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HTA Releases Visitor Statistics for November 2009

HONOLULU – Total visitor arrivals in November 2009 declined 1.4 percent from the same month last year to 490,514 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority. Arrivals by air decreased 1.4 percent while arrivals by cruise ships were 1.7 percent lower compared to last November.

Overall there was a 2 percent drop in total visitor days from November 2008. The average length of stay by all visitors was 9.22 days, slightly lower than the 9.27 days in November 2008.

Decreased arrivals led to a 2.2 percent decline (-\$17.7 million) in total expenditure by air visitors to \$771 million for November 2009. The average daily spending by these visitors was \$174 per person, down slightly from \$175 per person in November 2008.

Among the top four visitor markets, arrivals by air from U.S. West fell 3.7 percent from November 2008, after six consecutive months of positive growth. Arrivals from U.S. East (-7.8%) and Canada (-7.4%) were also lower compared to last November. Arrivals from Japan rose for the third consecutive month, up 7.9 percent from November 2008.

November 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
November 2009												
Total	490,514	-1.4%	9.22	-0.6%	4,521,200	-2.0%	NA	NA	NA	NA	NA	NA
Total by Air	478,704	-1.4%	9.24	-0.3%	4,422,529	-1.7%	174.3	-0.5%	1,610.6	-0.8%	771.0	-2.2%
U.S. West	205,423	-3.7%	9.59	1.5%	1,970,833	-2.2%	137.4	-2.3%	1,318.5	-0.8%	270.9	-4.5%
U.S. East	97,117	-7.8%	10.24	3.2%	994,306	-4.8%	177.4	-4.6%	1,816.8	-1.6%	176.4	-9.3%
Japan	91,720	7.9%	5.65	0.3%	518,604	8.2%	282.2	-10.6%	1,595.5	-10.4%	146.3	-3.3%
Canada	29,120	-7.4%	12.74	-0.9%	370,976	-8.2%	140.6	1.6%	1,790.8	0.7%	52.1	-6.8%
All Others	55,324	9.6%	10.26	-6.6%	567,810	2.4%	220.5	18.3%	2,263.5	10.4%	125.2	21.1%
Total by Ship	11,810	-1.7%	8.35	-12.9%	98,671	-14.4%	NA	NA	NA	NA	NA	NA
Y-T-D 2009												
Total	5,936,725	-5.1%	9.35	0.3%	55,497,196	-4.9%	NA	NA	NA	NA	NA	NA
Total by Air	5,850,455	-5.1%	9.35	0.3%	54,705,791	-4.7%	162.9	-8.5%	1,523.7	-8.2%	8,914.1	-12.9%
U.S. West	2,491,255	-2.3%	9.49	-0.5%	23,647,681	-2.8%	134.1	-9.2%	1,273.3	-9.6%	3,172.1	-11.7%
U.S. East	1,432,735	-7.9%	10.34	-0.2%	14,812,755	-8.1%	166.8	-9.7%	1,724.6	-9.9%	2,470.9	-17.0%
Japan	1,015,896	-5.4%	5.80	1.5%	5,890,249	-3.9%	266.9	-7.2%	1,547.3	-5.8%	1,571.9	-10.9%
Canada	291,475	-7.2%	12.49	-2.2%	3,639,613	-9.3%	141.2	-8.7%	1,763.5	-10.8%	514.0	-17.2%
All Others	619,094	-7.5%	10.85	6.2%	6,715,493	-1.8%	176.5	-5.5%	1,914.3	0.3%	1,185.1	-7.2%
Total by Ship	86,270	-10.6%	9.17	-3.0%	791,404	-13.2%	NA	NA	NA	NA	NA	NA

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

Total Visitors

- For the first eleven months of 2009, total visitor days for air and cruise visitors declined 4.9 percent. Total arrivals by air and cruise visitors decreased 5.1 percent from the same period last year to 5,936,725 visitors.
- Total spending by air visitors for the first eleven months of 2009 decreased \$1.3 billion or 12.9 percent from year-to-date 2008, to \$8.9 billion.
- Average per person per day spending by air visitors dropped to \$163 per person from \$178 in the first eleven months of 2008.
- Total expenditures from U.S. West visitors decreased 4.5 percent to \$270.9 million. Total spending from U.S. East (-9.3% to \$176.4 million), Japanese (-3.3% to \$146.3 million) and Canadian (-6.8% to \$52.1 million) visitors were also lower compared to November 2008.
- Japanese (-10.6% to \$282 per person), U.S. East (-4.6% to \$177 per person) and U.S. West (-2.3% to \$137 per person) visitors who came in November 2009 spent less on a daily basis but Canadian visitors (+1.6% to \$141 per person) spent more compared to November 2008.
- A greater number of visitors came to honeymoon in November 2009 (+21.4%) compared to the same month last year with increases from Japan (+36.7%) and Canada (+11.3%).
- The total number of convention visitors also increased (+15.2%) in November 2009. U.S. East convention visitors were up 9.5 percent while Japanese convention visitors (+331.1%) quadrupled compared to November 2008. The Jehovah's Witness 2009 International Convention took place from November 17 – 29, and was the source for a large share of these visitors.
- The total number of visitors who went on group tours rose 3 percent from last November, mainly due to increases from U.S. East (+17.7%) and Japanese (+3.4%) visitors.
- The total number of independent travelers dropped 2.1 percent compared to November 2008, mainly due to reduction from U.S. East (-9.0%), Canada (-8.3%) and U.S. West (-2.9%). Many more Japanese visitors (+13.5%) traveled independently compared to last November.







Major Marketing Areas

- Arrivals from U.S. West declined 3.7 percent from last November to 205,423 visitors. Arrivals from the Pacific region, fell 2.8 percent, due to decreases in visitors from California (-4.5%) and Washington (-1.9%) that offset increases from Oregon (+6.1%) and Alaska (+1.3%). Arrivals from the Mountain region were down 6.9 percent from November 2008.
- Air arrivals from U.S. East dropped 7.8 percent to 97,117 visitors. Growth in arrivals from the West South Central (+3%) and Middle Atlantic (+0.6%) regions were offset by

lower arrivals from the West North Central (-14.4%), East North Central (-13.7%), New England (-10.6%), South Atlantic (-9.7%) and East South Central (-8%) regions compared to November 2008.

- Japanese arrivals by air increased for the third straight month in 2009, up 7.9 percent to 91,720 visitors. However, year-to-date arrivals are still 5.4 percent below the same period last year.
- Year-over-year growth in Japanese timeshare visitors for November 2009 (+26.1%) continued a trend of double digit increases since September 2008.
- There were more Japanese first time visitors (50.8%) than repeat visitors (49.2%) in the month of November 2009. The last time this occurred was November 2007 (52.8% first time, 47.2% repeat visitors).
- A total of 29,120 Canadian visitors arrived by air in November 2009, down 7.4 percent from last November. Canadian visitors who arrived via international flights increased 4.7 percent while those who arrived on domestic flights declined 21.1 percent.

November 2009 Island Highlights

						
November 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	304,118 -0.4%	62,931 -7.3%	139,596 -2.9%	3,573 -5.4%	4,457 -13.8%	88,263 -5.5%
Total Visitor Days	2,174,448 2.5%	463,437 -5.6%	1,134,862 -3.8%	17,856 -16.3%	15,666 -18.2%	616,260 -7.6%
Total Expenditures (\$mil.)	401.7 -1.0%	76.0 -3.6%	188.4 -4.8%	1.6 -37.3%	5.0 -14.8%	98.3 0.5%
PPPD Spending (\$)	184.7 -3.4%	164.0 2.2%	166.0 -1.1%	91.4 -25.1%	321.5 4.1%	159.5 8.8%
Domestic Arrivals	171,015 -7.6%	58,816 -4.8%	117,434 -5.7%	2,893 -12.6%	3,689 -16.1%	66,744 -3.7%
Int'l Arrivals	133,103 10.8%	4,115 -32.5%	22,162 15.5%	680 45.8%	768 -0.5%	21,519 -10.7%
Total LOS	7.15 2.9%	7.36 1.8%	8.13 -0.9%	5.00 -11.6%	3.52 -5.1%	6.98 -2.3%
Domestic LOS	6.19 -17.6%	3.59 -51.7%	7.45 -10.2%	2.27 0.0%	1.19 -71.1%	3.49 -56.9%
Int'l LOS	6.19 1.9%	3.59 -31.1%	7.45 -2.3%	2.27 0.0%	1.19 -12.7%	3.49 -20.9%
YTD Thr Nov 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	3,670,309 -4.6%	852,888 -10.7%	1,728,811 -9.4%	44,164 -31.5%	55,512 -26.0%	1,113,086 -8.4%
Total Visitor Days	26,715,813 -1.9%	6,250,430 -6.5%	13,693,161 -7.1%	209,435 -23.7%	199,069 -22.7%	7,637,883 -7.5%
Total Expenditures (\$mil.)	4,542.7 -11.9%	937.0 -10.9%	2,241.6 -14.4%	22.5 -34.6%	56.1 -29.1%	1,114.2 -13.8%
PPPD Spending (\$)	170.0 -10.2%	149.9 -4.7%	163.7 -7.9%	107.6 -14.2%	281.6 -8.3%	145.9 -6.8%
Domestic Arrivals	2,238,178 -4.6%	789,552 -9.7%	1,515,061 -9.2%	37,359 -21.1%	47,822 -22.4%	866,798 -8.3%
Int'l Arrivals	1,432,131 -4.6%	63,336 -21.3%	213,750 -11.0%	6,805 -60.2%	7,690 -42.4%	246,288 -8.9%
Total LOS	7.28 2.9%	7.33 4.8%	7.92 2.5%	4.74 11.3%	3.59 4.4%	6.86 1.0%
Domestic LOS	7.83 2.5%	7.56 3.9%	8.02 1.5%	5.14 0.0%	3.84 0.7%	7.71 2.5%
Int'l LOS	6.42 3.8%	4.44 12.9%	7.22 11.0%	2.55 0.0%	1.98 18.9%	3.90 -8.1%

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







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

Island Highlights

- Total visitor expenditures on O'ahu in November 2009 decreased 1 percent to \$401.7 million. Total expenditures on Maui dropped 4.8 percent to \$188.4 million. Total visitor spending on Hawai'i Island were similar (+0.5%) to last November at \$98.3 million. Total visitor spending on Kaua'i fell 3.6 percent to \$76 million.

- Total visitor arrivals decreased on all neighbor islands while about the same number of total visitors went to O’ahu (-0.4%) compared to November 2008.
- Fewer visitors from the major marketing areas went to multiple islands (-5.9%) in November 2009: U.S. East (-10.6%), Japan (-6.7%), Canada (-4.5%) and U.S. West (-3.4%). The number of total visitors who stayed exclusively on O’ahu (+1.4%) was higher compared to last November.

November 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	687,886 -6.7%	288,139 -2.1%	627,394 3.6%	10,975 -16.3%	8,068 -17.6%	347,859 -2.3%
Total Arrivals	90,405 -9.3%	35,346 -2.0%	72,832 2.5%	1,559 -9.3%	1,859 -20.0%	40,166 -2.3%
LOS	7.61 2.8%	8.15 -0.2%	8.61 1.1%	7.04 -7.7%	4.34 3.0%	8.66 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	492,442 -0.1%	116,756 -3.9%	243,083 -10.8%	3,388 -27.1%	5,115 -16.3%	133,664 -9.2%
Total Arrivals	62,523 -6.0%	18,264 -9.2%	33,577 -13.2%	949 -13.8%	1,417 -25.2%	19,759 -8.8%
LOS	7.88 6.3%	6.39 5.9%	7.24 2.8%	3.57 -15.4%	3.61 12.0%	6.76 -0.5%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	471,373 13.0%	2,856 -72.9%	10,773 -17.2%	260 23.0%	142 43.6%	33,268 -13.3%
Total Arrivals	89,654 8.8%	1,140 -41.4%	3,909 -6.3%	214 135.2%	92 33.3%	12,951 -7.6%
LOS	5.26 3.8%	2.51 -53.7%	2.76 -11.6%	1.22 -47.7%	1.54 7.7%	2.57 -6.2%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	142,951 9.7%	27,555 -11.9%	155,561 -13.3%	1,758 79.3%	862 -22.1%	42,157 -31.2%
Total Arrivals	15,421 4.3%	3,427 -9.0%	14,387 -13.9%	479 107.4%	383 27.7%	4,887 -8.4%
LOS	9.27 5.2%	8.04 -3.2%	10.81 0.7%	3.67 -13.5%	2.25 -39.0%	8.63 -24.9%

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

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

- U.S. West arrivals for the month of November 2009 increased on Maui (+2.5%) but declined on the other islands compared to a year ago. The decrease in arrivals from U.S. East were less on O’ahu compared to the Neighbor Islands.
- Japanese arrivals to O’ahu (+8.8%) increased but arrivals to Kaua’i (-41.4%), Hawai’i Island (-7.6%) and Maui (-6.3%) dropped in November 2009.
- Arrivals from Canada increased on O’ahu (+4.3%) but were lower on Maui (-13.9%), Kaua’i (-9%) and Hawai’i Island (-8.4%) compared to November 2008.

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

						
YTD November 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	1,148,741 -0.2%	444,857 -7.1%	855,061 -5.7%	18,820 -20.2%	22,292 -22.7%	460,154 -4.8%
U.S. East	880,605 -7.5%	283,792 -13.7%	526,757 -13.5%	14,513 -26.4%	21,443 -22.2%	324,211 -13.5%
Japan	983,410 -4.5%	17,316 -27.8%	47,462 -22.3%	1,150 -22.6%	1,542 0.4%	149,906 -6.2%
Canada	151,683 -12.9%	38,678 -15.6%	138,123 -11.1%	3,258 -48.7%	4,065 -29.0%	56,833 -12.2%

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

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

- Year-to-date, only arrivals by U.S. West visitors to O'ahu were fairly stable (-0.2%) while visits from other visitor markets to all islands were down. Among visitors to the four larger islands, O'ahu also showed the smallest decline for U.S. East and Japanese visitors. For Canadians, the smallest decline in visitation occurred on Maui.

Total Air Seats to Hawai'i

- Total air seats for November 2009 decreased 5 percent from same month last year. Air seats to Honolulu (-6.5%), Kahului (-3.7%) and Lihue (-0.9%) decreased but seat capacity to Kona airport rose 6.1 percent. The decline in total seat capacity was due to 7.1 percent fewer domestic seats as a result of reduced services from Chicago, Los Angeles, Seattle, Minneapolis and Portland. However, domestic seats to Kona were up 7.1 percent due to additional service from Alaska. Total seat capacity on international routes was virtually unchanged (+0.3%) from last November. Increased seats from Other Asia (+24.5%), mainly due to additional flights out of Seoul Korea and the use of larger capacity airplanes; and more seats from Canada (+4.5%) and Japan (+1.7%) balanced out fewer seats from Australia/New Zealand (-17.5%).
- For the first eleven months of 2009, total air seats to Hawai'i decreased 6.2 percent as a result of fewer seats from Canada (-21.7%), U.S. East (-16.6%), Australia/New Zealand (-13.2%), U.S. West (-5.1%) and Japan (-0.8%) which were partially offset by more seats from Other Asia (+20.1%).

Cruise Ship Visitors

- A total of 20,391 visitors came by cruise ships or arrived by air to board a Hawai'i home-ported cruise ship in November 2009, 9.4 percent fewer visitors than the same month last year. Except for an increase in April (+3.5%), July (+17.7%) and September of 2009 (+4.4%), total cruise visitors have been declining 21 out of the last 24 months since December 2007.
- Six out-of-state cruise ships came to the islands in November 2009 with 11,810 visitors, compared to eight out-of-state ships which brought 12,015 visitors last November. This resulted in a 1.7 percent decline in arrivals by ship in November 2009.
- The number of cruise visitors who came by air to board cruise ships in the islands declined 18.2 percent from November 2008, mainly due to the Pride of America's tour start dates (on Saturdays). The ship had five tours in November 2008, versus four tours in November 2009. However, the average passenger count per tour for November 2009 was 6.8 percent higher compared to last November.
- Year-to-date 2009, a total of 198,369 visitors came by cruise ship or by air to board cruise ships, 19.1 percent lower compared to the same period last year. Visitor days for all cruise visitors fell 20.4 percent.

NOVEMBER 2009 Cruise Visitor Highlights

	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	198,698	227,542	-12.7%	1,981,207	2,489,422	-20.4%
TOTAL VISITORS	20,391	22,502	-9.4%	198,369	245,207	-19.1%
ARRIVED BY SHIP	11,810	12,015	-1.7%	86,270	96,462	-10.6%
ARRIVED BY AIR	8,580	10,487	-18.2%	112,098	148,745	-24.6%
NUMBER OF SHIP ARRIVALS	6	8	-25.0%	48	62	-22.6%
ISLANDS VISITED						
Oahu	20,391	22,502	-9.4%	193,912	245,141	-20.9%
Kauai	16,757	17,089	-1.9%	168,518	206,388	-18.3%
Maui County	19,299	21,793	-11.4%	185,314	231,542	-20.0%
Maui	19,299	21,793	-11.4%	185,314	231,542	-20.0%
Molokai	679	888	-23.5%	5,583	6,363	-12.3%
Lanai	883	1,185	-25.5%	6,647	6,471	2.7%
Big Island	17,849	20,609	-13.4%	185,147	234,941	-21.2%
Average Islands Visited	3.8	4.1	-7.7%	4.0	4.1	-1.9%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	3.34	3.74	-10.8%	3.14	2.81	11.7%
Days in Hawaii during Cruise	5.10	5.45	-6.4%	5.65	6.10	-7.3%
Days in Hawaii after Cruise	1.30	0.92	41.8%	1.19	1.24	-3.7%
Total days in Hawaii	9.74	10.11	-3.6%	9.99	10.15	-1.6%

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

- In the first eleven months of 2009, 86,270 visitors arrived on 48 out-of-state cruise ships. This was down 10.6 percent compared to 96,462 visitors aboard 62 cruise ships that came to the state in the first eleven months of 2008. Total visitor days for those who came by cruise ships decreased 13.2 percent (See "Arrivals at a Glance" Table on page 2) compared to year-to-date 2008.

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

	TABLE 1. TOTAL VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	4,422,529	4,499,172	-1.7%	54,705,791	57,430,254	-4.7%
TOTAL VISITORS	478,704	485,622	-1.4%	5,850,455	6,162,331	-5.1%
DOMESTIC	332,826	353,032	-5.7%	4,275,228	4,510,403	-5.2%
INTERNATIONAL	145,878	132,590	10.0%	1,575,227	1,651,928	-4.6%
AVERAGE DAILY CENSUS	147,418	149,972	-1.7%	163,790	171,434	-4.5%
TOTAL AIR SEATS (EST)	673,748	709,405	-5.0%	8,037,349	8,566,413	-6.2%
TOTAL LOAD FACTOR (EST)	86.3%	82.2%	4.1	87.5%	86.1%	1.3
ISLANDS VISITED						
O'ahu	304,118	305,206	-0.4%	3,670,309	3,848,556	-4.6%
O'ahu only	223,223	220,101	1.4%	2,664,025	2,709,320	-1.7%
Kaua'i	62,931	67,870	-7.3%	852,888	955,162	-10.7%
Kaua'i only	33,808	34,536	-2.1%	434,509	453,655	-4.2%
Maui County	142,545	146,963	-3.0%	1,764,935	1,957,303	-9.8%
Maui	139,596	143,737	-2.9%	1,728,811	1,908,383	-9.4%
Maui only	87,880	88,892	-1.1%	1,052,031	1,106,550	-4.9%
Moloka'i *	3,573	3,777	-5.4%	44,164	64,474	-31.5%
Moloka'i only *	530	474	11.8%	6,068	7,318	-17.1%
Lāna'i *	4,457	5,169	-13.8%	55,512	74,975	-26.0%
Lāna'i only *	713	862	-17.3%	8,682	11,661	-25.5%
Big Island	88,263	93,414	-5.5%	1,113,086	1,215,288	-8.4%
Kona side	71,847	78,928	-9.0%	923,800	1,013,914	-8.9%
Hilo side	32,448	34,062	-4.7%	412,880	463,681	-11.0%
Big Island only	39,481	41,803	-5.6%	498,394	516,032	-3.4%
Any Neighbor Island	255,481	265,521	-3.8%	3,186,430	3,453,011	-7.7%
NI only	174,586	180,416	-3.2%	2,180,146	2,313,775	-5.8%
O'ahu & NI	80,895	85,105	-4.9%	1,006,284	1,139,237	-11.7%
Any one island only	385,635	386,668	-0.3%	4,663,709	4,804,535	-2.9%
Multiple Islands	93,069	98,954	-5.9%	1,186,746	1,357,796	-12.6%
Avg. Islands Visited	1.26	1.28	-1.2%	1.28	1.31	-2.5%
Average Length of Stay in Hawai'i	9.24	9.26	-0.3%	9.35	9.32	0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	302,211	302,741	-0.2%	3,645,013	3,877,773	-6.0%
Hotel only	267,304	264,293	1.1%	3,181,830	3,367,464	-5.5%
Plan to stay in Condo	79,629	82,685	-3.7%	991,959	1,093,065	-9.2%
Condo only	63,704	64,118	-0.6%	768,827	839,442	-8.4%
Plan to stay in Timeshare	53,918	56,353	-4.3%	646,894	622,016	4.0%
Timeshare only	41,605	43,531	-4.4%	495,159	471,091	5.1%
Cruise Ship	8,596	9,225	-6.8%	118,201	158,649	-25.5%
Friends/Relatives	47,433	49,454	-4.1%	603,875	583,457	3.5%
Bed & Breakfast	4,052	4,337	-6.6%	53,454	62,767	-14.8%
Other	6,697	7,924	-15.5%	97,722	107,204	-8.8%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	386,136	387,728	-0.4%	4,840,665	5,004,997	-3.3%
Honeymoon	43,233	35,622	21.4%	436,993	422,129	3.5%
Get Married	9,909	10,714	-7.5%	101,101	114,170	-11.4%
Pleasure/Vacation	341,384	350,187	-2.5%	4,397,042	4,574,762	-3.9%
Mtgs/Conventions/Incentive	38,452	38,941	-1.3%	350,512	424,969	-17.5%
Conventions	28,296	24,554	15.2%	235,018	249,039	-5.6%
Corporate Meetings	4,850	5,543	-12.5%	58,778	81,346	-27.7%
Incentive	5,839	10,020	-41.7%	66,790	109,094	-38.8%
Other Business	19,407	21,656	-10.4%	206,951	235,303	-12.0%
Visit Friends/Rel.	46,203	48,189	-4.1%	563,895	558,811	0.9%
Govt/Military	8,683	9,377	-7.4%	94,193	104,602	-10.0%
Attend School	757	656	15.5%	18,902	15,990	18.2%
Sport Events	7,355	8,744	-15.9%	75,923	102,352	-25.8%
TRAVEL STATUS						
% First Timers **	34.6	34.1	0.6	34.5	35.2	-0.7
% Repeaters **	65.4	65.9	-0.6	65.5	64.8	0.7
Average # of Trips	5.23	5.21	0.3%	5.02	4.88	3.0%
Group Tour	58,025	56,359	3.0%	546,372	696,048	-21.5%
Non-Group	420,678	429,263	-2.0%	5,304,085	5,466,283	-3.0%
Package Trip	165,897	166,825	-0.6%	2,052,707	2,225,778	-7.8%
No Package	312,807	318,797	-1.9%	3,797,750	3,936,553	-3.5%
Net True Independent	301,325	307,727	-2.1%	3,709,067	3,817,944	-2.9%

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

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

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	3,341,573	3,482,359	-4.0%	42,700,754	45,066,394	-5.2%
DOMESTIC VISITORS	332,826	353,032	-5.7%	4,275,228	4,510,403	-5.2%
DOMESTIC AVERAGE DAILY CENSUS	111,386	116,079	-4.0%	127,847	134,527	-5.0%
DOMESTIC AIR SEATS (EST)	472,437	508,734	-7.1%	5,808,095	6,250,360	-7.1%
DOM LOAD FACTOR (EST)	88.2%	85.3%	3.0	90.5%	88.4%	2.1
ISLANDS VISITED						
O'ahu	171,015	185,045	-7.6%	2,238,178	2,347,279	-4.6%
O'ahu only	119,088	129,782	-8.2%	1,535,637	1,549,544	-0.9%
Kaua'i	58,816	61,774	-4.8%	789,552	874,725	-9.7%
Kaua'i only	33,252	33,836	-1.7%	426,254	445,671	-4.4%
Maui County	120,114	127,608	-5.9%	1,547,938	1,710,026	-9.5%
Maui	117,434	124,548	-5.7%	1,515,061	1,668,243	-9.2%
Maui only	79,040	82,072	-3.7%	972,070	1,027,612	-5.4%
Moloka'i *	2,893	3,310	-12.6%	37,359	47,358	-21.1%
Moloka'i only *	525	474	10.8%	5,881	7,005	-16.0%
Lāna'i *	3,689	4,398	-16.1%	47,822	61,620	-22.4%
Lāna'i only *	713	860	-17.1%	8,381	11,400	-26.5%
Big Island	66,744	69,304	-3.7%	866,798	945,084	-8.3%
Kona side	57,640	59,814	-3.6%	745,341	810,247	-8.0%
Hilo side	21,952	23,463	-6.4%	301,683	339,282	-11.1%
Big Island only	36,847	37,756	-2.4%	454,286	465,689	-2.4%
Any Neighbor Island	213,738	223,250	-4.3%	2,739,591	2,960,859	-7.5%
NI only	161,811	167,987	-3.7%	2,037,050	2,163,124	-5.8%
O'ahu & NI	51,927	55,263	-6.0%	702,541	797,735	-11.9%
Any one island only	269,465	284,779	-5.4%	3,402,509	3,506,921	-3.0%
Multiple Islands	63,361	68,253	-7.2%	872,719	1,003,482	-13.0%
Avg. Islands Visited	1.26	1.27	-0.5%	1.29	1.32	-2.5%
Average Length of Stay in Hawai'i	10.04	9.86	1.8%	9.99	9.99	0.0%
ACCOMMODATIONS						
Plan to stay in Hotel	177,016	191,087	-7.4%	2,347,694	2,499,237	-6.1%
Hotel only	147,939	160,030	-7.6%	1,957,109	2,065,812	-5.3%
Plan to stay in Condo	66,269	68,793	-3.7%	820,033	903,214	-9.2%
Condo only	52,918	53,669	-1.4%	635,456	692,386	-8.2%
Plan to stay in Timeshare	50,103	51,954	-3.6%	591,817	583,211	1.5%
Timeshare only	39,067	40,677	-4.0%	457,953	444,244	3.1%
Cruise Ship	7,385	8,181	-9.7%	106,820	142,426	-25.0%
Friends/Relatives	42,071	43,948	-4.3%	535,756	528,163	1.4%
Bed & Breakfast	3,456	3,930	-12.1%	47,545	55,055	-13.6%
Other	5,837	6,439	-9.4%	77,543	86,107	-9.9%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	260,597	276,597	-5.8%	3,453,415	3,592,631	-3.9%
Honeymoon	13,644	14,464	-5.7%	213,137	214,951	-0.8%
Get Married	2,996	3,400	-11.9%	46,568	52,598	-11.5%
Pleasure/Vacation	247,368	262,473	-5.8%	3,245,627	3,381,287	-4.0%
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	25,868	27,484	-5.9%	281,550	333,336	-15.5%
Conventions	20,807	19,460	6.9%	194,813	211,550	-7.9%
Corporate Meetings	3,598	4,395	-18.1%	48,977	69,201	-29.2%
Incentive	1,905	4,415	-56.9%	46,815	64,138	-27.0%
Other Business						
Other Business	17,374	18,161	-4.3%	185,268	210,848	-12.1%
Visit Friends/Rel.	41,625	42,686	-2.5%	501,435	498,385	0.6%
Govt/Military	6,783	7,342	-7.6%	77,055	82,962	-7.1%
Attend School	462	395	16.9%	11,468	11,773	-2.6%
Sport Events	5,628	7,173	-21.5%	51,042	73,777	-30.8%
TRAVEL STATUS						
% First Timers **	27.7	28.4	-0.7	30.3	31.4	-1.0
% Repeaters **	72.3	71.6	0.7	69.7	68.6	1.0
Average # of Trips	6.12	5.96	2.6%	5.59	5.41	3.3%
Group Tour						
Group Tour	18,096	16,316	10.9%	146,712	204,607	-28.3%
Non-Group	314,729	336,716	-6.5%	4,128,518	4,305,796	-4.1%
Package Trip						
Package Trip	75,418	79,935	-5.7%	1,071,430	1,154,807	-7.2%
No Package	257,408	273,097	-5.7%	3,203,800	3,355,596	-4.5%
Net True Independent	251,793	268,056	-6.1%	3,159,882	3,299,780	-4.2%

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

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	297,267	312,500	-4.9%	3,844,619	4,026,835	-4.5%
Pacific Region	165,721	170,513	-2.8%	1,962,749	1,997,001	-1.7%
...California	107,859	112,994	-4.5%	1,373,078	1,440,204	-4.7%
...Oregon	15,817	14,901	6.1%	161,086	158,022	1.9%
...Washington	34,910	35,573	-1.9%	372,143	351,173	6.0%
Mountain Region	36,523	39,236	-6.9%	480,742	510,612	-5.8%
West North Central	10,479	12,242	-14.4%	169,809	187,313	-9.3%
West South Central	17,054	16,560	3.0%	253,712	248,980	1.9%
...Texas	13,586	13,108	3.6%	200,095	194,932	2.6%
East North Central	20,754	24,056	-13.7%	291,511	333,156	-12.5%
East South Central	4,194	4,560	-8.0%	69,683	77,246	-9.8%
New England	5,532	6,187	-10.6%	89,571	97,003	-7.7%
Middle Atlantic	14,236	14,150	0.6%	211,320	227,466	-7.1%
...New Jersey	3,794	4,043	-6.2%	55,854	59,012	-5.4%
...New York	6,633	6,074	9.2%	97,068	102,592	-5.4%
South Atlantic	22,156	24,539	-9.7%	309,703	343,066	-9.7%
CANADA	11,671	14,783	-21.1%	129,908	121,323	7.1%
EUROPE	9,084	9,379	-3.1%	123,463	133,276	-7.4%
France	568	578	-1.7%	7,131	7,716	-7.6%
Germany	3,085	2,530	21.9%	27,861	28,288	-1.5%
Ireland	133	216	-38.6%	2,594	3,862	-32.8%
Italy	463	412	12.4%	9,056	9,683	-6.5%
Switzerland	586	541	8.3%	7,370	6,767	8.9%
United Kingdom	1,985	2,632	-24.6%	35,372	43,884	-19.4%
ASIA	3,694	4,348	-15.0%	36,731	47,155	-22.1%
People's Republic of China	2,041	2,523	-19.1%	16,610	24,108	-31.1%
Taiwan	105	116	-9.5%	1,262	1,547	-18.4%
Hong Kong	71	117	-39.3%	1,080	1,116	-3.2%
Indonesia	23	40	-42.9%	395	340	16.3%
Japan	517	642	-19.5%	5,879	7,409	-20.7%
Korea	425	300	41.7%	5,044	5,901	-14.5%
Malaysia	17	31	-45.9%	128	199	-35.7%
Philippines	222	289	-23.1%	2,850	3,022	-5.7%
Singapore	63	68	-7.4%	704	854	-17.6%
Thailand	35	26	34.7%	521	277	88.4%
CENTRAL AMERICA	1,094	540	102.6%	6,711	7,544	-11.0%
Argentina	148	179	-17.3%	2,667	2,747	-2.9%
Brazil	443	580	-23.6%	6,625	6,708	-1.2%
Mexico	1,040	473	119.9%	6,049	6,906	-12.4%
SOUTH AMERICA	805	1,014	-20.6%	12,589	12,546	0.3%
OCEANIA	2,197	2,983	-26.3%	31,681	46,740	-32.2%
Australia	1,722	2,526	-31.8%	25,654	39,647	-35.3%
New Zealand	221	243	-9.1%	2,970	4,405	-32.6%

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

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	1,080,956	1,016,813	6.3%	12,005,038	12,363,860	-2.9%
INTERNATIONAL VISITORS	145,878	132,590	10.0%	1,575,227	1,651,928	-4.6%
INTERNATIONAL AVERAGE DAILY CENSUS	36,032	33,894	6.3%	35,943	36,907	-2.6%
INTERNATIONAL AIR SEATS (EST)	201,311	200,671	0.3%	2,229,254	2,316,053	-3.7%
INT LOAD FACTOR (EST)	81.7%	74.4%	7.3	79.5%	80.0%	-0.5
ISLANDS VISITED						
O'ahu	133,103	120,161	10.8%	1,432,131	1,501,277	-4.6%
O'ahu only	104,135	90,319	15.3%	1,128,388	1,159,775	-2.7%
Kaua'i	4,115	6,097	-32.5%	63,336	80,437	-21.3%
Kaua'i only	556	701	-20.7%	8,255	7,983	3.4%
Maui County	22,431	19,356	15.9%	216,997	247,276	-12.2%
Maui	22,162	19,188	15.5%	213,750	240,140	-11.0%
Maui only	8,840	6,820	29.6%	79,961	78,938	1.3%
Moloka'i *	680	466	45.8%	6,805	17,115	-60.2%
Moloka'i only *	5	0	NA	187	312	-40.2%
Lāna'i *	768	772	-0.5%	7,690	13,356	-42.4%
Lāna'i only*	0	2	-100.0%	301	261	15.2%
Big Island	21,519	24,110	-10.7%	246,288	270,204	-8.9%
Kona side	14,207	19,114	-25.7%	178,459	203,667	-12.4%
Hilo side	10,496	10,598	-1.0%	111,197	124,399	-10.6%
Big Island only	2,634	4,047	-34.9%	44,108	50,343	-12.4%
Any Neighbor Island	41,743	42,271	-1.2%	446,839	492,153	-9.2%
NI only	12,775	12,429	2.8%	143,096	150,651	-5.0%
O'ahu & NI	28,968	29,841	-2.9%	303,743	341,502	-11.1%
Anyone island only	116,170	101,889	14.0%	1,261,200	1,297,614	-2.8%
Multiple Islands	29,708	30,701	-3.2%	314,027	354,314	-11.4%
Avg. Islands Visited	1.25	1.29	-3.0%	1.25	1.28	-2.7%
Average Length of Stay in Hawai'i	7.41	7.67	-3.4%	7.62	7.48	1.8%
ACCOMMODATIONS						
Plan to stay in Hotel	125,195	111,653	12.1%	1,297,319	1,378,536	-5.9%
Hotel only	119,365	104,263	14.5%	1,224,721	1,301,653	-5.9%
Plan to stay in Condo	13,360	13,892	-3.8%	171,926	189,850	-9.4%
Condo only	10,786	10,448	3.2%	133,371	147,056	-9.3%
Plan to stay in Timeshare	3,815	4,399	-13.3%	55,077	38,805	41.9%
Timeshare only	2,538	2,854	-11.1%	37,206	26,847	38.6%
Cruise Ship	1,211	1,045	15.9%	11,381	16,223	-29.8%
Friends/Relatives	5,362	5,506	-2.6%	68,119	55,294	23.2%
Bed & Breakfast	596	408	46.2%	5,909	7,712	-23.4%
Other	860	1,485	-42.1%	20,179	21,097	-4.4%

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	125,539	111,132	13.0%	1,387,250	1,412,365	-1.8%
Honeymoon	29,589	21,158	39.8%	223,856	207,177	8.1%
Get Married	6,913	7,314	-5.5%	54,533	61,572	-11.4%
Pleasure/Vacation	94,016	87,714	7.2%	1,151,415	1,193,475	-3.5%
Mtgs/Conventions/Incentive						
Conventions	12,584	11,458	9.8%	68,962	91,633	-24.7%
Corporate Meetings	7,489	5,094	47.0%	40,205	37,489	7.2%
Incentive	1,252	1,148	9.0%	9,801	12,146	-19.3%
Other Business	3,934	5,605	-29.8%	19,975	44,956	-55.6%
Visit Friends/Rel.	2,033	3,495	-41.8%	21,683	24,455	-11.3%
Govt/Military	4,578	5,503	-16.8%	62,460	60,426	3.4%
Attend School	1,900	2,035	-6.6%	17,138	21,639	-20.8%
Sport Events	295	260	13.3%	7,434	4,217	76.3%
Sport Events	1,727	1,571	9.9%	24,881	28,574	-12.9%
TRAVEL STATUS						
% First Timers **	50.5	49.1	1.4	45.7	45.6	0.1
% Repeaters **	49.5	50.9	-1.4	54.3	54.4	-0.1
Average # of Trips	3.19	3.20	-0.3%	3.48	3.42	1.9%
Group Tour						
Group Tour	39,929	40,043	-0.3%	399,660	491,441	-18.7%
Non-Group	105,949	92,547	14.5%	1,175,567	1,160,487	1.3%
Package Trip						
Package Trip	90,479	86,890	4.1%	981,277	1,070,971	-8.4%
No Package	55,399	45,700	21.2%	593,950	580,957	2.2%
Net True Independent	49,532	39,671	24.9%	549,185	518,164	6.0%

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

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,970,833	2,016,044	-2.2%	23,647,681	24,335,624	-2.8%
TOTAL VISITORS	205,423	213,356	-3.7%	2,491,255	2,549,982	-2.3%
Domestic	202,244	209,749	-3.6%	2,443,493	2,507,611	-2.6%
International	3,179	3,607	-11.9%	47,762	42,371	12.7%
AVERAGE DAILY CENSUS	65,694	67,201	-2.2%	70,802	72,644	-2.5%
ISLANDS VISITED						
O'ahu	90,405	99,661	-9.3%	1,148,741	1,150,813	-0.2%
O'ahu only	67,038	75,554	-11.3%	866,887	838,108	3.4%
Kaua'i	35,346	36,064	-2.0%	444,857	478,813	-7.1%
Kaua'i only	24,175	24,570	-1.6%	300,005	313,167	-4.2%
Maui County	74,478	72,849	2.2%	873,424	930,663	-6.2%
Maui	72,832	71,041	2.5%	855,061	907,157	-5.7%
Maui only	56,657	53,703	5.5%	648,707	669,091	-3.0%
Moloka'i *	1,559	1,719	-9.3%	18,820	23,584	-20.2%
Moloka'i only *	403	341	18.3%	3,955	4,704	-15.9%
Lāna'i *	1,859	2,323	-20.0%	22,292	28,828	-22.7%
Lāna'i only *	422	576	-26.7%	4,861	6,927	-29.8%
Big Island	40,166	41,122	-2.3%	460,154	483,346	-4.8%
Kona side	35,386	36,375	-2.7%	403,577	423,245	-4.6%
Hilo side	10,904	11,547	-5.6%	132,399	140,292	-5.6%
Big Island only	27,054	27,902	-3.0%	303,093	307,146	-1.3%
Any Neighbor Island	138,385	137,802	0.4%	1,624,368	1,711,874	-5.1%
NI only	115,018	113,695	1.2%	1,342,514	1,399,169	-4.0%
O'ahu & NI	23,367	24,107	-3.1%	281,854	312,705	-9.9%
Any one island only	175,749	182,645	-3.8%	2,127,508	2,139,143	-0.5%
Multiple Islands	29,674	30,711	-3.4%	363,747	410,839	-11.5%
Avg. Islands Visited	1.18	1.18	-0.2%	1.18	1.20	-1.7%
Average Length of Stay in Hawai'i	9.59	9.45	1.5%	9.49	9.54	-0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	97,620	104,205	-6.3%	1,238,987	1,271,726	-2.6%
Hotel only	81,842	87,939	-6.9%	1,049,209	1,065,987	-1.6%
Plan to stay in Condo	47,346	46,647	1.5%	546,366	591,296	-7.6%
Condo only	38,902	37,618	3.4%	440,913	472,842	-6.8%
Plan to stay in Timeshare	34,207	35,376	-3.3%	388,036	376,230	3.1%
Timeshare only	27,319	28,129	-2.9%	309,838	295,629	4.8%
Cruise Ship	2,215	2,341	-5.4%	28,744	35,099	-18.1%
Friends/Relatives	27,710	28,646	-3.3%	326,001	315,871	3.2%
Bed & Breakfast	1,639	1,684	-2.7%	20,546	23,186	-11.4%
Other	3,646	3,915	-6.9%	45,973	49,124	-6.4%

* 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)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	165,739	170,228	-2.6%	2,039,424	2,051,489	-0.6%
Honeymoon	6,116	6,489	-5.7%	91,722	90,169	1.7%
Get Married	1,733	1,889	-8.2%	25,769	29,035	-11.2%
Pleasure/Vacation	159,760	163,897	-2.5%	1,948,583	1,960,631	-0.6%
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	10,051	12,127	-17.1%	118,875	142,519	-16.6%
Conventions	7,254	8,326	-12.9%	79,606	88,456	-10.0%
Corporate Meetings	2,091	2,334	-10.4%	25,271	34,679	-27.1%
Incentive	891	1,746	-49.0%	17,559	23,869	-26.4%
Other Business						
Other Business	10,936	11,999	-8.9%	117,721	129,959	-9.4%
Visit Friends/Rel.	26,514	27,757	-4.5%	301,489	294,838	2.3%
Govt/Military	2,926	2,901	0.9%	31,646	33,123	-4.5%
Attend School	392	233	68.4%	5,972	5,777	3.4%
Sport Events	2,808	4,019	-30.1%	27,070	44,876	-39.7%
TRAVEL STATUS						
% First Timers **	17.1	18.0	-0.9	19.3	19.8	-0.5
% Repeaters **	82.9	82.0	0.9	80.7	80.2	0.5
Average # of Trips	7.38	7.24	1.9%	6.83	6.71	1.8%
Group Tour						
Group Tour	5,195	5,614	-7.5%	48,752	68,297	-28.6%
Non-Group	200,228	207,742	-3.6%	2,442,504	2,481,685	-1.6%
Package Trip						
Package Trip	40,233	43,024	-6.5%	558,895	572,439	-2.4%
No Package	165,189	170,332	-3.0%	1,932,357	1,977,543	-2.3%
Net True Independent	163,318	168,233	-2.9%	1,914,824	1,954,802	-2.0%

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

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

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR					
	(Includes States East of Rocky Mountains)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	994,306	1,044,862	-4.8%	14,812,755	16,113,801	-8.1%
TOTAL VISITORS	97,117	105,363	-7.8%	1,432,735	1,555,489	-7.9%
Domestic	94,405	102,294	-7.7%	1,395,313	1,514,230	-7.9%
International	2,712	3,069	-11.6%	37,422	41,259	-9.3%
AVERAGE DAILY CENSUS	33,144	34,829	-4.8%	44,350	48,101	-7.8%
ISLANDS VISITED						
O'ahu	62,523	66,532	-6.0%	880,605	951,549	-7.5%
O'ahu only	39,941	41,663	-4.1%	536,388	549,143	-2.3%
Kaua'i	18,264	20,119	-9.2%	283,792	328,745	-13.7%
Kaua'i only	6,895	7,186	-4.0%	102,981	106,696	-3.5%
Maui County	34,395	39,635	-13.2%	538,692	623,492	-13.6%
Maui	33,577	38,701	-13.2%	526,757	609,307	-13.5%
Maui only	16,259	18,850	-13.7%	253,712	275,558	-7.9%
Moloka'i *	949	1,101	-13.8%	14,513	19,731	-26.4%
Moloka'i only*	93	85	9.1%	1,552	1,721	-9.8%
Lāna'i *	1,417	1,894	-25.2%	21,443	27,568	-22.2%
Lāna'i only*	236	210	12.3%	2,981	3,300	-9.7%
Big Island	19,759	21,657	-8.8%	324,211	374,843	-13.5%
Kona side	16,378	18,058	-9.3%	271,147	314,239	-13.7%
Hilo side	8,615	9,945	-13.4%	139,605	166,639	-16.2%
Big Island only	7,081	7,597	-6.8%	118,234	126,282	-6.4%
Any Neighbor Island	57,176	63,700	-10.2%	896,347	1,006,346	-10.9%
NI only	34,594	38,831	-10.9%	552,130	603,941	-8.6%
O'ahu & NI	22,582	24,869	-9.2%	344,217	402,406	-14.5%
Any one island only	70,505	75,590	-6.7%	1,015,848	1,062,700	-4.4%
Multiple Islands	26,612	29,772	-10.6%	416,887	492,789	-15.4%
Avg. Islands Visited	1.41	1.42	-1.3%	1.43	1.49	-3.7%
Average Length of Stay in Hawai'i	10.24	9.92	3.2%	10.34	10.36	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	61,300	66,686	-8.1%	888,905	968,607	-8.2%
Hotel only	50,927	54,928	-7.3%	725,157	778,768	-6.9%
Plan to stay in Condo	12,591	14,116	-10.8%	207,382	240,059	-13.6%
Condo only	8,803	9,698	-9.2%	143,384	162,894	-12.0%
Plan to stay in Timeshare	12,513	13,252	-5.6%	176,577	177,368	-0.4%
Timeshare only	9,196	9,713	-5.3%	128,335	125,478	2.3%
Cruise Ship	4,179	5,025	-16.8%	63,997	89,952	-28.9%
Friends/Relatives	12,159	12,801	-5.0%	178,850	180,107	-0.7%
Bed & Breakfast	1,084	1,281	-15.4%	18,050	22,524	-19.9%
Other	1,908	2,358	-19.1%	27,806	32,609	-14.7%

* 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)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	69,424	76,839	-9.7%	1,107,696	1,190,078	-6.9%
Honeymoon	5,806	5,941	-2.3%	94,248	97,322	-3.2%
Get Married	979	1,094	-10.5%	17,397	19,405	-10.3%
Pleasure/Vacation	63,814	71,048	-10.2%	1,016,574	1,096,013	-7.2%
Mtgs/Conventions/Incentive	12,033	12,770	-5.8%	135,402	159,448	-15.1%
Conventions	10,207	9,319	9.5%	94,879	102,024	-7.0%
Corporate Meetings	1,273	1,750	-27.3%	20,844	29,472	-29.3%
Incentive	759	2,129	-64.4%	24,502	34,044	-28.0%
Other Business	5,281	5,823	-9.3%	59,999	68,676	-12.6%
Visit Friends/Rel.	12,758	12,820	-0.5%	173,122	174,551	-0.8%
Govt/Military	4,136	4,434	-6.7%	46,711	50,661	-7.8%
Attend School	117	103	13.7%	3,660	4,044	-9.5%
Sport Events	2,323	2,637	-11.9%	17,797	23,689	-24.9%
TRAVEL STATUS						
% First Timers **	42.4	43.2	-0.9	43.6	44.5	-1.0
% Repeaters **	57.6	56.8	0.9	56.4	55.5	1.0
Average # of Trips	4.18	4.00	4.6%	3.92	3.77	4.0%
Group Tour	8,469	7,192	17.7%	69,622	101,593	-31.5%
Non-Group	88,648	98,171	-9.7%	1,363,113	1,453,896	-6.2%
Package Trip	24,040	26,011	-7.6%	376,229	425,415	-11.6%
No Package	73,077	79,352	-7.9%	1,056,509	1,130,074	-6.5%
Net True Independent	70,456	77,390	-9.0%	1,037,240	1,105,831	-6.2%

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

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	518,604	479,324	8.2%	5,890,249	6,132,395	-3.9%
TOTAL VISITORS	91,720	84,985	7.9%	1,015,896	1,073,320	-5.4%
Domestic	517	642	-19.5%	5,879	7,409	-20.7%
International	91,203	84,343	8.1%	1,010,017	1,065,911	-5.2%
AVERAGE DAILY CENSUS	141	133	5.7%	17,636	18,306	-3.7%
ISLANDS VISITED						
O'ahu	89,654	82,381	8.8%	983,410	1,029,346	-4.5%
O'ahu only	74,897	66,590	12.5%	815,774	847,072	-3.7%
Kaua'i	1,140	1,946	-41.4%	17,316	23,994	-27.8%
Kaua'i only	238	123	94.1%	1,217	2,332	-47.8%
Maui County	4,150	4,242	-2.2%	48,802	62,707	-22.2%
Maui	3,909	4,171	-6.3%	47,462	61,091	-22.3%
Maui only	538	556	-3.3%	8,235	11,780	-30.1%
Moloka'i *	214	91	135.4%	1,150	1,485	-22.6%
Moloka'i only *	0	0	NA	50	0	NA
Lāna'i *	92	69	33.4%	1,542	1,536	0.4%
Lāna'i only *	0	0	NA	135	150	-10.1%
Big Island	12,951	14,017	-7.6%	149,906	159,854	-6.2%
Kona side	8,532	9,421	-9.4%	103,676	112,282	-7.7%
Hilo side	5,420	5,384	0.7%	56,834	61,686	-7.9%
Big Island only	1,197	1,792	-33.2%	21,095	27,617	-23.6%
Any Neighbor Island	16,823	18,395	-8.5%	200,122	226,248	-11.5%
NI only	2,066	2,604	-20.7%	32,486	43,974	-26.1%
O'ahu & NI	14,757	15,792	-6.6%	167,636	182,275	-8.0%
Any one island only	76,870	69,060	11.3%	846,506	888,950	-4.8%
Multiple Islands	14,850	15,925	-6.7%	169,390	184,370	-8.1%
Avg. Islands Visited	1.18	1.21	-2.6%	1.18	1.19	-0.7%
Average Length of Stay in Hawai'i	5.65	5.64	0.3%	5.80	5.71	1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	83,953	77,641	8.1%	903,540	968,567	-6.7%
Hotel only	82,630	76,392	8.2%	884,686	949,098	-6.8%
Plan to stay in Condo	6,144	6,240	-1.5%	90,999	90,534	0.5%
Condo only	5,120	5,310	-3.6%	74,604	75,738	-1.5%
Plan to stay in Timeshare	1,645	1,304	26.1%	25,170	14,253	76.6%
Timeshare only	1,289	1,094	17.8%	17,677	10,574	67.2%
Cruise Ship	48	69	-30.4%	645	1,000	-35.5%
Friends/Relatives	1,198	990	21.1%	13,941	12,844	8.5%
Bed & Breakfast	60	65	-7.1%	1,015	1,233	-17.7%
Other	22	166	-86.8%	2,431	4,726	-48.6%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	84,050	73,917	13.7%	947,454	966,012	-1.9%
Honeymoon	24,337	17,800	36.7%	189,698	176,302	7.6%
Get Married	6,536	6,719	-2.7%	49,276	55,144	-10.6%
Pleasure/Vacation	58,063	53,466	8.6%	747,830	778,578	-3.9%
Mtgs/Conventions/Incentive						
Mtgs/Conventions/Incentive	5,930	4,948	19.9%	28,914	49,718	-41.8%
Conventions	3,922	910	331.1%	10,826	9,890	9.5%
Corporate Meetings	291	358	-18.8%	4,261	5,634	-24.4%
Incentive	1,811	4,025	-55.0%	14,236	35,501	-59.9%
Other Business						
Other Business	654	1,022	-36.0%	5,449	7,514	-27.5%
Visit Friends/Rel.	1,416	2,076	-31.8%	20,192	19,269	4.8%
Govt/Military	42	28	52.4%	691	507	36.4%
Attend School	76	42	82.4%	1,485	1,924	-22.8%
Sport Events	1,632	1,480	10.3%	20,830	20,196	3.1%
TRAVEL STATUS						
% First Timers **	50.8	46.2	4.6	42.3	42.5	-0.2
% Repeaters **	49.2	53.8	-4.6	57.7	57.5	0.2
Average # of Trips	3.13	3.37	-7.0%	3.75	3.61	3.7%
Group Tour						
Group Tour	33,776	32,677	3.4%	343,200	418,017	-17.9%
Non-Group	57,944	52,308	10.8%	672,697	655,303	2.7%
Package Trip						
Package Trip	73,050	67,229	8.7%	790,559	855,500	-7.6%
No Package	18,670	17,756	5.1%	225,338	217,820	3.5%
Net True Independent	14,586	12,854	13.5%	190,858	166,123	14.9%

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

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	370,976	404,248	-8.2%	3,639,613	4,011,910	-9.3%
TOTAL VISITORS	29,120	31,456	-7.4%	291,475	314,184	-7.2%
Domestic	11,671	14,783	-21.1%	129,908	121,323	7.1%
International	17,449	16,673	4.7%	161,567	192,861	-16.2%
AVERAGE DAILY CENSUS	12,366	13,475	-8.2%	10,897	11,976	-9.0%
ISLANDS VISITED						
O'ahu	15,421	14,791	4.3%	151,683	174,127	-12.9%
O'ahu only	9,873	9,373	5.3%	96,636	102,203	-5.4%
Kaua'i	3,427	3,763	-8.9%	38,678	45,844	-15.6%
Kaua'i only	1,099	1,339	-17.9%	12,331	11,742	5.0%
Maui County	14,455	16,810	-14.0%	139,516	157,550	-11.4%
Maui	14,387	16,713	-13.9%	138,123	155,447	-11.1%
Maui only	9,829	11,648	-15.6%	91,931	92,186	-0.3%
Moloka'i *	479	231	107.3%	3,258	6,357	-48.7%
Moloka'i only*	12	17	-28.7%	214	471	-54.5%
Lāna'i *	383	300	27.7%	4,065	5,723	-29.0%
Lāna'i only*	20	9	118.4%	203	215	-5.4%
Big Island	4,887	5,333	-8.4%	56,833	64,746	-12.2%
Kona side	4,259	4,950	-14.0%	51,013	57,616	-11.5%
Hilo side	1,924	1,903	1.1%	21,843	29,308	-25.5%
Big Island only	1,731	2,206	-21.5%	23,190	22,043	5.2%
Any Neighbor Island	19,247	22,083	-12.8%	194,839	211,981	-8.1%
NI only	13,699	16,665	-17.8%	139,792	140,057	-0.2%
O'ahu & NI	5,548	5,419	2.4%	55,047	71,923	-23.5%
Any one island only	22,564	24,591	-8.2%	224,505	228,859	-1.9%
Multiple Islands	6,556	6,865	-4.5%	66,970	85,325	-21.5%
Avg. Islands Visited	1.34	1.31	2.4%	1.35	1.44	-6.4%
Average Length of Stay in Hawai'i	12.74	12.85	-0.9%	12.49	12.77	-2.2%
ACCOMMODATIONS						
Plan to stay in Hotel	15,665	15,674	-0.1%	156,120	163,799	-4.7%
Hotel only	12,096	11,937	1.3%	121,396	123,102	-1.4%
Plan to stay in Condo	9,814	11,338	-13.4%	97,228	109,287	-11.0%
Condo only	7,954	8,879	-10.4%	76,935	84,729	-9.2%
Plan to stay in Timeshare	3,584	4,634	-22.7%	31,937	30,703	4.0%
Timeshare only	2,390	3,369	-29.1%	22,853	22,599	1.1%
Cruise Ship	786	738	6.5%	9,777	17,061	-42.7%
Friends/Relatives	1,328	1,481	-10.3%	15,347	16,168	-5.1%
Bed & Breakfast	411	288	42.8%	3,548	3,946	-10.1%
Other	221	222	-0.6%	2,339	3,772	-38.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	27,163	28,611	-5.1%	267,402	286,144	-6.5%
Honeymoon	1,007	904	11.3%	11,607	12,189	-4.8%
Get Married	147	232	-36.7%	2,659	3,221	-17.4%
Pleasure/Vacation	26,121	27,721	-5.8%	255,874	273,987	-6.6%
Mtgs/Conventions/Incentive	1,108	2,807	-60.5%	15,375	15,996	-3.9%
Conventions	949	2,561	-62.9%	11,304	12,193	-7.3%
Corporate Meetings	59	160	-63.1%	2,034	1,764	15.3%
Incentive	105	111	-5.6%	2,572	2,418	6.4%
Other Business	302	220	37.0%	2,859	3,276	-12.7%
Visit Friends/Rel.	1,219	1,095	11.4%	12,191	12,887	-5.4%
Govt/Military	42	47	-10.8%	502	721	-30.3%
Attend School	12	25	-51.2%	325	429	-24.2%
Sport Events	177	156	13.8%	3,002	4,259	-29.5%
TRAVEL STATUS						
% First Timers **	34.2	36.4	-2.2	38.8	39.6	-0.9
% Repeaters **	65.8	63.6	2.2	61.2	60.4	0.9
Average # of Trips	4.23	4.17	1.5%	3.88	3.77	3.0%
Group Tour	654	1,096	-40.3%	8,676	13,820	-37.2%
Non-Group	28,466	30,360	-6.2%	282,800	300,364	-5.8%
Package Trip	7,451	7,478	-0.4%	82,040	91,217	-10.1%
No Package	21,670	23,978	-9.6%	209,438	222,967	-6.1%
Net True Independent	21,548	23,493	-8.3%	206,930	219,885	-5.9%

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

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

Table 8. VISITORS BY CRUISE SHIPS

	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	198,698	227,542	-12.7%	1,981,207	2,489,422	-20.4%
TOTAL VISITORS	20,391	22,502	-9.4%	198,369	245,207	-19.1%
ARRIVED BY SHIP	11,810	12,015	-1.7%	86,270	96,462	-10.6%
ARRIVED BY AIR	8,580	10,487	-18.2%	112,098	148,745	-24.6%
NUMBER OF SHIP ARRIVALS	6	8	-25.0%	48	62	-22.6%
ISLANDS VISITED						
Oahu	20,391	22,502	-9.4%	193,912	245,141	-20.9%
Kauai	16,757	17,089	-1.9%	168,518	206,388	-18.3%
Maui County	19,299	21,793	-11.4%	185,314	231,542	-20.0%
Maui	19,299	21,793	-11.4%	185,314	231,542	-20.0%
Molokai	679	888	-23.5%	5,583	6,363	-12.3%
Lanai	883	1,185	-25.5%	6,647	6,471	2.7%
Big Island	17,849	20,609	-13.4%	185,147	234,941	-21.2%
Average Islands Visited	3.8	4.1	-7.7%	4.0	4.1	-1.9%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	3.34	3.74	-10.8%	3.14	2.81	11.7%
Days in Hawaii during Cruise	5.10	5.45	-6.4%	5.65	6.10	-7.3%
Days in Hawaii after Cruise	1.30	0.92	41.8%	1.19	1.24	-3.7%
Total days in Hawaii	9.74	10.11	-3.6%	9.99	10.15	-1.6%
ACCOMMODATIONS						
Hotel	9,257	11,479	-19.4%	102,168	128,541	-20.5%
Hotel only	7,298	9,316	-21.7%	85,916	111,276	-22.8%
Condo	1,661	1,656	0.4%	12,887	13,851	-7.0%
Condo only	422	225	87.8%	3,008	3,553	-15.3%
Timeshare	1,325	1,582	-16.2%	11,519	12,874	-10.5%
Timeshare Only	195	276	-29.4%	2,811	3,906	-28.0%
Bed & Breakfast	634	876	-27.6%	4,932	3,970	24.2%
Bed & Breakfast only	1	36	-96.1%	181	419	-56.7%
Friends & relatives	1,048	1,136	-7.7%	8,691	7,473	16.3%
Other accommodation	1,089	1,327	-17.9%	9,948	10,757	-7.5%
Accommodation (NET)	10,600	12,658	-16.3%	114,765	144,586	-20.6%
Cruise only	9,791	9,844	-0.5%	83,604	100,622	-16.9%
TRAVEL STATUS						
% First timers	37.5	39.3	-1.8	41.3	42.7	-1.4
% Repeat visitors	62.5	60.7	1.8	58.7	57.3	1.4

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

Table 9. Total Air Seats Operated to Hawai'i

NOVEMBER 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	673,748	-5.0%	489,673	-6.5%	106,560	-3.7%	44,915	6.1%	0	NA	32,600	-0.9%
Scheduled Seats	664,248	-5.0%	486,253	-6.5%	103,520	-3.5%	43,395	6.3%	0	NA	31,080	-1.0%
Charter seats	9,500	-4.0%	3,420	-0.6%	3,040	-11.1%	1,520	0.0%			1,520	0.0%
Domestic Seats	472,437	-7.1%	302,478	-10.1%	98,744	-4.4%	38,615	7.1%	0	NA	32,600	-0.9%
Scheduled Seats	462,937	-7.3%	299,058	-10.3%	95,704	-4.2%	37,095	7.4%	0	NA	31,080	-1.0%
...US West	395,403	-6.9%	241,226	-10.2%	86,002	-4.5%	37,095	7.4%	0	NA	31,080	-1.0%
...US East	67,534	-9.6%	57,832	-10.8%	9,702	-1.5%						
Charter seats	9,500	0.0%	3,420	12.5%	3,040	-11.1%	1,520	0.0%			1,520	0.0%
International Seats	201,311	0.3%	187,195	0.1%	7,816	6.2%	6,300	0.0%				
Scheduled Seats	201,311	0.5%	187,195	0.3%	7,816	6.2%	6,300	0.0%				
...Japan	129,273	1.7%	122,973	1.7%			6,300	0.0%				
...Canada	22,658	4.5%	14,842	3.6%	7,816	6.2%						
...Other Asia	14,337	24.5%	14,337	24.5%								
...Aus./N. Zealand	13,220	-17.5%	13,220	-17.5%								
...Other	21,823	-8.6%	21,823	-8.6%								
Charter Seats	0	-100.0%	0	-100.0%								
YTD Thru NOVEMBER 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	8,037,349	-6.2%	5,724,673	-6.7%	1,345,578	-10.4%	557,698	10.7%	0	-100.0%	409,400	-1.3%
Scheduled Seats	7,916,033	-5.8%	5,671,757	-6.1%	1,312,898	-10.5%	539,838	10.7%	0	-100.0%	391,540	-1.9%
Charter seats	121,316	-25.1%	52,916	-44.1%	32,680	-6.6%	17,860	9.3%			17,860	11.9%
Domestic Seats	5,808,095	-7.1%	3,655,225	-8.2%	1,267,869	-10.8%	475,601	12.2%	0	-100.0%	409,400	-1.3%
Scheduled Seats	5,703,595	-6.9%	3,619,125	-7.7%	1,235,189	-10.9%	457,741	12.3%	0	-100.0%	391,540	-1.9%
...US West	4,890,979	-5.1%	2,927,579	-5.3%	1,114,119	-10.3%	457,741	12.3%	0	-100.0%	391,540	-1.9%
...US East	812,616	-16.6%	691,546	-16.7%	121,070	-15.7%						
Charter seats	104,500	-15.8%	36,100	-36.4%	32,680	-6.6%	17,860	9.3%			17,860	11.9%
International Seats	2,229,254	-3.7%	2,069,448	-4.0%	77,709	-4.1%	82,097	2.7%				
Scheduled Seats	2,212,438	-2.9%	2,052,632	-3.0%	77,709	-4.1%	82,097	2.7%				
...Japan	1,460,825	-0.8%	1,387,075	-1.1%			73,750	3.7%				
...Canada	195,852	-21.7%	109,796	-31.5%	77,709	-4.1%	8,347	-5.7%				
...Other Asia	150,676	20.1%	150,676	20.1%								
...Aus./N. Zealand	153,865	-13.2%	153,865	-13.2%								
...Other	251,220	-0.3%	251,220	-0.3%								
Charter Seats	16,816	-55.7%	16,816	-55.7%								

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