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## HTA Releases Visitor Statistics for October 2009

HONOLULU – Total visitor arrivals in October 2009 decreased 1.7 percent from the same month last year to 505,676 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority. Arrivals by air only were relatively unchanged (-0.3%) but arrivals by ship declined 39.7 percent from last October due to fewer cruise ships to the islands during the month.

The result was a 3.3 percent decrease in total visitor days compared to last October. The average length of stay by all visitors was 8.95 days, compared to 9.10 days in October 2008.

Total expenditure by air visitors for October 2009 fell 5.2 percent or \$43.4 million to \$792.7 million, due to lower average daily spending by these visitors (\$179 per person, down from \$185 per person in October 2008).

Among the top four visitor markets, arrivals by air from U.S. West increased for the sixth consecutive month, up 2.5 percent from October 2008. Arrivals from Japan also (+2.6%) increased, arrivals from Canada were stable (+0.5%) but arrivals from U.S. East (-2.9%) were lower compared to October 2008.

October 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
October 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	505,676	-1.7%	8.95	-1.7%	4,525,513	-3.3%	NA	NA	NA	NA	NA	NA
Total by Air	494,832	-0.3%	8.93	-2.2%	4,418,498	-2.5%	179.4	-2.8%	1,602.0	-4.9%	792.7	-5.2%
U.S. West	202,427	2.5%	9.52	-1.3%	1,927,327	1.2%	142.8	-1.9%	1,359.8	-3.2%	275.3	-0.8%
U.S. East	112,509	-2.9%	10.00	-1.1%	1,125,467	-4.0%	179.7	-7.1%	1,797.3	-8.1%	202.2	-10.8%
Japan	99,243	2.6%	5.51	-0.3%	546,416	2.3%	275.9	-10.7%	1,519.2	-10.9%	150.8	-8.6%
Canada	22,414	0.5%	12.27	1.1%	274,978	1.6%	158.4	1.8%	1,943.6	3.0%	43.6	3.5%
All Others	58,239	-9.0%	9.35	-7.7%	544,310	-16.0%	222.2	15.3%	2,076.6	6.5%	120.9	-3.2%
Total by Ship	10,844	-39.7%	9.87	17.6%	107,015	-29.1%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	5,446,211	-5.5%	9.36	0.4%	50,975,995	-5.1%	NA	NA	NA	NA	NA	NA
Total by Air	5,371,751	-5.4%	9.36	0.4%	50,283,262	-5.0%	161.9	-9.2%	1,515.9	-8.9%	8,143.1	-13.8%
U.S. West	2,285,832	-2.2%	9.48	-0.7%	21,676,848	-2.9%	133.8	-9.7%	1,269.2	-10.4%	2,901.3	-12.3%
U.S. East	1,335,618	-7.9%	10.35	-0.4%	13,818,449	-8.3%	166.0	-10.1%	1,717.9	-10.5%	2,294.5	-17.5%
Japan	924,176	-6.5%	5.81	1.6%	5,371,645	-5.0%	265.4	-6.9%	1,542.5	-5.4%	1,425.6	-11.6%
Canada	262,355	-7.2%	12.46	-2.4%	3,268,637	-9.4%	141.3	-9.8%	1,760.5	-11.9%	461.9	-18.2%
All Others	563,770	-8.9%	10.90	7.4%	6,147,683	-2.1%	172.4	-7.7%	1,880.0	-0.8%	1,059.9	-9.7%
Total by Ship	74,460	-11.8%	9.30	-1.4%	692,733	-13.1%	NA	NA	NA	NA	NA	NA

## **Total Visitors**

- For the first ten months of 2009, total visitor days for air and cruise visitors declined 5.1 percent. Total arrivals by air and cruise decreased 5.5 percent from the same period last year to 5,446,211 visitors.
- Total spending by air visitors for the first ten months of 2009 decreased \$1.3 billion or 13.8 percent from year-to-date 2008, to \$8.1 billion.
- Average per person per day spending by air visitors dropped to \$162 per person from \$178 in the first ten months of 2008.
- Total expenditures from U.S. West visitors decreased slightly (-0.8%) to \$275.3 million. Total spending from U.S. East (-10.8% to \$202.2 million) and Japanese (-8.6% to \$150.8 million) visitors were also lower while spending from Canadian visitors increased (+3.5% to \$43.6 million) compared to October 2008.
- Japanese (-10.7% to \$276 per person), U.S. East (-7.1% to \$180 per person) and U.S. West (-1.9% to \$143 per person) visitors who came in October 2009 spent less on a daily basis, but Canadian (+1.8% to \$158 per person) visitors spent more compared to October 2008.
- A greater number of visitors came to honeymoon in October 2009 (+5%) compared to the same month last year with increases from Canada (+19.8%), U.S. East (+7.1%), Japan (+4.6%) and U.S. West (+3.7%).
- Timeshare properties continued to gain popularity among visitors to the islands. More total visitors stayed in timeshare properties (+5.8%) in October 2009 than in the same month last year. Since October 2008, the total number of visitors who stayed in timeshare has increased 11 out of the past 13 months.
- Year-over-year growth in Japanese timeshare visitors for October 2009 (+88.2%) continued a trend of consecutive double digit increases since September 2008. Timeshare usage among Canadians (+16.9%), U.S. West (+3.8%) and U.S. East (+3.2%) visitors were also higher compared to October 2008.
- Fewer visitors came on a pre-paid package trip (-6.8%) than in last October with decreases from all four major markets: Canada (-18.7%), U.S. East (-9.2%), U.S. West (-1.5%) and Japan (-0.8%).
- The total number of independent travelers rose 4.5 percent compared to October 2008, mainly due to growth from Japan (+29.8%), Canada (+9.7%) and U.S. West (+3.6%).







## **Major Marketing Areas**

- Arrivals from U.S. West increased 2.5 percent from last October to 202,427 visitors. Arrivals from the Pacific region, rose 3.8 percent, due to growth in visitors from Alaska (+16.6%), Oregon (+12.8%), Washington (+7.5%) and California (+1.1%). Growth in U.S. West visitors arrivals was particularly strong from cities like Portland (+13.6%),

Anchorage (+11.5%) and San Francisco (+11.1%). Arrivals from the Mountain region were down 2.5 percent from October 2008.

- Air arrivals from U.S. East declined 2.9 percent to 112,509 visitors. Growth in arrivals from the West South Central (+5.2%), New England (+2.3%) and Middle Atlantic (+0.9%) regions were deeply offset by lower arrivals from the East North Central (-7.9%), West North Central (-5.7%), South Atlantic (-5.2%) and East South Central (-3.8%) regions compared to October 2008.
- The number of U.S. East visitors who came for conventions increased 15.4 percent compared to last October.
- Japanese arrivals by air rose for the second consecutive month in 2009, up 2.6 percent to 99,243 visitors.
- Besides the double digit growth in timeshare usage, more Japanese visitors in October 2009 stayed in condominium properties (+11.5%) compared to last October. First time visitors accounted for 48.4 percent of all Japanese visitors in October 2009, up 2.5 points from last October.
- A total of 22,414 Canadian visitors arrived by air in October 2009, relatively unchanged (+0.5%) from last October. Half of all Canadian visitors arrived via international flights (50.5%) and half arrived on domestic flights (49.5%).

#### October 2009 Island Highlights

						
October 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	316,361 0.1%	73,616 -1.8%	142,956 -4.0%	3,778 -26.5%	4,383 -30.6%	92,753 -4.6%
Total Visitor Days	2,125,919 -1.4%	517,243 -1.6%	1,116,606 -1.9%	18,976 -16.6%	16,334 -25.4%	623,421 -6.3%
Total Expenditures (\$mil.)	383.5 -12.5%	97.1 18.4%	202.1 -0.8%	2.2 -20.9%	5.2 -16.4%	102.6 -0.4%
PPPD Spending (\$)	180.4 -11.2%	187.8 20.3%	181.0 1.1%	113.6 -5.2%	319.6 12.0%	164.6 6.2%
Domestic Arrivals	181,901 -2.8%	68,245 -0.8%	127,451 -2.3%	3,384 -7.9%	3,909 -25.0%	71,399 -3.6%
Int'l Arrivals	134,460 4.2%	5,371 -13.5%	15,505 -15.7%	394 -73.1%	474 -56.9%	21,354 -7.7%
Total LOS	6.72 -1.5%	7.03 0.3%	7.81 2.2%	5.02 13.5%	3.73 7.5%	6.72 -1.7%
Domestic LOS	7.53 2.0%	7.32 1.5%	8.06 1.3%	5.35 -2.5%	3.98 3.5%	7.70 1.4%
Int'l LOS	5.63 -6.4%	3.33 -30.0%	5.79 6.1%	2.23 26.8%	1.65 -1.8%	3.46 -22.1%
YTD Thr Oct 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	3,366,191 -5.0%	789,957 -11.0%	1,589,215 -9.9%	40,591 -33.1%	51,055 -26.9%	1,024,823 -8.7%
Total Visitor Days	24,541,365 -2.2%	5,786,993 -6.5%	12,558,299 -7.4%	191,579 -24.4%	183,403 -23.1%	7,021,624 -7.4%
Total Expenditures (\$mil.)	4,141.1 -12.8%	861.0 -11.5%	2,053.2 -15.2%	20.9 -34.4%	51.0 -30.3%	1,015.9 -15.0%
PPPD Spending (\$)	168.7 -10.8%	148.8 -5.3%	163.5 -8.4%	109.1 -13.2%	278.2 -9.4%	144.7 -8.1%
Domestic Arrivals	2,067,163 -4.4%	730,736 -10.1%	1,397,627 -9.5%	34,466 -21.8%	44,133 -22.9%	800,054 -8.6%
Int'l Arrivals	1,299,028 -5.9%	59,221 -20.3%	191,588 -13.3%	6,125 -63.2%	6,922 -45.0%	224,769 -8.7%
Total LOS	7.29 2.9%	7.33 5.0%	7.90 2.8%	4.72 13.1%	3.59 5.2%	6.85 1.3%
Domestic LOS	7.83 2.3%	7.56 4.0%	8.00 1.7%	5.10 3.5%	3.83 1.0%	7.67 2.6%
Int'l LOS	6.44 4.0%	4.50 17.5%	7.20 12.3%	2.58 18.5%	2.07 22.8%	3.94 -6.9%







\* 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 October 2009 fell 12.5 percent to \$383.5 million. Total expenditures on Maui dropped slightly (-0.8%) to \$202.1 million. Total visitor spending on Hawai‘i Island were similar (-0.4%) to last October at \$102.6 million; while total visitor spending on Kaua‘i increased 18.4 percent to \$97.1 million.
- About the same number of total visitors went to O‘ahu (+0.1%) as part of their trip to the state, but total visitor arrivals decreased on all neighbor islands compared to October 2008.
- Fewer visitors went to multiple islands (-7.3%) in October 2009, particularly those from U.S. East (-8.3%), U.S. West (-1.9%) and Japan (-1.8%). The number of total visitors who stayed exclusively on O‘ahu (+2.4%), Maui (+2.3%) or Kaua‘i (+1.9%) were higher compared to October 2008

October 2009 Island Highlights for Selected MMAs







						
<b>U.S. West</b>	O‘ahu % Chge	Kaua‘i % Chge	Maui % Chge	Moloka‘i * % Chge	Lāna‘i * % Chge	Big Island % Chge
Total Visitor Days	671,669 4.0%	306,589 -0.7%	618,642 2.8%	11,727 -2.1%	8,046 -27.3%	310,153 -4.8%
Total Arrivals	91,622 3.1%	38,077 1.3%	72,731 3.1%	1,821 -10.6%	1,837 -31.9%	37,148 2.3%
LOS	7.33 0.9%	8.05 -2.0%	8.51 -0.2%	6.44 9.6%	4.38 6.8%	8.35 -6.9%
<b>U.S. East</b>	O‘ahu % Chge	Kaua‘i % Chge	Maui % Chge	Moloka‘i * % Chge	Lāna‘i * % Chge	Big Island % Chge
Total Visitor Days	518,443 -1.5%	150,386 -1.9%	286,101 -5.4%	4,553 -21.1%	6,144 -9.1%	159,743 -9.9%
Total Arrivals	69,372 -3.0%	24,485 -4.9%	41,619 -7.3%	1,144 -14.6%	1,688 -19.6%	25,196 -12.2%
LOS	7.47 1.6%	6.14 3.2%	6.87 2.1%	3.98 -7.6%	3.64 13.1%	6.34 2.5%
<b>Japan</b>	O‘ahu % Chge	Kaua‘i % Chge	Maui % Chge	Moloka‘i * % Chge	Lāna‘i * % Chge	Big Island % Chge
Total Visitor Days	488,289 3.8%	2,675 -25.5%	11,332 -32.3%	176 220.2%	63 -86.4%	43,950 2.7%
Total Arrivals	95,468 4.0%	1,366 -8.9%	4,164 -22.0%	42 -24.3%	37 -83.5%	14,724 2.7%
LOS	5.11 -0.3%	1.96 -18.2%	2.72 -13.3%	4.19 319.3%	1.71 -17.8%	2.98 0.0%
<b>Canada</b>	O‘ahu % Chge	Kaua‘i % Chge	Maui % Chge	Moloka‘i * % Chge	Lāna‘i * % Chge	Big Island % Chge
Total Visitor Days	94,817 -0.4%	21,573 -1.5%	119,907 5.9%	1,380 -13.4%	1,064 43.7%	36,237 -4.5%
Total Arrivals	11,809 -1.5%	3,675 11.2%	11,953 1.7%	389 14.7%	475 74.3%	4,933 3.7%
LOS	8.03 1.1%	5.87 -11.4%	10.03 4.1%	3.55 -24.5%	2.24 -17.7%	7.35 -7.9%

\* 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 to the four larger islands in October 2009 increased from a year ago. The decline in arrivals from U.S. East were less on Kaua‘i and O‘ahu than on Hawai‘i Island and Maui.
- Japanese arrivals to O‘ahu (+4%) and Hawai‘i Island (+2.7%) increased but arrivals to Maui (-22%) and Kaua‘i (-8.9%) declined in October 2009.
- Arrivals from Canada decreased on O‘ahu (-1.5%) but were higher on all neighbor islands compared to October 2008.

## YEAR-TO-DATE October 2009 - Total Visitor Arrivals by Selected MMAs

						
YTD October 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i* % Chge	Lāna'i* % Chge	Big Island % Chge
U.S. West	1,058,336 0.7%	409,511 -7.5%	782,229 -6.4%	17,261 -21.1%	20,433 -22.9%	419,988 -5.0%
U.S. East	818,082 -7.6%	265,528 -14.0%	493,180 -13.6%	13,564 -27.2%	20,026 -22.0%	304,452 -13.8%
Japan	893,756 -5.6%	16,176 -26.6%	43,553 -23.5%	936 -32.9%	1,450 -1.2%	136,955 -6.1%
Canada	136,262 -14.5%	35,251 -16.2%	123,736 -10.8%	2,779 -54.6%	3,682 -32.1%	51,946 -12.6%

\* 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

- Year-to-date, only U.S. West visitors to O'ahu showed growth (+.7%) in arrivals. 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 to Hawai'i for October 2009 declined 1.2 percent from last October due to a decline in domestic seats (-2.3%). There were fewer seats from U.S. West (-1.2%) and seat capacity from U.S. East (-9.1%) also decreased. These declines were partially offset by the availability of more seats on international routes (+1.5%). Seats from Other Asia rose 34.9 percent, mainly due to additional flights out of Seoul Korea and the use of larger capacity airplanes. There were also more seats from Japan (+2.9%), Canada (+1.1%) compared to October 2008.
- For the first ten months of 2009, total air seats to Hawai'i declined 6.3 percent as a result of fewer seats from Canada (-24.2%), U.S. East (-17.1%), Australia/New Zealand (-12.7%), U.S. West (-4.9%) and Japan (-1.1%) which were partially offset by more seats from Other Asia (+19.6%).

### Cruise Ship Visitors

- A total of 21,323 visitors came by cruise ships or arrived by air to board a Hawai'i home-ported cruise ship in October 2009, down 25.9 percent from the same month last year. Except for increases in April (+3.5%), July (+17.7%) and September of 2009 (+4.4%), total cruise visitors had been declining 20 out of the last 23 months since December 2007.
- Five out-of-state cruise ships came to the islands in October 2009 with 10,844 visitors, compared to nine out-of-state ships which brought 17,983 visitors last October. This resulted in a 39.7 percent decline in arrivals by ship in October 2009.

- The number of cruise visitors who came by air to board cruise ships in the islands also declined (-2.9%) from October 2008.
- Year-to-date 2009, a total of 177,978 visitors came by cruise ship or by air to board cruise ships, 20.1 percent lower compared to the same period last year. Visitor days for all cruise visitors fell 21.2 percent.

## OCTOBER 2009 Cruise Visitor Highlights

	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	218,438	256,243	-14.8%	1,782,509	2,261,880	-21.2%
TOTAL VISITORS	21,323	28,775	-25.9%	177,978	222,705	-20.1%
ARRIVED BY SHIP	10,844	17,983	-39.7%	74,460	84,447	-11.8%
ARRIVED BY AIR	10,479	10,793	-2.9%	103,518	138,258	-25.1%
NUMBER OF SHIP ARRIVALS	5	9	-44.4%	42	54	-22.2%
<b>ISLANDS VISITED</b>						
O'ahu	21,323	28,775	-25.9%	173,521	222,639	-22.1%
Kaua'i	21,323	22,422	-4.9%	151,761	189,299	-19.8%
Maui County	21,323	28,775	-25.9%	166,015	209,749	-20.9%
Maui	21,323	28,775	-25.9%	166,015	209,749	-20.9%
Moloka'i	688	995	-30.9%	4,904	5,475	-10.4%
Lāna'i	905	1,007	-10.1%	5,764	5,286	9.0%
Big Island	21,323	28,775	-25.9%	167,298	214,333	-21.9%
Average Islands Visited	4.1	4.1	0.1%	4.0	4.0	-1.2%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	3.29	2.17	51.6%	3.12	2.72	14.7%
Days in Hawai'i during Cruise	5.61	5.67	-1.0%	5.72	6.17	-7.3%
Days in Hawai'i after Cruise	1.35	1.07	26.1%	1.18	1.27	-7.2%
Total days in Hawai'i	10.24	8.90	15.0%	10.02	10.16	-1.4%

Source: Department of Business, Economic Development & Tourism -- Research and Economic Analysis Division  
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- In the first ten months of 2009, 74,460 visitors arrived on 42 out-of-state cruise ships. This was down 11.8 percent compared to 84,447 visitors aboard 54 cruise ships that came to the state in the first ten months of 2008. Total visitor days for those who came by cruise ships decreased 13.1 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-tourismauthority.org/monthly\\_stats](http://www.hawaii-tourismauthority.org/monthly_stats)

	TABLE 1. TOTAL VISITORS BY AIR					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	4,418,498	4,530,236	-2.5%	50,283,262	52,931,081	-5.0%
TOTAL VISITORS	494,832	496,386	-0.3%	5,371,751	5,676,709	-5.4%
DOMESTIC	350,645	355,211	-1.3%	3,942,402	4,157,371	-5.2%
INTERNATIONAL	144,187	141,175	2.1%	1,429,349	1,519,338	-5.9%
AVERAGE DAILY CENSUS	142,532	146,137	-2.5%	165,405	173,545	-4.7%
TOTAL AIR SEATS (EST)	687,462	695,980	-1.2%	7,363,601	7,857,008	-6.3%
TOTAL LOAD FACTOR (EST)	88.6%	88.0%	0.7	87.6%	86.5%	1.1
<b>ISLANDS VISITED</b>						
O'ahu	316,361	316,134	0.1%	3,366,191	3,543,351	-5.0%
O'ahu only	230,956	225,584	2.4%	2,440,802	2,489,219	-1.9%
Kaua'i	73,616	74,985	-1.8%	789,957	887,292	-11.0%
Kaua'i only	36,081	35,397	1.9%	400,701	419,118	-4.4%
Maui County	146,086	153,452	-4.8%	1,622,390	1,810,339	-10.4%
Maui	142,956	148,861	-4.0%	1,589,215	1,764,647	-9.9%
Maui only	85,654	83,726	2.3%	964,151	1,017,658	-5.3%
Moloka'i *	3,778	5,141	-26.5%	40,591	60,697	-33.1%
Moloka'i only *	546	610	-10.6%	5,538	6,844	-19.1%
Lāna'i *	4,383	6,313	-30.6%	51,055	69,806	-26.9%
Lāna'i only *	693	1,194	-41.9%	7,969	10,799	-26.2%
Big Island	92,753	97,220	-4.6%	1,024,823	1,121,874	-8.7%
Kona side	76,855	82,110	-6.4%	851,953	934,986	-8.9%
Hilo side	34,686	35,647	-2.7%	380,432	429,620	-11.4%
Big Island only	39,979	41,056	-2.6%	458,913	474,228	-3.2%
Any Neighbor Island	263,876	270,802	-2.6%	2,930,949	3,187,490	-8.0%
NI only	178,471	180,252	-1.0%	2,005,560	2,133,358	-6.0%
O'ahu & NI	85,405	90,550	-5.7%	925,389	1,054,132	-12.2%
Any one island only	393,909	387,566	1.6%	4,278,074	4,417,866	-3.2%
Multiple Islands	100,923	108,820	-7.3%	1,093,677	1,258,843	-13.1%
Avg. Islands Visited	1.28	1.31	-2.0%	1.28	1.31	-2.6%
Average Length of Stay in Hawai'i	8.93	9.13	-2.2%	9.36	9.32	0.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	317,261	320,989	-1.2%	3,342,802	3,575,032	-6.5%
Hotel only	279,639	281,057	-0.5%	2,914,526	3,103,172	-6.1%
Plan to stay in Condo	81,649	81,125	0.6%	912,330	1,010,380	-9.7%
Condo only	63,811	62,166	2.6%	705,123	775,325	-9.1%
Plan to stay in Timeshare	55,705	52,648	5.8%	592,976	565,663	4.8%
Timeshare only	43,537	40,167	8.4%	453,554	427,560	6.1%
Cruise Ship	10,686	15,193	-29.7%	109,605	149,424	-26.6%
Friends/Relatives	44,172	41,717	5.9%	556,442	534,003	4.2%
Bed & Breakfast	5,181	5,312	-2.5%	49,402	58,430	-15.5%
Other	7,337	8,658	-15.3%	91,025	99,280	-8.3%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	397,783	391,715	1.5%	4,454,529	4,617,268	-3.5%
Honeymoon	52,439	49,919	5.0%	393,760	386,506	1.9%
Get Married	11,220	11,965	-6.2%	91,192	103,456	-11.9%
Pleasure/Vacation	344,080	341,296	0.8%	4,055,658	4,224,575	-4.0%
Mtgs/Conventions/Incentive	40,014	45,318	-11.7%	312,060	386,028	-19.2%
Conventions	30,845	30,350	1.6%	206,722	224,485	-7.9%
Corporate Meetings	4,834	7,651	-36.8%	53,928	75,803	-28.9%
Incentive	4,958	8,623	-42.5%	60,951	99,074	-38.5%
Other Business	19,133	20,457	-6.5%	187,544	213,646	-12.2%
Visit Friends/Rel.	43,894	42,306	3.8%	517,692	510,623	1.4%
Govt/Military	9,596	8,696	10.3%	85,510	95,225	-10.2%
Attend School	811	476	70.3%	18,145	15,334	18.3%
Sport Events	11,570	11,674	-0.9%	68,568	93,608	-26.7%
<b>TRAVEL STATUS</b>						
% First Timers **	36.5	37.1	-0.7	34.4	35.3	-0.8
% Repeaters **	63.5	62.9	0.7	65.6	64.7	0.8
Average # of Trips	4.96	4.80	3.5%	5.00	4.85	3.2%
Group Tour	51,134	62,413	-18.1%	488,347	639,689	-23.7%
Non-Group	443,699	433,973	2.2%	4,883,407	5,037,020	-3.0%
Package Trip	176,515	189,438	-6.8%	1,886,810	2,058,952	-8.4%
No Package	318,318	306,948	3.7%	3,484,943	3,617,757	-3.7%
Net True Independent	309,969	296,590	4.5%	3,407,742	3,510,217	-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

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*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.*

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	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	3,478,398	3,517,688	-1.1%	39,359,180	41,584,034	-5.4%
DOMESTIC VISITORS	350,645	355,211	-1.3%	3,942,402	4,157,371	-5.2%
DOMESTIC AVERAGE DAILY CENSUS	112,206	113,474	-1.1%	129,471	136,341	-5.0%
DOMESTIC AIR SEATS (EST)	486,191	497,625	-2.3%	5,335,658	5,741,626	-7.1%
DOM LOAD FACTOR (EST)	91.7%	91.2%	0.4	90.7%	88.7%	2.0
<b>ISLANDS VISITED</b>						
O'ahu	181,901	187,142	-2.8%	2,067,163	2,162,234	-4.4%
O'ahu only	122,342	125,253	-2.3%	1,416,549	1,419,763	-0.2%
Kaua'i	68,245	68,776	-0.8%	730,736	812,952	-10.1%
Kaua'i only	35,529	34,565	2.8%	393,002	411,836	-4.6%
Maui County	130,434	134,148	-2.8%	1,427,824	1,582,419	-9.8%
Maui	127,451	130,462	-2.3%	1,397,627	1,543,695	-9.5%
Maui only	80,876	78,896	2.5%	893,030	945,540	-5.6%
Moloka'i *	3,384	3,674	-7.9%	34,466	44,048	-21.8%
Moloka'i only *	532	557	-4.5%	5,356	6,531	-18.0%
Lāna'i *	3,909	5,212	-25.0%	44,133	57,222	-22.9%
Lāna'i only *	690	1,162	-40.6%	7,668	10,539	-27.2%
Big Island	71,399	74,095	-3.6%	800,054	875,780	-8.6%
Kona side	61,307	63,602	-3.6%	687,701	750,433	-8.4%
Hilo side	25,149	26,406	-4.8%	279,731	315,819	-11.4%
Big Island only	36,289	36,371	-0.2%	417,439	427,933	-2.5%
Any Neighbor Island	228,303	229,958	-0.7%	2,525,853	2,737,608	-7.7%
NI only	168,744	168,069	0.4%	1,875,239	1,995,137	-6.0%
O'ahu & NI	59,559	61,889	-3.8%	650,614	742,472	-12.4%
Any one island only	276,258	276,804	-0.2%	3,133,044	3,222,142	-2.8%
Multiple Islands	74,387	78,407	-5.1%	809,358	935,229	-13.5%
Avg. Islands Visited	1.30	1.32	-1.5%	1.29	1.32	-2.6%
Average Length of Stay in Hawai'i	9.92	9.90	0.2%	9.98	10.00	-0.2%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	194,809	199,455	-2.3%	2,170,678	2,308,149	-6.0%
Hotel only	162,629	165,982	-2.0%	1,809,170	1,905,781	-5.1%
Plan to stay in Condo	68,061	68,456	-0.6%	753,764	834,421	-9.7%
Condo only	53,064	52,753	0.6%	582,538	638,717	-8.8%
Plan to stay in Timeshare	51,877	49,734	4.3%	541,714	531,256	2.0%
Timeshare only	40,670	38,307	6.2%	418,886	403,568	3.8%
Cruise Ship	9,527	12,537	-24.0%	99,435	134,246	-25.9%
Friends/Relatives	39,109	38,563	1.4%	493,685	484,215	2.0%
Bed & Breakfast	4,537	4,560	-0.5%	44,089	51,126	-13.8%
Other	5,717	6,439	-11.2%	71,706	79,668	-10.0%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	( Visitors Arriving on Domestic Flights )					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleas ure (Net)	272,395	271,901	0.2%	3,192,818	3,316,035	-3.7%
Honeymoon	24,366	23,429	4.0%	199,493	200,487	-0.5%
Get Married	4,117	4,665	-11.7%	43,572	49,198	-11.4%
Pleasure/Vacation	248,609	248,863	-0.1%	2,998,259	3,118,814	-3.9%
<b>Mtgs/Conventions/Incentive</b>						
Conventions	32,985	35,551	-7.2%	255,682	305,853	-16.4%
Corporate Meetings	26,686	25,797	3.4%	174,006	192,090	-9.4%
Incentive	3,974	6,107	-34.9%	45,379	64,805	-30.0%
Other Business	2,939	4,789	-38.6%	44,910	59,722	-24.8%
Visit Friends/Rel.	17,239	18,445	-6.5%	167,894	192,686	-12.9%
Govt/Military	38,141	38,444	-0.8%	459,810	455,699	0.9%
Attend School	6,896	6,515	5.9%	70,272	75,621	-7.1%
Sport Events	555	367	51.2%	11,006	11,378	-3.3%
Sport Events	8,936	9,037	-1.1%	45,414	66,604	-31.8%
<b>TRAVEL STATUS</b>						
% First Timers **	31.1	32.3	-1.2	30.5	31.6	-1.1
% Repeaters **	68.9	67.7	1.2	69.5	68.4	1.1
Average # of Trips	5.68	5.52	2.9%	5.55	5.37	3.4%
<b>Group Tour</b>						
Group Tour	11,640	17,754	-34.4%	128,616	188,291	-31.7%
Non-Group	339,006	337,457	0.5%	3,813,789	3,969,080	-3.9%
<b>Package Trip</b>						
Package Trip	83,925	92,539	-9.3%	996,012	1,074,872	-7.3%
No Package	266,721	262,672	1.5%	2,946,392	3,082,499	-4.4%
Net True Independent	262,883	258,051	1.9%	2,908,089	3,031,724	-4.1%

\*\* 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

	T A B L E 2. D O M E S T I C 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 D o m e s t i c F l i g h t s )					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	309,408	307,693	0.6%	3,547,352	3,714,335	-4.5%
Pacific Region	157,699	151,933	3.8%	1,797,028	1,826,488	-1.6%
...California	106,770	105,560	1.1%	1,265,219	1,327,210	-4.7%
...Oregon	14,694	13,027	12.8%	145,269	143,121	1.5%
...Washington	31,355	29,162	7.5%	337,233	315,600	6.9%
Mountain Region	41,444	42,491	-2.5%	444,219	471,376	-5.8%
West North Central	11,348	12,035	-5.7%	159,330	175,071	-9.0%
West South Central	17,957	17,066	5.2%	236,658	232,420	1.8%
...Texas	14,057	12,942	8.6%	186,509	181,824	2.6%
East North Central	22,732	24,679	-7.9%	270,757	309,100	-12.4%
East South Central	6,072	6,315	-3.8%	65,489	72,686	-9.9%
New England	7,907	7,726	2.3%	84,039	90,816	-7.5%
Middle Atlantic	17,935	17,776	0.9%	197,084	213,316	-7.6%
...New Jersey	4,685	4,506	4.0%	52,060	54,969	-5.3%
...New York	7,971	7,847	1.6%	90,435	96,518	-6.3%
South Atlantic	25,887	27,315	-5.2%	287,547	318,527	-9.7%
CANADA	11,088	11,055	0.3%	118,237	106,540	11.0%
EUROPE	13,066	15,581	-16.1%	114,379	123,897	-7.7%
France	714	1,009	-29.2%	6,563	7,138	-8.1%
Germany	3,209	4,008	-19.9%	24,776	25,758	-3.8%
Ireland	237	415	-42.8%	2,461	3,645	-32.5%
Italy	748	904	-17.3%	8,593	9,271	-7.3%
Switzerland	826	892	-7.4%	6,784	6,226	9.0%
United Kingdom	3,668	4,468	-17.9%	33,387	41,252	-19.1%
ASIA	4,154	4,052	2.5%	33,037	42,807	-22.8%
People's Republic of China	2,466	2,148	14.8%	14,569	21,585	-32.5%
Taiwan	79	137	-42.3%	1,157	1,431	-19.1%
Hong Kong	118	89	32.6%	1,009	999	1.0%
Indonesia	25	43	-41.7%	372	299	24.3%
Japan	579	648	-10.6%	5,362	6,767	-20.8%
Korea	435	339	28.3%	4,619	5,601	-17.5%
Malaysia	6	12	-50.3%	111	168	-33.8%
Philippines	251	283	-11.3%	2,628	2,733	-3.9%
Singapore	38	79	-51.9%	641	786	-18.4%
Thailand	26	17	50.1%	486	251	93.9%
CENTRAL AMERICA	479	577	-17.0%	5,617	7,004	-19.8%
Argentina	241	323	-25.4%	2,519	2,568	-1.9%
Brazil	666	708	-5.9%	6,182	6,128	0.9%
Mexico	406	505	-19.6%	5,009	6,433	-22.1%
SOUTH AMERICA	1,229	1,513	-18.8%	11,784	11,532	2.2%
OCEANIA	3,306	5,996	-44.9%	29,484	43,757	-32.6%
Australia	2,761	5,163	-46.5%	23,932	37,121	-35.5%
New Zealand	349	616	-43.3%	2,749	4,162	-34.0%

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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	940,099	1,012,548	-7.2%	10,924,082	11,347,047	-3.7%
INTERNATIONAL VISITORS	144,187	141,175	2.1%	1,429,349	1,519,338	-5.9%
INTERNATIONAL AVERAGE DAILY CENSUS	30,326	32,663	-7.2%	35,934	37,203	-3.4%
INTERNATIONAL AIR SEATS (EST)	201,271	198,355	1.5%	2,027,943	2,115,382	-4.1%
INT LOAD FACTOR (EST)	81.3%	79.8%	1.6	79.3%	80.5%	-1.2
<b>ISLANDS VISITED</b>						
O'ahu	134,460	128,992	4.2%	1,299,028	1,381,116	-5.9%
O'ahu only	108,614	100,330	8.3%	1,024,253	1,069,456	-4.2%
Kaua'i	5,371	6,209	-13.5%	59,221	74,341	-20.3%
Kaua'i only	552	831	-33.6%	7,699	7,282	5.7%
Maui County	15,652	19,303	-18.9%	194,566	227,921	-14.6%
Maui	15,505	18,399	-15.7%	191,588	220,952	-13.3%
Maui only	4,778	4,830	-1.1%	71,121	72,118	-1.4%
Moloka'i *	394	1,467	-73.1%	6,125	16,649	-63.2%
Moloka'i only *	14	53	-73.7%	182	312	-41.8%
Lāna'i *	474	1,101	-56.9%	6,922	12,584	-45.0%
Lāna'i only*	3	32	-90.6%	301	260	15.9%
Big Island	21,354	23,125	-7.7%	224,769	246,094	-8.7%
Kona side	15,548	18,508	-16.0%	164,252	184,553	-11.0%
Hilo side	9,537	9,241	3.2%	100,701	113,801	-11.5%
Big Island only	3,690	4,685	-21.2%	41,474	46,296	-10.4%
Any Neighbor Island	35,573	40,845	-12.9%	405,096	449,882	-10.0%
NI only	9,727	12,183	-20.2%	130,321	138,222	-5.7%
O'ahu & NI	25,846	28,662	-9.8%	274,775	311,660	-11.8%
Any one island only	117,651	110,762	6.2%	1,145,030	1,195,724	-4.2%
Multiple Islands	26,536	30,413	-12.7%	284,319	323,614	-12.1%
Avg. Islands Visited	1.23	1.27	-3.0%	1.25	1.28	-2.6%
Average Length of Stay in Hawai'i	6.52	7.17	-9.1%	7.64	7.47	2.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	122,452	121,534	0.8%	1,172,124	1,266,883	-7.5%
Hotel only	117,010	115,075	1.7%	1,105,356	1,197,390	-7.7%
Plan to stay in Condo	13,588	12,668	7.3%	158,566	175,959	-9.9%
Condo only	10,747	9,413	14.2%	122,585	136,607	-10.3%
Plan to stay in Timeshare	3,828	2,914	31.4%	51,262	34,407	49.0%
Timeshare only	2,867	1,860	54.1%	34,668	23,993	44.5%
Cruise Ship	1,159	2,656	-56.4%	10,170	15,178	-33.0%
Friends/Relatives	5,063	3,154	60.5%	62,757	49,789	26.0%
Bed & Breakfast	644	752	-14.4%	5,313	7,304	-27.3%
Other	1,620	2,219	-27.0%	19,319	19,612	-1.5%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	125,388	119,813	4.7%	1,261,711	1,301,234	-3.0%
Honeymoon	28,073	26,490	6.0%	194,267	186,019	4.4%
Get Married	7,103	7,300	-2.7%	47,620	54,258	-12.2%
Pleasure/Vacation	95,471	92,433	3.3%	1,057,399	1,105,761	-4.4%
<b>Mtgs/Conventions/Incentive</b>						
Conventions	7,029	9,767	-28.0%	56,378	80,175	-29.7%
Corporate Meetings	4,159	4,553	-8.7%	32,716	32,395	1.0%
Incentive	860	1,544	-44.3%	8,549	10,997	-22.3%
Other Business	2,019	3,834	-47.3%	16,041	39,351	-59.2%
<b>Other Business</b>						
Visit Friends/Rel.	1,894	2,012	-5.9%	19,650	20,960	-6.3%
Gov't/Military	5,753	3,863	48.9%	57,882	54,924	5.4%
Attend School	2,700	2,181	23.8%	15,238	19,604	-22.3%
Sport Events	256	109	134.7%	7,139	3,957	80.4%
	2,634	2,637	-0.1%	23,154	27,003	-14.3%
<b>TRAVEL STATUS</b>						
% First Timers **	49.5	49.2	0.3	45.2	45.3	-0.1
% Repeaters **	50.5	50.8	-0.3	54.8	54.7	0.1
Average # of Trips	3.22	2.98	8.1%	3.51	3.43	2.2%
<b>Group Tour</b>						
Group Tour	39,494	44,659	-11.6%	359,731	451,398	-20.3%
Non-Group	104,693	96,516	8.5%	1,069,618	1,067,940	0.2%
<b>Package Trip</b>						
Package Trip	92,590	96,899	-4.4%	890,798	984,080	-9.5%
No Package	51,597	44,276	16.5%	538,551	535,258	0.6%
Net True Independent	47,086	38,539	22.2%	499,653	478,493	4.4%

\*\* 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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,927,327	1,905,407	1.2%	21,676,848	22,319,580	-2.9%
TOTAL VISITORS	202,427	197,437	2.5%	2,285,832	2,336,626	-2.2%
Domestic	199,143	194,424	2.4%	2,241,249	2,297,862	-2.5%
International	3,284	3,013	9.0%	44,583	38,764	15.0%
AVERAGE DAILY CENSUS	62,172	61,465	1.2%	71,306	73,179	-2.6%
<b>ISLANDS VISITED</b>						
O'ahu	91,622	88,898	3.1%	1,058,336	1,051,151	0.7%
O'ahu only	67,544	64,860	4.1%	799,849	762,554	4.9%
Kaua'i	38,077	37,600	1.3%	409,511	442,749	-7.5%
Kaua'i only	24,852	24,470	1.6%	275,830	288,597	-4.4%
Maui County	74,459	72,736	2.4%	798,946	857,814	-6.9%
Maui	72,731	70,570	3.1%	782,229	836,115	-6.4%
Maui only	54,526	51,898	5.1%	592,050	615,388	-3.8%
Moloka'i *	1,821	2,037	-10.6%	17,261	21,865	-21.1%
Moloka'i only *	399	418	-4.6%	3,552	4,363	-18.6%
Lāna'i *	1,837	2,698	-31.9%	20,433	26,505	-22.9%
Lāna'i only *	425	656	-35.2%	4,439	6,351	-30.1%
Big Island	37,148	36,322	2.3%	419,988	442,225	-5.0%
Kona side	32,638	31,684	3.0%	368,191	386,871	-4.8%
Hilo side	11,582	10,170	13.9%	121,495	128,745	-5.6%
Big Island only	23,293	23,135	0.7%	276,039	279,245	-1.1%
Any Neighbor Island	134,883	132,577	1.7%	1,485,983	1,574,072	-5.6%
NI only	110,805	108,539	2.1%	1,227,496	1,285,475	-4.5%
O'ahu & NI	24,078	24,039	0.2%	258,487	288,598	-10.4%
Anyone island only	171,039	165,437	3.4%	1,951,759	1,956,498	-0.2%
Multiple Islands	31,388	32,000	-1.9%	334,073	380,128	-12.1%
Avg. Islands Visited	1.20	1.21	-0.4%	1.18	1.21	-1.9%
Average Length of Stay in Hawai'i	9.52	9.65	-1.3%	9.48	9.55	-0.7%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	98,433	96,700	1.8%	1,141,367	1,167,521	-2.2%
Hotel only	82,843	80,690	2.7%	967,367	978,048	-1.1%
Plan to stay in Condo	46,305	45,076	2.7%	499,020	544,649	-8.4%
Condo only	37,616	36,085	4.2%	402,011	435,224	-7.6%
Plan to stay in Timeshare	35,082	33,790	3.8%	353,829	340,853	3.8%
Timeshare only	28,263	26,773	5.6%	282,519	267,501	5.6%
Cruise Ship	2,987	2,905	2.8%	26,529	32,758	-19.0%
Friends/Relatives	24,510	23,774	3.1%	298,291	287,226	3.9%
Bed & Breakfast	1,824	1,939	-5.9%	18,907	21,503	-12.1%
Other	3,593	3,664	-1.9%	42,327	45,209	-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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	159,527	153,831	3.7%	1,873,685	1,881,261	-0.4%
Honeymoon	9,654	9,310	3.7%	85,606	83,680	2.3%
Get Married	2,268	2,723	-16.7%	24,036	27,146	-11.5%
Pleasure/Vacation	150,012	144,476	3.8%	1,788,823	1,796,733	-0.4%
<b>Mtgs/Conventions/Incentive</b>						
Mtgs/Conventions/Incentive	13,154	15,054	-12.6%	108,824	130,392	-16.5%
Conventions	10,199	10,564	-3.5%	72,352	80,130	-9.7%
Corporate Meetings	2,044	3,020	-32.3%	23,180	32,345	-28.3%
Incentive	1,135	1,880	-39.6%	16,668	22,123	-24.7%
<b>Other Business</b>						
Other Business	11,223	11,384	-1.4%	106,785	117,959	-9.5%
Visit Friends/Rel.	24,188	23,594	2.5%	274,975	267,081	3.0%
Govt/Military	3,171	2,284	38.9%	28,720	30,223	-5.0%
Attend School	245	169	45.3%	5,580	5,544	0.7%
Sport Events	4,365	3,818	14.3%	24,262	40,856	-40.6%
<b>TRAVEL STATUS</b>						
% First Timers **	18.6	19.6	-1.0	19.5	20.0	-0.5
% Repeaters **	81.4	80.4	1.0	80.5	80.0	0.5
Average # of Trips	7.11	6.97	2.0%	6.78	6.66	1.8%
<b>Group Tour</b>						
Group Tour	3,712	5,117	-27.5%	43,557	62,683	-30.5%
Non-Group	198,715	192,320	3.3%	2,242,276	2,273,943	-1.4%
<b>Package Trip</b>						
Package Trip	41,542	42,157	-1.5%	518,662	529,416	-2.0%
No Package	160,885	155,280	3.6%	1,767,168	1,807,210	-2.2%
Net True Independent	159,142	153,613	3.6%	1,751,506	1,786,569	-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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,125,467	1,171,874	-4.0%	13,818,449	15,068,939	-8.3%
TOTAL VISITORS	112,509	115,860	-2.9%	1,335,618	1,450,126	-7.9%
Domestic	109,838	112,911	-2.7%	1,300,908	1,411,936	-7.9%
International	2,671	2,949	-9.4%	34,710	38,190	-9.1%
AVERAGE DAILY CENSUS	36,305	37,802	-4.0%	45,455	49,406	-8.0%
<b>ISLANDS VISITED</b>						
O'ahu	69,372	71,524	-3.0%	818,082	885,018	-7.6%
O'ahu only	41,468	41,886	-1.0%	496,447	507,480	-2.2%
Kaua'i	24,485	25,751	-4.9%	265,528	308,626	-14.0%
Kaua'i only	8,488	7,963	6.6%	96,086	99,511	-3.4%
Maui County	42,620	45,860	-7.1%	504,297	583,857	-13.6%
Maui	41,619	44,901	-7.3%	493,180	570,606	-13.6%
Maui only	19,248	18,973	1.5%	237,453	256,708	-7.5%
Moloka'i *	1,144	1,340	-14.6%	13,564	18,630	-27.2%
Moloka'i only *	96	85	12.6%	1,459	1,636	-10.8%
Lāna'i *	1,688	2,099	-19.6%	20,026	25,674	-22.0%
Lāna'i only *	230	280	-17.8%	2,745	3,090	-11.2%
Big Island	25,196	28,682	-12.2%	304,452	353,186	-13.8%
Kona side	21,085	24,511	-14.0%	254,769	296,181	-14.0%
Hilo side	10,901	13,010	-16.2%	130,990	156,694	-16.4%
Big Island only	9,323	9,976	-6.5%	111,153	118,685	-6.3%
Any Neighbor Island	71,041	73,974	-4.0%	839,171	942,646	-11.0%
NI only	43,137	44,335	-2.7%	517,536	565,110	-8.4%
O'ahu & NI	27,904	29,639	-5.9%	321,635	377,538	-14.8%
Any one island only	78,853	79,162	-0.4%	945,343	987,110	-4.2%
Multiple Islands	33,656	36,697	-8.3%	390,275	463,016	-15.7%
Avg. Islands Visited	1.45	1.50	-3.4%	1.43	1.49	-3.8%
Average Length of Stay in Hawai'i	10.00	10.11	-1.1%	10.35	10.39	-0.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	73,215	74,227	-1.4%	827,605	901,920	-8.2%
Hotel only	60,256	60,360	-0.2%	674,230	723,839	-6.9%
Plan to stay in Condo	15,157	16,428	-7.7%	194,791	225,943	-13.8%
Condo only	10,460	11,372	-8.0%	134,581	153,196	-12.2%
Plan to stay in Timeshare	13,815	13,386	3.2%	164,064	164,116	0.0%
Timeshare only	10,167	9,610	5.8%	119,139	115,764	2.9%
Cruise Ship	5,391	7,882	-31.6%	59,818	84,926	-29.6%
Friends/Relatives	12,098	11,736	3.1%	166,691	167,306	-0.4%
Bed & Breakfast	1,856	1,659	11.9%	16,966	21,243	-20.1%
Other	1,917	2,305	-16.8%	25,898	30,251	-14.4%

\* 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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	81,900	84,233	-2.8%	1,038,272	1,113,239	-6.7%
Honeymoon	11,590	10,817	7.1%	88,442	91,381	-3.2%
Get Married	1,630	1,481	10.1%	16,418	18,311	-10.3%
Pleasure/Vacation	70,676	73,709	-4.1%	952,760	1,024,965	-7.0%
Mtgs/Conventions/Incentive	16,557	15,870	4.3%	123,369	146,678	-15.9%
Conventions	13,744	11,914	15.4%	84,672	92,704	-8.7%
Corporate Meetings	1,599	2,310	-30.8%	19,571	27,722	-29.4%
Incentive	1,554	2,161	-28.1%	23,743	31,915	-25.6%
Other Business	5,408	5,808	-6.9%	54,718	62,853	-12.9%
Visit Friends/Rel.	12,162	12,358	-1.6%	160,364	161,732	-0.8%
Govt/Military	4,014	4,215	-4.8%	42,575	46,227	-7.9%
Attend School	222	93	139.6%	3,543	3,941	-10.1%
Sport Events	2,404	2,792	-13.9%	15,474	21,052	-26.5%
<b>TRAVEL STATUS</b>						
% First Timers **	45.6	45.7	-0.2	43.7	44.6	-1.0
% Repeaters **	54.4	54.3	0.2	56.3	55.4	1.0
Average # of Trips	3.80	3.75	1.5%	3.90	3.75	3.9%
Group Tour	4,649	7,624	-39.0%	61,153	94,400	-35.2%
Non-Group	107,860	108,236	-0.3%	1,274,465	1,355,726	-6.0%
Package Trip	29,120	32,083	-9.2%	352,189	399,404	-11.8%
No Package	83,389	83,777	-0.5%	983,432	1,050,722	-6.4%
Net True Independent	82,007	81,838	0.2%	966,784	1,028,441	-6.0%

\*\* 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 6. TOTAL JAPANESE VISITORS BY AIR					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	546,416	534,156	2.3%	5,371,645	5,653,071	-5.0%
TOTAL VISITORS	99,243	96,752	2.6%	924,176	988,335	-6.5%
Domestic	579	648	-10.6%	5,362	6,767	-20.8%
International	98,664	96,104	2.7%	918,814	981,568	-6.4%
AVERAGE DAILY CENSUS	17,626	17,231	2.3%	17,670	18,535	-4.7%
<b>ISLANDS VISITED</b>						
O'ahu	95,468	91,754	4.0%	893,756	946,965	-5.6%
O'ahu only	80,009	76,188	5.0%	740,877	780,482	-5.1%
Kaua'i	1,366	1,500	-8.9%	16,176	22,048	-26.6%
Kaua'i only	6	216	-97.2%	979	2,209	-55.7%
Maui County	4,217	5,483	-23.1%	44,652	58,465	-23.6%
Maui	4,164	5,337	-22.0%	43,553	56,920	-23.5%
Maui only	657	1,295	-49.3%	7,697	11,224	-31.4%
Moloka'i *	42	55	-24.3%	936	1,394	-32.9%
Moloka'i only*	12	0	NA	50	0	NA
Lāna'i *	37	224	-83.5%	1,450	1,468	-1.2%
Lāna'i only*	0	22	-100.0%	135	150	-10.1%
Big Island	14,724	14,339	2.7%	136,955	145,837	-6.1%
Kona side	9,766	10,687	-8.6%	95,144	102,862	-7.5%
Hilo side	5,587	4,833	15.6%	51,414	56,302	-8.7%
Big Island only	2,988	3,171	-5.8%	19,898	25,824	-22.9%
Any Neighbor Island	19,234	20,564	-6.5%	183,299	207,853	-11.8%
NI only	3,775	4,998	-24.5%	30,420	41,370	-26.5%
O'ahu & NI	15,459	15,566	-0.7%	152,879	166,483	-8.2%
Anyone island only	83,672	80,893	3.4%	769,636	819,890	-6.1%
Multiple Islands	15,571	15,859	-1.8%	154,540	168,445	-8.3%
Avg. Islands Visited	1.17	1.17	-0.3%	1.18	1.19	-0.5%
Average Length of Stay in Hawai'i	5.51	5.52	-0.3%	5.81	5.72	1.6%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	89,327	88,925	0.5%	819,587	890,926	-8.0%
Hotel only	87,939	87,175	0.9%	802,056	872,706	-8.1%
Plan to stay in Condo	7,800	6,997	11.5%	84,855	84,294	0.7%
Condo only	6,523	5,693	14.6%	69,484	70,428	-1.3%
Plan to stay in Timeshare	2,156	1,146	88.2%	23,525	12,948	81.7%
Timeshare only	1,624	895	81.5%	16,388	9,480	72.9%
Cruise Ship	6	47	-87.1%	597	931	-35.9%
Friends/Relatives	1,184	852	39.0%	12,743	11,855	7.5%
Bed & Breakfast	231	132	75.1%	955	1,168	-18.2%
Other	72	270	-73.3%	2,409	4,560	-47.2%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	93,574	86,173	8.6%	863,404	892,096	-3.2%
Honeymoon	23,723	22,686	4.6%	165,361	158,501	4.3%
Get Married	6,513	6,983	-6.7%	42,740	48,425	-11.7%
Pleasure/Vacation	68,098	62,534	8.9%	689,767	725,112	-4.9%
<b>Mtgs/Conventions/Incentive</b>						
Mtgs/Conventions/Incentive	2,827	5,308	-46.7%	22,984	44,771	-48.7%
Conventions	927	1,198	-22.6%	6,904	8,980	-23.1%
Corporate Meetings	357	1,015	-64.8%	3,970	5,276	-24.8%
Incentive	1,544	3,107	-50.3%	12,425	31,477	-60.5%
<b>Other Business</b>						
Other Business	699	697	0.2%	4,795	6,492	-26.1%
Visit Friends/Rel.	1,360	1,754	-22.4%	18,776	17,193	9.2%
Govt/Military	110	17	562.4%	649	479	35.4%
Attend School	26	45	-42.8%	1,409	1,882	-25.1%
Sport Events	1,747	1,588	10.0%	19,198	18,716	2.6%
<b>TRAVEL STATUS</b>						
% First Timers **	48.4	46.0	2.5	41.4	42.2	-0.8
% Repeaters **	51.6	54.0	-2.5	58.6	57.8	0.8
Average # of Trips	3.27	3.15	3.8%	3.81	3.63	4.8%
<b>Group Tour</b>						
Group Tour	34,613	36,259	-4.5%	309,424	385,340	-19.7%
Non-Group	64,630	60,493	6.8%	614,753	602,995	1.9%
<b>Package Trip</b>						
Package Trip	76,673	77,263	-0.8%	717,509	788,271	-9.0%
No Package	22,570	19,489	15.8%	206,668	200,064	3.3%
Net True Independent	18,916	14,576	29.8%	176,272	153,269	15.0%

\*\* 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 7. TOTAL CANADIAN VISITORS BY AIR					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	274,978	270,570	1.6%	3,268,637	3,607,662	-9.4%
TOTAL VISITORS	22,414	22,307	0.5%	262,355	282,728	-7.2%
Domestic	11,088	11,055	0.3%	118,237	106,540	11.0%
International	11,326	11,252	0.7%	144,118	176,188	-18.2%
AVERAGE DAILY CENSUS	8,870	8,728	1.6%	10,752	11,829	-9.1%
<b>ISLANDS VISITED</b>						
O'ahu	11,809	11,983	-1.5%	136,262	159,336	-14.5%
O'ahu only	6,587	6,865	-4.0%	86,763	92,831	-6.5%
Kaua'i	3,675	3,303	11.2%	35,251	42,080	-16.2%
Kaua'i only	878	876	0.3%	11,232	10,403	8.0%
Maui County	12,046	11,891	1.3%	125,061	140,740	-11.1%
Maui	11,953	11,748	1.7%	123,736	138,734	-10.8%
Maui only	7,172	6,632	8.1%	82,102	80,537	1.9%
Moloka'i *	389	339	14.7%	2,779	6,126	-54.6%
Moloka'i only *	17	48	-64.7%	202	454	-55.5%
Lāna'i *	475	272	74.3%	3,682	5,423	-32.1%
Lāna'i only *	10	42	-76.4%	183	205	-10.9%
Big Island	4,933	4,757	3.7%	51,946	59,413	-12.6%
Kona side	4,507	4,378	2.9%	46,754	52,666	-11.2%
Hilo side	2,421	2,408	0.6%	19,919	27,405	-27.3%
Big Island only	1,531	1,639	-6.6%	21,459	19,837	8.2%
Any Neighbor Island	15,827	15,442	2.5%	175,592	189,897	-7.5%
NI only	10,605	10,324	2.7%	126,093	123,392	2.2%
O'ahu & NI	5,222	5,118	2.0%	49,499	66,505	-25.6%
Any one island only	16,195	16,102	0.6%	201,941	204,267	-1.1%
Multiple Islands	6,219	6,205	0.2%	60,414	78,461	-23.0%
Avg. Islands Visited	1.48	1.45	2.1%	1.35	1.45	-7.3%
Average Length of Stay in Hawai'i	12.27	12.13	1.1%	12.46	12.76	-2.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	12,277	11,117	10.4%	140,455	148,124	-5.2%
Hotel only	8,968	8,003	12.1%	109,300	111,165	-1.7%
Plan to stay in Condo	7,405	7,503	-1.3%	87,414	97,949	-10.8%
Condo only	5,631	5,752	-2.1%	68,981	75,850	-9.1%
Plan to stay in Timeshare	2,499	2,138	16.9%	28,353	26,069	8.8%
Timeshare only	1,936	1,470	31.7%	20,463	19,230	6.4%
Cruise Ship	1,271	2,518	-49.5%	8,991	16,323	-44.9%
Friends/Relatives	1,157	1,110	4.3%	14,019	14,688	-4.6%
Bed & Breakfast	286	286	0.2%	3,137	3,658	-14.2%
Other	129	358	-64.0%	2,118	3,550	-40.3%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	20,139	19,749	2.0%	240,239	257,533	-6.7%
Honeymoon	1,552	1,295	19.8%	10,600	11,285	-6.1%
Get Married	261	188	38.5%	2,512	2,988	-15.9%
Pleasure/Vacation	18,557	18,581	-0.1%	229,753	246,266	-6.7%
Mtgs./Conventions/Incentive	1,342	1,284	4.5%	14,267	13,189	8.2%
Conventions	1,207	1,070	12.8%	10,355	9,632	7.5%
Corporate Meetings	87	106	-17.7%	1,975	1,604	23.1%
Incentive	71	125	-43.2%	2,467	2,306	7.0%
Other Business	208	253	-17.7%	2,557	3,056	-16.3%
Visit Friends/Rel.	1,015	978	3.8%	10,972	11,792	-7.0%
Govt/Military	21	27	-23.2%	460	673	-31.7%
Attend School	11	14	-21.7%	313	404	-22.5%
Sport Events	613	701	-12.5%	2,825	4,103	-31.2%
<b>TRAVEL STATUS</b>						
% First Timers **	43.6	40.6	3.0	39.3	40.0	-0.7
% Repeaters **	56.4	59.4	-3.0	60.7	60.0	0.7
Average # of Trips	3.93	3.93	0.0%	3.85	3.73	3.2%
Group Tour	601	1,675	-64.1%	8,022	12,725	-37.0%
Non-Group	21,814	20,632	5.7%	254,334	270,003	-5.8%
Package Trip	5,779	7,111	-18.7%	74,589	83,739	-10.9%
No Package	16,636	15,196	9.5%	187,768	198,989	-5.6%
Net True Independent	16,394	14,951	9.7%	185,382	196,392	-5.6%

\*\* 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

	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	218,438	256,243	-14.8%	1,782,509	2,261,880	-21.2%
TOTAL VISITORS	21,323	28,775	-25.9%	177,978	222,705	-20.1%
ARRIVED BY SHIP	10,844	17,983	-39.7%	74,460	84,447	-11.8%
ARRIVED BY AIR	10,479	10,793	-2.9%	103,518	138,258	-25.1%
NUMBER OF SHIP ARRIVALS	5	9	-44.4%	42	54	-22.2%
<b>ISLANDS VISITED</b>						
O'ahu	21,323	28,775	-25.9%	173,521	222,639	-22.1%
Kaua'i	21,323	22,422	-4.9%	151,761	189,299	-19.8%
Maui County	21,323	28,775	-25.9%	166,015	209,749	-20.9%
Maui	21,323	28,775	-25.9%	166,015	209,749	-20.9%
Moloka'i	688	995	-30.9%	4,904	5,475	-10.4%
Lāna'i	905	1,007	-10.1%	5,764	5,286	9.0%
Big Island	21,323	28,775	-25.9%	167,298	214,333	-21.9%
Average Islands Visited	4.1	4.1	0.1%	4.0	4.0	-1.2%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	3.29	2.17	51.6%	3.12	2.72	14.7%
Days in Hawai'i during Cruise	5.61	5.67	-1.0%	5.72	6.17	-7.3%
Days in Hawai'i after Cruise	1.35	1.07	26.1%	1.18	1.27	-7.2%
Total days in Hawai'i	10.24	8.90	15.0%	10.02	10.16	-1.4%
<b>ACCOMMODATIONS</b>						
Hotel	9,993	10,261	-2.6%	92,911	117,062	-20.6%
Hotel only	7,877	8,414	-6.4%	78,619	101,960	-22.9%
Condo	1,544	1,477	4.6%	11,226	12,196	-8.0%
Condo only	249	245	1.6%	2,586	3,328	-22.3%
Timeshare	1,608	1,814	-11.3%	10,194	11,292	-9.7%
Timeshare Only	368	505	-27.1%	2,616	3,630	-27.9%
Bed & Breakfast	777	677	14.8%	4,298	3,094	38.9%
Bed & Breakfast only	28	29	-0.6%	180	383	-53.0%
Friends & relatives	1,018	995	2.3%	7,643	6,338	20.6%
Other accommodation	1,246	2,012	-38.1%	8,859	9,429	-6.1%
Accommodation (NET)	11,338	12,471	-9.1%	104,164	131,928	-21.0%
Cruise only	9,985	16,304	-38.8%	73,813	90,778	-18.7%
<b>TRAVEL STATUS</b>						
% First timers	40.5	46.3	-5.8	41.8	43.1	-1.3
% Repeat visitors	59.5	53.7	5.8	58.2	56.9	1.3

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

**Table 9. Total Air Seats Operated to Hawai'i**

<b>OCTOBER 2009</b>	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
<b>Total Seats</b>	687,462	-1.2%	500,638	-3.9%	108,081	5.1%	45,486	15.8%	0	NA	33,257	1.6%
Scheduled Seats	677,049	-1.1%	497,065	-3.8%	104,281	4.9%	43,966	16.4%	0	NA	31,737	1.6%
Charter seats	10,413	-6.0%	3,573	-22.7%	3,800	11.1%	1,520	0.0%			1,520	0.0%
<b>Domestic Seats</b>	486,191	-2.3%	311,580	-6.2%	102,378	2.5%	38,976	18.9%	0	NA	33,257	1.6%
Scheduled Seats	475,931	-2.4%	308,160	-6.3%	98,578	2.2%	37,456	19.9%	0	NA	31,737	1.6%
...US West	404,685	-1.2%	246,841	-4.9%	88,651	1.5%	37,456	19.9%	0	NA	31,737	1.6%
...US East	71,246	-9.1%	61,319	-11.5%	9,927	9.3%						
Charter seats	10,260	3.8%	3,420	0.0%	3,800	11.1%	1,520	0.0%			1,520	0.0%
<b>International Seats</b>	201,271	1.5%	189,058	0.1%	5,703	91.0%	6,510	0.0%				
Scheduled Seats	201,118	2.0%	188,905	0.7%	5,703	91.0%	6,510	0.0%				
...Japan	134,727	2.9%	128,217	3.0%			6,510	0.0%				
...Canada	14,149	1.1%	8,446	-23.3%	5,703	91.0%						
...Other Asia	14,721	34.9%	14,721	34.9%								
...Aus./N. Zealand	14,431	-16.5%	14,431	-16.5%								
...Other	23,090	-3.8%	23,090	-3.8%								
Charter Seats	153	-87.3%	153	-87.3%								
<b>YTD Thru OCT 2009</b>	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
<b>Total Seats</b>	7,363,601	-6.3%	5,235,000	-6.7%	1,239,018	-10.9%	512,783	11.1%	0	-100.0%	376,800	-1.4%
Scheduled Seats	7,251,785	-5.9%	5,185,504	-6.1%	1,209,378	-11.0%	496,443	11.2%	0	-100.0%	360,460	-1.9%
Charter seats	111,816	-26.5%	49,496	-45.8%	29,640	-6.1%	16,340	10.3%			16,340	13.2%
<b>Domestic Seats</b>	5,335,658	-7.1%	3,352,747	-8.0%	1,169,125	-11.3%	436,986	12.7%	0	-100.0%	376,800	-1.4%
Scheduled Seats	5,240,658	-6.9%	3,320,067	-7.5%	1,139,485	-11.4%	420,646	12.8%	0	-100.0%	360,460	-1.9%
...US West	4,495,576	-4.9%	2,686,353	-4.9%	1,028,117	-10.8%	420,646	12.8%	0	-100.0%	360,460	-1.9%
...US East	745,082	-17.1%	633,714	-17.2%	111,368	-16.7%						
Charter seats	95,000	-17.1%	32,680	-39.2%	29,640	-6.1%	16,340	10.3%			16,340	13.2%
<b>International Seats</b>	2,027,943	-4.1%	1,882,253	-4.4%	69,893	-5.1%	75,797	2.9%				
Scheduled Seats	2,011,127	-3.2%	1,865,437	-3.4%	69,893	-5.1%	75,797	2.9%				
...Japan	1,331,552	-1.1%	1,264,102	-1.3%			67,450	4.1%				
...Canada	173,194	-24.2%	94,954	-34.9%	69,893	-5.1%	8,347	-5.7%				
...Other Asia	136,339	19.6%	136,339	19.6%								
...Aus./N. Zealand	140,645	-12.7%	140,645	-12.7%								
...Other	229,397	0.6%	229,397	0.6%								
Charter Seats	16,816	-55.2%	16,816	-55.2%								

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