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NEWS RELEASE

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HTA Release (09-16)

HTA Releases Visitor Statistics for September 2009

HONOLULU – Total visitor days for air and cruise visitors in September 2009 rose 4.8 percent from the same month last year, boosted by a 7.2 percent growth in total arrivals by air and cruise ships to 494,376 visitors, according to preliminary statistics released today by the Hawai'i Tourism Authority. The average length of stay by these visitors was 8.89 days, compared to 9.10 days in September 2008.

Despite the increases in arrivals, total visitor expenditure for September 2009 declined due to lower average daily spending by these visitors (\$171 per person, down from \$186 per person in September 2008). Total expenditure by air visitors in the month of September 2009 was \$737.1 million, a drop of \$22.7 million or 3 percent compared to last September.

September 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
September 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	494,376	7.2%	8.89	-2.2%	4,396,498	4.8%	NA	NA	NA	NA	NA	NA
Total by Air	485,036	7.7%	8.88	-1.9%	4,307,819	5.6%	171.1	-8.1%	1,519.7	-9.9%	737.1	-3.0%
U.S. West	194,369	10.1%	9.12	-1.7%	1,773,361	8.3%	133.7	-12.6%	1,220.1	-14.1%	237.2	-5.3%
U.S. East	107,996	6.9%	9.99	-1.4%	1,078,533	5.4%	173.8	-6.1%	1,735.6	-7.5%	187.4	-1.1%
Japan	110,634	16.7%	5.59	-2.9%	617,989	13.4%	254.5	-12.9%	1,421.5	-15.4%	157.3	-1.3%
Canada	13,833	-0.8%	11.00	-6.2%	152,221	-7.0%	157.8	-6.5%	1,736.1	-12.3%	24.0	-13.1%
All Others	58,204	-9.5%	11.78	6.6%	685,715	-3.5%	191.4	2.3%	2,254.7	9.1%	131.2	-1.3%
Total by Ship	9,340	-11.2%	9.49	-12.5%	88,679	-22.3%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	4,940,535	-5.8%	9.40	0.6%	46,450,483	-5.3%	NA	NA	NA	NA	NA	NA
Total by Air	4,876,919	-5.9%	9.40	0.7%	45,864,765	-5.2%	160.3	-9.9%	1,507.2	-9.3%	7,350.3	-14.6%
U.S. West	2,083,405	-2.6%	9.48	-0.7%	19,749,521	-3.3%	133.0	-10.5%	1,260.4	-11.1%	2,626.0	-13.4%
U.S. East	1,223,109	-8.3%	10.38	-0.4%	12,692,982	-8.7%	164.8	-10.4%	1,710.6	-10.7%	2,092.3	-18.1%
Japan	824,933	-7.5%	5.85	1.9%	4,825,229	-5.7%	264.2	-6.6%	1,545.3	-4.8%	1,274.8	-11.9%
Canada	239,941	-7.9%	12.48	-2.6%	2,993,658	-10.3%	139.7	-10.8%	1,743.3	-13.2%	418.3	-20.0%
All Others	505,531	-8.9%	11.08	9.2%	5,603,374	-0.5%	167.6	-10.0%	1,857.4	-1.7%	939.0	-10.5%
Total by Ship	63,616	-4.3%	9.21	-5.3%	585,718	-9.3%	NA	NA	NA	NA	NA	NA

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

Other Highlights:

Total Visitors







- Growth in arrivals for September 2009 appeared particularly positive compared to September 2008 which saw a 19.5 percent decline in visitors. Last year's decline was partially due to an early Labor Day which fell on September 1 as visitors arriving for the holiday weekend were counted in August.
- Total spending by air visitors for the first nine months of 2009 declined \$1.3 billion or 14.6 percent from year-to-date 2008, to \$7.4 billion.
- Average per person per day spending by air visitors declined to \$160 per person from \$178 in the first nine months of 2008.
- For the first nine months of 2009, total visitor days for air and cruise visitors dropped 5.3 percent. Total arrivals by air and cruise decreased 5.8 percent from the same period last year to 4,940,535 visitors.
- Several factors contributed to the shorter length of stay (-2.2%) in September 2009. There was a lower proportion of domestic condominium visitors who typically stayed longer compared to hotel visitors; and a higher proportion of Japanese visitors who had an overall lower average length of stay compared to September 2008.

Major Marketing Areas

- Daily spending for the month of September 2009 by Japanese (-12.9% to \$255 per person), U.S. East (-6.1% to \$174 per person), Canadian (-6.5% to \$158 per person) and U.S. West (-12.6% to \$134 per person) visitors were lower than last September.
- More visitors stayed in hotels (+8.1%) in September 2009 than the same month last year. Japanese visitor traffic to hotels was heavier (+15.6%), so was U.S. West (+12.3%), U.S. East (+8.3%) and Canada (+3.9%) compared to September 2008.
- The number of visitors who came for conventions was up 64.7 percent driven by visitors who arrived in September to attend the American Dental Association's (ADA) 150th Annual Convention. This event took place from September 30 through October 7th and brought close to 24,000 delegates to the islands.
- Growth in visitors who came on a pre-paid package trip (+7.1%) was positive in all key markets: Japan (+12.5%), Canada (+10.3%), U.S. West (+10.4%), and U.S. East (+3.1%).
- The total number of independent travelers increased 8.2 percent compared to September 2008, mainly due to growth from Japan (+35.7%), U.S. West (+10%) and U.S. East (+4.1%).

- U.S. West rose for the fifth consecutive month, up 10.1 percent from last September to 194,369 visitors. Arrivals from the Pacific region, rose 11.2 percent from last September, boosted by growth in visitors from Alaska (+41.4%), Oregon (+22.5%), Washington (+18%) and California (+7.9%). Growth in U.S. West visitors arrivals was particularly strong from Anchorage (+44.2%), Portland (+24.4%), Seattle (+20%), and San Francisco (+11.1%).
- Significantly more U.S. West visitors came to visit friends or relatives (+18.5%) or for conventions (+73.6%) in September 2009. More U.S. West visitors were repeat visitors (up .5 percentage points) compared to last September.
- Air arrivals from U.S. East grew 6.9 percent to 107,996 visitors, the first increase since February 2008 (+3.7%). Growth in arrivals from the West South Central region (+28.1%), specifically Houston (+47%) and Dallas (+20.9%), was very strong. The West North Central (+7.1%), Mountain (+6.2%), Mid Atlantic (+4.9%), East North Central (+4%) and South Atlantic (+1.5%) regions also increased compared to September 2008.
- The number of U.S. East visitors who came for conventions more than doubled (+140.6%) compared to September 2008. More U.S. East visitors were repeat visitors (up 1.2 percentage points) compared to last September.
- Three Japanese national holidays combined with a weekend, created a Silver Week holiday period that boosted Japanese air arrivals by 16.7 percent to 110,634 visitors. This was the first double digit growth in Japanese arrivals since March 2005 (+11.6%).
- The usage of timeshare properties continued to grow in popularity with the Japanese market. The number of Japanese visitors who stayed in timeshare almost doubled in September 2009 (+96.7%) and has grown by double digits every month since September 2008.
- Considerably more Japanese visitors came to vacation (+29.7%) but fewer were here for conventions (-51.8%), and incentives (-69.9%) than in September 2008.
- Fewer Japanese visitors came to get married in September 2009 (-44.3%). The months of September through November were peak months for Japanese weddings in 2005 through 2007 but in September 2008 (-31.2%) there was a large decline in Japanese wedding visitors and again in this September.
- Arrivals by air from Canada dropped slightly by 0.8 percent compared to September 2008.
- In September 2009, half (50.5%) of all Canadian visitors arrived via Domestic flights compared to 35 percent in 2008.

September 2009 Island Highlights

						
September 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	327,871 11.5%	71,796 2.0%	134,932 1.8%	3,545 -22.4%	4,689 -15.3%	86,138 9.6%
Total Visitor Days	2,289,265 13.0%	478,441 -3.1%	966,478 -5.1%	15,433 4.4%	17,344 -8.0%	540,857 6.3%
Total Expenditures (\$mil.)	412.4 1.2%	76.1 4.4%	161.6 -9.7%	2.1 -14.1%	4.7 -15.7%	80.2 -12.9%
PPPD Spending (\$)	180.2 -10.5%	159.0 7.7%	167.2 -4.9%	134.1 -17.8%	273.2 -8.3%	148.3 -18.1%
Domestic Arrivals	186,263 12.3%	66,655 2.8%	120,018 4.1%	3,186 6.7%	4,257 -1.8%	62,988 8.4%
Int'l Arrivals	141,608 10.4%	5,141 -8.3%	14,914 -14.0%	359 -77.3%	432 -64.0%	23,150 13.0%
Total LOS	6.98 1.4%	6.66 -5.0%	7.16 -6.8%	4.35 34.6%	3.70 8.6%	6.28 -3.0%
Domestic LOS	7.38 -0.2%	6.94 -5.0%	7.34 -4.3%	4.69 8.8%	3.83 -0.4%	7.22 -2.0%
Int'l LOS	6.46 3.8%	3.09 -14.8%	5.74 -25.9%	1.37 13.2%	2.41 32.3%	3.72 -5.5%
YTD Thr Sep 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	3,049,830 -5.5%	716,341 -11.8%	1,446,259 -10.5%	36,813 -33.7%	46,672 -26.5%	932,070 -9.0%
Total Visitor Days	22,415,446 -2.3%	5,269,751 -7.0%	11,441,693 -7.9%	172,603 -25.1%	167,069 -22.8%	6,398,203 -7.5%
Total Expenditures (\$mil.)	3,757.6 -12.8%	763.9 -14.2%	1,851.1 -16.5%	18.7 -35.6%	45.8 -31.6%	913.3 -16.3%
PPPD Spending (\$)	167.6 -10.8%	145.0 -7.8%	161.8 -9.4%	108.6 -14.0%	274.1 -11.4%	142.7 -9.5%
Domestic Arrivals	1,885,262 -4.5%	662,491 -11.0%	1,270,176 -10.1%	31,082 -23.0%	40,224 -22.7%	728,655 -9.1%
Int'l Arrivals	1,164,568 -7.0%	53,850 -21.0%	176,083 -13.1%	5,731 -62.3%	6,448 -43.8%	203,415 -8.8%
Total LOS	7.35 3.4%	7.36 5.5%	7.91 2.9%	4.69 13.0%	3.58 5.0%	6.86 1.6%
Domestic LOS	7.86 2.3%	7.58 4.3%	7.99 1.7%	5.07 4.1%	3.82 0.7%	7.67 2.8%
Int'l LOS	6.53 5.2%	4.62 23.3%	7.32 12.7%	2.61 17.4%	2.10 24.6%	3.99 -5.2%







* 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 increased 1.2 percent to \$412.4 million. Total expenditures on Maui declined 9.7 percent to \$161.6 million. Total visitor spending on Hawai'i Island fell 12.9 percent to \$80.2 million; while total visitor spending on Kaua'i rose 4.4 percent to \$76.1 million.
- More visitors went to multiple islands (+5.8%) in September 2009, particularly those from U.S. West (+9.9%), U.S. East (+8.7%) and Japan (+1.2%). Multiple island visitations from Canada fell 3.2 percent compared to last September.

September 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	672,897 16.2%	287,015 -1.9%	536,850 4.2%	9,227 37.9%	8,114 -5.5%	258,949 10.4%
Total Arrivals	92,777 16.8%	36,377 1.2%	68,200 7.5%	1,616 15.0%	1,979 -3.6%	32,702 12.6%
LOS	7.25 -0.6%	7.89 -3.1%	7.87 -3.1%	5.71 19.9%	4.10 -2.0%	7.92 -2.0%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	520,262 11.1%	139,242 -2.0%	267,302 -0.3%	4,309 -9.9%	6,519 4.7%	140,916 5.1%
Total Arrivals	71,093 13.8%	24,287 4.9%	40,912 1.8%	1,137 -11.6%	1,786 -1.7%	23,358 7.5%
LOS	7.32 -2.4%	5.73 -6.6%	6.53 -2.0%	3.79 1.9%	3.65 6.4%	6.03 -2.2%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	548,928 16.3%	4,954 18.8%	17,297 -4.6%	30 -72.7%	777 -27.6%	45,470 -8.4%
Total Arrivals	107,068 18.3%	2,177 21.6%	4,356 -21.0%	28 -74.5%	228 -6.6%	14,735 5.9%
LOS	5.13 -1.7%	2.28 -2.2%	3.97 20.7%	1.07 7.1%	3.41 -22.5%	3.09 -13.5%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	62,604 -9.8%	11,930 0.4%	59,193 1.2%	354 -38.5%	560 -2.0%	17,609 -22.8%
Total Arrivals	8,130 -3.7%	2,021 12.0%	6,630 2.4%	146 -35.9%	218 -2.7%	2,697 -0.2%
LOS	7.70 -6.3%	5.90 -10.4%	8.93 -1.1%	2.42 -4.4%	2.57 0.7%	6.53 -22.6%

* 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

- O‘ahu (+11.5%), Hawai‘i island (+9.6%), Kaua‘i (+2%) and Maui (+1.8%) reported increases in total arrivals in September 2009.
- Compared to last September, U.S. West arrivals were higher on all islands except Lāna‘i (-3.6%). Arrivals by U.S. East visitors increased on the four major islands.
- Japanese arrivals to O‘ahu (+18.3%) and Kaua‘i (+21.6%) rose by double-digits. Arrivals to Hawai‘i Island increased 5.9 percent and visitation to Maui fell 21 percent compared to September 2009.
- Canadian arrivals increased on Kaua‘i (+12%) and Maui (+2.4%); declined on O‘ahu (-3.7%) and was unchanged on Hawai‘i Island (-0.2%) compared to last September.

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

						
YTD September 2009	O‘ahu % Chge	Kaua‘i % Chge	Maui % Chge	Moloka‘i* % Chge	Lāna‘i* % Chge	Big Island % Chge
U.S. West	966,714 0.5%	371,434 -8.3%	709,498 -7.3%	15,440 -22.1%	18,596 -21.9%	382,840 -5.7%
U.S. East	748,710 -8.0%	241,043 -14.8%	451,561 -14.2%	12,420 -28.2%	18,338 -22.2%	279,256 -13.9%
Japan	798,288 -6.7%	14,810 -27.9%	39,389 -23.6%	894 -33.2%	1,413 13.6%	122,231 -7.0%
Canada	124,453 -15.5%	31,576 -18.6%	111,783 -12.0%	2,390 -58.7%	3,207 -37.7%	47,013 -14.0%

- Year-to-date, only U.S. West visitors to O‘ahu showed growth (+.5%) in arrivals. Among the top four visitor markets, Japan had the largest declines in visitor arrivals on Kaua‘i and on Maui. Canada and U.S. East had similarly large decreases in arrivals on Hawai‘i Island while Canada had the largest drop in arrivals on O‘ahu.

Total Air Seats to Hawai‘i

- Total air seats to Hawai‘i for September 2009 were virtually unchanged (-0.2%) from a year ago. Scheduled seats from Other Asia (+33.5%) rose significantly mainly due to additional flights out of Seoul Korea and the use of larger capacity airplanes. There were also more seats from Japan (+6.2%), U.S. West (+1.1%) and international charter flights (+57.1%) compared to September 2008. These increases were offset by fewer scheduled seats from Canada (-30.9%), U.S. East (-12%), Australia/New Zealand (-9.4%) and domestic charters flights (-7.7%).
- For the first nine months of 2009, total air seats to Hawai‘i decreased 6.8 percent as a result of fewer seats from Canada (-25.8%), U.S. East (-17.9%), Australia/New Zealand (-12.3%), U.S. West (-5.3%) and Japan (-1.5%) which were partially offset by more seats from Other Asia (+18%).

Cruise Ship Visitors

- A total of 20,673 cruise visitors in September 2009, up 4.4 percent from the same month last year.
- Five out-of-state cruise ships brought 9,340 visitors to the islands (down 11.2% compared to 2008).
- Two of the five ships also had back-to-back tours where cruise passengers flew to the islands to board the second leg of the tour on these ships. The number of cruise visitors who came by air to board a cruise ship increased by 22.1 percent.
- Year-to-date 2009, a total of 156,655 visitors came by cruise ship or by air to board cruise ships, 19.2 percent lower compared to the same period last year. Visitor days for all cruise visitors fell 22 percent.

SEPTEMBER 2009 Cruise Visitor Highlights

	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	204,839	210,511	-2.7%	1,564,071	2,005,636	-22.0%
TOTAL VISITORS	20,673	19,798	4.4%	156,655	193,930	-19.2%
ARRIVED BY SHIP	9,340	10,516	-11.2%	63,616	66,465	-4.3%
ARRIVED BY AIR	11,333	9,282	22.1%	93,039	127,465	-27.0%
NUMBER OF SHIP ARRIVALS	5	7	-28.6%	37	45	-17.8%
ISLANDS VISITED						
O'ahu	18,133	19,798	-8.4%	152,198	193,864	-21.5%
Kaua'i	16,081	15,808	1.7%	130,438	166,878	-21.8%
Maui County	20,673	17,847	15.8%	144,692	180,974	-20.0%
Maui	20,673	17,847	15.8%	144,692	180,974	-20.0%
Moloka'i	754	890	-15.3%	4,216	4,480	-5.9%
Lāna'i	812	948	-14.4%	4,859	4,279	13.6%
Big Island	20,673	19,798	4.4%	145,975	185,557	-21.3%
Average Islands Visited	3.8	4.1	-7.6%	4.0	4.0	-1.4%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.81	3.60	-22.1%	3.10	2.80	10.5%
Days in Hawai'i during Cruise	5.88	5.68	3.4%	5.73	6.24	-8.1%
Days in Hawai'i after Cruise	1.22	1.35	-9.4%	1.16	1.30	-11.1%
Total days in Hawai'i	9.91	10.63	-6.8%	9.98	10.34	-3.5%

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

- In the first nine months of 2009, 63,616 visitors arrived on 37 out-of-state cruise ships. This was down 4.3 percent compared to 66,465 visitors aboard 45 cruise ships that came to the state in the first nine months of 2008. Total visitor days for those who came by cruise ships decreased 9.3 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.hawaiitourismauthority.org/monthly_stats

	TABLE 1. TOTAL VISITORS BY AIR					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	4,307,819	4,079,905	5.6%	45,864,765	48,400,845	-5.2%
TOTAL VISITORS	485,036	450,500	7.7%	4,876,919	5,180,323	-5.9%
DOMESTIC	333,372	312,035	6.8%	3,591,757	3,802,160	-5.5%
INTERNATIONAL	151,664	138,465	9.5%	1,285,162	1,378,163	-6.7%
AVERAGE DAILY CENSUS	143,594	135,997	5.6%	168,003	176,645	-4.9%
TOTAL AIR SEATS (EST)	649,009	650,270	-0.2%	6,676,139	7,161,028	-6.8%
TOTAL LOAD FACTOR (EST)	90.0%	85.0%	5.0	87.5%	86.3%	1.1
ISLANDS VISITED						
O'ahu	327,871	294,147	11.5%	3,049,830	3,227,217	-5.5%
O'ahu only	239,185	213,116	12.2%	2,209,846	2,263,635	-2.4%
Kaua'i	71,796	70,419	2.0%	716,341	812,307	-11.8%
Kaua'i only	33,024	33,919	-2.6%	364,620	383,722	-5.0%
Maui County	137,961	136,260	1.2%	1,476,304	1,656,887	-10.9%
Maui	134,932	132,593	1.8%	1,446,259	1,615,786	-10.5%
Maui only	76,540	75,548	1.3%	878,497	933,933	-5.9%
Moloka'i *	3,545	4,570	-22.4%	36,813	55,556	-33.7%
Moloka'i only *	390	381	2.5%	4,992	6,233	-19.9%
Lāna'i *	4,689	5,537	-15.3%	46,672	63,493	-26.5%
Lāna'i only *	897	831	8.0%	7,276	9,605	-24.2%
Big Island	86,138	78,608	9.6%	932,070	1,024,654	-9.0%
Kona side	70,590	64,477	9.5%	775,098	852,876	-9.1%
Hilo side	34,345	30,858	11.3%	345,746	393,973	-12.2%
Big Island only	32,037	29,423	8.9%	418,934	433,172	-3.3%
Any Neighbor Island	245,851	237,384	3.6%	2,667,073	2,916,688	-8.6%
NI only	157,165	156,353	0.5%	1,827,089	1,953,106	-6.5%
O'ahu & NI	88,686	81,031	9.4%	839,984	963,582	-12.8%
Any one island only	382,073	353,217	8.2%	3,884,165	4,030,300	-3.6%
Multiple Islands	102,963	97,283	5.8%	992,754	1,150,023	-13.7%
Avg. Islands Visited	1.30	1.30	-0.3%	1.28	1.31	-2.7%
Average Length of Stay in Hawai'i	8.88	9.06	-1.9%	9.40	9.34	0.7%
ACCOMMODATIONS						
Plan to stay in Hotel	322,221	297,967	8.1%	3,025,541	3,254,044	-7.0%
Hotel only	283,771	265,731	6.8%	2,634,887	2,822,114	-6.6%
Plan to stay in Condo	71,826	69,338	3.6%	830,681	929,255	-10.6%
Condo only	55,296	53,629	3.1%	641,312	713,159	-10.1%
Plan to stay in Timeshare	52,465	49,442	6.1%	537,271	513,015	4.7%
Timeshare only	40,851	38,570	5.9%	410,017	387,393	5.8%
Cruise Ship	13,208	8,985	47.0%	98,919	134,230	-26.3%
Friends/Relatives	41,279	36,216	14.0%	512,270	492,286	4.1%
Bed & Breakfast	4,624	4,804	-3.7%	44,221	53,118	-16.7%
Other	7,601	8,150	-6.7%	83,688	90,622	-7.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	402,085	364,165	10.4%	4,056,746	4,225,554	-4.0%
Honeymoon	46,586	46,630	-0.1%	341,321	336,587	1.4%
Get Married	7,555	9,533	-20.7%	79,972	91,491	-12.6%
Pleasure/Vacation	355,091	316,428	12.2%	3,711,578	3,883,280	-4.4%
Mtgs/Conventions/Incentive	34,350	26,118	31.5%	272,046	340,710	-20.2%
Conventions	27,380	16,621	64.7%	175,877	194,135	-9.4%
Corporate Meetings	4,329	4,781	-9.5%	49,094	68,152	-28.0%
Incentive	3,272	5,278	-38.0%	55,993	90,451	-38.1%
Other Business	16,638	19,104	-12.9%	168,411	193,190	-12.8%
Visit Friends/Rel.	39,925	36,474	9.5%	473,798	468,316	1.2%
Gov't/Military	7,689	10,310	-25.4%	75,914	86,529	-12.3%
Attend School	1,522	828	83.7%	17,334	14,858	16.7%
Sport Events	8,250	6,681	23.5%	56,998	81,934	-30.4%
TRAVEL STATUS						
% First Timers **	37.6	38.1	-0.4	34.2	35.1	-0.9
% Repeaters **	62.4	61.9	0.4	65.8	64.9	0.9
Average # of Trips	4.71	4.70	0.2%	5.01	4.85	3.2%
Group Tour	52,988	51,910	2.1%	437,213	577,276	-24.3%
Non-Group	432,048	398,590	8.4%	4,439,708	4,603,047	-3.5%
Package Trip	193,472	180,713	7.1%	1,710,295	1,869,515	-8.5%
No Package	291,564	269,787	8.1%	3,166,625	3,310,808	-4.4%
Net True Independent	283,629	262,136	8.2%	3,097,773	3,213,627	-3.6%

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

Source: Department of Business, Economic Development & Tourism – Research and Economic Analysis Division
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)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	3,203,705	3,042,541	5.3%	35,880,782	38,066,346	-5.7%
DOMESTIC VISITORS	333,372	312,035	6.8%	3,591,757	3,802,160	-5.5%
DOMESTIC AVERAGE DAILY CENSUS	106,790	101,418	5.3%	131,431	138,928	-5.4%
DOMESTIC AIR SEATS (EST)	453,986	459,531	-1.2%	4,849,467	5,244,001	-7.5%
DOM LOAD FACTOR (EST)	92.2%	87.2%	5.0	90.6%	88.4%	2.2
ISLANDS VISITED						
O'ahu	186,263	165,881	12.3%	1,885,262	1,975,093	-4.5%
O'ahu only	124,799	112,106	11.3%	1,294,207	1,294,509	0.0%
Kaua'i	66,655	64,811	2.8%	662,491	744,175	-11.0%
Kaua'i only	32,778	33,460	-2.0%	357,473	377,271	-5.2%
Maui County	122,840	117,963	4.1%	1,297,390	1,448,270	-10.4%
Maui	120,018	115,260	4.1%	1,270,176	1,413,233	-10.1%
Maui only	71,228	69,555	2.4%	812,154	866,644	-6.3%
Moloka'i *	3,186	2,986	6.7%	31,082	40,374	-23.0%
Moloka'i only *	390	376	3.8%	4,824	5,974	-19.3%
Lāna'i *	4,257	4,337	-1.8%	40,224	52,010	-22.7%
Lāna'i only *	829	805	3.0%	6,978	9,377	-25.6%
Big Island	62,988	58,121	8.4%	728,655	801,685	-9.1%
Kona side	53,290	49,040	8.7%	626,394	686,831	-8.8%
Hilo side	25,187	22,236	13.3%	254,582	289,413	-12.0%
Big Island only	27,945	26,431	5.7%	381,150	391,562	-2.7%
Any Neighbor Island	208,573	199,929	4.3%	2,297,550	2,507,651	-8.4%
NI only	147,109	146,154	0.7%	1,706,495	1,827,067	-6.6%
O'ahu & NI	61,464	53,775	14.3%	591,055	680,583	-13.2%
Any one island only	257,969	242,732	6.3%	2,856,786	2,945,337	-3.0%
Multiple Islands	75,403	69,303	8.8%	734,971	856,823	-14.2%
Avg. Islands Visited	1.33	1.32	0.9%	1.29	1.32	-2.7%
Average Length of Stay in Hawai'i	9.61	9.75	-1.4%	9.99	10.01	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	196,150	180,828	8.5%	1,975,869	2,108,695	-6.3%
Hotel only	165,092	153,552	7.5%	1,646,541	1,739,799	-5.4%
Plan to stay in Condo	56,252	54,654	2.9%	685,703	765,965	-10.5%
Condo only	42,874	41,900	2.3%	529,474	585,964	-9.6%
Plan to stay in Timeshare	46,777	46,011	1.7%	489,837	481,522	1.7%
Timeshare only	36,443	36,272	0.5%	378,216	365,261	3.5%
Cruise Ship	11,963	8,338	43.5%	89,908	121,709	-26.1%
Friends/Relatives	34,722	32,148	8.0%	454,576	445,652	2.0%
Bed & Breakfast	3,854	4,007	-3.8%	39,552	46,565	-15.1%
Other	5,790	5,801	-0.2%	65,989	73,229	-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)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	265,301	246,829	7.5%	2,920,423	3,044,133	-4.1%
Honeymoon	29,193	28,971	0.8%	175,127	177,058	-1.1%
Get Married	4,722	4,667	1.2%	39,455	44,533	-11.4%
Pleasure/Vacation	236,805	218,346	8.5%	2,749,650	2,869,952	-4.2%
Mtgs/Conventions/Incentive	29,968	19,697	52.1%	222,697	270,302	-17.6%
Conventions	25,653	12,780	100.7%	147,320	166,293	-11.4%
Corporate Meetings	2,832	4,509	-37.2%	41,405	58,699	-29.5%
Incentive	2,083	2,968	-29.8%	41,971	54,934	-23.6%
Other Business	14,776	16,760	-11.8%	150,655	174,242	-13.5%
Visit Friends/Rel.	34,084	31,427	8.5%	421,669	417,255	1.1%
Gov't/Military	6,690	7,839	-14.7%	63,376	69,106	-8.3%
Attend School	1,117	612	82.6%	10,451	11,011	-5.1%
Sport Events	4,247	3,105	36.8%	36,478	57,567	-36.6%
TRAVEL STATUS						
% First Timers **	34.1	35.1	-1.0	30.5	31.5	-1.1
% Repeaters **	65.9	64.9	1.0	69.5	68.5	1.1
Average # of Trips	5.29	5.23	1.1%	5.53	5.35	3.4%
Group Tour	11,784	12,746	-7.5%	116,976	170,537	-31.4%
Non-Group	321,588	299,289	7.5%	3,474,783	3,631,623	-4.3%
Package Trip	92,353	88,109	4.8%	912,087	982,333	-7.2%
No Package	241,019	223,926	7.6%	2,679,671	2,819,827	-5.0%
Net True Independent	237,107	220,386	7.6%	2,645,206	2,773,674	-4.6%

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

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	296,746	271,973	9.1%	3,237,944	3,406,642	-5.0%
Pacific Region	156,590	140,837	11.2%	1,639,329	1,674,555	-2.1%
...California	112,915	104,600	7.9%	1,158,449	1,221,650	-5.2%
...Oregon	12,940	10,564	22.5%	130,575	130,094	0.4%
...Washington	28,049	23,773	18.0%	305,878	286,438	6.8%
Mountain Region	34,653	32,623	6.2%	402,775	428,885	-6.1%
West North Central	10,064	9,399	7.1%	147,982	163,036	-9.2%
West South Central	20,819	16,254	28.1%	218,701	215,354	1.6%
...Texas	16,264	12,711	28.0%	172,452	168,882	2.1%
East North Central	20,643	19,854	4.0%	248,025	284,421	-12.8%
East South Central	5,659	5,647	0.2%	59,417	66,371	-10.5%
New England	6,299	6,529	-3.5%	76,132	83,090	-8.4%
Middle Atlantic	15,988	15,242	4.9%	179,149	195,540	-8.4%
...New Jersey	4,134	3,823	8.1%	47,375	50,463	-6.1%
...New York	7,180	6,852	4.8%	82,464	88,671	-7.0%
South Atlantic	25,607	25,241	1.5%	261,660	291,212	-10.1%
CANADA	6,987	4,939	41.5%	107,149	95,485	12.2%
EUROPE	14,262	15,404	-7.4%	101,313	108,316	-6.5%
France	575	560	2.7%	5,849	6,129	-4.6%
Germany	3,280	3,368	-2.6%	21,567	21,750	-0.8%
Ireland	329	430	-23.5%	2,224	3,231	-31.2%
Italy	943	926	1.8%	7,845	8,367	-6.2%
Switzerland	784	777	0.9%	5,958	5,334	11.7%
United Kingdom	4,892	5,833	-16.1%	29,719	36,784	-19.2%
ASIA	3,011	3,611	-16.6%	28,883	38,754	-25.5%
People's Republic of China	1,274	1,876	-32.1%	12,103	19,437	-37.7%
Taiwan	103	103	0.0%	1,078	1,294	-16.7%
Hong Kong	94	46	104.3%	891	910	-2.1%
Indonesia	57	37	53.2%	347	256	35.3%
Japan	592	734	-19.3%	4,783	6,119	-21.8%
Korea	386	337	14.5%	4,184	5,262	-20.5%
Malaysia	4	14	-70.9%	105	155	-32.5%
Philippines	266	222	19.7%	2,377	2,451	-3.0%
Singapore	42	53	-20.8%	603	707	-14.7%
Thailand	22	17	32.0%	460	233	97.2%
CENTRAL AMERICA	497	652	-23.8%	5,138	6,427	-20.1%
Argentina	222	238	-6.7%	2,278	2,245	1.5%
Brazil	880	640	37.5%	5,516	5,420	1.8%
Mexico	450	573	-21.5%	4,603	5,928	-22.4%
SOUTH AMERICA	1,400	1,188	17.9%	10,555	10,019	5.4%
OCEANIA	3,475	5,835	-40.4%	26,178	37,762	-30.7%
Australia	2,932	5,112	-42.6%	21,171	31,958	-33.8%
New Zealand	334	519	-35.6%	2,400	3,546	-32.3%

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)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	1,104,114	1,037,363	6.4%	9,983,982	10,334,499	-3.4%
INTERNATIONAL VISITORS	151,664	138,465	9.5%	1,285,162	1,378,163	-6.7%
INTERNATIONAL AVERAGE DAILY CENSUS	36,804	34,579	6.4%	36,571	37,717	-3.0%
INTERNATIONAL AIR SEATS (EST)	195,023	190,739	2.2%	1,826,672	1,917,027	-4.7%
INT LOAD FACTOR (EST)	84.8%	79.5%	5.3	79.1%	80.6%	-1.5
ISLANDS VISITED						
O'ahu	141,608	128,266	10.4%	1,164,568	1,252,124	-7.0%
O'ahu only	114,386	101,011	13.2%	915,639	969,126	-5.5%
Kaua'i	5,141	5,608	-8.3%	53,850	68,132	-21.0%
Kaua'i only	246	459	-46.4%	7,147	6,451	10.8%
Maui County	15,121	18,297	-17.4%	178,914	208,617	-14.2%
Maui	14,914	17,333	-14.0%	176,083	202,553	-13.1%
Maui only	5,312	5,993	-11.4%	66,343	67,288	-1.4%
Moloka'i *	359	1,583	-77.3%	5,731	15,182	-62.3%
Moloka'i only *	0	5	-100.0%	168	259	-35.2%
Lāna'i *	432	1,200	-64.0%	6,448	11,483	-43.8%
Lāna'i only *	68	26	165.2%	298	228	30.8%
Big Island	23,150	20,487	13.0%	203,415	222,969	-8.8%
Kona side	17,300	15,437	12.1%	148,704	166,045	-10.4%
Hilo side	9,158	8,622	6.2%	91,164	104,560	-12.8%
Big Island only	4,092	2,992	36.8%	37,784	41,610	-9.2%
Any Neighbor Island	37,278	37,454	-0.5%	369,523	409,037	-9.7%
NI only	10,056	10,199	-1.4%	120,594	126,039	-4.3%
O'ahu & NI	27,222	27,255	-0.1%	248,929	282,999	-12.0%
Any one island only	124,104	110,485	12.3%	1,027,379	1,084,963	-5.3%
Multiple Islands	27,560	27,980	-1.5%	257,783	293,200	-12.1%
Avg. Islands Visited	1.22	1.26	-2.9%	1.25	1.29	-2.6%
Average Length of Stay in Hawai'i	7.28	7.49	-2.8%	7.77	7.50	3.6%
ACCOMMODATIONS						
Plan to stay in Hotel	126,071	117,139	7.6%	1,049,672	1,145,349	-8.4%
Hotel only	118,679	112,179	5.8%	988,346	1,082,315	-8.7%
Plan to stay in Condo	15,574	14,684	6.1%	144,978	163,290	-11.2%
Condo only	12,422	11,730	5.9%	111,838	127,194	-12.1%
Plan to stay in Timeshare	5,688	3,432	65.8%	47,434	31,493	50.6%
Timeshare only	4,408	2,297	91.9%	31,801	22,132	43.7%
Cruise Ship	1,245	646	92.7%	9,011	12,522	-28.0%
Friends/Relatives	6,557	4,068	61.2%	57,694	46,634	23.7%
Bed & Breakfast	770	797	-3.4%	4,669	6,552	-28.7%
Other	1,811	2,349	-22.9%	17,699	17,393	1.8%

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

	T A B L E 3. I N T E R N A T I O N A L V I S I T O R S B Y A I R (C O N T .)					
	(Visitors Arriving on International Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	136,784	117,336	16.6%	1,136,323	1,181,420	-3.8%
Honeymoon	17,393	17,659	-1.5%	166,194	159,529	4.2%
Get Married	2,833	4,866	-41.8%	40,517	46,958	-13.7%
Pleasure/Vacation	118,286	98,081	20.6%	961,928	1,013,328	-5.1%
Mtgs/Conventions/Incentive	4,382	6,421	-31.8%	49,349	70,408	-29.9%
Conventions	1,727	3,841	-55.0%	28,557	27,842	2.6%
Corporate Meetings	1,497	272	450.2%	7,689	9,453	-18.7%
Incentive	1,189	2,311	-48.5%	14,022	35,517	-60.5%
Other Business	1,862	2,343	-20.5%	17,756	18,948	-6.3%
Visit Friends/Rel.	5,841	5,047	15.7%	52,129	51,061	2.1%
Govt/Military	999	2,471	-59.6%	12,538	17,423	-28.0%
Attend School	405	217	86.9%	6,883	3,848	78.9%
Sport Events	4,003	3,577	11.9%	20,520	24,367	-15.8%
TRAVEL STATUS						
% First Timers **	45.3	44.6	0.7	44.7	44.9	-0.2
% Repeaters **	54.7	55.4	-0.7	55.3	55.1	0.2
Average # of Trips	3.44	3.51	-2.0%	3.54	3.48	1.8%
Group Tour	41,204	39,164	5.2%	320,237	406,739	-21.3%
Non-Group	110,460	99,301	11.2%	964,925	971,424	-0.7%
Package Trip	101,119	92,604	9.2%	798,208	887,182	-10.0%
No Package	50,545	45,861	10.2%	486,954	490,981	-0.8%
Net True Independent	46,522	41,750	11.4%	452,567	439,954	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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,773,361	1,637,143	8.3%	19,749,521	20,414,173	-3.3%
TOTAL VISITORS	194,369	176,460	10.1%	2,083,405	2,139,189	-2.6%
Domestic	191,243	173,460	10.3%	2,042,106	2,103,438	-2.9%
International	3,126	3,000	4.2%	41,299	35,751	15.5%
AVERAGE DAILY CENSUS	59,112	54,571	8.3%	72,342	74,504	-2.9%
ISLANDS VISITED						
O'ahu	92,777	79,422	16.8%	966,714	962,253	0.5%
O'ahu only	69,194	59,298	16.7%	732,305	697,694	5.0%
Kaua'i	36,377	35,941	1.2%	371,434	405,148	-8.3%
Kaua'i only	23,714	23,919	-0.9%	250,978	264,127	-5.0%
Maui County	69,773	64,907	7.5%	724,487	785,078	-7.7%
Maui	68,200	63,415	7.5%	709,498	765,545	-7.3%
Maui only	50,428	46,967	7.4%	537,524	563,491	-4.6%
Moloka'i *	1,616	1,405	15.0%	15,440	19,828	-22.1%
Moloka'i only *	288	221	30.2%	3,153	3,945	-20.1%
Lāna'i *	1,979	2,053	-3.6%	18,596	23,808	-21.9%
Lāna'i only *	469	540	-13.1%	4,014	5,695	-29.5%
Big Island	32,702	29,030	12.6%	382,840	405,902	-5.7%
Kona side	28,422	25,143	13.0%	335,553	355,187	-5.5%
Hilo side	10,169	8,910	14.1%	109,913	118,575	-7.3%
Big Island only	19,876	17,847	11.4%	252,746	256,109	-1.3%
Any Neighbor Island	125,175	117,162	6.8%	1,351,100	1,441,495	-6.3%
NI only	101,592	97,038	4.7%	1,116,691	1,176,936	-5.1%
O'ahu & NI	23,583	20,124	17.2%	234,409	264,559	-11.4%
Any one island only	163,969	148,792	10.2%	1,780,720	1,791,061	-0.6%
Multiple Islands	30,400	27,668	9.9%	302,685	348,128	-13.1%
Avg. Islands Visited	1.20	1.20	0.4%	1.18	1.21	-2.0%
Average Length of Stay in Hawai'i	9.12	9.28	-1.7%	9.48	9.54	-0.7%
ACCOMMODATIONS						
Plan to stay in Hotel	101,227	90,138	12.3%	1,042,934	1,070,821	-2.6%
Hotel only	86,391	77,487	11.5%	884,524	897,357	-1.4%
Plan to stay in Condo	39,616	37,205	6.5%	452,715	499,573	-9.4%
Condo only	31,598	29,645	6.6%	364,395	399,139	-8.7%
Plan to stay in Timeshare	32,907	30,938	6.4%	318,747	307,063	3.8%
Timeshare only	26,660	25,207	5.8%	254,256	240,727	5.6%
Cruise Ship	3,134	1,971	59.0%	23,542	29,853	-21.1%
Friends/Relatives	22,168	19,899	11.4%	273,781	263,451	3.9%
Bed & Breakfast	1,607	1,367	17.6%	17,083	19,564	-12.7%
Other	3,254	3,386	-3.9%	38,734	41,545	-6.8%

* 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	154,959	140,525	10.3%	1,714,158	1,727,430	-0.8%
Honeymoon	12,185	12,155	0.2%	75,952	74,370	2.1%
Get Married	2,661	2,862	-7.0%	21,768	24,423	-10.9%
Pleasure/Vacation	142,852	128,144	11.5%	1,638,811	1,652,257	-0.8%
Mtgs/Conventions/Incentive	13,096	9,445	38.7%	95,670	115,338	-17.1%
Conventions	10,455	6,021	73.6%	62,153	69,566	-10.7%
Corporate Meetings	2,033	2,472	-17.8%	21,136	29,326	-27.9%
Incentive	853	1,186	-28.1%	15,533	20,242	-23.3%
Other Business	9,226	10,302	-10.4%	95,562	106,576	-10.3%
Visit Friends/Rel.	22,528	19,010	18.5%	250,787	243,487	3.0%
Govt/Military	3,086	3,177	-2.9%	25,549	27,939	-8.6%
Attend School	546	219	149.1%	5,335	5,375	-0.7%
Sport Events	2,327	1,802	29.2%	19,897	37,038	-46.3%
TRAVEL STATUS						
% First Timers **	21.2	21.6	-0.5	19.6	20.0	-0.4
% Repeaters **	78.8	78.4	0.5	80.4	80.0	0.4
Average # of Trips	6.61	6.66	-0.7%	6.75	6.63	1.8%
Group Tour	3,899	3,683	5.9%	39,845	57,566	-30.8%
Non-Group	190,470	172,777	10.2%	2,043,561	2,081,623	-1.8%
Package Trip	46,559	42,188	10.4%	477,120	487,259	-2.1%
No Package	147,810	134,272	10.1%	1,606,283	1,651,930	-2.8%
Net True Independent	146,241	132,899	10.0%	1,592,364	1,632,957	-2.5%

** 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,078,533	1,023,498	5.4%	12,692,982	13,897,065	-8.7%
TOTAL VISITORS	107,996	101,010	6.9%	1,223,109	1,334,266	-8.3%
Domestic	105,081	98,164	7.0%	1,191,070	1,299,025	-8.3%
International	2,915	2,846	2.4%	32,039	35,241	-9.1%
AVERAGE DAILY CENSUS	35,951	34,117	5.4%	46,491	50,719	-8.3%
ISLANDS VISITED						
O'ahu	71,093	62,457	13.8%	748,710	813,493	-8.0%
O'ahu only	41,747	36,692	13.8%	454,979	465,594	-2.3%
Kaua'i	24,287	23,145	4.9%	241,043	282,875	-14.8%
Kaua'i only	7,274	7,585	-4.1%	87,598	91,548	-4.3%
Maui County	41,923	41,260	1.6%	461,677	537,997	-14.2%
Maui	40,912	40,194	1.8%	451,561	525,705	-14.1%
Maui only	16,943	17,823	-4.9%	218,205	237,735	-8.2%
Moloka'i *	1,137	1,287	-11.6%	12,420	17,291	-28.2%
Moloka'i only *	86	125	-31.3%	1,363	1,551	-12.1%
Lāna'i *	1,786	1,816	-1.7%	18,338	23,575	-22.2%
Lanai only *	305	215	41.8%	2,515	2,810	-10.5%
Big Island	23,358	21,733	7.5%	279,256	324,503	-13.9%
Kona side	19,163	17,856	7.3%	233,684	271,670	-14.0%
Hilo side	11,741	10,373	13.2%	120,089	143,684	-16.4%
Big Island only	36,903	38,553	-4.3%	474,399	520,774	-8.9%
Any Neighbor Island	66,249	64,319	3.0%	768,130	868,673	-11.6%
NI only	36,903	38,553	-4.3%	474,399	520,774	-8.9%
O'ahu & NI	29,346	25,765	13.9%	293,731	347,899	-15.6%
Any one island only	72,886	68,707	6.1%	866,490	907,947	-4.6%
Multiple Islands	35,110	32,303	8.7%	356,619	426,319	-16.3%
Avg. Islands Visited	1.51	1.49	0.9%	1.43	1.49	-3.9%
Average Length of Stay in Hawai'i	9.99	10.13	-1.4%	10.38	10.42	-0.4%
ACCOMMODATIONS						
Plan to stay in Hotel	70,910	65,503	8.3%	754,390	827,693	-8.9%
Hotel only	57,955	53,911	7.5%	613,974	663,480	-7.5%
Plan to stay in Condo	13,891	13,841	0.4%	179,634	209,515	-14.3%
Condo only	9,572	9,231	3.7%	124,121	141,824	-12.5%
Plan to stay in Timeshare	12,595	12,839	-1.9%	150,249	150,730	-0.3%
Timeshare only	9,070	9,173	-1.1%	108,972	106,155	2.7%
Cruise Ship	7,130	5,045	41.3%	54,427	77,045	-29.4%
Friends/Relatives	10,910	10,187	7.1%	154,593	155,570	-0.6%
Bed & Breakfast	1,445	1,748	-17.3%	15,110	19,584	-22.8%
Other	2,040	2,091	-2.4%	23,981	27,946	-14.2%

* 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	81,446	76,391	6.6%	956,372	1,029,006	-7.1%
Honeymoon	12,051	13,036	-7.6%	76,852	80,564	-4.6%
Get Married	1,626	1,548	5.1%	14,788	16,830	-12.1%
Pleasure/Vacation	69,758	63,751	9.4%	882,084	951,256	-7.3%
Mtgs/Conventions/Incentive						
Conventions	15,496	8,427	83.9%	106,812	130,808	-18.3%
Corporate Meetings	13,420	5,578	140.6%	70,928	80,791	-12.2%
Corporate Meetings	1,375	1,626	-15.4%	17,972	25,412	-29.3%
Incentive	998	1,498	-33.4%	22,189	29,754	-25.4%
Other Business						
Visit Friends/Rel.	4,811	5,296	-9.2%	49,310	57,045	-13.6%
Govt/Military	10,741	10,493	2.4%	148,202	149,374	-0.8%
Attend School	3,813	4,693	-18.8%	38,561	42,012	-8.2%
Sport Events	316	159	98.6%	3,321	3,849	-13.7%
Sport Events	1,242	799	55.4%	13,070	18,260	-28.4%
TRAVEL STATUS						
% First Timers **	48.6	49.6	-1.0	43.5	44.5	-1.1
% Repeaters **	51.4	50.4	1.0	56.5	55.5	1.1
Average # of Trips	3.55	3.55	0.1%	3.91	3.76	4.2%
Group Tour						
Group Tour	5,433	5,575	-2.5%	56,504	86,777	-34.9%
Non-Group	102,562	95,435	7.5%	1,166,605	1,247,489	-6.5%
Package Trip						
Package Trip	30,494	29,399	3.7%	323,069	367,322	-12.0%
No Package	77,502	71,611	8.2%	900,043	966,944	-6.9%
Net True Independent	75,475	70,175	7.6%	884,777	946,604	-6.5%

** 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					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	617,989	545,095	13.4%	4,825,229	5,118,915	-5.7%
TOTAL VISITORS	110,634	94,773	16.7%	824,933	891,583	-7.5%
Domestic	592	734	-19.3%	4,783	6,119	-21.8%
International	110,042	94,039	17.0%	820,150	885,464	-7.4%
AVERAGE DAILY CENSUS	20,600	18,170	13.4%	17,675	18,682	-5.4%
ISLANDS VISITED						
O'ahu	107,068	90,530	18.3%	798,288	855,212	-6.7%
O'ahu only	90,637	74,438	21.8%	660,868	704,294	-6.2%
Kaua'i	2,177	1,791	21.6%	14,810	20,548	-27.9%
Kaua'i only	197	145	35.6%	973	1,993	-51.2%
Maui County	4,478	5,781	-22.5%	40,435	52,981	-23.7%
Maui	4,356	5,512	-21.0%	39,389	51,583	-23.6%
Maui only	1,236	1,651	-25.1%	7,040	9,928	-29.1%
Moloka'i *	28	110	-74.5%	894	1,339	-33.2%
Moloka'i only *	0	0	NA	38	0	NA
Lāna'i *	228	244	-6.6%	1,413	1,243	13.6%
Lāna'i only *	67	24	174.4%	135	128	5.5%
Big Island	14,735	13,911	5.9%	122,231	131,498	-7.0%
Kona side	10,949	10,484	4.4%	85,378	92,175	-7.4%
Hilo side	4,869	4,465	9.1%	45,827	51,470	-11.0%
Big Island only	2,000	2,215	-9.7%	16,910	22,653	-25.4%
Any Neighbor Island	19,997	20,335	-1.7%	164,065	187,289	-12.4%
NI only	3,566	4,243	-16.0%	26,645	36,371	-26.7%
O'ahu & NI	16,431	16,092	2.1%	137,420	150,917	-8.9%
Any one island only	94,137	78,473	20.0%	685,964	738,997	-7.2%
Multiple Islands	16,497	16,300	1.2%	138,969	152,586	-8.9%
Avg. Islands Visited	1.16	1.18	-1.7%	1.18	1.19	-0.5%
Average Length of Stay in Hawai'i	5.59	5.75	-2.9%	5.85	5.74	1.9%
ACCOMMODATIONS						
Plan to stay in Hotel	97,053	83,989	15.6%	730,260	802,001	-8.9%
Hotel only	94,726	82,177	15.3%	714,117	785,531	-9.1%
Plan to stay in Condo	10,989	8,695	26.4%	77,055	77,297	-0.3%
Condo only	8,550	7,483	14.3%	62,961	64,735	-2.7%
Plan to stay in Timeshare	3,791	1,927	96.7%	21,369	11,803	81.1%
Timeshare only	2,909	1,557	86.8%	14,764	8,585	72.0%
Cruise Ship	134	17	687.9%	591	885	-33.2%
Friends/Relatives	1,258	1,309	-3.9%	11,559	11,003	5.1%
Bed & Breakfast	70	247	-71.7%	724	1,036	-30.1%
Other	138	470	-70.6%	2,337	4,290	-45.5%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	105,423	85,963	22.6%	769,830	805,923	-4.5%
Honeymoon	14,108	14,614	-3.5%	141,638	135,815	4.3%
Get Married	2,446	4,395	-44.3%	36,227	41,443	-12.6%
Pleasure/Vacation	90,540	69,830	29.7%	621,669	662,578	-6.2%
Mtgs/Conventions/Incentive	1,466	2,574	-43.0%	20,157	39,462	-48.9%
Conventions	347	720	-51.8%	5,977	7,782	-23.2%
Corporate Meetings	584	69	741.0%	3,613	4,261	-15.2%
Incentive	537	1,786	-69.9%	10,881	28,370	-61.6%
Other Business	197	376	-47.6%	4,096	5,795	-29.3%
Visit Friends/Rel.	2,226	1,944	14.5%	17,416	15,439	12.8%
Govt/Military	105	64	63.5%	539	463	16.5%
Attend School	135	165	-18.0%	1,383	1,837	-24.7%
Sport Events	3,752	3,337	12.4%	17,451	17,128	1.9%
TRAVEL STATUS						
% First Timers **	41.0	40.1	0.9	40.6	41.8	-1.2
% Repeaters **	59.0	59.9	-0.9	59.4	58.2	1.2
Average # of Trips	3.77	3.73	0.9%	3.87	3.69	5.0%
Group Tour	36,469	31,584	15.5%	274,811	349,082	-21.3%
Non-Group	74,165	63,189	17.4%	550,123	542,501	1.4%
Package Trip	84,203	74,856	12.5%	640,836	711,009	-9.9%
No Package	26,432	19,917	32.7%	184,098	180,574	2.0%
Net True Independent	23,503	17,322	35.7%	157,356	138,693	13.5%

** 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					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	152,221	163,679	-7.0%	2,993,658	3,337,093	-10.3%
TOTAL VISITORS	13,833	13,951	-0.8%	239,941	260,421	-7.9%
Domestic	6,987	4,939	41.5%	107,149	95,485	12.2%
International	6,846	9,012	-24.0%	132,792	164,936	-19.5%
AVERAGE DAILY CENSUS	5,074	5,456	-7.0%	10,966	12,180	-10.0%
ISLANDS VISITED						
O'ahu	8,130	8,438	-3.7%	124,453	147,353	-15.5%
O'ahu only	4,938	5,211	-5.2%	80,176	85,966	-6.7%
Kaua'i	2,021	1,804	12.0%	31,576	38,777	-18.6%
Kaua'i only	510	457	11.6%	10,354	9,527	8.7%
Maui County	6,703	6,591	1.7%	113,015	128,848	-12.3%
Maui	6,630	6,474	2.4%	111,783	126,986	-12.0%
Maui only	3,786	3,570	6.0%	74,930	73,906	1.4%
Moloka'i *	146	228	-35.9%	2,390	5,787	-58.7%
Moloka'i only*	2	12	-83.1%	185	406	-54.4%
Lāna'i *	218	224	-2.7%	3,207	5,151	-37.7%
Lāna'i only*	22	5	369.0%	173	163	6.2%
Big Island	2,697	2,702	-0.2%	47,013	54,656	-14.0%
Kona side	2,227	2,304	-3.4%	42,247	48,288	-12.5%
Hilo side	1,431	1,371	4.4%	17,498	24,997	-30.0%
Big Island only	787	782	0.6%	19,928	18,197	9.5%
Any Neighbor Island	8,895	8,740	1.8%	159,765	174,455	-8.4%
NI only	5,703	5,513	3.4%	115,488	113,068	2.1%
O'ahu & NI	3,192	3,227	-1.1%	44,277	61,387	-27.9%
Any one island only	10,045	10,037	0.1%	185,746	188,165	-1.3%
Multiple Islands	3,788	3,914	-3.2%	54,195	72,256	-25.0%
Avg. Islands Visited	1.43	1.42	0.7%	1.34	1.45	-8.2%
Average Length of Stay in Hawai'i	11.00	11.73	-6.2%	12.48	12.81	-2.6%
ACCOMMODATIONS						
Plan to stay in Hotel	8,515	8,196	3.9%	128,178	137,008	-6.4%
Hotel only	6,670	6,552	1.8%	100,332	103,162	-2.7%
Plan to stay in Condo	3,614	3,683	-1.9%	80,009	90,446	-11.5%
Condo only	2,771	2,740	1.1%	63,350	70,098	-9.6%
Plan to stay in Timeshare	1,163	1,501	-22.5%	25,854	23,932	8.0%
Timeshare only	891	991	-10.1%	18,527	17,759	4.3%
Cruise Ship	880	591	49.0%	7,720	13,805	-44.1%
Friends/Relatives	645	901	-28.4%	12,862	13,578	-5.3%
Bed & Breakfast	203	257	-21.1%	2,851	3,372	-15.5%
Other	163	178	-8.5%	1,989	3,192	-37.7%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	12,510	12,300	1.7%	220,100	237,783	-7.4%
Honeymoon	1,743	1,761	-1.0%	9,048	9,990	-9.4%
Get Married	271	154	76.0%	2,251	2,800	-19.6%
Pleasure/Vacation	10,705	10,590	1.1%	211,196	227,684	-7.2%
Mtgs/Conventions/Incentive	634	659	-3.8%	12,925	11,905	8.6%
Conventions	511	554	-7.7%	9,148	8,562	6.9%
Corporate Meetings	50	77	-35.2%	1,888	1,498	26.0%
Incentive	88	33	170.7%	2,396	2,181	9.8%
Other Business	201	218	-7.6%	2,349	2,803	-16.2%
Visit Friends/Rel.	480	507	-5.3%	9,957	10,814	-7.9%
Govt/Military	39	15	154.6%	439	646	-32.1%
Attend School	28	49	-42.8%	302	390	-22.6%
Sport Events	289	274	5.4%	2,212	3,403	-35.0%
TRAVEL STATUS						
% First Timers **	51.5	50.2	1.3	38.9	39.9	-1.1
% Repeaters **	48.5	49.8	-1.3	61.1	60.1	1.1
Average # of Trips	3.08	3.34	-7.8%	3.84	3.71	3.5%
Group Tour	494	334	48.0%	7,421	11,050	-32.8%
Non-Group	13,339	13,617	-2.0%	232,520	249,371	-6.8%
Package Trip	4,703	4,263	10.3%	68,810	76,628	-10.2%
No Package	9,131	9,688	-5.8%	171,132	183,793	-6.9%
Net True Independent	9,001	9,597	-6.2%	168,988	181,442	-6.9%

** 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

	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	204,839	210,511	-2.7%	1,564,071	2,005,636	-22.0%
TOTAL VISITORS	20,673	19,798	4.4%	156,655	193,930	-19.2%
ARRIVED BY SHIP	9,340	10,516	-11.2%	63,616	66,465	-4.3%
ARRIVED BY AIR	11,333	9,282	22.1%	93,039	127,465	-27.0%
NUMBER OF SHIP ARRIVALS	5	7	-28.6%	37	45	-17.8%
ISLANDS VISITED						
O'ahu	18,133	19,798	-8.4%	152,198	193,864	-21.5%
Kaua'i	16,081	15,808	1.7%	130,438	166,878	-21.8%
Maui County	20,673	17,847	15.8%	144,692	180,974	-20.0%
Maui	20,673	17,847	15.8%	144,692	180,974	-20.0%
Moloka'i	754	890	-15.3%	4,216	4,480	-5.9%
Lāna'i	812	948	-14.4%	4,859	4,279	13.6%
Big Island	20,673	19,798	4.4%	145,975	185,557	-21.3%
Average Islands Visited	3.8	4.1	-7.6%	4.0	4.0	-1.4%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.81	3.60	-22.1%	3.10	2.80	10.5%
Days in Hawai'i during Cruise	5.88	5.68	3.4%	5.73	6.24	-8.1%
Days in Hawai'i after Cruise	1.22	1.35	-9.4%	1.16	1.30	-11.1%
Total days in Hawai'i	9.91	10.63	-6.8%	9.98	10.34	-3.5%
ACCOMMODATIONS						
Hotel	10,546	10,174	3.7%	82,918	106,801	-22.4%
Hotel only	8,975	8,316	7.9%	70,742	93,546	-24.4%
Condo	1,336	1,687	-20.8%	9,682	10,719	-9.7%
Condo only	328	426	-23.0%	2,337	3,083	-24.2%
Timeshare	1,193	1,392	-14.3%	8,586	9,479	-9.4%
Timeshare Only	336	263	27.7%	2,248	3,125	-28.1%
Bed & Breakfast	559	751	-25.5%	3,521	2,417	45.7%
Bed & Breakfast only	27	23	14.2%	152	354	-57.2%
Friends & relatives	911	1,104	-17.5%	6,625	5,343	24.0%
Other accommodation	1,042	1,219	-14.6%	7,612	7,417	2.6%
Accommodation (NET)	11,825	11,498	2.8%	92,827	119,457	-22.3%
Cruise only	8,848	8,300	6.6%	63,828	74,473	-14.3%
TRAVEL STATUS						
% First timers	42.5	36.8	5.7	41.9	42.6	-0.7
% Repeat visitors	57.5	63.2	-5.7	58.1	57.4	0.7

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

SEPTEMBER 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	649,009	-0.2%	486,217	-0.8%	93,644	-2.4%	37,548	11.7%	0	NA	31,600	3.3%
Scheduled Seats	638,632	-0.1%	482,300	-0.7%	90,984	-2.1%	35,648	12.4%	0	NA	29,700	2.2%
Charter seats	10,377	-2.8%	3,917	-7.2%	2,660	-12.5%	1,900	0.0%			1,900	25.0%
Domestic Seats	453,986	-1.2%	300,496	-2.7%	90,642	-2.5%	31,248	14.4%	0	NA	31,600	3.3%
Scheduled Seats	444,866	-1.1%	297,836	-2.4%	87,982	-2.2%	29,348	15.5%	0	NA	29,700	2.2%
...US West	378,199	1.1%	239,231	0.6%	79,920	-2.2%	29,348	15.5%	0	NA	29,700	2.2%
...US East	66,667	-12.0%	58,605	-13.2%	8,062	-1.8%						
Charter seats	9,120	-7.7%	2,660	-22.2%	2,660	-12.5%	1,900	0.0%			1,900	25.0%
International Seats	195,023	2.2%	185,721	2.4%	3,002	0.5%	6,300	0.0%				
Scheduled Seats	193,766	2.0%	184,464	2.1%	3,002	0.5%	6,300	0.0%				
...Japan	135,140	6.2%	128,840	6.5%			6,300	0.0%				
...Canada	9,200	-30.9%	6,198	-40.0%	3,002	0.5%						
...Other Asia	13,398	33.5%	13,398	33.5%								
...Aus./N. Zealand	14,355	-9.4%	14,355	-9.4%								
...Other	21,673	-7.6%	21,673	-7.6%								
Charter Seats	1,257	57.1%	1,257	57.1%								
YTD Thru SEP 2009												
Total Seats	6,676,139	-6.8%	4,734,362	-7.0%	1,130,937	-12.2%	467,297	10.7%	0	-100.0%	343,543	-1.6%
Scheduled Seats	6,574,736	-6.3%	4,688,439	-6.3%	1,105,097	-12.3%	452,477	10.7%	0	-100.0%	328,723	-2.3%
Charter seats	101,403	-28.1%	45,923	-47.0%	25,840	-8.2%	14,820	11.4%			14,820	14.7%
Domestic Seats	4,849,467	-7.5%	3,041,167	-8.2%	1,066,747	-12.4%	398,010	12.1%	0	-100.0%	343,543	-1.6%
Scheduled Seats	4,764,727	-7.3%	3,011,907	-7.6%	1,040,907	-12.5%	383,190	12.1%	0	-100.0%	328,723	-2.3%
...US West	4,090,891	-5.3%	2,439,512	-4.9%	939,466	-11.8%	383,190	12.1%	0	-100.0%	328,723	-2.3%
...US East	673,836	-17.9%	572,395	-17.8%	101,441	-18.6%						
Charter seats	84,740	-19.1%	29,260	-41.9%	25,840	-8.2%	14,820	11.4%			14,820	14.7%
International Seats	1,826,672	-4.7%	1,693,195	-4.8%	64,190	-9.2%	69,287	3.2%				
Scheduled Seats	1,810,009	-3.8%	1,676,532	-3.8%	64,190	-9.2%	69,287	3.2%				
...Japan	1,196,825	-1.5%	1,135,885	-1.8%			60,940	4.5%				
...Canada	159,045	-25.8%	86,508	-35.9%	64,190	-9.2%	8,347	-5.7%				
...Other Asia	121,618	18.0%	121,618	18.0%								
...Aus./N. Zealand	126,214	-12.3%	126,214	-12.3%								
...Other	206,307	1.1%	206,307	1.1%								
Charter Seats	16,663	-54.1%	16,663	-54.1%								

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