
Days in Hawai'i after Cruise	1.16	1.33	-12.7%	1.09	1.29	-15.6%
Total days in Hawai'i	9.74	9.80	-0.6%	9.93	10.35	-4.0%
ACCOMMODATIONS						
Hotel	7,569	7,369	2.7%	55,879	78,650	-29.0%
Hotel only	6,887	6,281	9.7%	47,133	69,287	-32.0%
Condo	378	395	-4.3%	7,089	7,613	-6.9%
Condo only	99	259	-62.0%	1,479	2,422	-38.9%
Timeshare	292	312	-6.5%	5,627	6,403	-12.1%
Timeshare Only	43	203	-78.9%	1,413	2,187	-35.4%
Bed & Breakfast	132	0	NA	2,521	1,310	92.5%
Bed & Breakfast only	46	0	NA	125	331	-62.2%
Friends & relatives	299	720	-58.4%	4,770	3,442	38.6%
Other accommodation	403	178	126.6%	5,533	5,385	2.7%
Accommodation (NET)	8,049	7,886	2.1%	62,465	88,529	-29.4%
Cruise only	1,595	1,906	-16.3%	48,749	61,273	-20.4%
TRAVEL STATUS						
% First timers	51.0	56.9	-5.86	40.2	43.6	-3.45
% Repeat visitors	49.0	43.1	5.86	59.8	56.4	3.45

Source: DBEDT

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

Total Air Seats Operated to Hawai'i

JUNE 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	763,153	-1.0%	534,464	-2.0%	132,955	-2.5%	51,958	12.1%	0	NA	43,776	1.8%
Scheduled Seats	753,273	-0.9%	531,044	-1.9%	129,915	-2.0%	50,058	11.6%	0	NA	42,256	1.9%
Charter seats	9,880	-10.3%	3,420	-18.2%	3,040	-20.0%	1,900	25.0%			1,520	0.0%
Domestic Seats	568,007	-1.1%	348,620	-2.8%	129,953	-2.1%	45,658	13.9%	0	NA	43,776	1.8%
Scheduled Seats	558,127	-1.0%	345,200	-2.7%	126,913	-1.6%	43,758	13.5%	0	NA	42,256	1.9%
...US West	476,988	1.4%	278,355	0.6%	112,619	-1.1%	43,758	13.5%	0	NA	42,256	1.9%
...US East	81,139	-12.8%	66,845	-14.2%	14,294	-5.3%						
Charter seats	9,880	-10.3%	3,420	-18.2%	3,040	-20.0%	1,900	25.0%			1,520	0.0%
International Seats	195,146	-0.6%	185,844	-0.3%	3,002	-17.7%	6,300	0.0%				
Scheduled Seats	195,146	-0.6%	185,844	-0.3%	3,002	-17.7%	6,300	0.0%				
...Japan	133,847	3.1%	127,547	3.2%			6,300	0.0%				
...Canada	9,411	-34.2%	6,409	-39.9%	3,002	-17.7%						
...Other Asia	14,626	27.0%	14,626	27.0%								
...Aus./N. Zealand	13,186	-15.3%	13,186	-15.3%								
...Other	24,076	-4.3%	24,076	-4.3%								
Charter Seats	0	NA	0	NA								
YTD Thru JUNE 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	4,405,761	-9.8%	3,115,646	-10.1%	754,186	-15.6%	318,375	9.9%	0	-100.0%	217,554	-3.3%
Scheduled Seats	4,336,441	-9.3%	3,085,086	-9.2%	734,426	-16.2%	308,875	9.7%	0	-100.0%	208,054	-3.9%
Charter seats	69,320	-30.9%	30,560	-53.7%	19,760	12.8%	9,500	13.6%			9,500	13.6%
Domestic Seats	3,188,288	-11.1%	2,003,113	-11.9%	699,213	-16.2%	268,408	10.7%	0	-100.0%	217,554	-3.3%
Scheduled Seats	3,129,768	-10.9%	1,983,353	-11.3%	679,453	-16.8%	258,908	10.6%	0	-100.0%	208,054	-3.9%
...US West	2,689,870	-9.1%	1,606,156	-9.0%	616,752	-15.8%	258,908	10.6%	0	-100.0%	208,054	-3.9%
...US East	439,898	-20.5%	377,197	-19.6%	62,701	-25.5%						
Charter seats	58,520	-20.8%	19,760	-50.2%	19,760	12.8%	9,500	13.6%			9,500	13.6%
International Seats	1,217,473	-6.1%	1,112,533	-6.5%	54,973	-7.6%	49,967	5.3%				
Scheduled Seats	1,206,673	-5.0%	1,101,733	-5.3%	54,973	-7.6%	49,967	5.3%				
...Japan	778,870	-3.6%	737,250	-4.2%			41,620	7.8%				
...Canada	130,058	-24.1%	66,738	-35.2%	54,973	-7.6%	8,347	-5.7%				
...Other Asia	78,778	13.5%	78,778	13.5%								
...Aus./N. Zealand	81,968	-11.8%	81,968	-11.8%								
...Other	136,999	6.7%	136,999	6.7%								
Charter Seats	10,800	-59.0%	10,800	-59.0%								

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