



2008

Annual Visitor Research Report

DBEDT

State of Hawaii
Department of Business, Economic Development & Tourism

2008 ANNUAL VISITOR RESEARCH REPORT

This report has been cataloged as follows:

Hawai'i. Dept. of Business, Economic Development and Tourism. Research and Economic Analysis Division.

Annual visitor research report. Honolulu: 2000-

1. Tourist trade-Statistics-Hawai'i
G155.A1.H25.2008

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ABOUT THIS REPORT

This report was produced by the staff of the Research and Economic Analysis Division of the Hawai'i State Department of Business, Economic Development & Tourism (DBEDT). The department is headed by Mr. Theodore E. Liu. This report was prepared by Mr. Daniel Nahoopii, Ms. Minh-Chau T. Chun, Ms. Sarah Takemoto, Mr. Lawrence Liu and Mr. Robson Bunda, under the direction of the Division Administrator, Dr. Pearl Imada Iboshi.

Hospitality Advisors LLC supplied hotel occupancy and room rate statistics.

Ms. Marsha Wienert, State Tourism Liaison reviewed this report and provided valuable comments.

Mr. David Hiromoto provided the photograph and designed the cover for this report.

The report is also available in Adobe Acrobat form on the DBEDT Web Site, <http://www.hawaii.gov/dbedt/info/visitor-stats/visitor-research/>

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SUMMARY OF 2008 VISITORS TO HAWAII

ALL VISITORS

VISITORS BY AIR

TOTAL SPENDING BY TOP FOUR

VISITOR MARKETS

PER PERSON PER DAY SPENDING

PER PERSON PER TRIP SPENDING

VISITOR DAYS AND ARRIVALS

OTHER CHARACTERISTICS OF AIR VISITORS

VISITORS BY CRUISE SHIPS

HOTEL OCCUPANCY AND ROOM RATES

VISITOR PLANT INVENTORY

TOTAL AIR SEATS OPERATED TO HAWAII

ALL VISITORS

2008 was a challenging year for Hawai'i's tourism industry and many visitor destinations worldwide. Two major domestic airlines (Aloha and ATA) ceased operations to the islands after March 31 and April 2. Furthermore, two Hawai'i home-ported cruise ships stopped cruises in early February and in mid-May, leaving only one ship based in the islands. The global economic recession and high fuel prices also continued to restrain visitation to Hawai'i.

After four years of growth from 2004 (+8%) to 2007 (+2.6%), combined expenditures by visitors who came to Hawai'i by air or by cruise ships fell 11 percent in 2008, to \$11.4 billion¹ (Table 1). Air and cruise visitors combined spent an average \$179 per person daily, down from \$183 per person in 2007. Despite lower daily spending and decreased visitor arrivals, there was only a slight decline in per trip spending (-0.5%) to \$1,671 from \$1,680 per person in 2007.

Total visitor days by air and cruise visitors dropped 8.9 percent to 63.9 million days in 2008. A total of 6,822,911 visitors arrived by air or by cruise ships, down from 7,627,819 visitors in 2007. This was the first year since 2004 that annual total arrivals were less than 7 million visitors. The combined length of stay by these visitors increased to 9.36 days from 9.19 days in 2007.

Total arrivals by air dropped 10.4 percent to 6,713,436 visitors in 2008. Canadian (+7.9%) and European (+6.6%) air arrivals increased, but air arrivals from U.S. West (-14.7%), U.S. East (-11.5%), Japan (-9.4%), Oceania (-5.3%), Other Asia (-7.1%) and Latin America (-5.2%)² were lower compared to 2007. The number of visitors who entered Hawai'i on board cruise ships decreased 16.4 percent from the previous year to 109,475 visitors³.

By island, a total of 4,303,094 air and cruise visitors went to O'ahu in 2008, down 10.8 percent from 2007. Maui (-15.8%) reported 2,171,610 air and cruise visitors, while Hawai'i Island (-18.3%) hosted 1,420,487 visitors. Kaua'i had the largest decline in air and cruise arrivals, down 19.7 percent from 2007 to 1,101,753 visitors.

Of the \$11.4 billion in visitor expenditures by both air and cruise visitors in 2008, \$5.7 billion were spent on O'ahu, down 5.6 percent from the previous year. Combined air and cruise visitor expenditures on Maui dropped 15.9 percent to \$2.9 billion in 2008. Spending on Hawai'i Island by air and cruise visitors fell 16.3 percent from 2007 to \$1.5 billion. Expenditures by air and cruise visitors on Kaua'i totaled \$1.2 billion in 2008, 15.3 percent lower than the previous year.

Combined air and cruise visitors daily spending was the highest on Lāna'i at \$310 per person (\$347 per person in 2007), followed by O'ahu at \$190 per person (\$187 per person in 2007), Maui at \$177

¹ Transpacific airfare costs to and from Hawai'i were not included in visitor expenditure statistics (total spending, daily spending, per trip spending) throughout this report.

² Visitors were classified by their place of residence into the following major market areas (MMAs) for marketing purposes: U.S. West, U.S. East, Japan, Canada, Europe, Oceania, Other Asia, Latin America, Other (See Technical Notes, page 142).

³ This report primarily details characteristics and expenditures of visitors who arrived by air. Limited data for visitors who entered Hawai'i on board a cruise ship were reported here and in the Cruise Visitors section.

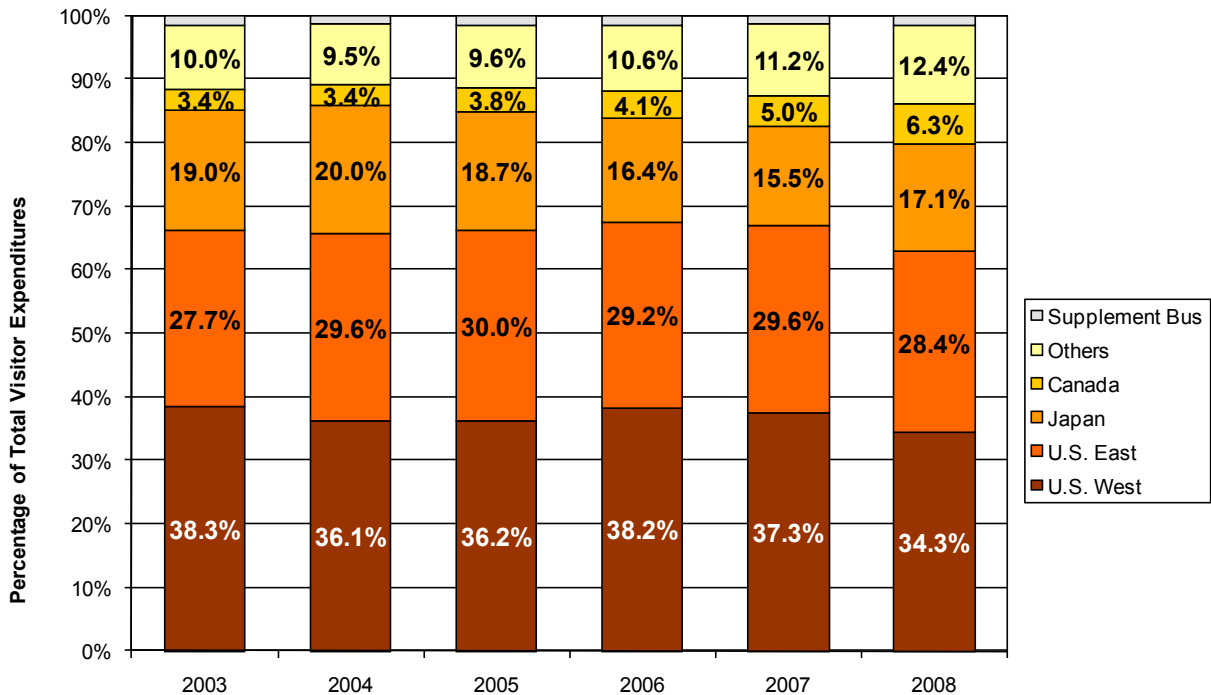
per person (\$190 per person in 2007), Kaua'i at \$158 per person (\$168 per person in 2007), Hawai'i Island at \$156 per person (\$165 per person in 2007) and Moloka'i at \$126 per person (\$115 per person in 2007).

VISITORS BY AIR

TOTAL SPENDING BY TOP FOUR VISITOR MARKETS:

Expenditures by visitors who came by air totaled \$11.36 billion, down 11 percent from 2007, due to declines from U.S. West, U.S. East, Japan, Oceania and Other Asia visitors which were partially offset by increased spending by air visitors from Canada, Europe, Latin America and other markets.

Figure 1: 2003-2008 Air Visitor Expenditures by MMA as Share of Total



Spending by U.S. West air visitors in 2008 decreased 18.1 percent to \$3.9 billion. U.S. West expenditures continued to account for the largest portion of total expenditures among the visitor markets. However, U.S. West visitors' share of total visitor spending decreased to 34.3 percent in 2008, the lowest percentage share since 2003.

Spending by U.S. East visitors fell 14.6 percent and ranked second at \$3.2 billion. U.S. East visitors' share of total expenditures had remained fairly constant (at 29% to 30% of the totals) from 2004 to 2007 but declined to 28.4 percent of the total spending in 2008.

Japanese expenditures dropped 1.9 percent and followed in third place at \$1.95 billion. Japanese visitors' share of total spending decreased from 20 percent in 2004 to 15.5 percent in 2007, but grew to 17.1 percent of total spending in 2008 (See Figure 1).

In contrast, spending by Canadian visitors increased 12 percent to \$710.6 million in 2008. Canadian visitors' share of total expenditures had been steadily increasing since 2003 to 6.3 percent of total expenditures in 2008.

Supplemental business expenditures of \$178.3 million or 1.6 percent of total air expenditures were 3.8 percent lower than 2007. These expenditures represent additional business expenses spent locally on conventions and corporate meetings for out-of-state visitors (i.e. costs on space and equipment rentals, transportation, etc.) that were not included in personal spending.

PER PERSON PER DAY SPENDING

Average per person per day (PPPD) expenditures by air visitors in 2008 fell to \$180 per person from \$185 per person in 2007. Visitors from U.S. West, U.S. East, Europe and Other Asia spent less on a daily basis, while daily spending by visitors from Japan, Canada, Oceania and Latin America were higher compared to 2007.

Japanese visitors' daily spending continued to be the highest compared to all other visitor groups at \$288 per person. Visitors from Other Asia (\$222 per day) ranked second followed by those from Latin America (\$219 per day), Oceania (\$216 per day), U.S. East (\$183 per day), Europe (\$169 per day) and Canada (\$153 per day). U.S. West visitors spent the least at \$146 per day.

PER PERSON PER TRIP SPENDING

Average spending per trip by air visitors in 2008 was \$1,692 per person, slightly lower (-0.6%) compared to 2007. Visitors from Latin America continued to spend the most on a per trip basis, averaging \$2,840 per person, followed by visitors from Europe at \$2,162 per person, Canada at \$1,976, U.S. East at \$1,916 per person, Oceania at \$1,868 per person, Japan at \$1,655 per person and Other Asia at \$1,604 per person. U.S. West visitors continued to spend the least per trip at \$1,407 per person.

VISITOR DAYS AND ARRIVALS

Total visitor days (visitor arrivals multiplied by the length of stay) of those who arrived on domestic or international flights decreased 8.7 percent from 2007 to 63.1 million days. Total arrivals by air declined 10.4 percent to 6,713,436 visitors in 2008, but these visitors' average length of stay was slightly longer at 9.40 days, up from 9.22 days in 2007.

By Island:

Visitor days on O'ahu decreased 6.9 percent from 2007 due to a 10.7 percent drop in arrivals by air to 4,193,685 visitors. These visitors' length of stay was slightly longer at 7.13 days compared to 6.85 days by those who came in 2007. In 2008, 62.5 percent of air visitors went to O'ahu, virtually unchanged from 2007 (62.6%).

For the island of Maui, a 15.7 percent decline in arrivals to 2,075,800 visitors resulted in lower visitor days (-9.7%). The average length of stay was 7.83 days, up from 7.31 days in 2007. In 2008, three out of ten (30.9%) visitors by air went to Maui compared to 32.9 percent in the previous year. The majority (87%) of the visitors arrived on domestic flights.

Visitor days for Hawai'i Island decreased 10.7 percent in 2008. A total of 1,321,277 visitors went to Hawai'i Island, 18.6 percent lower compared to 2007. These visitors stayed 6.88 days compared to 6.28 days in 2007. Of all air visitors to the state, 19.7 percent went to Hawai'i Island in 2008, down from 21.6 percent in 2007.

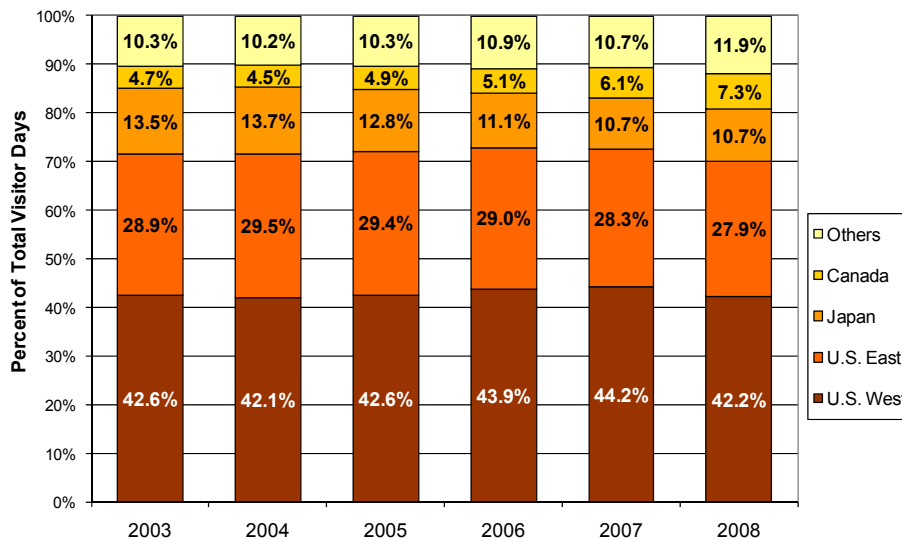
Visitor days for Kaua'i dropped 10.3 percent from 2007, due to 20.7 percent fewer visitors to this island. The average length of stay increased to 7.05 days from 6.24 days in 2007. Those who visited Kaua'i comprised 15.4 percent of the total air visitors to the state, down from 17.3 percent in 2007.

Arrivals to Moloka'i declined 17.2 percent compared to 2007 and contributed to a 15.1 percent decrease in visitor days. The length of stay by these visitors was 4.42 days, up from 4.31 days in 2007. Visitor days on Lāna'i fell 12.3 percent due to a 19.4 percent reduction in arrivals, but the length of stay rose to 3.50 days from 3.22 days in 2007.⁴

The top four Major Market Areas (MMAs):

The visitor days from U.S. West, Hawai'i's primary market, fell 12.7 percent from 2007 due to a 14.7 percent decline in visitor arrivals. These visitors stayed an average of 9.62 days in 2008, up slightly from 9.41 days in the previous year. U.S. West visitors' share of total visitor days declined to 42.2 percent in 2008 (Figure 2).

Figure 2: 2003-2008 Air Visitor Days by MMA as Percentage of Total Visitor Days



⁴ Small sample sizes for Moloka'i and Lāna'i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

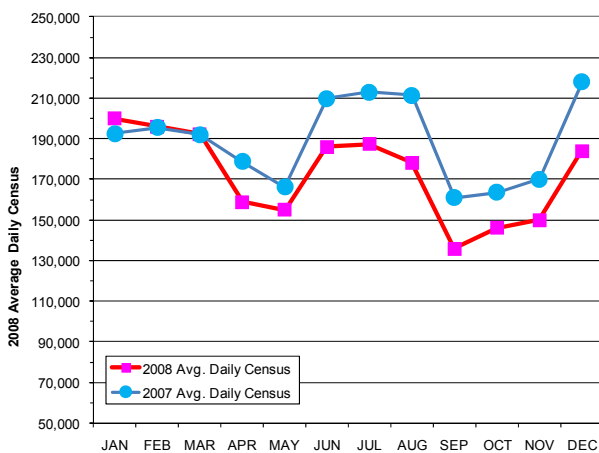
Visitor days from U.S. East, the second largest visitor market to the islands, dropped 10.3 percent as a result of a 11.5 percent decline in arrivals compared to 2007. The average length of stay by this group rose from 10.31 days in 2007 to 10.45 days in 2008. U.S. East's share of total visitor days had declined since 2004 to 27.9 percent in 2008.

Japanese visitor days decreased 8.5 percent, which resulted from a 9.4 percent decline in visitor arrivals. The average length of stay by these visitors was 5.74 days, similar to the 5.69 days in 2007. Japanese visitors' share of total visitor days was stable at 10.7 percent in 2007 and 2008.

Of the four largest MMAs, only Canada showed growth in visitor arrivals, up 7.9 percent from 2007. This increase combined with a longer length of stay (12.88 days, up from 12.62 days in 2007) contributed to a 10.1 percent increase in visitor days. Canadian visitors' share of total visitor days had been steadily increasing since 2004 to its highest level so far at 7.3 percent in 2008.

AVERAGE DAILY CENSUS

Figure 3: 2008 Average Daily Census by Month



In January 2008, the average daily census (the number of visitors present on a single day) was 199,849. This was the busiest month and a 3.7 percent increase compared to January 2007 (Table 7). In 2007, December was the peak but in past years, July had been the busiest month for visitors to the islands. Typical visitation patterns in 2008 were similar to 2007 where January through March, June through August and December were high months while the months of April through May and September through November were low months.

Visitor traffic in February and March 2008 were almost identical to the year before (Figure 3). In contrast, the total average daily census showed significantly fewer visitors daily for April through December of 2008 compared to 2007. In particular August experienced a loss of 33,255 visitors daily, followed by September (-24,972 visitors daily) and December (-34,103 visitors daily). Total average daily census in August and December were caused by a decrease in domestic (-18.1% and -15.1%, respectively) and international visitors daily (-7% and -17.4%, respectively) while September's loss was strictly due to a large decrease in domestic visitors daily (-20.2%).

OTHER CHARACTERISTICS OF VISITORS

Decreased arrivals were reflected in fewer visitors who stayed in hotels (-10.1%), in condominiums (-9.6%), with friends or relatives (-9.9%), in rental homes (-4%), on cruise ships (-57.7%) and in bed and breakfast properties (-11.3%) compared to 2007. In contrast, visitors who stayed in timeshare properties rose slightly by 0.6 percent in 2008 (Table 2).

Average party size for visitors to Hawai'i was similar to 2007 at 2.13 people per party. The number of first-time visitors decreased 11.7 percent (-0.5 percentage points). Correspondingly, the average number of trips to the islands increased 3.1 percent to 4.94 times. The number of true independent visitors fell 6.5 percent from 2007. Visitors who came to the islands to honeymoon or to get married decreased 6 percent and 14.7 percent, respectively. Meeting, convention and incentive visitors were also down 11.3 percent.

VISITORS BY CRUISE SHIPS

A total of 109,475 visitors arrived into the state by cruise ships⁵, a decrease of 16.4 percent from 2007. In addition, another 157,059 visitors flew to the state and boarded cruise ships in Hawai'i after their arrivals, down 57.8 percent from 2007, mainly due to the departure of two Hawai'i homeported ships (Table 73). Total spending by visitors who arrived by cruise ships was 19.3 percent less than the previous year at \$38.4 million (Table 1). Total spending by all cruise visitors in 2008, including those who came by cruise ships and those who arrived by air to board cruise ships was \$434.9 million, 49.9 percent lower compared to 2007 (Table 75).

HOTEL OCCUPANCY AND ROOM RATE

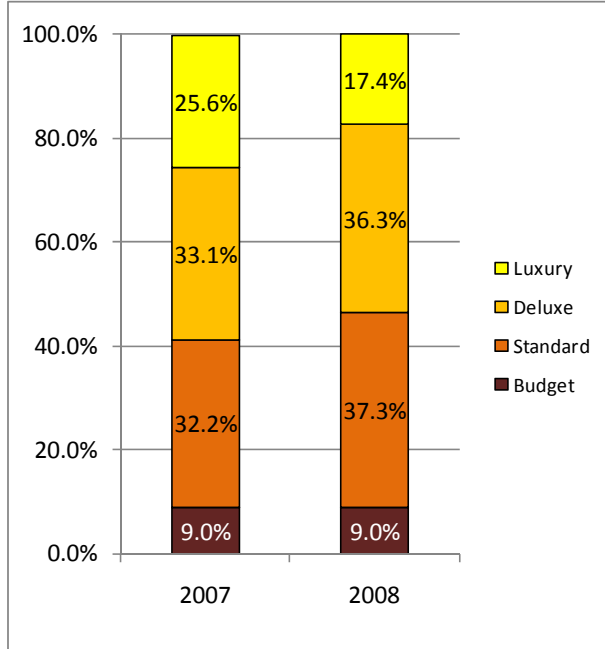
The statewide hotel occupancy rate for 2008 was 70.4 percent (Table 82 to Table 86), down from 75 percent in 2007. All four of the larger islands experienced lower hotel occupancy rates compared to the previous year. The largest decline was on Hawai'i Island where hotel occupancy rate fell to 59.8 percent (-7.7 percentage points), followed by Maui at 67.9 percent (-7.6 percentage points) and Kaua'i at 70.4 percent (-5.4 percentage points). O'ahu occupancy rate fared better at 74.9 percent with only a 1.9 percentage point decline from 2007. Statewide occupancy started to decline significantly in June 2008 (-7 percentage points) and continued through December 2009 at 60.9 percent occupancy (-9.5 percentage points).

The statewide average room rate was slightly higher (+0.7%) compared to 2007 at \$201.43. Maui's room rate rose 2.7 percent and remained the highest among the four larger islands at \$268.55. Room rate on Kaua'i was the second highest and virtually unchanged from the previous year at \$206.43. Average room rate on Hawai'i Island was also stable at \$203.13. O'ahu's room rate rose slightly by 0.9 percent and remained the lowest at \$169.92. Statewide room rates started 2008 higher than the previous year, but the second half of the year showed negative growth.

⁵ Limited characteristics and expenditures for visitors who entered Hawai'i on board a cruise ship are reported separately in the Cruise Visitors section and are not included as part of the statistics reported for visitor arrivals by air.

VISITOR PLANT INVENTORY

**Figure 4: Statewide Class of Units:
2007 vs. 2008**



Total statewide visitor plant inventory in 2008 increased by 1.3 percent from the previous year to 74,177 visitor units (Table 87 to Table 89). O‘ahu (City and County of Honolulu) reported an increase of 1.5 percent to 34,081, due largely to Waikīkī units that had gone through renovations then added back into the visitor supply. The County of Kaua‘i had the largest growth (+5.9%) to 9,203 units, with increased timeshare units by 241 units, driven in part by new timeshare units that came back on line in Princeville. The County of Maui visitor supply decreased by 1.1 percent to 19,653. The County of Hawai‘i (Hawai‘i Island) reported an increase of 1.6 percent to 11,240 visitor units.

Just under half (45.9%) of the statewide visitor units in 2008 were located on O‘ahu. The island of Maui (26.5%) continued to have the second

largest share of visitor units, followed by Hawai‘i Island (15.2%) and Kaua‘i (12.4%). Hotels continued to comprise the majority (57.2%) of visitor units statewide. Condominium hotel properties accounted for the second largest share of visitor units at 22.1 percent. Timeshare units accounted for 11.2 percent of the total visitor units followed by individual vacation unit properties with 7.4 percent. Bed & breakfasts, apartment hotels and hostels each comprised less than 1 percent of the total visitor units.

Units in the “Luxury” (over \$500 per night) were reduced from a 25.6 percent share in 2007 to 17.4 percent of total units in 2008. Visitor units categorized as “Standard” (\$101 to \$250 per night) comprised the largest percentage (37.3%) of the total units statewide in 2008, up from 32.2 percent in 2007. Units classified as “Deluxe” (\$251 to \$500 per night) accounted for 36.3 percent. Share of budget units (\$100 or less per night) were stable at 9 percent of total units in both years.

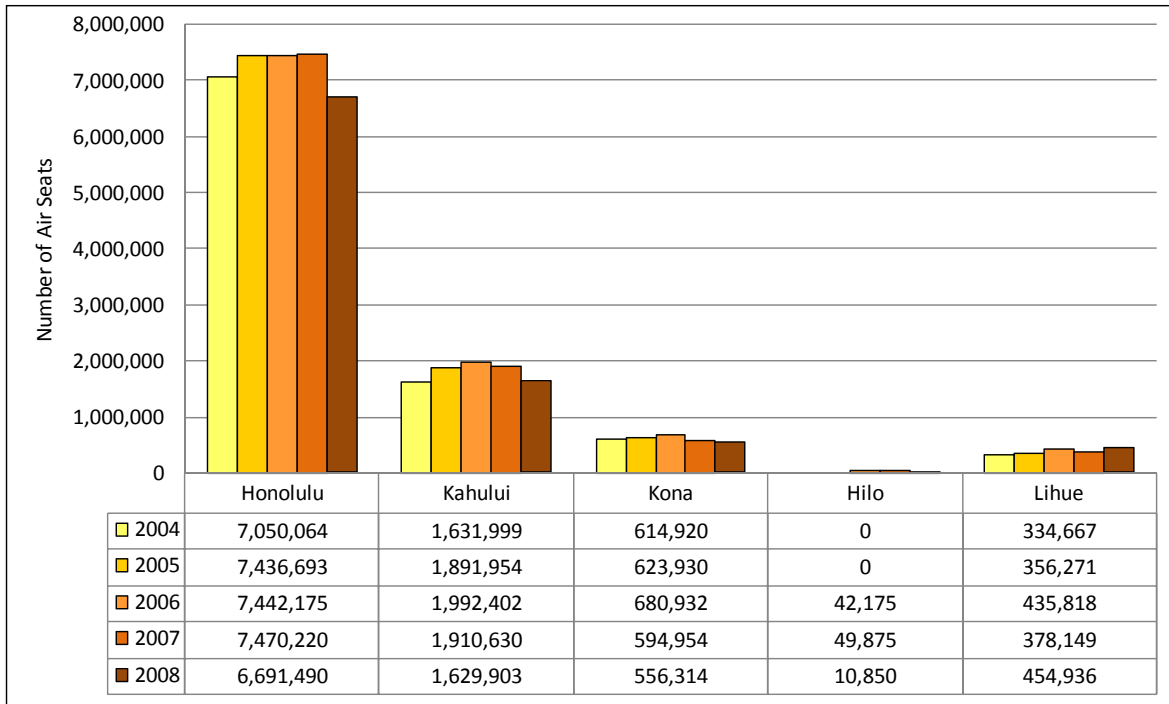
By island, 80 percent of O‘ahu visitor units were classified as “Standard” or “Deluxe.” Similarly, the majority of the visitor units on Kaua‘i, Hawai‘i Island and Maui were also in the “Standard” or “Deluxe” price range. In contrast, most of the visitor units on Lāna‘i (95.5%) were in the higher-priced “Deluxe” and “Luxury” classes.

TOTAL AIR SEATS OPERATED TO HAWAI‘I

Statewide total air seats operated to Hawai‘i rose from 2004 to 2006, declined 1.8 percent in 2007 and dropped further by 10.2 percent to 9,343,493 seats in 2008. Domestic seats were reduced by 10 percent from 2007 due mainly to the departure of Aloha and ATA airlines, while international seats fell 10.7 percent (Table 90 to Table 92).

SEAT CAPACITY BY AIRPORT:

Figure 5: 2004-2008 Air Seats Operated to Hawai‘i by Island



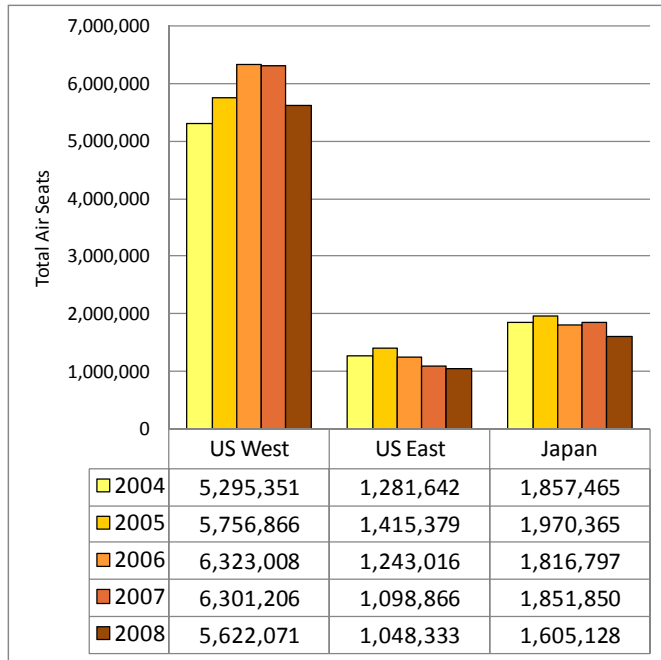
After three years of growth, air seat capacity to Honolulu International Airport decreased 10.4 percent in 2008 to 6,691,490 total seats. Seat capacity to Kahului airport peaked in 2006, but fell 14.7 percent to 1,629,903 total seats in 2008.

Seat capacity at Kona International Airport declined 6.5 percent from 2007 to 556,314 seats in 2008. Due to the withdrawal of Aloha Airlines in March 2008, Hilo no longer received direct scheduled air service. Therefore, air seat capacity at Hilo Airport with 49,875 seats on domestic flights in 2007, was substantially reduced to 10,850 seats in 2008.

In contrast to the other airports, seat capacity at the Līhu‘e airport rose 20.3 percent from 2007 to 454,936 seats. Contributing to this growth was additional/new services to Līhu‘e from Los Angeles, Orange County, Seattle and Denver offsetting decreases in seats from Oakland, Phoenix and San Francisco.

SEAT CAPACITY BY SELECTED MMAs:

Figure 6: 2004-2008 Total Air Seats by MMA

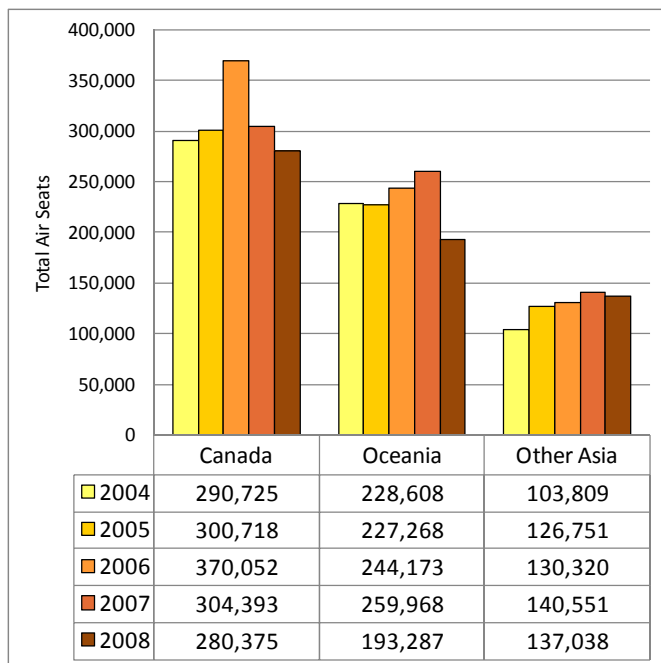


Air seats from U.S. West declined 10.8 percent to 5,622,071 seats in 2008. Seats from U.S. West comprised 60.2 percent of total air seats to Hawai'i, similar to 60.6 percent in 2007.

Air capacity from U.S. East peaked in 2005 but had been declining over the last three years. In 2008, 1,048,333 seats were from U.S. East, 4.6 percent fewer than 2007. U.S. East seats made up 11.2 percent of total air seats in 2008, compared to 10.6 percent in 2007.

Air capacity from Japan was at its highest level in 2005. In 2008, air capacity from this market fell 13.3 percent from 2007. Japanese seats comprised 17.2 percent of total air seats compared to 17.8 percent in 2007.

Figure 7: 2004-2008 Total Air Seats by MMA (continued)



Air capacity from Canada had been declining in the last two years after reaching its highest level in 2006. In 2008, there were 280,375 seats from this market, 7.9 percent down from 2007.

After increasing in the last two years and peaking in 2007 with 259,968 seats, air capacity from Oceania declined 25.6 percent to 193,287 seats in 2008.

Air capacity from Other Asia steadily increased from 2004. However in 2008, seats from this market were down 2.5 percent from the previous year to 137,038 seats.

Table 1: Summary of Visitor Statistics: 2008 vs. 2007

CATEGORY AND MMA	2008	2007	(%) Change
TOTAL EXPENDITURES (\$mil.)	11,398.5	12,811.1	-11.0
Visitor arrivals by air	11,360.1	12,763.5	-11.0
U.S. West	3,897.3	4,759.7	-18.1
U.S. East	3,225.1	3,777.2	-14.6
Japan	1,944.5	1,982.0	-1.9
Canada	710.6	634.2	12.0
Europe	248.9	231.8	7.4
Oceania	290.4	311.6	-6.8
Other Asia	180.5	253.6	-28.8
Latin America	53.7	48.7	10.2
Other	630.8	579.5	8.9
Supplemental business (all MMAs)	178.3	185.2	-3.8
Visitor arrivals by cruise ships	38.4	47.6	-19.3
TOTAL VISITOR DAYS	63,857,378	70,075,021	-8.9
Visitor arrivals by air	63,130,133	69,135,310	-8.7
U.S. West	26,649,336	30,536,961	-12.7
U.S. East	17,586,975	19,595,531	-10.3
Japan	6,744,053	7,372,699	-8.5
Canada	4,632,068	4,206,656	10.1
Europe	1,474,584	1,327,042	11.1
Oceania	1,343,771	1,467,446	-8.4
Other Asia	813,485	1,084,780	-25.0
Latin America	244,863	249,619	-1.9
Other	3,640,997	3,294,576	10.5
Visitor arrivals by cruise ships	727,244	939,711	-22.6
VISITOR ARRIVALS	6,822,911	7,627,819	-10.6
Visitor arrivals by air	6,713,436	7,496,820	-10.4
U.S. West	2,769,229	3,244,707	-14.7
U.S. East	1,683,114	1,901,502	-11.5
Japan	1,175,199	1,296,421	-9.4
Canada	359,580	333,397	7.9
Europe	115,172	108,022	6.6
Oceania	155,480	164,151	-5.3
Other Asia	112,548	121,109	-7.1
Latin America	18,896	19,943	-5.2
Other	324,218	307,568	5.4
Visitor arrivals by cruise ships	109,475	130,999	-16.4
AVERAGE LENGTH OF STAY (days)	9.36	9.19	1.8
Visitor arrivals by air	9.40	9.22	2.0
U.S. West	9.62	9.41	2.3
U.S. East	10.45	10.31	1.3
Japan	5.74	5.69	0.9
Canada	12.88	12.62	2.1
Europe	12.80	12.28	4.3
Oceania	8.64	8.94	-3.3
Other Asia	7.23	8.96	-19.3
Latin America	12.96	12.52	3.5
Other	11.23	10.71	4.9
Visitor arrivals by cruise ships	6.64	7.17	-7.3

Table 1: Summary of Visitor Statistics: 2008 vs. 2007 (continued)

CATEGORY AND MMA	2008	2007	(%) Change
PER PERSON PER DAY SPENDING (\$)	178.5	182.8	-2.4
Visitor arrivals by air	179.9	184.6	-2.5
U.S. West	146.2	155.9	-6.2
U.S. East	183.4	192.8	-4.9
Japan	288.3	268.8	7.3
Canada	153.4	150.8	1.8
Europe	168.8	174.7	-3.4
Oceania	216.1	212.3	1.8
Other Asia	221.9	233.8	-5.1
Latin America	219.2	195.0	12.4
Other	173.3	175.9	-1.5
Visitor arrivals by cruise ships	52.8	50.6	4.3
PER PERSON PER TRIP SPENDING (\$)	1,670.6	1,679.5	-0.5
Visitor arrivals by air	1,692.1	1,702.5	-0.6
U.S. West	1,407.4	1,466.9	-4.1
U.S. East	1,916.1	1,986.4	-3.5
Japan	1,654.6	1,528.8	8.2
Canada	1,976.1	1,902.1	3.9
Europe	2,161.5	2,146.0	0.7
Oceania	1,867.8	1,898.1	-1.6
Other Asia	1,604.1	2,094.0	-23.4
Latin America	2,840.4	2,441.1	16.4
Other	1,945.7	1,884.1	3.3
Visitor arrivals by cruise ships	350.8	363.2	-3.4
TOTAL EXPENDITURES (\$mil.)	11,398.5	12,811.1	-11.0
O'ahu	5,737.0	6,076.9	-5.6
Maui	2,916.8	3,468.7	-15.9
Moloka'i	38.3	41.1	-6.9
Lāna'i	88.1	112.4	-21.7
Kaua'i	1,163.1	1,372.7	-15.3
Hawai'i Island	1,455.2	1,739.3	-16.3
PER PERSON PER DAY SPENDING (\$)			
O'ahu	190.3	187.4	1.6
Maui	177.4	189.9	-6.6
Moloka'i	125.7	114.6	9.6
Lāna'i	310.4	347.3	-10.6
Kaua'i	158.2	167.6	-5.6
Hawai'i Island	155.9	165.4	-5.8
VISITOR ARRIVALS (AIR + SHIP)			
O'ahu	4,303,094	4,823,874	-10.8
Maui	2,171,610	2,580,361	-15.8
Moloka'i	73,187	86,579	-15.5
Lāna'i	85,901	105,499	-18.6
Kaua'i	1,101,753	1,372,682	-19.7
Hawai'i Island	1,420,487	1,739,458	-18.3
VISITOR ARRIVALS BY AIR			
O'ahu	4,193,685	4,694,750	-10.7
Maui	2,075,800	2,463,595	-15.7
Moloka'i	68,883	83,163	-17.2
Lāna'i	80,867	100,350	-19.4
Kaua'i	1,030,647	1,299,045	-20.7
Hawai'i Island	1,321,277	1,622,359	-18.6
VISITOR ARRIVALS BY SHIP			
O'ahu	109,409	129,124	-15.3
Maui	95,810	116,766	-17.9
Moloka'i	4,304	3,416	26.0
Lāna'i	5,034	5,149	-2.2
Kaua'i	71,106	73,637	-3.4
Hawai'i Island	99,210	117,099	-15.3

Source: DBEDT

**Table 2: Summary of Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	63,130,133	69,135,310	-8.7%	49,497,350	55,100,441	-10.2%	13,632,783	14,034,869	-2.9%
Total Visitors	6,713,436	7,496,820	-10.4%	4,901,893	5,582,530	-12.2%	1,811,543	1,914,290	-5.4%
PARTY SIZE									
One	1,123,053	1,187,587	-5.4%	963,843	1,046,631	-7.9%	159,210	140,956	13.0%
Two	2,834,902	3,136,631	-9.6%	2,118,844	2,410,753	-12.1%	716,058	725,878	-1.4%
Three or more	2,755,481	3,172,602	-13.1%	1,819,206	2,125,146	-14.4%	936,275	1,047,456	-10.6%
Avg Party Size	2.13	2.14	-0.3%	1.98	2.01	-1.5%	2.55	2.68	-4.9%
VISIT STATUS									
First-Time	2,338,202	2,646,523	-11.7%	1,516,307	1,789,520	-15.3%	821,895	857,004	-4.1%
Repeat	4,375,234	4,850,297	-9.8%	3,385,586	3,793,011	-10.7%	989,648	1,057,286	-6.4%
Average # of Trips	4.94	4.79	3.1%	5.49	5.26	4.4%	3.45	3.40	1.5%
TRAVEL METHOD									
Group Tour	748,192	906,220	-17.4%	214,152	297,951	-28.1%	534,040	608,269	-12.2%
Package	2,403,210	2,877,518	-16.5%	1,233,690	1,601,691	-23.0%	1,169,520	1,275,827	-8.3%
Group Tour & Pkg	622,479	761,157	-18.2%	155,334	225,770	-31.2%	467,145	535,386	-12.7%
True Independent	4,184,514	4,474,238	-6.5%	3,609,386	3,908,659	-7.7%	575,128	565,580	1.7%
ISLANDS VISITED									
O'ahu	4,193,685	4,694,750	-10.7%	2,554,895	2,950,383	-13.4%	1,638,790	1,744,367	-6.1%
Maui County	2,129,042	2,522,043	-15.6%	1,850,510	2,224,813	-16.8%	278,532	297,230	-6.3%
...Maui	2,075,800	2,463,595	-15.7%	1,804,988	2,172,682	-16.9%	270,812	290,913	-6.9%
...Moloka'i	68,883	83,163	-17.2%	51,017	65,197	-21.7%	17,866	17,966	-0.6%
...Lāna'i	80,867	100,350	-19.4%	66,066	81,160	-18.6%	14,801	19,190	-22.9%
Kaua'i	1,030,647	1,299,045	-20.7%	940,777	1,183,490	-20.5%	89,870	115,555	-22.2%
Hawai'i Island	1,321,277	1,622,359	-18.6%	1,026,048	1,305,218	-21.4%	295,229	317,141	-6.9%
...Hilo	503,449	726,892	-30.7%	366,896	563,663	-34.9%	136,553	163,229	-16.3%
...Kona	1,100,555	1,350,401	-18.5%	879,360	1,121,428	-21.6%	221,195	228,973	-3.4%
LENGTH OF STAY									
O'ahu (days)	7.13	6.85	4.2%	7.74	7.34	5.4%	6.19	6.02	2.9%
Maui (days)	7.83	7.31	7.1%	8.01	7.45	7.5%	6.68	6.31	5.8%
Moloka'i (days)	4.42	4.31	2.5%	5.19	4.91	5.7%	2.20	2.11	4.3%
Lāna'i (days)	3.50	3.22	8.8%	3.92	3.64	7.7%	1.63	1.44	13.2%
Kaua'i (days)	7.05	6.24	13.0%	7.35	6.50	13.1%	3.93	3.59	9.7%
Hawai'i Island (days)	6.88	6.28	9.7%	7.64	6.86	11.3%	4.25	3.86	10.4%
...Hilo (days)	3.63	3.07	18.1%	4.21	3.41	23.4%	2.08	1.92	8.3%
...Kona (days)	6.60	5.88	12.2%	7.16	6.27	14.1%	4.39	3.97	10.7%
Statewide (days)	9.40	9.22	2.0%	10.10	9.87	2.3%	7.53	7.33	2.6%
ACCOMMODATIONS									
Hotel	4,200,086	4,673,074	-10.1%	2,692,159	3,063,619	-12.1%	1,507,927	1,609,455	-6.3%
...Hotel Only	3,647,579	3,996,219	-8.7%	2,224,160	2,482,290	-10.4%	1,423,419	1,513,929	-6.0%
Condo	1,194,370	1,321,676	-9.6%	985,285	1,116,444	-11.7%	209,085	205,231	1.9%
...Condo Only	919,443	1,014,850	-9.4%	757,000	856,195	-11.6%	162,443	158,656	2.4%
Timeshare	672,565	668,399	0.6%	627,814	631,804	-0.6%	44,751	36,596	22.3%
...Timeshare Only	508,588	500,571	1.6%	477,680	475,742	0.4%	30,908	24,829	24.5%
Rental House	304,430	317,270	-4.0%	277,895	293,353	-5.3%	26,535	23,918	10.9%
Bed & Breakfast	67,869	76,517	-11.3%	59,687	66,081	-9.7%	8,182	10,436	-21.6%
Cruise Ship	168,964	399,380	-57.7%	151,134	365,603	-58.7%	17,830	33,777	-47.2%
Friends or Relatives	659,843	732,496	-9.9%	597,145	659,540	-9.5%	62,698	72,956	-14.1%
PURPOSE OF TRIP									
Pleasure (Net)	5,451,334	6,143,876	-11.3%	3,910,630	4,506,936	-13.2%	1,540,704	1,636,940	-5.9%
.....Vacation	4,987,700	5,644,923	-11.6%	3,688,564	4,245,650	-13.1%	1,299,136	1,399,273	-7.2%
.....Honeymoon	454,720	483,599	-6.0%	226,140	265,804	-14.9%	228,580	217,795	5.0%
.....Get Married	122,118	143,207	-14.7%	55,986	65,910	-15.1%	66,132	77,297	-14.4%
MC&I (Net)	436,574	492,146	-11.3%	341,184	400,804	-14.9%	95,390	91,343	4.4%
.....Convention/Conf.	253,943	279,229	-9.1%	215,252	246,142	-12.5%	38,691	33,088	16.9%
.....Corp. Meetings	84,657	105,204	-19.5%	71,781	89,420	-19.7%	12,876	15,783	-18.4%
.....Incentive	112,783	127,262	-11.4%	65,984	82,759	-20.3%	46,799	44,503	5.2%
Other Business	253,078	280,140	-9.7%	225,768	254,065	-11.1%	27,310	26,075	4.7%
Visit Friends/Relatives	626,923	698,077	-10.2%	561,400	621,031	-9.6%	65,523	77,046	-15.0%
Government/Military	111,038	91,445	21.4%	86,921	79,914	8.8%	24,117	11,531	109.1%
Attend School	17,914	18,173	-1.4%	12,317	12,565	-2.0%	5,597	5,608	-0.2%
Sport Events	128,821	133,214	-3.3%	82,641	84,319	-2.0%	46,180	48,895	-5.6%
EXPENDITURES									
Total Expenditures (\$ mil.)	11,181.8	12,578.3	-11.1%	8,038.9	9,403.8	-14.5%	3,142.9	3,174.4	-1.0%
Per Person Per Day (\$)	177.1	181.9	-2.6%	162.4	170.7	-4.8%	230.5	226.2	1.9%
Per Person Per Trip (\$)	1,665.6	1,677.8	-0.7%	1,640.0	1,684.5	-2.6%	1,734.9	1,658.3	4.6%

**Table 3: Summary of Visitor Characteristics (Percentage of Total): 2008 vs. 2007
(Arrivals by air)**

2008 & 2007 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2008	2007	2008	2007	2008	2007
Total Visitors	6,713,436	7,496,820	4,901,893	5,582,530	1,811,543	1,914,290
PARTY SIZE						
One	16.7%	15.8%	19.7%	18.7%	8.8%	7.4%
Two	42.2%	41.8%	43.2%	43.2%	39.5%	37.9%
Three or more	41.0%	42.3%	37.1%	38.1%	51.7%	54.7%
Avg Party Size	2.13	2.14	1.98	2.01	2.55	2.68
VISIT STATUS						
First-Time	34.8%	35.3%	30.9%	32.1%	45.4%	44.8%
Repeat	65.2%	64.7%	69.1%	67.9%	54.6%	55.2%
Average # of Trips	4.94	4.79	5.49	5.26	3.45	3.40
TRAVEL METHOD						
Group Tour	11.1%	12.1%	4.4%	5.3%	29.5%	31.8%
Package	35.8%	38.4%	25.2%	28.7%	64.6%	66.6%
Group Tour & Pkg	9.3%	10.2%	3.2%	4.0%	25.8%	28.0%
True Independent	62.3%	59.7%	73.6%	70.0%	31.7%	29.5%
ISLANDS VISITED						
O'ahu	62.5%	62.6%	52.1%	52.9%	90.5%	91.1%
Maui County	31.7%	33.6%	37.8%	39.9%	15.4%	15.5%
...Maui	30.9%	32.9%	36.8%	38.9%	14.9%	15.2%
...Moloka'i	1.0%	1.1%	1.0%	1.2%	1.0%	0.9%
...Lāna'i	1.2%	1.3%	1.3%	1.5%	0.8%	1.0%
Kaua'i	15.4%	17.3%	19.2%	21.2%	5.0%	6.0%
Hawai'i Island	19.7%	21.6%	20.9%	23.4%	16.3%	16.6%
...Hilo	7.5%	9.7%	7.5%	10.1%	7.5%	8.5%
...Kona	16.4%	18.0%	17.9%	20.1%	12.2%	12.0%
ACCOMMODATIONS						
Hotel	62.6%	62.3%	54.9%	54.9%	83.2%	84.1%
...Hotel Only	54.3%	53.3%	45.4%	44.5%	78.6%	79.1%
Condo	17.8%	17.6%	20.1%	20.0%	11.5%	10.7%
...Condo Only	13.7%	13.5%	15.4%	15.3%	9.0%	8.3%
Timeshare	10.0%	8.9%	12.8%	11.3%	2.5%	1.9%
...Timeshare Only	7.6%	6.7%	9.7%	8.5%	1.7%	1.3%
Rental House	4.5%	4.2%	5.7%	5.3%	1.5%	1.2%
Bed & Breakfast	1.0%	1.0%	1.2%	1.2%	0.5%	0.5%
Cruise Ship	2.5%	5.3%	3.1%	6.5%	1.0%	1.8%
Friends or Relatives	9.8%	9.8%	12.2%	11.8%	3.5%	3.8%
PURPOSE OF TRIP						
Pleasure (Net)	81.2%	82.0%	79.8%	80.7%	85.0%	85.5%
....Vacation	74.3%	75.3%	75.2%	76.1%	71.7%	73.1%
....Honeymoon	6.8%	6.5%	4.6%	4.8%	12.6%	11.4%
....Get Married	1.8%	1.9%	1.1%	1.2%	3.7%	4.0%
MC&I (Net)	6.5%	6.6%	7.0%	7.2%	5.3%	4.8%
....Convention/Conf.	3.8%	3.7%	4.4%	4.4%	2.1%	1.7%
....Corp. Meetings	1.3%	1.4%	1.5%	1.6%	0.7%	0.8%
....Incentive	1.7%	1.7%	1.3%	1.5%	2.6%	2.3%
Other Business	3.8%	3.7%	4.6%	4.6%	1.5%	1.4%
Visit Friends/Relatives	9.3%	9.3%	11.5%	11.1%	3.6%	4.0%
Government/Military	1.7%	1.2%	1.8%	1.4%	1.3%	0.6%
Attend School	0.3%	0.2%	0.3%	0.2%	0.3%	0.3%
Sport Events	1.9%	1.8%	1.7%	1.5%	2.5%	2.6%

**Table 4: Visitor Days by Island: 2008 vs. 2007
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
TOTAL STATE	63,130,133	69,135,310	-8.7%	49,497,350	55,100,441	-10.2%	13,632,783	14,034,869	-2.9%
O'AHU	29,920,873	32,153,400	-6.9%	19,769,002	21,656,138	-8.7%	10,151,871	10,497,262	-3.3%
MAUI COUNTY	16,850,011	18,696,047	-9.9%	14,978,628	16,795,532	-10.8%	1,871,383	1,900,515	-1.5%
MAUI	16,262,552	18,014,609	-9.7%	14,454,539	16,179,556	-10.7%	1,808,013	1,835,053	-1.5%
MOLOKA'I	304,182	358,256	-15.1%	264,910	320,391	-17.3%	39,272	37,865	3.7%
LĀNA'I	283,277	323,183	-12.3%	259,180	295,586	-12.3%	24,098	27,597	-12.7%
KAUA'I	7,266,911	8,105,509	-10.3%	6,913,451	7,691,087	-10.1%	353,460	414,423	-14.7%
HAWAII ISLAND	9,092,338	10,180,354	-10.7%	7,836,269	8,957,684	-12.5%	1,256,069	1,222,670	2.7%
HILO	1,827,085	2,234,519	-18.2%	1,542,932	1,920,744	-19.7%	284,153	313,775	-9.4%
KONA	7,265,254	7,945,834	-8.6%	6,293,338	7,036,940	-10.6%	971,916	908,895	6.9%

**Table 5: Visitor Days by Month: 2008 vs. 2007
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JANUARY	6,195,309	5,973,248	3.7%	4,897,804	4,669,713	4.9%	1,297,504	1,303,535	-0.5%
FEBRUARY	5,682,681	5,471,362	3.9%	4,400,207	4,166,796	5.6%	1,282,474	1,304,566	-1.7%
MARCH	5,960,939	5,958,199	0.0%	4,623,237	4,633,180	-0.2%	1,337,702	1,325,019	1.0%
APRIL	4,769,783	5,360,108	-11.0%	3,780,765	4,171,055	-9.4%	989,017	1,189,052	-16.8%
MAY	4,799,529	5,155,343	-6.9%	3,840,563	4,277,367	-10.2%	958,966	877,976	9.2%
JUNE	5,582,440	6,292,456	-11.3%	4,591,259	5,290,435	-13.2%	991,181	1,002,021	-1.1%
JULY	5,807,228	6,603,837	-12.1%	4,679,995	5,471,131	-14.5%	1,127,233	1,132,706	-0.5%
AUGUST	5,523,032	6,553,918	-15.7%	4,209,974	5,142,518	-18.1%	1,313,058	1,411,400	-7.0%
SEPTEMBER	4,079,905	4,829,060	-15.5%	3,042,541	3,811,325	-20.2%	1,037,363	1,017,735	1.9%
OCTOBER	4,530,236	5,074,036	-10.7%	3,517,688	4,151,037	-15.3%	1,012,548	922,999	9.7%
NOVEMBER	4,499,172	5,106,662	-11.9%	3,482,359	4,094,717	-15.0%	1,016,813	1,011,944	0.5%
DECEMBER	5,699,879	6,757,081	-15.6%	4,430,956	5,221,166	-15.1%	1,268,923	1,535,915	-17.4%
TOTAL	63,130,133	69,135,310	-8.7%	49,497,350	55,100,441	-10.2%	13,632,783	14,034,869	-2.9%

Note: Sum may not add up to total due to rounding.

**Table 6: Average Daily Census by Island: 2008 vs. 2007
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
TOTAL STATE	172,487	189,412	-8.9%	135,239	150,960	-10.4%	37,248	38,452	-3.1%
O'AHU	81,751	88,092	-7.2%	54,014	59,332	-9.0%	27,737	28,760	-3.6%
MAUI COUNTY	46,038	51,222	-10.1%	40,925	46,015	-11.1%	5,113	5,207	-1.8%
MAUI	44,433	49,355	-10.0%	39,493	44,328	-10.9%	4,940	5,028	-1.7%
MOLOKA'I	831	982	-15.3%	724	878	-17.5%	107	104	3.4%
LĀNA'I	774	885	-12.6%	708	810	-12.6%	66	76	-12.9%
KAUA'I	19,855	22,207	-10.6%	18,889	21,071	-10.4%	966	1,135	-14.9%
HAWAII ISLAND	24,842	27,891	-10.9%	21,411	24,542	-12.8%	3,432	3,350	2.5%
HILO	4,992	6,122	-18.5%	4,216	5,262	-19.9%	776	860	-9.7%
KONA	19,850	21,769	-8.8%	17,195	19,279	-10.8%	2,656	2,490	6.6%

**Table 7: Average Daily Census by Month: 2008 vs. 2007
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JANUARY	199,849	192,685	3.7%	157,994	150,636	4.9%	41,855	42,050	-0.5%
FEBRUARY	195,955	195,406	0.3%	151,731	148,814	2.0%	44,223	46,592	-5.1%
MARCH	192,288	192,200	0.0%	149,137	149,457	-0.2%	43,152	42,743	1.0%
APRIL	158,993	178,670	-11.0%	126,026	139,035	-9.4%	32,967	39,635	-16.8%
MAY	154,824	166,301	-6.9%	123,889	137,980	-10.2%	30,934	28,322	9.2%
JUNE	186,081	209,749	-11.3%	153,042	176,348	-13.2%	33,039	33,401	-1.1%
JULY	187,330	213,027	-12.1%	150,968	176,488	-14.5%	36,362	36,539	-0.5%
AUGUST	178,162	211,417	-15.7%	135,806	165,888	-18.1%	42,357	45,529	-7.0%
SEPTEMBER	135,997	160,969	-15.5%	101,418	127,044	-20.2%	34,579	33,925	1.9%
OCTOBER	146,137	163,679	-10.7%	113,474	133,904	-15.3%	32,663	29,774	9.7%
NOVEMBER	149,972	170,222	-11.9%	116,079	136,491	-15.0%	33,894	33,731	0.5%
DECEMBER	183,867	217,970	-15.6%	142,934	168,425	-15.1%	40,933	49,546	-17.4%
TOTAL	172,487	189,412	-8.9%	135,239	150,960	-10.4%	37,248	38,452	-3.1%

**Table 8: Visitors Staying Overnight or Longer: 1952–2008
(Arrivals by air)**

YEAR	BOTH DIRECTIONS		DOMESTIC		INTERNATIONAL	
	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year	Visitors	% Change from Previous Year
1952	60,436	17.4%	51,383	13.6%	9,054	45.2%
1953	80,237	32.8%	67,726	31.8%	12,511	38.2%
1954	91,166	13.6%	77,281	14.1%	13,885	11.0%
1955	109,663	20.3%	91,712	18.7%	17,951	29.3%
1956	133,667	21.9%	102,328	11.6%	31,338	74.6%
1957	168,652	26.2%	126,816	23.9%	41,836	33.5%
1958	171,367	1.6%	128,241	1.1%	43,126	3.1%
1959	242,994	41.8%	196,731	53.4%	46,263	7.3%
1960	296,249	21.9%	235,262	19.6%	60,986	31.8%
1961	319,476	7.8%	208,387	-11.4%	111,089	82.2%
1962	361,812	13.3%	231,308	11.0%	130,504	17.5%
1963	428,690	18.5%	287,405	24.3%	141,286	8.3%
1964	563,412	31.4%	419,280	45.9%	144,132	2.0%
1965	686,314	21.8%	539,211	28.6%	147,103	2.1%
1966	834,732	21.6%	629,564	16.8%	205,168	39.5%
1967	1,124,012	34.7%	828,849	31.7%	295,163	43.9%
1968	1,313,706	16.9%	952,821	15.0%	360,885	22.3%
1969	1,526,074	16.2%	1,121,714	17.7%	404,360	12.0%
1970	1,745,904	14.4%	1,273,639	13.5%	472,265	16.8%
1971	1,817,941	4.1%	1,363,081	7.0%	454,860	-3.7%
1972	2,233,627	22.9%	1,682,285	23.4%	551,342	21.2%
1973	2,622,376	17.4%	1,942,714	15.5%	679,662	23.3%
1974	2,804,394	6.9%	2,036,203	4.8%	768,191	13.0%
1975	2,818,082	0.5%	2,028,068	-0.4%	790,014	2.8%
1976	3,213,249	14.0%	2,327,399	14.8%	885,850	12.1%
1977	3,413,095	6.2%	2,508,472	7.8%	904,623	2.1%
1978	3,676,967	7.7%	2,766,012	10.3%	910,955	0.7%
1979	3,966,192	7.9%	2,888,521	4.4%	1,077,671	18.3%
1980	3,928,789	-0.9%	2,793,101	-3.3%	1,135,688	5.4%
1981	3,928,906	0.0%	2,778,566	-0.5%	1,150,340	1.3%
1982	4,227,733	7.6%	3,072,543	10.6%	1,155,189	0.4%
1983	4,356,317	3.0%	3,219,219	4.8%	1,137,098	-1.6%
1984	4,827,884	10.8%	3,499,419	8.7%	1,328,466	16.8%
1985	4,843,414	0.3%	3,522,126	0.6%	1,321,288	-0.5%
1986	5,569,067	15.0%	4,063,928	15.4%	1,505,138	13.9%
1987	5,770,585	3.6%	4,040,204	-0.6%	1,730,381	15.0%
1988	6,101,483	5.7%	4,041,878	0.0%	2,059,605	19.0%
1989	6,488,422	6.3%	4,339,507	7.4%	2,148,915	4.3%
1990	6,723,531	3.6%	4,315,161	-0.6%	2,408,370	12.1%
1991	6,518,460	-3.1%	4,068,508	-5.7%	2,449,952	1.7%
1992	6,473,669	-0.7%	3,791,945	-6.8%	2,681,724	9.5%
1993	6,070,995	-6.2%	3,570,059	-5.9%	2,500,936	-6.7%
1994	6,364,674	4.8%	3,813,279	6.8%	2,551,395	2.0%
1995	6,546,759	2.9%	3,743,474	-1.8%	2,803,285	9.9%
1996	6,723,141	2.7%	3,794,113	1.4%	2,929,028	4.5%
1997	6,761,135	0.7%	3,890,798	2.5%	2,870,337	-2.0%
1998	6,595,790	-2.4%	4,014,140	3.2%	2,581,650	-10.1%
1999	6,741,037	2.2%	4,255,621	6.0%	2,485,416	-3.7%
2000	6,948,595	3.1%	4,446,936	4.5%	2,501,659	0.7%
2001	6,303,791	-9.3%	4,224,321	-5.0%	2,079,470	-16.9%
2002	6,389,058	1.4%	4,358,850	3.2%	2,030,208	-2.4%
2003	6,380,439	-0.1%	4,531,289	4.0%	1,849,150	-8.9%
2004	6,912,094	8.3%	4,892,960	8.0%	2,019,134	9.2%
2005	7,416,574	7.3%	5,313,281	8.6%	2,103,293	4.2%
2006	7,528,106	1.5%	5,550,125	4.5%	1,977,981	-6.0%
2007	7,496,820	-0.4%	5,582,530	0.6%	1,914,290	-3.2%
2008	6,713,436	-10.4%	4,901,893	-12.2%	1,811,543	-5.4%

Source: DBEDT

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA

U.S. WEST

U.S. EAST

JAPAN

CANADA

EUROPE

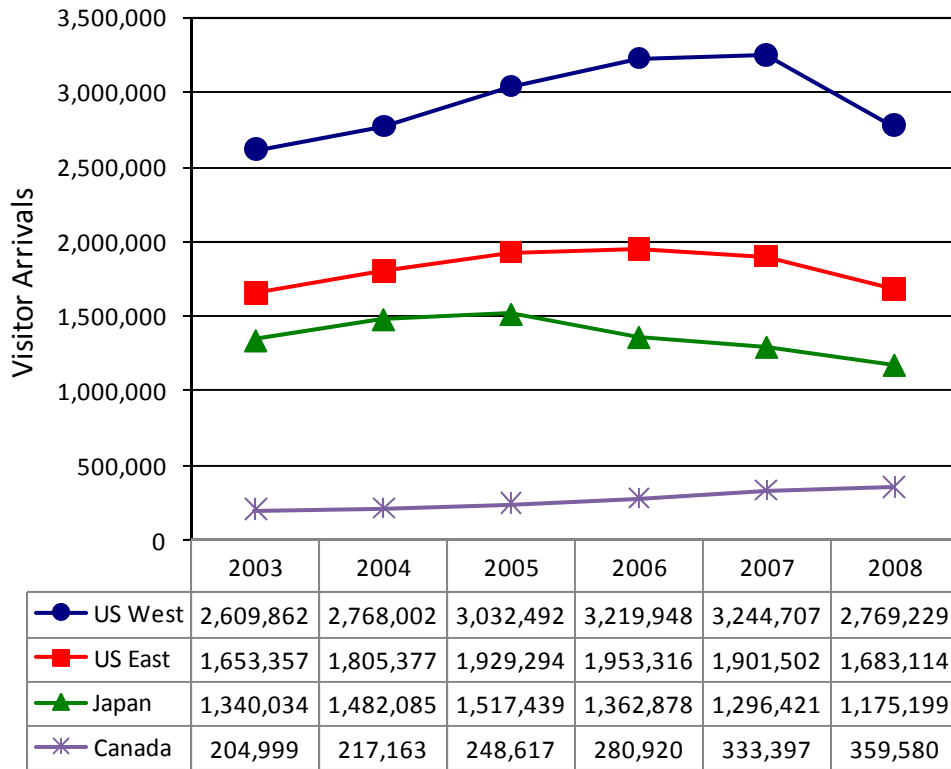
OCEANIA

OTHER ASIA

LATIN AMERICA

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA⁶

**Figure 8: Visitor Arrivals from Four Largest Markets, 2003-2008
(by Air)**



U.S. WEST

U.S. West remained Hawai'i's largest market in terms of total expenditures, visitor days and visitor arrivals in 2008. Expenditures by U.S. West visitors declined 18.1 percent from 2007 to \$3.9 billion. This group spent less on a daily basis in 2008 (\$146 per person) compared to 2007 (\$156 per person). U.S. West visitor days declined 12.7 percent due to a 14.7 percent drop in visitor arrivals. The average length of stay by these visitors was 9.62 days, compared to 9.41 days in 2007 (Table 13).

- After six years of growth, U.S. West arrivals declined to 2,769,229 (-14.7%) visitors in 2008.
- Of the total arrivals, 80.4 percent were repeat visitors to the islands, up from 79.1 percent in 2007. This market continued to have the highest percentage of repeat visitors among all the MMAs.

⁶ Visitors are classified by their place of residence into the following major market areas (MMAs) for marketing purposes: U.S. West, U.S. East, Japan, Canada, Europe, Oceania, Other Asia, Latin America, Other (See Technical Notes, Definitions and Sources of Data, page 142).

- True independent travelers comprised a higher percentage of U.S. West visitors (77%) compared to 2007 (73.4%).
- Of all U.S. West visitors, 45.3 percent went to O‘ahu, 35.4 percent went to Maui, 19 percent went to Hawai‘i Island and 18.6 percent went to Kaua‘i. All islands experienced double digit decreases in visitor arrivals from U.S. West.
- These visitors stayed the longest on Hawai‘i Island (8.46 days), followed by Maui (8.36 days), Kaua‘i (8.13 days), O‘ahu (7.61 days), Moloka‘i (5.86 days) and Lāna‘i (4.22 days).
- Half (49.5%) of all U.S. West visitors stayed in hotels, 23.1 percent stayed in condominiums, 14.6 percent stayed in timeshare properties and 12.9 percent stayed with friends or relatives. Hotels saw a 15.5 percent reduction in visitors while condominium properties reported a 15.2 percent decline. Timeshare properties had the smallest decrease at 2.3 percent.
- Fewer U.S. West visitors came to vacation (-15.8%); to honeymoon (-17.7%); to get married (-18.1%); for meetings, conventions and incentives (-15.9%) or to visit friends or relatives (-11.9%) than in 2007.
- Slightly over half (50.9%) of the visitors from this MMA were females. The largest age group was between 41 to 59 years (34.6%), followed by the 25 to 40 years group (26.1%) and those 60 years and older (17.3%) (Table 28).
- California continued to be the largest contributor (56.2%) to the U.S. West, but arrivals from this state were down 20 percent from the previous year to 1,557,050 visitors in 2008. Among other contributors from U.S. West, arrivals from Oregon fell 4 percent to 172,079 visitors, Arizona dropped 20 percent to 152,122 visitors and Colorado decreased 8.2 percent to 133,645 visitors. In contrast, arrivals from Washington remained stable at 386,002 visitors and arrivals from Alaska jumped 20.4 percent to 56,075 visitors (Table 17).

U.S. EAST

Hawai‘i’s second largest visitor market continued to be U.S. East. Total expenditures by U.S. East visitors in 2008 fell 14.6 percent from the previous year, to \$3.2 billion. Daily spending by this group decreased to \$183 per person, from \$193 per person in 2007. Total U.S. East visitor days decreased 10.3 percent due to lower visitor arrivals (-11.5%) compared to 2007. The average length of stay was 10.45 days, up slightly from 10.31 days from the previous year. Arrivals from this market grew from 2002 to 2006; declined 2.7 percent in 2007; and further decreased 11.5 percent in 2008 to 1,683,114 visitors (Table 15).

- Over half (56.1%) of all U.S. East visitors had been to Hawai‘i before, up from 54.2 percent in 2007.
- O‘ahu received 61.2 percent of all U.S. East visitors, 38.9 percent visited Maui, 23.9 percent visited Hawai‘i Island and 20.9 percent visited Kaua‘i.
- Among the four largest islands, Kaua‘i (-23.8%) had the steepest decline in U.S. East visitors followed by Hawai‘i Island (-22.7%), Maui (-17.8%) and O‘ahu (-12.6%).
- These visitors stayed the longest on O‘ahu (7.68 days), followed by Maui (7.14 days), Hawai‘i Island (6.53 days), Kaua‘i (6.21 days), Moloka‘i (4.15 days) and Lāna‘i (3.47 days).
- There were 12.9 percent fewer U.S. East visitors who came to vacation in the islands compared to the previous year. U.S. East honeymooners were down 16.6 percent; meeting, conventions and

incentive visitors declined 16.8 percent and those who came to visit friends or relatives fell 6.2 percent.

- A higher percentage of U.S. East visitors were true independent travelers (71.7%) compared to 67.8 percent in 2007.
- Hotels accommodated 61.7 percent of U.S. East visitors, while 15.5 percent stayed in condominiums, 12.1 percent stayed with friends or relatives and 11.4 percent stayed in timeshare properties. Fewer U.S. East visitors stayed in hotels (-11.2%) and condominium properties (-8.7%) but slightly more stayed in timeshare properties (+0.7%) compared to 2007.
- There were slightly more males (50.1%) than females (49.9%) visitors from U.S. East. Similar to U.S. West, those between 41 to 59 years old were the largest age group (36.9%) of U.S. East visitors, followed by those between the ages 25 to 40 (26.4%) and those 60 years and older (18.4%) (Table 28).
- Among the larger contributors from U.S. East, arrivals from Texas fell 9.1 percent from 2007 to 209,506 visitors in 2008. Arrivals from Illinois (-8.5% to 135,097 visitors), New York (-11.8% to 112,367 visitors) and Florida (-20.4% to 96,993 visitors) were all lower compared to the previous year (Table 17).

JAPAN

The Japanese market was ranked third in total visitor expenditures, visitor days and arrivals. Following an 8 percent drop in 2006 (to \$2.04 billion) and a 2.7 percent decline in 2007 (to \$1.98 billion), total Japanese visitor expenditures fell another 1.9 percent to \$1.9 billion. The decrease was due to lower visitor arrivals, down 9.4 percent from 2007 to 1,175,199 visitors in 2008. Daily spending by Japanese visitors increased to \$288 per person (from \$269 per person in 2007) and remained the highest among all visitor markets. Japanese visitor days declined 8.5 percent from 2007. The average length of stay was 5.74 days, slightly higher than the previous year (5.69 days) (Table 20).

- Over half (57.8%) of all Japanese visitors were repeat visitors to the islands, up from 56.3 percent in 2007.
- Most of the Japanese visitors went to O'ahu (95.9%), 14.9 percent visited Hawai'i Island, 5.6 percent visited Maui and 2.2 percent visited Kaua'i.
- Japanese visitors stayed the longest on O'ahu (5.25 days), followed by Hawai'i Island (3.15 days), Maui (3.10 days), Kaua'i (2.63 days), Lāna'i (2.56 days) and Moloka'i (1.48 days).
- The percentage of true independent travelers increased to 15.6 percent from 13.7 percent in 2007. However, the majority of Japanese visitors still came on packaged trips (79.7%).
- The most popular choice of lodging among Japanese visitors continued to be hotels, which accommodated 90.3 percent of those who came in 2008. However lower visitor arrivals resulted in a 9.8 percent decrease compared to 2007. There were also 5 percent fewer visitors who stayed in condominium properties. On the other hand, the number of Japanese visitors who stayed in timeshare properties (+29.9%) or rental homes (+16%) jumped from 2007.
- The number of Japanese visitors who honeymooned increased 3.6 percent from the previous year.
- There continued to be more female (58%) than male (42%) visitors from Japan. The dominant age group was younger compared to the U.S. markets with 40.3 percent at 25 to 40 years old, followed by those between 41 to 59 years (25.2%) and those over 60 years old (14.9%) (Table 28).

CANADA

Total expenditures by Canadian visitors, Hawai'i's fourth largest visitor market, increased in 2004 (+8.4%) through 2007 (+24.8). In 2008, total visitor expenditure by this group rose another 12 percent to \$710.6 million. Growth in total spending was due to a 7.9 percent increase in arrivals to 359,580 visitors. Arrivals from this market also rose over the past six years. The average length of stay by these visitors was the second longest among Hawai'i's visitor groups at 12.88 days (up from 12.62 days in 2007). Total visitor days increased 10.1 percent from 2007. Also boosting total expenditure growth was higher daily visitor spending, up from \$151 per person to \$153 per person in 2008 (Table 22). More than half (59.9%) Canadian visitors flew direct from Canada or from other international ports, while the remainder arrived on flights from the U.S. mainland.

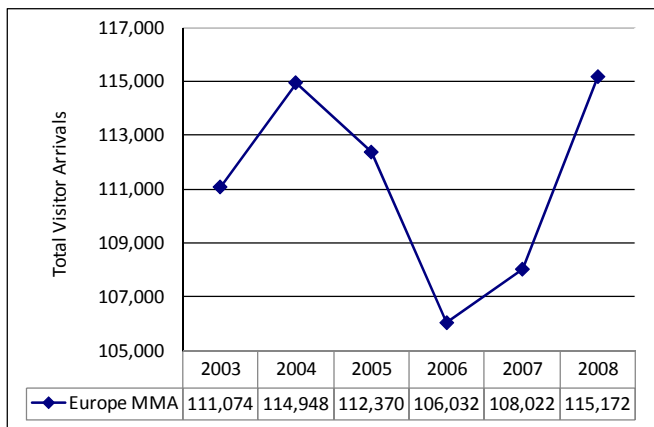
- Repeat visitors accounted for 61.3 percent of the Canadian visitors in 2008, similar to the previous year (61.1%).
- O'ahu was visited by 54.2 percent of Canadian visitors in 2008, while 49.8 percent went to Maui, 20.3 percent went to Hawai'i Island and 14.3 percent visited Kaua'i. Maui was the only island which experienced growth in arrivals (+3.9%) by Canadian visitors. O'ahu saw a 1.5 percent drop, arrivals on Hawai'i Island was down 3.5 percent and Kaua'i had the largest decrease in Canadian visitors, down 17.8 percent from 2007.
- Canadian visitors spent the most time on Maui (10.07 days), followed by O'ahu (9.46 days), Hawai'i Island (8.06 days), Kaua'i (6.79 days), Moloka'i (4.79 days) and Lāna'i (2.35 days).
- A higher percentage of all Canadian visitors who came in 2008 were true independent travelers (70.8%) compared to 67.4 percent in 2007.
- Over half (51.4%) of Canadian visitors stayed in hotels, 35.4 percent stayed in condominiums and 9.8 percent stayed in timeshare properties. There was a moderate (+4.3%) increase in the number of Canadian visitors who stayed in hotels but much greater growth in those who stayed in rental homes (+27.5%), timeshare properties (+18.7%) or condominiums (+14.6%) compared to 2007.
- More Canadian visitors were in Hawai'i for vacation (+8.2%); to honeymoon (+10.2%); for meetings, conventions and incentives (+8.9%) or to visit friends or relatives (+8.5%) than 2007.
- Those between 41 to 59 years old comprised the largest age group (35.6%) of Canadian visitors, followed by those between 25 to 40 years (24%) and those over 60 years old (20.6%). There were more female (52.4%) than male (47.6%) Canadian visitors in 2008 (Table 28).

EUROPE

Arrivals from Europe MMA surpassed its 2004 high of 114,948 visitors, to 115,172 visitors (Figure 9) in 2008 (a 6.6% increase over 2007). The average length of stay by these visitors rose from 12.28 days in 2007 to 12.80 days, third longest among all visitor groups. This contributed to an 11.1 percent growth in European visitor days and a 7.4 percent increase in visitor expenditures to \$248.9 million. Daily spending by European visitors in 2008 averaged \$169 per person, down from \$175 per person in 2007 (Table 23). These visitors spent \$2,162 per person per trip in 2008, second highest among all visitor markets (up from \$2,146 per person in 2007).

- The majority (70.4%) of all European visitors were first-timers to Hawai'i, similar to 70 percent in 2007.
- The largest share (47.1%) of European visitors was residents of the United Kingdom (Table 11).
- Most (90%) Europeans came on flights from U.S. cities.
- O'ahu was the most popular island, visited by 72 percent of the Europeans, followed by Maui (36.6%), Hawai'i Island (27.6%) and Kaua'i (19.3%).
- European visitors stayed the longest on O'ahu (8.93 days), followed by Maui (8.20 days), Hawai'i Island (7.50 days), Kaua'i (6.10 days), Moloka'i (4.45 days) and Lāna'i (3.90 days).
- Over half (54.5%) of the European visitors made independent travel arrangements while the rest purchased packages.
- More Europeans came to vacation (+4.8%); to honeymoon (+10.8%); for meetings, conventions and incentives (+8.8%) or to visitor friends or relatives (+11.7%) than in 2007.

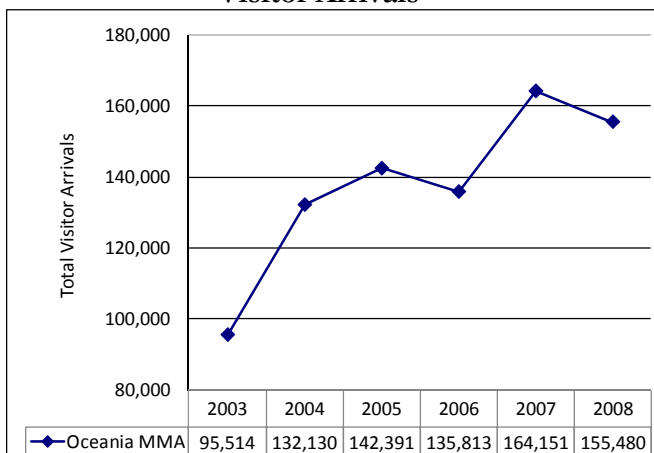
Figure 9: 2003-2008 Europe MMA Total Visitor Arrivals



- Three out of four (74.4%) European visitors stayed in hotels, while some stayed with friends or relatives (8.6%) or in condominium properties (8.5%).
- The largest age group for European visitors was between 25 to 40 years (37.2%), followed by those 41 to 59 years (31.6%) and those over 60 years old (15.6%). Over half (54.6%) of the visitors were males (Table 28).

OCEANIA

Figure 10: 2003-2008 Oceania MMA Total Visitor Arrivals

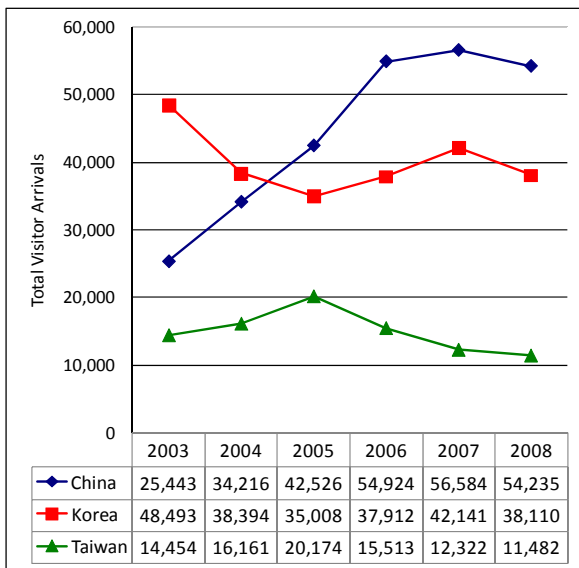


Total expenditures by visitors from Oceania MMA declined 6.8 percent compared to 2007, to \$290.4 million. This group of visitors spent more on a daily basis at \$216 per person in 2008, compared to \$212 in 2007. However, Oceania visitor days fell 8.4 percent due to a 5.3 percent decrease in arrivals to 155,480 visitors (Figure 10 and Table 24). The average length of stay was 8.64 days in 2008, down from 8.94 days in the previous year. Despite decreases in 2003, 2006 and 2008, arrivals from this market had been trending upward since 2003.

- Over half (52.9%) of all Oceania visitors were first-timers to the islands.
- Of the 155,480 visitors from this market, 88.6 percent were from Australia while the remaining 11.4 percent were from New Zealand (Table 11).
- Most (94%) of the visitors from this market went to O‘ahu during their stay, 20.3 percent visited Maui and 16.5 percent went to Hawai‘i Island.
- The majority (88%) of the visitors from Oceania stayed in hotels, 7.1 percent stayed in condominiums and 4.2 percent stayed with friends or relatives.
- More visitors from this market came to honeymoon (+12.1%) or for meetings, conventions and incentives (+32.8%) than in 2007.
- The proportion of true independent travelers continued to increase from 39.2 percent in 2006 to 51.1 percent in 2008. A lower percentage of Oceania visitors came on a package trip (48.1%) compared to 51.7 percent of the visitors in 2007 and 60.3 percent in 2006.
- Those between 41 to 59 years old (32.7%), between 25 to 40 years (29%) and those over 60 years old (16.8%) were the three largest age groups from Oceania. Over half (52.7%) of the visitors were females (Table 28).

OTHER ASIA

**Figure 11: 2003-2008 Other Asia MMA
Total Visitor Arrivals**



Expenditures by visitors from Other Asia MMA decreased 28.8 percent to \$180.5 million in 2008. Contributing to the decrease in visitor spending was a 25 percent drop in visitor days, due to lower arrivals (-7.1%) and a shorter average length of stay (7.23 days compared to 8.96 days in 2007). Daily spending by these visitors continued to rank second highest among all visitor groups, even though they spent less in 2008 (\$222 per person) compared to the previous year (\$234 per person) (Table 25). Per trip spending by visitors from Other Asia declined 23.4 percent to \$1,604 per person in 2008. Per trip spending by this group shifted from third highest in 2007 to second lowest in 2008.

- Nearly three-quarter (74.5%) of the visitors from Other Asia had never been to Hawai‘i before. Visitors from China (48.2%), Korea (33.9%) and Taiwan (10.2%) combined, accounted for 92.3 percent of the total 112,548 visitors from Other Asia (Table 11).
- Arrivals from China surged between 2003 and 2006, peaked in 2007 at 56,584 visitors but fell 4.2 percent to 54,235 visitors in 2008 (Figure 11).
- After increasing from 2005 to 2007, arrivals from Korea decreased 9.6 percent to 38,110 in 2008.

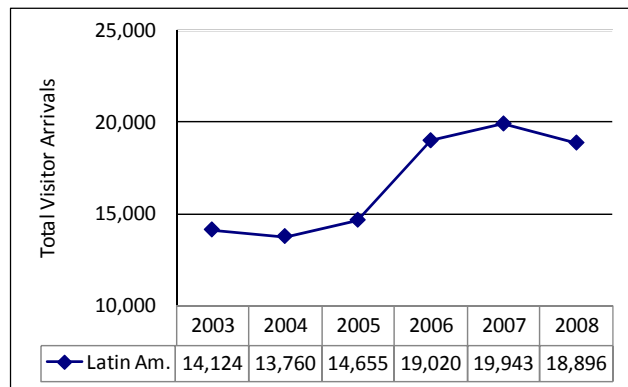
- Since 2005, the number of Taiwanese visitors continued to decline and resulted to 11,482 visitors in 2008.
- Most of the visitors from Other Asia went to O‘ahu (91.6%), while 20.8 percent went to Maui, 15.7 went to Hawai‘i Island and 5.4 percent went to Kaua‘i.
- The average length of stay by these visitors was the longest on O‘ahu (6.13 days), followed by Hawai‘i Island (4.59 days), Kaua‘i (3.97 days), Maui (2.93 days), Lāna‘i (1.57 days) and Moloka‘i (1.45 days).
- Only 32.1 percent were true independent travelers while the majority of these visitors purchased group tours (47.1%) or package trips (61.7%).
- Hotels accommodated 86.3 percent of the Other Asia visitors while 7.3 percent stayed with friends or relatives. More visitors from this group stayed in timeshare properties (+26.2%) than in 2007.
- Similar to Japanese visitors, the largest age group for visitors from Other Asia was those 25 to 40 years old (40%), followed by those between 41 to 59 years (38.7%) and those over 60 years old (8.9%). There were more male (57.7%) than female (42.3%) visitors from this market in 2008 (Table 28).
- Over two-thirds (67.7%) of the visitors from Other Asia departed from international airports while the rest arrived in Hawai‘i through the U.S. mainland airports.

LATIN AMERICA

Total expenditures by visitors from Latin America MMA rose 10.2 percent to \$53.7 million, due to higher daily spending (from \$195 per person to \$219 per person in 2008). Arrivals from this market increased from 2004 to 2007 but declined 5.2 percent in 2008 to 18,896 visitors. The average length of stay by those who came in 2008 was the longest among all visitor markets at 12.96 days, up from 12.52 days in 2007 (Table 26). Per trip spending by this group in 2008 is the highest among the visitor markets at \$2,840 per person, up from \$2,441 per person in 2007.

- Mexico visitors accounted for 41.9 percent of these visitors, 41.4 percent were from Brazil and 16.7 percent were from Argentina (Table 11)
- First-time visitors accounted for 69.5 percent of all visitors from this market.
- More than half (56.9%) were true independent travelers.
- Almost three out of four (72.1%) of these visitors went to O‘ahu, 37 percent visited Maui and 21.5 percent went to Hawai‘i.
- Hotels accommodated 71.1 percent of the visitors from this market.

Figure 12: 2003-2008 Latin America Total Visitor Arrivals



SEASONALITY BY MMA

While January was the peak month in 2008 for total visitors, there were differences in visitation patterns among each visitor market as measured by visitor days (Table 9).

- **U.S. West:** The summer months continued to be the most popular with visitors from U.S. West. In 2008, July was the busiest month with U.S. West visitors, June came in second followed by March. In 2007, July was the month with the highest visitor days, followed by August and June.
- **U.S. East:** In 2008, January was the month with the highest U.S. East visitor days, followed by June and February. June was the peak month in 2007 for U.S. East visitor days, followed by January and July.
- **Japan:** August was the month with the heaviest Japanese visitor traffic for 2008, followed by December and July. This same visitation pattern was seen in Japanese visitor days in 2007.
- **Canada:** In 2008, January had the highest Canadian visitor days, followed by February and March. December, January and March, successively, were the most popular with Canadian visitors in 2007.
- **Europe:** August, July and October were the busiest months for European visitors in 2008. In 2007, European visitor days for August and July was the first and second highest, respectively, but October was the third highest.
- **Oceania:** In 2008, August moved up from the third busiest month in 2007 to be the month with the heaviest visitor traffic from Oceania, followed by September and October. September was the peak month in 2007 for visitors from Oceania, followed by December and August.
- Since Other Asia and Latin America were considered developing international markets, a consistent monthly visitation patterns has not been established.

**Table 9: 2008 Visitor Days by Month and MMA
(Arrivals by air)**

2008	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	2,369,357	1,960,197	592,235	685,912	36,805	7,518	33,812	6,470	13,298	97,902	92,204	9,267	101,471
Feb	2,179,021	1,742,061	533,675	643,223	38,140	8,021	40,330	4,176	8,260	98,927	70,892	5,109	76,001
Mar	2,480,857	1,672,045	600,055	635,891	42,117	6,504	36,441	4,175	12,438	101,675	87,569	7,479	95,049
Apr	2,127,640	1,297,819	439,477	370,151	49,216	7,441	29,366	6,069	10,711	102,804	80,182	12,385	92,567
May	2,060,485	1,435,288	522,375	229,259	39,779	7,501	37,218	5,844	10,989	101,332	98,138	12,970	111,108
Jun	2,557,003	1,745,276	514,598	151,453	40,373	8,778	24,971	8,351	9,035	91,508	86,153	15,951	102,103
Jul	2,581,276	1,667,433	605,793	214,411	65,986	16,102	39,268	15,982	19,659	156,997	90,684	24,217	114,901
Aug	2,421,392	1,353,448	765,611	243,113	79,201	19,274	58,439	41,774	10,861	209,549	127,411	26,144	153,555
Sep	1,637,143	1,023,498	545,095	163,679	62,108	8,422	46,669	9,105	14,893	141,198	120,010	26,457	146,467
Oct	1,905,407	1,171,874	534,156	270,570	51,793	12,606	60,276	12,018	13,944	150,638	112,662	23,426	136,088
Nov	2,016,044	1,044,862	479,324	404,248	32,086	7,595	43,052	5,936	13,006	101,675	99,862	8,451	108,313
Dec	2,313,712	1,473,174	611,658	620,158	41,832	12,608	43,038	9,364	13,537	120,380	96,829	9,318	106,148
TOTAL	26,649,336	17,586,975	6,744,053	4,632,068	579,435	122,372	492,881	129,265	150,631	1,474,584	1,162,596	181,175	1,343,771
DOMESTIC													
Jan	2,348,124	1,924,730	4,595	283,335	32,839	6,543	31,746	6,122	8,339	85,589	32,577	3,213	35,790
Feb	2,154,289	1,718,052	3,744	243,554	27,228	7,423	28,906	3,856	7,064	74,476	11,510	1,581	13,091
Mar	2,439,669	1,642,806	4,687	228,941	34,774	5,734	32,416	3,798	10,487	87,209	12,915	1,612	14,527
Apr	2,104,203	1,269,024	3,670	109,112	44,130	6,689	27,858	5,579	10,018	94,275	19,934	3,227	23,161
May	2,038,951	1,410,372	4,994	79,964	33,133	7,060	33,848	5,411	9,310	88,762	20,958	2,606	23,564
Jun	2,520,754	1,706,656	4,814	37,222	37,423	7,845	24,351	7,748	8,494	85,860	21,897	2,938	24,835
Jul	2,548,899	1,624,173	6,357	75,044	62,689	15,037	37,801	15,574	18,301	149,401	24,026	5,163	29,189
Aug	2,357,110	1,319,008	6,101	88,692	67,824	16,873	56,771	40,862	10,539	192,869	20,426	3,500	23,927
Sep	1,617,943	1,000,314	4,532	61,518	59,823	7,265	46,095	8,967	14,511	136,662	32,709	4,167	36,876
Oct	1,866,453	1,144,270	4,389	144,551	48,172	11,630	53,303	9,918	13,627	136,651	33,729	4,807	38,536
Nov	1,988,925	1,025,797	3,990	197,957	28,817	7,174	40,280	5,521	10,168	91,960	15,632	2,051	17,683
Dec	2,280,952	1,442,218	4,996	320,177	39,317	7,280	40,621	9,127	12,433	108,778	14,481	1,909	16,390
TOTAL	26,266,273	17,227,419	56,869	1,870,067	516,169	106,554	453,996	122,483	133,290	1,332,493	260,795	36,774	297,569
INTERNATIONAL													
Jan	21,233	35,468	587,640	402,577	3,965	975	2,066	348	4,959	12,313	59,627	6,054	65,681
Feb	24,732	24,008	529,932	399,669	10,913	597	11,424	320	1,196	24,451	59,381	3,529	62,910
Mar	41,187	29,239	595,368	406,951	7,343	770	4,025	377	1,951	14,466	74,654	5,868	80,522
Apr	23,437	28,794	435,807	261,039	5,085	752	1,509	490	693	8,529	60,247	9,158	69,406
May	21,533	24,916	517,381	149,295	6,646	441	3,370	433	1,679	12,569	77,180	10,364	87,544
Jun	36,249	38,620	509,784	114,232	2,950	933	621	603	541	5,648	64,255	13,013	77,268
Jul	32,377	43,260	599,436	139,367	3,298	1,065	1,467	408	1,358	7,596	66,658	19,054	85,712
Aug	64,282	34,440	759,510	154,421	11,377	2,402	1,668	912	322	16,680	106,984	22,643	129,628
Sep	19,200	23,184	540,563	102,161	2,285	1,157	574	138	382	4,537	87,302	22,290	109,591
Oct	38,954	27,605	529,767	126,019	3,621	976	6,973	2,100	317	13,987	78,934	18,619	97,553
Nov	27,119	19,065	475,334	206,291	3,269	421	2,772	415	2,838	9,715	84,230	6,400	90,631
Dec	32,760	30,957	606,661	299,981	2,515	5,328	2,418	238	1,104	11,602	82,348	7,409	89,757
TOTAL	383,063	359,556	6,687,183	2,762,002	63,266	15,817	38,885	6,782	17,341	142,092	901,801	144,401	1,046,202

Note: Sum may not add up to total due to rounding.

Source: DBEDT

Table 9: 2008 Visitor Days by Month and MMA (continued)
(Arrivals by air)

2008	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Jan	23,053	3,588	51,745	3,459	8,613	90,458	4,220	9,875	5,418	19,513	278,262	6,195,309
Feb	23,373	3,259	39,889	1,418	10,582	78,522	2,790	7,711	4,402	14,903	316,348	5,682,681
Mar	22,719	4,728	23,406	1,917	9,044	61,813	2,495	6,649	10,860	20,003	293,551	5,960,939
Apr	27,531	1,760	18,835	3,606	4,520	56,251	2,940	6,400	6,891	16,231	266,842	4,769,783
May	30,517	2,007	22,627	2,367	11,300	68,817	3,426	5,361	6,864	15,651	255,215	4,799,529
Jun	24,348	3,645	23,838	3,590	6,235	61,655	1,929	5,865	5,963	13,758	345,086	5,582,440
Jul	19,931	4,744	33,864	4,931	10,142	73,613	1,858	9,374	12,182	23,414	369,390	5,807,228
Aug	15,064	5,360	39,544	1,533	9,731	71,231	3,208	5,141	6,183	14,532	290,601	5,523,032
Sep	32,290	4,018	20,094	1,607	7,260	65,270	2,366	7,482	6,729	16,578	340,977	4,079,905
Oct	27,332	3,002	23,305	2,973	10,299	66,911	3,470	6,879	4,762	15,110	279,482	4,530,236
Nov	21,481	1,746	17,814	2,728	5,296	49,064	2,854	10,364	3,862	17,080	278,564	4,499,172
Dec	20,307	3,586	33,282	7,144	5,560	69,880	20,364	31,135	6,590	58,089	326,680	5,699,879
TOTAL	287,945	41,442	348,244	37,273	98,582	813,485	51,920	112,237	80,706	244,863	3,640,997	63,130,133
DOMESTIC												
Jan	11,347	732	6,889	535	797	20,301	4,220	9,653	5,328	19,200	176,140	4,897,804
Feb	9,138	596	4,929	498	780	15,941	2,754	7,569	4,296	14,620	162,440	4,400,207
Mar	12,173	642	3,680	637	1,287	18,418	2,490	6,630	10,729	19,849	167,130	4,623,237
Apr	16,153	757	4,853	339	756	22,858	2,932	6,252	6,546	15,730	138,731	3,780,765
May	17,440	675	5,036	706	1,424	25,281	3,352	5,140	6,042	14,534	154,141	3,840,563
Jun	12,681	1,080	4,868	1,076	790	20,494	1,893	5,756	5,866	13,515	177,108	4,591,259
Jul	8,377	1,684	6,850	1,075	1,577	19,564	1,799	9,123	10,679	21,601	205,767	4,679,995
Aug	7,553	1,167	5,621	491	1,232	16,064	3,184	5,012	6,004	14,200	192,004	4,209,974
Sep	10,357	397	4,547	671	780	16,752	2,327	7,373	6,533	16,233	151,713	3,042,541
Oct	11,190	653	3,523	665	926	16,957	3,411	6,662	4,477	14,550	151,332	3,517,688
Nov	12,414	703	2,215	609	939	16,880	2,827	10,253	3,806	16,886	122,282	3,482,359
Dec	10,882	1,129	3,807	1,192	1,245	18,255	20,355	31,017	6,427	57,798	181,391	4,430,956
TOTAL	139,706	10,217	56,817	8,494	12,532	227,766	51,544	110,438	76,734	238,716	1,980,179	49,497,350
INTERNATIONAL												
Jan	11,706	2,856	44,856	2,923	7,816	70,157	0	222	91	313	102,122	1,297,504
Feb	14,235	2,662	34,960	920	9,803	62,580	35	142	106	284	153,908	1,282,474
Mar	10,546	4,086	19,727	1,280	7,756	43,395	5	19	131	154	126,420	1,337,702
Apr	11,378	1,002	13,982	3,267	3,764	33,393	8	148	345	501	128,111	989,017
May	13,077	1,332	17,591	1,661	9,876	43,537	74	221	821	1,117	101,074	958,966
Jun	11,666	2,565	18,970	2,514	5,446	41,161	36	109	97	243	167,978	991,181
Jul	11,554	3,060	27,015	3,856	8,565	54,049	59	251	1,503	1,813	163,623	1,127,233
Aug	7,511	4,193	33,923	1,042	8,498	55,167	24	130	178	333	98,597	1,313,058
Sep	21,933	3,620	15,548	936	6,480	48,518	39	110	196	345	189,264	1,037,363
Oct	16,141	2,349	19,782	2,308	9,373	49,954	59	218	285	561	128,150	1,012,548
Nov	9,067	1,043	15,598	2,119	4,357	32,183	28	111	55	194	156,282	1,016,813
Dec	9,425	2,457	29,476	5,952	4,316	51,625	9	118	164	291	145,289	1,268,923
TOTAL	148,239	31,225	291,427	28,779	86,049	585,719	376	1,798	3,972	6,147	1,660,818	13,632,783

Note: Sum may not add up to total due to rounding.

Source: DBEDT

**Table 10: 2008 Visitor Days Growth by Month and MMA
(% change over 2007)**

% change	US WEST	US EAST	JAPAN	CANADA	EUROPE MMA						OCEANIA MMA		
	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	4.4%	0.6%	1.6%	11.8%	-6.9%	8.8%	25.5%	-20.1%	45.6%	8.0%	-13.6%	-8.5%	-13.2%
Feb	0.9%	4.3%	2.3%	16.9%	-6.9%	22.2%	70.3%	9.9%	35.5%	21.9%	1.3%	-0.1%	1.2%
Mar	1.3%	-8.4%	-6.3%	14.3%	-25.1%	25.9%	24.9%	-14.4%	39.7%	-2.6%	-2.0%	27.6%	-0.2%
Apr	-14.1%	-4.7%	-11.9%	4.9%	15.3%	-13.1%	15.9%	31.2%	31.6%	15.1%	-17.9%	11.0%	-14.9%
May	-12.1%	-11.3%	2.8%	28.1%	-8.8%	25.3%	35.4%	10.3%	22.2%	10.9%	-18.4%	-4.9%	-17.0%
Jun	-13.4%	-13.5%	-10.5%	4.1%	-7.6%	2.0%	14.4%	35.3%	21.7%	4.3%	-16.8%	-24.8%	-18.2%
Jul	-17.7%	-11.6%	-10.2%	21.5%	6.5%	26.8%	20.4%	17.1%	6.8%	12.7%	-15.8%	14.7%	-10.8%
Aug	-21.9%	-16.3%	-13.8%	25.5%	10.5%	58.6%	38.6%	29.5%	23.0%	25.4%	10.8%	7.7%	10.2%
Sep	-19.9%	-25.1%	-17.0%	7.6%	-6.4%	12.4%	21.9%	8.8%	16.1%	5.9%	-13.3%	13.6%	-9.4%
Oct	-18.0%	-14.5%	-8.2%	8.2%	3.2%	28.6%	39.3%	10.9%	26.1%	20.3%	8.7%	28.4%	11.7%
Nov	-16.5%	-16.2%	-15.4%	3.1%	-25.0%	11.7%	19.2%	2.2%	30.8%	0.2%	4.5%	-62.0%	-8.1%
Dec	-19.2%	-11.8%	-9.8%	-3.8%	-15.0%	31.1%	11.5%	44.6%	10.8%	3.7%	-16.6%	-65.7%	-25.9%
TOTAL	-12.7%	-10.3%	-8.5%	10.1%	-4.8%	21.9%	27.9%	17.2%	23.5%	11.1%	-8.0%	-11.0%	-8.4%
DOMESTIC													
Jan	4.6%	0.9%	-20.9%	40.2%	4.9%	2.0%	26.4%	-20.6%	6.6%	9.2%	24.2%	4.6%	22.1%
Feb	1.6%	3.7%	2.8%	48.3%	2.1%	24.0%	28.0%	15.4%	35.3%	16.7%	26.3%	7.4%	23.7%
Mar	1.0%	-9.1%	-22.3%	58.7%	-9.5%	26.6%	24.3%	-11.8%	31.4%	7.2%	39.9%	7.4%	35.4%
Apr	-14.2%	-5.8%	5.4%	10.0%	16.4%	-12.8%	18.1%	27.8%	26.8%	15.7%	18.4%	3.7%	16.1%
May	-12.3%	-10.6%	-6.6%	-13.4%	-3.6%	33.5%	30.4%	14.5%	20.4%	13.7%	16.3%	2.8%	14.7%
Jun	-13.6%	-14.5%	-9.9%	-19.7%	-3.1%	1.8%	17.0%	30.6%	22.0%	7.3%	31.7%	-31.8%	18.6%
Jul	-17.8%	-12.7%	-8.6%	-18.6%	10.5%	29.3%	22.1%	23.5%	6.2%	15.7%	7.4%	-4.0%	5.2%
Aug	-22.7%	-15.9%	-10.5%	-16.0%	1.5%	40.6%	39.6%	34.8%	33.9%	22.3%	11.3%	-26.1%	3.6%
Sep	-20.1%	-25.7%	-21.3%	-28.4%	-5.6%	7.3%	22.5%	11.7%	16.6%	6.6%	30.3%	-28.8%	19.1%
Oct	-18.5%	-15.0%	21.9%	-7.4%	3.1%	29.2%	27.9%	-6.8%	24.7%	14.9%	10.2%	-6.9%	7.8%
Nov	-16.6%	-15.5%	4.2%	1.2%	-21.7%	15.0%	17.4%	-1.2%	11.2%	-0.1%	-5.3%	-34.2%	-9.9%
Dec	-19.5%	-12.4%	-27.7%	0.8%	-15.0%	-14.4%	12.5%	47.5%	12.9%	0.7%	-8.8%	-8.5%	-8.8%
TOTAL	-12.9%	-10.6%	-10.5%	9.9%	-1.5%	16.1%	24.2%	18.1%	18.8%	11.3%	16.0%	-13.1%	11.4%
INTERNATIONAL													
Jan	-15.4%	-13.9%	1.9%	-2.2%	-51.8%	98.6%	12.4%	-11.2%	278.3%	0.5%	-26.0%	-14.2%	-25.0%
Feb	-35.1%	78.8%	2.3%	3.5%	-23.8%	3.7%	938.5%	-30.3%	37.2%	41.1%	-2.4%	-3.1%	-2.5%
Mar	25.8%	56.4%	-6.2%	-1.3%	-58.8%	20.7%	30.3%	-34.0%	111.4%	-37.2%	-6.9%	34.6%	-4.7%
Apr	-9.1%	105.9%	-12.1%	2.9%	6.8%	-15.3%	-13.9%	87.7%	188.8%	7.9%	-25.4%	13.8%	-21.9%
May	10.4%	-38.7%	2.9%	72.3%	-28.1%	-37.0%	121.6%	-24.1%	32.8%	-5.5%	-24.5%	-6.6%	-22.7%
Jun	5.4%	72.5%	-10.6%	15.3%	-42.0%	4.2%	-39.2%	151.3%	17.7%	-26.7%	-26.1%	-23.0%	-25.6%
Jul	-8.0%	64.8%	-10.2%	65.3%	-37.2%	0.2%	-11.1%	-60.9%	14.2%	-25.5%	-21.8%	21.1%	-15.1%
Aug	21.1%	-28.5%	-13.8%	75.0%	134.2%	1480.0%	11.8%	-52.9%	-66.6%	77.5%	10.7%	15.9%	11.6%
Sep	3.7%	19.8%	-16.9%	54.2%	-23.8%	61.1%	-13.8%	-58.8%	-2.5%	-11.3%	-22.9%	27.9%	-16.2%
Oct	25.1%	11.3%	-8.4%	34.3%	3.6%	22.3%	335.4%	960.6%	140.0%	124.7%	8.1%	42.4%	13.3%
Nov	-8.2%	-42.1%	-15.5%	5.1%	-45.2%	-24.9%	54.2%	85.5%	257.0%	3.9%	6.5%	-66.5%	-7.7%
Dec	12.3%	32.3%	-9.6%	-8.3%	-14.6%	379.6%	-3.1%	-16.8%	-8.5%	44.3%	-17.8%	-70.5%	-28.4%
TOTAL	2.9%	10.5%	-8.5%	10.3%	-25.6%	84.1%	94.2%	4.1%	77.9%	9.4%	-13.2%	-10.4%	-12.8%

Table 10: 2008 Visitor Days Growth by Month and MMA (continued)
(% change over 2007)

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
Jan	1.6%	-2.6%	45.6%	65.4%	-6.6%	23.5%	12.3%	20.6%	-9.6%	8.8%	7.0%	3.7%
Feb	-61.4%	-36.8%	12.3%	-57.3%	-44.2%	-36.4%	10.6%	27.7%	-13.3%	9.3%	14.4%	3.9%
Mar	51.8%	104.7%	-22.0%	-86.5%	39.3%	-9.1%	-2.3%	57.7%	43.7%	39.7%	43.0%	0.0%
Apr	44.4%	-41.1%	-53.1%	-20.4%	-2.0%	-21.2%	33.2%	6.0%	-30.5%	-10.6%	-30.1%	-11.0%
May	42.7%	-41.3%	2.4%	-56.2%	47.9%	14.8%	29.7%	-4.3%	-18.6%	-6.1%	25.9%	-6.9%
Jun	-2.2%	-36.0%	-26.0%	-38.0%	-42.0%	-22.3%	114.4%	17.9%	-3.5%	14.1%	16.1%	-11.3%
Jul	-24.4%	-39.5%	-5.8%	-39.5%	-79.9%	-42.8%	-39.1%	33.3%	-12.4%	-2.4%	19.6%	-12.1%
Aug	-46.4%	-52.1%	-8.0%	-63.0%	-65.8%	-38.0%	80.7%	-17.6%	-26.5%	-11.5%	-8.1%	-15.7%
Sep	4.5%	102.0%	-21.3%	-45.0%	-21.1%	-7.5%	-3.8%	13.1%	-13.7%	-1.7%	48.8%	-15.5%
Oct	11.6%	12.9%	-6.9%	-18.0%	198.5%	12.9%	38.6%	-0.1%	-34.2%	-9.1%	23.6%	-10.7%
Nov	-28.3%	18.1%	-41.3%	-52.1%	53.9%	-30.8%	-39.1%	23.6%	-49.3%	-17.5%	58.7%	-11.9%
Dec	-46.2%	83.1%	-57.1%	54.0%	-87.1%	-57.7%	-1.1%	7.4%	-47.9%	-6.6%	-21.4%	-15.6%
TOTAL	-15.6%	-17.7%	-19.6%	-42.2%	-49.6%	-25.0%	4.6%	13.1%	-19.9%	-1.9%	10.5%	-8.7%
DOMESTIC												
Jan	16.8%	-46.4%	2.0%	21.9%	-53.3%	1.6%	13.6%	20.4%	-8.3%	9.5%	7.0%	4.9%
Feb	19.4%	-53.6%	-7.8%	-12.4%	-1.4%	1.9%	10.4%	27.8%	-13.9%	9.1%	38.2%	5.6%
Mar	28.8%	-15.9%	-19.8%	103.7%	-26.2%	9.3%	-1.7%	60.0%	47.7%	42.4%	21.3%	-0.2%
Apr	57.4%	-31.9%	0.2%	-42.4%	29.5%	31.4%	33.8%	4.4%	-33.4%	-12.6%	4.6%	-9.4%
May	38.9%	-45.4%	-2.0%	-4.6%	-1.5%	19.7%	32.5%	0.5%	-23.8%	-6.7%	9.5%	-10.2%
Jun	-14.6%	-34.7%	-27.5%	-13.5%	-45.1%	-20.9%	117.4%	16.6%	-3.2%	13.9%	-4.9%	-13.2%
Jul	-33.6%	-8.2%	8.8%	-32.3%	-7.8%	-18.6%	-38.7%	35.0%	-20.3%	-6.5%	-0.2%	-14.5%
Aug	-34.2%	-48.8%	-12.3%	-39.3%	-10.5%	-28.1%	83.0%	-18.6%	-27.3%	-12.1%	-0.9%	-18.1%
Sep	-17.7%	-57.6%	25.5%	91.5%	-18.7%	-9.2%	-4.3%	14.6%	-11.3%	0.0%	-2.0%	-20.2%
Oct	-17.3%	-29.9%	9.7%	-3.9%	-9.2%	-12.5%	38.9%	-0.7%	-36.9%	-10.5%	-7.7%	-15.3%
Nov	-39.7%	-10.1%	-61.0%	4.2%	-3.9%	-41.0%	-39.0%	24.4%	-45.9%	-15.2%	-9.8%	-15.0%
Dec	-44.7%	17.4%	-34.5%	-36.3%	-8.9%	-38.5%	-0.9%	7.3%	-48.0%	-6.5%	-8.9%	-15.1%
TOTAL	-9.8%	-32.5%	-11.8%	-13.2%	-17.1%	-12.2%	5.0%	13.5%	-21.2%	-2.1%	2.4%	-10.2%
INTERNATIONAL												
Jan	-9.8%	23.1%	55.8%	77.0%	4.0%	31.8%	-100.0%	28.4%	-50.2%	-21.5%	7.1%	-0.5%
Feb	-73.1%	-31.3%	15.9%	-66.6%	-46.0%	-42.0%	29.4%	19.5%	16.5%	19.5%	-3.2%	-1.7%
Mar	91.0%	164.1%	-22.5%	-90.8%	63.3%	-15.2%	-77.4%	-74.2%	-54.9%	-59.8%	87.2%	1.0%
Apr	29.2%	-46.5%	-60.4%	-17.1%	-6.6%	-38.1%	-51.7%	216.4%	253.0%	210.3%	-48.6%	-16.8%
May	48.1%	-39.0%	3.7%	-64.4%	59.5%	12.1%	-34.8%	-54.3%	63.9%	1.6%	62.8%	9.2%
Jun	16.2%	-36.5%	-25.6%	-44.7%	-41.5%	-23.0%	24.8%	180.9%	-20.1%	28.0%	51.3%	-1.1%
Jul	-16.0%	-49.0%	-8.9%	-41.2%	-82.4%	-48.4%	-49.0%	-8.2%	198.2%	103.1%	59.4%	-0.5%
Aug	-54.8%	-52.9%	-7.3%	-68.7%	-68.6%	-40.4%	-30.5%	68.6%	10.8%	21.8%	-19.4%	-7.0%
Sep	19.8%	244.1%	-29.1%	-63.6%	-21.4%	-6.9%	43.0%	-40.0%	-54.4%	-46.1%	154.5%	1.9%
Oct	47.3%	35.9%	-9.3%	-21.3%	285.7%	25.3%	22.0%	25.0%	106.2%	55.7%	106.5%	9.7%
Nov	-3.3%	49.8%	-36.8%	-58.6%	76.9%	-23.9%	-49.4%	-24.2%	-90.7%	-75.6%	291.7%	0.5%
Dec	-47.9%	146.7%	-58.9%	115.2%	-89.7%	-61.9%	-76.4%	53.3%	-44.6%	-29.3%	-32.8%	-17.4%
TOTAL	-20.4%	-11.3%	-20.9%	-47.4%	-52.4%	-29.0%	-34.0%	-3.6%	16.7%	5.3%	22.0%	-2.9%

Source: DBEDT

**Table 11: 2008 Visitor Arrivals by Month and MMA
(Arrivals by Air)**

2008	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND
Jan	219,879	159,021	102,892	48,006	3,200	483	1,793	507	441	6,425	11,298	913	12,211
Feb	230,739	166,170	96,843	46,545	3,413	719	2,240	384	441	7,196	7,955	696	8,651
Mar	274,251	173,174	105,809	48,259	4,647	501	2,624	336	581	8,688	8,792	701	9,493
Apr	235,744	134,378	78,646	31,161	4,737	689	2,179	505	615	8,725	10,536	1,388	11,923
May	226,789	146,662	94,422	20,708	4,014	573	2,846	554	617	8,605	12,220	1,344	13,565
Jun	252,004	162,473	93,228	13,759	3,700	657	1,809	775	525	7,466	10,933	1,553	12,486
Jul	262,545	158,450	102,970	18,308	6,020	1,131	2,831	1,151	1,229	12,361	11,483	2,331	13,815
Aug	260,778	132,928	122,000	19,724	7,081	1,498	3,610	3,541	633	16,363	14,892	2,361	17,253
Sep	176,460	101,010	94,773	13,951	6,099	649	3,417	949	814	11,927	15,206	2,375	17,581
Oct	197,437	115,860	96,752	22,307	4,862	1,131	4,138	932	936	11,999	13,581	2,249	15,830
Nov	213,356	105,363	84,985	31,456	3,103	646	2,673	434	596	7,452	10,546	838	11,384
Dec	219,247	127,623	101,878	45,396	3,334	665	2,520	692	753	7,965	10,368	919	11,287
TOTAL	2,769,229	1,683,114	1,175,199	359,580	54,212	9,342	32,680	10,758	8,180	115,172	137,812	17,668	155,480
DOMESTIC													
Jan	214,883	155,096	524	18,534	2,558	408	1,691	478	384	5,520	5,190	425	5,615
Feb	227,304	162,456	566	18,827	2,540	616	1,968	367	376	5,866	2,080	220	2,300
Mar	270,708	169,678	673	19,175	3,123	431	2,302	316	475	6,646	2,114	193	2,307
Apr	232,461	131,268	640	9,555	4,096	617	2,015	479	552	7,759	3,240	417	3,656
May	223,371	143,053	724	7,476	3,227	524	2,509	531	544	7,336	3,411	315	3,727
Jun	248,094	158,058	762	3,133	3,380	577	1,736	743	484	6,920	3,561	359	3,920
Jul	257,401	153,068	664	5,989	5,602	1,029	2,696	1,100	1,132	11,558	3,902	637	4,540
Aug	255,756	128,184	832	7,857	6,425	1,367	3,465	3,427	610	15,294	3,348	461	3,809
Sep	173,460	98,164	734	4,939	5,833	560	3,368	926	777	11,463	5,112	519	5,631
Oct	194,424	112,911	648	11,055	4,468	1,009	4,008	904	892	11,281	5,163	616	5,779
Nov	209,749	102,294	642	14,783	2,632	578	2,530	412	541	6,693	2,526	243	2,769
Dec	215,377	124,437	639	22,772	3,048	554	2,404	669	684	7,360	2,172	184	2,356
TOTAL	2,722,988	1,638,669	8,049	144,095	46,934	8,270	30,692	10,350	7,450	103,696	41,821	4,589	46,410
INTERNATIONAL													
Jan	4,996	3,925	102,368	29,472	642	75	102	29	57	905	6,108	488	6,596
Feb	3,435	3,714	96,277	27,718	873	103	272	17	65	1,330	5,875	476	6,351
Mar	3,543	3,496	105,136	29,084	1,524	70	322	20	106	2,042	6,678	508	7,186
Apr	3,283	3,110	78,006	21,606	641	72	164	26	63	966	7,296	971	8,267
May	3,418	3,609	93,698	13,232	787	49	337	23	73	1,269	8,809	1,029	9,838
Jun	3,910	4,415	92,466	10,626	320	80	73	32	41	546	7,372	1,194	8,566
Jul	5,144	5,382	102,306	12,319	418	102	135	51	97	803	7,581	1,694	9,275
Aug	5,022	4,744	121,168	11,867	656	131	145	114	23	1,069	11,544	1,900	13,444
Sep	3,000	2,846	94,039	9,012	266	89	49	23	37	464	10,094	1,856	11,950
Oct	3,013	2,949	96,104	11,252	394	122	130	28	44	718	8,418	1,633	10,051
Nov	3,607	3,069	84,343	16,673	471	68	143	22	55	759	8,020	595	8,615
Dec	3,870	3,186	101,239	22,624	286	111	116	23	69	605	8,196	735	8,931
TOTAL	46,241	44,445	1,167,150	215,485	7,278	1,072	1,988	408	730	11,476	95,991	13,079	109,070

Note: Sum may not add up to total due to rounding.

Source: DBEDT

Table 11: 2008 Visitor Arrivals by Month and MMA (continued)
(Arrivals by Air)

2008	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Jan	4,200	446	4,637	330	1,087	10,701	329	710	444	1,483	26,928	587,546
Feb	4,203	412	3,811	248	1,039	9,712	268	744	530	1,542	27,369	594,767
Mar	3,967	318	2,716	315	1,391	8,708	270	569	1,006	1,845	28,976	659,203
Apr	4,862	272	2,503	294	601	8,533	261	626	746	1,633	27,677	538,420
May	5,971	392	3,113	403	1,061	10,940	360	590	640	1,589	26,054	549,334
Jun	4,614	414	3,518	470	1,023	10,038	134	479	502	1,115	28,056	580,625
Jul	3,574	572	3,788	349	1,100	9,384	162	793	1,178	2,133	33,626	613,592
Aug	2,613	532	3,581	220	946	7,892	250	409	631	1,290	28,108	606,336
Sep	6,389	309	2,153	165	926	9,942	243	654	598	1,494	23,362	450,500
Oct	5,490	350	2,829	358	1,183	10,209	330	734	539	1,602	24,390	496,386
Nov	4,665	311	2,422	295	576	8,270	184	600	483	1,267	22,089	485,622
Dec	3,686	436	3,039	510	549	8,219	371	916	616	1,903	27,587	551,105
TOTAL	54,235	4,764	38,110	3,957	11,482	112,548	3,160	7,823	7,912	18,896	324,218	6,713,436
DOMESTIC												
Jan	2,240	82	785	71	110	3,289	329	683	433	1,445	14,436	419,342
Feb	1,536	92	619	64	88	2,398	264	728	518	1,510	15,367	436,594
Mar	2,581	91	466	75	153	3,367	269	565	978	1,812	17,534	491,900
Apr	2,827	78	448	49	107	3,510	260	608	704	1,572	14,734	405,155
May	3,240	104	534	101	211	4,190	352	566	551	1,468	15,546	406,891
Jun	2,342	105	635	118	134	3,333	128	461	486	1,075	14,600	439,895
Jul	1,431	164	726	108	217	2,647	158	776	1,076	2,010	19,309	457,186
Aug	1,364	148	712	68	171	2,463	247	393	609	1,249	17,718	433,162
Sep	1,876	46	337	53	103	2,415	238	640	573	1,450	13,779	312,035
Oct	2,148	89	339	79	137	2,791	323	708	505	1,535	14,787	355,211
Nov	2,523	117	300	68	116	3,125	179	580	473	1,232	11,745	353,032
Dec	1,972	128	444	126	147	2,816	370	903	598	1,871	13,862	391,490
TOTAL	26,081	1,244	6,345	980	1,694	36,344	3,115	7,610	7,503	18,229	183,413	4,901,893
INTERNATIONAL												
Jan	1,960	364	3,852	259	977	7,412	0	27	11	38	12,492	168,204
Feb	2,667	320	3,192	184	951	7,314	4	16	12	32	12,002	158,173
Mar	1,386	227	2,250	240	1,238	5,341	1	4	28	33	11,442	167,303
Apr	2,035	194	2,055	245	494	5,023	1	18	42	61	12,943	133,265
May	2,731	288	2,579	302	850	6,750	8	24	89	121	10,508	142,443
Jun	2,272	309	2,883	352	889	6,705	6	18	16	40	13,456	140,730
Jul	2,143	408	3,062	241	883	6,737	4	17	102	123	14,317	156,406
Aug	1,249	384	2,869	152	775	5,429	3	16	22	41	10,390	173,174
Sep	4,513	263	1,816	112	823	7,527	5	14	25	44	9,583	138,465
Oct	3,342	261	2,490	279	1,046	7,418	7	26	34	67	9,603	141,175
Nov	2,142	194	2,122	227	460	5,145	5	20	10	35	10,344	132,590
Dec	1,714	308	2,595	384	402	5,403	1	13	18	32	13,725	159,615
TOTAL	28,154	3,520	31,765	2,977	9,788	76,204	45	213	409	667	140,805	1,811,543

Note: Sum may not add up to total due to rounding.

Source: DBEDT

Table 12: 2008 Visitor Arrivals Growth by Month and MMA
(% change over 2007)

% change	US WEST MMA	US EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	US WEST	US EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	1.9%	0.3%	-1.8%	6.0%	-8.7%	-8.3%	17.1%	5.6%	1.8%	-0.8%	-6.4%	-9.5%	-6.7%
Feb	1.0%	3.7%	2.2%	16.6%	4.3%	19.2%	42.0%	24.3%	22.5%	17.6%	6.0%	9.4%	6.3%
Mar	0.5%	-9.7%	-7.6%	13.7%	-26.2%	11.6%	23.0%	-12.7%	43.1%	-10.1%	-8.5%	-7.9%	-8.5%
Apr	-15.6%	-6.3%	-12.1%	11.5%	11.9%	-2.8%	16.2%	9.8%	22.5%	12.2%	-9.1%	3.0%	-7.9%
May	-13.6%	-9.4%	2.7%	27.9%	-7.0%	18.1%	38.8%	18.4%	21.9%	10.0%	-11.6%	-4.5%	-10.9%
Jun	-16.5%	-17.0%	-8.1%	22.0%	-9.6%	7.5%	10.1%	35.7%	7.8%	0.9%	-11.1%	-24.9%	-13.1%
Jul	-19.3%	-13.8%	-11.5%	19.8%	7.2%	23.7%	32.1%	15.1%	15.4%	15.1%	-6.7%	3.1%	-5.2%
Aug	-24.2%	-16.5%	-13.4%	12.0%	-0.4%	49.5%	30.9%	35.9%	15.3%	16.7%	6.6%	3.2%	6.1%
Sep	-21.5%	-26.2%	-18.2%	-2.6%	-5.7%	-6.9%	18.5%	17.5%	22.8%	3.5%	-7.1%	-11.2%	-7.7%
Oct	-20.6%	-15.1%	-7.2%	10.1%	1.7%	39.5%	33.0%	27.0%	17.1%	17.2%	4.3%	20.7%	6.4%
Nov	-18.0%	-14.4%	-19.1%	-4.4%	-21.1%	14.9%	2.8%	1.2%	9.0%	-7.7%	-5.8%	-30.2%	-8.1%
Dec	-21.9%	-15.3%	-13.1%	-9.1%	-16.7%	-7.4%	13.6%	27.0%	11.9%	-2.4%	-11.5%	-19.7%	-12.3%
TOTAL	-14.7%	-11.5%	-9.4%	7.9%	-5.9%	15.5%	23.2%	22.3%	17.0%	6.6%	-5.3%	-5.3%	-5.3%
DOMESTIC													
Jan	1.8%	0.5%	-25.8%	30.4%	-2.2%	-13.7%	18.6%	10.9%	5.5%	4.0%	26.2%	12.4%	25.0%
Feb	0.8%	3.5%	-5.8%	44.0%	2.9%	21.5%	34.2%	34.9%	23.3%	16.9%	37.7%	20.2%	35.8%
Mar	0.6%	-9.8%	-18.8%	54.0%	-12.1%	10.2%	18.6%	-6.8%	41.8%	1.3%	39.7%	24.5%	38.3%
Apr	-15.7%	-6.2%	7.0%	8.5%	14.9%	-2.8%	14.7%	11.1%	24.9%	13.7%	21.1%	6.1%	19.1%
May	-13.7%	-9.5%	-6.6%	-12.5%	-1.3%	28.4%	33.4%	25.8%	27.4%	14.4%	19.6%	-7.9%	16.7%
Jun	-16.8%	-17.5%	0.5%	-25.0%	-5.0%	5.5%	11.8%	37.3%	9.8%	4.2%	29.8%	-12.7%	24.3%
Jul	-19.7%	-14.4%	-15.7%	-20.5%	11.2%	29.1%	32.7%	20.1%	12.4%	18.0%	6.3%	-3.8%	4.8%
Aug	-24.5%	-17.0%	-20.7%	-17.4%	0.1%	47.6%	30.2%	37.0%	20.6%	17.5%	9.1%	-14.8%	5.5%
Sep	-21.8%	-26.9%	-23.5%	-32.8%	-3.8%	-9.4%	21.5%	18.6%	22.4%	5.5%	26.3%	-30.3%	17.5%
Oct	-20.9%	-15.4%	9.5%	-6.3%	2.3%	37.3%	32.8%	29.0%	16.4%	17.7%	6.9%	-7.6%	5.1%
Nov	-18.4%	-14.9%	3.4%	-0.5%	-20.6%	17.5%	2.7%	0.2%	9.5%	-6.7%	6.6%	-29.2%	2.1%
Dec	-22.4%	-15.6%	-28.9%	-2.8%	-15.0%	-10.2%	14.4%	28.2%	9.3%	-1.2%	-5.8%	-28.7%	-8.1%
TOTAL	-14.9%	-11.8%	-12.3%	6.2%	-1.8%	15.7%	22.4%	25.2%	17.4%	9.6%	17.1%	-9.6%	13.8%
INTERNATIONAL													
Jan	5.3%	-4.7%	-1.6%	-5.2%	-27.9%	38.9%	-2.9%	-40.8%	-17.4%	-22.5%	-23.2%	-22.7%	-23.2%
Feb	15.7%	16.2%	2.2%	3.2%	8.7%	7.3%	147.3%	-54.1%	18.2%	20.8%	-2.0%	5.1%	-1.5%
Mar	-6.4%	-5.1%	-7.5%	-3.0%	-44.4%	20.7%	66.8%	-56.5%	49.3%	-34.4%	-17.5%	-16.2%	-17.4%
Apr	-14.5%	-9.6%	-12.2%	12.8%	-4.2%	-2.7%	37.8%	-10.3%	5.0%	1.6%	-18.2%	1.8%	-16.3%
May	-5.3%	-4.6%	2.8%	73.0%	-24.7%	-36.4%	99.4%	-50.0%	-7.6%	-10.4%	-19.7%	-3.5%	-18.3%
Jun	3.3%	4.5%	-8.1%	49.7%	-39.8%	25.0%	-18.9%	6.7%	-10.9%	-28.3%	-22.9%	-27.9%	-23.6%
Jul	5.3%	10.4%	-11.4%	59.1%	-27.8%	-12.8%	20.5%	-39.3%	67.2%	-15.5%	-12.2%	5.9%	-9.4%
Aug	-7.1%	-0.8%	-13.3%	46.6%	-4.7%	72.4%	51.0%	9.6%	-46.5%	6.2%	5.9%	8.8%	6.3%
Sep	2.8%	5.2%	-18.2%	29.3%	-34.5%	12.7%	-55.9%	-14.8%	32.1%	-28.7%	-18.1%	-3.8%	-16.2%
Oct	0.8%	-1.5%	-7.3%	33.1%	-4.6%	60.5%	36.8%	-15.2%	33.3%	10.5%	2.8%	36.4%	7.1%
Nov	16.2%	7.2%	-19.3%	-7.6%	-24.2%	-2.9%	4.4%	22.2%	3.8%	-15.6%	-9.1%	-30.6%	-11.0%
Dec	15.4%	2.5%	-13.0%	-14.8%	-31.4%	9.9%	-0.9%	0.0%	46.8%	-14.2%	-12.9%	-17.0%	-13.3%
TOTAL	1.9%	1.5%	-9.3%	9.0%	-25.8%	13.8%	36.7%	-22.4%	13.7%	-14.2%	-12.6%	-3.7%	-11.6%

Source: DBEDT

Table 12: 2008 Visitor Arrivals Growth by Month and MMA (continued)
(% change over 2007)

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
Jan	19.3%	7.0%	5.1%	9.6%	-1.6%	9.7%	23.7%	10.4%	-11.0%	5.3%	21.7%	1.8%
Feb	7.1%	-20.3%	26.9%	13.2%	-26.0%	7.1%	30.7%	51.8%	-18.6%	14.6%	2.3%	3.5%
Mar	37.9%	-5.1%	10.9%	-61.6%	53.5%	17.9%	-5.3%	44.1%	28.6%	26.2%	19.9%	-2.3%
Apr	20.0%	-21.6%	-43.5%	-2.3%	-23.0%	-13.9%	15.0%	-2.3%	-31.4%	-16.4%	12.3%	-9.9%
May	45.4%	-12.1%	-3.1%	8.6%	8.9%	20.1%	46.9%	20.2%	-26.4%	-1.1%	28.7%	-6.3%
Jun	3.6%	-35.3%	-11.1%	-1.7%	-26.3%	-8.1%	71.8%	2.4%	-27.7%	-10.1%	-0.8%	-13.7%
Jul	-28.7%	-15.4%	-10.4%	0.6%	-22.2%	-19.7%	-36.0%	13.8%	-10.9%	-6.1%	7.3%	-13.7%
Aug	-42.8%	-6.2%	-1.8%	-16.7%	-32.0%	-24.4%	49.7%	-24.0%	-21.1%	-14.2%	-3.4%	-17.3%
Sep	-1.0%	-19.9%	-29.6%	-15.4%	-6.9%	-10.4%	6.6%	9.2%	-29.6%	-10.9%	1.0%	-19.3%
Oct	-3.1%	-15.5%	-5.6%	62.7%	101.5%	3.3%	39.2%	5.2%	-25.0%	-3.1%	0.2%	-13.0%
Nov	-28.2%	-13.1%	-20.0%	-15.7%	-7.2%	-23.8%	11.5%	29.6%	-24.8%	-0.2%	-2.2%	-15.7%
Dec	-32.4%	-2.5%	-18.4%	-21.1%	-27.2%	-25.5%	-7.7%	-1.3%	-49.6%	-25.4%	-10.5%	-17.0%
TOTAL	-4.2%	-14.1%	-9.6%	-12.3%	-6.8%	-7.1%	14.6%	11.0%	-21.9%	-5.2%	5.4%	-10.4%
DOMESTIC												
Jan	17.6%	-34.4%	1.8%	9.2%	-33.7%	8.5%	26.1%	9.6%	-9.4%	6.1%	3.2%	2.6%
Feb	3.2%	-37.0%	-3.9%	-3.0%	-1.1%	-1.5%	30.7%	52.6%	-19.2%	14.4%	34.8%	4.5%
Mar	53.6%	-20.2%	-14.0%	56.3%	-12.1%	31.6%	-4.9%	45.6%	29.7%	27.2%	24.4%	-1.0%
Apr	33.7%	-19.6%	-25.5%	-40.2%	37.2%	18.1%	16.6%	-3.5%	-33.8%	-18.0%	3.3%	-10.8%
May	44.3%	-45.5%	-26.3%	-9.8%	37.0%	22.3%	47.9%	22.8%	-34.3%	-4.6%	12.8%	-10.5%
Jun	-10.5%	-47.5%	-25.2%	-7.8%	-8.2%	-15.4%	77.8%	0.2%	-27.4%	-10.5%	-9.9%	-16.3%
Jul	-36.9%	-20.0%	-4.8%	-21.7%	0.0%	-26.3%	-34.7%	15.6%	-15.5%	-8.1%	-1.0%	-16.4%
Aug	-38.4%	-29.9%	-18.3%	-13.9%	-9.0%	-30.9%	52.5%	-25.4%	-21.6%	-14.7%	-6.1%	-20.4%
Sep	-27.5%	-62.6%	-25.3%	1.9%	-8.0%	-27.4%	5.8%	10.5%	-28.6%	-9.7%	-11.4%	-22.1%
Oct	-22.8%	-29.4%	-24.7%	38.6%	-10.5%	-21.8%	41.0%	5.8%	-27.4%	-3.7%	-6.5%	-16.9%
Nov	-33.0%	-7.1%	-45.3%	3.0%	-14.7%	-32.7%	12.6%	29.8%	-18.0%	4.1%	-12.8%	-16.3%
Dec	-47.7%	11.3%	-41.9%	-31.9%	-19.2%	-43.9%	-7.3%	-2.1%	-50.1%	-25.7%	-17.5%	-19.0%
TOTAL	-11.4%	-30.0%	-20.5%	-9.1%	-5.7%	-13.6%	15.6%	11.1%	-23.2%	-5.6%	-0.2%	-12.2%
INTERNATIONAL												
Jan	21.1%	24.7%	5.8%	9.7%	4.0%	10.2%	-100.0%	35.0%	-47.6%	-17.4%	53.3%	-0.3%
Feb	9.5%	-13.7%	35.4%	20.3%	-27.7%	10.3%	33.3%	23.1%	20.0%	23.1%	-21.8%	0.9%
Mar	15.9%	2.7%	18.0%	-69.0%	69.1%	10.6%	-50.0%	-42.9%	0.0%	-10.8%	13.6%	-5.9%
Apr	5.1%	-22.4%	-46.3%	11.9%	-29.7%	-27.6%	-75.0%	63.6%	82.6%	60.5%	24.7%	-7.1%
May	46.7%	12.9%	3.7%	16.6%	3.7%	18.8%	14.3%	-20.0%	187.1%	77.9%	62.8%	8.0%
Jun	23.6%	-29.8%	-7.3%	0.6%	-28.4%	-3.9%	0.0%	125.0%	-36.0%	2.6%	11.2%	-4.2%
Jul	-22.0%	-13.4%	-11.6%	15.3%	-26.2%	-16.7%	-63.6%	-34.6%	112.5%	44.7%	21.2%	-4.7%
Aug	-46.9%	7.9%	3.4%	-17.8%	-35.6%	-21.0%	-40.0%	45.5%	-4.3%	5.1%	1.4%	-8.3%
Sep	16.6%	0.0%	-30.4%	-21.7%	-6.8%	-3.1%	66.7%	-30.0%	-46.8%	-37.1%	26.4%	-12.3%
Oct	16.1%	-9.4%	-2.2%	71.2%	141.0%	17.6%	-12.5%	-10.3%	47.8%	11.7%	12.6%	-1.3%
Nov	-21.5%	-16.4%	-14.4%	-20.1%	-5.2%	-17.1%	-16.7%	25.0%	-84.6%	-59.8%	13.3%	-14.2%
Dec	1.8%	-7.2%	-12.3%	-16.7%	-29.7%	-10.1%	-66.7%	116.7%	-21.7%	0.0%	-2.1%	-11.5%
TOTAL	3.7%	-6.7%	-7.0%	-13.3%	-7.0%	-3.6%	-28.6%	8.1%	11.4%	6.4%	13.7%	-5.4%

Source: DBEDT

**Table 13: U.S. West MMA Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

U.S. WEST	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	26,649,336	30,536,961	-12.7%	26,266,273	30,164,675	-12.9%	383,063	372,286	2.9%
Total Visitors	2,769,229	3,244,707	-14.7%	2,722,988	3,199,318	-14.9%	46,241	45,389	1.9%
PARTY SIZE									
One	496,155	553,341	-10.3%	484,009	544,637	-11.1%	12,146	8,704	39.5%
Two	1,130,469	1,310,811	-13.8%	1,111,321	1,287,141	-13.7%	19,148	23,670	-19.1%
Three or more	1,142,605	1,380,554	-17.2%	1,127,658	1,367,540	-17.5%	14,947	13,015	14.8%
Avg Party Size	2.06	2.09	-1.6%	2.06	2.09	-1.4%	1.85	1.92	-3.6%
VISIT STATUS									
First-Time	542,868	678,793	-20.0%	529,992	668,633	-20.7%	12,876	10,160	26.7%
Repeat	2,226,361	2,565,914	-13.2%	2,192,996	2,530,685	-13.3%	33,365	35,229	-5.3%
Average # of Trips	6.79	6.46	5.1%	6.81	6.48	5.1%	5.45	5.40	0.9%
TRAVEL METHOD									
Group Tour	71,623	101,620	-29.5%	67,036	100,124	-33.0%	4,587	1,495	206.8%
Package	612,398	834,525	-26.6%	602,646	827,215	-27.1%	9,752	7,310	33.4%
Group Tour & Pkg	47,735	72,302	-34.0%	44,056	71,126	-38.1%	3,679	1,177	212.6%
True Independent	2,132,943	2,380,865	-10.4%	2,097,362	2,343,105	-10.5%	35,581	37,760	-5.8%
ISLANDS VISITED									
O'ahu	1,254,836	1,496,366	-16.1%	1,217,608	1,460,949	-16.7%	37,228	35,417	5.1%
Maui County	1,004,899	1,241,545	-19.1%	996,993	1,230,032	-18.9%	7,906	11,513	-31.3%
...Maui	979,253	1,210,399	-19.1%	971,347	1,199,090	-19.0%	7,906	11,309	-30.1%
...Moloka'i	25,414	33,723	-24.6%	24,906	33,279	-25.2%	508	444	14.4%
...Lāna'i	30,858	38,979	-20.8%	30,216	38,671	-21.9%	642	308	108.4%
Kaua'i	515,378	638,394	-19.3%	511,487	632,966	-19.2%	3,891	5,428	-28.3%
Hawai'i Island	526,192	677,831	-22.4%	519,926	671,677	-22.6%	6,266	6,154	1.8%
...Hilo	152,650	243,975	-37.4%	149,791	240,385	-37.7%	2,859	3,590	-20.4%
...Kona	460,676	589,502	-21.9%	455,575	584,381	-22.0%	5,101	5,121	-0.4%
LENGTH OF STAY									
O'ahu (days)	7.61	7.22	5.4%	7.65	7.27	5.3%	6.14	5.32	15.4%
Maui (days)	8.36	7.89	5.9%	8.37	7.89	6.1%	6.68	7.71	-13.3%
Moloka'i (days)	5.86	5.47	7.1%	5.96	5.50	8.3%	1.00	3.83	-73.9%
Lāna'i (days)	4.22	3.98	6.0%	4.27	4.00	6.8%	1.67	1.51	10.6%
Kaua'i (days)	8.13	7.33	10.9%	8.15	7.34	11.0%	5.56	5.87	-5.3%
Hawai'i Island (days)	8.46	7.63	10.8%	8.41	7.60	10.6%	12.53	10.16	23.3%
...Hilo (days)	4.96	4.04	22.8%	5.02	4.04	24.4%	1.55	3.42	-54.7%
...Kona (days)	8.02	7.10	12.9%	7.94	7.08	12.2%	14.52	9.82	47.9%
Statewide (days)	9.62	9.41	2.3%	9.65	9.43	2.3%	8.28	8.20	1.0%
ACCOMMODATIONS									
Hotel	1,371,334	1,623,020	-15.5%	1,339,374	1,594,348	-16.0%	31,960	28,671	11.5%
...Hotel Only	1,149,609	1,351,650	-14.9%	1,120,569	1,326,340	-15.5%	29,040	25,311	14.7%
Condo	640,867	756,171	-15.2%	636,130	750,077	-15.2%	4,737	6,094	-22.3%
...Condo Only	513,538	605,343	-15.2%	510,159	601,017	-15.1%	3,379	4,326	-21.9%
Timeshare	403,687	413,009	-2.3%	401,407	409,695	-2.0%	2,280	3,314	-31.2%
...Timeshare Only	316,778	321,174	-1.4%	315,562	318,721	-1.0%	1,216	2,453	-50.4%
Rental House	172,902	187,816	-7.9%	171,265	186,141	-8.0%	1,637	1,675	-2.3%
Bed & Breakfast	25,152	31,362	-19.8%	24,672	30,397	-18.8%	480	965	-50.3%
Cruise Ship	37,824	119,052	-68.2%	37,824	119,052	-68.2%	0	0	NA
Friends or Relatives	356,457	406,915	-12.4%	349,143	400,820	-12.9%	7,314	6,096	20.0%
PURPOSE OF TRIP									
Pleasure (Net)	2,229,622	2,651,835	-15.9%	2,201,796	2,618,182	-15.9%	27,826	33,653	-17.3%
.....Vacation	2,133,987	2,535,776	-15.8%	2,107,684	2,503,845	-15.8%	26,303	31,931	-17.6%
.....Honeymoon	95,034	115,466	-17.7%	93,700	113,994	-17.8%	1,334	1,472	-9.4%
.....Get Married	30,834	37,639	-18.1%	30,462	37,009	-17.7%	372	630	-41.0%
MC&I (Net)	146,822	174,629	-15.9%	146,026	173,874	-16.0%	796	755	5.4%
.....Convention/Conf.	90,514	104,747	-13.6%	90,299	104,452	-13.5%	215	295	-27.1%
.....Corp. Meetings	36,236	44,561	-18.7%	35,763	44,104	-18.9%	473	457	3.5%
.....Incentive	24,695	32,381	-23.7%	24,587	32,158	-23.5%	108	223	-51.6%
Other Business	139,144	159,389	-12.7%	136,429	158,160	-13.7%	2,715	1,228	121.1%
Visit Friends/Relatives	330,730	375,585	-11.9%	323,854	370,137	-12.5%	6,876	5,448	26.2%
Government/Military	34,918	31,811	9.8%	31,867	30,470	4.6%	3,051	1,341	127.5%
Attend School	6,013	6,555	-8.3%	5,852	6,444	-9.2%	161	111	45.0%
Sport Events	48,767	49,319	-1.1%	46,931	49,004	-4.2%	1,836	315	482.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,897.3	4,759.7	-18.1%	3,841.3	4,701.7	-18.3%	56.0	58.0	-3.5%
Per Person Per Day (\$)	146.2	155.9	-6.2%	146.2	155.9	-6.2%	146.2	155.9	-6.2%
Per Person Per Trip (\$)	1,407.4	1,466.9	-4.1%	1,410.7	1,469.6	-4.0%	1,211.5	1,278.4	-5.2%

NA: Not Applicable

**Table 14: 2008 Domestic U.S. West MMA Visitor Arrivals by Month and State
(Arrivals by air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
PACIFIC COAST	165,638	178,699	207,643	186,971	170,345	193,844	209,883	220,695	140,837	151,933	170,513	174,206	2,171,206
Alaska	8,355	6,629	6,933	3,894	2,814	2,327	1,589	1,934	1,900	4,184	7,045	8,472	56,075
California	105,771	113,179	141,259	129,634	125,963	151,120	173,026	177,098	104,600	105,560	112,994	116,845	1,557,050
Oregon	17,375	16,560	18,742	14,542	13,792	14,215	11,018	13,286	10,564	13,027	14,901	14,058	172,079
Washington	34,137	42,331	40,709	38,901	27,776	26,183	24,250	28,378	23,773	29,162	35,573	34,831	386,002
MOUNTAIN	49,245	48,606	63,065	45,491	53,025	54,250	47,519	35,061	32,623	42,491	39,236	41,171	551,782
Arizona	10,694	10,713	15,973	11,876	17,896	16,436	16,316	10,207	10,571	13,065	9,373	9,001	152,122
Colorado	11,548	11,197	16,186	10,999	12,398	13,034	11,355	7,927	7,537	11,089	9,853	10,522	133,645
Idaho	4,521	4,185	5,153	2,943	2,800	2,989	2,177	1,900	1,739	2,264	3,294	2,718	36,683
Montana	2,936	3,014	3,182	1,405	1,343	1,382	941	724	838	1,277	1,441	1,734	20,218
Nevada	6,448	6,727	9,349	6,116	6,243	7,241	6,704	6,072	4,720	5,348	5,446	6,317	76,733
New Mexico	2,221	2,038	2,940	1,855	2,914	3,483	2,259	1,574	1,717	1,869	1,929	2,004	26,802
Utah	10,005	9,852	9,037	9,290	8,716	8,775	7,269	6,204	5,194	7,130	6,833	8,001	96,306
Wyoming	872	879	1,245	1,007	715	909	498	452	308	450	1,066	874	9,274
TOTAL U.S. WEST	214,883	227,304	270,708	232,461	223,371	248,094	257,401	255,756	173,460	194,424	209,749	215,377	2,722,988

Note: Sum may not add up to total due to rounding.

**Table 15: U.S. East MMA Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	17,586,975	19,595,531	-10.3%	17,227,419	19,270,252	-10.6%	359,556	325,279	10.5%
Total Visitors	1,683,114	1,901,502	-11.5%	1,638,669	1,857,734	-11.8%	44,445	43,768	1.5%
PARTY SIZE									
One	371,800	391,536	-5.0%	361,779	385,728	-6.2%	10,021	5,808	72.5%
Two	793,820	920,278	-13.7%	776,127	900,222	-13.8%	17,693	20,056	-11.8%
Three or more	517,494	589,688	-12.2%	500,763	571,784	-12.4%	16,731	17,904	-6.6%
Avg Party Size	1.87	1.90	-1.5%	1.87	1.89	-1.1%	1.96	2.19	-10.5%
VISIT STATUS									
First-Time	738,892	870,223	-15.1%	717,586	854,906	-16.1%	21,306	15,318	39.1%
Repeat	944,222	1,031,279	-8.4%	921,083	1,002,828	-8.2%	23,139	28,450	-18.7%
Average # of Trips	3.85	3.63	6.2%	3.88	3.63	6.9%	2.90	3.58	-19.0%
TRAVEL METHOD									
Group Tour	105,006	144,579	-27.4%	99,978	140,489	-28.8%	5,028	4,090	22.9%
Package	450,494	579,583	-22.3%	438,738	572,034	-23.3%	11,756	7,549	55.7%
Group Tour & Pkg	79,665	112,781	-29.4%	75,076	108,997	-31.1%	4,589	3,784	21.3%
True Independent	1,207,278	1,290,121	-6.4%	1,175,028	1,254,208	-6.3%	32,250	35,913	-10.2%
ISLANDS VISITED									
O'ahu	1,029,778	1,178,514	-12.6%	990,722	1,139,928	-13.1%	39,056	38,586	1.2%
Maui County	670,802	814,888	-17.7%	659,991	805,942	-18.1%	10,811	8,946	20.8%
...Maui	655,435	797,781	-17.8%	644,866	788,984	-18.3%	10,569	8,797	20.1%
...Moloka'i	20,984	25,895	-19.0%	19,446	24,582	-20.9%	1,538	1,313	17.1%
...Lāna'i	29,364	36,677	-19.9%	28,597	34,954	-18.2%	767	1,723	-55.5%
Kaua'i	351,478	461,331	-23.8%	345,921	458,022	-24.5%	5,557	3,309	67.9%
Hawai'i Island	402,908	521,365	-22.7%	395,192	515,274	-23.3%	7,716	6,091	26.7%
...Hilo	178,039	270,188	-34.1%	172,964	266,090	-35.0%	5,075	4,098	23.8%
...Kona	337,626	442,175	-23.6%	331,240	437,917	-24.4%	6,386	4,258	50.0%
LENGTH OF STAY									
O'ahu (days)	7.68	7.25	5.9%	7.73	7.30	6.0%	6.19	5.79	6.9%
Maui (days)	7.14	6.61	8.0%	7.18	6.62	8.4%	4.84	5.94	-18.4%
Moloka'i (days)	4.15	4.10	1.1%	4.37	4.21	3.8%	1.32	2.15	-38.6%
Lāna'i (days)	3.47	3.22	7.6%	3.53	3.30	6.9%	1.16	1.43	-19.0%
Kaua'i (days)	6.21	5.42	14.6%	6.24	5.43	14.9%	4.63	4.37	6.0%
Hawai'i Island (days)	6.53	5.85	11.6%	6.56	5.86	11.9%	4.93	4.88	1.0%
...Hilo (days)	3.47	2.81	23.4%	3.50	2.82	24.0%	2.47	2.40	2.8%
...Kona (days)	5.96	5.18	15.1%	6.00	5.18	15.8%	4.00	4.67	-14.4%
Statewide (days)	10.45	10.31	1.3%	10.51	10.37	1.4%	8.09	7.43	8.9%
ACCOMMODATIONS									
Hotel	1,038,309	1,169,459	-11.2%	1,006,624	1,134,180	-11.2%	31,685	35,278	-10.2%
...Hotel Only	834,527	910,092	-8.3%	806,660	878,192	-8.1%	27,867	31,899	-12.6%
Condo	261,210	286,193	-8.7%	257,116	283,880	-9.4%	4,094	2,312	77.1%
...Condo Only	177,749	193,425	-8.1%	174,959	192,069	-8.9%	2,790	1,356	105.8%
Timeshare	191,264	189,995	0.7%	189,417	188,752	0.4%	1,847	1,243	48.6%
...Timeshare Only	135,377	133,257	1.6%	134,695	132,571	1.6%	682	686	-0.6%
Rental House	80,610	84,294	-4.4%	78,984	83,140	-5.0%	1,626	1,154	40.9%
Bed & Breakfast	24,223	26,305	-7.9%	23,417	25,516	-8.2%	806	789	2.2%
Cruise Ship	94,607	204,159	-53.7%	93,742	203,872	-54.0%	865	287	201.4%
Friends or Relatives	203,820	212,252	-4.0%	198,093	208,256	-4.9%	5,727	3,996	43.3%
PURPOSE OF TRIP									
Pleasure (Net)	1,290,209	1,487,222	-13.2%	1,260,489	1,456,049	-13.4%	29,720	31,173	-4.7%
.....Vacation	1,191,726	1,368,133	-12.9%	1,163,263	1,338,687	-13.1%	28,463	29,447	-3.3%
.....Honeymoon	102,136	122,499	-16.6%	100,824	121,259	-16.9%	1,312	1,240	5.8%
.....Get Married	20,608	24,757	-16.8%	20,446	23,827	-14.2%	162	930	-82.6%
MC&I (Net)	162,112	194,818	-16.8%	159,156	191,724	-17.0%	2,956	3,095	-4.5%
.....Convention/Conf.	103,221	120,954	-14.7%	101,099	118,838	-14.9%	2,122	2,116	0.3%
.....Corp. Meetings	30,293	39,365	-23.0%	29,550	38,840	-23.9%	743	525	41.5%
.....Incentive	34,811	43,851	-20.6%	34,465	43,397	-20.6%	346	453	-23.6%
Other Business	73,430	77,480	-5.2%	71,411	75,910	-5.9%	2,019	1,570	28.6%
Visit Friends/Relatives	197,198	210,135	-6.2%	192,886	205,811	-6.3%	4,312	4,324	-0.3%
Government/Military	53,041	45,352	17.0%	48,976	43,717	12.0%	4,065	1,634	148.8%
Attend School	4,236	4,088	3.6%	4,109	4,088	0.5%	127	0	NA
Sport Events	27,315	28,425	-3.9%	26,813	26,931	-0.4%	502	1,494	-66.4%
EXPENDITURES									
Total Expenditures (\$ mil.)	3,225.1	3,777.2	-14.6%	3,159.1	3,714.5	-15.0%	65.9	62.7	5.2%
Per Person Per Day (\$)	183.4	192.8	-4.9%	183.4	192.8	-4.9%	183.4	192.8	-4.9%
Per Person Per Trip (\$)	1,916.1	1,986.4	-3.5%	1,927.9	1,999.5	-3.6%	1,483.5	1,432.6	3.6%

NA: Not Applicable

Source: DBEDT

**Table 16: 2008 Domestic U.S. East MMA Visitor Arrivals by Month and State
(Arrivals by air)**

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
W.N. CENTRAL	29,513	28,108	29,269	13,663	15,490	14,971	12,714	9,909	9,399	12,035	12,242	16,126	203,438
Iowa	4,504	3,916	3,722	1,671	1,567	1,857	1,513	1,033	1,078	1,342	1,593	2,056	25,851
Kansas	2,919	2,638	3,269	1,729	2,816	2,138	2,390	1,605	1,494	1,434	1,342	1,901	25,676
Minnesota	12,268	12,338	13,958	5,078	3,792	3,591	2,827	3,477	2,738	4,478	4,653	6,203	75,400
Missouri	4,872	4,692	4,877	3,227	4,771	5,287	4,192	2,578	2,739	2,998	2,824	3,240	46,298
Nebraska	2,260	2,265	1,924	1,127	1,487	1,178	1,187	715	797	1,072	939	1,408	16,360
N. Dakota	1,123	1,055	669	338	411	452	243	207	237	353	467	583	6,137
S. Dakota	1,568	1,203	850	493	645	468	361	295	316	359	424	735	7,716
W.S. CENTRAL	17,960	18,681	26,074	19,246	27,416	34,841	31,862	23,020	16,254	17,066	16,560	18,375	267,355
Arkansas	1,090	1,079	1,411	1,032	1,396	1,666	1,398	843	822	915	693	919	13,264
Louisiana	1,237	1,463	1,607	1,424	2,401	2,113	2,083	1,217	1,173	1,357	1,023	992	18,090
Oklahoma	2,166	1,926	2,427	1,761	3,505	3,229	2,755	1,699	1,548	1,853	1,736	1,890	26,495
Texas	13,467	14,213	20,629	15,029	20,114	27,833	25,626	19,260	12,711	12,942	13,108	14,574	209,506
E.N. CENTRAL	38,650	43,077	45,852	26,769	26,759	31,670	28,668	23,122	19,854	24,679	24,056	30,942	364,099
Illinois	13,636	13,975	17,541	8,462	9,891	11,936	12,204	9,548	7,265	8,722	9,341	12,577	135,097
Indiana	4,223	4,694	4,760	3,641	3,679	4,056	3,353	2,065	2,314	3,186	2,737	3,361	42,069
Michigan	6,942	9,931	7,686	6,075	4,591	4,878	4,346	4,031	3,373	4,482	4,348	6,000	66,683
Ohio	6,669	7,213	7,866	5,226	5,687	7,749	6,482	5,074	5,006	5,173	4,855	5,598	72,598
Wisconsin	7,180	7,264	8,000	3,364	2,911	3,051	2,284	2,405	1,896	3,117	2,774	3,406	47,652
E.S. CENTRAL	6,795	6,949	7,383	6,453	10,988	9,862	7,613	4,681	5,647	6,315	4,560	5,633	82,880
Alabama	1,496	1,444	1,770	1,671	3,294	2,534	1,855	1,297	1,610	1,567	1,346	1,285	21,167
Kentucky	1,884	2,176	1,847	1,715	2,077	2,453	1,822	1,174	1,366	1,736	921	1,531	20,702
Mississippi	681	543	827	669	1,427	968	752	447	475	558	514	532	8,392
Tennessee	2,734	2,787	2,938	2,399	4,191	3,907	3,185	1,763	2,196	2,455	1,779	2,285	32,619
NEW ENGLAND	9,940	12,004	8,587	11,288	8,320	8,090	8,946	9,386	6,529	7,726	6,187	8,257	105,260
Connecticut	2,204	2,571	1,931	2,606	2,027	1,942	2,534	2,603	1,648	1,744	1,538	1,851	25,199
Maine	911	1,058	847	1,013	656	515	451	472	488	570	493	618	8,090
Massachusetts	4,702	5,695	3,982	5,293	4,080	4,030	4,331	4,752	3,145	3,813	2,911	4,376	51,109
New Hampshire	905	1,210	791	1,061	619	719	747	742	582	754	503	668	9,300
Rhode Island	720	681	552	671	588	513	541	511	395	528	401	412	6,512
Vermont	499	789	484	645	350	372	342	307	272	317	341	332	5,051

Note: Sum may not add up to total due to rounding.

Table 16: 2008 Domestic U.S. East MMA Visitor Arrivals by Month and State (continued)
(Arrivals by air)

REGION/STATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
MID ATLANTIC	21,329	23,632	20,634	21,836	19,267	19,645	25,399	28,556	15,242	17,776	14,150	18,901	246,367
New Jersey	5,170	5,035	5,132	5,441	5,111	5,234	7,068	8,449	3,823	4,506	4,043	4,487	63,500
New York	9,561	11,462	8,653	11,079	8,154	7,380	11,503	14,027	6,852	7,847	6,074	9,775	112,367
Pennsylvania	6,598	7,135	6,849	5,317	6,002	7,031	6,827	6,080	4,567	5,423	4,033	4,639	70,500
S. ATLANTIC	30,909	30,005	31,880	32,013	34,812	38,978	37,865	29,509	25,241	27,315	24,539	26,203	369,270
Delaware	574	481	613	391	399	428	450	393	370	335	301	393	5,128
Washington,D.C.	684	600	629	548	628	545	650	859	500	537	521	828	7,529
Florida	7,429	7,236	8,309	9,473	9,704	10,678	10,130	7,212	6,584	7,354	6,459	6,424	96,993
Georgia	3,910	4,566	3,745	5,558	6,012	6,630	5,911	3,834	4,243	3,943	3,597	4,146	56,095
Maryland	4,855	4,376	4,701	3,504	4,597	4,996	5,335	4,731	3,025	3,757	3,172	3,543	50,590
N. Carolina	4,034	3,841	3,791	4,138	4,210	5,307	4,366	3,277	3,143	3,308	3,289	3,157	45,863
S. Carolina	1,691	1,580	1,634	1,499	1,783	2,382	2,085	1,364	1,279	1,521	1,159	1,396	19,373
Virginia	7,003	6,767	7,507	6,255	6,850	7,327	8,339	7,386	5,674	6,129	5,731	5,969	80,936
West Virginia	729	560	951	647	629	686	598	453	423	431	310	347	6,764
TOTAL U.S. EAST	155,096	162,456	169,678	131,268	143,053	158,058	153,068	128,184	98,164	112,911	102,294	124,437	1,638,669

Note: Sum may not add up to total due to rounding.

**Table 17: Domestic U.S. Visitors by State: 2001-2008
(Arrivals by air)**

	2008	2007	2006	2005	2004	2003	2002	2001
PACIFIC COAST	2,171,206	2,558,488	2,541,078	2,432,433	2,234,261	2,103,543	2,001,726	1,908,057
Alaska	56,075	46,577	40,737	39,349	36,835	36,954	41,630	41,545
California	1,557,050	1,946,829	1,997,750	1,919,548	1,767,696	1,666,672	1,570,367	1,468,881
Oregon	172,079	179,235	165,178	152,462	135,943	128,894	121,245	123,511
Washington	386,002	385,846	337,413	321,074	293,786	271,022	268,483	274,120
MOUNTAIN	551,782	640,831	635,764	554,935	486,249	459,975	430,499	390,046
Arizona	152,122	190,089	198,471	151,642	127,014	123,746	110,926	97,564
Colorado	133,645	145,590	140,728	135,564	126,243	124,514	121,257	107,933
Idaho	36,683	41,222	36,782	32,752	28,598	26,550	24,013	24,568
Montana	20,218	20,105	19,928	19,391	16,774	15,902	15,393	15,264
Nevada	76,733	96,806	100,014	91,186	81,437	69,986	61,486	54,879
New Mexico	26,802	31,595	30,468	27,699	24,030	23,678	21,595	18,549
Utah	96,306	105,904	100,467	88,584	74,862	68,734	69,565	65,648
Wyoming	9,274	9,519	8,907	8,117	7,292	6,865	6,265	5,640
W.N. CENTRAL	203,438	220,179	226,088	224,273	210,413	194,497	183,216	193,575
Iowa	25,851	28,324	28,709	28,221	27,762	24,269	21,938	22,236
Kansas	25,676	28,674	28,462	28,442	24,824	23,109	20,880	22,579
Minnesota	75,400	79,874	82,888	84,560	80,866	74,975	72,706	79,592
Missouri	46,298	50,764	52,998	50,363	47,504	44,829	43,136	45,285
Nebraska	16,360	17,918	18,263	18,429	16,644	15,421	13,936	13,170
N. Dakota	6,137	6,291	6,391	6,356	5,846	5,173	4,370	4,806
S. Dakota	7,716	8,333	8,377	7,901	6,967	6,721	6,249	5,907
W.S. CENTRAL	267,355	297,700	295,493	272,439	261,919	247,914	233,376	219,875
Arkansas	13,264	14,978	16,455	15,886	14,435	12,776	12,645	11,590
Louisiana	18,090	21,783	23,243	20,237	19,348	18,138	16,782	15,529
Oklahoma	26,495	30,514	29,759	26,746	26,247	24,355	25,548	21,587
Texas	209,506	230,425	226,037	209,570	201,889	192,644	178,400	171,169
E.N. CENTRAL	364,099	407,255	427,680	436,299	412,006	376,857	369,468	378,159
Illinois	135,097	147,619	153,809	151,806	145,933	139,209	132,686	132,909
Indiana	42,069	48,920	51,666	52,721	49,681	41,640	41,267	42,441
Michigan	66,683	75,859	81,670	84,412	83,296	75,321	75,659	84,999
Ohio	72,598	82,220	86,523	88,463	82,869	74,957	74,538	72,644
Wisconsin	47,652	52,636	54,012	58,897	50,226	45,729	45,317	45,166
E.S. CENTRAL	82,880	97,862	101,872	99,269	91,958	82,810	81,117	70,810
Alabama	21,167	23,638	23,896	23,524	21,300	21,989	22,588	15,640
Kentucky	20,702	24,288	27,214	26,759	26,543	21,314	22,623	19,199
Mississippi	8,392	10,551	10,639	9,768	9,577	8,376	7,302	7,661
Tennessee	32,619	39,385	40,123	39,218	34,538	31,132	28,604	28,310
NEW ENGLAND	105,260	121,707	126,058	130,519	119,060	111,412	106,158	105,925
Connecticut	25,199	29,124	30,432	31,556	29,542	27,068	25,598	26,050
Maine	8,090	9,071	9,378	9,987	9,070	7,505	7,314	6,637
Massachusetts	51,109	59,146	61,421	62,914	57,438	55,620	53,890	53,597
New Hampshire	9,300	11,485	11,254	11,719	10,549	9,787	8,962	9,290
Rhode Island	6,512	7,175	7,993	8,339	7,620	6,752	6,300	6,251
Vermont	5,051	5,706	5,581	6,003	4,843	4,680	4,095	4,100
MID ATLANTIC	246,367	283,285	285,521	290,955	274,922	253,302	231,823	240,063
New Jersey	63,500	75,337	74,534	77,295	75,139	69,991	62,465	65,654
New York	112,367	127,397	129,946	134,627	127,142	118,881	108,392	113,547
Pennsylvania	70,500	80,551	81,041	79,032	72,640	64,431	60,965	60,862
S. ATLANTIC	369,270	429,746	447,991	431,427	386,662	345,012	324,573	316,337
Delaware	5,128	6,009	8,168	5,897	5,422	4,726	4,257	4,576
Washington, D.C.	7,529	8,116	6,031	7,930	7,345	6,724	6,918	6,309
Florida	96,993	121,870	127,551	121,877	105,560	93,543	87,385	83,717
Georgia	56,095	65,536	72,763	67,544	60,780	56,765	56,378	53,781
Maryland	50,590	59,903	61,832	60,660	54,455	48,981	44,653	43,543
N. Carolina	45,863	52,886	52,574	49,633	44,986	37,690	35,417	36,595
S. Carolina	19,373	23,053	22,845	21,450	19,297	16,275	16,091	16,114
Virginia	80,936	85,295	88,888	89,226	82,316	74,461	68,145	66,277
West Virginia	6,764	7,077	7,339	7,210	6,502	5,848	5,328	5,425
UNITED STATES	4,361,657	5,057,052	5,087,546	4,872,548	4,477,449	4,175,321	3,961,956	3,822,845

Note: Sum may not add up to total due to rounding.

**Table 18: 2008 Domestic U.S. Visitor Characteristics by State
(Arrivals by air)**

STATE & REGION	VISITORS	L.O.S. IN HAWAII	VISITOR DAYS	% ONE ISLAND ONLY	% N.I. ONLY	% FIRST-TIME	% HOTEL ONLY	% CONDO ONLY	% MCI	% HONEY-MOON	AVERAGE ISLES VISITED	# OF TRIPS
PACIFIC COAST	2,171,206	9.58	20,792,882	85.0%	55.9%	17.6%	41.6%	19.1%	5.1%	3.3%	1.19	7.12
Alaska	56,075	12.85	720,444	75.1%	40.2%	19.2%	33.3%	21.7%	4.8%	2.8%	1.30	6.66
California	1,557,050	9.12	14,201,284	85.5%	55.6%	17.0%	44.6%	16.8%	5.3%	3.3%	1.18	7.29
Oregon	172,079	10.62	1,827,848	83.8%	61.6%	19.7%	31.7%	24.7%	5.1%	3.5%	1.20	6.46
Washington	386,002	10.47	4,043,307	84.9%	57.3%	18.7%	34.9%	25.6%	4.3%	3.3%	1.19	6.80
MOUNTAIN	551,782	9.92	5,473,389	80.1%	52.7%	26.9%	39.5%	17.1%	6.5%	3.9%	1.27	5.58
Arizona	152,122	9.52	1,448,143	80.7%	54.5%	27.4%	40.9%	15.2%	6.2%	4.2%	1.26	5.42
Colorado	133,645	10.29	1,375,468	78.3%	57.8%	26.0%	39.4%	18.0%	7.0%	3.9%	1.29	5.58
Idaho	36,683	10.60	388,969	80.2%	56.3%	28.3%	32.2%	22.4%	6.4%	3.9%	1.26	5.17
Montana	20,218	11.19	226,154	80.1%	59.6%	31.1%	34.7%	23.5%	7.5%	4.0%	1.26	4.82
Nevada	76,733	9.74	747,386	83.8%	47.5%	22.4%	42.8%	15.0%	5.1%	4.0%	1.22	6.89
New Mexico	26,802	10.52	281,965	78.2%	49.8%	34.5%	42.2%	14.7%	8.5%	3.8%	1.30	4.67
Utah	96,306	9.43	908,340	79.7%	44.9%	26.0%	37.4%	18.0%	6.5%	3.5%	1.27	5.52
Wyoming	9,274	10.46	96,974	76.5%	51.2%	41.1%	41.5%	17.5%	6.1%	4.6%	1.34	4.04
WEST NORTH CENTRAL	203,438	10.54	2,144,285	70.3%	43.3%	41.6%	45.7%	14.2%	9.8%	5.4%	1.44	3.94
Iowa	25,851	10.47	270,772	69.5%	42.5%	45.3%	45.4%	14.2%	9.5%	5.6%	1.47	3.66
Kansas	25,676	10.01	257,050	71.6%	43.2%	43.2%	47.6%	13.7%	10.3%	5.0%	1.43	3.67
Minnesota	75,400	10.94	824,686	70.1%	44.6%	37.3%	43.9%	15.1%	9.8%	5.1%	1.42	4.30
Missouri	46,298	10.24	473,897	70.1%	41.7%	44.2%	46.7%	13.3%	9.5%	6.0%	1.46	3.75
Nebraska	16,360	10.05	164,373	71.5%	45.1%	42.4%	48.0%	13.2%	10.6%	5.5%	1.42	3.94
North Dakota	6,137	10.75	65,964	70.6%	40.1%	45.9%	50.4%	12.9%	11.4%	4.9%	1.45	3.37
South Dakota	7,716	11.35	87,544	69.6%	41.3%	44.9%	44.3%	14.4%	8.6%	4.3%	1.45	3.79
WEST SOUTH CENTRAL	267,355	9.63	2,575,792	73.1%	41.3%	41.2%	51.3%	10.8%	8.9%	5.3%	1.40	4.08
Arkansas	13,264	10.15	134,638	74.0%	38.5%	47.6%	47.5%	13.4%	8.4%	5.3%	1.40	3.63
Louisiana	18,090	9.98	180,497	67.6%	34.3%	53.9%	50.3%	8.6%	11.2%	6.8%	1.54	3.06
Oklahoma	26,495	9.73	257,903	73.9%	41.3%	43.1%	50.3%	12.3%	9.2%	5.3%	1.39	3.87
Texas	209,506	9.56	2,002,754	73.4%	42.1%	39.5%	51.7%	10.6%	8.7%	5.2%	1.39	4.22
EAST NORTH CENTRAL	364,099	10.71	3,898,803	67.6%	44.3%	43.2%	47.0%	13.1%	9.2%	6.3%	1.50	3.81
Illinois	135,097	10.15	1,371,818	70.0%	49.3%	38.6%	50.7%	12.7%	8.7%	6.6%	1.43	4.18
Indiana	42,069	10.62	446,968	68.9%	41.4%	46.2%	45.9%	13.2%	9.7%	5.8%	1.50	3.60
Michigan	66,683	11.56	770,989	66.0%	43.3%	44.9%	42.3%	14.7%	8.5%	6.7%	1.53	3.70
Ohio	72,598	10.76	781,278	64.8%	38.6%	48.0%	46.4%	11.7%	10.1%	6.3%	1.56	3.41
Wisconsin	47,652	11.08	527,750	66.0%	42.6%	44.0%	44.7%	14.4%	9.9%	5.7%	1.52	3.72
EAST SOUTH CENTRAL	82,880	10.10	836,789	69.8%	34.9%	48.7%	51.0%	10.2%	10.3%	5.4%	1.48	3.43
Alabama	21,167	10.10	213,784	71.3%	31.2%	49.8%	54.0%	9.0%	10.5%	5.1%	1.45	3.51
Kentucky	20,702	10.21	211,433	68.8%	37.6%	47.0%	48.8%	11.3%	9.8%	5.9%	1.49	3.41
Mississippi	8,392	9.96	83,598	73.3%	31.1%	53.8%	53.2%	8.9%	10.9%	5.3%	1.41	3.00
Tennessee	32,619	10.05	327,975	68.5%	36.7%	47.8%	50.0%	10.6%	10.4%	5.4%	1.50	3.50
NEW ENGLAND	105,260	11.75	1,236,499	66.7%	42.9%	41.7%	46.3%	10.7%	9.5%	7.3%	1.49	4.27
Connecticut	25,199	11.54	290,913	64.3%	41.1%	42.9%	49.6%	10.0%	10.0%	7.3%	1.53	4.03
Maine	8,090	13.22	106,948	73.2%	38.7%	38.1%	41.0%	12.0%	8.6%	3.9%	1.40	4.92
Massachusetts	51,109	11.46	585,497	65.7%	45.2%	42.4%	46.8%	10.4%	9.5%	8.6%	1.49	4.20
New Hampshire	9,300	12.58	116,987	68.4%	41.6%	41.0%	43.1%	11.9%	9.1%	5.8%	1.49	4.13
Rhode Island	6,512	11.30	73,612	69.0%	33.2%	40.6%	49.1%	9.5%	8.8%	5.7%	1.49	4.48
Vermont	5,051	12.38	62,553	72.6%	49.9%	36.5%	35.1%	15.5%	8.4%	4.4%	1.38	5.07
MIDDLE ATLANTIC	246,367	10.86	2,676,086	62.6%	37.7%	48.1%	50.8%	8.2%	9.2%	8.2%	1.58	3.52
New Jersey	63,500	10.80	685,940	60.1%	36.0%	46.7%	52.9%	7.7%	9.4%	8.7%	1.61	3.60
New York	112,367	10.87	1,221,312	63.2%	38.5%	47.9%	51.1%	8.1%	8.3%	8.9%	1.56	3.63
Pennsylvania	70,500	10.91	768,834	63.8%	37.9%	49.8%	48.6%	8.7%	10.5%	6.7%	1.58	3.27
SOUTH ATLANTIC	369,270	10.45	3,859,165	69.4%	32.8%	44.0%	51.2%	8.0%	11.0%	5.5%	1.48	4.00
Delaware	5,128	11.75	60,232	66.9%	38.4%	47.6%	45.1%	9.2%	9.3%	7.1%	1.53	3.61
D.C.	7,529	9.69	72,964	71.6%	35.6%	40.8%	53.7%	8.3%	11.5%	6.6%	1.40	4.41
Florida	96,993	10.85	1,052,822	66.5%	33.3%	44.8%	49.2%	7.7%	10.4%	5.7%	1.55	4.00
Georgia	56,095	9.69	543,461	70.1%	33.7%	46.2%	52.9%	9.3%	10.6%	5.6%	1.46	3.63
Maryland	50,590	10.37	524,588	69.4%	32.7%	42.9%	52.9%	7.6%	12.1%	5.4%	1.47	4.12
North Carolina	45,863	10.45	479,439	68.7%	36.5%	48.6%	48.4%	8.6%	11.8%	5.7%	1.50	3.43
South Carolina	19,373	10.61	205,521	68.1%	32.7%	48.7%	46.3%	8.3%	9.7%	5.7%	1.53	3.49
Virginia	80,936	10.47	847,574	72.8%	28.9%	37.7%	54.5%	7.2%	11.1%	4.8%	1.40	4.71
West Virginia	6,764	10.73	72,574	71.0%	35.8%	53.7%	51.6%	9.0%	13.4%	5.3%	1.46	3.00

Note: Sum may not add up to total due to rounding.

**Table 19: 2008 Market Penetration for Top U.S. MSAs
(Arrivals by air)**

RANK	METRO AREA	2008	2007	% CHNG	Population (1000) ¹	Est. 2008 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	650,899	823,554	-21.0%	16,037	40.6
2	San Francisco/Oakland/San Jose, CA	497,216	607,592	-18.2%	6,874	72.3
3	Seattle/Tacoma/Bremington, WA	281,857	284,215	-0.8%	3,466	81.3
4	San Diego,CA	148,635	178,958	-16.9%	2,821	52.7
5	New York/Northern New Jersey/Long Island, NY/NJ/CT/PA	145,899	168,650	-13.5%	20,197	7.2
6	Portland/Salem, OR/WA	137,734	140,452	-1.9%	2,181	63.2
7	Phoenix/Mesa,AZ	113,751	141,258	-19.5%	3,014	37.7
8	Chicago/Gary/Kenosha, IL/IN/WI	111,584	120,806	-7.6%	8,886	12.6
9	Washington/Baltimore, DC/MD/VA/WV	101,522	112,020	-9.4%	7,359	13.8
10	Sacramento/Yolo, CA	99,042	127,245	-22.2%	1,741	56.9
11	Denver/Boulder/Greeley, CO	86,718	97,203	-10.8%	2,418	35.9
12	Dallas/Fort Worth, TX	76,229	82,087	-7.1%	4,910	15.5
13	Salt Lake City/Ogden,UT	59,062	64,089	-7.8%	1,275	46.3
14	Las Vegas,NV/AZ	56,450	72,187	-21.8%	1,381	40.9
15	Minneapolis/Saint Paul,MN/WI	55,093	58,779	-6.3%	2,872	19.2
16	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/ NE	54,754	64,138	-14.6%	5,667	9.7
17	Houston/Galveston/Brazoria, TX	53,421	59,536	-10.3%	4,494	11.9
18	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	42,093	48,107	-12.5%	5,999	7.0
19	Atlanta,GA	40,534	46,884	-13.5%	3,857	10.5
20	Detroit/Ann Arbor/Flint, MI	38,911	44,667	-12.9%	5,469	7.1
21	Anchorage,AK	30,147	24,999	20.6%	258	116.9
22	Saint Louis,MO/IL	26,224	28,184	-7.0%	2,569	10.2
23	Kansas City,MO/KS	22,120	25,544	-13.4%	1,756	12.6
24	Austin/SanMarcos,TX	21,354	24,219	-11.8%	1,146	18.6
25	Tucson,AZ	19,754	24,681	-20.0%	804	24.6
26	Cleveland/Akron, OH	18,897	21,564	-12.4%	2,911	6.5
27	Fresno,CA	18,400	24,951	-26.3%	880	20.9
28	Spokane,WA	18,398	17,273	6.5%	410	44.9
29	Cincinnati/Hamilton, OH/KY/IN	18,383	20,303	-9.5%	1,961	9.4
30	Provo/Orem,UT	18,374	20,313	-9.5%	347	53.0
31	Santa Barbara/Santa Maria/Lompoc, CA	17,681	22,222	-20.4%	391	45.2
32	Norfolk/Virginia Beach/Newport News,VA/NC	17,619	17,712	-0.5%	1,563	11.3
33	Stockton-Lodi,CA	16,913	23,044	-26.6%	563	30.0
34	Miami/Fort Lauderdale, FL	16,779	21,774	-22.9%	3,711	4.5
35	San Antonio,TX	16,576	17,685	-6.3%	1,565	10.6
36	Reno,NV	16,370	20,276	-19.3%	320	51.2
37	Tampa/Saint Petersburg/Clearwater,FL	15,848	20,052	-21.0%	2,278	7.0
38	Boise City,ID	15,206	18,827	-19.2%	408	37.3
39	Colorado Springs,CO	15,163	16,158	-6.2%	500	30.3
40	Milwaukee/Racine, WI	14,874	16,814	-11.5%	1,648	9.0
41	Pittsburgh,PA	14,815	16,506	-10.2%	2,331	6.4
42	Albuquerque,NM	14,640	17,146	-14.6%	679	21.6
43	Indianapolis,IN	14,350	17,310	-17.1%	1,537	9.3
44	Eugene/Springfield,OR	14,216	14,601	-2.6%	315	45.1
45	Orlando,FL	13,680	17,052	-19.8%	1,535	8.9
46	Bakersfield,CA	12,943	16,478	-21.5%	642	20.1
47	Columbus,OH	12,656	14,361	-11.9%	1,489	8.5
48	Salinas,CA	12,210	15,954	-23.5%	372	32.8
49	San Luis Obispo/Atascadero/Paso Robles,CA	11,998	14,601	-17.8%	237	50.6
50	Raleigh/Durham/Chapel Hill,NC	11,996	13,303	-9.8%	1,106	10.9
51	Modesto,CA	11,649	16,140	-27.8%	437	26.7
52	Hartford,CT	11,547	13,454	-14.2%	1,148	10.1
53	Charlotte/Gastonia/Rock Hill,NC/SC	11,008	12,983	-15.2%	1,417	7.8
54	Oklahoma City,OK	10,658	12,295	-13.3%	1,046	10.2
55	Nashville,TN	10,658	13,225	-19.4%	1,172	9.1
56	Bellingham,WA	10,617	10,698	-0.8%	160	66.2
57	Omaha,NE/IA	9,067	9,846	-7.9%	699	13.0
58	Jacksonville,FL	8,410	10,586	-20.6%	1,056	8.0
59	Fort Collins/Loveland,CO	8,143	9,070	-10.2%	237	34.4
60	Tulsa,OK	7,952	8,921	-10.9%	786	10.1

¹ Based on 2008 population data
Source: DBEDT and U.S. Bureau of the Census

**Table 20: Japan MMA Visitor Characteristics: 2008 vs. 2007
(Arrivals by Air)**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	6,744,053	7,372,699	-8.5%	56,869	63,527	-10.5%	6,687,183	7,309,172	-8.5%
Total Visitors	1,175,199	1,296,421	-9.4%	8,049	9,174	-12.3%	1,167,150	1,287,247	-9.3%
PARTY SIZE									
One	65,239	76,040	-14.2%	2,826	3,040	-7.0%	62,413	73,000	-14.5%
Two	440,994	440,137	0.2%	3,125	3,293	-5.1%	437,869	436,843	0.2%
Three or more	668,966	780,244	-14.3%	2,098	2,841	-26.2%	666,868	777,404	-14.2%
Avg Party Size	2.80	2.92	-4.0%	1.63	1.70	-4.1%	2.81	2.93	-4.1%
VISIT STATUS									
First-Time	496,531	566,925	-12.4%	2,544	2,960	-14.1%	493,987	563,966	-12.4%
Repeat	678,668	729,496	-7.0%	5,505	6,214	-11.4%	673,163	723,281	-6.9%
Average # of Trips	3.66	3.47	5.6%	5.55	5.36	3.5%	3.65	3.46	5.5%
TRAVEL METHOD									
Group Tour	457,113	549,125	-16.8%	962	1,166	-17.5%	456,151	547,959	-16.8%
Package	936,829	1,057,356	-11.4%	2,791	3,338	-16.4%	934,038	1,054,018	-11.4%
Group Tour & Pkg	401,932	487,321	-17.5%	710	907	-21.7%	401,222	486,414	-17.5%
True Independent	183,189	177,262	3.3%	5,006	5,578	-10.3%	178,183	171,684	3.8%
ISLANDS VISITED									
O'ahu	1,127,441	1,239,489	-9.0%	7,251	8,270	-12.3%	1,120,190	1,231,219	-9.0%
Maui County	67,266	81,834	-17.8%	714	804	-11.2%	66,552	81,031	-17.9%
...Maui	65,612	80,430	-18.4%	697	781	-10.8%	64,915	79,649	-18.5%
...Moloka'i	1,602	1,646	-2.7%	14	19	-26.3%	1,588	1,627	-2.4%
...Lāna'i	1,550	874	77.3%	17	33	-48.5%	1,533	841	82.3%
Kaua'i	26,166	34,401	-23.9%	354	413	-14.3%	25,812	33,988	-24.1%
Hawai'i Island	174,701	199,017	-12.2%	728	887	-17.9%	173,973	198,130	-12.2%
...Hilo	68,390	85,808	-20.3%	221	311	-28.9%	68,169	85,497	-20.3%
...Kona	121,677	132,483	-8.2%	583	711	-18.0%	121,094	131,772	-8.1%
LENGTH OF STAY									
O'ahu (days)	5.25	5.19	1.1%	6.30	6.20	1.5%	5.24	5.18	1.2%
Maui (days)	3.09	3.03	2.1%	5.96	5.30	12.5%	3.06	3.01	1.7%
Moloka'i (days)	1.48	1.55	-4.6%	4.32	3.40	27.0%	1.45	1.53	-5.0%
Lāna'i (days)	2.56	2.15	19.0%	2.81	4.19	-32.9%	2.55	2.07	23.4%
Kaua'i (days)	2.62	2.24	17.0%	6.54	5.54	18.1%	2.57	2.20	16.7%
Hawai'i Island (days)	3.15	3.08	2.2%	6.37	6.33	0.6%	3.13	3.07	2.1%
...Hilo (days)	1.87	1.81	3.2%	5.80	6.16	-5.8%	1.86	1.80	3.1%
...Kona (days)	3.47	3.45	0.5%	5.75	5.20	10.7%	3.46	3.44	0.5%
Statewide (days)	5.74	5.69	0.9%	7.07	6.92	2.1%	5.73	5.68	0.9%
ACCOMMODATIONS									
Hotel	1,061,094	1,175,991	-9.8%	6,210	7,079	-12.3%	1,054,884	1,168,912	-9.8%
...Hotel Only	1,040,217	1,150,905	-9.6%	5,921	6,643	-10.9%	1,034,296	1,144,262	-9.6%
Condo	97,423	102,540	-5.0%	949	1,135	-16.4%	96,474	101,404	-4.9%
...Condo Only	81,702	86,236	-5.3%	798	933	-14.5%	80,904	85,302	-5.2%
Timeshare	16,125	12,415	29.9%	140	155	-9.7%	15,985	12,260	30.4%
...Timeshare Only	11,924	9,501	25.5%	106	121	-12.4%	11,818	9,380	26.0%
Rental House	3,120	2,689	16.0%	157	138	13.8%	2,963	2,551	16.2%
Bed & Breakfast	1,311	1,685	-22.2%	43	47	-8.5%	1,268	1,638	-22.6%
Cruise Ship	1,104	2,797	-60.5%	53	139	-61.9%	1,051	2,658	-60.5%
Friends or Relatives	14,279	16,010	-10.8%	646	730	-11.5%	13,633	15,279	-10.8%
PURPOSE OF TRIP									
Pleasure (Net)	1,048,593	1,150,530	-8.9%	6,562	7,558	-13.2%	1,042,031	1,142,972	-8.8%
....Vacation	841,614	944,452	-10.9%	5,334	6,304	-15.4%	836,280	938,148	-10.9%
....Honeymoon	195,538	188,758	3.6%	1,228	1,257	-2.3%	194,310	187,501	3.6%
...Get Married	58,404	70,093	-16.7%	96	68	41.2%	58,308	70,025	-16.7%
MC&I (Net)	51,626	59,259	-12.9%	374	423	-11.6%	51,252	58,836	-12.9%
....Convention/Conf.	10,179	10,839	-6.1%	183	216	-15.3%	9,996	10,623	-5.9%
....Corp. Meetings	5,817	10,906	-46.7%	140	130	7.7%	5,677	10,776	-47.3%
....Incentive	36,937	38,915	-5.1%	65	91	-28.6%	36,872	38,824	-5.0%
Other Business	8,150	9,041	-9.9%	316	312	1.3%	7,834	8,730	-10.3%
Visit Friends/Relatives	21,054	24,092	-12.6%	769	824	-6.7%	20,285	23,269	-12.8%
Government/Military	560	1,117	-49.9%	105	78	34.6%	455	1,039	-56.2%
Attend School	1,979	2,468	-19.8%	90	60	50.0%	1,889	2,409	-21.6%
Sport Events	37,552	40,908	-8.2%	109	177	-38.4%	37,443	40,731	-8.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	1,944.5	1,982.0	-1.9%	16.4	17.1	-4.0%	1,928.1	1,964.9	-1.9%
Per Person Per Day (\$)	288.3	268.8	7.3%	288.3	268.8	7.3%	288.3	268.8	7.3%
Per Person Per Trip (\$)	1,654.6	1,528.8	8.2%	2,037.1	1,861.6	9.4%	1,652.0	1,526.5	8.2%

Source: DBEDT

**Table 21: 2008 International Japan MMA Visitor Characteristics by Region
(Percentage of Respondents)**

JAPAN BY REGION % of Region	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
	Visitor Counts	126,893	115,607	30,176	357,389	27,697	12,528	46,768	25,945
PARTY SIZE									
One	4.0%	4.4%	4.0%	5.8%	4.4%	4.5%	4.3%	4.0%	11.0%
Two	36.3%	34.3%	39.0%	37.9%	36.5%	39.7%	38.3%	37.5%	26.6%
Three or more	59.8%	61.3%	57.1%	56.3%	59.1%	55.8%	57.3%	58.5%	62.4%
Avg Party Size	2.95	2.99	2.95	2.68	2.96	2.84	2.92	2.95	2.98
VISIT STATUS									
First-Time	42.7%	40.6%	49.9%	32.9%	53.2%	48.1%	51.1%	38.8%	56.1%
Repeat	57.3%	59.4%	50.1%	67.1%	46.8%	51.9%	48.9%	61.2%	43.9%
Average # of Trips	3.40	3.84	2.99	4.53	2.67	2.88	3.09	3.68	2.25
TRAVEL METHOD									
Group Tour	39.7%	40.6%	40.6%	34.4%	41.2%	40.5%	41.1%	39.2%	59.9%
Package	83.8%	80.2%	84.8%	77.4%	83.5%	79.3%	81.9%	83.7%	66.3%
Group Tour & Pkg	35.8%	35.5%	34.6%	31.5%	36.3%	35.0%	36.0%	34.8%	47.0%
True Independent	12.3%	14.7%	9.2%	19.7%	11.6%	15.3%	13.0%	12.0%	20.8%
ISLANDS VISITED									
O'ahu	96.8%	95.1%	97.5%	95.1%	97.6%	97.2%	98.5%	96.7%	95.1%
Maui County	5.9%	6.7%	4.6%	5.4%	6.2%	11.1%	4.9%	4.1%	1.6%
...Maui	5.8%	6.7%	4.4%	5.2%	6.2%	11.0%	4.9%	4.1%	1.1%
...Moloka'i	0.1%	0.1%	0.0%	0.2%	0.0%	0.1%	0.0%	0.1%	0.5%
...Lāna'i	0.1%	0.1%	0.3%	0.1%	0.0%	0.0%	0.0%	0.1%	0.5%
Kaua'i	2.5%	3.2%	1.5%	2.0%	2.1%	1.6%	2.4%	1.9%	2.8%
Hawai'i Island	15.0%	13.9%	12.6%	17.7%	13.9%	9.7%	14.2%	12.6%	22.9%
...Hilo	7.5%	5.8%	6.1%	5.8%	8.3%	5.0%	5.9%	7.1%	16.4%
...Kona	8.6%	9.4%	7.3%	13.4%	7.6%	5.8%	10.0%	6.6%	6.9%
LENGTH OF STAY									
O'ahu (days)	5.06	5.16	5.05	5.45	5.09	5.01	5.24	5.57	5.49
Maui (days)	2.28	2.95	2.79	3.41	2.95	3.42	2.82	3.80	1.00
Moloka'i (days)	1.00	1.00	1.00	1.73	0.00	1.00	0.00	1.00	1.00
Lāna'i (days)	3.42	2.31	2.53	3.68	0.00	0.00	1.00	1.00	1.00
Kaua'i (days)	1.74	3.18	1.75	2.43	1.00	1.84	6.08	2.17	3.34
Hawai'i Island (days)	2.69	3.14	2.49	3.54	2.39	2.64	2.67	2.37	4.50
...Hilo (days)	1.75	1.81	1.57	2.34	1.38	2.02	1.91	1.14	2.49
...Kona (days)	3.15	3.54	3.00	3.67	2.86	2.68	2.66	3.31	9.06
Statewide (days)	5.48	5.65	5.39	6.05	5.51	5.53	5.82	5.88	6.36
ACCOMMODATIONS									
Hotel	92.3%	90.7%	93.7%	87.0%	93.7%	91.2%	92.7%	92.4%	86.5%
...Hotel Only	90.9%	88.9%	92.5%	84.9%	91.1%	89.3%	91.0%	90.8%	84.4%
Condo	6.0%	7.8%	5.8%	11.3%	7.1%	6.9%	6.1%	7.0%	8.6%
...Condo Only	4.9%	6.5%	4.8%	9.6%	4.9%	6.3%	5.3%	5.7%	7.1%
Timeshare	1.9%	1.6%	0.7%	2.1%	0.8%	1.7%	0.8%	1.3%	0.0%
...Timeshare Only	1.4%	1.2%	0.4%	1.5%	0.7%	1.3%	0.6%	0.9%	0.0%
Rental house	0.3%	0.0%	0.0%	0.3%	0.2%	0.0%	0.2%	0.1%	0.0%
Bed & Breakfast	0.0%	0.2%	0.3%	0.1%	0.2%	0.3%	0.1%	0.0%	0.3%
Cruise Ship	0.1%	0.2%	0.0%	0.1%	0.0%	0.2%	0.1%	0.0%	0.0%
Friends or Relatives	0.8%	1.0%	0.7%	1.3%	1.1%	1.9%	1.5%	0.5%	5.4%
PURPOSE OF TRIP									
Pleasure (Net)	89.7%	88.8%	87.9%	90.1%	88.3%	88.6%	87.3%	88.6%	83.8%
....Vacation	71.8%	72.5%	62.0%	78.2%	66.1%	63.5%	65.3%	67.7%	73.2%
....Honeymoon	17.3%	15.0%	23.5%	10.9%	22.1%	23.6%	20.7%	18.8%	7.2%
....Getting Married	4.6%	6.2%	6.1%	4.1%	7.7%	8.1%	4.6%	8.7%	4.7%
MC&I (Net)	4.3%	4.2%	6.8%	3.1%	6.4%	4.1%	7.2%	3.8%	3.3%
....Convention/Conf.	0.8%	0.7%	1.8%	0.7%	0.6%	0.7%	0.7%	1.0%	0.0%
....Corp. Meetings	0.2%	0.4%	0.9%	0.4%	0.7%	0.0%	0.0%	0.2%	0.0%
....Incentive	3.4%	3.3%	4.3%	2.0%	5.2%	3.4%	6.5%	3.0%	3.3%
Other Business	0.5%	0.7%	0.4%	0.4%	0.9%	1.5%	0.6%	0.6%	1.0%
Visit Friends/Relatives	1.5%	1.9%	0.8%	2.0%	2.1%	0.6%	2.1%	1.0%	8.0%
Government/Military	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
Attend School	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.2%	0.0%	0.0%
Sport Events	3.3%	4.1%	4.5%	3.9%	3.3%	3.6%	2.8%	4.7%	13.0%

Source: DBEDT

**Table 22: Canada MMA Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	4,632,068	4,206,656	10.1%	1,870,067	1,701,486	9.9%	2,762,002	2,505,170	10.3%
Total Visitors	359,580	333,397	7.9%	144,095	135,742	6.2%	215,485	197,655	9.0%
PARTY SIZE									
One	43,307	37,724	14.8%	23,425	22,660	3.4%	19,882	15,064	32.0%
Two	170,936	165,499	3.3%	66,180	65,652	0.8%	104,756	99,847	4.9%
Three or more	145,337	130,174	11.6%	54,490	47,430	14.9%	90,847	82,744	9.8%
Avg Party Size	2.19	2.19	0.0%	2.04	2.00	2.0%	2.29	2.31	-0.9%
VISIT STATUS									
First-Time	139,243	129,680	7.4%	56,079	58,480	-4.1%	83,164	71,200	16.8%
Repeat	220,337	203,717	8.2%	88,016	77,262	13.9%	132,321	126,455	4.6%
Average # of Trips	3.86	3.90	-1.1%	4.03	3.78	6.6%	3.74	3.99	-6.3%
TRAVEL METHOD									
Group Tour	14,920	17,359	-14.1%	5,330	8,912	-40.2%	9,590	8,447	13.5%
Package	101,461	105,007	-3.4%	38,227	43,962	-13.0%	63,234	61,044	3.6%
Group Tour & Pkg	11,335	13,691	-17.2%	3,863	7,174	-46.2%	7,472	6,517	14.7%
True Independent	254,534	224,723	13.3%	104,402	90,042	15.9%	150,132	134,681	11.5%
ISLANDS VISITED									
O'ahu	195,034	197,942	-1.5%	62,508	70,872	-11.8%	132,526	127,070	4.3%
Maui County	181,396	174,999	3.7%	72,935	68,709	6.2%	108,461	106,289	2.0%
...Maui	179,139	172,425	3.9%	71,851	67,553	6.4%	107,288	104,872	2.3%
...Moloka'i	6,735	8,466	-20.4%	1,878	2,400	-21.8%	4,857	6,066	-19.9%
...Lāna'i	6,128	7,971	-23.1%	1,890	2,453	-23.0%	4,238	5,518	-23.2%
Kaua'i	51,356	62,447	-17.8%	26,279	31,181	-15.7%	25,077	31,266	-19.8%
Hawai'i Island	73,060	75,716	-3.5%	32,858	37,463	-12.3%	40,202	38,253	5.1%
...Hilo	32,345	44,609	-27.5%	12,468	19,766	-36.9%	19,877	24,843	-20.0%
...Kona	65,029	67,037	-3.0%	29,324	33,403	-12.2%	35,705	33,634	6.2%
LENGTH OF STAY									
O'ahu (days)	9.46	8.83	7.1%	9.18	8.64	6.2%	9.59	8.94	7.3%
Maui (days)	10.07	9.15	10.0%	10.54	8.99	17.2%	9.75	9.26	5.3%
Moloka'i (days)	4.79	3.89	23.1%	6.12	5.98	2.4%	4.27	3.06	39.6%
Lāna'i (days)	2.35	2.06	14.0%	3.31	2.87	15.3%	1.92	1.70	12.9%
Kaua'i (days)	6.79	5.63	20.6%	8.34	6.13	36.0%	5.17	5.14	0.6%
Hawai'i Island (days)	8.06	6.32	27.5%	9.21	7.19	28.1%	7.11	5.47	30.1%
...Hilo (days)	2.84	2.09	35.9%	3.62	2.55	42.1%	2.35	1.72	36.5%
...Kona (days)	7.64	5.75	32.8%	8.78	6.55	34.0%	6.70	4.96	35.2%
Statewide (days)	12.88	12.62	2.1%	12.98	12.53	3.6%	12.82	12.67	1.2%
ACCOMMODATIONS									
Hotel	184,815	177,146	4.3%	67,084	67,478	-0.6%	117,731	109,668	7.4%
...Hotel Only	138,844	123,292	12.6%	50,263	45,885	9.5%	88,581	77,407	14.4%
Condo	127,261	111,049	14.6%	51,145	41,154	24.3%	76,116	69,895	8.9%
...Condo Only	99,663	85,288	16.9%	41,860	32,586	28.5%	57,803	52,703	9.7%
Timeshare	35,296	29,729	18.7%	16,153	13,457	20.0%	19,143	16,271	17.7%
...Timeshare Only	25,927	20,104	29.0%	11,928	9,552	24.9%	13,999	10,551	32.7%
Rental House	21,146	16,579	27.5%	9,685	7,270	33.2%	11,461	9,309	23.1%
Bed & Breakfast	4,243	4,201	1.0%	2,235	2,009	11.2%	2,008	2,192	-8.4%
Cruise Ship	18,503	36,094	-48.7%	7,810	19,544	-60.0%	10,693	16,549	-35.4%
Friends or Relatives	19,078	16,786	13.7%	8,882	8,637	2.8%	10,196	8,148	25.1%
PURPOSE OF TRIP									
Pleasure (Net)	328,792	303,740	8.2%	130,885	122,750	6.6%	197,907	180,990	9.3%
....Vacation	315,961	292,135	8.2%	125,838	116,745	7.8%	190,123	175,390	8.4%
.....Honeymoon	12,870	11,675	10.2%	5,220	6,196	-15.8%	7,650	5,480	39.6%
...Get Married	3,504	3,101	13.0%	1,406	1,353	3.9%	2,098	1,748	20.0%
MC&I (Net)	16,637	15,278	8.9%	7,836	7,280	7.6%	8,801	7,999	10.0%
....Convention/Conf.	12,462	11,038	12.9%	5,787	4,991	15.9%	6,675	6,047	10.4%
.....Corp. Meetings	2,073	2,122	-2.3%	1,043	1,217	-14.3%	1,030	905	13.8%
.....Incentive	2,484	2,793	-11.1%	1,203	1,437	-16.3%	1,281	1,356	-5.5%
Other Business	3,509	3,346	4.9%	1,820	1,974	-7.8%	1,689	1,372	23.1%
Visit Friends/Relatives	15,314	14,120	8.5%	7,286	7,468	-2.4%	8,028	6,653	20.7%
Government/Military	734	365	101.1%	451	307	46.9%	283	58	387.9%
Attend School	468	348	34.5%	242	202	19.8%	226	146	54.8%
Sport Events	4,913	5,168	-4.9%	2,091	2,083	0.4%	2,822	3,085	-8.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	710.6	634.2	12.0%	286.9	256.5	11.8%	423.7	377.7	12.2%
Per Person Per Day (\$)	153.4	150.8	1.8%	153.4	150.8	1.8%	153.4	150.8	1.8%
Per Person Per Trip (\$)	1,976.1	1,902.1	3.9%	1,990.9	1,889.6	5.4%	1,966.3	1,910.7	2.9%

Source: DBEDT

**Table 23: Europe MMA Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	1,474,584	1,327,042	11.1%	1,332,493	1,197,181	11.3%	142,092	129,861	9.4%
Total Visitors	115,172	108,022	6.6%	103,696	94,652	9.6%	11,476	13,370	-14.2%
PARTY SIZE									
One	26,900	25,236	6.6%	25,070	23,496	6.7%	1,830	1,740	5.2%
Two	60,075	55,057	9.1%	53,463	47,845	11.7%	6,612	7,212	-8.3%
Three or more	28,197	27,729	1.7%	25,163	23,311	7.9%	3,034	4,417	-31.3%
Avg Party Size	1.78	1.81	-1.4%	1.77	1.77	0.0%	1.92	2.10	-8.6%
VISIT STATUS									
First-Time	81,104	75,636	7.2%	72,652	65,184	11.5%	8,452	10,451	-19.1%
Repeat	34,068	32,386	5.2%	31,044	29,468	5.3%	3,024	2,919	3.6%
Average # of Trips	2.30	2.29	0.5%	2.35	2.39	-1.7%	1.87	1.58	18.4%
TRAVEL METHOD									
Group Tour	9,503	10,322	-7.9%	8,577	9,403	-8.8%	926	919	0.8%
Package	49,545	51,081	-3.0%	46,116	44,115	4.5%	3,429	6,966	-50.8%
Group Tour & Pkg	6,644	7,774	-14.5%	6,145	7,053	-12.9%	499	721	-30.8%
True Independent	62,769	54,392	15.4%	55,149	48,186	14.5%	7,620	6,206	22.8%
ISLANDS VISITED									
O'ahu	82,877	77,851	6.5%	72,840	66,715	9.2%	10,037	11,136	-9.9%
Maui County	43,348	39,292	10.3%	40,339	35,993	12.1%	3,009	3,299	-8.8%
...Maui	42,128	38,484	9.5%	39,143	35,185	11.2%	2,985	3,299	-9.5%
...Moloka'i	1,816	2,073	-12.4%	1,768	1,606	10.1%	48	467	-89.7%
...Lāna'i	1,941	1,717	13.0%	1,907	1,587	20.2%	34	130	-73.8%
Kaua'i	22,233	22,459	-1.0%	20,699	20,075	3.1%	1,534	2,384	-35.7%
Hawai'i Island	31,748	29,514	7.6%	29,127	26,447	10.1%	2,621	3,067	-14.5%
...Hilo	14,007	15,073	-7.1%	12,703	12,604	0.8%	1,304	2,469	-47.2%
...Kona	25,584	23,279	9.9%	23,314	21,068	10.7%	2,270	2,211	2.7%
LENGTH OF STAY									
O'ahu (days)	8.93	8.61	3.7%	9.02	8.93	1.0%	8.24	6.70	22.9%
Maui (days)	8.20	7.88	4.1%	8.07	7.92	1.9%	9.95	7.49	32.9%
Moloka'i (days)	4.45	3.46	28.5%	4.50	4.01	12.2%	2.50	1.55	61.3%
Lāna'i (days)	3.90	3.36	16.1%	3.92	3.46	13.2%	3.00	2.26	32.8%
Kaua'i (days)	6.10	5.83	4.6%	6.07	5.95	2.1%	6.40	4.86	31.7%
Hawai'i Island (days)	7.50	7.10	5.6%	7.50	7.24	3.5%	7.50	5.86	28.1%
...Hilo (days)	4.67	4.30	8.6%	4.77	4.31	10.7%	3.71	4.24	-12.5%
...Kona (days)	6.74	6.21	8.6%	6.76	6.51	3.9%	6.53	3.38	93.3%
Statewide (days)	12.80	12.28	4.3%	12.85	12.65	1.6%	12.38	9.71	27.5%
ACCOMMODATIONS									
Hotel	85,868	79,143	8.5%	77,185	68,958	11.9%	8,683	10,185	-14.7%
...Hotel Only	72,477	66,035	9.8%	65,384	57,020	14.7%	7,093	9,016	-21.3%
Condo	9,846	9,005	9.3%	8,767	7,823	12.1%	1,079	1,182	-8.7%
...Condo Only	6,057	5,655	7.1%	5,481	5,050	8.5%	576	605	-4.8%
Timeshare	3,106	3,033	2.4%	2,866	2,871	-0.2%	240	162	48.1%
...Timeshare Only	2,040	2,196	-7.1%	2,040	2,068	-1.4%	0	128	-100.0%
Rental House	6,237	5,617	11.0%	5,694	5,236	8.7%	543	381	42.5%
Bed & Breakfast	5,636	4,331	30.1%	5,286	4,017	31.6%	350	314	11.5%
Cruise Ship	4,317	7,530	-42.7%	4,199	6,964	-39.7%	118	566	-79.2%
Friends or Relatives	9,939	9,509	4.5%	9,332	8,822	5.8%	607	687	-11.6%
PURPOSE OF TRIP									
Pleasure (Net)	97,676	92,627	5.5%	88,184	80,310	9.8%	9,492	12,317	-22.9%
.....Vacation	86,054	82,106	4.8%	76,999	70,872	8.6%	9,055	11,233	-19.4%
.....Honeymoon	11,980	10,810	10.8%	11,562	9,748	18.6%	418	1,062	-60.6%
...Get Married	1,268	1,318	-3.8%	1,248	1,239	0.7%	20	79	-74.7%
MC&I (Net)	7,312	6,720	8.8%	6,914	6,463	7.0%	398	257	54.9%
.....Convention/Conf.	4,765	4,700	1.4%	4,435	4,599	-3.6%	330	101	226.7%
.....Corp. Meetings	1,310	1,014	29.2%	1,310	1,014	29.2%	0	0	NA
.....Incentive	1,537	1,236	24.4%	1,469	1,080	36.0%	68	156	-56.4%
Other Business	2,184	2,060	6.0%	1,996	2,060	-3.1%	188	0	NA
Visit Friends/Relatives	9,355	8,372	11.7%	8,189	7,645	7.1%	1,166	727	60.4%
Government/Military	584	500	16.8%	547	500	9.4%	37	0	NA
Attend School	811	642	26.3%	733	624	17.5%	78	17	358.8%
Sport Events	2,759	2,189	26.0%	2,395	2,144	11.7%	364	45	708.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	248.9	231.8	7.4%	225.0	209.1	7.6%	24.0	22.7	5.7%
Per Person Per Day (\$)	168.8	174.7	-3.4%	168.8	174.7	-3.4%	168.8	174.7	-3.4%
Per Person Per Trip (\$)	2,161.5	2,146.0	0.7%	2,169.4	2,209.5	-1.8%	2,090.3	1,696.7	23.2%

NA: Not Applicable

**Table 24: Oceania MMA Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	1,343,771	1,467,446	-8.4%	297,569	267,221	11.4%	1,046,202	1,200,225	-12.8%
Total Visitors	155,480	164,151	-5.3%	46,410	40,779	13.8%	109,070	123,372	-11.6%
PARTY SIZE									
One	19,413	15,043	29.1%	8,715	8,016	8.7%	10,698	7,027	52.2%
Two	76,048	85,627	-11.2%	19,898	17,496	13.7%	56,150	68,131	-17.6%
Three or more	60,019	63,481	-5.5%	17,797	15,267	16.6%	42,222	48,214	-12.4%
Avg Party Size	2.15	2.23	-3.4%	2.00	1.98	1.0%	2.22	2.32	-4.3%
VISIT STATUS									
First-Time	82,235	84,688	-2.9%	20,278	17,855	13.6%	61,957	66,833	-7.3%
Repeat	73,245	79,463	-7.8%	26,132	22,924	14.0%	47,113	56,539	-16.7%
Average # of Trips	2.45	2.48	-1.1%	2.74	2.81	-2.5%	2.33	2.37	-1.7%
TRAVEL METHOD									
Group Tour	5,906	5,086	16.1%	1,169	908	28.7%	4,737	4,178	13.4%
Package	74,757	84,940	-12.0%	22,038	19,436	13.4%	52,719	65,504	-19.5%
Group Tour & Pkg	4,590	4,193	9.5%	943	693	36.1%	3,647	3,500	4.2%
True Independent	79,406	78,318	1.4%	24,146	21,128	14.3%	55,260	57,190	-3.4%
ISLANDS VISITED									
O'ahu	146,118	155,613	-6.1%	43,793	38,063	15.1%	102,325	117,550	-13.0%
Maui County	32,309	38,218	-15.5%	5,102	4,639	10.0%	27,207	33,579	-19.0%
...Maui	31,586	37,591	-16.0%	4,951	4,482	10.5%	26,635	33,109	-19.6%
...Moloka'i	3,022	4,149	-27.2%	174	190	-8.4%	2,848	3,959	-28.1%
...Lāna'i	2,907	5,098	-43.0%	180	175	2.9%	2,727	4,923	-44.6%
Kaua'i	14,605	20,655	-29.3%	1,792	2,019	-11.2%	12,813	18,636	-31.2%
Hawai'i Island	25,674	32,960	-22.1%	3,362	3,311	1.5%	22,312	29,649	-24.7%
...Hilo	15,078	22,576	-33.2%	1,431	1,565	-8.6%	13,647	21,011	-35.0%
...Kona	20,804	26,858	-22.5%	2,613	2,513	4.0%	18,191	24,345	-25.3%
LENGTH OF STAY									
O'ahu (days)	6.92	7.10	-2.6%	5.57	5.66	-1.6%	7.49	7.57	-1.0%
Maui (days)	4.63	4.09	13.1%	5.49	5.51	-0.4%	4.47	3.90	14.5%
Moloka'i (days)	1.51	1.50	0.4%	3.35	4.25	-21.3%	1.39	1.37	1.8%
Lāna'i (days)	1.41	1.30	8.1%	2.51	2.82	-11.1%	1.33	1.24	7.5%
Kaua'i (days)	3.78	3.22	17.4%	4.99	4.66	7.0%	3.61	3.06	18.0%
Hawai'i Island (days)	4.79	3.92	22.2%	4.89	5.00	-2.3%	4.78	3.80	25.7%
...Hilo (days)	2.02	1.64	23.4%	2.94	2.90	1.5%	1.93	1.54	25.1%
...Kona (days)	4.45	3.43	29.6%	4.67	4.78	-2.2%	4.41	3.30	33.8%
Statewide (days)	8.64	8.94	-3.3%	6.41	6.55	-2.1%	9.59	9.73	-1.4%
ACCOMMODATIONS									
Hotel	136,868	143,256	-4.5%	41,492	35,407	17.2%	95,376	107,849	-11.6%
...Hotel Only	123,489	124,415	-0.7%	39,739	33,614	18.2%	83,750	90,801	-7.8%
Condo	10,991	12,405	-11.4%	1,814	1,721	5.4%	9,177	10,684	-14.1%
...Condo Only	6,072	7,652	-20.6%	1,345	1,269	6.0%	4,727	6,384	-26.0%
Timeshare	3,127	2,903	7.7%	667	675	-1.2%	2,460	2,228	10.4%
...Timeshare Only	1,334	1,201	11.1%	433	493	-12.2%	901	709	27.1%
Apartment	3,090	3,257	-5.1%	622	668	-6.9%	2,468	2,590	-4.7%
Bed & Breakfast	1,628	1,481	9.9%	323	329	-1.8%	1,305	1,152	13.3%
Cruise Ship	5,028	10,337	-51.4%	663	898	-26.2%	4,365	9,440	-53.8%
Friends or Relatives	6,456	7,205	-10.4%	1,706	1,939	-12.0%	4,750	5,265	-9.8%
PURPOSE OF TRIP									
Pleasure (Net)	139,521	148,106	-5.8%	42,620	37,098	14.9%	96,901	111,008	-12.7%
....Vacation	130,426	139,784	-6.7%	40,899	35,588	14.9%	89,527	104,196	-14.1%
....Honeymoon	9,266	8,269	12.1%	1,854	1,646	12.6%	7,412	6,622	11.9%
...Get Married	1,148	1,179	-2.6%	192	151	27.2%	956	1,027	-6.9%
MC&I (Net)	5,769	4,343	32.8%	886	770	15.1%	4,883	3,573	36.7%
....Convention/Conf.	4,385	3,412	28.5%	654	512	27.7%	3,731	2,900	28.7%
....Corp. Meetings	333	458	-27.3%	151	160	-5.6%	182	299	-39.1%
....Incentive	1,222	527	131.9%	127	109	16.5%	1,095	418	162.0%
Other Business	1,701	1,411	20.6%	679	588	15.5%	1,022	822	24.3%
Visit Friends/Relatives	6,906	7,113	-2.9%	1,678	1,884	-10.9%	5,228	5,228	0.0%
Government/Military	603	392	53.8%	207	206	0.5%	396	186	112.9%
Attend School	109	130	-16.2%	58	39	48.7%	51	91	-44.0%
Sport Events	1,721	1,909	-9.8%	334	217	53.9%	1,387	1,692	-18.0%
EXPENDITURES									
Total Expenditures (\$ mil.)	290.4	311.6	-6.8%	64.3	56.7	13.3%	226.1	254.8	-11.3%
Per Person Per Day (\$)	216.1	212.3	1.8%	216.1	212.3	1.8%	216.1	212.3	1.8%
Per Person Per Trip (\$)	1,867.8	1,898.1	-1.6%	1,385.6	1,391.3	-0.4%	2,072.9	2,065.6	0.4%

Source: DBEDT

**Table 25: Other Asia MMA Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	813,485	1,084,780	-25.0%	227,766	259,427	-12.2%	585,719	825,353	-29.0%
Total Visitors	112,548	121,109	-7.1%	36,344	42,072	-13.6%	76,204	79,037	-3.6%
PARTY SIZE									
One	15,150	14,428	5.0%	7,693	8,701	-11.6%	7,457	5,727	30.2%
Two	29,196	31,840	-8.3%	7,379	8,369	-11.8%	21,817	23,471	-7.0%
Three or more	68,202	74,841	-8.9%	21,272	25,003	-14.9%	46,930	49,838	-5.8%
Avg Party Size	2.73	2.75	-0.6%	2.34	2.39	-2.1%	2.92	2.95	-1.0%
VISIT STATUS									
First-Time	83,874	88,528	-5.3%	26,589	30,353	-12.4%	57,285	58,174	-1.5%
Repeat	28,674	32,581	-12.0%	9,755	11,719	-16.8%	18,919	20,863	-9.3%
Average # of Trips	2.08	1.95	6.5%	2.47	2.39	3.3%	1.89	1.72	9.9%
TRAVEL METHOD									
Group Tour	52,967	55,920	-5.3%	18,258	22,008	-17.0%	34,709	33,912	2.4%
Package	69,388	72,161	-3.8%	22,008	26,523	-17.0%	47,380	45,637	3.8%
Group Tour & Pkg	45,910	48,825	-6.0%	15,299	18,870	-18.9%	30,611	29,955	2.2%
True Independent	36,103	41,853	-13.7%	11,377	12,411	-8.3%	24,726	29,443	-16.0%
ISLANDS VISITED									
O'ahu	103,053	111,256	-7.4%	32,509	37,615	-13.6%	70,544	73,641	-4.2%
Maui County	25,088	26,425	-5.1%	4,445	5,535	-19.7%	20,643	20,890	-1.2%
...Maui	23,426	25,557	-8.3%	4,243	5,288	-19.8%	19,183	20,269	-5.4%
...Moloka'i	2,935	1,498	95.9%	260	305	-14.8%	2,675	1,193	124.2%
...Lāna'i	2,187	1,174	86.3%	184	242	-24.0%	2,003	932	114.9%
Kaua'i	6,046	7,776	-22.2%	1,873	2,539	-26.2%	4,173	5,237	-20.3%
Hawai'i Island	17,726	18,886	-6.1%	3,395	4,124	-17.7%	14,331	14,762	-2.9%
...Hilo	8,174	11,192	-27.0%	1,642	1,960	-16.2%	6,532	9,232	-29.2%
...Kona	14,189	13,445	5.5%	2,317	3,130	-26.0%	11,872	10,315	15.1%
LENGTH OF STAY									
O'ahu (days)	6.13	7.90	-22.4%	5.28	5.16	2.4%	6.52	9.29	-29.8%
Maui (days)	2.93	3.33	-11.9%	4.99	4.82	3.5%	2.48	2.94	-15.7%
Moloka'i (days)	1.45	1.76	-17.7%	3.00	2.42	23.9%	1.30	1.59	-18.4%
Lāna'i (days)	1.57	1.83	-14.1%	3.36	3.16	6.4%	1.41	1.49	-5.6%
Kaua'i (days)	3.97	3.38	17.5%	6.13	5.77	6.3%	3.00	2.22	35.1%
Hawai'i Island (days)	4.59	4.77	-3.9%	6.46	5.73	12.7%	4.14	4.51	-8.2%
...Hilo (days)	2.54	2.81	-9.6%	3.69	3.91	-5.7%	2.25	2.58	-12.7%
...Kona (days)	4.27	4.37	-2.4%	6.85	5.10	34.4%	3.76	4.14	-9.2%
Statewide (days)	7.23	8.96	-19.3%	6.27	6.17	1.6%	7.69	10.44	-26.4%
ACCOMMODATIONS									
Hotel	97,131	100,798	-3.6%	31,039	35,493	-12.5%	66,092	65,305	1.2%
...Hotel Only	92,386	94,559	-2.3%	29,271	33,559	-12.8%	63,115	61,000	3.5%
Condo	4,774	6,082	-21.5%	1,517	2,006	-24.4%	3,257	4,076	-20.1%
...Condo Only	2,996	3,456	-13.3%	1,112	1,460	-23.8%	1,884	1,996	-5.6%
Timeshare	1,595	1,264	26.2%	776	856	-9.3%	819	409	100.2%
...Timeshare Only	1,033	766	34.9%	534	552	-3.3%	499	213	134.3%
Rental House	2,077	1,932	7.5%	651	679	-4.1%	1,426	1,254	13.7%
Bed & Breakfast	1,383	2,339	-40.9%	805	880	-8.5%	578	1,460	-60.4%
Cruise Ship	801	2,161	-62.9%	544	1,068	-49.1%	257	1,092	-76.5%
Friends or Relatives	8,193	11,017	-25.6%	2,345	2,645	-11.3%	5,848	8,373	-30.2%
PURPOSE OF TRIP									
Pleasure (Net)	76,904	76,860	0.1%	26,794	29,708	-9.8%	50,110	47,152	6.3%
....Vacation	64,521	64,694	-0.3%	25,829	28,545	-9.5%	38,692	36,149	7.0%
....Honeymoon	11,884	11,862	0.2%	1,010	1,202	-16.0%	10,874	10,660	2.0%
...Get Married	1,000	931	7.4%	216	280	-22.9%	784	652	20.2%
MC&I (Net)	16,262	12,852	26.5%	2,613	3,181	-17.9%	13,649	9,670	41.1%
....Convention/Conf.	7,081	7,294	-2.9%	1,274	1,390	-8.3%	5,807	5,904	-1.6%
....Corp. Meetings	3,960	1,866	112.2%	475	675	-29.6%	3,485	1,190	192.9%
....Incentive	6,195	3,862	60.4%	939	1,214	-22.7%	5,256	2,648	98.5%
Other Business	10,259	14,948	-31.4%	4,370	6,038	-27.6%	5,889	8,910	-33.9%
Visit Friends/Relatives	7,196	10,165	-29.2%	2,507	2,793	-10.2%	4,689	7,373	-36.4%
Government/Military	1,981	3,007	-34.1%	714	1,297	-44.9%	1,267	1,711	-25.9%
Attend School	1,115	843	32.3%	162	220	-26.4%	953	623	53.0%
Sport Events	757	995	-23.9%	273	326	-16.3%	484	669	-27.7%
EXPENDITURES									
Total Expenditures (\$ mil.)	180.5	253.6	-28.8%	50.5	60.6	-16.7%	130.0	192.9	-32.6%
Per Person Per Day (\$)	221.9	233.8	-5.1%	221.9	233.8	-5.1%	221.9	233.8	-5.1%
Per Person Per Trip (\$)	1,604.1	2,094.0	-23.4%	1,390.8	1,441.5	-3.5%	1,705.8	2,441.2	-30.1%

Source: DBEDT

**Table 26: Latin America MMA Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	244,863	249,619	-1.9%	238,716	243,779	-2.1%	6,147	5,840	5.3%
Total Visitors	18,896	19,943	-5.2%	18,229	19,316	-5.6%	667	627	6.4%
PARTY SIZE									
One	5,012	5,042	-0.6%	4,886	4,837	1.0%	126	206	-38.8%
Two	7,634	8,070	-5.4%	7,218	7,807	-7.5%	416	264	57.6%
Three or more	6,250	6,830	-8.5%	6,125	6,673	-8.2%	125	158	-20.9%
Avg Party Size	1.82	1.85	-1.6%	1.82	1.86	-2.2%	1.82	1.62	12.3%
VISIT STATUS									
First-Time	13,128	13,483	-2.6%	12,608	13,149	-4.1%	520	334	55.7%
Repeat	5,768	6,460	-10.7%	5,621	6,167	-8.9%	147	293	-49.8%
Average # of Trips	2.26	2.34	-3.5%	2.29	2.34	-2.1%	1.41	2.11	-33.2%
TRAVEL METHOD									
Group Tour	2,030	2,300	-11.7%	1,897	2,275	-16.6%	133	25	432.0%
Package	7,651	8,313	-8.0%	7,425	8,007	-7.3%	226	306	-26.1%
Group Tour & Pkg	1,532	1,710	-10.4%	1,399	1,685	-17.0%	133	25	432.0%
True Independent	10,748	11,039	-2.6%	10,307	10,718	-3.8%	441	321	37.4%
ISLANDS VISITED									
O'ahu	13,623	14,335	-5.0%	12,956	13,733	-5.7%	667	602	10.8%
Maui County	7,185	8,319	-13.6%	7,139	8,101	-11.9%	46	218	-78.9%
...Maui	6,996	8,135	-14.0%	6,950	7,917	-12.2%	46	218	-78.9%
...Moloka'i	250	345	-27.5%	239	321	-25.5%	11	24	-54.2%
...Lāna'i	355	419	-15.3%	350	363	-3.6%	5	56	-91.1%
Kaua'i	2,396	3,602	-33.5%	2,344	3,507	-33.2%	52	95	-45.3%
Hawai'i Island	4,054	5,468	-25.9%	3,978	5,248	-24.2%	76	220	-65.5%
...Hilo	1,599	2,941	-45.6%	1,523	2,721	-44.0%	76	220	-65.5%
...Kona	3,372	4,736	-28.8%	3,302	4,592	-28.1%	70	144	-51.4%
LENGTH OF STAY									
O'ahu (days)	9.80	8.81	11.2%	9.87	8.91	10.8%	8.44	6.54	29.1%
Maui (days)	9.99	8.75	14.1%	10.04	8.86	13.3%	2.23	4.53	-50.7%
Moloka'i (days)	3.15	3.69	-14.6%	3.27	3.89	-16.0%	0.68	1.00	-32.3%
Lāna'i (days)	4.08	3.64	12.2%	4.13	4.04	2.3%	0.68	1.02	-33.7%
Kaua'i (days)	5.58	4.67	19.4%	5.66	4.77	18.7%	1.71	1.01	69.0%
Hawai'i Island (days)	6.39	5.96	7.2%	6.43	6.07	5.9%	4.10	3.35	22.5%
...Hilo (days)	3.21	2.50	28.4%	3.26	2.50	30.5%	2.13	2.55	-16.5%
...Kona (days)	6.16	5.32	15.7%	6.24	5.45	14.5%	2.14	1.23	74.1%
Statewide (days)	12.96	12.52	3.5%	13.10	12.62	3.8%	9.22	9.31	-1.0%
ACCOMMODATIONS									
Hotel	13,431	13,010	3.2%	12,788	12,528	2.1%	643	482	33.4%
...Hotel Only	12,254	10,734	14.2%	11,653	10,299	13.1%	601	434	38.5%
Condo	1,332	1,387	-4.0%	1,326	1,375	-3.6%	6	12	-50.0%
...Condo Only	1,044	1,092	-4.4%	1,044	1,080	-3.3%	0	12	-100.0%
Timeshare	627	725	-13.5%	627	725	-13.5%	0	0	NA
...Timeshare Only	466	578	-19.4%	466	578	-19.4%	0	0	NA
Rental House	1,160	1,225	-5.3%	1,160	1,207	-3.9%	0	17	-100.0%
Bed & Breakfast	146	182	-19.8%	142	182	-22.0%	4	0	NA
Cruise Ship	753	2,654	-71.6%	722	2,621	-72.5%	31	32	-3.1%
Friends or Relatives	1,918	2,150	-10.8%	1,918	2,125	-9.7%	0	25	-100.0%
PURPOSE OF TRIP									
Pleasure (Net)	14,622	15,732	-7.1%	14,056	15,147	-7.2%	566	585	-3.2%
....Vacation	13,112	14,232	-7.9%	12,745	13,685	-6.9%	367	546	-32.8%
....Honeymoon	1,576	1,527	3.2%	1,376	1,488	-7.5%	200	39	412.8%
...Get Married	106	128	-17.2%	106	128	-17.2%	0	0	NA
MC&I (Net)	2,189	1,977	10.7%	2,158	1,969	9.6%	31	9	244.4%
....Convention/Conf.	1,305	1,173	11.3%	1,274	1,173	8.6%	31	0	NA
....Corp. Meetings	447	383	16.7%	447	383	16.7%	0	0	NA
....Incentive	531	492	7.9%	531	484	9.7%	0	9	-100.0%
Other Business	633	636	-0.5%	564	622	-9.3%	69	14	392.9%
Visit Friends/Relatives	1,277	1,527	-16.4%	1,277	1,527	-16.4%	0	0	NA
Government/Military	93	81	14.8%	93	81	14.8%	0	0	NA
Attend School	91	73	24.7%	91	73	24.7%	0	0	NA
Sport Events	535	500	7.0%	535	500	7.0%	0	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	53.7	48.7	10.2%	52.3	47.5	10.1%	1.3	1.1	18.3%
Per Person Per Day (\$)	219.2	195.0	12.4%	219.2	195.0	12.4%	219.2	195.0	12.4%
Per Person Per Trip (\$)	2,840.4	2,441.1	16.4%	2,870.4	2,461.4	16.6%	2,020.0	1,816.6	11.2%

NA: Not Applicable

**Table 27: Other MMA Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	3,640,997	3,294,576	10.5%	1,980,179	1,932,894	2.4%	1,660,818	1,361,682	22.0%
Total Visitors	324,218	307,568	5.4%	183,413	183,743	-0.2%	140,805	123,825	13.7%
PARTY SIZE									
One	80,076	69,195	15.7%	45,440	45,516	-0.2%	34,636	23,679	46.3%
Two	125,729	119,312	5.4%	74,133	72,929	1.7%	51,596	46,383	11.2%
Three or more	118,413	119,061	-0.5%	63,840	65,298	-2.2%	54,573	53,762	1.5%
Avg Party Size	1.89	1.96	-3.3%	1.86	1.87	-0.5%	1.94	2.10	-7.6%
VISIT STATUS									
First-Time	160,326	138,567	15.7%	77,980	78,000	0.0%	82,346	60,567	36.0%
Repeat	163,892	169,001	-3.0%	105,433	105,743	-0.3%	58,459	63,258	-7.6%
Average # of Trips	3.95	4.21	-6.3%	4.84	4.73	2.3%	2.78	3.45	-19.4%
TRAVEL METHOD									
Group Tour	29,123	19,908	46.3%	10,945	12,666	-13.6%	18,178	7,242	151.0%
Package	100,687	84,552	19.1%	53,702	57,060	-5.9%	46,985	27,492	70.9%
Group Tour & Pkg	23,136	12,560	84.2%	7,843	9,267	-15.4%	15,293	3,293	364.4%
True Independent	217,544	215,667	0.9%	126,609	123,283	2.7%	90,935	92,384	-1.6%
ISLANDS VISITED									
O'ahu	240,925	223,384	7.9%	114,708	114,238	0.4%	126,217	109,146	15.6%
Maui County	96,748	96,523	0.2%	62,852	65,058	-3.4%	33,896	31,465	7.7%
...Maui	92,225	92,793	-0.6%	60,940	63,402	-3.9%	31,285	29,391	6.4%
...Moloka'i	6,125	5,368	14.1%	2,332	2,495	-6.5%	3,793	2,873	32.0%
...Lāna'i	5,577	7,441	-25.1%	2,725	2,682	1.6%	2,852	4,759	-40.1%
Kaua'i	40,989	47,980	-14.6%	30,028	32,768	-8.4%	10,961	15,212	-27.9%
Hawai'i Island	65,214	61,602	5.9%	37,482	40,787	-8.1%	27,732	20,815	33.2%
...Hilo	33,167	30,530	8.6%	14,153	18,261	-22.5%	19,014	12,269	55.0%
...Kona	51,598	50,886	1.4%	31,092	33,713	-7.8%	20,506	17,173	19.4%
LENGTH OF STAY									
O'ahu (days)	9.10	8.22	10.7%	8.43	8.07	4.4%	9.70	8.37	15.9%
Maui (days)	8.28	8.20	1.0%	8.22	7.73	6.4%	8.40	9.21	-8.8%
Moloka'i (days)	2.62	2.73	-4.2%	4.26	4.17	2.0%	1.61	1.48	8.7%
Lāna'i (days)	2.94	2.12	38.7%	4.72	3.76	25.6%	1.24	1.20	3.2%
Kaua'i (days)	6.04	5.41	11.6%	6.86	6.33	8.4%	3.78	3.43	10.3%
Hawai'i Island (days)	6.22	6.63	-6.1%	7.56	7.17	5.5%	4.41	5.56	-20.6%
...Hilo (days)	3.36	3.29	2.0%	4.48	3.96	13.0%	2.52	2.30	9.8%
...Kona (days)	5.71	6.05	-5.7%	7.08	6.53	8.4%	3.63	5.09	-28.7%
Statewide (days)	11.23	10.71	4.9%	10.80	10.52	2.6%	11.80	11.00	7.2%
ACCOMMODATIONS									
Hotel	211,236	191,250	10.5%	110,364	108,146	2.1%	100,872	83,104	21.4%
...Hotel Only	183,775	164,536	11.7%	94,700	90,736	4.4%	89,075	73,800	20.7%
Condo	40,667	36,844	10.4%	26,521	27,272	-2.8%	14,146	9,573	47.8%
...Condo Only	30,621	26,704	14.7%	20,242	20,732	-2.4%	10,379	5,972	73.8%
Timeshare	17,736	15,326	15.7%	17,760	14,618	7.8%	1,976	709	178.7%
...Timeshare Only	13,708	11,794	16.2%	11,916	11,086	7.5%	1,792	709	152.8%
Rental House	14,086	13,861	1.6%	9,676	8,875	9.0%	4,410	4,986	-11.6%
Bed & Breakfast	4,148	4,631	-10.4%	2,764	2,704	2.2%	1,384	1,927	-28.2%
Cruise Ship	6,025	14,598	-58.7%	5,576	11,445	-51.3%	449	3,153	-85.8%
Friends or Relatives	39,702	50,651	-21.6%	25,079	25,566	-1.9%	14,623	25,085	-41.7%
PURPOSE OF TRIP									
Pleasure (Net)	225,395	217,226	3.8%	139,244	140,135	-0.6%	86,151	77,091	11.8%
.....Vacation	210,299	203,611	3.3%	129,973	131,379	-1.1%	80,326	72,233	11.2%
.....Honeymoon	14,436	12,734	13.4%	9,366	9,014	3.9%	5,070	3,720	36.3%
...Get Married	5,246	4,061	29.2%	1,814	1,855	-2.2%	3,432	2,206	55.6%
MC&I (Net)	27,845	22,270	25.0%	15,221	15,120	0.7%	12,624	7,150	76.6%
.....Convention/Conf.	20,031	15,073	32.9%	10,247	9,970	2.8%	9,784	5,103	91.7%
.....Corp. Meetings	4,188	4,529	-7.5%	2,902	2,897	0.2%	1,286	1,632	-21.2%
.....Incentive	4,371	3,205	36.4%	2,598	2,790	-6.9%	1,773	416	326.2%
Other Business	14,068	11,829	18.9%	8,183	8,401	-2.6%	5,885	3,428	71.7%
Visit Friends/Relatives	37,893	46,969	-19.3%	22,954	22,944	0.0%	14,939	24,025	-37.8%
Government/Military	18,524	8,820	110.0%	3,961	3,260	21.5%	14,563	5,560	161.9%
Attend School	3,092	3,026	2.2%	980	815	20.2%	2,112	2,211	-4.5%
Sport Events	4,502	3,801	18.4%	3,160	2,937	7.6%	1,342	864	55.3%
EXPENDITURES									
Total Expenditures (\$ mil.)	630.8	579.5	8.9%	343.1	340.0	0.9%	287.8	239.5	20.1%
Per Person Per Day (\$)	173.3	175.9	-1.5%	173.3	175.9	-1.5%	173.3	175.9	-1.5%
Per Person Per Trip (\$)	1,945.7	1,884.1	3.3%	1,870.6	1,850.3	1.1%	2,043.6	1,934.2	5.7%

**Table 28: 2008 Visitor Age and Gender Distribution by MMA (Percentage of MMA Total)
(Arrivals by air)**

Age	U.S. West			U.S. East			Japan			Canada			Europe		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	4.7	4.9	9.6	3.0	3.2	6.2	3.3	3.6	7.0	3.9	4.1	8.0	1.9	1.8	3.7
13-17	2.2	2.4	4.6	2.0	2.2	4.2	1.1	1.3	2.4	2.2	2.5	4.7	1.4	1.5	2.9
18-24	3.2	4.5	7.7	3.5	4.5	8.0	3.4	6.9	10.3	2.9	4.3	7.2	4.0	4.9	8.9
25-40	12.6	13.5	26.1	13.3	13.2	26.4	16.7	23.6	40.3	11.1	12.8	24.0	20.4	16.8	37.2
41-59	17.2	17.5	34.6	18.8	18.0	36.9	10.6	14.6	25.2	17.1	18.6	35.6	17.9	13.7	31.6
>60	9.1	8.2	17.3	9.7	8.7	18.4	6.9	7.9	14.9	10.5	10.1	20.6	9.0	6.7	15.6
Total	49.1	50.9	100.0	50.1	49.9	100.0	42.0	58.0	100.0	47.6	52.4	100.0	54.6	45.4	100.0
Visitors	1,358,651	1,410,578	2,769,229	844,019	839,095	1,683,114	493,977	681,222	1,175,199	171,172	188,408	359,580	62,913	52,259	115,172

Age	Oceania			Other Asia			Latin America			Other			All Visitors		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
<=12	3.7	4.1	7.8	2.7	2.5	5.2	3.3	2.8	6.1	3.4	3.8	7.2	3.8	4.0	7.8
13-17	2.3	2.7	4.9	1.1	1.0	2.1	2.2	2.2	4.4	2.2	2.4	4.6	1.9	2.1	4.1
18-24	3.4	5.4	8.8	1.8	3.3	5.1	6.9	7.1	14.0	3.9	6.7	10.6	3.3	5.0	8.4
25-40	13.6	15.4	29.0	21.2	18.8	40.0	21.6	16.2	37.8	16.2	14.4	30.6	13.9	15.4	29.3
41-59	15.4	17.2	32.7	26.3	12.4	38.7	16.7	12.0	28.7	18.4	14.5	32.9	16.6	16.9	33.5
>60	8.9	7.9	16.8	4.7	4.2	8.9	4.7	4.2	8.9	7.4	6.7	14.1	8.8	8.2	17.0
Total	47.3	52.7	100.0	57.7	42.3	100.0	55.5	44.5	100.0	51.6	48.4	100.0	48.4	51.6	100.0
Visitors	73,578	81,902	155,480	64,972	47,576	112,548	10,482	8,414	18,896	167,225	156,993	324,218	3,246,986	3,466,450	6,713,436

Figure 13: 2008 Visitor Age Distribution: U.S. West

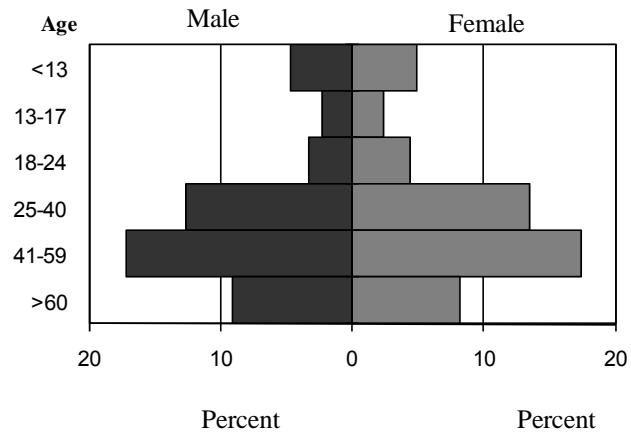


Figure 14: 2008 Visitor Age Distribution: U.S. East

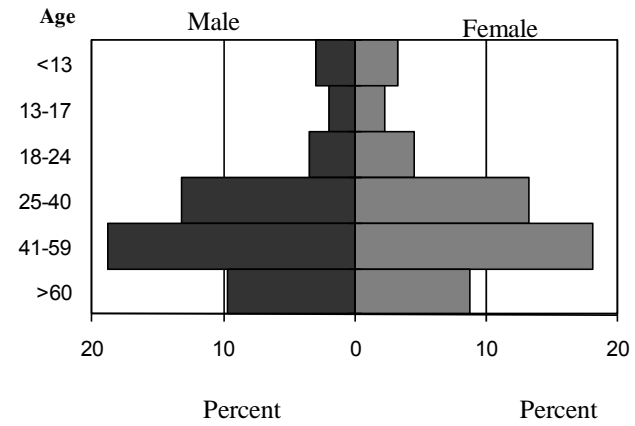


Figure 15: 2008 Visitor Age Distribution: Japan

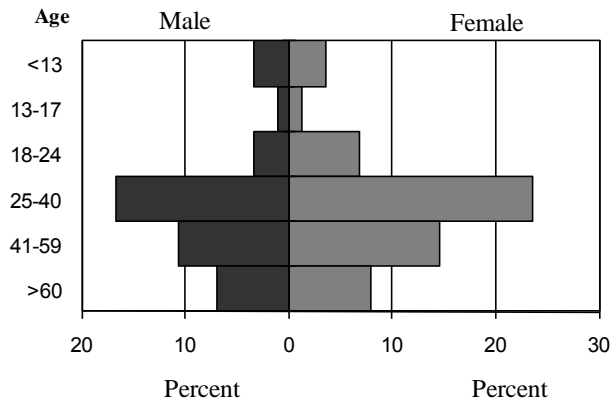
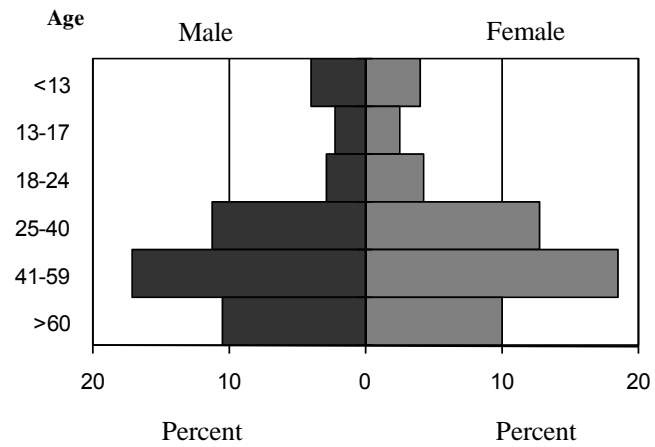


Figure 16: 2008 Visitor Age Distribution: Canada



AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON VISITOR

GET MARRIED VISITOR

*MEETINGS, CONVENTIONS AND INCENTIVES
VISITOR*

VISITING FRIENDS OR RELATIVES

AIR VISITOR CHARACTERISTICS BY PURPOSE OF TRIP

HONEYMOON

Total visitor days for honeymoon visitors fell 7.2 percent from 2007. A total of 454,720 honeymooners visited the islands in 2008, down 6 percent compared to the previous year. This group comprised 6.8 percent of total air visitors to Hawai'i, similar to 2007. Japanese visitors accounted for the largest share (43%) of honeymoon visitors in 2008, up from 39 percent of total visitors in 2007. Share of honeymoon visitors from U.S. East (22.5% versus 25.3% in 2007) and U.S. West (20.9% versus 23.9% in 2007) were lower compared to 2007 (Table 29 and Table 30).

- The majority (70%) were first-time visitors to the state.
- Only 32.2 percent were true independent travelers while the remainder purchased group tours (14.1%) or packaged trips (67%).
- The majority (73.6%) of the honeymooners visited O'ahu, 29.8 percent visited Maui, 16.8 percent visited Hawai'i Island and 15.6 percent visited Kaua'i.
- The average length of stay by this group in the state was 7.79 days, down slightly from 7.89 days in 2007.
- All neighbor islands experienced double-digit decreases in honeymoon visitors compared to 2007 while honeymooners on O'ahu were down by 3 percent.
- Most (86.3%) of the honeymooners stayed in hotels. These visitors also found accommodation in condominiums (8.8%), timeshare properties (5.2%) or rental homes (2%). However fewer stayed in hotels (-3.4%) and condominiums (-11.9%) while slightly more honeymoon visitors stayed in timeshare properties (+0.8%) compared to 2007.

GET MARRIED

Total visitor days for those who came to get married in Hawai'i dropped 15.3 percent from 2007, due to a 14.7 percent decrease in arrivals to 122,118 visitors. This group accounted for 1.8 percent of total air visitors to the state. Japanese visitors comprised 47.8 percent of all visitors who came to get married in 2008, down from 48.9 in 2007. Share of those who came to get married from U.S. West (25.2% versus 26.3% in 2007) and U.S. East (16.9% versus 17.3% in 2007) were also lower compared to 2007 (Table 29 and Table 31).

- In contrast to 2007, more first-time visitors (51.3%) than repeat visitors got married in the islands in 2008.
- While the majority of those who came to get married continued to purchase packaged trips (58.6%) and 20.7 percent purchased group tours, the percentage of true independent travelers increased to 39.6 percent compared to 35.8 percent in 2007.
- The average party size was 3.06 persons, compared to 3.39 persons in 2007.
- The majority (73.2%) of those who came to get married visited O'ahu, 25.7 percent visited Maui, 15.6 percent visited Hawai'i Island and 12.9 percent visited Kaua'i.
- The average length of stay by this group was 8.10 days, similar to 8.15 days in 2007.

- The majority (78.3%) stayed in hotels, 14.3 percent stayed in condominiums, 4.9 percent stayed in rental homes and 4.1 percent stayed in timeshare properties. Hotels (-14.8%), condominiums (-16.3%), rental homes (-18%) and cruise ships (-62.5%) saw significantly fewer visitors who came to get married compared to the previous year.

MEETINGS, CONVENTIONS AND INCENTIVES

A total of 436,574 visitors came for meetings, conventions and incentives (MCI) in 2008, down 11.3 percent from the previous year. This decrease resulted in a 10 percent decline in visitor days. The length of stay by these visitors was 7.92 days, up slightly from 7.81 days in 2007. MCI visitors comprised 6.5 percent of total air visitors in 2008. Visitors from U.S. East (37.1%) accounted for the largest share of all MCI visitors, down from 39.6 percent of total MCI visitors in 2007. Visitors from U.S. West made up 33.6 percent (down from 35.5% in 2007) while Japan accounted for 11.8 percent of total MCI visitors (similar to 12% of the total in 2007) (Table 29 and Table 32).

- Repeat visitors made up 62.5 percent of all MCI visitors, similar to 2007.
- Many (58.5%) made their own travel arrangements instead of purchasing group tours (25.6%) or packaged trips (34%).
- Over half (58.2%) of the MCI visitors to the state went to O‘ahu, 30.7 percent visited Maui, 23.3 percent visited Hawai‘i Island and 11.4 visited Kaua‘i.
- More MCI visitors went to Lāna‘i (+2.7%) and Moloka‘i (+4.9%) but O‘ahu (-10.9%), Maui (-11.7%), Hawai‘i Island (-10.6%) and Kaua‘i (-18%) saw double digit declines compared to the previous year.
- Most (89.9%) MCI visitors stayed in hotels while 7 percent stayed in condominiums.

VISITING FRIENDS OR RELATIVES

Total visitor days for those who came by air to visit friends or relatives fell 9.5 percent due to a 10.2 percent drop in arrivals to 626,923 visitors. Their average length of stay was 11.97 days (up from 11.88 days in 2007). This group comprised 9.3 percent of all visitors who flew to Hawai‘i in 2008. Over half (52.8% versus 53.8% in 2007) of all friends and family visitors were from U.S. West. Nearly one-third (31.5%) were from U.S. East (30.1% in 2007), 3.4 percent were from Japan (3.5% in 2007) and 2.4 percent were from Canada (2% in 2007) (Table 29 and Table 33).

- Over three-quarters (77.8%) had been to Hawai‘i before and 88 percent were independent travelers.
- Seven out of ten (71.5%) visitors went to O‘ahu, 21.1 percent visited Maui, 19.8 percent visited Hawai‘i Island and 11.4 percent visited Kaua‘i. All neighbor islands experienced double digit decreases in arrivals from those who visited friends or relatives while O‘ahu saw a 9.2 percent decline from 2007.
- The average party size for this group of visitors was 1.7 people, similar to 2007.
- Six out of ten (62.3%) visitors from this group stayed with friends or relatives, 29.2 percent stayed in hotels and 11.2 percent stayed in condominiums.

**Table 29: 2008 Visitors by Selected Purpose of Trip by MMA
and % of Total Purpose of Trip by MMA
(Arrivals by air)**

Purpose of Trip	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	4,987,700	2,133,987	1,191,726	841,614	315,961	86,054	130,426	64,521	13,112	210,299
Honeymoon	454,720	95,034	102,136	195,538	12,870	11,980	9,266	11,884	1,576	14,436
Get Married	122,118	30,834	20,608	58,404	3,504	1,268	1,148	1,000	106	5,246
Meetings, Conventions & Incentives	436,574	146,822	162,112	51,626	16,637	7,312	5,769	16,262	2,189	27,845
Visit Friends/Relatives	626,923	330,730	197,198	21,054	15,314	9,355	6,906	7,196	1,277	37,893

Purpose of Trip	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	100%	42.8%	23.9%	16.9%	6.3%	1.7%	2.6%	1.3%	0.3%	4.2%
Honeymoon	100%	20.9%	22.5%	43.0%	2.8%	2.6%	2.0%	2.6%	0.3%	3.2%
Get Married	100%	25.2%	16.9%	47.8%	2.9%	1.0%	0.9%	0.8%	0.1%	4.3%
Meetings, Conventions & Incentives	100%	33.6%	37.1%	11.8%	3.8%	1.7%	1.3%	3.7%	0.5%	6.4%
Visit Friends/Relatives	100%	52.8%	31.5%	3.4%	2.4%	1.5%	1.1%	1.1%	0.2%	6.0%

**Table 30: Honeymoon Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	3,540,907	3,816,024	-7.2%	2,126,904	2,473,937	-14.0%	1,414,002	1,342,088	5.4%
Total Visitors	454,720	483,599	-6.0%	226,140	265,804	-14.9%	228,580	217,795	5.0%
PARTY SIZE									
One	19,069	21,663	-12.0%	16,604	19,544	-15.0%	2,465	2,119	16.3%
Two	370,680	385,777	-3.9%	189,113	221,655	-14.7%	181,567	164,121	10.6%
Three or more	64,971	76,159	-14.7%	20,423	24,605	-17.0%	44,548	51,554	-13.6%
Avg Party Size	2.12	2.14	-0.9%	1.95	1.95	0.0%	2.29	2.37	-3.4%
VISIT STATUS									
First-Time	318,424	333,928	-4.6%	146,554	173,520	-15.5%	171,870	160,408	7.1%
Repeat	136,296	149,672	-8.9%	79,586	92,285	-13.8%	56,710	57,387	-1.2%
Average # of Trips	2.02	2.05	-1.3%	2.37	2.32	2.2%	1.68	1.72	-2.3%
TRAVEL METHOD									
Group Tour	63,998	69,992	-8.6%	4,656	7,407	-37.1%	59,342	62,585	-5.2%
Package	304,732	322,023	-5.4%	102,375	129,544	-21.0%	202,357	192,479	5.1%
Group Tour & Pkg	60,415	65,395	-7.6%	3,500	5,724	-38.9%	56,915	59,672	-4.6%
True Independent	146,403	156,980	-6.7%	122,608	134,577	-8.9%	23,795	22,403	6.2%
ISLANDS VISITED									
O'ahu	334,968	345,408	-3.0%	113,090	135,161	-16.3%	221,878	210,246	5.5%
Mau'i County	137,433	167,109	-17.8%	114,541	142,528	-19.6%	22,892	24,580	-6.9%
...Mau'i	135,380	164,145	-17.5%	112,600	140,354	-19.8%	22,780	23,791	-4.2%
...Moloka'i	3,778	4,575	-17.4%	2,711	3,833	-29.3%	1,067	742	43.8%
...Lāna'i	5,192	7,134	-27.2%	4,644	5,692	-18.4%	548	1,442	-62.0%
Kaua'i	71,113	90,140	-21.1%	64,589	81,993	-21.2%	6,524	8,147	-19.9%
Hawai'i Island	76,247	94,482	-19.3%	42,920	58,385	-26.5%	33,327	36,098	-7.7%
...Hilo	28,816	43,964	-34.5%	17,335	29,482	-41.2%	11,481	14,481	-20.7%
...Kona	62,099	75,975	-18.3%	36,507	50,498	-27.7%	25,592	25,477	0.5%
LENGTH OF STAY									
O'ahu (days)	5.61	5.51	1.8%	6.04	5.77	4.7%	5.39	5.34	0.9%
Mau'i (days)	6.36	6.14	3.6%	6.84	6.52	4.9%	3.97	3.89	1.8%
Moloka'i (days)	2.95	2.98	-1.1%	3.35	3.23	3.6%	1.93	1.68	14.8%
Lāna'i (days)	3.32	2.78	19.5%	3.55	3.20	10.7%	1.42	1.10	28.9%
Kaua'i (days)	5.97	5.34	11.8%	6.26	5.51	13.7%	3.05	3.61	-15.6%
Hawai'i Island (days)	4.58	4.15	10.4%	5.67	5.08	11.7%	3.18	2.64	20.2%
...Hilo (days)	2.40	2.00	19.9%	2.94	2.33	26.0%	1.57	1.31	19.7%
...Kona (days)	4.52	4.01	12.8%	5.28	4.51	16.9%	3.43	3.00	14.5%
Statewide (days)	7.79	7.89	-1.3%	9.41	9.31	1.1%	6.19	6.16	0.4%
ACCOMMODATIONS									
Hotel	392,233	406,050	-3.4%	170,104	193,512	-12.1%	222,129	212,538	4.5%
...Hotel Only	362,253	368,364	-1.7%	144,894	160,547	-9.7%	217,359	207,817	4.6%
Condo	40,074	45,508	-11.9%	33,372	40,061	-16.7%	6,702	5,447	23.0%
...Condo Only	25,887	30,111	-14.0%	21,963	26,766	-17.9%	3,924	3,345	17.3%
Timeshare	23,611	23,428	0.8%	22,185	22,845	-2.9%	1,426	584	144.2%
...Timeshare Only	16,565	16,054	3.2%	15,701	15,757	-0.4%	864	297	190.9%
Rental House	9,208	10,369	-11.2%	8,859	9,932	-10.8%	349	437	-20.1%
Bed & Breakfast	6,504	6,829	-4.8%	5,923	6,144	-3.6%	581	686	-15.3%
Cruise Ship	7,810	23,065	-66.1%	6,837	21,582	-68.3%	973	1,483	-34.4%
Friends or Relatives	8,379	9,279	-9.7%	7,519	8,711	-13.7%	860	568	51.4%
PURPOSE OF TRIP									
Pleasure (Net)	454,719	483,599	-6.0%	226,139	265,804	-14.9%	228,580	217,795	5.0%
....Vacation	48,296	52,945	-8.8%	29,964	34,416	-12.9%	18,332	18,530	-1.1%
....Honeymoon	454,719	483,599	-6.0%	226,139	265,804	-14.9%	228,580	217,795	5.0%
...Get Married	44,375	51,299	-13.5%	19,943	23,498	-15.1%	24,432	27,801	-12.1%
MC&I (Net)	3,432	4,327	-20.7%	2,381	2,815	-15.4%	1,051	1,512	-30.5%
....Convention/Conf.	1,476	1,730	-14.7%	1,300	1,468	-11.4%	176	262	-32.8%
....Corp. Meetings	651	971	-33.0%	647	869	-25.5%	4	102	-96.1%
....Incentive	1,851	2,336	-20.8%	948	1,086	-12.7%	903	1,250	-27.8%
Other Business	1,329	1,739	-23.6%	1,313	1,445	-9.1%	16	294	-94.6%
Visit Friends/Relatives	6,213	6,782	-8.4%	5,854	6,287	-6.9%	359	495	-27.5%
Government/Military	602	576	4.5%	484	501	-3.4%	118	75	57.3%
Attend School	232	310	-25.2%	232	244	-4.9%	0	66	-100.0%
Sport Events	1,940	1,540	26.0%	869	969	-10.3%	1,071	571	87.6%

**Table 31: Get Married Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	988,621	1,166,633	-15.3%	566,546	660,453	-14.2%	422,075	506,180	-16.6%
Total Visitors	122,118	143,207	-14.7%	55,986	65,910	-15.1%	66,132	77,297	-14.4%
PARTY SIZE									
One	9,463	9,853	-4.0%	7,765	9,016	-13.9%	1,698	837	102.9%
Two	45,055	49,171	-8.4%	29,051	33,392	-13.0%	16,004	15,779	1.4%
Three or more	67,600	84,183	-19.7%	19,170	23,502	-18.4%	48,430	60,680	-20.2%
Avg Party Size	3.06	3.39	-9.8%	2.09	2.11	-0.9%	3.88	4.48	-13.4%
VISIT STATUS									
First-Time	62,606	70,090	-10.7%	23,331	27,965	-16.6%	39,275	42,125	-6.8%
Repeat	59,512	73,117	-18.6%	32,655	37,945	-13.9%	26,857	35,172	-23.6%
Average # of Trips	3.15	3.05	3.4%	4.02	3.91	2.8%	2.42	2.31	4.8%
TRAVEL METHOD									
Group Tour	25,224	31,944	-21.0%	1,109	1,653	-32.9%	24,115	30,291	-20.4%
Package	71,601	89,790	-20.3%	17,396	23,321	-25.4%	54,205	66,469	-18.5%
Group Tour & Pkg	23,082	29,858	-22.7%	730	1,146	-36.3%	22,352	28,712	-22.2%
True Independent	48,375	51,330	-5.8%	38,210	42,082	-9.2%	10,165	9,248	9.9%
ISLANDS VISITED									
O'ahu	89,439	105,183	-15.0%	25,433	30,440	-16.4%	64,006	74,743	-14.4%
Mau'i County	32,203	39,487	-18.4%	26,852	32,681	-17.8%	5,351	6,806	-21.4%
...Mau'i	31,444	38,786	-18.9%	26,221	32,077	-18.3%	5,223	6,709	-22.1%
...Moloka'i	1,012	1,285	-21.2%	802	975	-17.7%	210	311	-32.5%
...Lāna'i	1,341	1,605	-16.4%	1,166	1,325	-12.0%	175	280	-37.5%
Kaua'i	15,693	17,480	-10.2%	13,104	15,764	-16.9%	2,589	1,716	50.9%
Hawai'i Island	19,085	20,690	-7.8%	9,635	12,591	-23.5%	9,450	8,100	16.7%
...Hilo	8,431	9,573	-11.9%	3,490	5,216	-33.1%	4,941	4,357	13.4%
...Kona	14,823	15,402	-3.8%	8,260	10,871	-24.0%	6,563	4,531	44.8%
LENGTH OF STAY									
O'ahu (days)	6.18	6.33	-2.4%	7.39	7.26	1.8%	5.70	5.96	-4.2%
Mau'i (days)	7.33	7.27	0.9%	7.89	7.58	4.2%	4.51	5.81	-22.3%
Moloka'i (days)	3.81	3.45	10.5%	4.43	4.14	6.9%	1.44	1.27	13.6%
Lāna'i (days)	3.72	3.00	24.0%	4.09	3.42	19.4%	1.29	1.01	27.3%
Kaua'i (days)	6.56	6.24	5.2%	7.30	6.66	9.6%	2.84	2.42	17.6%
Hawai'i Island (days)	4.89	4.84	0.9%	7.03	6.59	6.6%	2.70	2.12	27.5%
...Hilo (days)	2.32	2.40	-3.1%	3.86	3.51	9.9%	1.24	1.07	16.0%
...Kona (days)	4.97	5.01	-0.9%	6.56	5.95	10.3%	2.96	2.76	7.1%
Statewide (days)	8.10	8.15	-0.6%	10.12	10.02	1.0%	6.38	6.55	-2.5%
ACCOMMODATIONS									
Hotel	95,620	112,235	-14.8%	34,271	39,034	-12.2%	61,349	73,201	-16.2%
...Hotel Only	86,920	101,695	-14.5%	26,991	30,385	-11.2%	59,929	71,310	-16.0%
Condo	17,458	20,853	-16.3%	13,455	16,667	-19.3%	4,003	4,186	-4.4%
...Condo Only	12,297	14,690	-16.3%	9,359	11,847	-21.0%	2,938	2,843	3.3%
Timeshare	4,996	5,170	-3.4%	4,361	4,947	-11.8%	635	223	184.8%
...Timeshare Only	3,406	3,372	1.0%	2,921	3,309	-11.7%	485	63	669.8%
Rental House	6,034	7,358	-18.0%	5,748	6,592	-12.8%	286	766	-62.7%
Bed & Breakfast	1,359	1,297	4.8%	1,249	1,255	-0.5%	110	41	168.3%
Cruise Ship	1,234	3,293	-62.5%	1,173	2,999	-60.9%	61	293	-79.2%
Friends or Relatives	5,271	5,661	-6.9%	4,764	5,195	-8.3%	507	467	8.6%
PURPOSE OF TRIP									
Pleasure (Net)	122,118	143,207	-14.7%	55,985	65,910	-15.1%	66,133	77,297	-14.4%
....Vacation	35,991	41,717	-13.7%	18,982	22,952	-17.3%	17,009	18,765	-9.4%
....Honeymoon	44,375	51,299	-13.5%	19,943	23,498	-15.1%	24,432	27,801	-12.1%
...Get Married	122,117	143,207	-14.7%	55,985	65,910	-15.1%	66,132	77,297	-14.4%
MC&I (Net)	2,762	3,191	-13.4%	1,270	1,622	-21.7%	1,492	1,569	-4.9%
....Convention/Conf.	833	1,218	-31.6%	710	922	-23.0%	123	297	-58.6%
....Corp. Meetings	445	678	-34.4%	441	581	-24.1%	4	98	-95.9%
....Incentive	1,899	1,930	-1.6%	534	658	-18.8%	1,365	1,272	7.3%
Other Business	721	1,109	-35.0%	707	899	-21.4%	14	209	-93.3%
Visit Friends/Relatives	4,466	5,235	-14.7%	3,951	4,596	-14.0%	515	639	-19.4%
Government/Military	270	399	-32.3%	270	334	-19.2%	0	65	-100.0%
Attend School	175	304	-42.4%	175	239	-26.8%	0	65	-100.0%
Sport Events	763	852	-10.4%	490	704	-30.4%	273	148	84.5%

**Table 32: Meetings, Conventions and Incentives Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	3,458,685	3,844,000	-10.0%	2,795,137	3,260,130	-14.3%	663,548	583,870	13.6%
Total Visitors	436,574	492,146	-11.3%	341,184	400,804	-14.9%	95,390	91,343	4.4%
PARTY SIZE									
One	106,498	113,219	-5.9%	92,495	100,879	-8.3%	14,003	12,340	13.5%
Two	184,048	214,913	-14.4%	165,010	195,871	-15.8%	19,038	19,042	0.0%
Three or more	146,028	164,014	-11.0%	83,679	104,053	-19.6%	62,349	59,960	4.0%
Avg Party Size	1.98	2.00	-0.8%	1.74	1.78	-2.2%	2.86	2.95	-3.1%
VISIT STATUS									
First-Time	163,692	184,735	-11.4%	111,569	136,675	-18.4%	52,123	48,059	8.5%
Repeat	272,882	307,412	-11.2%	229,615	264,128	-13.1%	43,267	43,284	0.0%
Average # of Trips	4.27	4.23	1.0%	4.73	4.54	4.2%	2.63	2.86	-8.0%
TRAVEL METHOD									
Group Tour	111,680	130,035	-14.1%	57,719	77,814	-25.8%	53,961	52,222	3.3%
Package	148,322	179,820	-17.5%	93,349	123,370	-24.3%	54,973	56,450	-2.6%
Group Tour & Pkg	78,777	93,073	-15.4%	38,636	52,108	-25.9%	40,141	40,964	-2.0%
True Independent	255,348	275,364	-7.3%	228,752	251,728	-9.1%	26,596	23,636	12.5%
ISLANDS VISITED									
O'ahu	254,194	285,214	-10.9%	170,312	204,280	-16.6%	83,882	80,933	3.6%
Maui County	139,744	158,015	-11.6%	123,057	143,588	-14.3%	16,687	14,427	15.7%
...Maui	133,813	151,510	-11.7%	117,731	137,846	-14.6%	16,082	13,664	17.7%
...Moloka'i	4,308	4,107	4.9%	2,481	2,752	-9.8%	1,827	1,354	34.9%
...Lāna'i	9,724	9,469	2.7%	7,801	8,498	-8.2%	1,923	971	98.0%
Kaua'i	49,959	60,930	-18.0%	43,880	57,724	-24.0%	6,079	3,207	89.6%
Hawai'i Island	101,511	113,524	-10.6%	85,608	98,762	-13.3%	15,903	14,762	7.7%
...Hilo	27,279	30,125	-9.4%	19,464	24,157	-19.4%	7,815	5,968	30.9%
...Kona	89,270	98,452	-9.3%	76,671	87,606	-12.5%	12,599	10,846	16.2%
LENGTH OF STAY									
O'ahu (days)	6.17	6.08	1.5%	6.46	6.34	2.0%	5.59	5.44	2.6%
Maui (days)	6.83	6.60	3.6%	6.85	6.70	2.2%	6.73	5.57	21.0%
Moloka'i (days)	3.08	3.10	-0.8%	3.94	3.90	1.0%	1.91	1.48	28.8%
Lāna'i (days)	3.82	4.35	-12.1%	4.44	4.61	-3.8%	1.34	2.10	-35.9%
Kaua'i (days)	5.71	5.97	-4.4%	6.07	6.16	-1.4%	3.10	2.62	18.3%
Hawai'i Island (days)	6.30	6.09	3.4%	6.75	6.45	4.7%	3.88	3.71	4.6%
...Hilo (days)	3.12	3.03	3.0%	3.51	3.41	2.9%	2.15	1.48	45.0%
...Kona (days)	6.21	6.10	1.9%	6.65	6.33	5.0%	3.56	4.23	-15.8%
Statewide (days)	7.92	7.81	1.4%	8.19	8.13	0.7%	6.96	6.39	8.8%
ACCOMMODATIONS									
Hotel	392,306	446,305	-12.1%	304,693	360,970	-15.6%	87,613	85,334	2.7%
...Hotel Only	357,342	409,139	-12.7%	274,809	325,986	-15.7%	82,533	83,153	-0.7%
Condo	30,722	33,221	-7.5%	26,053	29,699	-12.3%	4,669	3,522	32.6%
...Condo Only	16,152	16,945	-4.7%	13,470	14,504	-7.1%	2,682	2,441	9.9%
Timeshare	11,929	11,263	5.9%	11,016	11,117	-0.9%	913	146	525.3%
...Timeshare Only	6,086	5,562	9.4%	5,720	5,452	4.9%	366	110	232.7%
Rental House	8,626	8,841	-2.4%	7,843	8,166	-4.0%	783	674	16.2%
Bed & Breakfast	4,535	5,463	-17.0%	4,163	4,851	-14.2%	372	612	-39.2%
Cruise Ship	6,027	8,686	-30.6%	5,276	8,074	-34.7%	751	613	22.5%
Friends or Relatives	13,851	13,500	2.6%	11,120	11,628	-4.4%	2,731	1,872	45.9%
PURPOSE OF TRIP									
Pleasure (Net)	132,544	150,424	-11.9%	113,421	133,527	-15.1%	19,123	16,897	13.2%
....Vacation	129,702	146,528	-11.5%	112,106	131,783	-14.9%	17,596	14,745	19.3%
....Honeymoon	3,433	4,327	-20.7%	2,381	2,815	-15.4%	1,052	1,512	-30.4%
...Get Married	2,762	3,191	-13.4%	1,270	1,622	-21.7%	1,492	1,569	-4.9%
MC&I (Net)	436,574	492,146	-11.3%	341,184	400,804	-14.9%	95,390	91,343	4.4%
....Convention/Conf.	253,943	279,229	-9.1%	215,252	246,142	-12.5%	38,691	33,088	16.9%
....Corp. Meetings	84,657	105,204	-19.5%	71,781	89,420	-19.7%	12,876	15,783	-18.4%
....Incentive	112,783	127,262	-11.4%	65,984	82,759	-20.3%	46,799	44,503	5.2%
Other Business	7,842	9,492	-17.4%	7,085	8,539	-17.0%	757	953	-20.6%
Visit Friends/Relatives	9,536	10,187	-6.4%	8,793	9,809	-10.4%	743	378	96.6%
Government/Military	3,301	3,246	1.7%	2,983	3,038	-1.8%	318	208	52.9%
Attend School	370	667	-44.5%	360	505	-28.7%	10	161	-93.8%
Sport Events	1,978	2,611	-24.2%	1,500	1,773	-15.4%	478	838	-43.0%

**Table 33: Visit Friends or Relatives Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	7,505,920	8,289,853	-9.5%	6,660,665	7,207,070	-7.6%	845,256	1,082,784	-21.9%
Total Visitors	626,923	698,077	-10.2%	561,400	621,031	-9.6%	65,523	77,046	-15.0%
PARTY SIZE									
One	200,339	207,713	-3.6%	179,282	190,872	-6.1%	21,057	16,841	25.0%
Two	234,853	262,469	-10.5%	210,938	231,310	-8.8%	23,915	31,160	-23.3%
Three or more	191,731	227,895	-15.9%	171,180	198,850	-13.9%	20,551	29,045	-29.2%
Avg Party Size	1.70	1.76	-3.3%	1.70	1.73	-1.7%	1.72	2.01	-14.4%
VISIT STATUS									
First-Time	138,910	160,883	-13.7%	118,290	131,345	-9.9%	20,620	29,538	-30.2%
Repeat	488,013	537,194	-9.2%	443,110	489,687	-9.5%	44,903	47,508	-5.5%
Average # of Trips	7.66	7.46	2.7%	7.95	7.82	1.7%	5.19	4.56	13.8%
TRAVEL METHOD									
Group Tour	9,981	14,084	-29.1%	4,841	6,217	-22.1%	5,140	7,867	-34.7%
Package	71,194	88,544	-19.6%	56,386	68,173	-17.3%	14,808	20,370	-27.3%
Group Tour & Pkg	6,545	9,346	-30.0%	2,538	3,478	-27.0%	4,007	5,868	-31.7%
True Independent	552,293	604,795	-8.7%	502,711	550,120	-8.6%	49,582	54,676	-9.3%
ISLANDS VISITED									
O'ahu	447,937	493,498	-9.2%	391,389	428,805	-8.7%	56,548	64,692	-12.6%
Mauï County	138,388	162,816	-15.0%	125,465	144,735	-13.3%	12,923	18,081	-28.5%
...Mauï	132,096	155,181	-14.9%	119,687	137,714	-13.1%	12,409	17,468	-29.0%
...Molokaï	7,500	9,202	-18.5%	6,803	8,196	-17.0%	697	1,006	-30.7%
...Lānaï	6,521	8,112	-19.6%	5,457	6,294	-13.3%	1,064	1,818	-41.5%
Kauaï	71,400	86,832	-17.8%	65,409	79,382	-17.6%	5,991	7,450	-19.6%
Hawaiï Island	124,356	145,280	-14.4%	111,901	132,932	-15.8%	12,455	12,348	0.9%
...Hilo	57,356	70,507	-18.7%	50,603	62,564	-19.1%	6,753	7,943	-15.0%
...Kona	91,925	106,185	-13.4%	82,775	97,601	-15.2%	9,150	8,584	6.6%
LENGTH OF STAY									
O'ahu (days)	9.99	9.84	1.5%	9.94	9.59	3.7%	10.31	11.48	-10.2%
Mauï (days)	9.02	9.15	-1.4%	9.08	8.72	4.0%	8.50	12.49	-31.9%
Molokaï (days)	5.63	5.69	-1.1%	6.01	6.08	-1.1%	1.84	2.48	-25.6%
Lānaï (days)	4.11	3.30	24.4%	4.46	3.94	13.1%	2.32	1.09	113.0%
Kauaï (days)	8.27	7.61	8.7%	8.59	7.91	8.6%	4.76	4.34	9.8%
Hawaiï Island (days)	9.49	8.78	8.1%	9.44	8.95	5.4%	9.97	6.89	44.7%
...Hilo (days)	6.62	6.19	7.1%	6.95	6.55	6.2%	4.15	3.34	24.4%
...Kona (days)	8.70	7.90	10.2%	8.51	8.00	6.4%	10.51	6.82	54.1%
Statewide (days)	11.97	11.88	0.8%	11.86	11.60	2.2%	12.90	14.05	-8.2%
ACCOMMODATIONS									
Hotel	183,177	206,999	-11.5%	154,393	175,682	-12.1%	28,784	31,317	-8.1%
...Hotel Only	114,250	128,496	-11.1%	93,210	105,176	-11.4%	21,040	23,320	-9.8%
Condo	70,119	78,369	-10.5%	61,559	69,560	-11.5%	8,560	8,809	-2.8%
...Condo Only	43,248	47,218	-8.4%	37,666	42,143	-10.6%	5,582	5,074	10.0%
Timeshare	28,711	29,226	-1.8%	27,469	28,306	-3.0%	1,242	920	35.0%
...Timeshare Only	14,463	14,827	-2.5%	14,074	14,522	-3.1%	389	306	27.1%
Rental House	32,275	34,748	-7.1%	30,337	33,436	-9.3%	1,938	1,313	47.6%
Bed & Breakfast	7,292	8,883	-17.9%	6,660	7,807	-14.7%	632	1,076	-41.3%
Cruise Ship	3,706	8,924	-58.5%	3,549	8,444	-58.0%	157	479	-67.2%
Friends or Relatives	390,700	431,370	-9.4%	357,941	390,321	-8.3%	32,759	41,049	-20.2%
PURPOSE OF TRIP									
Pleasure (Net)	236,740	268,395	-11.8%	215,672	245,757	-12.2%	21,068	22,638	-6.9%
....Vacation	233,519	264,817	-11.8%	212,916	242,881	-12.3%	20,603	21,936	-6.1%
....Honeymoon	6,214	6,782	-8.4%	5,854	6,287	-6.9%	360	495	-27.3%
...Get Married	4,465	5,235	-14.7%	3,951	4,596	-14.0%	514	639	-19.6%
MC&I (Net)	9,536	10,187	-6.4%	8,793	9,809	-10.4%	743	378	96.6%
....Convention/Conf.	6,391	6,231	2.6%	5,880	6,050	-2.8%	511	181	182.3%
....Corp. Meetings	2,270	2,807	-19.1%	2,224	2,689	-17.3%	46	118	-61.0%
....Incentive	1,587	2,093	-24.2%	1,378	1,927	-28.5%	209	166	25.9%
Other Business	16,564	18,886	-12.3%	15,575	18,185	-14.4%	989	701	41.1%
Visit Friends/Relatives	626,923	698,077	-10.2%	561,400	621,031	-9.6%	65,523	77,046	-15.0%
Government/Military	3,401	4,065	-16.3%	2,929	3,291	-11.0%	472	774	-39.0%
Attend School	1,237	1,566	-21.0%	1,179	1,379	-14.5%	58	187	-69.0%
Sport Events	5,881	6,573	-10.5%	5,180	6,034	-14.2%	701	539	30.1%

AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

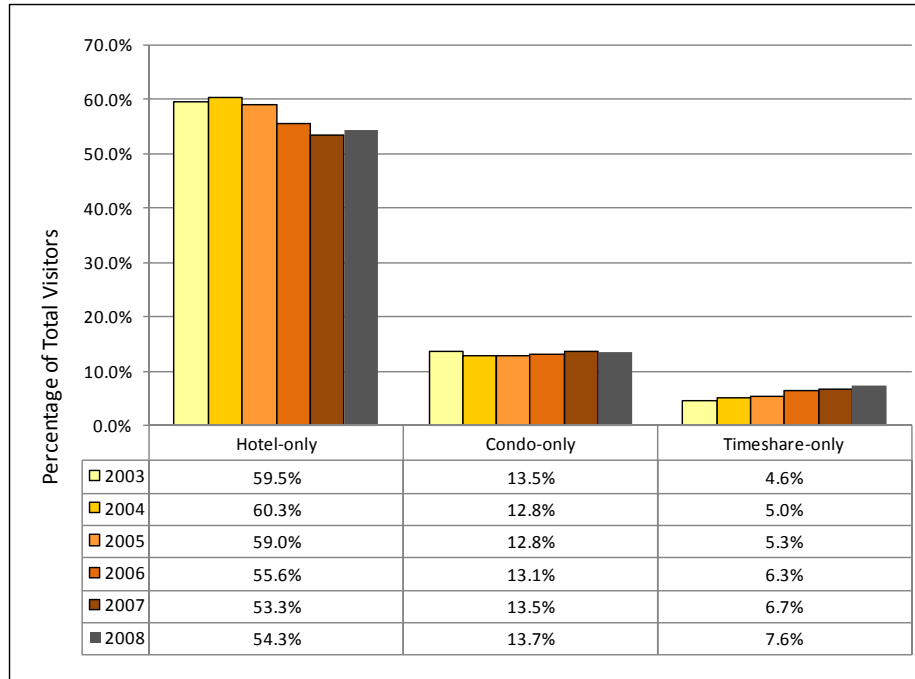
HOTEL-ONLY VISITOR

CONDOMINIUM-ONLY VISITOR

TIMESHARE-ONLY VISITOR

AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

**Figure 17: 2003-2008 Hotel-only, Condo-only and Timeshare-only Visitors
as Share of Total Arrivals**



HOTEL-ONLY

Total visitor days by hotel-only visitors declined 7.3 percent from 2007. A total of 3,647,579 visitors stayed exclusively in hotels in 2008, 8.7 percent fewer compared to the previous year. The length of stay by these visitors was 7.34 days in 2008, slightly longer compared to 7.23 days in 2007. The percent of hotel-only to total air visitors declined from 61.1 percent in 2002 to 53.3 percent in 2007 and back up to 54.3 percent of the total air visitors to Hawai'i in 2008 (Table 34 and Figure 17).

- Repeat visitors accounted for 58.4 percent of hotel-only visitors in 2008.
- True independent travelers made up 45.2 percent, while more than half of hotel-only visitors came to Hawai'i on a package trip (52.1%).
- Three-quarters (74.4%) of hotels-only visitors went to O'ahu, 23.4 percent visited Maui, 15.8 percent visited Hawai'i Island, while 8.9 percent went to Kaua'i. All islands experienced fewer hotel-only visitors than the previous year.
- The majority of the hotel-only visitors came to the islands for vacation (70.2%). Honeymooners accounted for 9.9 percent while 9.8 percent of the total from this group came for meetings, conventions and incentives.

CONDOMINIUM-ONLY

Total visitor days by those who stayed only in condominiums decreased 5.4 percent from 2007. Of total air visitors to Hawai'i in 2008, 13.7 percent or 919,443 visitors stayed exclusively in condominiums, down 9.4 percent compared to 2007. The average length of stay by these visitors increased to 11.57 days (up from 11.08 day in 2007), much longer than their hotel-only counterparts (Table 35). Since 2002, the percent of condo-only to total air visitors had been fairly stable at 13 percent to 14 percent.

- Similar to 2007, 77.9 percent of these visitors had been to Hawai'i before with an average of 6.41 trips to the islands.
- Most (88.1%) of the condominium-only visitors came to vacation, 4.7 percent came to visit friends or relatives and 2.8 percent came to honeymoon.
- More than three out of four (77.3%) were true independent travelers.
- Half (50.2%) of all condominium-only visitors were on Maui, 29.5 percent were on O'ahu, 16.8 percent were on Hawai'i Island and 16.4 percent were on Kaua'i. There were fewer condo-only visitors on all islands compared to 2007.

TIMESHARE-ONLY

Total visitor days by timeshare-only visitors rose 3.2 percent compared to 2007. Those who stayed exclusively in timeshare properties while in the islands increased 1.6 percent from 2007 to 508,588 visitors. The average length of stay by this group of visitors was 9.80 days, compared to 9.65 days in 2007. In contrast to hotel-only visitors, the share of timeshare-only visitors had steadily increased over the past six years from 4.5 percent in 2002; to 7.6 percent of all visitors who came by air in 2008 (Table 36).

- Most of these visitors (93.7%) came to Hawai'i for a vacation, 3.3 percent came to honeymoon and 2.8 percent came to visit friends or relatives.
- Nearly all (93.9%) were from the domestic market, 90 percent were true independent travelers and only 21.4 percent were first-time visitors to Hawai'i.
- Maui had the largest share of timeshare-only visitors at 40 percent, followed by Kaua'i with 28.7 percent, O'ahu with 28.6 percent and Hawai'i Island's with 18.7 percent.
- The number of timeshare-only visitors rose 6.4 percent on Maui but declined on O'ahu (-1.4%), Kaua'i (-1%) and Hawai'i Island (-4.5%) compared to 2007.

**Table 34: Hotel-Only Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	26,775,790	28,891,417	-7.3%	18,011,467	19,861,142	-9.3%	8,764,323	9,030,274	-2.9%
Total Visitors	3,647,579	3,996,219	-8.7%	2,224,160	2,482,290	-10.4%	1,423,419	1,513,929	-6.0%
PARTY SIZE									
One	556,056	570,634	-2.6%	458,732	480,798	-4.6%	97,324	89,836	8.3%
Two	1,559,816	1,666,582	-6.4%	983,484	1,092,040	-9.9%	576,332	574,541	0.3%
Three or more	1,531,707	1,759,003	-12.9%	781,944	909,451	-14.0%	749,763	849,552	-11.7%
Avg Party Size	2.22	2.28	-2.6%	1.94	1.98	-2.0%	2.66	2.79	-4.7%
VISIT STATUS									
First-Time	1,518,847	1,636,914	-7.2%	829,016	917,529	-9.6%	689,831	719,385	-4.1%
Repeat	2,128,732	2,359,305	-9.8%	1,395,144	1,564,761	-10.8%	733,588	794,544	-7.7%
Average # of Trips	4.00	3.99	0.2%	4.60	4.56	0.9%	3.06	3.07	-0.3%
TRAVEL METHOD									
Group Tour	654,657	756,160	-13.4%	153,053	186,863	-18.1%	501,604	569,297	-11.9%
Package	1,902,148	2,140,080	-11.1%	823,318	973,142	-15.4%	1,078,830	1,166,938	-7.6%
Group Tour & Pkg	558,361	649,341	-14.0%	113,712	140,918	-19.3%	444,649	508,423	-12.5%
True Independent	1,649,135	1,749,319	-5.7%	1,361,501	1,463,203	-7.0%	287,634	286,116	0.5%
ISLANDS VISITED									
O'ahu	2,714,813	2,932,688	-7.4%	1,365,459	1,491,952	-8.5%	1,349,354	1,440,737	-6.3%
Mauí County	879,433	983,292	-10.6%	735,733	834,350	-11.8%	143,700	148,942	-3.5%
...Mauí	853,479	955,312	-10.7%	714,609	810,371	-11.8%	138,870	144,941	-4.2%
...Moloka'i	22,496	23,499	-4.3%	13,607	16,507	-17.6%	8,889	6,992	27.1%
...Lána'i	39,908	45,586	-12.5%	33,138	36,988	-10.4%	6,770	8,598	-21.3%
Kaua'i	323,646	369,227	-12.3%	278,161	317,927	-12.5%	45,485	51,300	-11.3%
Hawai'i Island	575,096	650,908	-11.6%	370,040	431,194	-14.2%	205,056	219,714	-6.7%
...Hilo	187,107	218,230	-14.3%	98,070	116,341	-15.7%	89,037	101,890	-12.6%
...Kona	459,483	514,839	-10.8%	314,303	366,587	-14.3%	145,180	148,252	-2.1%
LENGTH OF STAY									
O'ahu (days)	6.05	5.93	2.0%	6.65	6.50	2.3%	5.44	5.34	2.0%
Mauí (days)	6.27	6.22	0.9%	6.67	6.64	0.5%	4.22	3.89	8.5%
Moloka'i (days)	2.40	2.66	-9.8%	3.13	3.18	-1.5%	1.29	1.45	-11.1%
Lána'i (days)	3.91	3.88	1.0%	4.37	4.39	-0.5%	1.71	1.67	2.0%
Kaua'i (days)	5.67	5.57	1.9%	6.10	6.05	1.0%	3.03	2.61	16.1%
Hawai'i Island (days)	5.13	5.01	2.4%	6.16	6.13	0.4%	3.28	2.80	16.9%
...Hilo (days)	2.63	2.54	3.3%	3.56	3.46	3.0%	1.60	1.50	6.5%
...Kona (days)	5.35	5.25	1.9%	6.14	6.11	0.4%	3.65	3.12	16.9%
Statewide (days)	7.34	7.23	1.5%	8.10	8.00	1.2%	6.16	5.96	3.2%
ACCOMMODATIONS									
Hotel	3,647,579	3,996,219	-8.7%	2,224,160	2,482,290	-10.4%	1,423,419	1,513,929	-6.0%
...Hotel Only	3,647,579	3,996,219	-8.7%	2,224,160	2,482,290	-10.4%	1,423,419	1,513,929	-6.0%
PURPOSE OF TRIP									
Pleasure (Net)	2,934,020	3,238,004	-9.4%	1,706,081	1,922,006	-11.2%	1,227,939	1,315,998	-6.7%
....Vacation	2,560,717	2,853,624	-10.3%	1,563,355	1,763,444	-11.3%	997,362	1,090,180	-8.5%
....Honeymoon	362,252	368,364	-1.7%	144,894	160,547	-9.7%	217,358	207,817	4.6%
...Get Married	86,921	101,695	-14.5%	26,991	30,385	-11.2%	59,930	71,310	-16.0%
MC&I (Net)	357,342	409,139	-12.7%	274,809	325,986	-15.7%	82,533	83,153	-0.7%
....Convention/Conf.	200,549	225,159	-10.9%	170,406	197,484	-13.7%	30,143	27,676	8.9%
....Corp. Meetings	69,476	87,372	-20.5%	57,941	73,060	-20.7%	11,535	14,311	-19.4%
....Incentive	99,621	113,019	-11.9%	56,000	69,927	-19.9%	43,621	43,092	1.2%
Other Business	164,806	178,507	-7.7%	144,316	158,195	-8.8%	20,490	20,312	0.9%
Visit Friends/Relatives	114,250	128,496	-11.1%	93,210	105,176	-11.4%	21,040	23,320	-9.8%
Government/Military	78,235	62,431	25.3%	62,253	55,420	12.3%	15,982	7,011	128.0%
Attend School	4,507	5,031	-10.4%	3,112	3,650	-14.7%	1,395	1,382	0.9%
Sport Events	90,651	94,336	-3.9%	53,115	54,817	-3.1%	37,536	39,518	-5.0%

**Table 35: Condo-Only Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	10,639,558	11,245,929	-5.4%	8,730,209	9,482,525	-7.9%	1,909,349	1,763,404	8.3%
Total Visitors	919,443	1,014,850	-9.4%	757,000	856,195	-11.6%	162,443	158,656	2.4%
PARTY SIZE									
One	107,468	117,273	-8.4%	94,151	104,552	-9.9%	13,317	12,721	4.7%
Two	367,525	397,844	-7.6%	315,932	348,793	-9.4%	51,593	49,051	5.2%
Three or more	444,450	499,733	-11.1%	346,917	402,850	-13.9%	97,533	96,883	0.7%
Avg Party Size	2.31	2.33	-0.8%	2.24	2.26	-0.9%	2.65	2.67	-0.7%
VISIT STATUS									
First-Time	203,256	227,537	-10.7%	158,075	188,037	-15.9%	45,181	39,500	14.4%
Repeat	716,187	787,313	-9.0%	598,925	668,158	-10.4%	117,262	119,155	-1.6%
Average # of Trips	6.41	6.23	2.8%	6.60	6.34	4.1%	5.50	5.66	-2.8%
TRAVEL METHOD									
Group Tour	23,479	24,087	-2.5%	5,874	6,656	-11.7%	17,605	17,431	1.0%
Package	201,187	251,560	-20.0%	153,320	199,697	-23.2%	47,867	51,863	-7.7%
Group Tour & Pkg	15,902	18,211	-12.7%	3,057	3,904	-21.7%	12,845	14,307	-10.2%
True Independent	710,679	757,416	-6.2%	600,863	653,746	-8.1%	109,816	103,669	5.9%
ISLANDS VISITED									
O'ahu	270,996	286,996	-5.6%	162,141	179,603	-9.7%	108,855	107,393	1.4%
Mauí County	467,625	533,731	-12.4%	414,397	482,517	-14.1%	53,228	51,214	3.9%
...Mauí	461,715	526,701	-12.3%	408,825	475,897	-14.1%	52,890	50,804	4.1%
...Moloka'i	10,603	12,529	-15.4%	8,744	10,669	-18.0%	1,859	1,860	-0.1%
...Lāna'i	8,542	8,648	-1.2%	6,883	8,049	-14.5%	1,659	599	177.0%
Kaua'i	150,389	167,717	-10.3%	143,227	158,595	-9.7%	7,162	9,122	-21.5%
Hawai'i Island	154,143	158,741	-2.9%	128,463	141,214	-9.0%	25,680	17,527	46.5%
...Hilo	29,460	29,407	0.2%	20,278	23,461	-13.6%	9,182	5,946	54.4%
...Kona	140,882	145,228	-3.0%	120,343	131,177	-8.3%	20,539	14,051	46.2%
LENGTH OF STAY									
O'ahu (days)	10.13	9.43	7.4%	10.27	9.60	6.9%	9.91	9.13	8.5%
Mauí (days)	10.59	10.11	4.7%	10.44	10.01	4.3%	11.74	11.06	6.2%
Moloka'i (days)	7.35	7.21	2.0%	8.06	7.85	2.6%	4.02	3.48	15.3%
Lāna'i (days)	2.84	3.00	-5.1%	3.15	3.10	1.6%	1.60	1.67	-4.5%
Kaua'i (days)	9.37	9.19	1.9%	9.53	9.30	2.5%	6.13	7.31	-16.1%
Hawai'i Island (days)	9.71	9.81	-1.1%	10.44	10.00	4.5%	6.04	8.35	-27.6%
...Hilo (days)	3.78	3.89	-2.8%	4.43	4.44	-0.3%	2.36	1.72	37.6%
...Kona (days)	9.83	9.94	-1.1%	10.40	9.97	4.4%	6.50	9.69	-32.9%
Statewide (days)	11.57	11.08	4.4%	11.53	11.08	4.1%	11.75	11.11	5.8%
ACCOMMODATIONS									
Condo	919,443	1,014,850	-9.4%	757,000	856,195	-11.6%	162,443	158,656	2.4%
...Condo Only	919,443	1,014,850	-9.4%	757,000	856,195	-11.6%	162,443	158,656	2.4%
PURPOSE OF TRIP									
Pleasure (Net)	837,585	929,945	-9.9%	690,903	785,114	-12.0%	146,682	144,831	1.3%
....Vacation	810,013	897,243	-9.7%	667,743	756,976	-11.8%	142,270	140,266	1.4%
....Honeymoon	25,887	30,111	-14.0%	21,963	26,766	-17.9%	3,924	3,345	17.3%
...Get Married	12,297	14,690	-16.3%	9,359	11,847	-21.0%	2,938	2,843	3.3%
MC&I (Net)	16,152	16,945	-4.7%	13,470	14,504	-7.1%	2,682	2,441	9.9%
....Convention/Conf.	10,827	10,682	1.4%	8,984	9,448	-4.9%	1,843	1,234	49.4%
....Corp. Meetings	3,530	4,132	-14.6%	3,284	3,621	-9.3%	246	511	-51.9%
....Incentive	2,065	2,518	-18.0%	1,472	1,820	-19.1%	593	698	-15.0%
Other Business	24,434	28,181	-13.3%	22,830	26,240	-13.0%	1,604	1,941	-17.4%
Visit Friends/Relatives	43,248	47,218	-8.4%	37,666	42,143	-10.6%	5,582	5,074	10.0%
Government/Military	4,791	3,720	28.8%	3,289	3,600	-8.6%	1,502	120	1151.7%
Attend School	1,612	1,483	8.7%	922	884	4.3%	690	599	15.2%
Sport Events	14,050	13,762	2.1%	9,685	8,792	10.2%	4,365	4,970	-12.2%

**Table 36: Timeshare-Only Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	4,985,191	4,832,477	3.2%	4,671,595	4,572,354	2.2%	313,595	260,123	20.6%
Total Visitors	508,588	500,571	1.6%	477,680	475,742	0.4%	30,908	24,829	24.5%
PARTY SIZE									
One	48,460	48,148	0.6%	46,916	47,111	-0.4%	1,544	1,037	48.9%
Two	237,739	228,266	4.1%	225,891	218,615	3.3%	11,848	9,651	22.8%
Three or more	222,389	224,157	-0.8%	204,873	210,015	-2.4%	17,516	14,141	23.9%
Avg Party Size	2.29	2.30	-0.4%	2.27	2.28	-0.4%	2.61	2.66	-1.9%
VISIT STATUS									
First-Time	108,735	112,690	-3.5%	101,076	107,085	-5.6%	7,659	5,605	36.6%
Repeat	399,853	387,881	3.1%	376,604	368,657	2.2%	23,249	19,225	20.9%
Average # of Trips	5.96	5.63	5.8%	5.96	5.63	5.9%	5.88	5.54	6.1%
TRAVEL METHOD									
Group Tour	2,418	2,279	6.1%	1,733	1,901	-8.8%	685	378	81.2%
Package	49,280	54,223	-9.1%	46,660	51,311	-9.1%	2,620	2,912	-10.0%
Group Tour & Pkg	931	906	2.8%	667	732	-8.9%	264	173	52.6%
True Independent	457,822	444,975	2.9%	429,954	423,262	1.6%	27,868	21,713	28.3%
ISLANDS VISITED									
O'ahu	145,260	147,382	-1.4%	125,118	130,469	-4.1%	20,142	16,914	19.1%
Mauí County	205,390	193,088	6.4%	196,704	186,342	5.6%	8,686	6,745	28.8%
...Mauí	203,452	191,174	6.4%	194,796	184,432	5.6%	8,656	6,742	28.4%
...Moloka'i	3,046	2,802	8.7%	2,841	2,769	2.6%	205	33	521.2%
...Lāna'i	3,633	3,646	-0.4%	3,548	3,423	3.7%	85	223	-61.9%
Kaua'i	145,763	147,309	-1.0%	143,365	144,845	-1.0%	2,398	2,464	-2.7%
Hawai'i Island	95,288	99,787	-4.5%	88,259	93,621	-5.7%	7,029	6,166	14.0%
...Hilo	15,715	16,830	-6.6%	14,183	15,120	-6.2%	1,532	1,711	-10.5%
...Kona	89,124	92,372	-3.5%	82,757	87,448	-5.4%	6,367	4,924	29.3%
LENGTH OF STAY									
O'ahu (days)	7.43	7.15	3.9%	7.30	7.06	3.4%	8.23	7.85	4.9%
Mauí (days)	8.83	8.60	2.6%	8.81	8.59	2.5%	9.21	8.87	3.8%
Moloka'i (days)	3.40	3.50	-2.9%	3.53	3.51	0.7%	1.62	3.14	-48.4%
Lāna'i (days)	2.62	2.77	-5.3%	2.65	2.86	-7.3%	1.56	1.44	7.7%
Kaua'i (days)	8.92	8.80	1.4%	8.94	8.79	1.7%	7.53	9.11	-17.3%
Hawai'i Island (days)	8.29	8.20	1.1%	8.39	8.26	1.5%	7.05	7.24	-2.7%
...Hilo (days)	3.43	3.70	-7.2%	3.57	3.55	0.6%	2.14	5.01	-57.3%
...Kona (days)	8.26	8.18	0.9%	8.33	8.23	1.2%	7.27	7.33	-0.9%
Statewide (days)	9.80	9.65	1.5%	9.78	9.61	1.8%	10.15	10.48	-3.2%
ACCOMMODATIONS									
Timeshare	508,588	500,571	1.6%	477,680	475,742	0.4%	30,908	24,829	24.5%
...Timeshare Only	508,588	500,571	1.6%	477,680	475,742	0.4%	30,908	24,829	24.5%
PURPOSE OF TRIP									
Pleasure (Net)	491,599	483,535	1.7%	461,244	459,249	0.4%	30,355	24,286	25.0%
....Vacation	476,367	468,292	1.7%	446,616	444,312	0.5%	29,751	23,980	24.1%
....Honeymoon	16,565	16,054	3.2%	15,701	15,757	-0.4%	864	297	190.9%
...Get Married	3,405	3,372	1.0%	2,921	3,309	-11.7%	484	63	668.3%
MC&I (Net)	6,086	5,562	9.4%	5,720	5,452	4.9%	366	110	232.7%
....Convention/Conf.	3,640	3,082	18.1%	3,448	2,999	15.0%	192	83	131.3%
....Corp. Meetings	1,428	1,598	-10.6%	1,422	1,576	-9.8%	6	22	-72.7%
....Incentive	1,117	992	12.6%	950	988	-3.8%	167	4	4075.0%
Other Business	4,990	5,359	-6.9%	4,977	5,288	-5.9%	13	71	-81.7%
Visit Friends/Relatives	14,463	14,827	-2.5%	14,074	14,522	-3.1%	389	306	27.1%
Government/Military	446	434	2.8%	446	434	2.8%	0	0	NA
Attend School	219	163	34.4%	171	160	6.9%	48	4	1100.0%
Sport Events	2,045	2,376	-13.9%	1,977	1,956	1.1%	68	420	-83.8%

NA: Not Applicable

**AIR VISITOR CHARACTERISTICS BY
FIRST-TIME/REPEAT STATUS**

FIRST-TIME VISITOR

REPEAT VISITOR

AIR VISITOR CHARACTERISTICS BY FIRST-TIME/REPEAT STATUS

FIRST-TIME VISITOR

A total of 2,338,202 visitors, or 34.8 percent of total air visitors, came to the islands for the first-time in 2008, down 11.7 percent from 2007 (Table 37). These visitors stayed an average of 8.57 days in 2008, up from 8.42 days in 2007. Visitor days declined 10 percent compared to 2007.

- First-time visitors comprised 19.6 percent of U.S. West (Table 13), 43.9 percent of U.S. East (Table 15), 42.3 percent of the Japanese (Table 20) and 38.7 percent of the Canadian markets (Table 22), but accounted for the majority of the smaller Other Asia (74.5%), European (70.4%), Latin America (69.5%) and Oceania (52.9%) markets (Table 23 to Table 26).
- The percentage of true independent visitors rose to 48.1 percent of total first-time visitors, up from 45.5 percent in 2007.
- Nearly three quarters (73.5%) of the first-time visitors stayed in hotels, 12.1 percent stayed in condominiums, 6.5 percent stayed with friends or relatives, 6.2 percent stayed in timeshare properties and 4.3 percent stayed on cruise ships. All accommodations experienced fewer first-time visitors in 2008, most significantly in cruise ships which saw a 56.8 percent decline from the previous year.
- The majority of the first-time visitors went to O‘ahu (73.9%), followed by Maui (30%), Hawai‘i Island (20.3%) and Kaua‘i (14.3%).
- Seven out of ten (70.1%) came to vacation, 13.6 percent came to honeymoon and 7 percent came for meetings, conventions and incentives.

REPEAT VISITOR

Of the total arrivals by air in the state, 65.2 percent or 4,375,234 visitors had been to Hawai‘i before, 9.8 percent lower than in 2007. Repeat visitors who came in 2008 stayed longer at 9.85 days, compared to 9.66 days in 2007. Visitor days from this group dropped 8 percent. More of these visitors came on domestic flights (77.4%) than from foreign ports (22.6%) (Table 38).

- In 2008, U.S. West (80.4% of U.S. West arrivals) continued to have the highest percentage of repeat visitors, followed by U.S. East (56.1% of U.S. East arrivals), Japan (57.7% of Japanese arrivals) and Canada (61.3% of Canadian arrivals) (Table 13, Table 15, Table 20, and Table 22).
- The majority of repeat visitors (69.9%) were independent travelers. The average number of trips for a repeat visitor was 7.05 trips, similar to 6.91 trips in 2007.
- Just over half (56.7%) of the repeat visitors stayed in hotels, 20.9 percent stayed in condominiums, 12 percent stayed in timeshare properties and 11.6 percent stayed with friends or relatives. Timeshare properties saw a 1.8 percent increase in repeat visitors while all other properties experienced fewer repeat visitors compared to 2007.
- O‘ahu was visited by 56.4 percent of all repeat visitors, 31.4 percent visited Maui, 19.4 percent went to Hawai‘i Island and 15.9 percent went to Kaua‘i.
- Over three-quarters (76.6%) of these visitors came back for vacation, 11.2 percent visited friends or relatives and 6.2 percent came for meetings, conventions and incentives.

**Table 37: First-Time Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	20,048,015	22,281,679	-10.0%	14,305,768	16,554,698	-13.6%	5,742,246	5,726,981	0.3%
Total Visitors	2,338,202	2,646,523	-11.7%	1,516,307	1,789,520	-15.3%	821,895	857,004	-4.1%
PARTY SIZE									
One	380,045	410,113	-7.3%	313,515	349,661	-10.3%	66,530	60,451	10.1%
Two	1,069,034	1,193,000	-10.4%	710,700	846,501	-16.0%	358,334	346,499	3.4%
Three or more	889,123	1,043,410	-14.8%	492,092	593,357	-17.1%	397,031	450,053	-11.8%
Avg Party Size	2.13	2.18	-2.2%	1.91	1.94	-1.5%	2.54	2.68	-5.2%
VISIT STATUS									
First-Time	2,338,202	2,646,523	-11.7%	1,516,307	1,789,520	-15.3%	821,895	857,004	-4.1%
Average # of Trips	1.00	1.00	0.0%	1.00	1.00	0.0%	1.00	1.00	0.0%
TRAVEL METHOD									
Group Tour	381,260	464,181	-17.9%	121,764	166,691	-27.0%	259,496	297,491	-12.8%
Package	1,154,311	1,372,675	-15.9%	576,381	746,351	-22.8%	577,930	626,325	-7.7%
Group Tour & Pkg	321,413	394,123	-18.4%	94,878	134,522	-29.5%	226,535	259,601	-12.7%
True Independent	1,124,044	1,203,789	-6.6%	913,041	1,011,000	-9.7%	211,003	192,789	9.4%
ISLANDS VISITED									
O'ahu	1,727,790	1,941,588	-11.0%	965,858	1,142,973	-15.5%	761,932	798,615	-4.6%
Maui County	715,733	883,760	-19.0%	592,562	755,312	-21.5%	123,171	128,448	-4.1%
...Maui	701,376	870,283	-19.4%	582,052	744,658	-21.8%	119,324	125,625	-5.0%
...Moloka'i	26,812	31,940	-16.1%	17,756	22,868	-22.4%	9,056	9,072	-0.2%
...Lāna'i	29,678	39,879	-25.6%	22,219	28,073	-20.9%	7,459	11,806	-36.8%
Kaua'i	334,512	462,287	-27.6%	294,740	408,278	-27.8%	39,772	54,009	-26.4%
Hawai'i Island	473,714	602,410	-21.4%	335,513	453,925	-26.1%	138,201	148,485	-6.9%
...Hilo	229,308	341,483	-32.8%	158,097	256,130	-38.3%	71,211	85,354	-16.6%
...Kona	380,164	487,649	-22.0%	279,265	383,354	-27.2%	100,899	104,296	-3.3%
LENGTH OF STAY									
O'ahu (days)	6.47	6.21	4.3%	7.00	6.64	5.4%	5.80	5.59	3.8%
Maui (days)	6.31	5.87	7.5%	6.50	6.03	7.8%	5.36	4.90	9.4%
Moloka'i (days)	2.74	2.75	-0.3%	3.38	3.19	6.1%	1.47	1.62	-9.6%
Lāna'i (days)	2.65	2.28	16.2%	3.08	2.73	13.0%	1.37	1.22	12.3%
Kaua'i (days)	5.36	4.57	17.3%	5.59	4.78	16.9%	3.67	2.99	22.8%
Hawai'i Island (days)	5.27	4.70	12.2%	5.91	5.22	13.1%	3.73	3.10	20.2%
...Hilo (days)	2.77	2.35	17.6%	3.16	2.59	21.9%	1.91	1.65	15.4%
...Kona (days)	4.90	4.15	17.9%	5.31	4.45	19.3%	3.76	3.06	22.7%
Statewide (days)	8.57	8.42	1.8%	9.43	9.25	2.0%	6.99	6.68	4.5%
ACCOMMODATIONS									
Hotel	1,719,033	1,899,023	-9.5%	992,871	1,135,981	-12.6%	726,162	763,043	-4.8%
...Hotel Only	1,518,847	1,636,914	-7.2%	829,016	917,529	-9.6%	689,831	719,385	-4.1%
Condo	281,713	314,705	-10.5%	220,074	257,972	-14.7%	61,639	56,734	8.6%
...Condo Only	203,256	227,537	-10.7%	158,075	188,037	-15.9%	45,181	39,500	14.4%
Timeshare	145,465	150,786	-3.5%	133,867	141,966	-5.7%	11,598	8,820	31.5%
...Timeshare Only	108,735	112,690	-3.5%	101,076	107,085	-5.6%	7,659	5,605	36.6%
Rental House	86,565	92,130	-6.0%	76,321	80,961	-5.7%	10,244	11,170	-8.3%
Bed & Breakfast	31,749	34,470	-7.9%	27,008	27,700	-2.5%	4,741	6,770	-30.0%
Cruise Ship	99,780	231,195	-56.8%	89,574	210,997	-57.5%	10,206	20,198	-49.5%
Friends or Relatives	152,893	171,859	-11.0%	133,495	148,455	-10.1%	19,398	23,403	-17.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,958,454	2,230,073	-12.2%	1,257,785	1,503,685	-16.4%	700,669	726,388	-3.5%
....Vacation	1,638,293	1,893,712	-13.5%	1,116,991	1,336,662	-16.4%	521,302	557,049	-6.4%
....Honeymoon	318,424	333,928	-4.6%	146,554	173,520	-15.5%	171,870	160,408	7.1%
...Get Married	62,605	70,090	-10.7%	23,331	27,965	-16.6%	39,274	42,125	-6.8%
MC&I (Net)	163,692	184,735	-11.4%	111,569	136,675	-18.4%	52,123	48,059	8.5%
....Convention/Conf.	91,575	103,215	-11.3%	71,342	85,560	-16.6%	20,233	17,654	14.6%
....Corp. Meetings	25,495	32,476	-21.5%	18,219	25,163	-27.6%	7,276	7,313	-0.5%
....Incentive	52,686	56,352	-6.5%	25,861	32,110	-19.5%	26,825	24,243	10.7%
Other Business	54,588	65,705	-16.9%	43,779	51,316	-14.7%	10,809	14,389	-24.9%
Visit Friends/Relatives	138,910	160,883	-13.7%	118,290	131,345	-9.9%	20,620	29,538	-30.2%
Government/Military	31,798	23,892	33.1%	22,267	20,232	10.1%	9,531	3,659	160.5%
Attend School	7,517	6,601	13.9%	4,659	4,336	7.4%	2,858	2,264	26.2%
Sport Events	43,895	46,792	-6.2%	28,574	28,778	-0.7%	15,321	18,013	-14.9%

Source: DBEDT

**Table 38: Repeat Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	43,082,118	46,853,631	-8.0%	35,191,581	38,545,743	-8.7%	7,890,536	8,307,888	-5.0%
Total Visitors	4,375,234	4,850,297	-9.8%	3,385,586	3,793,011	-10.7%	989,648	1,057,286	-6.4%
PARTY SIZE									
One	743,008	777,474	-4.4%	650,328	696,969	-6.7%	92,680	80,504	15.1%
Two	1,765,868	1,943,631	-9.1%	1,408,144	1,564,252	-10.0%	357,724	379,379	-5.7%
Three or more	1,866,358	2,129,192	-12.3%	1,327,114	1,531,789	-13.4%	539,244	597,403	-9.7%
Avg Party Size	2.13	2.18	-2.2%	2.01	2.04	-1.5%	2.55	2.68	-4.9%
VISIT STATUS									
Repeat	4,375,234	4,850,297	-9.8%	3,385,586	3,793,011	-10.7%	989,648	1,057,286	-6.4%
Average # of Trips	7.05	6.91	2.0%	7.50	7.27	3.2%	5.49	5.60	-2.0%
TRAVEL METHOD									
Group Tour	366,932	442,039	-17.0%	92,388	131,261	-29.6%	274,544	310,778	-11.7%
Package	1,248,899	1,504,843	-17.0%	657,309	855,340	-23.2%	591,590	649,503	-8.9%
Group Tour & Pkg	301,067	367,034	-18.0%	60,457	91,248	-33.7%	240,610	275,786	-12.8%
True Independent	3,060,469	3,270,450	-6.4%	2,696,345	2,897,658	-6.9%	364,124	372,791	-2.3%
ISLANDS VISITED									
O'ahu	2,465,896	2,753,162	-10.4%	1,589,038	1,807,409	-12.1%	876,858	945,752	-7.3%
Maui County	1,413,310	1,638,283	-13.7%	1,257,949	1,469,500	-14.4%	155,361	168,782	-8.0%
...Maui	1,374,424	1,593,311	-13.7%	1,222,936	1,428,024	-14.4%	151,488	165,287	-8.3%
...Moloka'i	42,072	51,223	-17.9%	33,261	42,330	-21.4%	8,811	8,894	-0.9%
...Lāna'i	51,189	60,471	-15.3%	43,847	53,087	-17.4%	7,342	7,384	-0.6%
Kaua'i	696,136	836,758	-16.8%	646,037	775,211	-16.7%	50,099	61,546	-18.6%
Hawai'i Island	847,562	1,019,949	-16.9%	690,534	851,293	-18.9%	157,028	168,656	-6.9%
...Hilo	274,141	385,409	-28.9%	208,800	307,534	-32.1%	65,341	77,875	-16.1%
...Kona	720,392	862,752	-16.5%	600,096	738,074	-18.7%	120,296	124,678	-3.5%
LENGTH OF STAY									
O'ahu (days)	7.60	7.30	4.1%	8.19	7.78	5.2%	6.54	6.38	2.4%
Maui (days)	8.61	8.10	6.3%	8.72	8.18	6.6%	7.71	7.38	4.5%
Moloka'i (days)	5.49	5.28	3.9%	6.16	5.85	5.3%	2.95	2.60	13.4%
Lāna'i (days)	4.00	3.84	4.1%	4.35	4.12	5.4%	1.89	1.79	5.8%
Kaua'i (days)	7.86	7.16	9.8%	8.15	7.40	10.1%	4.14	4.11	0.8%
Hawai'i Island (days)	7.78	7.21	8.0%	8.48	7.74	9.6%	4.72	4.52	4.4%
...Hilo (days)	4.35	3.71	17.2%	5.00	4.09	22.2%	2.27	2.22	2.4%
...Kona (days)	7.50	6.86	9.3%	8.02	7.22	11.0%	4.93	4.73	4.2%
Statewide (days)	9.85	9.66	1.9%	10.39	10.16	2.3%	7.97	7.86	1.5%
ACCOMMODATIONS									
Hotel	2,481,053	2,774,050	-10.6%	1,699,288	1,927,638	-11.8%	781,765	846,412	-7.6%
...Hotel Only	2,128,731	2,359,305	-9.8%	1,395,143	1,564,761	-10.8%	733,588	794,544	-7.7%
Condo	912,657	1,006,970	-9.4%	765,211	858,473	-10.9%	147,446	148,498	-0.7%
...Condo Only	716,187	787,313	-9.0%	598,925	668,158	-10.4%	117,262	119,155	-1.6%
Timeshare	527,099	517,613	1.8%	493,946	489,838	0.8%	33,153	27,775	19.4%
...Timeshare Only	399,853	387,881	3.1%	376,604	368,657	2.2%	23,249	19,225	20.9%
Rental House	217,865	225,140	-3.2%	201,574	212,392	-5.1%	16,291	12,748	27.8%
Bed & Breakfast	36,118	42,047	-14.1%	32,678	38,381	-14.9%	3,440	3,666	-6.2%
Cruise Ship	69,183	168,185	-58.9%	61,559	154,606	-60.2%	7,624	13,579	-43.9%
Friends or Relatives	506,950	560,637	-9.6%	463,650	511,084	-9.3%	43,300	49,552	-12.6%
PURPOSE OF TRIP									
Pleasure (Net)	3,492,880	3,913,804	-10.8%	2,652,845	3,003,251	-11.7%	840,035	910,553	-7.7%
....Vacation	3,349,407	3,751,211	-10.7%	2,571,573	2,908,988	-11.6%	777,834	842,223	-7.6%
....Honeymoon	136,295	149,672	-8.9%	79,585	92,285	-13.8%	56,710	57,387	-1.2%
...Get Married	59,513	73,117	-18.6%	32,655	37,945	-13.9%	26,858	35,172	-23.6%
MC&I (Net)	272,882	307,412	-11.2%	229,615	264,128	-13.1%	43,267	43,284	0.0%
....Convention/Conf.	162,369	176,015	-7.8%	143,911	160,581	-10.4%	18,458	15,433	19.6%
....Corp. Meetings	59,163	72,727	-18.7%	53,562	64,257	-16.6%	5,601	8,470	-33.9%
....Incentive	60,097	70,910	-15.2%	40,123	50,649	-20.8%	19,974	20,261	-1.4%
Other Business	198,489	214,435	-7.4%	181,989	202,749	-10.2%	16,500	11,686	41.2%
Visit Friends/Relatives	488,013	537,194	-9.2%	443,110	489,687	-9.5%	44,903	47,508	-5.5%
Government/Military	79,239	67,554	17.3%	64,653	59,682	8.3%	14,586	7,872	85.3%
Attend School	10,397	11,572	-10.2%	7,658	8,228	-6.9%	2,739	3,344	-18.1%
Sport Events	84,926	86,422	-1.7%	54,067	55,541	-2.7%	30,859	30,881	-0.1%

ISLAND SUPPLEMENT

O'AHU

MAUI

MOLOKA'I

LĀNA'I

KAUA'I

HAWAI'I ISLAND

HAWAI'I ISLAND (HILO SIDE)

HAWAI'I ISLAND (KONA SIDE)

SEASONALITY BY ISLAND

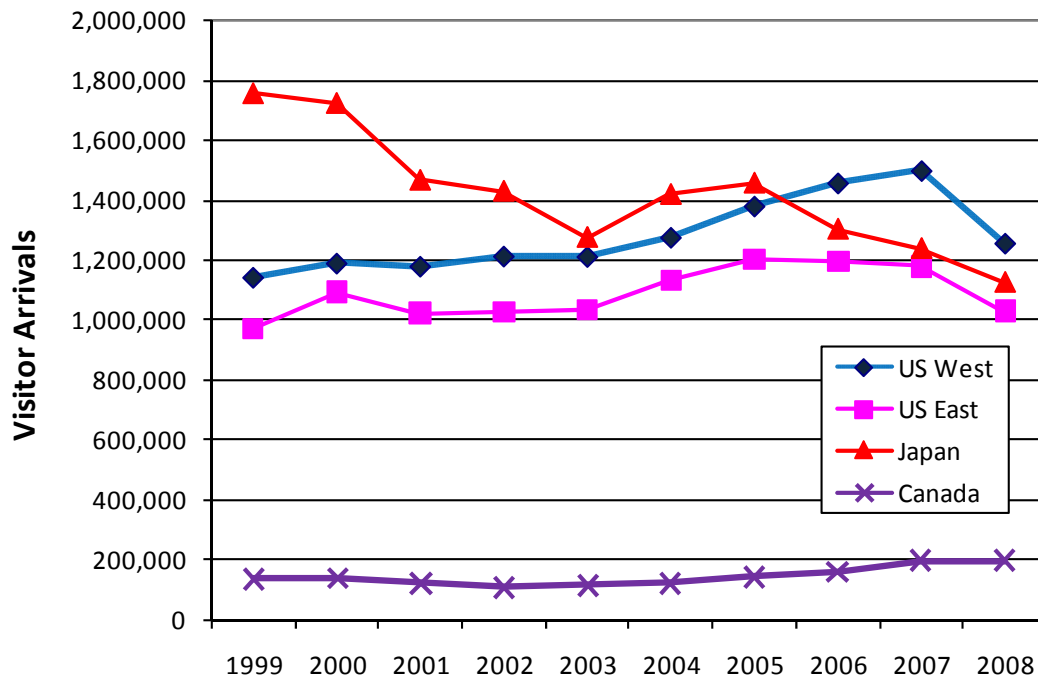
ISLAND SUPPLEMENT

ISLAND OF O‘AHU

A total of 4,193,685 visitors arrived by air to O‘ahu in 2008, down 10.7 percent from the previous year (Table 46).

- Of these visitors, 70.5 percent stayed exclusively on O‘ahu while the rest also visited other islands.
- The average daily census showed that 81,751 visitors were on O‘ahu on any given day in 2008, a drop of 7.2 percent compared to 2007 (Table 6).
- Since 2006, there had been more U.S. West visitors than Japanese visitors on O‘ahu. In 2008, 1,254,836 visitors (29.9% of all O‘ahu visitors) from U.S. West were on this island, compared to 1,127,441 visitors (26.9% of all O‘ahu visitors) from Japan.
- U.S. East visitors made up 24.6 percent, Canadians accounted for 4.7 percent, Oceania visitors comprised 3.5 percent and Other Asia visitors were 2.5 of all visitors to O‘ahu in 2008 (Table 57).

**Figure 18: 1999-2008 O‘ahu Visitor Arrivals by Selected MMA
(Arrivals by air)**



- Similar to 2007, more visitors to O‘ahu in 2008 traveled independently (54.1%) than purchased packages (43.6%).
- There were more repeat visitors (58.8%) than first-time visitors (41.2%) on this island.
- Nearly three-quarters of O‘ahu visitors stayed in hotels while in Hawai‘i, 10.8 percent stayed with friends or relatives, 10.4 percent stayed in condominiums and 5.6 percent stayed in timeshare properties. Fewer visitors stayed in hotels (-9.5%), with friends or relatives (-8.9%), in

condominiums (-7.2%) and in timeshare properties (-2.1%) than the previous year. The loss of two Hawai'i home-ported cruise ships contributed to a significant decline (-56.9%) in the number of O'ahu visitors who stayed on cruise ships compared to 2007.

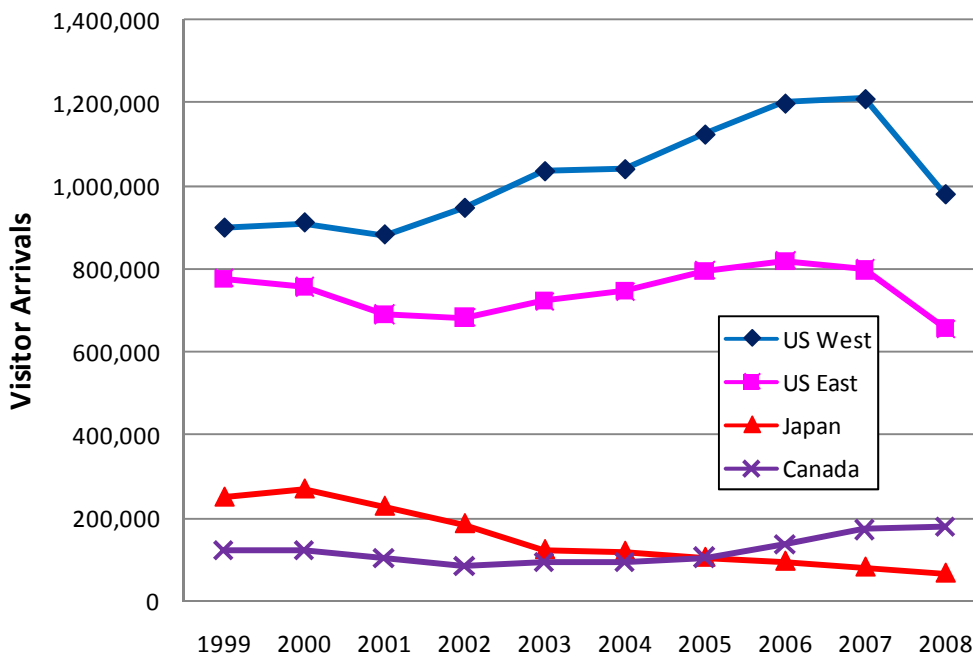
- The majority (70.3%) of the O'ahu visitors came to the state for vacation; 10.7 percent visited friends or relatives; 8 percent came to honeymoon and 6.1 percent for meetings, conventions and incentives.
- Domestic visitor arrivals from Anchorage notably increased (+39.3%) to 18,918 in 2008 compared to 2007 (Table 41 and Table 42).

ISLAND OF MAUI

Arrivals by air to Maui declined 15.7 percent compared to 2007 to 2,075,800 visitors (Table 48).

- Over half (58.2%) of these visitors spent all their time on Maui while the rest went to other islands.
- The average daily census on Maui fell 10 percent from 2007 to 44,433 visitors on any given day (Table 6).
- The biggest share of visitors to Maui continued to be from U.S. West (47.2%), followed by U.S. East (31.6%), Canada (8.6%), Japan (3.2%) and Europe (2%) (Table 57). Among the top four visitor markets, Canadian arrivals to Maui rose 3.9 percent while U.S. West, U.S. East and Japanese arrivals fell by double-digits compared to 2007. There were more Canadians than Japanese visitors on Maui since 2005.

**Figure 19: 1999-2008 Maui Visitor Arrivals by Selected MMA
(Arrivals by air)**



- Repeat visitors comprised 66.2 percent of the total visitors to Maui compared to 33.8 percent of first-time visitors.
- There continued to be more true independent travelers (67.9%, up from 63.3% in 2007) to Maui than those who purchased group tours (6.4%) or package trips (30.1%).

- More than half (54.4%) of all Maui visitors stayed in hotels while in Hawai'i, 29.2 percent stayed in condominiums, 13.4 percent stayed in timeshare properties, 6.9 percent stayed with friends or relatives and 6.4 percent stayed on cruise ships. Maui visitors who stayed in timeshare properties rose 4.6 percent but those who stayed in other types of accommodations declined by double digits compared to 2007. Similar to O'ahu, there was a 58.5 percent decline in Maui visitors who stayed on cruise ships compared to 2007.
- The majority (81.3%) of Maui visitors came to Hawai'i for vacation; 6.5 percent came to honeymoon; 6.5 percent came for meetings, conventions and incentives and 6.4 percent came to visit friends or relatives.
- Maui experienced domestic visitor arrival growth from Spokane (+7.8%), Anchorage (+5.3%) and Bellingham (+1.5%) compared to 2007 (Table 41 and Table 42).

ISLAND OF MOLOKA'I⁷

In 2008, a total of 68,883 visitors came by air to Moloka'i, 17.2 percent fewer compared to the previous year (Table 49).

- Most of those who went to Moloka'i also visited other islands while only 11.6 percent stayed on Moloka'i exclusively.
- The average daily census decreased 15.3 percent from 2007 to 831 visitors per day on this island (Table 6).
- U.S. West and U.S. East continued to be the two largest markets to Moloka'i, with 36.9 percent and 30.5 percent of the visitors to this island in 2008, respectively (Table 57).
- Repeat visitors accounted for 61.1 percent while 38.9 percent were first-timers to the state.
- The majority (68%) of the visitors to Moloka'i were independent travelers while the remainder purchased group tours (11.2%) or package trips (29%).
- Over half (54.9%) stayed in hotels, 26.1 percent stayed in condominiums, 13.7 percent stayed with friends or relatives and 8.1 percent stayed in timeshare properties while in Hawai'i. The number of Moloka'i visitors who stayed in timeshare properties rose 6.2 percent but fewer stayed in other types of accommodations compared to 2007.
- Three-quarters (75.4%) of the Moloka'i visitors came to vacation while 10.9 percent visited friends or relatives.

ISLAND OF LĀNA'I⁷

Arrivals by air to Lāna'i decreased 19.4 percent from 2007 to 80,867 visitors in 2008 (Table 50).

- Less than one-fifth (15.9%) of these visitors spent their entire time on this island.
- The average daily census showed 774 visitors on Lāna'i daily in 2008, down from 885 visitors in 2007 (Table 6).
- Over one-third (38.2%) of the visitors to Lāna'i were from U.S. West, 36.3 percent were from U.S. East and 7.6 percent were from Canada (Table 57).

⁷ Small sample size for Lāna'i and Moloka'i resulted in broad estimates, use with discretion. Statistics may be used for year-to-year trends.

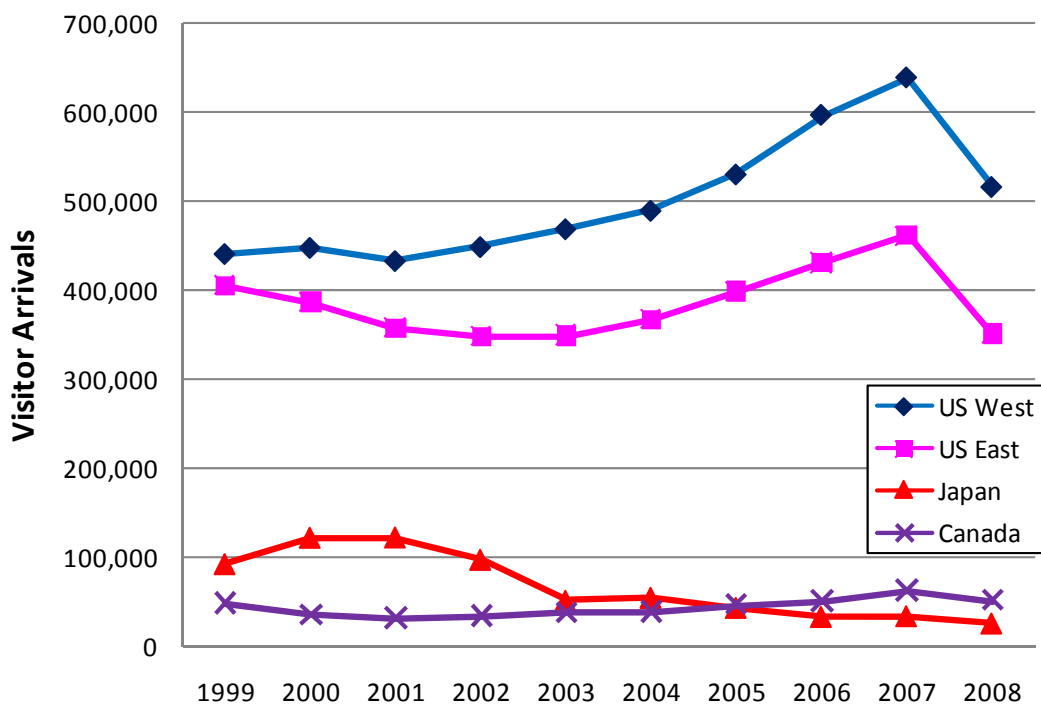
- More repeat visitors (63.3%) than first-timers (36.7%) went to Lānaʻi. There were also more independent travelers to Lānaʻi (66.3%) than those who purchased group tours (10.5%) or package trips (30.5%).
- The majority 67.3 percent of the Lānaʻi visitors stayed in hotels while in Hawaiʻi, 16.3 percent stayed in condominiums and 9.1 percent stayed with friends or relatives.
- Three-quarters (74.5%) of the visitors who went to Lānaʻi in 2008 came for a vacation; 12 percent came for meetings, conventions and incentives and 8.1 percent to visit friends or relatives.

ISLAND OF KAUAʻI

A total of 1,030,647 visitors flew to Kauaʻi in 2008, 20.7 percent lower than the previous year (Table 51).

- Almost half (47.7%) of these visitors stayed exclusively on this island.
- The average daily census decreased 10.6 percent from 2007 to 19,855 visitors daily (Table 6).
- In 2008, the largest share of Kauaʻi’s visitors continued to be from U.S. West (50%), followed by U.S. East (34.1%), Canada (5%) and Japan (2.5%) (Table 57). Similar to Maui, there were more Canadians than Japanese visitors on Kauaʻi since 2005.

**Figure 20: 1999-2008 Kauaʻi Visitor Arrivals by Selected MMA
(Arrivals by air)**



- Repeat visitors accounted for 67.5 percent while 32.5 percent were first-timers in 2008.
- A higher percentage of Kauaʻi visitors in 2008 were independent travelers (71.6%) compared to 64.4 percent in 2007.

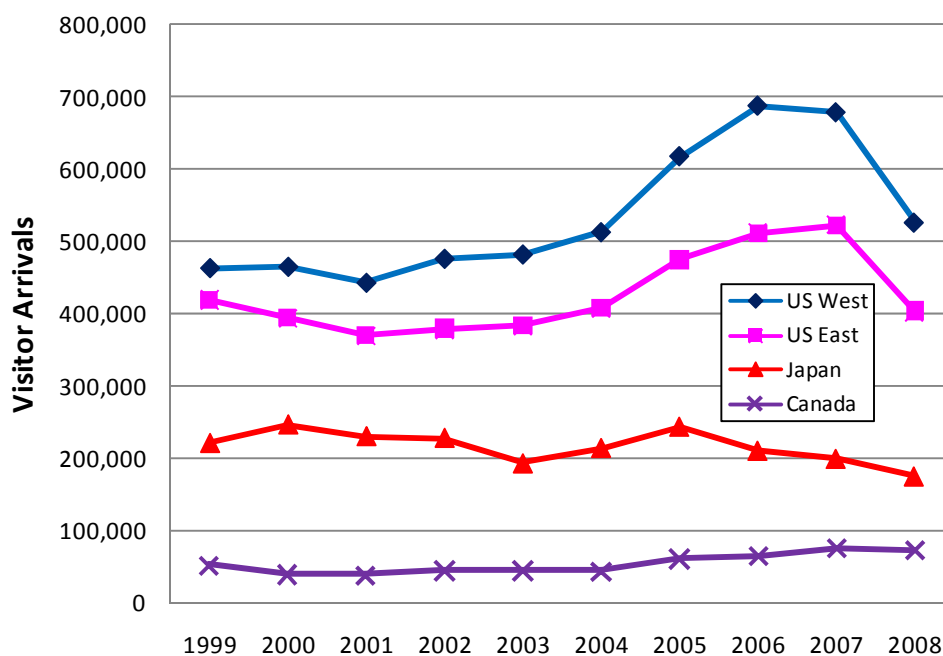
- Over half (50.7%) of those who visited Kaua'i stayed in hotels while in Hawai'i, 22.6 percent stayed in condominiums, 20.1 percent stayed in timeshare properties, 11.7 percent stayed on cruise ships and 7.2 percent stayed with friends or relatives.
- All types of accommodations experienced fewer visitors compared to 2007. The most significant declines were in cruise ships (-59.2%) and hotels (-19.9%).
- Most of the visitors to Kaua'i came to vacation (82.8%); 6.9 percent visited friends or relatives; 6.9 percent honeymooned and 4.9 percent came for meetings, conventions and incentives.
- Like Maui, Kaua'i experienced domestic visitor arrival growth from Anchorage (+37.2%), Spokane (+8.1%) and Bellingham (+7%) (Table 41 and Table 42).

HAWAI'I ISLAND

In 2008, arrivals by air to Hawai'i Island dropped 18.6 percent from 2007 to 1,321,277 visitors (Table 52).

- Two out of five (42.8%) visitors spent their entire trip on Hawai'i Island.
- The average daily census showed a 10.9 percent decrease from 2007 to 24,842 visitors per day (Table 6).
- The U.S. West had the most visitors to Hawai'i Island in 2008 at 39.8 percent, followed by the U.S. East (30.5%), Japan (13.2%) and Canada (5.5%) (Table 57).

Figure 21: 1999-2008 Hawai'i Island Visitor Arrivals by Selected MMA (Arrivals by air)



- There continued to be more repeat visitors (64.1%) than first-time visitors (35.9%) among those who went to this island.
- There was also a higher percentage of Hawai'i Island visitors who traveled independently (65.1%, up from 59.9% in 2007) instead of purchasing group tours (11%) or package trips (32.8%).

- Three out of five (60.5%) visitors to Hawai'i Island stayed in hotels while in Hawai'i, 18.3 percent stayed in condominiums, 10.8 percent stayed in timeshare properties, 10.7 percent stayed with friends or relatives and 9.6 percent stayed on cruise ships. All types of accommodations saw fewer Hawai'i Island visitors compared to 2007, especially cruise ships (-58.5%) and hotels (-17%) experienced larger declines.
- The majority (78.1%) of the total visitors to Hawai'i Island came to vacation, 9.4 percent came to visit friends or relatives; 7.7 percent for meetings, conventions and incentives and 5.8 percent honeymooned.
- A total of 5,924 Anchorage visitors came to visit Hawai'i Island, up 3 percent to from 2007 (Table 41 and Table 42).

HAWAI'I ISLAND (HILO SIDE)

A total of 503,449 air visitors went to Hilo in 2008, down 30.7 percent from the previous year (Table 53).

- The average daily census showed 4,992 visitors present, 18.5 percent lower compared to 2007 (Table 6).
- The largest share of the visitors to Hilo was from the U.S. East (35.4%), followed by U.S. West (30.3%), Japan (13.6%) and Canada (6.4%) (Table 57).
- Over half (54.5) were repeat visitors to the state, and 58.4 percent traveled independently. Group tours accounted for 15.6 percent of Hilo visitors while package visitors were 38.9 percent.
- Three out of five (63.1%) visitors to Hilo stayed in hotels, 23.4 percent stayed on cruise ships, 12.8 percent stayed with friends or relatives, 12.1 percent stayed in condominium properties and 5.9 percent stayed in timeshare properties while in Hawai'i.

HAWAI'I ISLAND (KONA SIDE)

A total of 1,100,555 air visitors went to Kona in 2008, a decrease of 18.5 percent compared to 2007 (Table 54).

- The average daily census dropped 8.8 percent from 2007 to 19,850 visitors (Table 6).
- The largest share of visitors to Kona was from U.S. West (41.9%), 30.7 percent was from U.S. East, 11.1 percent was from Japan and 5.9 percent was from Canada (Table 57).
- Repeat visitors accounted for 65.5 percent of the Kona visitors in 2008.
- There were also more visitors who traveled independently (66.2%) than those who purchased group tours (10.1%) or package trips (31.7%).
- Many (59.2%) of the visitors to Kona stayed in hotels, 19.8 percent stayed in condominiums, 12 percent stayed in timeshares, 10.7 percent stayed on cruise ships and 9.6 percent stayed with friends or relatives while in Hawai'i.

SEASONALITY BY ISLAND

Although statewide visitor arrival growth was positive in the first quarter of 2008, individual islands such as Kauaʻi and Maui, were already seeing declines from the start of the year. The busiest month statewide was January with 199,849 visitors per day (average daily census). However peak months varied by island (Table 40).

- **Oʻahu:** In 2008, July was the busiest month on Oʻahu with 92,059 visitors daily, followed by June (89,289 visitor daily) and February (88,701 visitors daily). In comparison, the busiest month in 2007 was August (103,297 visitors daily), which had 14,931 more visitors per day than August of 2008 (88,366 visitors daily) and 11,238 more visitors than the peak of July 2008.
- **Maui:** In 2008, February (53,075 visitors daily) had the most visitor traffic on Maui, followed by March (52,605 visitors daily) and January (52,287 visitors daily). June (56,064 visitors daily) was the busiest month in 2007.
- **Hawaiʻi Island:** January was the busiest month on Hawaiʻi Island in 2008 with 35,089 visitors daily, followed by February (30,121 visitors daily) and March (28,351 visitors daily). January (32,499 visitors daily) was also the peak month on Hawaiʻi Island in 2007.
- **Kauaʻi:** The busiest month for arrivals to Kauaʻi in 2008, was July with 23,512 visitors daily, followed by June with 23,162 visitors daily. This pattern did not change from 2007 with July as the busiest (26,672 visitors daily), followed by June (26,383 visitors daily).
- **Lānaʻi:** In 2008, March had the heaviest traffic on Lānaʻi with 961 visitors daily followed by February with 881 visitors daily. December was the peak month in 2007 with 1,085 visitors daily.
- **Molokaʻi:** In 2008, January was the peak month on Molokaʻi with 1,407 visitors daily, followed by February with 1,217 visitors daily. December (1,329 visitors daily) and January (1,310 visitors daily) were the busiest months for arrivals in 2007.

**Table 39: Visitor Arrivals by Island and Month: 2008 vs. 2007
(Arrivals by air)**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	587,546	577,232	1.8%	419,342	408,564	2.6%	168,204	168,668	-0.3%
FEB	594,767	574,763	3.5%	436,594	417,988	4.5%	158,173	156,775	0.9%
MAR	659,203	674,532	-2.3%	491,900	496,703	-1.0%	167,303	177,829	-5.9%
APR	538,420	597,478	-9.9%	405,155	454,007	-10.8%	133,265	143,471	-7.1%
MAY	549,334	586,546	-6.3%	406,891	454,693	-10.5%	142,443	131,853	8.0%
JUN	580,625	672,586	-13.7%	439,895	525,746	-16.3%	140,730	146,840	-4.2%
JUL	613,592	711,263	-13.7%	457,186	547,065	-16.4%	156,406	164,198	-4.7%
AUG	606,336	733,025	-17.3%	433,162	544,100	-20.4%	173,174	188,925	-8.3%
SEPT	450,500	558,431	-19.3%	312,035	400,581	-22.1%	138,465	157,850	-12.3%
OCT	496,386	570,647	-13.0%	355,211	427,632	-16.9%	141,175	143,015	-1.3%
NOV	485,622	576,371	-15.7%	353,032	421,896	-16.3%	132,590	154,475	-14.2%
DEC	551,105	663,948	-17.0%	391,490	483,557	-19.0%	159,615	180,391	-11.5%
TOTAL	6,713,436	7,496,820	-10.4%	4,901,893	5,582,530	-12.2%	1,811,543	1,914,290	-5.4%
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	362,746	359,736	0.8%	217,141	214,477	1.2%	145,605	145,259	0.2%
FEB	364,374	355,169	2.6%	225,002	219,400	2.6%	139,372	135,768	2.7%
MAR	394,135	407,398	-3.3%	242,915	252,151	-3.7%	151,220	155,247	-2.6%
APR	329,043	367,400	-10.4%	210,307	237,204	-11.3%	118,736	130,196	-8.8%
MAY	349,619	368,864	-5.2%	216,686	243,164	-10.9%	132,933	125,700	5.8%
JUN	362,440	420,352	-13.8%	232,328	281,578	-17.5%	130,112	138,774	-6.2%
JUL	391,587	444,428	-11.9%	243,254	291,299	-16.5%	148,333	153,130	-3.1%
AUG	379,127	462,592	-18.0%	221,578	288,866	-23.3%	157,549	173,726	-9.3%
SEPT	294,147	370,883	-20.7%	165,881	221,802	-25.2%	128,266	149,080	-14.0%
OCT	316,134	361,004	-12.4%	187,142	226,072	-17.2%	128,992	134,932	-4.4%
NOV	305,206	362,248	-15.7%	185,045	219,463	-15.7%	120,161	142,786	-15.8%
DEC	345,129	414,676	-16.8%	207,616	254,906	-18.6%	137,513	159,770	-13.9%
TOTAL	4,193,685	4,694,750	-10.7%	2,554,895	2,950,383	-13.4%	1,638,790	1,744,367	-6.1%
KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	94,664	98,624	-4.0%	83,889	85,856	-2.3%	10,775	12,768	-15.6%
FEB	90,236	93,491	-3.5%	81,598	83,452	-2.2%	8,638	10,039	-14.0%
MAR	98,679	112,049	-11.9%	89,636	100,424	-10.7%	9,043	11,626	-22.2%
APR	83,227	103,347	-19.5%	76,291	95,748	-20.3%	6,936	7,599	-8.7%
MAY	87,584	106,490	-17.8%	81,238	99,488	-18.3%	6,346	7,002	-9.4%
JUN	96,018	124,637	-23.0%	89,150	115,366	-22.7%	6,868	9,271	-25.9%
JUL	100,029	129,383	-22.7%	92,481	120,906	-23.5%	7,548	8,478	-11.0%
AUG	91,451	123,185	-25.8%	85,081	112,310	-24.2%	6,370	10,875	-41.4%
SEPT	70,419	99,719	-29.4%	64,811	91,426	-29.1%	5,608	8,293	-32.4%
OCT	74,985	101,322	-26.0%	68,776	91,683	-25.0%	6,209	9,639	-35.6%
NOV	67,871	93,885	-27.7%	61,774	86,733	-28.8%	6,097	7,152	-14.8%
DEC	75,485	112,912	-33.1%	66,052	100,098	-34.0%	9,433	12,814	-26.4%
TOTAL	1,030,647	1,299,045	-20.7%	940,777	1,183,490	-20.5%	89,870	115,555	-22.2%

Note: Sum may not add up to total due to rounding.

Table 39: Visitor Arrivals by Island and Month: 2008 vs. 2007 (continued)
(Arrivals by air)

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	194,482	195,265	-0.4%	164,611	162,683	1.2%	29,871	32,581	-8.3%
FEB	195,941	196,700	-0.4%	165,422	166,374	-0.6%	30,519	30,326	0.6%
MAR	216,019	227,233	-4.9%	189,596	197,756	-4.1%	26,423	29,477	-10.4%
APR	174,059	202,216	-13.9%	152,090	178,153	-14.6%	21,969	24,063	-8.7%
MAY	172,325	198,130	-13.0%	151,862	181,892	-16.5%	20,463	16,238	26.0%
JUN	188,555	241,790	-22.0%	169,233	216,779	-21.9%	19,322	25,011	-22.7%
JUL	192,590	247,535	-22.2%	174,517	225,842	-22.7%	18,073	21,693	-16.7%
AUG	186,656	237,113	-21.3%	162,975	212,432	-23.3%	23,681	24,681	-4.1%
SEPT	136,260	186,111	-26.8%	117,963	164,631	-28.3%	18,297	21,480	-14.8%
OCT	153,451	190,685	-19.5%	134,148	172,339	-22.2%	19,303	18,346	5.2%
NOV	146,964	184,473	-20.3%	127,608	162,966	-21.7%	19,356	21,507	-10.0%
DEC	171,740	214,792	-20.0%	140,484	182,965	-23.2%	31,256	31,827	-1.8%
TOTAL	2,129,042	2,522,043	-15.6%	1,850,510	2,224,813	-16.8%	278,532	297,230	-6.3%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	189,575	189,904	-0.2%	160,153	158,562	1.0%	29,422	31,342	-6.1%
FEB	190,756	192,170	-0.7%	160,658	162,300	-1.0%	30,098	29,869	0.8%
MAR	211,003	222,481	-5.2%	184,889	193,247	-4.3%	26,114	29,234	-10.7%
APR	169,929	197,468	-13.9%	148,267	173,912	-14.7%	21,662	23,556	-8.0%
MAY	167,831	193,781	-13.4%	147,922	177,842	-16.8%	19,909	15,940	24.9%
JUN	184,407	236,891	-22.2%	165,557	212,393	-22.1%	18,850	24,499	-23.1%
JUL	188,514	242,331	-22.2%	170,926	221,216	-22.7%	17,588	21,115	-16.7%
AUG	181,179	231,948	-21.9%	159,602	207,819	-23.2%	21,577	24,130	-10.6%
SEPT	132,593	182,129	-27.2%	115,260	161,083	-28.4%	17,333	21,046	-17.6%
OCT	148,861	186,150	-20.0%	130,462	167,980	-22.3%	18,399	18,170	1.3%
NOV	143,736	179,741	-20.0%	124,548	158,584	-21.5%	19,188	21,157	-9.3%
DEC	167,417	208,599	-19.7%	136,745	177,743	-23.1%	30,672	30,856	-0.6%
TOTAL	2,075,800	2,463,595	-15.7%	1,804,988	2,172,682	-16.9%	270,812	290,913	-6.9%
MOLO-KA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	7,425	6,524	13.8%	5,727	5,374	6.6%	1,698	1,150	47.7%
FEB	7,503	6,282	19.4%	5,485	5,114	7.3%	2,018	1,168	72.8%
MAR	6,914	7,532	-8.2%	5,487	5,945	-7.7%	1,427	1,587	-10.1%
APR	5,427	6,077	-10.7%	4,383	4,904	-10.6%	1,044	1,173	-11.0%
MAY	6,006	5,974	0.5%	4,341	4,948	-12.3%	1,665	1,027	62.1%
JUN	6,042	6,525	-7.4%	3,928	5,903	-33.5%	2,114	622	239.9%
JUL	5,128	7,471	-31.4%	4,328	6,073	-28.7%	800	1,398	-42.8%
AUG	6,542	8,276	-21.0%	3,709	6,049	-38.7%	2,833	2,227	27.2%
SEPT	4,569	6,035	-24.3%	2,986	4,785	-37.6%	1,583	1,250	26.6%
OCT	5,141	7,292	-29.5%	3,674	5,229	-29.7%	1,467	2,064	-28.9%
NOV	3,776	6,272	-39.8%	3,310	4,836	-31.6%	466	1,436	-67.5%
DEC	4,409	8,904	-50.5%	3,658	6,039	-39.4%	751	2,865	-73.8%
TOTAL	68,883	83,163	-17.2%	51,017	65,197	-21.7%	17,866	17,966	-0.6%
LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	8,262	8,542	-3.3%	6,515	6,486	0.4%	1,747	2,057	-15.1%
FEB	8,513	8,038	5.9%	6,464	6,311	2.4%	2,049	1,727	18.6%
MAR	8,379	8,436	-0.7%	6,879	7,062	-2.6%	1,500	1,374	9.2%
APR	6,280	7,970	-21.2%	5,319	6,683	-20.4%	961	1,286	-25.3%
MAY	6,976	7,232	-3.5%	5,723	6,056	-5.5%	1,253	1,176	6.5%
JUN	7,217	9,595	-24.8%	5,807	7,406	-21.6%	1,410	2,190	-35.6%
JUL	6,011	8,298	-27.6%	5,335	7,353	-27.4%	676	946	-28.5%
AUG	6,319	8,684	-27.2%	5,633	7,556	-25.4%	686	1,128	-39.2%
SEPT	5,537	7,057	-21.5%	4,337	6,025	-28.0%	1,200	1,032	16.3%
OCT	6,313	9,103	-30.6%	5,212	6,898	-24.4%	1,101	2,205	-50.1%
NOV	5,170	7,807	-33.8%	4,398	6,419	-31.5%	772	1,388	-44.4%
DEC	5,891	9,588	-38.6%	4,446	6,905	-35.6%	1,445	2,682	-46.1%
TOTAL	80,867	100,350	-19.4%	66,066	81,160	-18.6%	14,801	19,190	-22.9%

Note: Sum may not add up to total due to rounding.

Table 39: Visitor Arrivals by Island and Month: 2008 vs. 2007 (continued)
(Arrivals by air)

HAWAI'I ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	137,445	134,865	1.9%	104,563	103,945	0.6%	32,882	30,920	6.3%
FEB	124,385	131,442	-5.4%	98,337	103,938	-5.4%	26,048	27,504	-5.3%
MAR	133,389	153,423	-13.1%	106,474	124,527	-14.5%	26,915	28,896	-6.9%
APR	104,211	129,772	-19.7%	81,456	105,256	-22.6%	22,755	24,516	-7.2%
MAY	100,951	118,485	-14.8%	81,530	97,449	-16.3%	19,421	21,035	-7.7%
JUN	111,764	148,341	-24.7%	89,722	124,702	-28.1%	22,042	23,639	-6.8%
JUL	115,432	154,012	-25.0%	93,904	126,611	-25.8%	21,528	27,401	-21.4%
AUG	118,467	155,515	-23.8%	87,577	125,036	-30.0%	30,890	30,479	1.3%
SEPT	78,608	115,045	-31.7%	58,121	89,792	-35.3%	20,487	25,253	-18.9%
OCT	97,220	119,995	-19.0%	74,095	96,743	-23.4%	23,125	23,252	-0.5%
NOV	93,414	116,888	-20.1%	69,304	93,162	-25.6%	24,110	23,726	1.6%
DEC	105,988	144,577	-26.7%	80,963	114,057	-29.0%	25,025	30,520	-18.0%
TOTAL	1,321,277	1,622,359	-18.6%	1,026,048	1,305,218	-21.4%	295,229	317,141	-6.9%
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	57,148	60,742	-5.9%	41,031	44,853	-8.5%	16,117	15,889	1.4%
FEB	46,471	58,218	-20.2%	34,499	43,475	-20.6%	11,972	14,743	-18.8%
MAR	52,102	64,417	-19.1%	38,537	51,114	-24.6%	13,565	13,303	2.0%
APR	40,474	59,364	-31.8%	29,426	47,114	-37.5%	11,048	12,250	-9.8%
MAY	40,605	56,518	-28.2%	30,833	45,094	-31.6%	9,772	11,425	-14.5%
JUN	40,230	67,710	-40.6%	30,650	54,845	-44.1%	9,580	12,865	-25.5%
JUL	43,875	67,889	-35.4%	33,310	54,445	-38.8%	10,565	13,444	-21.4%
AUG	42,210	68,556	-38.4%	28,891	53,672	-46.2%	13,319	14,884	-10.5%
SEPT	30,858	54,784	-43.7%	22,236	43,208	-48.5%	8,622	11,576	-25.5%
OCT	35,647	53,779	-33.7%	26,406	40,736	-35.2%	9,241	13,043	-29.1%
NOV	34,061	50,021	-31.9%	23,463	37,460	-37.4%	10,598	12,561	-15.6%
DEC	39,768	64,894	-38.7%	27,614	47,647	-42.0%	12,154	17,247	-29.5%
TOTAL	503,449	726,892	-30.7%	366,896	563,663	-34.9%	136,553	163,229	-16.3%
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
JAN	115,590	111,514	3.7%	90,361	89,626	0.8%	25,229	21,888	15.3%
FEB	105,466	109,445	-3.6%	84,684	89,835	-5.7%	20,782	19,610	6.0%
MAR	109,250	130,816	-16.5%	90,822	108,775	-16.5%	18,428	22,041	-16.4%
APR	86,686	107,939	-19.7%	69,868	91,201	-23.4%	16,818	16,738	0.5%
MAY	82,546	96,921	-14.8%	68,953	82,376	-16.3%	13,593	14,545	-6.5%
JUN	94,233	123,367	-23.6%	77,134	106,819	-27.8%	17,099	16,548	3.3%
JUL	95,659	128,675	-25.7%	80,066	108,566	-26.3%	15,593	20,109	-22.5%
AUG	98,970	130,053	-23.9%	75,905	107,578	-29.4%	23,065	22,475	2.6%
SEPT	64,477	95,326	-32.4%	49,040	76,132	-35.6%	15,437	19,193	-19.6%
OCT	82,110	99,656	-17.6%	63,602	82,525	-22.9%	18,508	17,131	8.0%
NOV	78,928	97,402	-19.0%	59,814	80,432	-25.6%	19,114	16,970	12.6%
DEC	86,641	119,288	-27.4%	69,113	97,563	-29.2%	17,528	21,725	-19.3%
TOTAL	1,100,555	1,350,401	-18.5%	879,360	1,121,428	-21.6%	221,195	228,973	-3.4%

Note: Sum may not add up to total due to rounding.

**Table 40: 2008 Average Daily Census by Island and Month
(Arrivals by air)**

2008 TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	88,632	88,701	87,937	75,043	75,795	89,289	92,059	88,366	67,504	69,581	70,687	87,078	81,751
Maui County	54,570	55,173	54,566	43,352	40,074	48,919	47,303	43,854	35,071	38,152	40,671	50,824	46,038
....Maui	52,287	53,075	52,605	41,903	38,609	47,336	46,003	42,425	33,949	36,712	39,322	49,039	44,433
....Moloka'i	1,407	1,217	999	749	711	711	654	637	493	734	711	953	831
....Lāna'i	877	881	961	701	753	872	645	792	629	706	639	831	774
Kaua'i	21,558	21,960	21,435	18,607	18,920	23,162	23,512	20,416	16,461	16,950	16,372	18,887	19,855
Hawai'i Island	35,089	30,121	28,351	21,990	20,035	24,711	24,456	25,526	16,962	21,454	22,242	27,078	24,842
....Hilo	7,374	5,877	5,648	4,586	4,450	5,062	5,001	5,053	3,639	4,015	4,051	5,121	4,992
...Kona	27,715	24,244	22,703	17,405	15,586	19,649	19,455	20,473	13,323	17,439	18,191	21,956	19,850
TOTAL DOM and INT'L	199,849	195,955	192,288	158,993	154,824	186,081	187,330	178,162	135,997	146,137	149,972	183,867	172,487
DOMESTIC													
O'ahu	60,048	57,384	56,193	50,657	51,292	63,406	62,140	56,049	40,905	44,564	46,361	58,908	54,014
Maui County	47,514	47,631	47,980	38,551	36,495	45,094	44,196	39,888	30,458	34,771	35,709	42,799	40,925
....Maui	45,479	45,841	46,318	37,253	35,208	43,671	42,956	38,667	29,473	33,474	34,444	41,121	39,493
....Moloka'i	1,247	995	801	655	595	626	628	493	429	650	662	905	724
....Lāna'i	788	795	862	643	692	798	612	728	556	646	603	772	708
Kaua'i	20,365	20,645	20,381	17,826	18,180	22,352	22,497	19,613	15,783	15,997	15,313	17,695	18,889
Hawai'i Island	30,067	26,071	24,582	18,992	17,922	22,190	22,135	20,257	14,273	18,142	18,695	23,532	21,411
....Hilo	6,216	4,990	4,751	3,673	3,872	4,545	4,349	4,059	2,866	3,472	3,377	4,391	4,216
...Kona	23,851	21,081	19,831	15,318	14,051	17,645	17,785	16,198	11,407	14,670	15,318	19,141	17,195
TOTAL DOMESTIC	157,994	151,731	149,137	126,026	123,889	153,042	150,968	135,806	101,418	113,474	116,079	142,934	135,239
INTERNATIONAL													
O'ahu	28,584	31,317	31,744	24,386	24,503	25,883	29,920	32,317	26,599	25,017	24,325	28,171	27,737
Maui County	7,056	7,541	6,585	4,801	3,578	3,825	3,106	3,966	4,613	3,381	4,962	8,025	5,113
....Maui	6,808	7,233	6,287	4,650	3,401	3,665	3,047	3,758	4,476	3,238	4,877	7,918	4,940
....Moloka'i	160	222	199	94	115	85	26	144	64	83	50	48	107
....Lāna'i	89	86	99	58	62	74	33	64	73	60	35	59	66
Kaua'i	1,193	1,315	1,054	782	740	811	1,015	804	678	953	1,059	1,192	966
Hawai'i Island	5,022	4,050	3,769	2,998	2,113	2,521	2,322	5,269	2,689	3,312	3,547	3,546	3,432
....Hilo	1,158	887	897	912	578	517	652	995	773	543	674	731	776
...Kona	3,864	3,163	2,872	2,086	1,535	2,004	1,670	4,275	1,915	2,769	2,873	2,815	2,656
TOTAL INT'L	41,855	44,223	43,152	32,967	30,934	33,039	36,362	42,357	34,579	32,663	33,894	40,933	37,248

Source: DBEDT

**Table 41: 2008 Domestic U.S. Visitor Arrivals by Island from Top U.S. MSAs
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Albuquerque	14,640	7,510	5,006	4,895	139	152	3,179	3,099	1,193	2,580
Anchorage	30,147	18,918	9,048	8,615	493	245	4,525	5,924	1,762	5,084
Atlanta	40,534	26,120	15,150	14,766	426	786	7,053	9,423	4,029	7,770
Austin	21,354	10,800	8,478	8,256	197	335	4,589	5,072	2,061	4,208
Bakersfield	12,943	6,399	4,643	4,526	99	166	2,118	2,423	759	2,128
Bellingham	10,617	3,794	4,220	4,122	95	83	2,329	1,959	613	1,682
Boise	15,206	6,191	5,795	5,662	164	194	3,472	3,240	967	2,883
Boston	54,754	30,716	23,093	22,559	615	989	12,839	14,204	5,825	11,758
Charlotte	11,008	6,572	4,399	4,336	114	205	2,292	3,010	1,254	2,550
Chicago	111,584	54,076	53,139	51,936	1,139	2,141	23,291	25,277	9,079	22,061
Cincinnati	18,383	11,146	8,190	8,029	296	297	4,063	4,767	2,163	4,077
Cleveland	18,897	11,471	8,521	8,318	265	391	4,308	5,221	2,528	4,352
Colorado Springs	15,163	8,449	4,828	4,689	137	203	3,045	3,172	1,144	2,694
Columbus	12,656	7,487	5,424	5,282	214	206	2,840	3,173	1,458	2,642
Dallas	76,229	39,661	32,130	31,372	660	1,478	15,706	15,069	5,771	12,864
Denver	86,718	35,567	34,748	33,830	925	1,372	19,994	19,578	6,014	17,450
Detroit	38,911	21,925	18,221	17,854	535	673	8,809	9,505	4,052	8,021
Eugene	14,216	5,262	5,604	5,464	193	128	2,895	3,200	1,072	2,756
Fort Collins	8,143	3,308	3,122	3,009	105	114	2,028	1,974	716	1,700
Fresno	18,400	7,937	7,261	7,142	169	191	3,351	3,246	946	2,855
Hartford	11,547	7,251	4,814	4,705	152	203	2,579	2,828	1,251	2,300
Houston	53,421	33,278	19,646	19,153	496	909	10,802	11,382	4,993	9,271
Indianapolis	14,350	8,114	6,360	6,206	180	271	3,243	3,590	1,635	3,083
Jacksonville, FL	8,410	5,877	2,855	2,775	114	170	1,636	2,040	1,007	1,670
Kansas City	22,120	12,170	9,082	8,914	194	371	4,518	4,928	1,931	4,272
Las Vegas	56,450	32,450	18,494	17,995	476	631	8,104	9,308	3,245	7,787
Los Angeles	650,899	304,474	235,417	229,673	4,575	7,418	111,055	113,226	29,227	100,138
Miami	16,779	10,902	7,070	6,926	211	413	3,502	4,669	2,146	3,910
Milwaukee	14,874	8,390	6,646	6,514	258	224	3,442	4,040	1,650	3,448
Minneapolis	55,093	29,845	23,052	22,528	620	810	11,189	12,211	4,480	10,382
Modesto	11,649	4,923	4,687	4,610	92	101	1,858	2,122	589	1,861
Nashville	10,658	6,269	4,412	4,284	138	209	2,049	2,439	1,026	2,073
New York	145,899	89,550	64,356	62,662	1,646	3,257	34,114	37,838	14,844	31,674
Norfolk	17,619	13,910	4,124	3,992	156	195	2,730	2,994	1,568	2,353
Oklahoma City	10,658	6,142	4,268	4,153	155	152	1,878	2,116	903	1,780
Omaha	9,067	4,971	3,622	3,549	98	147	1,655	2,024	748	1,748
Orlando	13,680	9,153	5,024	4,949	107	238	2,840	3,333	1,556	2,759
Philadelphia	42,093	25,036	18,355	17,895	607	861	9,786	10,806	4,649	9,077
Phoenix	113,751	51,316	42,596	41,712	999	1,384	24,824	22,624	7,140	19,951
Pittsburgh	14,815	8,951	6,442	6,303	182	254	3,133	4,018	1,873	3,355
Portland	137,734	55,278	54,554	53,197	1,642	1,455	26,177	27,241	7,948	23,775
Provo	18,374	11,191	5,868	5,695	210	195	3,632	2,568	1,051	2,150
Raleigh	11,996	7,209	4,461	4,353	131	192	2,580	3,196	1,376	2,650
Reno	16,370	6,110	6,333	6,138	129	224	3,033	3,980	1,023	3,616
Sacramento	99,042	40,234	39,131	38,393	873	911	19,832	17,778	5,195	15,518
Saint Louis	26,224	14,960	11,367	11,132	303	494	5,716	6,342	2,763	5,456
Salinas	12,210	5,286	4,183	4,057	122	127	2,241	2,559	649	2,232
Salt Lake City	59,062	31,658	21,861	21,376	545	643	11,813	8,729	3,268	7,494
San Antonio	16,576	10,983	5,082	4,939	176	221	2,877	3,203	1,453	2,555
San Diego	148,635	68,217	51,587	50,205	1,308	1,606	29,265	26,540	7,429	23,107
San Francisco	497,216	212,422	175,018	170,208	3,730	5,559	88,923	99,138	26,174	87,694
San Luis/Obispo	11,998	4,245	4,320	4,126	171	153	2,905	2,755	921	2,323
Santa Barbara	17,681	7,025	6,022	5,799	194	250	4,032	3,688	956	3,264
Seattle	281,857	122,105	107,869	105,221	2,564	2,795	51,109	48,866	13,493	42,803
Spokane	18,398	7,697	7,363	7,253	167	162	3,607	3,481	936	3,100
Stockton	16,913	7,842	6,479	6,344	167	134	2,753	2,733	785	2,358
Tampa	15,848	10,355	6,267	6,121	227	311	3,359	4,304	2,024	3,627
Tucson	19,754	9,087	6,905	6,683	252	263	4,535	4,633	1,609	4,024
Tulsa	7,952	4,393	3,256	3,181	116	129	1,560	1,753	757	1,466
Washington	101,522	69,259	31,278	30,304	1,008	1,552	18,423	23,224	9,808	19,139

Source: DBEDT

**Table 42: 2008 Domestic U.S. Visitor Arrival Growth by Island from Top U.S. MSAs
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUAI	HAWAII ISLAND	HILO	KONA
Albuquerque	-14.6%	-11.9%	-21.3%	-21.0%	-30.2%	-36.4%	-24.0%	-25.1%	-38.2%	-25.7%
Anchorage	20.6%	39.3%	5.9%	5.3%	7.9%	19.5%	37.2%	3.0%	1.8%	2.4%
Atlanta	-13.5%	-15.0%	-23.7%	-23.7%	-27.1%	-23.0%	-31.5%	-24.3%	-38.2%	-26.2%
Austin	-11.8%	-12.6%	-16.5%	-16.8%	-21.8%	-28.1%	-20.7%	-22.6%	-28.4%	-25.1%
Bakersfield	-21.5%	-22.1%	-28.6%	-29.1%	-33.6%	-9.8%	-29.4%	-26.1%	-44.6%	-23.6%
Bellingham	-0.8%	-9.9%	1.8%	1.5%	-22.8%	-12.6%	7.0%	-14.6%	-4.8%	-17.5%
Boise	-19.2%	-31.1%	-23.6%	-24.0%	-7.9%	-7.6%	-12.0%	-19.9%	-38.3%	-19.9%
Boston	-14.6%	-17.7%	-18.3%	-18.4%	-25.3%	-17.7%	-28.1%	-22.7%	-35.1%	-23.6%
Charlotte	-15.2%	-18.2%	-21.0%	-20.5%	-20.3%	-16.7%	-27.1%	-23.9%	-38.7%	-24.8%
Chicago	-7.6%	-9.3%	-11.4%	-11.6%	-26.2%	-11.7%	-20.1%	-18.9%	-33.9%	-19.9%
Cincinnati	-9.5%	-16.5%	-14.3%	-14.3%	-4.2%	-16.8%	-22.6%	-17.9%	-31.3%	-16.6%
Cleveland	-12.4%	-12.6%	-17.4%	-17.9%	-16.9%	-2.0%	-23.5%	-19.2%	-26.9%	-20.1%
Colorado Springs	-6.2%	-7.0%	-10.8%	-10.7%	-18.9%	-8.6%	-14.6%	-17.6%	-32.3%	-17.4%
Columbus	-11.9%	-8.8%	-17.0%	-17.6%	4.9%	-12.7%	-19.9%	-21.2%	-24.6%	-23.9%
Dallas	-7.1%	-7.4%	-11.5%	-11.8%	-21.8%	-9.2%	-17.6%	-18.2%	-31.1%	-18.8%
Denver	-10.8%	-11.5%	-14.6%	-14.8%	-12.7%	-6.2%	-16.0%	-21.4%	-32.8%	-21.1%
Detroit	-12.9%	-13.7%	-17.4%	-17.6%	-9.9%	-18.1%	-24.8%	-25.8%	-37.9%	-27.8%
Eugene	-2.6%	-1.4%	-9.2%	-8.8%	-19.9%	-39.0%	-6.0%	-12.0%	-19.3%	-13.2%
Fort Collins	-10.2%	-8.4%	-15.0%	-15.9%	-24.5%	-19.1%	-20.9%	-17.9%	-26.2%	-19.6%
Fresno	-26.3%	-31.1%	-27.5%	-27.3%	-34.7%	-19.1%	-27.9%	-39.6%	-56.7%	-39.7%
Hartford	-14.2%	-11.8%	-21.9%	-22.1%	-12.1%	-15.4%	-25.7%	-29.9%	-41.0%	-30.9%
Houston	-10.3%	-9.6%	-17.1%	-17.0%	-27.3%	-24.3%	-22.6%	-24.3%	-34.1%	-26.0%
Indianapolis	-17.1%	-18.9%	-22.8%	-23.2%	-29.4%	-24.3%	-28.1%	-21.2%	-33.0%	-21.8%
Jacksonville, FL	-20.6%	-22.7%	-31.0%	-31.2%	-45.7%	-24.4%	-36.6%	-31.3%	-42.3%	-33.5%
Kansas City	-13.4%	-14.5%	-18.7%	-18.3%	-32.9%	-30.1%	-25.2%	-20.8%	-36.4%	-19.5%
Las Vegas	-21.8%	-21.6%	-29.6%	-30.0%	-33.4%	-23.3%	-32.3%	-31.0%	-46.0%	-29.9%
Los Angeles	-21.0%	-22.6%	-24.3%	-24.2%	-36.0%	-28.6%	-27.0%	-28.9%	-45.1%	-28.5%
Miami	-22.9%	-26.5%	-31.7%	-31.8%	-41.4%	-28.0%	-41.9%	-35.8%	-50.6%	-38.6%
Milwaukee	-11.5%	-11.2%	-19.5%	-19.5%	-13.1%	-28.0%	-21.8%	-18.8%	-34.4%	-19.6%
Minneapolis	-6.3%	-5.3%	-11.5%	-11.5%	4.2%	-5.6%	-18.8%	-16.7%	-27.9%	-18.8%
Modesto	-27.8%	-29.5%	-27.6%	-27.6%	-21.4%	-11.4%	-36.0%	-33.9%	-51.2%	-33.4%
Nashville	-19.4%	-22.6%	-24.4%	-24.7%	-17.4%	-5.4%	-28.3%	-29.1%	-44.4%	-27.5%
New York	-13.5%	-14.3%	-19.2%	-19.4%	-19.0%	-16.6%	-24.3%	-25.4%	-39.1%	-26.7%
Norfolk	-0.5%	-0.6%	-13.8%	-14.7%	-26.4%	-24.4%	-17.8%	-25.5%	-30.9%	-26.5%
Oklahoma City	-13.3%	-13.9%	-19.3%	-19.5%	-19.7%	-43.7%	-32.2%	-27.0%	-40.2%	-27.7%
Omaha	-7.9%	-10.1%	-10.3%	-10.5%	4.3%	-11.4%	-17.7%	-15.0%	-18.7%	-15.7%
Orlando	-19.8%	-18.1%	-34.8%	-34.5%	-50.2%	-36.0%	-30.9%	-34.9%	-45.1%	-35.6%
Philadelphia	-12.5%	-15.7%	-16.7%	-17.1%	-14.9%	-10.1%	-25.0%	-24.8%	-37.7%	-26.9%
Phoenix	-19.5%	-20.9%	-28.9%	-28.9%	-32.8%	-33.4%	-25.9%	-28.8%	-46.0%	-28.5%
Pittsburgh	-10.2%	-13.8%	-15.5%	-15.6%	-15.7%	-25.9%	-25.4%	-23.1%	-33.8%	-25.5%
Portland	-1.9%	-4.0%	-7.4%	-7.1%	-11.1%	-13.1%	-0.6%	-11.4%	-22.9%	-11.3%
Provo	-9.5%	-9.0%	-22.5%	-23.5%	1.4%	-6.3%	-20.8%	-30.8%	-42.1%	-33.4%
Raleigh	-9.8%	-9.8%	-19.2%	-19.4%	-9.0%	-16.9%	-13.6%	-20.6%	-29.2%	-20.5%
Reno	-19.3%	-23.3%	-20.8%	-21.1%	-49.0%	-7.4%	-26.7%	-21.3%	-33.3%	-20.6%
Sacramento	-22.2%	-24.6%	-25.4%	-25.5%	-27.8%	-32.2%	-24.8%	-27.9%	-44.2%	-27.1%
Saint Louis	-7.0%	-4.9%	-15.3%	-15.5%	-14.2%	-7.8%	-18.1%	-18.3%	-30.1%	-19.0%
Salinas	-23.5%	-25.1%	-23.9%	-23.2%	-39.3%	-36.8%	-28.9%	-26.3%	-37.2%	-25.1%
Salt Lake City	-7.8%	-9.1%	-18.2%	-18.4%	-12.4%	-16.4%	-19.2%	-25.8%	-43.0%	-26.9%
San Antonio	-6.3%	-6.8%	-14.9%	-15.5%	-3.3%	-26.8%	-16.1%	-19.7%	-26.7%	-23.6%
San Diego	-16.9%	-15.5%	-26.3%	-26.7%	-26.7%	-30.1%	-20.8%	-21.6%	-36.9%	-21.3%
San Francisco	-18.2%	-20.2%	-20.0%	-20.0%	-34.1%	-21.9%	-22.0%	-25.1%	-41.7%	-23.6%
San Luis/Obispo	-17.8%	-18.9%	-20.3%	-21.2%	-14.9%	5.5%	-23.7%	-26.2%	-35.8%	-25.5%
Santa Barbara	-20.4%	-21.2%	-23.7%	-23.4%	-27.1%	-24.7%	-23.1%	-28.9%	-35.2%	-29.2%
Seattle	-0.8%	-5.7%	-2.2%	-2.1%	-13.7%	-2.6%	-0.9%	-8.8%	-20.9%	-8.4%
Spokane	6.5%	-1.6%	6.9%	7.8%	-25.8%	-12.9%	8.1%	-4.2%	-22.3%	-4.8%
Stockton	-26.6%	-28.5%	-29.3%	-29.1%	-40.1%	-44.4%	-33.1%	-35.2%	-54.4%	-34.0%
Tampa	-21.0%	-22.5%	-26.5%	-26.7%	-33.6%	-37.9%	-38.8%	-34.4%	-46.8%	-34.6%
Tucson	-20.0%	-24.6%	-27.5%	-28.0%	-26.3%	-20.1%	-24.3%	-27.4%	-43.0%	-26.9%
Tulsa	-10.9%	-14.3%	-18.5%	-18.5%	-2.5%	-31.1%	-20.0%	-16.4%	-26.5%	-19.1%
Washington	-9.4%	-9.5%	-18.4%	-19.0%	-24.9%	-11.3%	-25.9%	-19.5%	-32.9%	-19.9%

Source: DBEDT

**Table 43: 2008 Domestic U.S. Visitor Arrivals by Island and State of Residence
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	21,167	14,572	6,747	6,543	218	352	4,229	4,780	2,326	3,856
Alaska	56,075	33,530	16,948	16,103	1,049	490	9,291	12,185	3,923	10,236
Arizona	152,122	69,253	55,726	54,437	1,460	1,891	33,522	31,662	10,505	27,646
Arkansas	13,264	8,163	4,827	4,700	176	255	2,497	2,768	1,247	2,302
California	1,557,050	691,927	561,204	546,964	12,267	17,228	280,450	289,863	78,157	255,357
Colorado	133,645	56,355	51,560	50,109	1,480	2,034	31,294	30,677	9,673	27,136
Connecticut	25,199	14,837	11,036	10,733	303	533	5,713	6,380	2,601	5,261
Delaware	5,128	3,157	2,111	2,071	73	102	1,118	1,329	664	1,119
Florida	96,993	64,740	36,856	36,099	1,224	1,942	20,673	25,633	12,194	21,240
Georgia	56,095	37,208	20,409	19,894	622	1,010	9,842	13,072	5,926	10,768
Idaho	36,683	16,031	13,827	13,450	411	478	7,958	7,874	2,435	6,919
Illinois	135,097	68,438	63,041	61,678	1,407	2,531	28,772	30,985	11,837	26,974
Indiana	42,069	24,667	18,329	17,987	539	699	9,155	10,055	4,695	8,622
Iowa	25,851	14,857	10,890	10,715	300	302	5,493	6,204	2,707	5,326
Kansas	25,676	14,591	10,267	10,077	293	447	5,251	6,096	2,589	5,231
Kentucky	20,702	12,923	8,447	8,298	254	293	4,180	4,930	2,245	4,180
Louisiana	18,090	11,877	7,511	7,382	248	378	3,672	4,380	2,439	3,617
Maine	8,090	4,962	2,520	2,419	95	120	1,669	2,032	861	1,675
Maryland	50,590	34,032	16,885	16,440	548	770	10,092	12,436	5,675	10,203
Massachusetts	51,109	28,027	21,863	21,325	612	937	12,181	13,317	5,395	11,030
Michigan	66,683	37,835	30,453	29,849	932	1,109	15,558	16,538	7,242	14,027
Minnesota	75,400	41,768	31,237	30,545	880	1,061	15,816	16,889	6,479	14,389
Mississippi	8,392	5,782	2,897	2,846	60	112	1,282	1,778	903	1,417
Missouri	46,298	26,978	18,874	18,499	518	756	9,758	11,031	4,833	9,437
Montana	20,218	8,175	7,930	7,697	341	253	4,519	4,562	1,410	4,032
Nebraska	16,360	8,988	6,711	6,600	178	241	3,238	4,033	1,527	3,433
Nevada	76,733	40,312	26,167	25,454	640	877	11,882	14,287	4,520	12,267
New Hampshire	9,300	5,435	3,590	3,529	110	138	2,188	2,455	1,020	2,035
New Jersey	63,500	40,616	28,081	27,402	723	1,239	15,197	16,820	6,656	14,153
New Mexico	26,802	13,444	9,003	8,786	289	293	5,945	6,068	2,325	5,092
New York	112,367	69,091	48,498	47,258	1,416	2,467	25,900	29,150	12,388	24,243
North Carolina	45,863	29,131	16,907	16,547	547	804	9,594	11,980	5,526	9,917
North Dakota	6,137	3,679	2,490	2,428	107	81	1,249	1,380	561	1,193
Ohio	72,598	44,560	31,832	31,119	1,083	1,260	16,489	19,083	9,233	16,009
Oklahoma	26,495	15,541	10,288	10,041	384	386	4,874	5,504	2,411	4,644
Oregon	172,079	66,008	68,498	66,719	2,107	1,755	33,876	36,598	10,947	31,895
Pennsylvania	70,500	43,812	30,166	29,492	979	1,333	16,081	19,469	9,330	16,234
Rhode Island	6,512	4,350	2,359	2,305	91	134	1,323	1,526	742	1,237
South Carolina	19,373	13,044	7,193	7,083	207	331	4,062	4,992	2,529	4,142
South Dakota	7,716	4,526	3,131	3,068	97	114	1,508	1,863	787	1,602
Tennessee	32,619	20,658	12,903	12,590	429	573	6,680	8,105	3,826	6,843
Texas	209,506	121,297	80,065	78,103	2,017	3,647	41,851	43,368	18,320	35,992
Utah	96,306	53,089	34,378	33,569	948	1,075	19,402	14,705	5,591	12,541
Vermont	5,051	2,530	1,875	1,802	99	96	1,151	1,310	553	1,121
Virginia	80,936	57,517	23,234	22,551	773	1,090	14,220	17,419	7,703	14,259
Washington	386,002	164,961	148,471	144,885	3,785	3,702	71,244	69,131	19,423	60,508
Washington, D.C.	7,529	4,852	2,379	2,260	71	182	1,411	1,736	726	1,441
West Virginia	6,764	4,341	2,637	2,586	109	116	1,167	1,586	791	1,293
Wisconsin	47,652	27,342	20,449	20,005	724	655	10,787	12,780	5,474	10,776
Wyoming	9,274	4,522	3,281	3,173	130	139	2,105	2,315	882	1,946

Source: DBEDT

**Table 44: 2008 Domestic U.S. Visitor Arrivals Growth by Island and State Residence
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	-10.5%	-12.2%	-20.4%	-20.9%	-30.6%	-17.9%	-26.6%	-20.7%	-34.9%	-22.6%
Alaska	20.4%	34.4%	9.9%	9.2%	9.7%	30.0%	32.7%	3.8%	1.6%	3.0%
Arizona	-20.0%	-21.9%	-28.7%	-28.8%	-32.2%	-30.7%	-26.1%	-27.8%	-43.8%	-27.3%
Arkansas	-11.4%	-11.1%	-17.2%	-18.3%	0.0%	8.1%	-29.1%	-27.1%	-39.8%	-26.8%
California	-20.0%	-21.6%	-23.4%	-23.5%	-32.8%	-26.7%	-24.7%	-27.0%	-43.0%	-26.1%
Colorado	-8.2%	-9.2%	-12.3%	-12.5%	-15.0%	-8.5%	-14.8%	-18.3%	-32.1%	-17.7%
Connecticut	-13.5%	-12.7%	-19.7%	-20.0%	-16.8%	-10.9%	-25.1%	-27.1%	-37.6%	-27.9%
Delaware	-14.7%	-18.4%	-16.1%	-15.9%	-27.0%	-11.3%	-26.3%	-28.0%	-28.4%	-30.4%
Florida	-20.4%	-21.5%	-31.2%	-31.2%	-38.0%	-31.4%	-36.7%	-33.9%	-46.3%	-35.3%
Georgia	-14.4%	-15.7%	-24.7%	-24.9%	-26.7%	-26.6%	-33.4%	-25.8%	-39.0%	-27.3%
Idaho	-11.0%	-18.0%	-16.6%	-17.1%	-4.9%	-15.4%	-11.4%	-17.7%	-35.7%	-17.5%
Illinois	-8.5%	-10.5%	-13.1%	-13.2%	-27.6%	-11.9%	-20.1%	-19.8%	-32.6%	-20.8%
Indiana	-14.0%	-16.8%	-18.5%	-18.4%	-31.1%	-25.9%	-26.8%	-24.5%	-35.5%	-24.7%
Iowa	-8.7%	-12.6%	-12.7%	-12.6%	-9.4%	-22.6%	-16.7%	-14.6%	-25.7%	-13.2%
Kansas	-10.5%	-10.5%	-14.3%	-14.1%	-2.7%	-11.0%	-21.8%	-17.7%	-29.5%	-17.2%
Kentucky	-14.8%	-18.1%	-21.6%	-21.6%	-26.8%	-30.6%	-30.5%	-25.5%	-40.8%	-25.1%
Louisiana	-17.0%	-17.9%	-18.7%	-18.6%	-24.4%	-12.1%	-32.5%	-31.0%	-38.8%	-32.1%
Maine	-10.8%	-8.2%	-19.7%	-19.5%	-34.9%	-24.5%	-24.9%	-18.6%	-26.8%	-18.5%
Maryland	-15.5%	-16.1%	-23.4%	-23.9%	-25.9%	-18.3%	-28.9%	-25.9%	-36.2%	-27.2%
Massachusetts	-13.6%	-17.6%	-16.6%	-16.8%	-15.2%	-18.0%	-25.7%	-21.4%	-35.0%	-21.7%
Michigan	-12.1%	-14.0%	-16.3%	-16.4%	-15.5%	-23.0%	-23.1%	-24.8%	-35.5%	-26.5%
Minnesota	-5.6%	-4.7%	-10.5%	-10.6%	-1.7%	-5.0%	-15.3%	-17.9%	-27.1%	-19.4%
Mississippi	-20.5%	-21.7%	-23.1%	-23.1%	-51.2%	-24.3%	-39.4%	-33.0%	-38.0%	-36.5%
Missouri	-8.8%	-7.6%	-16.8%	-16.9%	-22.9%	-23.2%	-20.7%	-17.7%	-30.7%	-17.9%
Montana	0.6%	-8.1%	-4.3%	-4.3%	-1.7%	-10.3%	1.6%	-6.7%	-22.6%	-5.3%
Nebraska	-8.7%	-13.5%	-9.7%	-9.4%	1.7%	-12.0%	-13.7%	-11.1%	-22.4%	-11.1%
Nevada	-20.7%	-21.0%	-26.7%	-27.1%	-38.7%	-19.8%	-30.5%	-27.2%	-42.6%	-26.3%
New Hampshire	-19.0%	-18.0%	-24.2%	-23.9%	-46.6%	-27.0%	-28.2%	-27.3%	-36.3%	-28.1%
New Jersey	-15.7%	-16.5%	-23.2%	-23.5%	-19.7%	-21.8%	-26.4%	-26.7%	-43.0%	-27.6%
New Mexico	-15.2%	-15.0%	-18.4%	-18.0%	-27.2%	-34.2%	-22.4%	-22.2%	-31.7%	-23.2%
New York	-11.8%	-12.9%	-16.2%	-16.3%	-15.9%	-13.1%	-22.3%	-23.6%	-34.2%	-25.5%
North Carolina	-13.3%	-14.5%	-21.0%	-21.0%	-19.7%	-15.8%	-22.8%	-22.8%	-33.8%	-23.7%
North Dakota	-2.4%	-5.2%	2.0%	1.5%	33.8%	11.0%	-1.2%	-0.7%	-7.0%	0.6%
Ohio	-11.7%	-13.5%	-17.2%	-17.5%	-12.1%	-19.1%	-23.1%	-22.2%	-30.5%	-23.2%
Oklahoma	-13.2%	-14.9%	-19.4%	-19.5%	-7.2%	-35.6%	-27.6%	-24.9%	-37.7%	-25.2%
Oregon	-4.0%	-5.7%	-8.9%	-8.7%	-14.8%	-19.6%	-4.1%	-11.7%	-22.3%	-11.8%
Pennsylvania	-12.5%	-14.7%	-17.7%	-17.9%	-16.5%	-15.7%	-26.4%	-24.0%	-33.4%	-25.7%
Rhode Island	-9.2%	-9.3%	-22.4%	-22.8%	2.2%	9.8%	-25.8%	-19.9%	-29.9%	-22.7%
South Carolina	-16.0%	-17.7%	-25.4%	-25.3%	-28.6%	-28.2%	-33.4%	-30.6%	-40.6%	-32.4%
South Dakota	-7.4%	-13.1%	-8.7%	-8.7%	-3.0%	2.7%	-4.7%	-10.5%	-21.5%	-10.5%
Tennessee	-17.2%	-19.2%	-25.5%	-26.0%	-22.6%	-20.3%	-28.0%	-28.0%	-41.9%	-27.9%
Texas	-9.1%	-9.2%	-15.2%	-15.4%	-24.3%	-16.4%	-21.0%	-22.2%	-33.5%	-23.5%
Utah	-9.1%	-10.1%	-20.2%	-20.6%	-10.5%	-13.9%	-20.8%	-26.4%	-43.5%	-28.0%
Vermont	-11.5%	-13.0%	-18.0%	-18.0%	12.5%	45.5%	-18.0%	-16.8%	-19.2%	-17.2%
Virginia	-5.1%	-4.5%	-16.1%	-16.5%	-25.4%	-14.8%	-22.3%	-17.9%	-30.2%	-18.4%
Washington	0.0%	-4.8%	-1.8%	-1.6%	-12.1%	-4.6%	0.3%	-8.5%	-20.7%	-8.3%
Washington, D.C.	-7.2%	-8.1%	-13.5%	-14.4%	-45.0%	8.3%	-16.9%	-15.3%	-24.1%	-14.2%
West Virginia	-4.4%	-9.8%	-7.5%	-7.8%	9.0%	1.8%	-28.7%	-21.4%	-32.8%	-22.8%
Wisconsin	-9.5%	-9.9%	-15.8%	-16.0%	-6.6%	-20.3%	-20.2%	-18.1%	-27.3%	-19.7%
Wyoming	-2.6%	-2.1%	-6.9%	-6.7%	0.8%	-6.7%	-8.0%	-8.9%	-13.4%	-11.8%

Source: DBEDT

**Table 45: 2008 Domestic U.S. Visitor Length of Stay (in Days) by Island and State
(Arrivals by air)**

Domestic Flights	TOTAL	O'AHU	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAI'I ISLAND	HILO	KONA
Alabama	10.10	8.06	6.44	2.55	3.25	5.95	5.74	3.13	5.23
Alaska	12.85	8.57	10.87	10.45	4.63	9.66	12.73	9.35	11.58
Arizona	9.52	7.50	7.75	5.15	3.71	7.44	7.66	4.18	7.18
Arkansas	10.15	7.97	7.12	5.51	2.68	6.43	6.65	3.57	6.07
California	9.12	7.41	8.01	5.21	4.39	7.95	8.02	4.84	7.62
Colorado	10.29	7.63	8.34	5.16	4.04	8.20	8.32	4.62	7.76
Connecticut	11.54	8.31	7.75	4.06	4.11	6.39	6.98	4.09	6.45
Delaware	11.75	8.75	6.97	5.12	2.62	6.93	7.36	3.67	6.57
Florida	10.85	8.20	6.54	3.50	2.95	5.64	6.22	3.59	5.44
Georgia	9.69	7.48	6.42	3.49	3.36	5.55	5.90	3.07	5.48
Idaho	10.60	7.90	8.90	6.26	4.61	8.45	8.96	5.01	8.43
Illinois	10.15	7.11	7.73	4.84	3.94	6.51	6.59	3.28	6.13
Indiana	10.62	7.63	7.45	4.22	3.01	6.01	6.51	3.41	5.74
Iowa	10.47	7.39	7.60	5.11	2.83	6.41	6.77	3.38	6.17
Kansas	10.01	7.42	7.28	3.95	3.30	6.59	6.26	3.01	5.81
Kentucky	10.21	7.35	7.07	3.61	3.26	5.99	6.25	3.31	5.60
Louisiana	9.98	7.83	6.06	3.18	3.05	5.01	5.11	2.46	4.53
Maine	13.22	10.77	8.33	5.34	6.85	8.25	8.99	6.11	7.76
Maryland	10.37	8.06	6.63	5.26	3.28	5.85	6.16	3.39	5.63
Massachusetts	11.46	8.15	7.85	4.65	3.89	7.09	7.27	4.35	6.64
Michigan	11.56	7.86	8.07	5.32	3.22	6.72	7.25	3.80	6.59
Minnesota	10.94	7.37	8.66	5.23	3.57	7.22	7.68	4.24	7.10
Mississippi	9.96	8.32	6.00	4.66	3.33	5.78	5.80	3.06	5.33
Missouri	10.24	7.59	7.12	4.17	3.29	6.35	6.42	3.11	5.92
Montana	11.19	8.29	9.06	8.39	5.03	8.82	9.79	5.04	9.31
Nebraska	10.05	7.06	7.49	4.82	2.98	6.60	7.09	4.12	6.50
Nevada	9.74	8.00	8.29	6.22	3.75	7.38	8.32	5.01	7.84
New Hampshire	12.58	9.31	7.95	3.71	3.36	7.45	8.62	5.44	7.67
New Jersey	10.80	7.32	6.84	3.81	3.98	5.81	6.25	3.45	5.81
New Mexico	10.52	8.03	8.08	5.35	2.94	8.28	8.47	5.61	7.54
New York	10.87	7.70	7.00	4.37	4.10	5.98	6.42	3.57	5.90
North Carolina	10.45	8.05	6.55	4.12	3.42	5.81	6.34	3.60	5.65
North Dakota	10.75	8.12	7.24	7.26	3.36	6.56	6.70	2.99	6.35
Ohio	10.76	7.57	7.00	5.35	3.13	5.81	6.32	3.16	5.71
Oklahoma	9.73	7.51	7.04	3.99	3.04	6.15	6.88	3.39	6.39
Oregon	10.62	8.18	9.26	6.76	3.92	8.95	9.44	5.68	8.88
Pennsylvania	10.91	7.82	6.83	3.92	3.79	5.70	6.38	3.21	5.81
Rhode Island	11.30	8.59	7.24	6.14	3.18	6.15	6.85	4.72	5.62
South Carolina	10.61	8.13	6.45	3.21	2.97	5.63	5.88	3.14	5.17
South Dakota	11.35	7.75	8.09	5.42	3.63	7.56	8.22	4.81	7.20
Tennessee	10.05	7.53	6.40	3.97	3.77	5.73	6.14	3.29	5.43
Texas	9.56	7.37	6.91	3.92	3.53	6.46	6.41	3.32	6.03
Utah	9.43	7.53	7.58	4.76	4.02	7.31	7.05	3.87	6.54
Vermont	12.38	9.05	9.12	3.48	4.65	8.75	9.43	4.39	8.86
Virginia	10.47	8.51	6.57	3.70	3.64	6.31	6.50	3.50	6.05
Virgn Islands	10.49	7.99	6.38	3.00	3.00	8.48	6.36	4.00	5.73
Washington	10.47	8.24	9.40	7.36	4.47	8.96	9.26	5.46	8.82
Washington D.C.	9.69	7.55	6.73	3.03	4.11	6.39	6.43	3.69	5.88
West Virginia	10.73	8.47	7.02	4.60	2.36	5.55	6.54	3.72	5.74
Wisconsin	11.08	7.58	7.76	5.52	3.08	6.49	7.00	3.77	6.38
Wyoming	10.46	7.45	8.03	5.41	4.42	8.06	8.45	4.76	7.90

Source: DBEDT

**Table 46: O'ahu Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	29,920,873	32,153,400	-6.9%	19,769,002	21,656,138	-8.7%	10,151,871	10,497,262	-3.3%
Total Visitors	4,193,685	4,694,750	-10.7%	2,554,895	2,950,383	-13.4%	1,638,790	1,744,367	-6.1%
PARTY SIZE									
One	760,435	791,376	-3.9%	625,399	669,527	-6.6%	135,036	121,848	10.8%
Two	1,698,731	1,892,489	-10.2%	1,052,261	1,236,633	-14.9%	646,470	655,856	-1.4%
Three or more	1,734,519	2,010,886	-13.7%	877,235	1,044,223	-16.0%	857,284	966,663	-11.3%
Avg Party Size	2.15	2.21	-2.9%	1.86	1.90	-2.1%	2.59	2.72	-4.8%
VISIT STATUS									
First-Time	1,727,790	1,941,588	-11.0%	965,858	1,142,973	-15.5%	761,932	798,615	-4.6%
Repeat	2,465,895	2,753,162	-10.4%	1,589,037	1,807,409	-12.1%	876,858	945,752	-7.3%
Average # of Trips	4.41	4.29	2.7%	5.06	4.85	4.3%	3.39	3.34	1.5%
TRAVEL METHOD									
Group Tour	660,317	798,775	-17.3%	146,795	210,305	-30.2%	513,522	588,470	-12.7%
Package	1,827,973	2,163,261	-15.5%	717,137	945,246	-24.1%	1,110,836	1,218,015	-8.8%
Group Tour & Pkg	562,235	686,053	-18.0%	110,119	165,425	-33.4%	452,116	520,628	-13.2%
True Independent	2,267,629	2,418,767	-6.2%	1,801,082	1,960,256	-8.1%	466,547	458,511	1.8%
ISLANDS VISITED									
O'ahu	4,193,685	4,694,750	-10.7%	2,554,895	2,950,383	-13.4%	1,638,790	1,744,367	-6.1%
Mauui County	704,982	914,618	-22.9%	532,670	721,500	-26.2%	172,312	193,118	-10.8%
...Mauui	680,435	889,362	-23.5%	514,797	701,243	-26.6%	165,638	188,119	-12.0%
...Moloka'i	43,168	50,137	-13.9%	26,829	35,286	-24.0%	16,339	14,851	10.0%
...Lāna'i	39,058	55,217	-29.3%	26,925	37,545	-28.3%	12,133	17,672	-31.3%
Kaua'i	409,327	607,289	-32.6%	334,995	511,132	-34.5%	74,332	96,156	-22.7%
Hawai'i Island	623,979	835,677	-25.3%	394,492	580,208	-32.0%	229,487	255,469	-10.2%
...Hilo	339,847	523,547	-35.1%	219,835	376,279	-41.6%	120,012	147,268	-18.5%
...Kona	475,725	650,779	-26.9%	313,102	477,030	-34.4%	162,623	173,748	-6.4%
O'ahu Only	2,957,791	3,177,434	-6.9%	1,692,264	1,842,054	-8.1%	1,265,527	1,335,380	-5.2%
LENGTH OF STAY									
O'ahu (days)	7.13	6.85	4.2%	7.74	7.34	5.4%	6.19	6.02	2.9%
Mauui (days)	4.60	4.14	11.0%	4.87	4.29	13.4%	3.76	3.58	5.1%
Moloka'i (days)	3.05	2.92	4.6%	3.81	3.43	11.1%	1.82	1.71	6.1%
Lāna'i (days)	2.38	2.11	12.8%	2.79	2.50	11.4%	1.47	1.27	15.3%
Kaua'i (days)	4.21	3.59	17.3%	4.43	3.74	18.5%	3.22	2.79	15.2%
Hawai'i Island (days)	4.04	3.66	10.5%	4.61	4.10	12.7%	3.05	2.66	14.7%
...Hilo (days)	2.31	1.95	18.6%	2.67	2.16	23.7%	1.65	1.41	17.3%
...Kona (days)	3.65	3.13	16.6%	3.94	3.28	20.1%	3.09	2.72	13.6%
Statewide (days)	8.95	8.80	1.6%	10.08	9.89	2.0%	7.18	6.97	2.9%
ACCOMMODATIONS 1/									
Hotel	3,117,355	3,443,376	-9.5%	1,693,184	1,916,187	-11.6%	1,424,171	1,527,189	-6.7%
...Hotel Only	2,714,813	2,932,688	-7.4%	1,365,459	1,491,952	-8.5%	1,349,354	1,440,737	-6.3%
Condo	434,610	468,542	-7.2%	286,736	321,606	-10.8%	147,874	146,936	0.6%
...Condo Only	270,996	286,996	-5.6%	162,141	179,603	-9.7%	108,855	107,393	1.4%
Timeshare	235,037	240,040	-2.1%	204,184	213,748	-4.5%	30,853	26,293	17.3%
...Timeshare Only	145,260	147,382	-1.4%	125,118	130,469	-4.1%	20,142	16,914	19.1%
Rental House	142,926	145,509	-1.8%	124,943	129,254	-3.3%	17,983	16,255	10.6%
Bed & Breakfast	34,917	37,864	-7.8%	28,817	29,960	-3.8%	6,100	7,904	-22.8%
Cruise Ship	155,069	359,377	-56.9%	138,084	326,750	-57.7%	16,985	32,627	-47.9%
Friends or Relatives	452,576	496,697	-8.9%	401,515	439,551	-8.7%	51,061	57,146	-10.6%
PURPOSE OF TRIP									
Pleasure (Net)	3,290,290	3,743,498	-12.1%	1,894,443	2,248,902	-15.8%	1,395,847	1,494,596	-6.6%
....Vacation	2,947,526	3,385,253	-12.9%	1,786,141	2,119,764	-15.7%	1,161,385	1,265,489	-8.2%
.....Honeymoon	334,968	345,408	-3.0%	113,090	135,161	-16.3%	221,878	210,246	5.5%
....Get Married	89,439	105,183	-15.0%	25,433	30,440	-16.4%	64,006	74,743	-14.4%
MC&I (Net)	254,194	285,214	-10.9%	170,312	204,280	-16.6%	83,882	80,933	3.6%
.....Convention/Conf.	151,380	166,628	-9.2%	119,961	140,087	-14.4%	31,419	26,541	18.4%
.....Corp. Meetings	45,508	58,045	-21.6%	35,099	43,922	-20.1%	10,409	14,123	-26.3%
.....Incentive	64,549	69,489	-7.1%	20,061	27,483	-27.0%	44,488	42,006	5.9%
Other Business	183,866	200,657	-8.4%	160,241	176,609	-9.3%	23,625	24,047	-1.8%
Visit Friends/Relatives	447,937	493,498	-9.2%	391,389	428,805	-8.7%	56,548	64,692	-12.6%
Government/Military	101,847	83,058	22.6%	80,159	71,966	11.4%	21,688	11,092	95.5%
Attend School	13,287	14,393	-7.7%	9,063	9,402	-3.6%	4,224	4,992	-15.4%
Sport Events	105,809	107,695	-1.8%	63,453	62,920	0.8%	42,356	44,775	-5.4%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on O'ahu but statewide.

**Table 47: Maui County Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	16,850,011	18,696,047	-9.9%	14,978,628	16,795,532	-10.8%	1,871,383	1,900,515	-1.5%
Total Visitors	2,129,042	2,522,043	-15.6%	1,850,510	2,224,813	-16.8%	278,532	297,230	-6.3%
PARTY SIZE									
One	288,949	330,461	-12.6%	259,588	307,122	-15.5%	29,361	23,339	25.8%
Two	991,670	1,177,991	-15.8%	871,708	1,043,401	-16.5%	119,962	134,590	-10.9%
Three or more	848,423	1,013,591	-16.3%	719,214	874,290	-17.7%	129,209	139,301	-7.2%
Avg Party Size	2.14	2.17	-1.2%	2.11	2.13	-0.9%	2.37	2.46	-3.7%
VISIT STATUS									
First-Time	715,733	883,760	-19.0%	592,562	755,312	-21.5%	123,171	128,448	-4.1%
Repeat	1,413,309	1,638,283	-13.7%	1,257,948	1,469,500	-14.4%	155,361	168,782	-8.0%
Average # of Trips	5.01	4.73	5.8%	5.22	4.88	7.0%	3.58	3.56	0.6%
TRAVEL METHOD									
Group Tour	137,727	187,645	-26.6%	91,037	139,649	-34.8%	46,690	47,996	-2.7%
Package	649,507	879,120	-26.1%	528,625	741,728	-28.7%	120,882	137,392	-12.0%
Group Tour & Pkg	107,167	150,131	-28.6%	68,490	109,634	-37.5%	38,677	40,496	-4.5%
True Independent	1,448,974	1,605,409	-9.7%	1,299,338	1,453,070	-10.6%	149,636	152,339	-1.8%
ISLANDS VISITED									
O'ahu	704,982	914,618	-22.9%	532,670	721,500	-26.2%	172,312	193,118	-10.8%
Maui County	2,129,042	2,522,043	-15.6%	1,850,510	2,224,813	-16.8%	278,532	297,230	-6.3%
...Maui	2,075,800	2,463,594	-15.7%	1,804,988	2,172,682	-16.9%	270,812	290,913	-6.9%
...Moloka'i	68,883	83,164	-17.2%	51,017	65,197	-21.7%	17,866	17,966	-0.6%
...Lāna'i	80,867	100,350	-19.4%	66,066	81,160	-18.6%	14,801	19,190	-22.9%
Kaua'i	304,021	498,894	-39.1%	260,160	436,896	-40.5%	43,861	61,998	-29.3%
Hawai'i Island	349,876	544,405	-35.7%	284,387	464,877	-38.8%	65,489	79,528	-17.7%
...Hilo	217,286	394,166	-44.9%	170,181	332,760	-48.9%	47,105	61,406	-23.3%
...Kona	293,437	471,772	-37.8%	241,629	404,942	-40.3%	51,808	66,830	-22.5%
Maui County Only	1,258,876	1,401,551	-10.2%	1,163,741	1,309,460	-11.1%	95,135	92,091	3.3%
LENGTH OF STAY									
O'ahu (days)	5.12	4.99	2.5%	4.98	4.62	7.9%	5.54	6.41	-13.6%
Maui (days)	7.83	7.31	7.1%	8.01	7.45	7.5%	6.68	6.31	5.8%
Moloka'i (days)	4.42	4.31	2.5%	5.19	4.91	5.7%	2.20	2.11	4.3%
Lāna'i (days)	3.50	3.22	8.8%	3.92	3.64	7.7%	1.63	1.44	13.2%
Kaua'i (days)	3.54	2.88	22.8%	3.70	2.95	25.3%	2.57	2.37	8.6%
Hawai'i Island (days)	3.96	3.46	14.3%	4.12	3.57	15.3%	3.27	2.83	15.6%
...Hilo (days)	2.04	1.70	19.7%	2.16	1.77	21.9%	1.62	1.36	19.2%
...Kona (days)	3.21	2.57	24.8%	3.33	2.65	25.7%	2.66	2.12	25.7%
Statewide (days)	10.77	10.54	2.1%	10.68	10.37	3.0%	11.32	11.81	-4.2%
ACCOMMODATIONS 1/									
Hotel	1,162,081	1,357,822	-14.4%	977,090	1,156,615	-15.5%	184,991	201,207	-8.1%
...Hotel Only	879,433	983,292	-10.6%	735,733	834,350	-11.8%	143,700	148,942	-3.5%
Condo	616,685	704,304	-12.4%	540,402	628,037	-14.0%	76,283	76,267	0.0%
...Condo Only	467,625	533,731	-12.4%	414,397	482,517	-14.1%	53,228	51,214	3.9%
Timeshare	281,074	268,691	4.6%	266,414	257,757	3.4%	14,660	10,934	34.1%
...Timeshare Only	205,390	193,088	6.4%	196,704	186,342	5.6%	8,686	6,745	28.8%
Rental House	76,405	89,289	-14.4%	67,102	79,754	-15.9%	9,303	9,535	-2.4%
Bed & Breakfast	28,126	32,534	-13.5%	24,422	27,741	-12.0%	3,704	4,794	-22.7%
Cruise Ship	133,708	321,938	-58.5%	117,787	291,281	-59.6%	15,921	30,657	-48.1%
Friends or Relatives	152,209	173,025	-12.0%	137,160	154,370	-11.1%	15,049	18,655	-19.3%
PURPOSE OF TRIP									
Pleasure (Net)	1,862,291	2,220,306	-16.1%	1,623,777	1,966,029	-17.4%	238,514	254,277	-6.2%
....Vacation	1,725,557	2,054,912	-16.0%	1,510,542	1,826,007	-17.3%	215,015	228,905	-6.1%
....Honeymoon	137,433	167,109	-17.8%	114,541	142,528	-19.6%	22,892	24,580	-6.9%
...Get Married	32,204	39,487	-18.4%	26,852	32,681	-17.8%	5,352	6,806	-21.4%
MC&I (Net)	139,744	158,015	-11.6%	123,057	143,588	-14.3%	16,687	14,427	15.7%
....Convention/Conf.	74,034	84,469	-12.4%	64,205	77,165	-16.8%	9,829	7,304	34.6%
....Corp. Meetings	29,748	36,998	-19.6%	27,401	34,098	-19.6%	2,347	2,900	-19.1%
....Incentive	42,376	44,742	-5.3%	37,126	40,185	-7.6%	5,250	4,557	15.2%
Other Business	59,087	70,081	-15.7%	54,566	65,415	-16.6%	4,521	4,667	-3.1%
Visit Friends/Relatives	138,388	162,816	-15.0%	125,465	144,735	-13.3%	12,923	18,081	-28.5%
Government/Military	9,419	8,284	13.7%	6,442	6,666	-3.4%	2,977	1,618	84.0%
Attend School	4,130	3,781	9.2%	2,407	2,210	8.9%	1,723	1,570	9.7%
Sport Events	19,823	22,316	-11.2%	15,110	17,226	-12.3%	4,713	5,090	-7.4%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui County but statewide.

**Table 48: Maui Island Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	16,262,552	18,014,609	-9.7%	14,454,539	16,179,556	-10.7%	1,808,013	1,835,053	-1.5%
Total Visitors	2,075,800	2,463,595	-15.7%	1,804,988	2,172,682	-16.9%	270,812	290,913	-6.9%
PARTY SIZE									
One	278,547	319,233	-12.7%	250,440	296,714	-15.6%	28,107	22,519	24.8%
Two	965,994	1,148,290	-15.9%	848,313	1,017,122	-16.6%	117,681	131,168	-10.3%
Three or more	831,259	996,071	-16.5%	706,235	858,845	-17.8%	125,024	137,225	-8.9%
Avg Party Size	2.15	2.17	-0.9%	2.12	2.13	-0.5%	2.36	2.47	-4.5%
VISIT STATUS									
First-Time	701,376	870,283	-19.4%	582,052	744,658	-21.8%	119,324	125,625	-5.0%
Repeat	1,374,424	1,593,311	-13.7%	1,222,936	1,428,024	-14.4%	151,488	165,287	-8.3%
Average # of Trips	4.97	4.68	6.2%	5.18	4.83	7.2%	3.57	3.54	0.8%
TRAVEL METHOD									
Group Tour	132,679	183,396	-27.7%	88,429	136,617	-35.3%	44,250	46,779	-5.4%
Package	637,555	867,471	-26.5%	520,076	731,855	-28.9%	117,479	135,616	-13.4%
Group Tour & Pkg	103,119	147,342	-30.0%	66,667	107,647	-38.1%	36,452	39,695	-8.2%
True Independent	1,408,685	1,560,070	-9.7%	1,263,150	1,411,857	-10.5%	145,535	148,213	-1.8%
ISLANDS VISITED									
O'ahu	680,435	889,362	-23.5%	514,797	701,243	-26.6%	165,638	188,119	-12.0%
Maui County	2,075,800	2,463,594	-15.7%	1,804,988	2,172,682	-16.9%	270,812	290,913	-6.9%
...Maui	2,075,800	2,463,595	-15.7%	1,804,988	2,172,682	-16.9%	270,812	290,913	-6.9%
...Moloka'i	43,023	55,211	-22.1%	30,612	41,292	-25.9%	12,411	13,919	-10.8%
...Lāna'i	52,412	68,769	-23.8%	40,064	51,932	-22.9%	12,348	16,837	-26.7%
Kaua'i	297,349	491,375	-39.5%	254,101	430,241	-40.9%	43,248	61,134	-29.3%
Hawai'i Island	339,618	533,412	-36.3%	276,578	455,655	-39.3%	63,040	77,758	-18.9%
...Hilo	212,715	389,813	-45.4%	167,475	329,510	-49.2%	45,240	60,303	-25.0%
...Kona	284,870	462,639	-38.4%	235,234	397,434	-40.8%	49,636	65,205	-23.9%
Maui Only	1,207,384	1,342,248	-10.0%	1,115,612	1,254,114	-11.0%	91,772	88,134	4.1%
LENGTH OF STAY									
O'ahu (days)	5.10	4.86	5.0%	4.97	4.59	8.3%	5.53	5.89	-6.1%
Maui (days)	7.83	7.31	7.1%	8.01	7.45	7.5%	6.68	6.31	5.8%
Moloka'i (days)	2.66	4.03	-33.8%	3.00	4.91	-39.0%	1.84	1.39	31.9%
Lāna'i (days)	2.24	2.03	10.5%	2.49	2.29	8.7%	1.43	1.21	17.5%
Kaua'i (days)	3.49	2.83	23.1%	3.64	2.90	25.5%	2.57	2.35	9.3%
Hawai'i Island (days)	3.90	3.41	14.4%	4.05	3.51	15.2%	3.28	2.82	16.3%
...Hilo (days)	2.02	1.69	19.6%	2.12	1.75	21.3%	1.63	1.34	21.6%
...Kona (days)	3.15	2.51	25.3%	3.25	2.58	26.0%	2.67	2.12	26.3%
Statewide (days)	10.76	10.48	2.6%	10.66	10.35	3.1%	11.38	11.50	-1.0%
ACCOMMODATIONS 1/									
Hotel	1,128,776	1,321,706	-14.6%	949,607	1,125,506	-15.6%	179,169	196,200	-8.7%
...Hotel Only	853,479	955,312	-10.7%	714,609	810,371	-11.8%	138,870	144,941	-4.2%
Condo	606,436	693,314	-12.5%	531,301	617,849	-14.0%	75,135	75,465	-0.4%
...Condo Only	461,715	526,701	-12.3%	408,825	475,897	-14.1%	52,890	50,804	4.1%
Timeshare	277,665	265,350	4.6%	263,153	254,421	3.4%	14,512	10,929	32.8%
...Timeshare Only	203,452	191,174	6.4%	194,796	184,432	5.6%	8,656	6,742	28.4%
Rental House	71,980	83,880	-14.2%	62,957	75,020	-16.1%	9,023	8,861	1.8%
Bed & Breakfast	27,092	31,462	-13.9%	23,530	26,705	-11.9%	3,562	4,758	-25.1%
Cruise Ship	132,971	320,782	-58.5%	117,114	290,148	-59.6%	15,857	30,634	-48.2%
Friends or Relatives	143,935	163,957	-12.2%	130,116	145,984	-10.9%	13,819	17,973	-23.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,822,780	2,175,044	-16.2%	1,588,606	1,925,547	-17.5%	234,174	249,497	-6.1%
....Vacation	1,688,120	2,011,994	-16.1%	1,477,341	1,787,734	-17.4%	210,779	224,260	-6.0%
.....Honeymoon	135,380	164,145	-17.5%	112,600	140,354	-19.8%	22,780	23,791	-4.2%
...Get Married	31,445	38,786	-18.9%	26,221	32,077	-18.3%	5,224	6,709	-22.1%
MC&I (Net)	133,813	151,510	-11.7%	117,731	137,846	-14.6%	16,082	13,664	17.7%
....Convention/Conf.	71,813	81,195	-11.6%	62,315	74,580	-16.4%	9,498	6,615	43.6%
.....Corp. Meetings	28,073	35,314	-20.5%	25,829	32,414	-20.3%	2,244	2,900	-22.6%
.....Incentive	40,048	42,822	-6.5%	34,969	38,340	-8.8%	5,079	4,483	13.3%
Other Business	56,251	67,325	-16.4%	52,289	62,747	-16.7%	3,962	4,579	-13.5%
Visit Friends/Relatives	132,096	155,181	-14.9%	119,687	137,714	-13.1%	12,409	17,468	-29.0%
Government/Military	8,952	7,598	17.8%	6,014	6,205	-3.1%	2,938	1,393	110.9%
Attend School	3,910	3,237	20.8%	2,271	2,098	8.2%	1,639	1,139	43.9%
Sport Events	18,941	21,544	-12.1%	14,557	16,567	-12.1%	4,384	4,976	-11.9%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Maui Island but statewide.

**Table 49: Moloka'i Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	304,182	358,256	-15.1%	264,910	320,391	-17.3%	39,272	37,865	3.7%
Total Visitors	68,883	83,163	-17.2%	51,017	65,197	-21.7%	17,866	17,966	-0.6%
PARTY SIZE									
One	12,571	15,207	-17.3%	10,537	12,950	-18.6%	2,034	2,257	-9.9%
Two	32,762	40,486	-19.1%	26,147	32,374	-19.2%	6,615	8,112	-18.5%
Three or more	23,550	27,471	-14.3%	14,333	19,874	-27.9%	9,217	7,597	21.3%
Avg Party Size	2.05	1.98	3.8%	1.86	1.91	-2.6%	2.61	2.21	18.1%
VISIT STATUS									
First-Time	26,812	31,940	-16.1%	17,756	22,868	-22.4%	9,056	9,072	-0.2%
Repeat	42,071	51,223	-17.9%	33,261	42,330	-21.4%	8,810	8,894	-0.9%
Average # of Trips	4.94	4.79	3.2%	5.46	5.30	3.0%	3.46	2.96	16.9%
TRAVEL METHOD									
Group Tour	7,688	7,168	7.3%	3,310	5,054	-34.5%	4,378	2,115	107.0%
Package	19,999	26,374	-24.2%	12,341	18,877	-34.6%	7,658	7,497	2.1%
Group Tour & Pkg	5,636	5,241	7.5%	2,331	3,883	-40.0%	3,305	1,358	143.4%
True Independent	46,832	54,862	-14.6%	37,697	45,151	-16.5%	9,135	9,712	-5.9%
ISLANDS VISITED									
O'ahu	43,168	50,137	-13.9%	26,829	35,286	-24.0%	16,339	14,851	10.0%
Maui County	68,883	83,164	-17.2%	51,017	65,197	-21.7%	17,866	17,966	-0.6%
...Maui	43,023	55,211	-22.1%	30,612	41,292	-25.9%	12,411	13,919	-10.8%
...Moloka'i	68,883	83,163	-17.2%	51,017	65,197	-21.7%	17,866	17,966	-0.6%
...Lāna'i	17,572	25,102	-30.0%	10,845	16,508	-34.3%	6,727	8,594	-21.7%
Kaua'i	22,401	31,051	-27.9%	14,216	21,262	-33.1%	8,185	9,790	-16.4%
Hawai'i Island	26,962	35,610	-24.3%	16,593	24,078	-31.1%	10,369	11,532	-10.1%
...Hilo	21,492	29,510	-27.2%	11,918	19,011	-37.3%	9,574	10,500	-8.8%
...Kona	23,825	32,207	-26.0%	14,306	21,418	-33.2%	9,519	10,789	-11.8%
Moloka'i only	7,971	10,268	-22.4%	7,597	9,564	-20.6%	374	705	-47.0%
LENGTH OF STAY									
O'ahu (days)	5.49	7.28	-24.7%	5.92	5.76	2.7%	4.78	10.90	-56.2%
Maui (days)	5.03	4.83	4.0%	5.75	5.23	9.9%	3.25	3.67	-11.4%
Moloka'i (days)	4.42	4.31	2.5%	5.19	4.91	5.7%	2.20	2.11	4.3%
Lāna'i (days)	1.56	1.56	0.0%	1.81	1.83	-0.9%	1.16	1.05	10.4%
Kaua'i (days)	2.97	2.95	0.6%	3.75	3.58	4.6%	1.61	1.58	2.5%
Hawai'i Island (days)	4.27	4.26	0.3%	5.16	5.18	-0.3%	2.84	2.34	21.7%
...Hilo (days)	2.11	2.10	0.3%	2.70	2.62	2.8%	1.38	1.16	18.6%
...Kona (days)	2.93	2.78	5.4%	3.74	3.49	7.2%	1.71	1.36	25.1%
Statewide (days)	14.03	15.30	-8.3%	14.86	14.89	-0.2%	11.65	16.82	-30.7%
ACCOMMODATIONS 1/									
Hotel	37,830	43,940	-13.9%	24,946	31,121	-19.8%	12,884	12,819	0.5%
...Hotel Only	22,496	23,499	-4.3%	13,607	16,507	-17.6%	8,889	6,992	27.1%
Condo	17,987	20,339	-11.6%	14,623	17,304	-15.5%	3,364	3,035	10.8%
...Condo Only	10,603	12,529	-15.4%	8,744	10,669	-18.0%	1,859	1,860	-0.1%
Timeshare	5,574	5,247	6.2%	4,923	5,152	-4.4%	651	95	585.3%
...Timeshare Only	3,046	2,802	8.7%	2,841	2,769	2.6%	205	33	521.2%
Rental House	5,503	7,504	-26.7%	4,913	6,176	-20.5%	590	1,328	-55.6%
Bed & Breakfast	2,316	2,728	-15.1%	2,044	2,165	-5.6%	272	564	-51.8%
Cruise Ship	7,636	15,736	-51.5%	5,126	11,248	-54.4%	2,510	4,487	-44.1%
Friends or Relatives	9,450	10,406	-9.2%	8,087	9,330	-13.3%	1,363	1,076	26.7%
PURPOSE OF TRIP									
Pleasure (Net)	55,193	68,954	-20.0%	42,582	54,804	-22.3%	12,611	14,150	-10.9%
....Vacation	51,932	64,444	-19.4%	40,055	51,240	-21.8%	11,877	13,204	-10.0%
....Honeymoon	3,779	4,575	-17.4%	2,711	3,833	-29.3%	1,068	742	43.9%
...Get Married	1,012	1,285	-21.2%	802	975	-17.7%	210	311	-32.5%
MC&I (Net)	4,308	4,107	4.9%	2,481	2,752	-9.8%	1,827	1,354	34.9%
....Convention/Conf.	2,209	2,768	-20.2%	1,493	1,693	-11.8%	716	1,075	-33.4%
....Corp. Meetings	597	768	-22.3%	540	598	-9.7%	57	169	-66.3%
....Incentive	1,660	748	121.9%	605	638	-5.2%	1,055	110	859.1%
Other Business	3,188	3,675	-13.3%	2,591	3,226	-19.7%	597	449	33.0%
Visit Friends/Relatives	7,500	9,202	-18.5%	6,803	8,196	-17.0%	697	1,006	-30.7%
Government/Military	904	1,799	-49.7%	557	653	-14.7%	347	1,147	-69.7%
Attend School	285	619	-54.0%	234	188	24.5%	51	431	-88.2%
Sport Events	1,135	1,090	4.1%	821	856	-4.1%	314	234	34.2%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Moloka'i but statewide.

**Table 50: Lānaʻi Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	283,277	323,183	-12.3%	259,180	295,586	-12.3%	24,098	27,597	-12.7%
Total Visitors	80,867	100,350	-19.4%	66,066	81,160	-18.6%	14,801	19,190	-22.9%
PARTY SIZE									
One	13,098	14,703	-10.9%	11,285	13,440	-16.0%	1,813	1,263	43.5%
Two	42,716	52,145	-18.1%	35,795	42,801	-16.4%	6,921	9,344	-25.9%
Three or more	25,053	33,502	-25.2%	18,986	24,919	-23.8%	6,067	8,583	-29.3%
Avg Party Size	2.02	2.05	-1.6%	1.95	1.98	-1.5%	2.32	2.37	-2.1%
VISIT STATUS									
First-Time	29,678	39,879	-25.6%	22,219	28,073	-20.9%	7,459	11,806	-36.8%
Repeat	51,189	60,471	-15.3%	43,847	53,087	-17.4%	7,342	7,384	-0.6%
Average # of Trips	4.99	4.65	7.3%	5.40	5.14	5.1%	3.15	2.56	23.0%
TRAVEL METHOD									
Group Tour	8,469	10,009	-15.4%	6,049	8,226	-26.5%	2,420	1,783	35.7%
Package	24,704	35,404	-30.2%	18,220	25,744	-29.2%	6,484	9,660	-32.9%
Group Tour & Pkg	5,904	7,552	-21.8%	4,461	6,274	-28.9%	1,443	1,278	12.9%
True Independent	53,599	62,489	-14.2%	46,258	53,464	-13.5%	7,341	9,025	-18.7%
ISLANDS VISITED									
O'ahu	39,058	55,217	-29.3%	26,925	37,545	-28.3%	12,133	17,672	-31.3%
Maui County	80,867	100,350	-19.4%	66,066	81,160	-18.6%	14,801	19,190	-22.9%
...Maui	52,412	68,769	-23.8%	40,064	51,932	-22.9%	12,348	16,837	-26.7%
...Moloka'i	17,572	25,102	-30.0%	10,845	16,508	-34.3%	6,727	8,594	-21.7%
...Lāna'i	80,867	100,350	-19.4%	66,066	81,160	-18.6%	14,801	19,190	-22.9%
Kaua'i	25,413	39,521	-35.7%	16,876	25,666	-34.2%	8,537	13,855	-38.4%
Hawai'i Island	29,251	45,198	-35.3%	19,481	30,257	-35.6%	9,770	14,941	-34.6%
...Hilo	22,073	36,620	-39.7%	13,225	22,418	-41.0%	8,848	14,202	-37.7%
...Kona	26,220	41,531	-36.9%	17,326	27,271	-36.5%	8,894	14,260	-37.6%
Lāna'i Only	12,826	14,094	-9.0%	12,563	13,812	-9.0%	263	282	-6.7%
LENGTH OF STAY									
O'ahu (days)	5.13	4.96	3.3%	5.26	5.24	0.3%	4.84	4.38	10.5%
Maui (days)	5.27	4.69	12.4%	5.95	5.37	10.7%	3.07	2.59	18.8%
Moloka'i (days)	1.74	1.75	-0.9%	2.04	2.10	-2.9%	1.26	1.09	15.1%
Lāna'i (days)	3.50	3.22	8.8%	3.92	3.64	7.7%	1.63	1.44	13.2%
Kaua'i (days)	2.74	2.70	1.4%	3.41	3.24	5.2%	1.42	1.71	-16.8%
Hawai'i Island (days)	4.15	3.95	5.2%	4.80	4.73	1.4%	2.87	2.36	21.5%
...Hilo (days)	1.99	1.83	8.5%	2.47	2.30	7.3%	1.27	1.09	16.0%
...Kona (days)	2.96	2.68	10.4%	3.51	3.36	4.5%	1.89	1.39	36.4%
Statewide (days)	12.14	12.45	-2.5%	12.29	12.72	-3.3%	11.45	11.31	1.2%
ACCOMMODATIONS 1/									
Hotel	54,434	67,166	-19.0%	43,887	51,585	-14.9%	10,547	15,580	-32.3%
...Hotel Only	39,908	45,586	-12.5%	33,138	36,988	-10.4%	6,770	8,598	-21.3%
Condo	13,150	14,492	-9.3%	11,008	12,949	-15.0%	2,142	1,543	38.8%
...Condo Only	8,542	8,648	-1.2%	6,883	8,049	-14.5%	1,659	599	177.0%
Timeshare	5,833	5,792	0.7%	5,645	5,476	3.1%	188	315	-40.3%
...Timeshare Only	3,633	3,646	-0.4%	3,548	3,423	3.7%	85	223	-61.9%
Rental House	3,192	3,495	-8.7%	2,779	3,213	-13.5%	413	282	46.5%
Bed & Breakfast	1,702	2,094	-18.7%	1,300	1,647	-21.1%	402	446	-9.9%
Cruise Ship	10,476	21,613	-51.5%	6,645	14,835	-55.2%	3,831	6,777	-43.5%
Friends or Relatives	7,320	8,046	-9.0%	6,503	7,427	-12.4%	817	620	31.8%
PURPOSE OF TRIP									
Pleasure (Net)	65,093	83,033	-21.6%	54,153	67,879	-20.2%	10,940	15,153	-27.8%
....Vacation	60,228	76,600	-21.4%	49,678	62,310	-20.3%	10,550	14,290	-26.2%
....Honeymoon	5,192	7,134	-27.2%	4,644	5,692	-18.4%	548	1,442	-62.0%
...Get Married	1,342	1,605	-16.4%	1,166	1,325	-12.0%	176	280	-37.1%
MC&I (Net)	9,724	9,469	2.7%	7,801	8,498	-8.2%	1,923	971	98.0%
....Convention/Conf.	3,375	4,126	-18.2%	2,653	3,673	-27.8%	722	453	59.4%
....Corp. Meetings	2,307	2,641	-12.6%	2,168	2,300	-5.7%	139	341	-59.2%
....Incentive	4,663	3,288	41.8%	3,577	3,110	15.0%	1,086	178	510.1%
Other Business	2,836	3,721	-23.8%	2,612	3,353	-22.1%	224	369	-39.3%
Visit Friends/Relatives	6,521	8,112	-19.6%	5,457	6,294	-13.3%	1,064	1,818	-41.5%
Government/Military	943	1,382	-31.8%	527	495	6.5%	416	887	-53.1%
Attend School	272	199	36.7%	185	184	0.5%	87	15	480.0%
Sport Events	767	845	-9.2%	461	592	-22.1%	306	253	20.9%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Lāna'i but statewide.

**Table 51: Kaua'i Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	7,266,911	8,105,509	-10.3%	6,913,451	7,691,087	-10.1%	353,460	414,423	-14.7%
Total Visitors	1,030,647	1,299,045	-20.7%	940,777	1,183,490	-20.5%	89,870	115,555	-22.2%
PARTY SIZE									
One	141,191	170,581	-17.2%	131,204	162,405	-19.2%	9,987	8,176	22.2%
Two	520,801	660,895	-21.2%	479,096	603,675	-20.6%	41,705	57,221	-27.1%
Three or more	368,655	467,569	-21.2%	330,477	417,410	-20.8%	38,178	50,159	-23.9%
Avg Party Size	2.09	2.11	-0.9%	2.07	2.08	-0.5%	2.32	2.40	-3.3%
VISIT STATUS									
First-Time	334,512	462,287	-27.6%	294,740	408,278	-27.8%	39,772	54,009	-26.4%
Repeat	696,135	836,758	-16.8%	646,037	775,211	-16.7%	50,098	61,546	-18.6%
Average # of Trips	4.90	4.52	8.5%	5.03	4.63	8.6%	3.58	3.43	4.4%
TRAVEL METHOD									
Group Tour	64,756	112,977	-42.7%	48,376	91,341	-47.0%	16,380	21,636	-24.3%
Package	278,454	441,091	-36.9%	235,302	383,553	-38.7%	43,152	57,538	-25.0%
Group Tour & Pkg	50,436	91,904	-45.1%	37,091	73,914	-49.8%	13,345	17,990	-25.8%
True Independent	737,873	836,880	-11.8%	694,190	782,509	-11.3%	43,683	54,371	-19.7%
ISLANDS VISITED									
O'ahu	409,327	607,289	-32.6%	334,995	511,132	-34.5%	74,332	96,156	-22.7%
Maui County	304,021	498,894	-39.1%	260,160	436,896	-40.5%	43,861	61,998	-29.3%
...Maui	297,349	491,375	-39.5%	254,101	430,241	-40.9%	43,248	61,134	-29.3%
...Moloka'i	22,401	31,051	-27.9%	14,216	21,262	-33.1%	8,185	9,790	-16.4%
...Lāna'i	25,413	39,521	-35.7%	16,876	25,666	-34.2%	8,537	13,855	-38.4%
Kaua'i	1,030,647	1,299,045	-20.7%	940,777	1,183,490	-20.5%	89,870	115,555	-22.2%
Hawai'i Island	249,280	431,135	-42.2%	208,735	373,616	-44.1%	40,545	57,519	-29.5%
...Hilo	171,702	343,168	-50.0%	139,761	293,263	-52.3%	31,941	49,905	-36.0%
...Kona	217,131	382,439	-43.2%	182,538	332,628	-45.1%	34,593	49,811	-30.6%
Kaua'i Only	491,638	527,197	-6.7%	482,572	515,916	-6.5%	9,066	11,281	-19.6%
LENGTH OF STAY									
O'ahu (days)	5.01	4.51	11.1%	4.79	4.46	7.4%	6.01	4.79	25.4%
Maui (days)	4.18	3.63	15.2%	4.37	3.69	18.2%	3.09	3.18	-2.8%
Moloka'i (days)	2.17	2.06	5.2%	2.67	2.48	7.6%	1.31	1.16	12.5%
Lāna'i (days)	1.84	1.66	11.4%	2.19	1.96	11.8%	1.17	1.10	6.1%
Kaua'i (days)	7.05	6.24	13.0%	7.35	6.50	13.1%	3.93	3.59	9.7%
Hawai'i Island (days)	4.01	3.40	17.9%	4.13	3.48	18.5%	3.37	2.85	18.3%
...Hilo (days)	1.97	1.63	20.5%	2.04	1.68	21.4%	1.66	1.36	22.4%
...Kona (days)	3.04	2.37	28.6%	3.16	2.43	30.0%	2.42	1.93	25.1%
Statewide (days)	11.31	10.95	3.3%	11.23	10.95	2.5%	12.14	10.91	11.3%
ACCOMMODATIONS 1/									
Hotel	522,774	652,639	-19.9%	454,806	566,060	-19.7%	67,968	86,579	-21.5%
...Hotel Only	323,646	369,227	-12.3%	278,161	317,927	-12.5%	45,485	51,300	-11.3%
Condo	232,557	261,470	-11.1%	216,932	243,456	-10.9%	15,625	18,014	-13.3%
...Condo Only	150,389	167,717	-10.3%	143,227	158,595	-9.7%	7,162	9,122	-21.5%
Timeshare	207,039	213,831	-3.2%	201,668	208,159	-3.1%	5,371	5,672	-5.3%
...Timeshare Only	145,763	147,309	-1.0%	143,365	144,845	-1.0%	2,398	2,464	-2.7%
Rental House	87,785	92,838	-5.4%	84,272	87,569	-3.8%	3,513	5,270	-33.3%
Bed & Breakfast	19,629	22,435	-12.5%	18,150	19,033	-4.6%	1,479	3,402	-56.5%
Cruise Ship	120,398	295,166	-59.2%	105,901	266,578	-60.3%	14,497	28,589	-49.3%
Friends or Relatives	74,702	88,663	-15.7%	69,585	82,247	-15.4%	5,117	6,416	-20.2%
PURPOSE OF TRIP									
Pleasure (Net)	922,607	1,164,578	-20.8%	846,647	1,065,466	-20.5%	75,960	99,111	-23.4%
....Vacation	853,363	1,078,210	-20.9%	784,753	987,083	-20.5%	68,610	91,127	-24.7%
....Honeymoon	71,113	90,140	-21.1%	64,589	81,993	-21.2%	6,524	8,147	-19.9%
...Get Married	15,694	17,480	-10.2%	13,104	15,764	-16.9%	2,590	1,716	50.9%
MC&I (Net)	49,959	60,930	-18.0%	43,880	57,724	-24.0%	6,079	3,207	89.6%
....Convention/Conf.	31,063	36,083	-13.9%	28,314	34,043	-16.8%	2,749	2,040	34.8%
....Corp. Meetings	8,860	12,716	-30.3%	8,229	12,198	-32.5%	631	518	21.8%
....Incentive	12,194	15,019	-18.8%	9,040	14,308	-36.8%	3,154	711	343.6%
Other Business	26,995	34,191	-21.0%	25,323	32,018	-20.9%	1,672	2,173	-23.1%
Visit Friends/Relatives	71,400	86,832	-17.8%	65,409	79,382	-17.6%	5,991	7,450	-19.6%
Government/Military	7,091	9,619	-26.3%	6,233	7,895	-21.1%	858	1,723	-50.2%
Attend School	1,660	2,016	-17.7%	1,248	1,300	-4.0%	412	716	-42.5%
Sport Events	6,194	7,376	-16.0%	4,525	5,284	-14.4%	1,669	2,093	-20.3%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on Kaua'i but statewide.

**Table 52: Hawai'i Island Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

HAWAII (BIG ISLAND)	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	9,092,338	10,180,354	-10.7%	7,836,269	8,957,684	-12.5%	1,256,069	1,222,670	2.7%
Total Visitors	1,321,277	1,622,359	-18.6%	1,026,048	1,305,218	-21.4%	295,229	317,141	-6.9%
PARTY SIZE									
One	205,663	238,502	-13.8%	181,860	217,077	-16.2%	23,803	21,425	11.1%
Two	609,339	755,615	-19.4%	485,053	621,128	-21.9%	124,286	134,487	-7.6%
Three or more	506,275	628,242	-19.4%	359,135	467,012	-23.1%	147,140	161,229	-8.7%
Avg Party Size	2.12	2.13	-0.6%	1.99	2.02	-1.5%	2.56	2.60	-1.5%
VISIT STATUS									
First-Time	473,714	602,410	-21.4%	335,513	453,925	-26.1%	138,201	148,485	-6.9%
Repeat	847,563	1,019,949	-16.9%	690,535	851,293	-18.9%	157,028	168,656	-6.9%
Average # of Trips	4.90	4.59	6.8%	5.34	4.96	7.7%	3.38	3.08	9.7%
TRAVEL METHOD									
Group Tour	145,552	201,737	-27.9%	66,371	112,677	-41.1%	79,181	89,060	-11.1%
Package	433,085	615,457	-29.6%	254,399	410,876	-38.1%	178,686	204,581	-12.7%
Group Tour & Pkg	117,740	166,627	-29.3%	48,820	87,749	-44.4%	68,920	78,878	-12.6%
True Independent	860,379	971,792	-11.5%	754,098	869,414	-13.3%	106,281	102,378	3.8%
ISLANDS VISITED									
O'ahu	623,979	835,677	-25.3%	394,492	580,208	-32.0%	229,487	255,469	-10.2%
Maui County	349,876	544,405	-35.7%	284,387	464,877	-38.8%	65,489	79,528	-17.7%
...Maui	339,618	533,412	-36.3%	276,578	455,655	-39.3%	63,040	77,758	-18.9%
...Moloka'i	26,962	35,610	-24.3%	16,593	24,078	-31.1%	10,369	11,532	-10.1%
...Lāna'i	29,251	45,198	-35.3%	19,481	30,257	-35.6%	9,770	14,941	-34.6%
Kaua'i	249,280	431,135	-42.2%	208,735	373,616	-44.1%	40,545	57,519	-29.5%
Hawai'i Island	1,321,277	1,622,359	-18.6%	1,026,048	1,305,218	-21.4%	295,229	317,141	-6.9%
...Hilo	503,449	726,892	-30.7%	366,896	563,663	-34.9%	136,553	163,229	-16.3%
...Kona	1,100,555	1,350,401	-18.5%	879,360	1,121,428	-21.6%	221,195	228,973	-3.4%
Hawai'i Island Only	564,978	623,875	-9.4%	508,946	571,131	-10.9%	56,032	52,744	6.2%
LENGTH OF STAY									
O'ahu (days)	5.07	4.84	4.7%	5.16	4.77	8.2%	4.91	5.01	-2.1%
Maui (days)	4.00	3.51	13.9%	4.22	3.62	16.3%	3.02	2.83	7.0%
Moloka'i (days)	2.16	2.19	-1.0%	2.69	2.58	4.1%	1.32	1.35	-2.5%
Lāna'i (days)	2.02	1.82	10.8%	2.38	2.14	11.0%	1.30	1.17	11.0%
Kaua'i (days)	3.35	2.68	25.1%	3.52	2.79	26.4%	2.49	2.00	24.6%
Hawai'i Island (days)	6.88	6.28	9.7%	7.64	6.86	11.3%	4.25	3.86	10.4%
...Hilo (days)	3.63	3.07	18.1%	4.21	3.41	23.4%	2.08	1.92	8.3%
...Kona (days)	6.60	5.88	12.2%	7.16	6.27	14.1%	4.39	3.97	10.7%
Statewide (days)	11.02	10.73	2.7%	11.56	11.14	3.8%	9.15	9.05	1.0%
ACCOMMODATIONS 1/									
Hotel	798,800	962,226	-17.0%	560,437	697,080	-19.6%	238,363	265,145	-10.1%
...Hotel Only	575,096	650,908	-11.6%	370,040	431,194	-14.2%	205,056	219,714	-6.7%
Condo	241,480	258,639	-6.6%	201,978	226,922	-11.0%	39,502	31,716	24.5%
...Condo Only	154,143	158,741	-2.9%	128,463	141,214	-9.0%	25,680	17,527	46.5%
Timeshare	143,171	151,060	-5.2%	132,138	141,527	-6.6%	11,033	9,533	15.7%
...Timeshare Only	95,288	99,787	-4.5%	88,259	93,621	-5.7%	7,029	6,166	14.0%
Rental House	82,941	84,454	-1.8%	75,608	77,355	-2.3%	7,333	7,099	3.3%
Bed & Breakfast	37,805	40,591	-6.9%	33,138	35,836	-7.5%	4,667	4,755	-1.9%
Cruise Ship	126,940	305,631	-58.5%	111,622	275,851	-59.5%	15,318	29,780	-48.6%
Friends or Relatives	141,796	167,408	-15.3%	129,760	152,953	-15.2%	12,036	14,456	-16.7%
PURPOSE OF TRIP									
Pleasure (Net)	1,105,386	1,377,587	-19.8%	850,814	1,102,196	-22.8%	254,572	275,391	-7.6%
....Vacation	1,031,466	1,286,290	-19.8%	811,316	1,047,721	-22.6%	220,150	238,569	-7.7%
....Honeymoon	76,246	94,482	-19.3%	42,920	58,385	-26.5%	33,326	36,098	-7.7%
...Get Married	19,085	20,690	-7.8%	9,635	12,591	-23.5%	9,450	8,100	16.7%
MC&I (Net)	101,511	113,524	-10.6%	85,608	98,762	-13.3%	15,903	14,762	7.7%
....Convention/Conf.	64,039	71,003	-9.8%	57,162	62,467	-8.5%	6,877	8,536	-19.4%
....Corp. Meetings	19,691	21,996	-10.5%	16,798	19,943	-15.8%	2,893	2,053	40.9%
....Incentive	21,404	25,182	-15.0%	14,994	20,918	-28.3%	6,410	4,264	50.3%
Other Business	49,052	57,525	-14.7%	44,237	52,597	-15.9%	4,815	4,928	-2.3%
Visit Friends/Relatives	124,356	145,280	-14.4%	111,901	132,932	-15.8%	12,455	12,348	0.9%
Government/Military	8,375	8,129	3.0%	5,859	6,622	-11.5%	2,516	1,507	67.0%
Attend School	5,750	4,785	20.2%	3,559	3,310	7.5%	2,191	1,474	48.6%
Sport Events	22,996	24,123	-4.7%	15,269	17,287	-11.7%	7,727	6,836	13.0%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just on the Hawai'i Island but statewide.

Table 53: Hilo Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	1,827,085	2,234,519	-18.2%	1,542,932	1,920,744	-19.7%	284,153	313,775	-9.4%
Total Visitors	503,449	726,892	-30.7%	366,896	563,663	-34.9%	136,553	163,229	-16.3%
PARTY SIZE									
One	83,186	107,966	-23.0%	71,299	97,037	-26.5%	11,887	10,929	8.8%
Two	239,508	355,814	-32.7%	183,432	286,245	-35.9%	56,076	69,569	-19.4%
Three or more	180,755	263,112	-31.3%	112,165	180,381	-37.8%	68,590	82,731	-17.1%
Avg Party Size	2.09	2.12	-1.2%	1.92	1.97	-2.5%	2.56	2.63	-2.7%
VISIT STATUS									
First-Time	229,308	341,483	-32.8%	158,097	256,130	-38.3%	71,211	85,354	-16.6%
Repeat	274,141	385,409	-28.9%	208,799	307,534	-32.1%	65,342	77,875	-16.1%
Average # of Trips	3.84	3.50	9.6%	4.15	3.73	11.3%	2.99	2.70	10.7%
TRAVEL METHOD									
Group Tour	78,394	126,847	-38.2%	39,137	76,107	-48.6%	39,257	50,739	-22.6%
Package	195,786	339,279	-42.3%	115,717	233,784	-50.5%	80,069	105,495	-24.1%
Group Tour & Pkg	64,755	107,539	-39.8%	30,456	62,461	-51.2%	34,299	45,078	-23.9%
True Independent	294,025	368,306	-20.2%	242,499	316,233	-23.3%	51,526	52,073	-1.1%
ISLANDS VISITED									
O'ahu	339,847	523,547	-35.1%	219,835	376,279	-41.6%	120,012	147,268	-18.5%
Mau'i County	217,286	394,166	-44.9%	170,181	332,760	-48.9%	47,105	61,406	-23.3%
...Mau'i	212,715	389,813	-45.4%	167,475	329,510	-49.2%	45,240	60,303	-25.0%
...Moloka'i	21,492	29,510	-27.2%	11,918	19,011	-37.3%	9,574	10,500	-8.8%
...Lāna'i	22,073	36,620	-39.7%	13,225	22,418	-41.0%	8,848	14,202	-37.7%
Kaua'i	171,702	343,168	-50.0%	139,761	293,263	-52.3%	31,941	49,905	-36.0%
Hawai'i Island	503,449	726,892	-30.7%	366,896	563,663	-34.9%	136,553	163,229	-16.3%
...Hilo	503,449	726,892	-30.7%	366,896	563,663	-34.9%	136,553	163,229	-16.3%
...Kona	282,728	454,935	-37.9%	220,209	379,874	-42.0%	62,519	75,061	-16.7%
LENGTH OF STAY									
O'ahu (days)	5.45	5.05	8.0%	5.37	4.75	13.0%	5.60	5.80	-3.4%
Mau'i (days)	3.24	2.95	9.6%	3.39	3.01	12.7%	2.66	2.64	0.7%
Moloka'i (days)	1.86	1.88	-1.5%	2.34	2.25	3.8%	1.25	1.21	3.3%
Lāna'i (days)	1.68	1.54	9.0%	1.97	1.80	9.7%	1.24	1.13	9.5%
Kaua'i (days)	2.61	2.18	19.8%	2.70	2.24	20.9%	2.22	1.87	19.1%
Hawai'i Island (days)	5.66	4.84	17.1%	6.46	5.36	20.6%	3.51	3.03	16.0%
...Hilo (days)	3.63	3.07	18.1%	4.21	3.41	23.4%	2.08	1.92	8.3%
...Kona (days)	3.62	2.81	28.7%	3.76	2.90	29.9%	3.12	2.40	30.0%
Statewide (days)	11.75	11.24	4.6%	12.41	11.60	6.9%	10.00	9.98	0.2%
ACCOMMODATIONS 1/									
Hotel	317,656	427,004	-25.6%	207,564	290,289	-28.5%	110,092	136,715	-19.5%
...Hotel Only	187,107	218,230	-14.3%	98,070	116,341	-15.7%	89,037	101,890	-12.6%
Condo	60,954	69,226	-11.9%	45,942	55,280	-16.9%	15,012	13,945	7.7%
...Condo Only	29,460	29,407	0.2%	20,278	23,461	-13.6%	9,182	5,946	54.4%
Timeshare	29,492	31,847	-7.4%	26,217	28,895	-9.3%	3,275	2,952	10.9%
...Timeshare Only	15,715	16,830	-6.6%	14,183	15,120	-6.2%	1,532	1,711	-10.5%
Rental House	32,917	36,804	-10.6%	29,467	32,225	-8.6%	3,450	4,579	-24.7%
Bed & Breakfast	24,868	27,513	-9.6%	21,150	23,404	-9.6%	3,718	4,108	-9.5%
Cruise Ship	117,830	287,093	-59.0%	103,950	258,274	-59.8%	13,880	28,819	-51.8%
Friends or Relatives	64,534	78,609	-17.9%	57,085	70,416	-18.9%	7,449	8,193	-9.1%
PURPOSE OF TRIP									
Pleasure (Net)	421,113	627,645	-32.9%	304,985	487,456	-37.4%	116,128	140,189	-17.2%
....Vacation	393,550	585,695	-32.8%	289,706	460,866	-37.1%	103,844	124,829	-16.8%
....Honeymoon	28,816	43,964	-34.5%	17,335	29,482	-41.2%	11,481	14,481	-20.7%
...Get Married	8,432	9,573	-11.9%	3,490	5,216	-33.1%	4,942	4,357	13.4%
MC&I (Net)	27,279	30,125	-9.4%	19,464	24,157	-19.4%	7,815	5,968	30.9%
....Convention/Conf.	16,385	18,978	-13.7%	13,498	16,057	-15.9%	2,887	2,921	-1.2%
....Corp. Meetings	4,630	5,171	-10.5%	3,385	4,296	-21.2%	1,245	875	42.3%
....Incentive	7,262	6,989	3.9%	3,414	4,805	-28.9%	3,848	2,184	76.2%
Other Business	19,754	24,213	-18.4%	16,930	21,320	-20.6%	2,824	2,893	-2.4%
Visit Friends/Relatives	57,356	70,507	-18.7%	50,603	62,564	-19.1%	6,753	7,943	-15.0%
Government/Military	4,579	5,367	-14.7%	3,421	3,946	-13.3%	1,158	1,421	-18.5%
Attend School	2,775	3,049	-9.0%	1,816	1,797	1.1%	959	1,252	-23.4%
Sport Events	7,165	7,570	-5.4%	3,843	4,701	-18.3%	3,322	2,868	15.8%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Hilo but statewide.

**Table 54: Kona Visitor Characteristics: 2008 vs. 2007
(Arrivals by air)**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2008	2007	% Change	2008	2007	% Change	2008	2007	% Change
Total Visitor Days	7,265,254	7,945,834	-8.6%	6,293,338	7,036,940	-10.6%	971,916	908,895	6.9%
Total Visitors	1,100,555	1,350,401	-18.5%	879,360	1,121,428	-21.6%	221,195	228,973	-3.4%
PARTY SIZE									
One	163,074	190,359	-14.3%	145,823	174,895	-16.6%	17,251	15,464	11.6%
Two	514,664	640,431	-19.6%	420,083	538,646	-22.0%	94,581	101,784	-7.1%
Three or more	422,817	519,612	-18.6%	313,454	407,887	-23.2%	109,363	111,725	-2.1%
Avg Party Size	2.13	2.13	-0.1%	2.02	2.05	-1.5%	2.56	2.52	1.6%
VISIT STATUS									
First-Time	380,164	487,649	-22.0%	279,265	383,354	-27.2%	100,899	104,296	-3.3%
Repeat	720,391	862,752	-16.5%	600,095	738,074	-18.7%	120,296	124,678	-3.5%
Average # of Trips	5.02	4.69	7.0%	5.40	4.99	8.2%	3.49	3.21	8.7%
TRAVEL METHOD									
Group Tour	110,569	153,464	-28.0%	57,746	99,312	-41.9%	52,823	54,152	-2.5%
Package	348,955	502,073	-30.5%	221,058	363,050	-39.1%	127,897	139,023	-8.0%
Group Tour & Pkg	87,272	124,228	-29.7%	42,750	77,706	-45.0%	44,522	46,522	-4.3%
True Independent	728,304	819,092	-11.1%	643,307	736,772	-12.7%	84,997	82,321	3.3%
ISLANDS VISITED									
O'ahu	475,725	650,779	-26.9%	313,102	477,030	-34.4%	162,623	173,748	-6.4%
Maui County	293,437	471,772	-37.8%	241,629	404,942	-40.3%	51,808	66,830	-22.5%
...Maui	284,870	462,639	-38.4%	235,234	397,434	-40.8%	49,636	65,205	-23.9%
...Moloka'i	23,825	32,207	-26.0%	14,306	21,418	-33.2%	9,519	10,789	-11.8%
...Lāna'i	26,220	41,531	-36.9%	17,326	27,271	-36.5%	8,894	14,260	-37.6%
Kaua'i	217,131	382,439	-43.2%	182,538	332,628	-45.1%	34,593	49,811	-30.6%
Hawai'i Island	1,100,555	1,350,401	-18.5%	879,360	1,121,428	-21.6%	221,195	228,973	-3.4%
...Hilo	282,728	454,935	-37.9%	220,209	379,874	-42.0%	62,519	75,061	-16.7%
...Kona	1,100,555	1,350,401	-18.5%	879,360	1,121,428	-21.6%	221,195	228,973	-3.4%
LENGTH OF STAY									
O'ahu (days)	4.82	4.65	3.5%	4.92	4.53	8.6%	4.62	5.00	-7.5%
Maui (days)	3.96	3.41	16.1%	4.11	3.52	17.0%	3.22	2.76	16.4%
Moloka'i (days)	2.08	2.12	-1.8%	2.59	2.51	3.1%	1.32	1.35	-2.2%
Lāna'i (days)	1.95	1.80	8.3%	2.31	2.13	8.6%	1.23	1.16	5.8%
Kaua'i (days)	3.20	2.59	23.7%	3.37	2.67	26.6%	2.28	2.05	10.9%
Hawai'i Island (days)	7.19	6.53	10.0%	7.77	6.95	11.7%	4.89	4.48	9.2%
...Hilo (days)	2.29	1.93	18.3%	2.43	2.01	21.2%	1.77	1.56	13.7%
...Kona (days)	6.60	5.88	12.2%	7.16	6.27	14.1%	4.39	3.97	10.7%
Statewide (days)	11.02	10.78	2.2%	11.41	11.02	3.5%	9.48	9.64	-1.7%
ACCOMMODATIONS 1/									
Hotel	651,847	784,744	-16.9%	477,278	597,574	-20.1%	174,569	187,169	-6.7%
...Hotel Only	459,483	514,839	-10.8%	314,303	366,587	-14.3%	145,180	148,252	-2.1%
Condo	217,861	232,214	-6.2%	184,529	205,904	-10.4%	33,332	26,310	26.7%
...Condo Only	140,882	145,228	-3.0%	120,343	131,177	-8.3%	20,539	14,051	46.2%
Timeshare	132,290	138,826	-4.7%	122,154	130,574	-6.4%	10,136	8,253	22.8%
...Timeshare Only	89,124	92,372	-3.5%	82,757	87,448	-5.4%	6,367	4,924	29.3%
Rental House	67,093	67,768	-1.0%	60,940	61,552	-1.0%	6,153	6,215	-1.0%
Bed & Breakfast	29,400	30,958	-5.0%	25,588	27,217	-6.0%	3,812	3,741	1.9%
Cruise Ship	118,113	280,606	-57.9%	103,408	253,614	-59.2%	14,705	26,992	-45.5%
Friends or Relatives	105,182	121,290	-13.3%	95,829	111,257	-13.9%	9,353	10,034	-6.8%
PURPOSE OF TRIP									
Pleasure (Net)	932,778	1,159,684	-19.6%	741,498	961,858	-22.9%	191,280	197,826	-3.3%
....Vacation	872,730	1,087,110	-19.7%	707,720	914,744	-22.6%	165,010	172,365	-4.3%
.....Honeymoon	62,099	75,975	-18.3%	36,507	50,498	-27.7%	25,592	25,477	0.5%
....Get Married	14,824	15,402	-3.8%	8,260	10,871	-24.0%	6,564	4,531	44.9%
MC&I (Net)	89,270	98,452	-9.3%	76,671	87,606	-12.5%	12,599	10,846	16.2%
....Convention/Conf.	56,488	61,786	-8.6%	50,788	54,705	-7.2%	5,700	7,081	-19.5%
.....Corp. Meetings	17,172	19,356	-11.3%	15,105	17,825	-15.3%	2,067	1,531	35.0%
.....Incentive	18,820	21,482	-12.4%	13,850	19,163	-27.7%	4,970	2,319	114.3%
Other Business	37,598	45,165	-16.8%	34,579	41,122	-15.9%	3,019	4,043	-25.3%
Visit Friends/Relatives	91,925	106,185	-13.4%	82,775	97,601	-15.2%	9,150	8,584	6.6%
Government/Military	5,844	5,656	3.3%	3,595	4,261	-15.6%	2,249	1,395	61.2%
Attend School	4,217	3,074	37.2%	2,468	2,202	12.1%	1,749	872	100.6%
Sport Events	18,373	19,921	-7.8%	13,099	14,800	-11.5%	5,274	5,121	3.0%

1/ Accommodations here do not indicate the number of visitors who used a particular accommodation just in Kona but statewide.

**Table 55: 2008 Visitor Days by Island and MMA
(Arrivals by air)**

2008	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND
O'ahu	9,547,906	7,904,427	5,916,460	1,844,661	336,562	61,170	212,618	62,198	67,342	739,890	881,948	128,826	1,010,774
Maui	8,181,685	4,680,475	202,881	1,803,451	109,478	28,481	127,385	40,164	40,033	345,541	120,640	25,484	146,123
Moloka'i	148,877	86,990	2,368	32,258	2,066	560	3,573	883	993	8,074	3,851	702	4,553
Lāna'i	130,199	101,785	3,964	14,388	2,909	692	2,338	898	736	7,572	3,424	661	4,085
Kaua'i	4,190,437	2,183,558	68,576	348,725	50,955	8,447	52,523	11,582	12,022	135,528	47,126	8,094	55,219
Hawai'i Island	4,450,233	2,629,741	549,803	588,587	77,465	23,023	94,445	13,541	29,506	237,979	105,608	17,409	123,017
...Hilo	757,088	617,164	127,806	91,842	20,907	7,096	26,871	3,948	6,608	65,429	25,647	4,859	30,507
...Kona	3,693,144	2,012,577	421,997	496,745	56,558	15,927	67,574	9,592	22,898	172,549	79,961	12,549	92,510
STATE	26,649,336	17,586,975	6,744,053	4,632,068	579,435	122,372	492,881	129,265	150,631	1,474,584	1,162,596	181,175	1,343,771
DOMESTIC													
O'ahu	9,319,402	7,662,774	45,651	573,523	292,400	50,432	195,689	56,627	62,071	657,218	217,923	26,068	243,991
Maui	8,128,835	4,629,273	4,157	757,167	102,762	25,835	111,596	39,819	35,820	315,832	21,736	5,444	27,180
Moloka'i	148,369	84,959	60	11,502	2,066	560	3,477	883	969	7,954	543	40	582
Lāna'i	129,127	100,896	48	6,255	2,909	692	2,236	898	736	7,470	361	91	451
Kaua'i	4,168,813	2,157,816	2,316	219,067	44,989	7,918	51,026	11,132	10,642	125,707	7,032	1,905	8,937
Hawai'i Island	4,371,728	2,591,702	4,637	302,552	71,043	21,118	89,973	13,124	23,053	218,311	13,200	3,226	16,427
...Hilo	752,658	604,639	1,282	45,175	18,318	6,431	26,006	3,799	6,039	60,593	3,386	826	4,213
...Kona	3,619,070	1,987,063	3,355	257,377	52,725	14,687	63,967	9,326	17,014	157,718	9,814	2,400	12,214
STATE	26,266,273	17,227,419	56,869	1,870,067	516,169	106,554	453,996	122,483	133,290	1,332,493	260,795	36,774	297,569
INTERNATIONAL													
O'ahu	228,504	241,653	5,870,809	1,271,138	44,162	10,738	16,929	5,571	5,271	82,672	664,025	102,758	766,783
Maui	52,850	51,201	198,724	1,046,284	6,716	2,646	15,789	345	4,213	29,709	98,903	20,040	118,943
Moloka'i	508	2,031	2,308	20,755	0	0	96	0	24	120	3,308	663	3,971
Lāna'i	1,073	889	3,916	8,133	0	0	102	0	0	102	3,064	570	3,634
Kaua'i	21,624	25,743	66,261	129,658	5,966	529	1,497	450	1,380	9,821	40,093	6,189	46,282
Hawai'i Island	78,505	38,039	545,166	286,034	6,422	1,905	4,472	417	6,452	19,668	92,408	14,182	106,590
...Hilo	4,430	12,525	126,523	46,667	2,588	665	865	150	569	4,837	22,261	4,033	26,294
...Kona	74,075	25,514	418,642	239,368	3,833	1,240	3,607	267	5,884	14,831	70,147	10,149	80,296
STATE	383,063	359,556	6,687,183	2,762,002	63,266	15,817	38,885	6,782	17,341	142,092	901,801	144,401	1,046,202

Note: Sum may not total to total MMA due to rounding.

Source: DBEDT

Table 55: 2008 Visitor Days by Island and MMA (continued)
(Arrivals by air)

2008	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITOR DAYS
O'ahu	231,382	30,563	267,397	28,240	74,191	631,773	19,055	72,758	41,700	133,513	2,191,470	29,920,873
Maui	20,227	5,317	31,850	2,857	8,473	68,725	27,063	23,241	19,554	69,858	763,812	16,262,552
Moloka'i	1,948	601	365	163	1,175	4,252	198	297	292	788	16,022	304,182
Lāna'i	1,077	440	891	106	923	3,436	383	469	598	1,450	16,398	283,277
Kaua'i	9,565	1,476	8,241	2,018	2,708	24,008	1,981	6,187	5,191	13,360	247,498	7,266,911
Hawai'i Island	23,747	3,045	39,499	3,889	11,111	81,291	3,239	9,284	13,371	25,894	405,796	9,092,338
...Hilo	7,273	551	7,456	613	4,872	20,765	882	1,720	2,531	5,132	111,352	1,827,085
...Kona	16,474	2,494	32,043	3,276	6,239	60,526	2,357	7,565	10,840	20,761	294,444	7,265,254
STATE	287,945	41,442	348,244	37,273	98,582	813,485	51,920	112,237	80,706	244,863	3,640,997	63,130,133
DOMESTIC												
O'ahu	113,341	6,988	37,413	4,830	9,210	171,783	18,805	71,348	37,728	127,880	966,780	19,769,002
Maui	10,914	1,538	5,809	1,354	1,550	21,165	27,033	23,168	19,554	69,756	501,172	14,454,539
Moloka'i	464	47	131	107	31	780	191	297	292	781	9,923	264,910
Lāna'i	278	112	146	50	33	619	380	469	598	1,447	12,868	259,180
Kaua'i	7,113	533	2,672	696	476	11,490	1,961	6,119	5,191	13,271	206,034	6,913,451
Hawai'i Island	7,596	999	10,645	1,458	1,232	21,930	3,174	9,037	13,371	25,582	283,401	7,836,269
...Hilo	2,963	222	2,196	356	315	6,052	845	1,595	2,531	4,970	63,350	1,542,932
...Kona	4,633	777	8,449	1,102	917	15,879	2,330	7,442	10,840	20,611	220,051	6,293,338
STATE	139,706	10,217	56,817	8,494	12,532	227,766	51,544	110,438	76,734	238,716	1,980,179	49,497,350
INTERNATIONAL												
O'ahu	118,041	23,575	229,984	23,409	64,981	459,990	250	1,410	3,972	5,633	1,224,690	10,151,871
Maui	9,313	3,780	26,041	1,503	6,923	47,560	30	73	0	103	262,640	1,808,013
Moloka'i	1,484	554	234	56	1,144	3,472	7	0	0	7	6,099	39,272
Lāna'i	799	327	745	56	890	2,817	3	0	0	3	3,530	24,098
Kaua'i	2,451	943	5,569	1,322	2,232	12,519	21	68	0	89	41,464	353,460
Hawai'i Island	16,150	2,045	28,854	2,431	9,879	59,360	65	247	0	312	122,395	1,256,069
...Hilo	4,309	329	5,260	258	4,557	14,713	37	125	0	162	48,002	284,153
...Kona	11,841	1,716	23,594	2,174	5,322	44,647	28	122	0	150	74,393	971,916
STATE	148,239	31,225	291,427	28,779	86,049	585,719	376	1,798	3,972	6,147	1,660,818	13,632,783

Note: Sum may not total to total MMA due to rounding.

Source: DBEDT

**Table 56: 2008 Visitor Days Growth by Island and MMA
(% change over 2007)**

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND
O'ahu	-11.6%	-7.5%	-8.0%	5.5%	-3.1%	23.8%	25.9%	27.5%	20.1%	10.4%	-7.2%	-17.0%	-8.5%
Maui	-14.3%	-11.2%	-16.8%	14.2%	-8.0%	19.0%	34.2%	11.6%	35.7%	13.9%	-7.8%	10.7%	-5.0%
Moloka'i	-19.3%	-18.1%	-7.0%	-2.0%	12.5%	50.7%	22.3%	-33.4%	38.9%	12.6%	-22.2%	-44.4%	-26.7%
Lāna'i	-16.1%	-13.7%	111.3%	-12.3%	3.8%	18.8%	86.7%	11.1%	121.7%	31.1%	-40.4%	-23.1%	-38.1%
Kaua'i	-10.4%	-12.7%	-11.1%	-0.9%	-9.8%	16.8%	15.0%	8.5%	10.4%	3.5%	-17.8%	-12.0%	-17.0%
Hawai'i Island	-13.9%	-13.7%	-10.3%	23.0%	-5.0%	22.4%	31.2%	6.7%	20.5%	13.6%	-8.4%	24.6%	-4.8%
...Hilo	-23.1%	-18.8%	-17.8%	-1.4%	-6.0%	7.3%	15.8%	-2.4%	-24.0%	1.0%	-20.7%	4.7%	-17.5%
...Kona	-11.8%	-12.1%	-7.8%	28.9%	-4.6%	30.6%	38.6%	11.0%	45.0%	19.3%	-3.6%	34.5%	0.3%
STATE	-12.7%	-10.3%	-8.5%	10.1%	-4.8%	21.9%	27.9%	17.2%	23.5%	11.1%	-8.0%	-11.0%	-8.4%
DOMESTIC													
O'ahu	-12.2%	-8.0%	-11.0%	-6.3%	0.0%	13.3%	22.5%	20.9%	18.5%	10.3%	17.3%	-11.9%	13.3%
Maui	-14.1%	-11.3%	0.4%	24.6%	0.7%	13.9%	21.7%	14.7%	30.6%	13.4%	16.5%	-9.6%	10.1%
Moloka'i	-18.9%	-17.9%	-6.5%	-19.8%	38.6%	91.4%	32.7%	-33.4%	35.5%	23.4%	25.5%	-89.4%	-27.8%
Lāna'i	-16.5%	-12.6%	-65.4%	-11.2%	16.0%	18.8%	78.6%	11.1%	121.7%	36.2%	-6.2%	-16.2%	-8.4%
Kaua'i	-10.2%	-13.2%	1.2%	14.7%	-12.8%	20.3%	20.9%	24.4%	5.9%	5.3%	-1.5%	-15.9%	-5.0%
Hawai'i Island	-14.4%	-14.2%	-17.3%	12.4%	-4.0%	23.5%	32.5%	17.8%	8.1%	14.0%	5.0%	-18.9%	-0.7%
...Hilo	-22.6%	-19.4%	-33.0%	-10.5%	-6.3%	14.5%	29.3%	10.9%	7.7%	11.6%	-1.0%	-26.2%	-7.2%
...Kona	-12.5%	-12.4%	-9.2%	17.6%	-3.2%	27.9%	33.8%	20.9%	8.3%	15.0%	7.3%	-16.0%	1.7%
STATE	-12.9%	-10.6%	-10.5%	9.9%	-1.5%	16.1%	24.2%	18.1%	18.8%	11.3%	16.0%	-13.1%	11.4%
INTERNATIONAL													
O'ahu	21.2%	8.1%	-8.0%	11.9%	-19.7%	119.4%	86.9%	184.4%	42.9%	10.8%	-13.1%	-18.2%	-13.8%
Maui	-39.4%	-2.0%	-17.1%	7.8%	-60.4%	110.4%	400.6%	-73.0%	104.3%	20.2%	-11.8%	17.9%	-7.9%
Moloka'i	-70.1%	-27.9%	-7.0%	11.8%	-100.0%	-100.0%	-68.1%	NA	NA	-83.5%	-26.7%	-25.5%	-26.5%
Lāna'i	130.4%	-64.0%	125.3%	-13.2%	-100.0%	NA	NA	NA	NA	-65.2%	-42.9%	-24.1%	-40.5%
Kaua'i	-32.1%	77.9%	-11.4%	-19.4%	21.6%	-18.7%	-56.7%	-74.0%	65.4%	-15.2%	-20.1%	-10.7%	-18.9%
Hawai'i Island	25.5%	27.9%	-10.3%	36.7%	-14.3%	11.5%	10.4%	-73.1%	104.1%	9.5%	-10.0%	41.9%	-5.4%
...Hilo	-63.9%	27.3%	-17.6%	9.4%	-3.8%	-33.4%	-72.0%	-75.8%	-81.5%	-53.8%	-23.0%	14.5%	-18.9%
...Kona	47.4%	28.2%	-7.8%	43.6%	-20.1%	74.4%	274.3%	-71.3%	7208.0%	98.2%	-4.9%	56.8%	0.1%
STATE	2.9%	10.5%	-8.5%	10.3%	-25.6%	84.1%	94.2%	4.1%	77.9%	9.4%	-13.2%	-10.4%	-12.8%

NA: Not Applicable

Source: DBEDT

Table 56: 2008 Visitor Days Growth by Island and MMA (continued)
(% change over 2007)

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
	TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER
O'ahu	-16.7%	1.9%	-21.0%	-45.4%	-58.9%	-28.1%	11.7%	22.7%	-16.5%	5.7%	19.4%	-6.9%
Maui	-20.5%	-34.5%	-25.3%	-33.1%	86.9%	-19.1%	2.0%	3.5%	-11.7%	-1.8%	0.4%	-9.7%
Moloka'i	14.7%	48.0%	-13.5%	335.4%	1493.3%	61.2%	-26.0%	-28.1%	-50.4%	-38.0%	9.2%	-15.1%
Lāna'i	2.8%	167.9%	6.9%	102.4%	1681.7%	59.8%	83.1%	-7.7%	-25.9%	-4.9%	3.9%	-12.3%
Kaua'i	-26.5%	-18.4%	41.5%	-41.5%	25.1%	-8.6%	5.3%	-16.2%	-31.2%	-20.5%	-4.6%	-10.3%
Hawai'i Island	7.4%	-69.2%	-11.7%	-22.8%	32.6%	-9.8%	-12.2%	1.3%	-32.2%	-20.5%	-0.6%	-10.7%
...Hilo	18.0%	-59.8%	-60.7%	314.4%	1.4%	-33.9%	15.0%	-25.5%	-40.9%	-30.2%	10.8%	-18.2%
...Kona	3.3%	-70.7%	24.2%	-33.0%	74.6%	3.1%	-19.3%	10.4%	-29.8%	-17.7%	-4.3%	-8.6%
STATE	-15.6%	-17.7%	-19.6%	-42.2%	-49.6%	-25.0%	4.6%	13.1%	-19.9%	-1.9%	10.5%	-8.7%
DOMESTIC												
O'ahu	-9.0%	-25.8%	-13.2%	-26.3%	-12.9%	-11.5%	12.8%	23.0%	-20.9%	4.5%	4.8%	-8.7%
Maui	-10.6%	-26.5%	-29.2%	-4.4%	0.3%	-16.9%	2.2%	4.7%	-9.4%	-0.6%	2.3%	-10.7%
Moloka'i	26.2%	-66.4%	-12.9%	185.7%	-30.2%	5.5%	-28.2%	-26.6%	-49.2%	-37.4%	-4.7%	-17.3%
Lāna'i	-34.3%	-31.7%	40.8%	-4.9%	44.8%	-19.2%	86.7%	-4.3%	-22.7%	-1.4%	27.7%	-12.3%
Kaua'i	-16.1%	-59.3%	-24.9%	15.9%	-32.8%	-21.6%	4.7%	-16.8%	-30.7%	-20.6%	-0.6%	-10.1%
Hawai'i Island	-15.0%	-50.8%	14.4%	29.0%	-44.6%	-7.2%	-12.2%	1.2%	-30.7%	-19.6%	-3.1%	-12.5%
...Hilo	16.6%	-76.4%	-24.0%	140.3%	-72.5%	-21.0%	18.5%	-25.1%	-36.0%	-26.9%	-12.4%	-19.7%
...Kona	-27.6%	-28.7%	31.7%	12.3%	-15.1%	-0.5%	-19.8%	9.5%	-29.3%	-17.7%	-0.1%	-10.6%
STATE	-9.8%	-32.5%	-11.8%	-13.2%	-17.1%	-12.2%	5.0%	13.5%	-21.2%	-2.1%	2.4%	-10.2%
INTERNATIONAL												
O'ahu	-23.0%	14.6%	-22.2%	-48.1%	-61.8%	-32.8%	-34.8%	12.0%	73.1%	43.1%	34.1%	-3.3%
Maui	-29.7%	-37.3%	-24.3%	-47.3%	131.8%	-20.1%	-69.5%	-76.7%	-100.0%	-89.6%	-3.0%	-1.5%
Moloka'i	11.6%	107.6%	-13.9%	NA	3844.9%	82.9%	281.2%	-100.0%	-100.0%	-69.0%	43.4%	3.7%
Lāna'i	27.8%	NA	2.0%	NA	2968.3%	103.5%	-42.2%	-100.0%	-100.0%	-94.1%	-38.1%	-12.7%
Kaua'i	-46.0%	88.5%	146.0%	-53.6%	53.2%	7.8%	114.7%	122.1%	-100.0%	-7.6%	-20.4%	-14.7%
Hawai'i Island	22.6%	-73.9%	-18.6%	-37.7%	60.6%	-10.8%	-9.5%	4.8%	-100.0%	-57.7%	5.8%	2.7%
...Hilo	18.9%	-23.8%	-67.2%	NA	24.6%	-38.1%	-31.7%	-30.3%	-100.0%	-71.1%	70.0%	-9.4%
...Kona	24.0%	-76.9%	21.7%	-44.3%	113.5%	4.4%	62.0%	115.1%	-100.0%	-15.7%	-14.9%	6.9%
STATE	-20.4%	-11.3%	-20.9%	-47.4%	-52.4%	-29.0%	-34.0%	-3.6%	16.7%	5.3%	22.0%	-2.9%

NA: Not Applicable

Source: DBEDT

**Table 57: 2008 Visitor Arrivals by Island and MMA
(Arrivals by Air)**

2008	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	1,254,836	1,029,778	1,127,441	195,034	40,952	6,529	22,701	7,183	5,514	82,877	129,954	16,165	146,118
Maui	979,253	655,435	65,612	179,139	14,525	3,406	15,235	4,881	4,081	42,128	27,265	4,321	31,586
Moloka'i	25,414	20,984	1,602	6,735	481	119	804	155	257	1,816	2,482	539	3,022
Lāna'i	30,858	29,364	1,550	6,128	741	141	633	242	184	1,941	2,474	433	2,907
Kaua'i	515,378	351,478	26,166	51,356	7,690	1,618	8,893	2,026	2,007	22,233	12,750	1,855	14,605
Hawai'i Island	526,192	402,908	174,701	73,060	11,324	3,055	12,095	2,279	2,996	31,748	22,294	3,380	25,674
...Hilo	152,650	178,039	68,390	32,345	4,887	1,376	5,456	936	1,352	14,007	13,041	2,037	15,078
...Kona	460,676	337,626	121,677	65,029	9,266	2,356	9,732	1,837	2,393	25,584	18,128	2,676	20,804
STATE	2,769,229	1,683,114	1,175,199	359,580	54,212	9,342	32,680	10,758	8,180	115,172	137,812	17,668	155,480
DOMESTIC													
O'ahu	1,217,608	990,722	7,251	62,508	34,215	5,680	21,233	6,775	4,938	72,840	39,797	3,996	43,793
Maui	971,347	644,866	697	71,851	13,677	2,881	14,105	4,804	3,676	39,143	4,245	706	4,951
Moloka'i	24,906	19,446	14	1,878	481	119	780	155	233	1,768	160	13	174
Lāna'i	30,216	28,597	17	1,890	741	141	599	242	184	1,907	149	31	180
Kaua'i	511,487	345,921	354	26,279	6,968	1,423	8,540	1,976	1,793	20,699	1,486	306	1,792
Hawai'i Island	519,926	395,192	728	32,858	10,101	2,598	11,546	2,190	2,693	29,127	2,884	478	3,362
...Hilo	149,791	172,964	221	12,468	4,256	1,129	5,249	886	1,182	12,703	1,231	200	1,431
...Kona	455,575	331,240	583	29,324	8,282	1,959	9,193	1,748	2,132	23,314	2,246	367	2,613
STATE	2,722,988	1,638,669	8,049	144,095	46,934	8,270	30,692	10,350	7,450	103,696	41,821	4,589	46,410
INTERNATIONAL													
O'ahu	37,228	39,056	1,120,190	132,526	6,737	849	1,468	408	576	10,037	90,157	12,169	102,325
Maui	7,906	10,569	64,915	107,288	848	525	1,130	77	405	2,985	23,020	3,615	26,635
Moloka'i	508	1,538	1,588	4,857	0	0	24	0	24	48	2,322	526	2,848
Lāna'i	642	767	1,533	4,238	0	0	34	0	0	34	2,325	402	2,727
Kaua'i	3,891	5,557	25,812	25,077	722	195	353	50	214	1,534	11,264	1,549	12,813
Hawai'i Island	6,266	7,716	173,973	40,202	1,223	457	549	89	303	2,621	19,410	2,902	22,312
...Hilo	2,859	5,075	68,169	19,877	631	247	207	50	170	1,304	11,810	1,837	13,647
...Kona	5,101	6,386	121,094	35,705	984	397	539	89	261	2,270	15,882	2,309	18,191
STATE	46,241	44,445	1,167,150	215,485	7,278	1,072	1,988	408	730	11,476	95,991	13,079	109,070

Table 57: 2008 Visitor Arrivals by Island and MMA (continued)
(Arrivals by Air)

2008	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
O'ahu	49,778	3,989	34,883	3,608	10,795	103,053	2,090	6,214	5,319	13,623	240,925	4,193,685
Maui	7,601	942	10,670	833	3,380	23,426	1,480	2,617	2,899	6,996	92,225	2,075,800
Moloka'i	1,356	337	169	76	996	2,935	66	90	94	250	6,125	68,883
Lāna'i	862	121	256	67	881	2,187	84	133	138	355	5,577	80,867
Kaua'i	2,360	369	1,331	502	1,484	6,046	352	1,055	989	2,396	40,989	1,030,647
Hawai'i Island	8,328	891	4,631	714	3,163	17,726	477	1,303	2,274	4,054	65,214	1,321,277
...Hilo	3,297	362	2,093	327	2,095	8,174	218	531	850	1,599	33,167	503,449
...Kona	6,838	768	3,297	651	2,635	14,189	352	1,084	1,938	3,372	51,598	1,100,555
STATE	54,235	4,764	38,110	3,957	11,482	112,548	3,160	7,823	7,912	18,896	324,218	6,713,436
DOMESTIC												
O'ahu	24,072	1,030	5,240	722	1,445	32,509	2,045	6,001	4,910	12,956	114,708	2,554,895
Maui	2,415	235	1,065	210	319	4,243	1,465	2,586	2,899	6,950	60,940	1,804,988
Moloka'i	182	8	36	20	14	260	55	90	94	239	2,332	51,017
Lāna'i	111	13	33	11	16	184	79	133	138	350	2,725	66,066
Kaua'i	1,103	94	466	101	109	1,873	338	1,017	989	2,344	30,028	940,777
Hawai'i Island	1,954	183	809	207	243	3,395	457	1,247	2,274	3,978	37,482	1,026,048
...Hilo	1,074	83	292	92	101	1,642	198	475	850	1,523	14,153	366,896
...Kona	1,221	136	619	144	197	2,317	337	1,028	1,938	3,302	31,092	879,360
STATE	26,081	1,244	6,345	980	1,694	36,344	3,115	7,610	7,503	18,229	183,413	4,901,893
INTERNATIONAL												
O'ahu	25,706	2,959	29,643	2,886	9,350	70,544	45	213	409	667	126,217	1,638,790
Maui	5,186	707	9,605	623	3,061	19,183	15	31	0	46	31,285	270,812
Moloka'i	1,174	329	133	56	982	2,675	11	0	0	11	3,793	17,866
Lāna'i	751	108	223	56	865	2,003	5	0	0	5	2,852	14,801
Kaua'i	1,257	275	865	401	1,375	4,173	14	38	0	52	10,961	89,870
Hawai'i Island	6,374	708	3,822	507	2,920	14,331	20	56	0	76	27,732	295,229
...Hilo	2,223	279	1,801	235	1,994	6,532	20	56	0	76	19,014	136,553
...Kona	5,617	632	2,678	507	2,438	11,872	15	56	0	70	20,506	221,195
STATE	28,154	3,520	31,765	2,977	9,788	76,204	45	213	409	667	140,805	1,811,543

Table 58: 2008 Visitor Arrivals Growth by Island and MMA
(% change over 2007)

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
TOTAL	U.S. WEST	U.S. EAST	JAPAN	CANADA	UNITED KINGDOM	FRANCE	GERMANY	ITALY	SWITZERLAND	TOTAL EUROPE MMA	AUSTRALIA	NEW ZEALAND	TOTAL OCEANIA MMA
O'ahu	-16.1%	-12.6%	-9.0%	-1.5%	-4.7%	11.1%	22.4%	21.6%	21.0%	6.5%	-6.1%	-6.1%	-6.1%
Maui	-19.1%	-17.8%	-18.4%	3.9%	-12.8%	21.9%	30.5%	18.8%	25.6%	9.5%	-17.7%	-3.6%	-16.0%
Moloka'i	-24.6%	-19.0%	-2.7%	-20.4%	-43.7%	-30.4%	23.7%	-27.9%	40.4%	-12.4%	-31.5%	3.3%	-27.2%
Lāna'i	-20.8%	-19.9%	77.3%	-23.1%	-18.6%	9.3%	68.4%	40.7%	41.5%	13.0%	-45.2%	-26.1%	-43.0%
Kaua'i	-19.3%	-23.8%	-23.9%	-17.8%	-23.3%	11.8%	22.9%	-3.4%	21.9%	-1.0%	-30.1%	-23.0%	-29.3%
Hawai'i Island	-22.4%	-22.7%	-12.2%	-3.5%	-11.1%	10.7%	29.0%	16.4%	11.9%	7.6%	-25.1%	5.3%	-22.1%
...Hilo	-37.4%	-34.1%	-20.3%	-27.5%	-26.9%	-6.1%	18.3%	-7.8%	4.2%	-7.1%	-35.7%	-11.0%	-33.2%
...Kona	-21.9%	-23.6%	-8.2%	-3.0%	-11.5%	20.5%	34.0%	15.0%	19.6%	9.9%	-25.5%	6.6%	-22.5%
STATE	-14.7%	-11.5%	-9.4%	7.9%	-5.9%	15.5%	23.2%	22.3%	17.0%	6.6%	-5.3%	-5.3%	-5.3%
DOMESTIC													
O'ahu	-16.7%	-13.1%	-12.3%	-11.8%	-1.5%	15.1%	21.9%	22.8%	20.6%	9.2%	18.0%	-7.9%	15.1%
Maui	-19.0%	-18.3%	-10.8%	6.4%	-7.6%	15.8%	26.4%	26.1%	25.5%	11.2%	16.7%	-16.3%	10.5%
Moloka'i	-25.2%	-20.9%	-26.3%	-21.8%	-5.5%	29.3%	28.5%	-27.9%	27.3%	10.1%	15.1%	-74.5%	-8.4%
Lāna'i	-21.9%	-18.2%	-48.5%	-23.0%	-5.0%	9.3%	59.3%	40.7%	41.5%	20.2%	4.9%	-6.1%	2.9%
Kaua'i	-19.2%	-24.5%	-14.3%	-15.7%	-20.6%	21.0%	24.3%	14.6%	17.2%	3.1%	-7.5%	-25.7%	-11.2%
Hawai'i Island	-22.6%	-23.3%	-17.9%	-12.3%	-9.0%	14.7%	29.3%	26.1%	11.7%	10.1%	5.1%	-15.5%	1.5%
...Hilo	-37.7%	-35.0%	-28.9%	-36.9%	-20.3%	-0.1%	21.8%	11.6%	14.8%	0.8%	-7.2%	-15.6%	-8.6%
...Kona	-22.0%	-24.4%	-18.0%	-12.2%	-8.2%	16.3%	30.7%	27.0%	9.2%	10.7%	8.1%	-15.6%	4.0%
STATE	-14.9%	-11.8%	-12.3%	6.2%	-1.8%	15.7%	22.4%	25.2%	17.4%	9.6%	17.1%	-9.6%	13.8%
INTERNATIONAL													
O'ahu	5.1%	1.2%	-9.0%	4.3%	-17.9%	-9.9%	29.9%	3.8%	24.4%	-9.9%	-13.9%	-5.4%	-13.0%
Maui	-30.1%	20.1%	-18.5%	2.3%	-54.4%	71.6%	117.7%	-74.2%	27.4%	-9.5%	-21.9%	-0.6%	-19.6%
Moloka'i	14.4%	17.1%	-2.4%	-19.9%	-100.0%	-100.0%	-44.2%	NA	NA	-89.7%	-33.4%	11.7%	-28.1%
Lāna'i	108.4%	-55.5%	82.3%	-23.2%	-100.0%	NA	NA	NA	NA	-73.8%	-46.8%	-27.3%	-44.6%
Kaua'i	-28.3%	67.9%	-24.1%	-19.8%	-42.5%	-28.0%	-4.3%	-86.6%	82.9%	-35.7%	-32.3%	-22.5%	-31.2%
Hawai'i Island	1.8%	26.7%	-12.2%	5.1%	-25.6%	-7.5%	24.2%	-59.7%	13.5%	-14.5%	-28.1%	9.7%	-24.7%
...Hilo	-20.4%	23.8%	-20.3%	-20.0%	-53.1%	-26.3%	-31.2%	-77.4%	-36.3%	-47.2%	-37.7%	-10.5%	-35.0%
...Kona	-0.4%	50.0%	-8.1%	6.2%	-32.0%	46.5%	139.6%	-59.7%	432.7%	2.7%	-28.7%	11.3%	-25.3%
STATE	1.9%	1.5%	-9.3%	9.0%	-25.8%	13.8%	36.7%	-22.4%	13.7%	-14.2%	-12.6%	-3.7%	-11.6%

NA: Not Applicable

Source: DBEDT

Table 58: 2008 Visitor Arrivals Growth by Island and MMA (continued)
(% change over 2007)

% change	OTHER ASIA MMA						LATIN AMERICA MMA				OTHER MMA	TOTAL
TOTAL	CHINA	HONG KONG	KOREA	SINGAPORE	TAIWAN	TOTAL OTHER ASIA MMA	ARGENTINA	BRAZIL	MEXICO	TOTAL LATIN AMERICA MMA	OTHER	TOTAL VISITORS
O'ahu	-3.4%	-15.3%	-10.1%	-15.2%	-9.7%	-7.4%	0.7%	11.7%	-23.9%	-5.0%	7.9%	-10.7%
Maui	-6.7%	-44.8%	-14.9%	-13.0%	52.7%	-8.3%	4.9%	-1.5%	-30.5%	-14.0%	-0.6%	-15.7%
Moloka'i	40.5%	157.3%	-50.9%	347.1%	2390.0%	95.9%	11.9%	-30.2%	-44.4%	-27.5%	14.1%	-17.2%
Lāna'i	13.0%	290.3%	-22.2%	294.1%	2417.1%	86.3%	10.5%	0.8%	-42.3%	-15.3%	-25.1%	-19.4%
Kaua'i	-34.2%	-25.6%	-8.0%	-39.4%	4.5%	-22.2%	-1.9%	-11.9%	-52.7%	-33.5%	-14.6%	-20.7%
Hawai'i Island	20.3%	-6.5%	-34.7%	-26.2%	7.3%	-6.1%	-21.5%	-14.2%	-34.1%	-25.9%	5.9%	-18.6%
...Hilo	-11.3%	-39.3%	-51.6%	380.9%	-15.9%	-27.0%	-31.9%	-33.5%	-55.9%	-45.6%	8.6%	-30.7%
...Kona	21.4%	-12.4%	-14.2%	-30.0%	21.8%	5.5%	-27.9%	-14.4%	-36.5%	-28.8%	1.4%	-18.5%
STATE	-4.2%	-14.1%	-9.6%	-12.3%	-6.8%	-7.1%	14.6%	11.0%	-21.9%	-5.2%	5.4%	-10.4%
DOMESTIC												
O'ahu	-12.0%	-25.3%	-20.5%	-11.7%	-2.9%	-13.6%	18.6%	11.7%	-26.0%	-5.7%	0.4%	-13.4%
Maui	-15.9%	-41.8%	-25.7%	-13.9%	-4.8%	-19.8%	14.2%	-0.2%	-28.3%	-12.2%	-3.9%	-16.9%
Moloka'i	12.3%	-81.0%	-50.0%	17.6%	27.3%	-14.8%	22.2%	-25.6%	-39.4%	-25.5%	-6.5%	-21.7%
Lāna'i	-19.6%	-58.1%	-34.0%	-35.3%	166.7%	-24.0%	83.7%	16.7%	-33.0%	-3.6%	1.6%	-18.6%
Kaua'i	-26.4%	-48.4%	-22.2%	-12.2%	-24.3%	-26.2%	11.6%	-12.9%	-51.4%	-33.2%	-8.4%	-20.5%
Hawai'i Island	-14.7%	-41.5%	-20.1%	11.3%	-24.5%	-17.7%	-4.6%	-13.9%	-31.5%	-24.2%	-8.1%	-21.4%
...Hilo	-3.8%	-49.4%	-35.5%	35.3%	-36.9%	-16.2%	3.7%	-34.9%	-52.8%	-44.0%	-22.5%	-34.9%
...Kona	-30.1%	-42.6%	-17.4%	-3.4%	-19.9%	-26.0%	-16.6%	-15.8%	-34.7%	-28.1%	-7.8%	-21.6%
STATE	-11.4%	-30.0%	-20.5%	-9.1%	-5.7%	-13.6%	15.6%	11.1%	-23.2%	-5.6%	-0.2%	-12.2%
INTERNATIONAL												
O'ahu	6.2%	-11.2%	-7.9%	-16.0%	-10.7%	-4.2%	-25.0%	12.7%	16.2%	10.8%	15.6%	-6.1%
Maui	-1.7%	-45.7%	-13.5%	-12.6%	63.0%	-5.4%	-31.8%	-54.4%	-100.0%	-78.9%	6.4%	-6.9%
Moloka'i	46.2%	269.7%	-51.1%	NA	3286.2%	124.2%	450.0%	-100.0%	-100.0%	-54.2%	32.0%	-0.6%
Lāna'i	20.2%	NA	-20.1%	NA	2882.8%	114.9%	-16.7%	-100.0%	-100.0%	-91.1%	-40.1%	-22.9%
Kaua'i	-39.7%	-12.4%	2.1%	-43.8%	7.8%	-20.3%	40.0%	26.7%	-100.0%	-45.3%	-27.9%	-22.2%
Hawai'i Island	37.6%	10.6%	-37.2%	-35.1%	11.2%	-2.9%	-9.1%	-18.8%	-100.0%	-65.5%	33.2%	-6.9%
...Hilo	-14.5%	-35.4%	-53.4%	NA	-14.5%	-29.2%	-9.1%	-18.8%	-100.0%	-65.5%	55.0%	-16.3%
...Kona	44.6%	-1.3%	-13.4%	-35.1%	27.1%	15.1%	7.1%	24.4%	-100.0%	-51.4%	19.4%	-3.4%
STATE	3.7%	-6.7%	-7.0%	-13.3%	-7.0%	-3.6%	-28.6%	8.1%	11.4%	6.4%	13.7%	-5.4%

NA: Not Applicable

Source: DBEDT

VISITOR EXPENDITURES

*AIR AND CRUISE VISITOR - TOTAL EXPENDITURES
BY CATEGORY*

*AIR AND CRUISE VISITOR - TOTAL EXPENDITURES
BY ISLAND BY MMA*

AIR VISITOR - DAILY SPENDING BY MMA_s

AIR VISITOR - DAILY SPENDING BY ISLAND

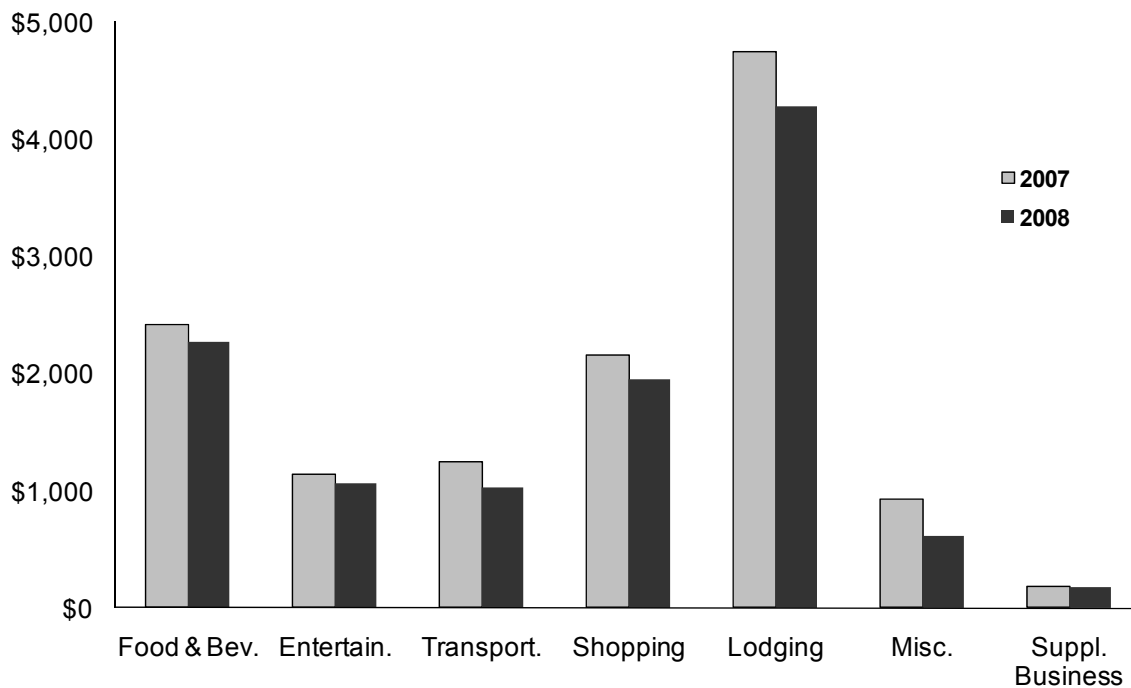
ALL VISITOR EXPENDITURES

AIR AND CRUISE VISITOR TOTAL EXPENDITURES BY CATEGORY

Total expenditures by all visitors who traveled by air or came by cruise ship to Hawai'i in 2008 declined 11 percent from 2007 to \$11.4 billion, due to lower average daily visitor spending and decreased visitor days (Table 59).

Lodging, the largest expenditure category, dropped 9.8 percent or \$463.2 million to \$4.28 billion and comprised 37.6 percent of total visitor expenditures. Food and beverage, the second largest category, fell 6 percent to \$2.27 billion or 19.9 percent of total visitor spending. Shopping expenditures declined 9.1 percent to \$1.96 billion, while entertainment and recreation expenditures decreased 6.9 percent to \$1.06 billion. The biggest drop in spending was in other expenses which include cruise package and on-ship spending, down 33.4 percent to \$614.7 million.

Figure 22: Total Visitor Expenditures by Category: 2008 vs. 2007



AIR AND CRUISE VISITOR TOTAL EXPENDITURES BY ISLAND AND MMA

- U.S. West visitors (\$4 billion) continued to be the largest contributors to combined air and cruise expenditures in 2008 (Table 60 and Table 61).
- Canadians spent more on Maui (\$295.5 million) than on O‘ahu (\$282.9 million).
- Japanese visitors spent the most on O‘ahu (\$1.8 billion), followed by Hawai‘i Island (\$111.6 million).
- Spending on O‘ahu totaled \$5.74 billion in 2008, down 5.6 percent from 2007. Spending by visitors from Japan (-1.9% from 2007 to \$1.78 billion), U.S. West (-10.2% to \$1.39 billion), U.S. East (-10.2% to \$1.36 billion), Oceania (-7.6% to \$230.5 million), Other Asia (-32.9% to \$144 million) and Europe (-1.2% to \$121.6 million) on O‘ahu declined while spending by Canadian visitors (+16.7% to \$282.9 million) increased.
- Visitor expenditures on Maui declined 15.9 percent to \$2.92 billion in 2008. U.S. West visitors spent the most on Maui at \$1.30 billion, however spending decreased 22 percent from 2007. Spending by U.S. East visitors was second highest at \$1.02 billion (-18.4%). Spending by Canadians (+8.2% to \$295.5 million) and Europeans (+12% to \$61.8 million) were higher compared to 2007. Spending by Japanese visitors declined 4.6 percent to \$53.6 million.
- Spending on Hawai‘i Island decreased 16.3 percent from 2007 to \$1.46 billion. Of this amount, U.S. West visitors spent \$621.7 million (-23.3%), U.S. East visitors spent \$484.2 million (-15.6%), Japanese visitors spent \$111.6 million (-8.5%) and Canadian visitors spent \$87.6 million (+22.6%).
- Expenditures on Kaua‘i totaled \$1.16 billion in 2008, 15.3 percent lower than the previous year. Spending by U.S. West visitors on Kaua‘i (-18.7%) decreased to \$604.8 million, while spending by U.S. East visitors decreased to \$400 million (-16.4%). In contrast, spending by Canadian (+12.4% to \$56.4 million), European (+22.5% to \$24.5 million) and Japanese (+11.9% to \$9.7 million) visitors on Kaua‘i increased from 2007.

AIR VISITORS PERSONAL DAILY SPENDING BY MMA

U.S. WEST

U.S. West air visitors in 2008 spent an average of \$146 per person on a daily basis, down from \$156 per person in 2007 (Table 62).

- Daily spending by this group of visitors was the lowest among the visitor markets in 2008. Canadian visitors spent the least on a daily basis in 2007.
- Lodging expenditures by U.S. West visitors averaged \$60 per person per day in 2008, down from \$63 per person per day in 2007.
- This group also spent less on shopping (-5.2% to \$19 per person), transportation (-13.3% to \$15 per person), entertainment and recreation (-4.3% to \$14 per person) but about the same on food and beverage (+0.3% to \$32 per person) compared to those who came in 2007.

U.S. EAST

Per day expenditures by U.S. East air visitors decreased to \$183 per person in 2008, from \$193 per person in 2007 (Table 63).

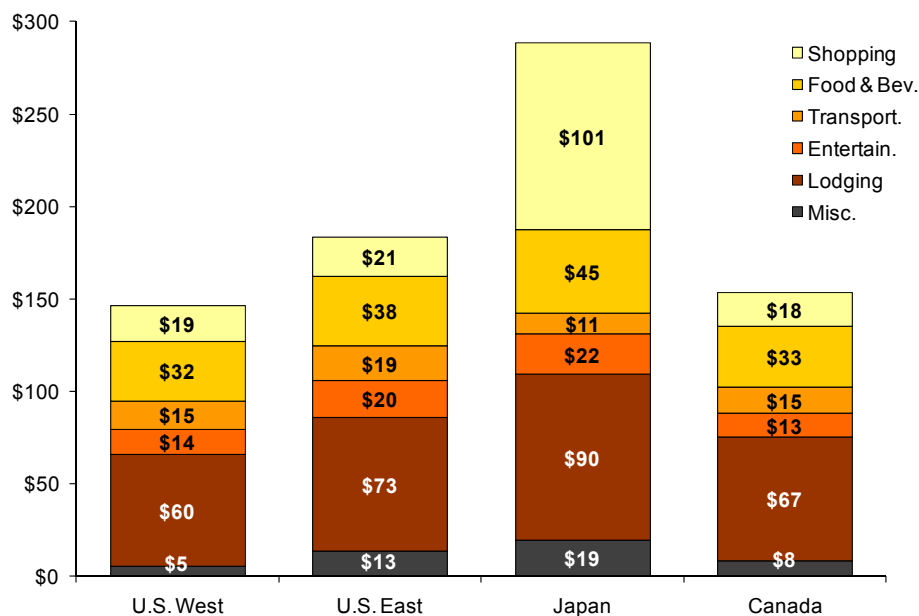
- Daily spending by this group of visitors was fifth highest among the visitor markets, same as in 2007.
- Lodging expenditures, the largest expense for U.S. East visitors, fell from \$74 per person per day in 2007 to \$73 per person per day in 2008.
- Those who came in 2008 also spent less on shopping (-8.6% to \$21 per person) and transportation (-14.3% to \$19 per person), but more on food and beverages (+4.9% to \$38 per person) and entertainment and recreation (+3.6% to \$20 per person).

JAPAN

Air visitors from Japan continued to spend the most per day among all visitor markets. In 2008, daily spending increased to \$288 per person, compared to \$269 per person in 2007 (Table 64).

- In contrast to other visitor groups, the biggest expenditure by Japanese visitors continued to be shopping. Japanese visitors spent nearly five times as much per day in shopping as those from the U.S. mainland, Canada and Europe.
- In 2008, shopping expenses rose 6.3 percent to \$101 per person per day.
- Japanese visitor spending on lodging, at \$90 per person, was 13.4 percent higher than 2007.
- These visitors also spent more on food and beverages (+5.5% to \$45 per person), entertainment and recreation (+8% to \$22 per person) but less on transportation (-2.5% to \$11 per person) compared to 2007.

Figure 23: 2008 Visitor Personal Daily Spending by Category and Selected MMA



CANADA

Per day spending by Canadian air visitors in 2008 was \$153 per person, up from \$151 per person in 2007 (Table 65).

- Daily spending by this group was the second lowest among the visitor markets.
- Lodging expenditures by these visitors increased 4 percent to \$67 per person per day in 2008.
- This group also spent more on other categories including food and beverages (+5.3% to \$33 per person), shopping (+1.6% to \$18 per person), transportation (+4.8% to \$15 per person) and entertainment and recreation (+8% to \$13 per person) than in 2007.

EUROPE

Daily spending by European air visitors fell from \$175 per person in 2007 to \$169 per person in 2008 (Table 66).

- Lodging expenditures by these visitors declined 7 percent to \$71 per person in 2008.
- This group also spent less on shopping (-3.6% to \$21 per person) and transportation (-2.2% to \$19 per person) than the previous year.
- However spending on food and beverages, the second largest category for European visitors, increased 6.5 percent to \$35 per person. They also spent more on entertainment and recreation (+18.7% to \$15 per person) compared to 2007.

OCEANIA

Daily spending by air visitors from Oceania ranked fourth among the visitor markets at \$216 per person in 2008, up from \$212 per person in 2007 (Table 67).

- Lodging expenses (\$69 per person) for this group was 6 percent lower than the previous year.
- However, these visitors spent more on shopping (+13.2% to \$56 per person), food and beverages (+2.1%, to \$49 per person), entertainment and recreation (+2.2% to \$19 per person) and transportation (+14% to \$16 per person) compared to 2007.

OTHER ASIA

Daily spending by visitors from Other Asia decreased to \$222 per person in 2008, from \$234 per person in 2007 (Table 68).

- Daily spending by this group of visitors continued to be second highest among the visitor markets.
- Lodging expenditures by these visitors fell 16.3 percent to \$66 per person per day.
- Next to the Japanese, visitors from Other Asia were the second highest spender in the shopping category at \$64 per person, up significantly from \$52 per person in 2007.
- This group spent less on food and beverages (-9.7% to \$38 per person), entertainment and recreation (-9.1% to \$23 per person) and transportation (-8.5% to \$22 per person) compared to the previous year.

LATIN AMERICA

Per day spending by air visitors from Latin America in 2008 was \$219 per person, up from \$195 per person in 2007. Spending on all major expenditure categories was significantly higher than the previous year (Table 69).

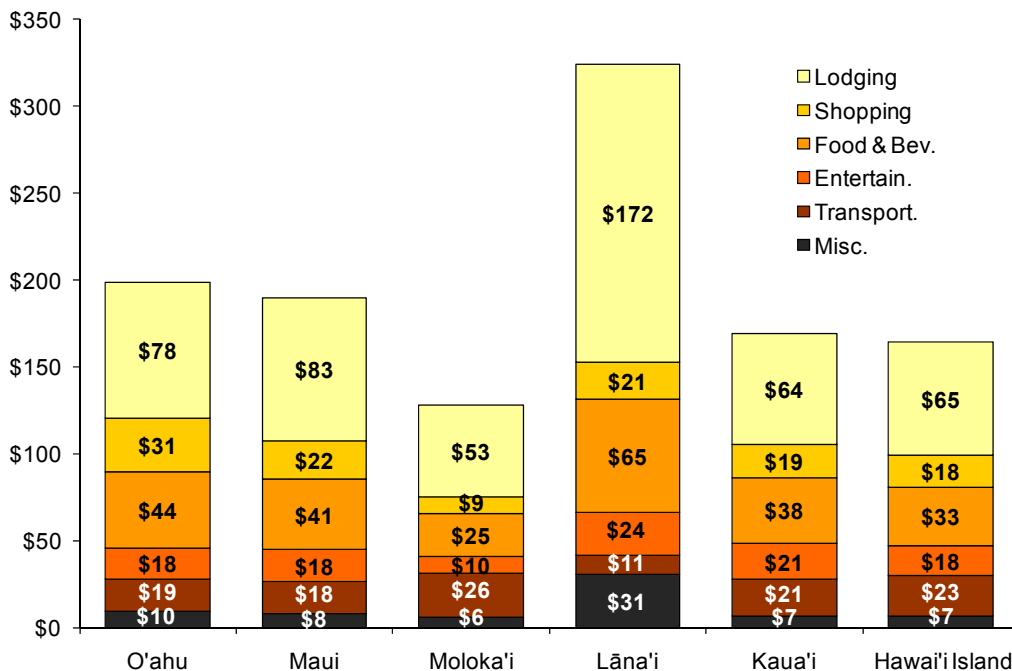
- These visitors spent \$74 per person daily on lodging in 2008 (\$53 per person in 2007).
- They also spent much more on shopping (+39% to \$42 per person), food and beverages (+43.5% to \$41 per person), entertainment and recreation (+105% to \$29 per person) and transportation (+26.9% to \$23 per person) compared to 2007.

AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND

Total daily spending by air visitors in 2008 increased on O‘ahu, Maui, Kaua‘i and Moloka‘i but declined on Lāna‘i and Hawai‘i Island compared to the previous year (Table 71).

- Visitor by air to Lāna‘i continued to spend the most on a daily basis at \$324 per person compared to \$342 per person in 2007.
- Daily spending on O‘ahu moved up from third highest in 2007 (\$186 per person) to second highest in 2008 at \$199 per person.
- Daily spending on Maui was the third highest in 2008 at \$190 per person, up from \$189 in 2007.
- Visitors to Kaua‘i in 2008 spent \$169 per person (\$167 per person in 2007), Hawai‘i Island visitors spent \$165 per person (\$166 per person in 2007) while Moloka‘i visitors spent \$129 per person, (\$113 per person in 2007).
- Lodging remained the largest expense for visitors across all islands and Lāna‘i continued to be the highest. Lāna‘i visitors in 2008 spent \$172 per person on lodging, down from \$185 per person in the previous year. Maui visitors in 2008 spent more on lodging (\$83 per person) compared to \$81 per person in 2007. Visitors on O‘ahu at \$78 per person (\$69 per person in 2007) and Kaua‘i at \$64 per person (\$63 per person in 2007) also spent more on lodging in 2008. Lodging expenses on Hawai‘i Island slightly decreased to \$65 per person (from \$66 per person in 2007) while lodging on Moloka‘i was virtually unchanged at \$53 per person.

Figure 24: 2008 Visitor Personal Daily Spending by Category and Island



- Visitors to O'ahu in 2008 spent less on shopping (\$31 per person daily) compared to \$40 per person per day in 2007. Daily shopping expenditures for Maui (\$22 per person), Kaua'i (\$19 per person) and Hawai'i Island (\$18 per person) were about the same as 2007.
- 2008 visitors spent the most on food and beverage on Lāna'i at \$65 per person compared to \$77 per person in 2007. Those who visited O'ahu (\$44 per person), Maui (\$41 per person), Kaua'i (\$38 per person), and Moloka'i (\$25 per person) spent more on food and beverages than those who visited these islands in the previous year. Food and beverage expenses by visitors on Hawai'i Island was about the same as the previous year at \$33 per person.
- Visitors on Lāna'i spent \$24 per person daily on entertainment and recreation in 2008, down from \$27 per person in 2007. Spending in this category increased from 2007 to \$21 per person on Kaua'i, \$18 per person on Maui, \$18 per person on Hawai'i Island, \$19 per person on O'ahu and \$10 per person on Moloka'i.
- Daily spending on transportation rose significantly on Moloka'i to \$26 per person in 2008 from \$18 per person in 2007. Transportation expenditures also increased to \$23 per person on Hawai'i Island and \$19 per person on O'ahu in 2008. Visitors on Maui (\$18 per person) and Lāna'i (\$11 person) spent less on transportation costs while those on Kaua'i (\$21 per person) spent about the same amount compared to 2007.

Table 59: Total Visitor Expenditures by Category: 2008 vs. 2007
 (Total Air and Cruise Visitor Spending in millions of dollars)

Expenditure Type	2008	2007	% change
GRAND TOTAL	11,398.5	12,811.1	-11.0
Total Food and beverage	2,271.2	2,415.0	-6.0
Restaurant food	1,531.9	1,631.0	-6.1
Dinner shows and cruises	238.3	273.8	-13.0
Groceries and snacks	500.9	510.3	-1.8
Entertainment & Recreation	1,063.6	1,142.9	-6.9
Total Transportation	1,032.2	1,246.9	-17.2
Interisland airfare	188.9	381.3	-50.4
Ground transportation	92.9	95.5	-2.7
Rental vehicles	648.8	677.1	-4.2
Gasoline, parking, etc.	101.6	93.1	9.1
Total Shopping	1,955.7	2,151.7	-9.1
Fashion and clothing	703.7	777.6	-9.5
Jewelry and watches	354.2	394.1	-10.1
Cosmetics, perfume	73.6	73.1	0.7
Leather goods	277.1	298.9	-7.3
Hawai'i food products	199.1	213.3	-6.6
Souvenirs	348.0	394.7	-11.8
Lodging	4,282.9	4,746.1	-9.8
All other expenses 1/	614.7	923.1	-33.4
Supplemental business	178.3	185.2	-3.8

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 60: 2008 Total Visitor Expenditures by Island and MMA
(Total Air and Cruise Visitor Spending in \$millions)**

2008	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	1,390.1	1,362.6	1,776.9	282.9	121.6	230.5	144.0	34.6	393.7	5,737.0
Maui	1,301.4	1,015.0	53.6	295.5	61.8	31.9	18.5	13.7	125.4	2,916.8
Moloka'i	17.8	12.2	0.5	3.1	1.8	0.4	0.6	0.1	1.8	38.3
Lāna'i	38.7	32.7	1.6	3.7	2.3	0.9	1.1	0.3	6.8	88.1
Kaua'i	604.8	400.0	9.7	56.4	24.5	10.7	4.9	1.5	50.6	1,163.1
Hawai'i Island	621.7	484.2	111.6	87.6	41.6	19.0	16.8	4.4	68.2	1,455.2
STATE	3,974.6	3,306.5	1,954.0	729.2	253.7	293.4	185.9	54.7	646.5	11,398.5

**Table 61: 2008 Total Visitor Expenditures Growth by Island and MMA
(% change over 2007)**

2008	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA	OCEANIA MMA	OTHER ASIA MMA	LATIN AMERICA MMA	OTHER MMA	TOTAL
O'ahu	-10.2%	-10.2%	-1.9%	16.7%	-1.2%	-7.6%	-32.9%	39.6%	13.5%	-5.6%
Maui	-22.0%	-18.4%	-4.6%	8.2%	12.0%	16.4%	35.5%	-4.0%	7.9%	-15.9%
Moloka'i	-10.9%	-13.7%	201.8%	-10.5%	183.6%	-52.4%	77.9%	-45.2%	29.5%	-6.9%
Lāna'i	-22.8%	-28.8%	248.7%	-44.5%	18.6%	-63.9%	42.1%	-24.5%	84.2%	-21.7%
Kaua'i	-18.7%	-16.4%	11.9%	12.4%	22.5%	-6.4%	-3.6%	9.6%	-5.5%	-15.3%
Hawai'i Island	-23.3%	-15.6%	-8.5%	22.6%	16.7%	-15.6%	-28.5%	-47.5%	-3.9%	-16.3%
STATE	-17.9%	-14.6%	-2.2%	12.7%	7.3%	-6.6%	-27.9%	10.4%	9.1%	-11.0%

**Table 62: U.S. West Visitor Personal Daily Spending by Category
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
GRAND TOTAL	146.2	155.9	-6.2
Total Food and beverage	32.4	32.3	0.3
Restaurant food	21.1	21.0	0.9
Dinner shows and cruises	3.0	3.7	-19.4
Groceries and snacks	8.3	7.7	8.4
Entertainment & Recreation	13.8	14.4	-4.3
Total Transportation	15.3	17.6	-13.3
Interisland airfare	1.7	5.0	-67.0
Ground transportation	0.7	0.6	20.1
Rental vehicles	11.2	10.6	6.2
Gasoline, parking, etc.	1.7	1.4	18.7
Total Shopping	19.0	20.1	-5.2
Fashion and clothing	7.2	7.4	-3.0
Jewelry and watches	4.3	4.7	-7.1
Cosmetics, perfume	0.3	0.4	-10.9
Leather goods	0.6	0.7	-20.6
Hawai'i food products	2.2	2.1	1.0
Souvenirs	4.4	4.7	-6.6
Lodging	60.4	63.4	-4.7
All other expenses ^{1/}	5.4	8.1	-33.9

**Table 63: U.S. East Visitor Personal Daily Spending by Category
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
GRAND TOTAL	183.4	192.8	-4.9
Total Food and beverage	37.7	36.0	4.9
Restaurant food	26.3	25.1	4.7
Dinner shows and cruises	4.5	4.4	1.7
Groceries and snacks	7.0	6.5	7.8
Entertainment & Recreation	19.9	19.2	3.6
Total Transportation	18.8	22.0	-14.3
Interisland airfare	3.9	7.9	-50.9
Ground transportation	1.0	0.9	9.0
Rental vehicles	11.9	11.5	4.2
Gasoline, parking, etc.	2.0	1.6	21.5
Total Shopping	21.2	23.2	-8.6
Fashion and clothing	7.3	7.8	-6.6
Jewelry and watches	5.1	5.6	-9.6
Cosmetics, perfume	0.3	0.4	-25.3
Leather goods	0.5	0.8	-33.1
Hawai'i food products	2.1	2.2	-5.2
Souvenirs	6.0	6.5	-7.6
Lodging	72.5	74.4	-2.5
All other expenses ^{1/}	13.3	18.1	-26.6

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 64: Japanese Visitor Personal Daily Spending by Category
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
GRAND TOTAL	288.3	268.8	7.3
Total Food and beverage	45.2	42.9	5.5
Restaurant food	31.6	29.7	6.4
Dinner shows and cruises	5.3	5.3	0.4
Groceries and snacks	8.3	7.9	5.7
Entertainment & Recreation	22.0	20.3	8.0
Total Transportation	11.4	11.7	-2.5
Interisland airfare	3.0	3.6	-17.2
Ground transportation	4.8	4.8	1.2
Rental vehicles	3.1	2.9	6.1
Gasoline, parking, etc.	0.4	0.4	24.0
Total Shopping	100.8	94.7	6.3
Fashion and clothing	27.0	25.1	7.5
Jewelry and watches	12.9	11.8	9.7
Cosmetics, perfume	5.7	5.5	4.4
Leather goods	34.0	32.0	6.0
Hawai'i food products	11.9	11.2	6.1
Souvenirs	9.3	9.1	1.3
Lodging	89.6	79.0	13.4
All other expenses 1/	19.4	20.2	-3.9

**Table 65: Canadian Visitor Personal Daily Spending by Category
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
GRAND TOTAL	153.4	150.8	1.8
Total Food and beverage	32.6	31.0	5.3
Restaurant food	20.1	19.3	4.4
Dinner shows and cruises	3.1	2.9	5.0
Groceries and snacks	9.4	8.7	7.3
Entertainment & Recreation	12.6	11.7	8.0
Total Transportation	14.5	13.9	4.8
Interisland airfare	1.9	1.7	15.0
Ground transportation	1.0	0.9	7.7
Rental vehicles	10.0	9.8	1.6
Gasoline, parking, etc.	1.6	1.4	12.5
Total Shopping	18.4	18.1	1.6
Fashion and clothing	9.2	8.9	2.7
Jewelry and watches	3.0	3.0	0.2
Cosmetics, perfume	0.4	0.3	6.6
Leather goods	0.5	0.5	-4.2
Hawai'i food products	1.5	1.5	1.9
Souvenirs	3.8	3.8	0.5
Lodging	67.0	64.5	4.0
All other expenses 1/	8.2	11.7	-29.4

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 66: European Visitor Personal Daily Spending by Category
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
GRAND TOTAL	168.8	174.7	-3.4
Total Food and beverage	34.6	32.5	6.5
Restaurant food	24.4	24.7	-0.9
Dinner shows and cruises	2.8	1.8	55.0
Groceries and snacks	7.4	6.0	21.9
Entertainment & Recreation	15.3	12.9	18.7
Total Transportation	19.3	19.8	-2.2
Interisland airfare	5.3	5.8	-8.8
Ground transportation	1.9	1.8	10.8
Rental vehicles	10.8	10.9	-1.4
Gasoline, parking, etc.	1.3	1.3	2.8
Total Shopping	20.6	21.3	-3.6
Fashion and clothing	9.6	11.3	-15.2
Jewelry and watches	3.4	3.6	-6.5
Cosmetics, perfume	0.6	0.4	33.5
Leather goods	0.7	1.2	-39.7
Hawai'i food products	1.3	1.2	16.5
Souvenirs	4.9	3.6	37.3
Lodging	71.4	76.7	-7.0
All other expenses 1/	7.6	11.4	-33.4

**Table 67: Oceania Visitor Personal Daily Spending by Category
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
GRAND TOTAL	216.1	212.3	1.8
Total Food and beverage	48.9	47.9	2.1
Restaurant food	35.1	36.3	-3.3
Dinner shows and cruises	5.2	4.5	16.7
Groceries and snacks	8.5	7.0	20.4
Entertainment & Recreation	19.4	18.9	2.2
Total Transportation	16.2	14.2	14.0
Interisland airfare	5.2	4.4	20.0
Ground transportation	3.2	2.9	10.8
Rental vehicles	6.8	6.2	8.8
Gasoline, parking, etc.	1.1	0.8	33.1
Total Shopping	56.0	49.4	13.2
Fashion and clothing	32.5	27.1	19.7
Jewelry and watches	8.4	8.7	-3.5
Cosmetics, perfume	3.7	3.8	-2.7
Leather goods	3.2	2.6	24.2
Hawai'i food products	1.0	1.0	4.8
Souvenirs	7.2	6.2	14.6
Lodging	69.4	73.9	-6.0
All other expenses 1/	6.3	8.0	-21.5

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 68: Other Asia Visitor Personal Daily Spending by Category
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
GRAND TOTAL	221.9	233.8	-5.1
Total Food and beverage	38.3	42.4	-9.7
Restaurant food	25.7	30.2	-14.9
Dinner shows and cruises	5.8	6.0	-3.4
Groceries and snacks	6.8	6.2	9.8
Entertainment & Recreation	22.8	25.1	-9.1
Total Transportation	21.9	24.0	-8.5
Interisland airfare	9.6	10.9	-11.6
Ground transportation	2.5	4.7	-47.6
Rental vehicles	8.6	7.2	19.9
Gasoline, parking, etc.	1.2	1.2	3.2
Total Shopping	63.8	52.1	22.5
Fashion and clothing	23.3	22.5	3.2
Jewelry and watches	11.5	5.5	109.2
Cosmetics, perfume	5.4	3.2	66.9
Leather goods	12.6	9.4	33.9
Hawai'i food products	5.8	6.5	-10.8
Souvenirs	5.3	4.9	7.1
Lodging	65.9	78.7	-16.3
All other expenses 1/	9.3	11.6	-20.0

**Table 69: Latin American Visitor Personal Daily Spending by Category
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
GRAND TOTAL	219.2	195.0	12.4
Total Food and beverage	40.6	28.3	43.5
Restaurant food	24.9	21.1	17.8
Dinner shows and cruises	7.2	2.0	257.5
Groceries and snacks	8.5	5.2	65.2
Entertainment & Recreation	28.6	13.9	105.0
Total Transportation	22.5	17.8	26.9
Interisland airfare	7.4	3.3	126.8
Ground transportation	2.4	1.0	147.8
Rental vehicles	11.2	11.4	-1.4
Gasoline, parking, etc.	1.6	2.2	-27.9
Total Shopping	41.5	29.9	39.0
Fashion and clothing	16.6	16.9	-1.6
Jewelry and watches	15.8	2.7	491.8
Cosmetics, perfume	1.1	0.7	64.1
Leather goods	0.2	2.5	-90.4
Hawai'i food products	1.5	2.0	-25.0
Souvenirs	6.3	5.1	22.1
Lodging	74.4	52.5	41.9
All other expenses 1/	11.5	52.7	-78.2

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 70: Other Visitor Personal Daily Spending by Category
2008 vs. 2007 (Arrivals by air, in dollars)**

Expenditure Type	2008	2007	% change
GRAND TOTAL	173.3	175.9	-1.5
Total Food and beverage	34.5	31.9	8.2
Restaurant food	24.0	21.8	10.0
Dinner shows and cruises	3.2	1.8	78.1
Groceries and snacks	7.4	8.4	-11.3
Entertainment & Recreation	15.1	12.1	24.6
Total Transportation	20.1	16.0	25.5
Interisland airfare	5.8	3.0	92.2
Ground transportation	2.3	2.1	8.1
Rental vehicles	10.1	9.4	6.6
Gasoline, parking, etc.	2.0	1.4	35.6
Total Shopping	35.8	39.1	-8.5
Fashion and clothing	20.3	26.4	-22.8
Jewelry and watches	3.9	3.6	8.5
Cosmetics, perfume	2.4	0.7	244.2
Leather goods	1.6	2.3	-30.1
Hawai'i food products	2.2	1.3	71.6
Souvenirs	5.2	4.7	9.2
Lodging	58.0	56.4	2.8
All other expenses 1/	9.8	20.4	-51.9

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

**Table 71: 2008 Visitor Personal Daily Spending by Category by Island
(Arrivals by air, in dollars)**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	198.8	190.0	128.5	324.3	169.3	164.5
Total Food and beverage	43.7	40.5	24.8	65.4	38.2	33.4
Restaurant food	30.4	26.2	11.8	59.3	23.9	22.3
Dinner shows and cruises	4.3	4.7	0.8	0.8	3.9	2.3
Groceries and snacks	9.0	9.6	12.3	5.3	10.4	8.8
Entertainment & Recreation	17.8	18.4	9.6	24.4	20.6	17.6
Total Transportation	18.5	18.2	25.7	11.3	21.0	22.8
Interisland airfare	2.0	1.8	9.1	6.6	2.8	6.6
Ground transportation	1.9	0.6	0.8	1.6	0.4	0.7
Rental vehicles	12.3	14.0	14.1	2.6	16.0	13.2
Gasoline, parking, etc.	2.3	1.8	1.7	0.5	1.8	2.3
Total Shopping	30.7	22.1	9.0	20.9	18.8	18.3
Fashion and clothing	11.4	8.8	2.3	8.4	6.9	6.0
Jewelry and watches	7.0	5.4	1.0	4.2	4.3	3.3
Cosmetics, perfume	0.6	0.3	0.1	0.4	0.2	0.3
Leather goods	1.1	0.7	0.2	0.9	0.2	0.7
Hawai'i food products	3.6	1.8	2.0	0.7	1.9	2.8
Souvenirs	7.1	5.1	3.4	6.3	5.3	5.2
Lodging	78.2	82.5	53.4	171.6	63.8	65.2
All other expenses 1/	9.9	8.3	5.9	30.7	6.8	7.2

**Table 72: 2008 Visitor Personal Daily Spending Growth by Category by Island
(% change over 2007)**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	6.9%	0.4%	13.7%	-5.1%	1.6%	-0.9%
Total Food and beverage	34.0%	10.0%	18.6%	-15.3%	8.8%	1.7%
Restaurant food	37.1%	8.0%	4.3%	-12.0%	5.1%	-0.6%
Dinner shows and cruises	0.2%	2.4%	276.2%	-81.3%	14.5%	-6.1%
Groceries and snacks	46.6%	20.5%	30.0%	-1.1%	16.2%	10.4%
Entertainment & Recreation	10.7%	7.8%	23.8%	-8.5%	9.6%	10.4%
Total Transportation	11.7%	-10.0%	44.6%	-31.1%	1.6%	10.8%
Interisland airfare	-64.0%	-68.3%	166.1%	-36.0%	-43.8%	31.6%
Ground transportation	-4.2%	21.4%	15.6%	-7.9%	16.5%	-4.4%
Rental vehicles	59.6%	11.7%	16.4%	-29.5%	15.4%	2.1%
Gasoline, parking, etc.	83.9%	22.6%	9.6%	-23.3%	24.0%	20.1%
Total Shopping	-23.5%	-0.3%	20.3%	52.9%	2.5%	3.9%
Fashion and clothing	-30.1%	6.9%	-8.9%	19.9%	-0.3%	1.7%
Jewelry and watches	8.4%	-3.5%	38.8%	109.0%	1.1%	8.7%
Cosmetics, perfume	-62.0%	-8.3%	-33.5%	335.3%	-27.4%	11.8%
Leather goods	-80.5%	13.7%	193.3%	960.3%	-8.6%	16.2%
Hawai'i food products	66.4%	-3.5%	38.8%	0.8%	6.1%	5.9%
Souvenirs	-12.0%	-7.5%	30.4%	68.2%	8.8%	0.7%
Lodging	12.9%	2.5%	1.5%	-7.5%	1.9%	-1.4%
All other expenses 1/	-12.8%	-33.5%	-7.5%	37.5%	-38.9%	-44.3%

^{1/} Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships

CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIPS

ISLAND VISITATION

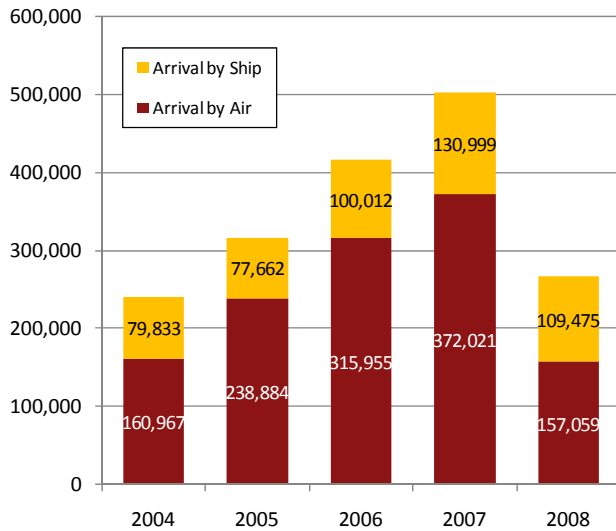
LENGTH OF STAY AND ACCOMODATIONS

DAILY SPENDING

CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIP

Figure 25: 2004-2008 Cruise Visitors to Hawai'i



After expanding rapidly from 2004 through 2007, Hawai'i's cruise industry contracted in 2008 as total cruise visitors fell below 2005 levels. As a result of challenging business conditions, two out of three U.S. flagged cruised ships that were home-ported in the islands stopped operating by the first half of 2008, leaving only one Hawai'i home ported ship.

A total of 266,534 visitors either came by air and boarded cruise ships or entered Hawai'i by cruise ships in 2008. This represented a 47 percent decline from the 2007 peak of 503,019 total cruise visitors (Table 73 and Table 74).

Of the 266,534 total cruise visitors in 2008, 109,475 visitors entered Hawai'i aboard 31 foreign flagged cruise ships which visited the islands 68 times. This was down 16.4 percent from 2007 when 130,999 cruise visitors arrived on 30 foreign flagged cruise ships which came 80 times.

Another 157,059 visitors flew to the islands and boarded cruise ships in 2008. This was a 57.8 percent reduction from the 372,021 visitors in 2007, largely due to the loss of the U.S. flagged home-ported Pride of Hawai'i (stopped inter-island operation on February 5, 2008) and Pride of Aloha (stopped inter-island operation on May 12, 2008).

Total spending by all cruise visitors (those that came by cruise ships and those who flew to the state to board cruise ships) plunged 49.9 percent to \$434.9 million, due mainly to the reduction in cruise visitor traffic. U.S. East cruise visitors spent \$268.8 million, down significantly from \$445.9 million in 2007. Spending by U.S. West cruise visitors decreased to \$80 million (from \$205.6 million in 2007), Canadian cruise visitors spent \$42.5 million (from \$68.8 million in 2007) while European cruise visitors spent \$11.8 million (from \$20.1 million in 2007).

ISLAND VISITATION

In total there were 268,550 passengers aboard cruise ships in 2008, 99.3 percent (266,534) of these passengers were visitors while less than 1 percent or 2,016 passengers were Hawai'i residents (Table 75).

- By the nature of the cruise routes, most passengers went to the four largest islands. Nearly all (99.98%) of the cruise passengers visited O'ahu, 96.2 percent visited Hawai'i Island, 94.9 percent

visited Maui and 84.7 percent visited Kaua'i. In addition to their cruise itinerary, 7,086 passengers visited Lāna'i and 6,885 visited Moloka'i.

- In terms of cruise visitors, the largest group was from U.S. East (52.3% of total cruise visitors), followed by visitors from U.S. West (27.4%), Canada (11.1%), Europe (2.9%) and other markets (6.3%).
- Over half (58.1%) of all cruise visitors had been to the islands before while 41.9 percent came to Hawai'i for the first-time. The majority of U.S. West (81.8%) and Canadians (54.1%) were repeat visitors while the majority of European (71.4%) and U.S. East visitors (53%) were first-timers.
- Most (81.7%) of the visitors cruised the islands for leisure in 2008, 9.1 percent visited friends or relatives, 3.4 percent were on their honeymoon and 4 percent played golf.

LENGTH OF STAY AND TYPE OF ACCOMODATION

The total average length of stay in the state by cruise visitors was 10.17 days in 2008 compared to 9.86 days in 2007. Cruise visitors in 2008 spent an average of 6.04 days aboard ship touring the islands and 1.25 days on shore after the cruise was over. In addition, visitors who arrived by air stayed an average of 2.88 days in Hawai'i before their cruise.

- Cruise visitors from U.S. West spent the most time in the islands at 11.34 days, up from 10.47 days in 2007. Their average length of cruise in 2008 was 5.42 days and these visitors also spent 1.77 days on shore after their cruise was over.
- The average length of stay by Canadian visitors increased to 10.36 total days from 9.99 total days in 2007. In 2008, these visitors spent 5.87 days on ship and 1.21 days were spent post-cruise.
- U.S East cruise visitors spent an average of 9.67 days in 2008, 6.46 days aboard ship and 0.93 of a day after cruise. This was longer than 9.32 total days in 2007.
- In contrast to the other markets, the average length of stay by European visitors in 2008 was 7.44 days, significantly shorter than 9.10 days in 2007. Europeans visitors in 2008 spent fewer days on ship (5.37 days versus 5.84 days in 2007), in Hawai'i before cruise (1.20 days versus 1.64 days in 2007) and in the state after the cruise was over (0.87 days, versus 1.62 days in 2007).
- Similar to 2007 (51.4%), over half (51.6%) of the cruise visitors in 2008 chose to stay in hotels in addition to their cruise stay.
- Other lodging used by cruise visitors included condominiums (5.8%, up from 4.3% in 2007), timeshare properties (5.3%, up from 3.4% in 2007) and staying with friends or relatives (3.2%, compared to 2.9% in 2007).

DAILY SPENDING

Cruise visitors in 2008 spent an average of \$160 per person per day (PPPD) statewide, down from \$175 per person in 2007. This amount included on shore spending by visitors from all cruise ships, as well as spending on ship for visitors on the U.S. flagged Hawai'i-home ported ships which were considered as Hawai'i businesses (Table 76).

- The statewide figure of \$160 per person also included \$100 per person in visitor spending that was spent on board U.S. flagged Hawai'i home-ported ship or which cruise package expenditures could not be allocated to a specific expenditure category.

- In 2008, on island spending by cruise visitors on O‘ahu was the highest at \$66 per person per day among the four major islands, but significantly less than \$94 per person in 2007.
- Cruise visitor daily spending on Hawai‘i Island was second highest at \$62 per person compared to \$66 per person in 2007.
- Cruise visitors daily spending on Maui (\$45 per person) and on Kaua‘i (\$35 per person) in 2008 were also much lower than the \$65 per person and \$53 per person in 2007, respectively.
- European cruise visitors continued to spend the most per day statewide at \$208 per person (included unallocated spending of \$109 per person), up slightly from \$206 statewide in 2007. By island, visitors from Europe spent the most on O‘ahu (\$104 per person), followed by Hawai‘i Island (\$94 per person), Maui (\$69 per person) and Kaua‘i (\$48 per person) (Table 80).
- Daily spending by cruise visitors from U.S. East remained second at \$199 per person statewide (included unallocated spending of \$126 per person). This was higher than the \$197 per person by U.S. East cruise visitors in 2007. In 2008, these visitors spent the most on O‘ahu at \$77 per person, followed by Hawai‘i Island at \$73 per person, Maui at \$61 per person and Kaua‘i at \$51 per person (Table 78).
- Spending by cruise visitors from Canada declined from \$155 per person in 2007 to \$138 in 2008 (included unallocated spending of \$74 per person). These visitors spent the most on Hawai‘i Island in 2008 (\$74 per person), followed by O‘ahu (\$66 per person), Maui (\$42 per person) and Kaua‘i (\$37 per person) (Table 79).
- U.S. West cruise visitors continued to spend the least among the visitor markets in 2008 at \$97 per person per day statewide (included unallocated spending of \$53 per person), significantly less than \$132 per person in 2007. By island, these visitors spent \$50 per person on O‘ahu, \$46 per person on Hawai‘i Island, \$33 per person on Maui and \$20 per person on Kaua‘i (Table 77).
- Other visitors outside of the four major markets, spent \$179 per person per day statewide (included \$104 in unallocated spending per person) compared to \$207 per person in 2007. On a daily basis, these visitors spent the most on O‘ahu (\$93 per person), followed by Hawai‘i Island (\$74 per person), Maui (\$45 per person) and Kaua‘i (\$41 per person) (Table 81).

Table 73: 2008 Cruise Ship Visitors

2008	SHIP ARRIVALS FROM OUT-OF-STATE ^{1/}	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	9	12,732	24,962	20	37,694	11.35	427,941
FEBRUARY	9	11,233	14,808	16	26,041	10.42	271,243
MARCH	7	12,299	19,388	16	31,687	10.27	325,473
APRIL	6	11,170	12,271	12	23,441	10.13	237,420
MAY	3	5,375	15,773	11	21,148	9.08	192,004
JUNE	0	0	9,792	4	9,792	9.80	96,002
JULY	2	1,085	9,492	6	10,577	9.73	102,928
AUGUST	2	2,055	11,698	7	13,753	10.33	142,115
SEPTEMBER	7	10,516	9,282	12	19,798	10.63	210,511
OCTOBER	9	17,983	10,792	14	28,775	8.90	256,243
NOVEMBER	8	12,015	10,487	13	22,502	10.11	227,542
DECEMBER	6	13,013	8,314	10	21,327	10.39	221,618
TOTAL	68	109,475	157,059	141	266,534	10.17	2,711,040

Note: Sum may not add up to total due to rounding.

Table 74: 2008 Cruise Ship Visitor Growth

2008	SHIP ARRIVALS FROM OUT-OF-STATE ^{1/}	ARRIVED BY SHIPS	ARRIVED BY AIR	NUMBER OF TOURS	TOTAL ARRIVED	AVERAGE LENGTH OF STAY (DAYS)	VISITOR DAYS
JANUARY	0.0%	6.4%	-25.0%	-20.0%	-16.7%	14.0%	-5.0%
FEBRUARY	80.0%	27.4%	-50.3%	-15.8%	-32.6%	9.8%	-26.0%
MARCH	-22.2%	-10.3%	-43.8%	-36.0%	-34.2%	8.0%	-29.0%
APRIL	0.0%	-4.3%	-66.1%	-47.8%	-51.0%	9.2%	-46.5%
MAY	-62.5%	-59.6%	-42.7%	-47.6%	-48.2%	-3.3%	-49.9%
JUNE	-100.0%	-100.0%	-68.9%	-77.8%	-72.6%	-5.1%	-74.0%
JULY	-33.3%	-71.1%	-72.6%	-66.7%	-72.5%	-2.6%	-73.2%
AUGUST	0.0%	-37.9%	-60.1%	-50.0%	-57.8%	3.1%	-56.5%
SEPTEMBER	-22.2%	-26.0%	-70.4%	-52.0%	-56.6%	6.5%	-53.7%
OCTOBER	-18.2%	-14.2%	-63.5%	-44.0%	-43.0%	-9.9%	-48.6%
NOVEMBER	-11.1%	-17.2%	-53.6%	-35.0%	-39.4%	-1.9%	-40.6%
DECEMBER	20.0%	22.7%	-73.8%	-47.4%	-49.7%	-0.1%	-49.7%
TOTAL	-15.0%	-16.4%	-57.8%	-44.0%	-47.0%	3.2%	-45.3%

^{1/} Ship arrivals excluded the U.S. Flagged Haw a'i'i home-ported ships: Pride of Aloha, Pride of America and Pride of Haw a'i'i.

Number of tours, visitors, and visitor days include all ships. Some ships came multiple times.

Source: DBEDT and Haw a'i'i State Department of Transportation, Harbors Division.

Table 75: 2008 Total Cruise Ship Passengers by MMA

	Visitors by MMA						Hawai'i Residents	Total Passengers
	Visitors	US West	US East	Canada	Europe	Other		
Total Passengers	266,534	72,964	139,401	29,678	7,633	16,858	2,016	268,550
Island Visitation (Number of Passengers)								
O'ahu	266,468	72,930	139,383	29,673	7,628	16,854	2,016	268,484
Kaua'i	225,582	57,063	124,822	23,545	5,943	14,208	1,957	227,539
Maui County	252,869	68,275	134,468	27,193	7,035	15,897	1,993	254,862
Maui	252,869	68,275	134,468	27,193	7,035	15,897	1,993	254,862
Moloka'i	6,885	2,181	3,103	942	221	439	0	6,885
Lāna'i	7,086	2,451	2,982	956	243	454	0	7,086
Hawai'i Island	256,268	69,135	135,780	27,896	7,223	16,234	1,999	258,267
Purpose of Trip (Number of Passengers)								
Honeymoon	9,073	2,345	4,625	911	406	786	36	9,110
Get Married	2,411	535	1,418	338	13	107	0	2,411
Attend Wedding	3,026	821	1,269	404	68	463	49	3,074
Convention / Conference	5,647	1,299	3,113	918	28	289	0	5,647
Business	5,025	1,602	2,953	333	21	116	47	5,071
Visit Friends or Relatives	24,128	10,298	10,988	1,544	107	1,192	493	24,621
Play Golf	10,748	2,259	5,784	2,089	129	488	227	10,975
Leisure	217,815	57,516	114,783	24,608	6,887	14,021	1,213	219,028
Type of Accomodation Before or After Cruise (Number of Passengers)								
Hotel	137,479	26,945	80,478	16,100	3,453	10,502	149	137,628
Hotel only	118,379	20,727	71,190	13,708	3,184	9,571	149	118,529
Condo	15,384	5,498	6,622	2,001	308	954	31	15,415
Condo only	3,787	1,421	1,577	518	122	149	0	3,787
Timeshare	14,066	4,401	7,148	1,960	153	405	0	14,066
Timeshare Only	4,191	1,246	2,526	378	0	42	0	4,191
Cruise only	111,639	40,123	50,504	11,758	3,972	5,282	652	112,291
Bed & Breakfast	4,497	1,547	1,863	749	158	179	31	4,528
Bed & Breakfast only	419	66	276	77	0	0	0	419
Friends & relatives	8,415	3,584	3,420	758	170	483	130	8,546
Friends only	1,746	796	673	70	31	177	130	1,876
Other accomodation	12,184	4,035	5,757	1,278	261	854	1,052	13,236
Other accomodation only	5,688	1,690	2,891	542	22	544	1,052	6,741
Average Length of Stay (days)								
Total Length of Stay in Hawai'i	10.17	11.34	9.67	10.36	7.44	10.14	6.88	10.15
LOS in Hawai'i Before Cruise	2.88	4.15	2.28	3.28	1.20	2.48	0.00	2.86
LOS in Hawai'i During Cruise	6.04	5.42	6.46	5.87	5.37	5.89	6.88	6.05
LOS in Hawai'i After Cruise	1.25	1.77	0.93	1.21	0.87	1.77	0.00	1.24
Type of Visitors								
First Timers	111,779	13,308	73,855	13,637	5,446	6,779	NA	NA
Repeat Visitors	154,755	59,656	65,546	16,041	2,187	10,079	NA	NA
Total Expenditures (\$mil)								
Total Expenditures (\$mil)	434.9	80.0	268.8	42.5	11.8	31.8	NA	NA
PPPD (All visitors, \$)	160.4	96.7	199.4	138.2	207.6	185.8	NA	NA
PPPD (On domestic ships, \$)	237.2	204.8	245.2	213.5	293.7	266.7	NA	NA
PPPD (On foreign ships, \$)	52.8	41.0	65.4	59.0	100.1	63.6	NA	NA

NA: Not Available

Note: Sum may not add up to total due to rounding.

Table 76: 2008 Cruise Visitor Per Person Per Day Spending: All Cruise Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i	% Change
Total per person per day spending	160.4	-8.4	66.2	-29.9	45.0	-31.3	35.3	-33.8	61.6	-6.6
Lodging	6.5	-48.6	12.3	-55.2	3.2	-55.4	3.5	-23.8	3.2	-40.5
Food & beverages	6.9	-20.4	9.4	-38.4	5.3	-22.0	2.8	-34.5	5.3	-0.8
Restaurant	4.5	-20.3	6.7	-38.5	3.2	-18.9	1.7	-22.8	3.3	-2.6
Dinner shows	1.1	-30.4	1.3	-39.8	1.1	-37.7	0.5	-48.3	0.6	-11.1
Groceries/snacks	1.3	-9.8	1.3	-36.5	1.0	-8.6	0.5	-46.7	1.4	9.7
Entertainment and Recreation	3.0	-25.0	3.9	-36.5	1.9	-46.1	1.6	-38.7	2.8	2.9
Shore Tour	15.1	-19.7	9.2	-19.1	11.9	-38.6	14.2	-37.3	19.8	-18.7
Total Transportation	5.6	-18.6	6.9	-22.8	4.0	-43.3	3.5	-32.8	5.4	2.6
Inter-island airfare	2.0	55.4	2.4	68.0	1.6	24.9	1.3	11.5	2.4	83.9
Ground transportation	1.1	-15.2	1.8	-31.4	0.5	-45.2	0.4	-8.6	0.8	5.8
Rental car/moped	2.1	-42.1	2.3	-44.0	1.7	-61.1	1.6	-49.5	1.9	-29.4
Other transportation	0.4	-41.5	0.5	-46.3	0.3	-60.1	0.2	-48.2	0.3	-36.2
Total Shopping	17.3	11.8	18.0	4.5	13.7	-14.0	7.2	-30.0	18.5	9.2
Fashion& clothing	5.5	19.5	6.0	1.1	4.0	-5.5	2.3	-28.0	5.7	30.7
Jewelry/watch	5.0	14.3	5.6	19.0	4.8	-19.3	1.9	-27.4	4.2	9.8
Cosmetics/perfumes	0.2	-0.9	0.3	-3.2	0.2	-5.4	0.1	-59.3	0.1	-2.8
leather goods	0.3	6.3	0.5	15.4	0.1	-36.5	0.1	-36.0	0.1	-21.9
Hawai'i food products	1.9	9.8	1.6	10.6	1.0	-22.7	0.6	-30.4	3.4	0.8
Souvenirs	4.4	2.6	4.0	-9.0	3.7	-11.4	2.2	-31.8	5.0	-2.8
All other spending outside ship	5.9	0.3	6.4	-18.6	4.9	-10.2	2.4	-32.9	6.4	11.2
Unallocated and on ship spending 1/	100.1	-2.7								

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Table 77: 2008 Cruise Visitor Per Person Per Day Spending: U.S. West Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i	% Change
Total per person per day spending	96.7	-26.8	50.4	-26.6	32.9	-35.5	20.3	-53.5	45.7	-15.3
Lodging	2.8	-61.2	5.2	-67.5	1.3	-69.4	1.5	-49.0	2.0	-43.1
Food & beverages	5.3	-20.9	7.0	-35.9	4.9	-17.9	1.7	-57.8	4.0	-16.0
Restaurant	3.4	-20.7	4.8	-36.4	2.9	-13.3	1.1	-52.0	2.6	-14.1
Dinner shows	0.7	-28.3	1.1	-16.9	0.7	-50.4	0.3	-61.3	0.3	-22.9
Groceries/snacks	1.2	-16.0	1.0	-47.2	1.2	11.7	0.3	-68.9	1.1	-18.4
Entertainment and Recreation	1.9	-44.5	2.9	-38.7	1.0	-68.8	1.0	-61.7	1.4	-42.7
Shore Tour	9.8	-28.5	6.6	-20.2	7.2	-45.5	7.1	-58.0	13.3	-27.0
Total Transportation	4.1	-31.4	5.0	-32.9	2.6	-54.9	2.5	-50.7	4.2	-15.1
Inter-island airfare	1.3	18.6	1.4	9.8	1.0	17.6	0.7	-16.0	1.7	39.2
Ground transportation	0.9	1.1	1.6	-10.5	0.4	-33.8	0.3	-30.5	0.7	5.3
Rental car/moped	1.6	-52.3	1.7	-54.2	1.1	-71.2	1.2	-60.8	1.6	-39.6
Other transportation	0.3	-51.0	0.4	-51.9	0.2	-72.0	0.2	-67.5	0.3	-41.1
Total Shopping	15.3	14.1	17.9	25.7	12.1	-13.3	4.9	-46.2	15.0	-1.8
Fashion& clothing	4.8	20.5	4.9	3.3	3.6	-2.6	1.6	-43.0	5.5	32.0
Jewelry/watch	4.5	16.1	6.6	42.3	4.0	-21.3	1.2	-50.0	2.7	-11.5
Cosmetics/perfumes	0.2	19.9	0.3	39.8	0.1	-41.9	0.0	-35.7	0.1	-1.3
leather goods	0.4	114.3	0.8	357.4	0.1	-58.8	0.1	14.7	0.1	3.9
Hawai'i food products	1.7	-1.2	1.9	31.8	0.8	-33.4	0.5	-47.5	2.5	-23.4
Souvenirs	3.8	7.4	3.5	12.9	3.4	-1.7	1.5	-47.6	4.1	-10.6
All other spending outside ship	5.0	0.3	5.8	-17.9	3.8	-14.7	1.7	-46.6	5.7	22.8
Unallocated and on ship spending 1/	52.5	-31.5								

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Table 78: 2008 Cruise Visitor Per Person Per Day Spending: U.S. East Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	199.4	1.1	77.1	-24.4	60.6	-18.1	51.3	-16.7	72.7	-3.8
Lodging	8.3	-37.9	15.8	-46.8	4.6	-38.9	5.6	15.1	3.6	-41.8
Food & beverages	7.1	-21.3	10.3	-35.2	5.7	-21.8	3.6	-23.6	4.9	-15.0
Restaurant	4.7	-22.7	7.2	-39.8	3.5	-19.2	2.2	-7.0	3.1	-15.4
Dinner shows	1.3	-24.5	1.9	-21.3	1.4	-29.7	0.7	-42.2	0.6	-30.2
Groceries/snacks	1.2	-10.2	1.3	-22.3	0.8	-17.6	0.7	-37.7	1.2	-3.5
Entertainment and Recreation	3.8	-9.6	4.6	-27.3	3.2	-12.9	2.3	-18.0	3.3	2.9
Shore Tour	22.1	-5.3	13.4	-5.1	19.5	-21.5	23.1	-16.9	26.7	-10.2
Total Transportation	6.6	-11.7	8.5	-15.2	5.4	-32.0	4.5	-22.9	5.7	6.1
Inter-island airfare	2.4	69.6	2.9	102.8	2.1	35.9	1.6	16.3	2.5	91.6
Ground transportation	1.0	-29.4	1.8	-37.2	0.5	-53.3	0.4	-20.9	0.6	-23.9
Rental car/moped	2.7	-31.7	3.0	-33.5	2.4	-47.1	2.2	-38.0	2.2	-21.5
Other transportation	0.5	-26.2	0.7	-35.8	0.4	-45.8	0.3	-26.1	0.4	-12.4
Total Shopping	19.0	15.3	16.8	-3.6	17.0	1.4	9.3	-20.6	21.5	16.5
Fashion& clothing	5.4	20.7	5.5	8.9	4.3	-4.8	2.8	-22.0	5.6	29.0
Jewelry/watch	5.8	24.4	5.0	-4.4	6.5	15.0	2.4	-19.5	5.9	35.5
Cosmetics/perfumes	0.2	-8.0	0.2	-27.6	0.3	42.6	0.1	-61.5	0.1	-17.3
leather goods	0.2	-23.5	0.2	-62.8	0.2	87.2	0.1	-51.4	0.1	-4.0
Hawai'i food products	2.1	15.1	1.4	-2.8	1.2	-14.4	0.7	-16.9	3.9	9.6
Souvenirs	5.2	5.0	4.6	-8.3	4.6	-7.8	3.2	-16.3	5.9	-1.0
All other spending outside ship	6.7	3.4	7.6	-9.1	5.3	-11.7	3.1	-24.6	6.9	2.7
Unallocated and on ship spending 1/	125.7	7.7								

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Table 79: 2008 Cruise Visitor Per Person Per Day Spending: Canadian Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i	% Change
Total per person per day spending	138.2	-10.8	66.0	-39.0	42.2	-39.0	36.9	-28.3	73.8	25.2
Lodging	10.1	-46.3	17.0	-53.2	5.2	-58.0	4.0	-49.5	5.2	-1.6
Food & beverages	8.8	-20.7	11.0	-43.9	4.8	-45.0	4.1	-5.3	8.7	77.4
Restaurant	6.3	-9.4	8.7	-32.6	3.0	-38.4	2.9	29.8	5.4	85.2
Dinner shows	1.0	-52.6	0.8	-77.8	1.1	-46.1	0.7	-45.2	1.0	28.3
Groceries/snacks	1.5	-25.4	1.5	-52.3	0.7	-61.9	0.6	-35.4	2.3	91.3
Entertainment and Recreation	3.9	-16.1	4.1	-48.0	1.6	-63.4	1.7	-15.2	6.4	233.3
Shore Tour	12.1	-24.1	5.9	-37.8	8.7	-47.9	12.6	-38.4	19.7	-11.3
Total Transportation	6.3	-14.1	6.6	-23.4	4.6	-46.6	4.1	-22.8	7.5	33.4
Inter-island airfare	2.7	70.2	2.7	94.6	2.3	13.2	1.8	17.5	3.9	143.5
Ground transportation	1.2	-15.1	1.6	-43.5	0.5	-35.4	0.5	56.4	1.2	31.0
Rental car/moped	2.0	-43.3	1.8	-47.1	1.6	-68.4	1.7	-42.4	2.1	-20.1
Other transportation	0.3	-53.8	0.4	-55.8	0.3	-67.1	0.2	-68.4	0.3	-30.3
Total Shopping	18.1	17.4	17.5	-8.9	11.9	-19.2	9.0	0.2	20.8	41.1
Fashion& clothing	6.9	21.4	8.1	-2.7	4.3	-6.6	2.7	-11.6	6.6	38.0
Jewelry/watch	4.8	35.8	3.9	8.3	4.1	-20.2	3.2	57.7	4.7	58.9
Cosmetics/perfumes	0.2	14.5	0.4	39.4	0.1	11.7	0.1	-67.6	0.1	-50.1
leather goods	0.1	-46.3	0.2	-49.2	0.0	-93.9	0.2	175.6	0.1	-51.0
Hawai'i food products	2.4	23.9	1.8	-16.7	1.3	10.8	0.7	-16.2	4.7	50.5
Souvenirs	3.6	-4.5	3.2	-30.0	2.2	-37.0	2.1	-23.4	4.7	29.6
All other spending outside ship	4.8	-1.8	4.0	-44.3	5.3	47.9	1.5	-43.8	5.5	29.2
Unallocated and on ship spending 1/	74.1	-3.6								

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Table 80: 2008 Cruise Visitor Per Person Per Day Spending: European Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	207.6	0.7	103.7	0.5	68.9	-42.8	48.4	-22.6	94.3	7.6
Lodging	11.4	-43.3	19.4	-46.5	6.1	-37.6	8.4	-18.5	5.5	-47.9
Food & beverages	14.5	37.9	14.1	-22.3	14.6	108.6	4.9	-0.9	14.1	197.1
Restaurant	9.5	25.6	10.8	-21.9	10.4	116.5	2.9	19.1	7.8	127.4
Dinner shows	3.3	359.9	1.9	19.1	3.1	2195.3	1.1	270.0	4.6	8338.3
Groceries/snacks	1.6	-26.1	1.5	-46.6	1.1	-46.2	0.9	-59.2	1.7	34.6
Entertainment and Recreation	2.4	-37.8	3.0	-31.1	1.7	-52.5	1.0	-68.5	1.1	-65.4
Shore Tour	23.5	34.6	14.1	48.5	14.6	-28.0	17.4	-29.7	28.7	22.5
Total Transportation	12.4	49.0	14.0	45.8	8.1	-7.3	8.1	19.0	11.8	74.2
Inter-island airfare	6.1	98.0	7.1	105.8	4.9	64.3	3.8	42.9	6.2	115.7
Ground transportation	3.5	75.0	4.0	26.5	1.6	-30.2	1.9	163.6	3.5	265.6
Rental car/moped	2.5	-17.0	2.7	-0.6	1.5	-52.4	2.2	-35.3	1.9	-32.3
Other transportation	0.3	18.1	0.3	-13.0	0.2	-54.9	0.2	159.2	0.2	113.5
Total Shopping	28.0	4.3	35.0	89.4	16.0	-69.8	6.0	-23.5	26.8	9.7
Fashion& clothing	9.5	49.4	11.3	24.9	6.4	39.9	1.5	-31.6	9.2	44.7
Jewelry/watch	6.3	-52.5	8.2	307.8	3.5	-91.8	1.2	1.6	5.6	-17.9
Cosmetics/perfumes	0.4	16.7	0.5	-24.1	0.2	-29.5	0.1	-19.3	0.3	236.6
leather goods	0.9	201.0	1.8	142.4	0.3	40864.4	0.3	242.3	0.3	136.8
Hawai'i food products	2.4	123.1	1.5	110.5	0.8	-30.1	0.5	6.1	5.2	145.2
Souvenirs	8.5	54.9	11.7	119.7	4.9	24.7	2.4	-36.3	6.2	-30.1
All other spending outside ship	6.4	-37.9	4.0	-40.9	7.8	-57.2	2.6	-44.3	6.2	-56.8
Unallocated and on ship spending 1/	109.0	0.3								

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

Table 81: 2008 Cruise Visitor Per Person Per Day Spending: Other Visitors (in dollars)

Expenditure Type	State	% Change	O'ahu	% Change	Maui	% Change	Kaua'i	% Change	Hawai'i Island	% Change
Total per person per day spending	179.2	-13.2	92.5	-17.5	44.7	-29.0	40.5	-16.7	73.6	19.3
Lodging	12.2	-29.6	23.7	-35.4	3.8	-58.0	4.0	-27.4	5.1	-18.8
Food & beverages	9.7	0.6	13.9	-24.9	5.0	-15.8	3.3	2.4	8.2	50.2
Restaurant	5.9	-8.6	10.0	-23.4	2.9	-24.3	1.3	-27.7	3.5	13.0
Dinner shows	1.3	-20.0	1.3	-53.4	1.1	-20.7	0.9	-0.4	1.2	19.7
Groceries/snacks	2.5	61.7	2.6	-3.0	1.0	35.7	1.2	94.9	3.4	160.6
Entertainment and Recreation	4.3	1.5	6.1	-17.6	2.2	-32.6	1.5	-24.1	4.3	93.3
Shore Tour	14.2	-16.4	9.0	-16.6	10.3	-43.4	14.1	-31.9	20.6	-5.2
Total Transportation	6.4	4.4	8.2	-1.8	4.3	-28.8	3.7	-7.9	5.9	20.1
Inter-island airfare	2.5	141.8	3.1	149.8	1.7	51.1	1.6	119.9	2.9	199.2
Ground transportation	1.5	9.2	2.3	-21.7	0.8	4.1	0.6	120.9	1.2	86.1
Rental car/moped	2.0	-34.4	2.4	-31.4	1.6	-56.0	1.2	-55.2	1.6	-31.8
Other transportation	0.4	-39.5	0.4	-40.9	0.2	-51.8	0.3	-11.6	0.3	-69.1
Total Shopping	17.7	9.1	20.6	-2.9	10.3	-29.5	8.2	-11.8	18.7	15.9
Fashion& clothing	7.1	23.5	9.0	-0.6	3.8	-15.6	3.3	23.9	6.4	34.1
Jewelry/watch	3.8	-5.3	5.3	23.9	2.5	-50.1	2.0	-20.6	2.4	-36.3
Cosmetics/perfumes	0.6	38.6	1.0	22.1	0.3	7.3	0.2	-5.6	0.2	115.8
leather goods	0.3	-40.9	0.5	-13.5	0.1	-84.2	0.1	-84.0	0.2	-46.2
Hawai'i food products	1.4	-11.3	1.0	-28.6	0.5	-59.0	0.7	-24.0	3.4	8.4
Souvenirs	4.5	13.8	3.8	-25.6	3.2	-4.8	2.1	-25.1	6.1	53.0
All other spending outside ship	10.4	61.4	10.9	19.6	8.9	48.7	5.6	47.1	10.9	117.2
Unallocated and on ship spending 1/	104.3	-19.4								

1/ Includes cruise package and on-ship spending on U.S. Flagged Hawai'i home-ported ships.

HOTEL OCCUPANCY AND ROOM RATE

*HOTEL OCCUPANCY RATE, AVERAGE ROOM
RATE AND REVENUE PER AVAILABLE ROOM*

STATE

O'AHU

MAUI

KAUA'I

HAWAI'I (Big Island)

Table 82: State Hotel Occupancy and Room Rate: 2008 vs. 2007

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2008	2007 ^{1/}	Absolute Change	2008	2007 ^{1/}	% Change	2008	2007 ^{1/}	% Change
JANUARY	75.7	74.1	1.6	213.49	200.50	6.5	161.68	148.51	8.9
FEBRUARY	83.4	80.2	3.2	214.00	203.30	5.3	178.37	163.13	9.3
MARCH	77.4	78.2	-0.8	217.66	201.93	7.8	168.41	157.84	6.7
APRIL	69.5	70.9	-1.4	197.07	199.51	-1.2	137.03	141.54	-3.2
MAY	68.3	69.1	-0.8	190.66	186.93	2.0	130.16	129.19	0.8
JUNE	69.1	76.1	-7.0	205.75	201.52	2.1	142.13	153.45	-7.4
JULY	74.2	80.7	-6.5	211.53	213.25	-0.8	156.87	172.03	-8.8
AUGUST	74.4	81.0	-6.6	211.34	213.22	-0.9	157.31	172.78	-9.0
SEPTEMBER	63.2	74.2	-11.0	178.35	181.71	-1.8	112.67	134.80	-16.4
OCTOBER	67.1	73.6	-6.5	177.41	183.74	-3.4	119.06	135.22	-12.0
NOVEMBER	63.0	72.0	-9.0	178.50	185.75	-3.9	112.50	133.82	-15.9
DECEMBER	60.9	70.4	-9.5	213.40	224.16	-4.8	129.91	157.89	-17.7
TOTAL	70.4	75.0	-4.6	201.43	199.96	0.7	141.90	150.01	-5.4

Table 83: O'ahu Hotel Occupancy and Room Rate: 2008 vs. 2007

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2008	2007 ^{1/}	Absolute Change	2008	2007 ^{1/}	% Change	2008	2007 ^{1/}	% Change
JANUARY	76.7	74.9	1.8	177.12	168.97	4.8	135.85	126.56	7.3
FEBRUARY	84.6	81.4	3.2	176.46	167.52	5.3	149.29	136.36	9.5
MARCH	77.3	78.2	-0.9	171.96	161.28	6.6	132.93	126.12	5.4
APRIL	71.9	72.4	-0.5	165.42	161.73	2.3	118.94	117.09	1.6
MAY	72.5	70.8	1.7	166.38	160.35	3.8	120.63	113.53	6.3
JUNE	74.4	79.1	-4.7	172.75	167.45	3.2	128.44	132.41	-3.0
JULY	81.8	81.5	0.3	177.07	175.75	0.8	144.89	143.30	1.1
AUGUST	80.4	82.7	-2.3	178.20	178.93	-0.4	143.32	148.06	-3.2
SEPTEMBER	69.4	79.3	-9.9	160.24	165.76	-3.3	111.16	131.39	-15.4
OCTOBER	73.2	74.7	-1.5	159.57	163.44	-2.4	116.85	122.06	-4.3
NOVEMBER	68.5	73.9	-5.4	157.91	161.22	-2.1	108.19	119.18	-9.2
DECEMBER	68.2	73.3	-5.1	171.56	185.33	-7.4	116.95	135.89	-13.9
TOTAL	74.9	76.8	-1.9	169.92	168.36	0.9	127.27	129.33	-1.6

Table 84: Maui Hotel Occupancy and Room Rate: 2008 vs. 2007

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2008	2007 ^{1/}	Absolute Change	2008	2007 ^{1/}	% Change	2008	2007 ^{1/}	% Change
JANUARY	77.2	76.2	1.0	282.58	259.04	9.1	218.15	197.39	10.5
FEBRUARY	84.8	81.9	2.9	290.09	270.03	7.4	246.00	221.15	11.2
MARCH	80.7	79.5	1.2	306.79	274.83	11.6	247.58	218.49	13.3
APRIL	70.7	71.7	-1.0	257.35	266.54	-3.4	181.95	191.11	-4.8
MAY	65.5	69.6	-4.1	244.44	238.79	2.4	160.11	166.20	-3.7
JUNE	64.6	75.2	-10.6	278.11	217.57	27.8	179.57	204.28	-12.1
JULY	67.8	80.3	-12.5	293.39	292.68	0.2	198.91	235.00	-15.4
AUGUST	69.0	81.0	-12.0	285.79	285.36	0.2	197.18	231.18	-14.7
SEPTEMBER	56.8	71.6	-14.8	227.10	221.55	2.5	128.95	158.59	-18.7
OCTOBER	61.6	74.7	-13.1	220.35	223.88	-1.6	135.66	167.20	-18.9
NOVEMBER	60.5	73.4	-12.9	224.68	234.71	-4.3	135.93	172.34	-21.1
DECEMBER	56.8	71.2	-14.4	302.88	292.65	3.5	172.15	208.48	-17.4
TOTAL	67.9	75.5	-7.6	268.55	261.43	2.7	182.24	197.43	-7.7

^{1/} 2007 hotel occupancy and room rate statistics were revised from published data in *2007 Annual Visitor Research Report*.

Source: Smith Travel Research, Hospitality Advisors LLC

Table 85: Kaua'i Hotel Occupancy and Room Rate: 2008 vs. 2007

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2008	2007 ^{1/}	Absolute Change	2008	2007 ^{1/}	% Change	2008	2007 ^{1/}	% Change
JANUARY	73.1	69.9	3.2	217.15	203.47	6.7	158.74	142.23	11.6
FEBRUARY	82.0	76.8	5.2	215.39	218.87	-1.6	176.62	168.09	5.1
MARCH	77.1	73.0	4.1	217.26	205.59	5.7	167.51	150.08	11.6
APRIL	69.9	71.6	-1.7	204.24	208.17	-1.9	142.76	149.05	-4.2
MAY	69.6	72.8	-3.2	195.32	193.81	0.8	135.94	141.09	-3.7
JUNE	72.2	77.1	-4.9	218.79	214.67	1.9	157.90	165.57	-4.6
JULY	75.1	86.2	-11.1	222.14	215.87	2.9	166.87	186.06	-10.3
AUGUST	74.5	85.4	-10.9	216.62	217.52	-0.4	161.43	185.71	-13.1
SEPTEMBER	68.9	76.8	-7.9	188.55	188.45	0.1	129.98	144.65	-10.1
OCTOBER	70.6	78.4	-7.8	185.00	191.50	-3.4	130.67	150.22	-13.0
NOVEMBER	60.9	74.0	-13.1	181.85	192.94	-5.7	110.72	142.79	-22.5
DECEMBER	52.5	67.8	-15.3	211.40	230.51	-8.3	110.99	156.29	-29.0
TOTAL	70.4	75.8	-5.4	206.43	206.34	0.0	145.35	156.50	-7.1

Table 86: Hawai'i Hotel Occupancy and Room Rate: 2008 vs. 2007

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2008	2007 ^{1/}	Absolute Change	2008	2007 ^{1/}	% Change	2008	2007 ^{1/}	% Change
JANUARY	71.2	69.8	1.4	223.27	207.25	7.7	158.97	144.66	9.9
FEBRUARY	77.2	75.2	2.0	217.17	204.79	6.0	167.66	154.00	8.9
MARCH	72.3	78.5	-6.2	222.18	214.48	3.6	160.64	168.37	-4.6
APRIL	59.4	64.3	-4.9	201.62	211.87	-4.8	119.76	136.23	-12.1
MAY	57.6	60.3	-2.7	188.15	185.78	1.3	108.37	112.03	-3.3
JUNE	57.2	67.0	-9.8	202.13	194.74	3.8	115.62	130.53	-11.4
JULY	58.6	75.2	-16.6	204.69	203.91	0.4	119.95	153.24	-21.7
AUGUST	63.5	72.6	-9.1	211.40	210.04	0.6	134.21	152.53	-12.0
SEPTEMBER	49.9	59.4	-9.5	160.64	171.43	-6.3	80.15	101.78	-21.3
OCTOBER	54.0	65.2	-11.2	170.24	183.36	-7.2	92.01	119.62	-23.1
NOVEMBER	50.1	62.2	-12.1	176.16	186.69	-5.6	88.24	116.05	-24.0
DECEMBER	48.2	60.7	-12.5	234.18	250.92	-6.7	112.84	152.24	-25.9
TOTAL	59.8	67.5	-7.7	203.13	203.01	0.1	121.54	137.02	-11.3

^{1/} 2007 hotel occupancy and room rate statistics were revised from published data in *2007 Annual Visitor Research Report*.

Source: Smith Travel Research, Hospitality Advisors LLC

VISITOR PLANT INVENTORY

EXISTING INVENTORY

CLASS OF UNITS

AVAILABLE UNITS

Please refer to the *2008 Visitor Plant Inventory Report* posted on the DBEDT website: www.hawaii.gov/dbedt/info/visitor-stats/visitor-plant/ for a more detailed analysis of Hawai'i's visitor accommodations in 2008.

Table 87: 2008 Visitor Plant Inventory – Existing Inventory by Island and Type

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	UNIT CHANGE FROM 2007	% CHANGE FROM 2007
O'AHU	APARTMENT/ HOTEL	5	139	-96	-40.9%
	BED & BREAKFAST	25	89	36	67.9%
	CONDOMINIUM HOTEL	35	5,253	570	12.2%
	HOSTEL	7	252	-91	-26.5%
	HOTEL	65	25,789	291	1.1%
	INDIVIDUAL VACATION UNIT	58	567	-523	-48.0%
	TIMESHARE	13	1,909	282	17.3%
	OTHER	3	83	24	40.7%
TOTAL		211	34,081	493	1.5%
HAWAII	APARTMENT/ HOTEL	2	20	20	NA
	BED & BREAKFAST	83	330	-26	-7.3%
	CONDOMINIUM HOTEL	25	1,359	-28	-2.0%
	HOSTEL	1	11	-5	-31.3%
	HOTEL	29	6,665	64	1.0%
	INDIVIDUAL VACATION UNIT	189	1,263	211	20.1%
	TIMESHARE	14	1,465	53	3.8%
	OTHER	12	127	-110	-46.4%
TOTAL		355	11,240	179	1.6%
KAUAI	APARTMENT/ HOTEL	3	8	0	0.0%
	BED & BREAKFAST	30	110	12	12.2%
	CONDOMINIUM HOTEL	37	2,556	61	2.4%
	HOSTEL	1	40	0	0.0%
	HOTEL	13	2,575	8	0.3%
	INDIVIDUAL VACATION UNIT	567	1,621	204	14.4%
	TIMESHARE	19	2,276	241	11.8%
	OTHER	9	17	-15	-46.9%
TOTAL		679	9,203	511	5.9%
MAUI	APARTMENT/ HOTEL	1	14	-3	-17.6%
	BED & BREAKFAST	29	110	-4	-3.5%
	CONDOMINIUM HOTEL	114	7,071	901	14.6%
	HOSTEL	3	40	0	0.0%
	HOTEL	26	7,033	-425	-5.7%
	INDIVIDUAL VACATION UNIT	216	2,021	-174	-7.9%
	TIMESHARE	26	2,657	-259	-8.9%
	OTHER	5	109	-197	-64.4%
TOTAL		420	19,055	-161	-0.8%
MOLOKAI	BED & BREAKFAST	3	7	4	133.3%
	CONDOMINIUM HOTEL	5	161	10	6.6%
	HOTEL	1	50	-62	-55.4%
	INDIVIDUAL VACATION UNIT	16	19	-12	-38.7%
	TIMESHARE	1	7	0	0.0%
	OTHER	0	0	-5	-100.0%
TOTAL		26	244	-65	-21.0%
LĀNA'I	APARTMENT/ HOTEL	1	1	0	0.0%
	BED & BREAKFAST	1	3	0	0.0%
	HOTEL	3	349	0	0.0%
	INDIVIDUAL VACATION UNIT	1	1	0	0.0%
TOTAL		6	354	0	0.0%
STATEWIDE	APARTMENT/ HOTEL	12	182	-79	-30.3%
	BED & BREAKFAST	171	649	22	3.5%
	CONDOMINIUM HOTEL	216	16,400	1,514	10.2%
	HOSTEL	12	343	-96	-21.9%
	HOTEL	137	42,461	-124	-0.3%
	INDIVIDUAL VACATION UNIT	1,047	5,492	-294	-5.1%
	TIMESHARE	73	8,314	317	4.0%
	OTHER	29	336	-303	-47.4%
STATE TOTAL		1,697	74,177	957	1.3%

NA: Not Applicable

Table 88: 2008 Visitor Plant Inventory – Class of Units by Country

ISLAND	CLASS	PERCENT OF TOTAL UNITS		Percentage Point Change from 2007
		2008 ^{1/}	2007 ^{2/}	
O'AHU	BUDGET (UP TO \$100)	8.6%	8.7%	-0.1
	STANDARD (\$101 TO \$250)	43.1%	35.5%	7.6
	DELUXE (\$251 TO \$500)	36.9%	34.1%	2.8
	LUXURY (OVER \$500/NIGHT)	11.4%	21.7%	-10.3
	TOTAL	100%	100%	
HAWAI'I	BUDGET (UP TO \$100)	16.2%	16.1%	0.1
	STANDARD (\$101 TO \$250)	31.0%	27.5%	3.5
	DELUXE (\$251 TO \$500)	42.0%	33.0%	9.0
	LUXURY (OVER \$500/NIGHT)	10.7%	23.4%	-12.7
	TOTAL	100%	100%	
KAUA'I	BUDGET (UP TO \$100)	8.1%	6.2%	1.9
	STANDARD (\$101 TO \$250)	30.5%	33.6%	-3.1
	DELUXE (\$251 TO \$500)	43.7%	43.5%	0.2
	LUXURY (OVER \$500/NIGHT)	17.7%	16.7%	1.0
	TOTAL	100%	100%	
MAUI	BUDGET (UP TO \$100)	5.6%	6.6%	-1.0
	STANDARD (\$101 TO \$250)	33.8%	28.5%	5.3
	DELUXE (\$251 TO \$500)	28.7%	26.5%	2.2
	LUXURY (OVER \$500/NIGHT)	31.8%	38.3%	-6.5
	TOTAL	100%	100%	
MOLOKA'I	BUDGET (UP TO \$100)	22.9%	18.3%	4.6
	STANDARD (\$101 TO \$250)	71.8%	58.5%	13.3
	DELUXE (\$251 TO \$500)	4.9%	23.3%	-18.4
	LUXURY (OVER \$500/NIGHT)	0.4%	0.0%	0.4
	TOTAL	100%	100%	
LĀNA'I	BUDGET (UP TO \$100)	0.8%	0.9%	-0.1
	STANDARD (\$101 TO \$250)	3.7%	3.7%	0.0
	DELUXE (\$251 TO \$500)	48.9%	48.9%	0.0
	LUXURY (OVER \$500/NIGHT)	46.6%	46.6%	0.0
	TOTAL	100%	100%	
STATEWIDE	BUDGET (UP TO \$100)	9.0%	9.0%	0.0
	STANDARD (\$101 TO \$250)	37.3%	32.2%	5.1
	DELUXE (\$251 TO \$500)	36.3%	33.1%	3.2
	LUXURY (OVER \$500/NIGHT)	17.4%	25.6%	-8.2
	TOTAL	100%	100%	
STATE TOTAL		100%	100%	

^{1/} Based on 71,647 units (96.6 percent of the total 74,177 units in 2008) for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total to 100 percent due to rounding errors.

^{2/} Based on 67,597 units (92.3 percent of the total 73,220 units in 2007) for which information on the class of units was available. Because class of units was reported in terms of percentages, sums may not total to 100 percent due to rounding errors.

Table 89: 1965-2008 Visitor Plant Inventory – Available Units by Country

YEAR	STATE TOTAL	O'AHU		HAWAI'I COUNTY		KAUA'I COUNTY		MAUI COUNTY	
		UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE	UNITS	% SHARE
1965	12,903	10,031	77.7	865	6.7	776	6.0	1,231	9.5
1966	14,827	11,083	74.7	1,387	9.4	860	5.8	1,497	10.1
1967	17,217	12,598	73.2	1,790	10.4	1,115	6.5	1,714	10.0
1968	18,657	13,166	70.6	2,188	11.7	1,260	6.8	2,043	11.0
1969	22,801	15,992	70.1	2,480	10.9	1,914	8.4	2,415	10.6
1970	26,923	18,449	68.5	3,166	11.8	2,565	9.5	2,743	10.2
1971	32,289	22,531	69.8	3,435	10.6	2,628	8.1	3,695	11.4
1972	35,797	24,742	69.1	4,241	11.8	2,719	7.6	4,095	11.4
1973	36,608	25,108	68.6	4,796	13.1	2,629	7.2	4,075	11.1
1974	38,675	25,365	65.6	5,234	13.5	2,868	7.4	5,208	13.5
1975	39,632	25,352	64.0	5,348	13.5	3,102	7.8	5,830	14.7
1976	42,648	25,851	60.6	6,045	14.2	3,520	8.3	7,232	17.0
1977	44,986	27,363	60.8	5,929	13.2	3,657	8.1	8,037	17.9
1978	47,070	28,546	60.6	6,002	12.8	3,786	8.0	8,736	18.6
1979	49,832	30,065	60.3	6,093	12.2	4,202	8.4	9,472	19.0
1980	54,246	34,334	63.3	5,889	10.9	4,322	8.0	9,701	17.9
1981	56,769	33,967	59.8	6,705	11.8	4,738	8.3	11,359	20.0
1982	57,968	33,492	57.8	7,167	12.4	5,147	8.9	12,162	21.0
1983	58,765	34,354	58.5	7,469	12.7	4,193	7.1	12,749	21.7
1984	62,448	36,848	59.0	7,149	11.4	5,313	8.5	13,138	21.0
1985	65,919	38,600	58.6	7,511	11.4	5,656	8.6	14,152	21.5
1986	66,308	39,010	58.8	7,280	11.0	5,922	8.9	14,096	21.3
1987	65,318	38,185	58.5	7,328	11.2	5,956	9.1	13,849	21.2
1988	69,012	37,841	54.8	8,823	12.8	7,180	10.4	15,168	22.0
1989	67,734	36,467	53.8	8,161	12.0	7,398	10.9	15,708	23.2
1990	71,266	36,899	51.8	8,952	12.6	7,546	10.6	17,869	25.1
1991	72,275	36,623	50.7	9,383	13.0	7,567	10.5	18,702	25.9
1992	73,089	36,851	50.4	9,170	12.5	7,778	10.6	19,290	26.4
1993	69,502	36,604	52.7	9,140	13.2	4,631	6.7	19,127	27.5
1994	70,463	36,194	51.4	9,595	13.6	5,870	8.3	18,804	26.7
1995*	NA	NA	NA	NA	NA	NA	NA	NA	NA
1996	70,288	36,146	51.4	9,558	13.6	6,760	9.6	17,824	25.4
1997	71,025	35,971	50.6	9,913	14.0	6,589	9.3	18,552	26.1
1998	71,480	36,206	50.7	9,655	13.5	6,969	9.7	18,650	26.1
1999	71,157	35,861	50.4	9,815	13.8	6,872	9.7	18,609	26.2
2000	71,506	36,303	50.8	9,774	13.7	7,159	10.1	18,270	25.6
2001	72,204	36,824	51.0	9,944	13.8	7,202	10.0	18,234	25.3
2002	70,783	36,457	51.5	9,297	13.1	7,037	9.9	17,992	25.4
2003	70,579	35,541	50.4	9,478	13.4	7,257	10.3	18,303	25.9
2004	72,176	35,769	49.6	9,857	13.7	8,105	11.2	18,445	25.6
2005	72,307	33,926	46.9	10,940	15.1	8,221	11.4	19,290	26.7
2006	72,274	33,606	46.5	10,831	15.0	8,266	11.4	19,571	27.1
2007	73,220	33,588	45.9	11,061	15.1	8,692	11.9	19,879	27.1
2008	74,177	34,081	45.9	11,240	15.2	9,203	12.4	19,653	26.5

NA: Not Available.

* HVCB did not conduct an update survey in 1995

**TOTAL AIR SEATS OPERATED TO
HAWAI‘I**

TOTAL AIR SEATS

DOMESTIC AIR SEATS

INTERNATIONAL AIR SEATS

Table 90: 2008 Total Air Seats Operated to Hawai'i

	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LĪHU'E	
	2008	%Chge	2008	%Chge	2008	%Chge	2008	%Chge	2008	%Chge	2008	%Chge
TOTAL SEATS	9,343,493	-10.2%	6,691,490	-10.4%	1,629,903	-14.7%	556,314	-6.5%	10,850	-78.2%	454,936	20.3%
Scheduled Seats	9,162,013	-10.1%	6,584,150	-10.2%	1,591,863	-15.1%	538,074	-6.6%	10,850	-78.2%	437,076	21.6%
Charter seats	181,480	-14.9%	107,340	-23.8%	38,040	8.6%	18,240	-2.0%			17,860	-4.1%

Table 91: 2008 Domestic Air Seats Operated to Hawai'i

	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LĪHU'E	
	2008	%Chge	2008	%Chge	2008	%Chge	2008	%Chge	2008	%Chge	2008	%Chge
DOMESTIC SEATS	6,804,744	-10.0%	4,333,889	-10.0%	1,535,687	-15.7%	469,382	-5.8%	10,850	-78.2%	454,936	20.3%
Scheduled Seats	6,670,404	-9.9%	4,273,689	-9.5%	1,497,647	-16.2%	451,142	-6.0%	10,850	-78.2%	437,076	21.6%
Charter seats	134,340	-16.4%	60,200	-32.0%	38,040	8.6%	18,240	-2.0%			17,860	-4.1%
US West	5,622,071	-10.8%	3,377,998	-10.8%	1,345,005	-17.2%	451,142	-6.0%	10,850	-78.2%	437,076	21.6%
...Anchorage	41,291	84.1%	37,052	926.1%	4,239	-72.6%	0	-100.0%				
...Denver	160,769	21.8%	95,805	-5.3%	36,712	70.6%	8,887	-0.4%			8,515	2239.3%
...Las Vegas	229,104	-28.1%	212,704	-19.9%	16,400	-69.1%						
...Los Angeles	1,965,725	-5.1%	1,135,428	-10.0%	441,160	-10.0%	192,192	14.3%			196,945	29.4%
...Oakland	158,101	-61.1%	107,028	-37.4%	30,970	-76.2%	11,678	-64.0%	10,850	-78.2%	8,425	-64.1%
...Ontario	1,050	-98.0%	1,050	-98.0%								
...Orange County	34,224	-75.6%	11,780	-76.4%	11,284	-75.1%	6,696	-85.2%			4,464	NA
...Phoenix	511,560	-7.5%	233,436	-11.6%	144,534	-5.0%	72,270	3.8%			61,320	-8.8%
...Portland	275,232	0.3%	178,608	0.3%	96,624	0.3%						
...Sacramento	112,836	-36.9%	96,624	-26.2%	16,212	-66.1%						
...Salt Lake City	153,354	-3.8%	104,310	0.0%	49,044	-8.1%	0	-100.0%				
...San Diego	184,942	-20.3%	101,538	-0.3%	72,864	-44.1%	4,464	NA			6,076	NA
...San Francisco	1,055,684	-5.7%	593,947	-8.9%	219,978	4.1%	147,890	-1.7%			93,869	-11.6%
...San Jose	96,624	0.3%	96,624	0.3%								
...Seattle	641,575	18.2%	372,064	5.0%	204,984	15.1%	7,065	NA			57,462	463.1%
US East	1,048,333	-4.6%	895,691	-4.4%	152,642	-5.5%						
...Atlanta	181,545	4.1%	181,545	4.3%	0	-100.0%						
...Chicago	252,216	-9.1%	179,728	-8.3%	72,488	-11.0%						
...Cincinnati	0	-100.0%	0	-100.0%								
...Dallas	240,462	0.3%	160,308	0.3%	80,154	0.3%						
...Houston	178,780	-2.8%	178,780	-2.8%								
...Minneapolis	109,068	0.5%	109,068	0.5%								
...Newark	86,262	-0.2%	86,262	-0.2%								

NA: Not Applicable

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

Table 92: 2008 International Air Seats Operated to Hawai'i

	STATEWIDE		HONOLULU		KAHULUI		KONA		HILO		LĪHU'E	
	2008	%Chge	2008	%Chge	2008	%Chge	2008	%Chge	2008	%Chge	2008	%Chge
INTERNATIONAL SEATS	2,538,749	-10.7%	2,357,601	-11.3%	94,216	5.4%	86,932	-9.9%				
Scheduled Seats	2,491,609	-10.7%	2,310,461	-11.3%	94,216	5.4%	86,932	-9.9%				
Charter seats	47,140	-10.0%	47,140	-10.0%								
Japan	1,605,128	-13.3%	1,528,348	-13.2%			76,780	-16.6%				
...Nagoya	169,011	-28.1%	169,011	-28.1%								
...Osaka	270,363	-26.2%	270,363	-26.2%								
...Tokyo-NRT	1,165,754	-6.8%	1,088,974	-6.0%			76,780	-16.6%				
Canada	280,375	-7.9%	176,007	-16.4%	94,216	5.4%	10,152	128.3%				
...Calgary	0	-100.0%	0	-100.0%	0	-100.0%						
...Edmonton	0	-100.0%	0	-100.0%	0	-100.0%						
...Kelowna	0	-100.0%	0	-100.0%								
...Vancouver	280,375	-1.5%	176,007	-12.4%	94,216	18.9%	10,152	128.3%				
...Victoria	0	-100.0%	0	-100.0%								
Other Asia	137,038	-2.5%	137,038	-2.5%								
...Seoul	108,059	2.5%	108,059	2.5%								
...Taipei	28,979	-17.5%	28,979	-17.5%								
Oceania	193,287	-25.6%	193,287	-25.6%								
...Auckland	27,378	-6.4%	27,378	-6.4%								
...Melbourne	0	-100.0%	0	-100.0%								
...Sydney	165,909	-18.9%	165,909	-18.9%								
Other	275,781	17.9%	275,781	17.9%								
...Christmas	6,664	-4.6%	6,664	-4.6%								
...Guam	92,331	1.2%	92,331	1.2%								
...Kwajalein	0	-100.0%	0	-100.0%								
...Majuro	33,674	13.4%	33,674	13.4%								
...Manila	80,712	95.1%	80,712	95.1%								
...Nadi	17,256	4.0%	17,256	4.0%								
...Pago Pago	31,416	-0.8%	31,416	-0.8%								
...Papeete	13,728	0.0%	13,728	0.0%								

NA: Not Applicable

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

APPENDIX A: TECHNICAL NOTES

TECHNICAL NOTES

DEFINITIONS

SOURCES OF DATA

TECHNICAL NOTES, DEFINITIONS AND SOURCES OF DATA FOR VISITOR STATISTICS

TECHNICAL NOTES

DEFINITIONS

Arrivals by air: Visitors who entered Hawai'i via arriving airline flights and did not include visitors who arrived into Hawai'i via foreign-flagged cruise ships. Visitor counts were calculated by subtracting the estimated in-transit passengers, returning Hawai'i residents and intended residents from the Airline Passenger Counts. The data reported under this section were derived from Domestic In-flight survey and the International Departure survey. The surveys only covered arriving and departing flights and did not include visitors who arrived into Hawai'i via foreign flagged cruise ships.

Arrivals by cruise ships: Visitors who entered Hawai'i via foreign-flagged cruise ships. The data reported under this section were derived from the Cruise Visitor survey which covered U.S. flagged and foreign flagged cruise ships.

Cruise ships (Arrivals by Air): derived from the Domestic In-flight and International Departure surveys which sampled only visitor arrivals by air. This figure represented an estimate of visitors staying on cruise ships. This figure may not correspond with the number reported under the Cruise Visitors section, which was derived from the Cruise Visitor Survey and Cruise ship passenger counts.

Cruise Ships, Foreign Flagged: These ships were not considered Hawai'i businesses and therefore on-ship spending were not included in the reported visitor expenditures.

Cruise Ships, U.S. Flagged: In 2008, the Pride of Aloha, Pride of America and Pride of Hawai'i. These ships were home-ported in Hawai'i and were considered Hawai'i businesses. Therefore, visitor expenditures for these ships included both on-ship and on-shore spending.

Daily Census: Average number of visitors present on a single day.

Domestic Visitor: Visitor who arrived on flights from the U.S. mainland. Total domestic arrivals included U.S. residents and international visitors who came to Hawai'i on flights from the U.S. mainland. A foreign resident arriving on flights from the U.S. mainland was counted as a domestic visitor.

Expenditures: The U.S. dollar amount spent in Hawai'i attributed to a visitor. Included direct spending by visitors while in Hawai'i as well as any prepaid package purchased before arrival. Did not include Transpacific air costs to and from Hawai'i, commissions paid to travel agents or portions of the package in another state or country.

Expenditures, Total by Island: Included on-ship spending on U.S. flagged cruise ships. The expenditures were allocated to each island in proportion to visitor days.

Per Person Per Day (PPPD) Expenditures, by Island: The denominator was air and cruise visitor days by island.

Expenditures, Cruise Visitor: Expenditures by visitors onboard foreign flagged and U.S. flagged cruise ships. Expenditures by visitors onboard U.S. flagged cruise ships included spending on ships because U.S. flagged cruise ships were considered Hawai'i businesses. Expenditures by visitors onboard foreign flagged cruise ships only included on island expenditures.

Group Tour: Visitors who traveled and participated in activities in a group with tour guide(s) much of the time during their visit. For Japanese visitors, company-paid incentive travels were included in this category.

International Visitor: Visitor who arrived on flights from U.S. territories and foreign countries. A U.S. visitor who arrived on flight from a foreign country was counted as an international visitor.

Length of Stay: Average number of days visitors were present including the day of arrival and of departure.

Major Market Areas (MMAs): Visitors were classified by their place of residence into the following geographical areas that were defined by the Hawai'i Tourism Authority for marketing purposes to make the state more globally competitive:

1. U.S. West – Pacific (Alaska, California, Oregon, Washington) and Mountain (Arizona, Colorado, Idaho, Montana, Nevada, New Mexico, Utah and Wyoming) states.
2. U.S. East – Other States in the Continental U.S.
3. Japan
4. Canada
5. Europe – United Kingdom, Germany, France, Italy and Switzerland
6. Oceania – Australia and New Zealand
7. Other Asia – China, Hong Kong, Korea, Singapore and Taiwan
8. Latin America – Argentina, Brazil and Mexico
9. Other – All countries and districts not listed in MMA 1 to 8 above, including Guam, Puerto Rico, U.S. Virgin Islands and other U.S. territories
10. Hawai'i Convention Center

Market Penetration: Number of visitors from a given Metro Area divided by the population of that area. Reported as the rate per 1,000 visitors.

MC&I (Net): Visitors whose reasons for traveling were for meetings, conventions, or incentives, or any combination of these reasons. If a visitor selected two or more sub-categories within the MC&I category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the MC&I category.

Package: Visitors who purchased a packaged trip which included at least air-tickets and accommodations.

Pleasure (Net): Visitors whose reasons for traveling were for vacation, honeymoon, or to get married, or any combination of these reasons. If a visitor selected two or more sub-categories within the pleasure category, they were counted only once. Therefore, the sum of the sub-categories may be larger than the pleasure category.

True Independent: Visitors who were not part of a tour group and did not purchase their air-tickets and accommodations as a package.

Seats, Charter: Number of seats, on all flights not reported by OAG MAX but reported on the state Airport ramp report.

Seats, Scheduled: Total number of seats, on all flights reported by OAG MAX, arriving into Hawai'i.

Seats, Total: Total number of seats, on all flights arriving into Hawai'i. The sum of Scheduled and Charter seats.

Visitor: Out-of-state traveler who stayed in Hawai'i for a period of time between one night but less than one year.

SOURCES OF DATA

The data in this report came from the following sources:

Airline Passenger Counts: Every airline (both chartered and scheduled) reported passenger counts each month to DBEDT. These counts provided the total number of arriving passengers. Visitor counts were then derived by subtracting out the estimated in-transit passengers, returning Hawai'i residents and intended residents, as determined by the U.S. Customs Declaration Forms and domestic in-flight surveys.

Office of Immigration Statistics, Washington, D.C.: Monthly reports from the Washington, D.C. Office of Immigration Statistics, U.S. Department of Homeland Security provided counts of international visitors to Hawai'i by their country of residence. The reports also identified those simply passing through Hawai'i (in-transit). Canadian and U.S. residents were not included in these counts.

Summary of International Travel to the United States report: The International Visitor Arrivals Program provided the U.S. government and the public with the official U.S. monthly and final overseas visitor arrivals to the U.S. based on using the INS I-94 form data, which all U.S. non-citizens must complete to enter the United States. U.S. Tourism Industries (TI) manages the program. The monthly reports provided counts of international visitors to Hawai'i by their country of residence. The reports also identified those simply passing through Hawai'i (in-transit). Canadian and U.S. residents were not included in these counts.

Bureau of Customs & Border Protection, Honolulu: Monthly reports from the Bureau of Customs & Border Protection Honolulu office provided counts of Canadian visitors, U.S. permanent residents and U.S. citizens coming on flights from international cities. These reports did not give the U.S. citizens state of residence.

U.S. Customs Declaration Forms: Customs Declaration Forms were analyzed to determine the number of returning Hawai'i residents on international flights. DBEDT did not collect names, addresses or other personally identifying information.

International Intercept Survey: Surveys were distributed to a systematic sample of passengers in the boarding area and walkways at the Honolulu International Airport and the Kahului Airport on Maui. In 2008, a total of 52,603 surveys were completed and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The survey also collects information on state-wide visitor expenditures. The characteristics of respondents were attributed to non-respondents using ascription.

Domestic Survey: The domestic survey form is on the reverse side of the Hawai'i State Department of Agriculture's mandatory Plants and Animals declaration form. The dual-sided form were distributed to passengers on all flights from the U.S. mainland to Hawai'i every day of the year. In 2008, there were 2,945,804 usable forms collected and processed. All usable forms were optically scanned and tabulated to produce the results presented here. This survey provided information on visitor characteristics such as party size, visit status, travel method, length of stay, island visitation patterns, accommodations, purpose of trip and demographic data. The characteristics of respondents were attributed to non-respondents using ascription.

Island Visitor Survey: Surveys were conducted at departure area of the airports on all the islands. In 2008, 32,233 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 16,784 completed forms received from Maui, 2,923 forms from Moloka'i, 1,851 forms from Lana'i, 10,977 forms from Kaua'i, 4,969 forms from Hilo and 12,645 forms from Kona. The Island Visitor Survey provided island by island specific information such as purpose of trip, accommodation, length of stay and expenditures.

Cruise Visitor Survey: The cruise visitor survey forms are distributed to the cabins on the ships, collecting information specific to cruise visitors, including purpose of trip, island visitation and spending by island. The questionnaire used on foreign flagged ships did not include on-ship spending. In 2008, a total of 7,726 completed forms were processed for cruise visitor information.

Honolulu International Airport Billing Records: The billings records showed the number of passengers on flights from Canada who were pre-cleared in Canada and not included in the INS, Honolulu reports.

Cruise Passenger Counts: All cruise ships which entered Honolulu, Hilo and Lahaina Harbor reported passenger counts to the Department of Transportation, Harbors Division and the Department of Land and Natural Resources. DBEDT obtained passenger counts from these harbors and estimated counts for other harbors based on this information. The DBEDT figures specifically look at the number of passengers who arrived in the state on cruise ships. Visitors who flew to Hawai'i and then boarded the cruise vessel were captured in the surveys of air passengers.

Visitor Plant Inventory survey: (refer to DBEDT's *2008 Visitor Plant Inventory Report*)

Hospitality Advisors LLC Hawai'i Hotel Flash Report: A hotel survey compiled in conjunction with Smith Travel Research and Hospitality Advisors. Source of hotel occupancy rate, average room rate and revenue per available room.

APPENDIX B: SURVEY FORMS

DOMESTIC IN-FLIGHT SURVEY FORM

INTERNATIONAL INTERCEPT SURVEY FORM

NEIGHBOR ISLAND SURVEY FORM

CRUISE VISITOR SURVEY FORM

DOMESTIC IN-FLIGHT SURVEY FORM



STATE OF HAWAII

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

Aloha! On behalf of the State of Hawaii, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawaii experience remains the best it can be. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

TO BE COMPLETED BY: Returning Hawaii residents, those moving to Hawaii, frequent or repeat visitors to Hawaii and our first time visitors alike. (PLEASE ANSWER BY COMPLETELY FILLING THE APPROPRIATE OVAL AND BOXES IN BLUE OR BLACK PEN.) ●

(Fill out one form per party/family)

1. The total number of people (including myself) covered by this form is:
 1 2 3 4 5 6 7 8 9 10 >10

2. I am a:
 Visitor to Hawaii.
 Intended resident moving to Hawaii for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)
 Returning Hawaii resident.
 Number of nights away from Hawaii:
 NIGHTS
 (ANSWER QUESTIONS 10 TO 14 ONLY.)

3. This trip to Hawaii is my:
 1st 5th
 2nd 6 to 10th
 3rd More than 10th
 4th

4. Altogether, I/we will be in the Hawaiian Islands for:
 A few hours only. (STOP HERE)
 One night or more.
 NIGHTS
 (CONTINUE TO QUESTION 5.)

5. Please mark the places you plan to visit and the number of nights you plan to stay at that place (Write 0 if day-only trip).

Plan to visit	# of nights
<input type="radio"/> O'ahu (includes Waikiki and Honolulu)	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Maui	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Molokai	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Lana'i	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Kona (Big Island of Hawaii)	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Hilo (Big Island of Hawaii)	<input type="text"/> <input type="text"/> <input type="text"/>
<input type="radio"/> Kauai	<input type="text"/> <input type="text"/> <input type="text"/>

6. [Answer if you plan to visit O'ahu, otherwise skip to Q.7]
 Are you or any member of your party planning on attending any events at the Hawaii Convention Center?
 Yes No

7. On this trip, I am a member of an organized tour group:
 Yes No

8. I am on a pre-paid package trip that includes at least airfare and lodging:
 Yes No

9. Where will you stay while in Hawaii? (mark all that apply)

<input type="radio"/> Hotel	<input type="radio"/> Cruise Ship
<input type="radio"/> Condominium	<input type="radio"/> Friends or Relatives
<input type="radio"/> Rental House	<input type="radio"/> Hostel
<input type="radio"/> Timeshare Unit	<input type="radio"/> Camp Site, Beach
<input type="radio"/> Bed & Breakfast	<input type="radio"/> Other (please specify): _____

10. The reason for this trip is: (RESIDENTS - MARK PURPOSE OF YOUR TRIP) (mark all that apply)

<input type="radio"/> Honeymoon	<input type="radio"/> Other Business
<input type="radio"/> To Get Married	<input type="radio"/> Visiting Friends or Relatives
<input type="radio"/> Pleasure/Vacation	<input type="radio"/> Government or Military Business
<input type="radio"/> Convention/Conference	<input type="radio"/> To Attend School
<input type="radio"/> Corporate Meeting	<input type="radio"/> Sports Event
<input type="radio"/> Incentive Trip	<input type="radio"/> Other (please specify): _____

11. What is your age:

12. What is your gender:
 Male Female

13. Of the people covered by this form (NOT including yourself), how many are:

Age	# Males	# Females
12 yrs. or under	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
13 to 17 yrs.	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18 to 24 yrs.	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
25 to 40 yrs.	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
41 to 59 yrs.	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
60 or more	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
TOTAL	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

14. I am a resident of:

U.S.A. (provide Zip Code below)

1
 2
 3
 4
 5
 6
 7
 8
 9
 0

Canada (provide postal code below)
 -

Japan
 -

Argentina
 Australia
 Brazil
 China
 France
 Germany
 Hong Kong
 Italy
 Korea
 Mexico
 New Zealand
 Philippines
 Singapore
 Switzerland
 Taiwan
 United Kingdom
 Other (please specify) _____

DOA/DBEDT Form Rev. 01-14-2005 Printed in U.S.A.

61618

●●○○○○ **Mahalo (thank you) and Aloha**
 We welcome you to our home and hope you enjoy your stay with us.



DOMESTIC IN-FLIGHT SURVEY FORM

SPANISH Debe completar este formulario antes de descender del avión. Si no le es posible leerlo en Inglés, sírvase pedirle al auxiliar de vuelo un formulario en español.
 TAGALOG Ang pormularyong ito ay dapat sagutin bago mag "landing" ang eroplano. Kung hindi niyo mabasa ang pormularyong ito, mangruri po lamang na humiling sa "flight attendant" na itang pormularyo sa wikang tagalog.
 JAPANESE 降機なさる前にこの用紙を必ず記入し終えて下さい。この用紙が読めない場合は、乗務員に日本語の用紙を貸して下さい。
 KOREAN 작곡하기전에 이 양식에 반드시 기입하셔야 합니다. 이 양식을 읽지 못하면 승무원에게 한국어 양식을 요청하십시오.
 CHINESE 請在下機前填寫完畢這份表格。如果看不懂此表，請向空中服務員索取一份中文表格。



STATE OF HAWAI'I Department of Agriculture PLANTS AND ANIMALS DECLARATION FORM MANDATORY DECLARATION



FOR ALL PASSENGERS, OFFICERS, AND CREW MEMBERS

ALOHA and Welcome to Hawai'i. Many plants and animals from elsewhere in the world can be harmful to our unique environment, agriculture, and communities. Please help to protect Hawai'i by not bringing harmful pests into our state.

YOU ARE REQUIRED BY STATE LAW TO FILL OUT THIS AGRICULTURAL DECLARATION FORM. Any person who defaces this declaration form, gives false information, or fails to declare, prohibited or restricted articles in their possession, including baggage, or fails to declare these items on cargo manifests is in violation of Chapter 150A, Hawaii Revised Statutes, and may be guilty of a misdemeanor punishable, in certain instances, by a maximum penalty of \$25,000 and/or up to one year imprisonment. Intentionally smuggling a snake or other prohibited or restricted article into Hawaii is, in certain circumstances, a Class C felony punishable by a maximum penalty of \$200,000 and/or up to five years imprisonment.

One adult member of a family may complete this declaration for other family members.

A) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- | | |
|---|--|
| <input type="checkbox"/> Fresh Fruit & Vegetables | <input type="checkbox"/> Soil, Growing Media, Sand, etc. |
| <input type="checkbox"/> Cut Flowers & Foliage | <input type="checkbox"/> Live Seafood (lobsters, clams, oysters, etc.) |
| <input type="checkbox"/> Rooted Plants & Plant Cuttings, or Algae | <input type="checkbox"/> Cultures of Bacteria, Fungi, Viruses, or Protozoa |
| <input type="checkbox"/> Raw or Propagative Seeds or Bulbs | <input type="checkbox"/> Insects, Live Fishes, Amphibians, etc. |

Please submit all of the above-marked items in your possession and/or baggage for inspection to a Hawai'i Plant Quarantine Inspector in the baggage claims area. The cargo agent will submit cargo for inspection on your behalf.

B) I HAVE THE FOLLOWING ITEMS IN MY POSSESSION AND/OR BAGGAGE:

- | | |
|--------------------------------|--|
| <input type="checkbox"/> Dogs | <input type="checkbox"/> Reptiles (Turtles, Lizards, Snakes, etc.) |
| <input type="checkbox"/> Cats | <input type="checkbox"/> Other Animals |
| <input type="checkbox"/> Birds | |

If you are traveling with any LIVE ANIMALS, you must NOTIFY A CABIN ATTENDANT PRIOR TO DEPLANING. All live animals must be turned in to the Honolulu Airport Animal Quarantine Holding Facility by the transportation carrier, not the passenger, upon arrival.

NONE OF THE ABOVE

PLEASE LIST THE SPECIFIC TYPES/NAMES OF THE ITEMS MARKED ABOVE.
(Items meeting State requirements will be inspected and released.)

1 _____ 3 _____
2 _____ 4 _____

Origin (State or Country) of above items _____

Full Name (Print) _____

Home Address _____

City _____ State _____ Zip _____

Hawai'i Address or Name of Hotel/Lodging _____

Island _____ Phone No. _____ - _____ - _____ No. in Party _____

Name of Airline/Ship _____ Flight No. _____ Date of Arrival _____ / _____ / _____

Signature _____ Date _____

61618



INTERNATIONAL INTERCEPT SURVEY FORM



DBEDT
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
STATE OF HAWAII

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us ensure the quality of your Hawai'i experience remains the best it can be. Please mark each box or print 12 clearly.

Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance, **Mahalo.**

[Fill out one form per family/party]

1. The total number of people (including myself) covered by this form is:

1 2 3 4 5 6 7 8 9 10 11
 or
 more

2. I am a:

Visitor to Hawai'i [CONTINUE TO QUESTION 3]

Hawai'i resident, to be away for

night(s) [ANSWER QUESTIONS 9 - 13 ONLY]

3. Altogether I was in the Hawaiian Islands for:

A few hours only [STOP HERE]

night(s) [CONTINUE TO QUESTION 4]

4. This trip to Hawai'i was my:

- 1st time 5th
 2nd 6th to 10th
 3rd more than 10 times
 4th

5. I came on this trip as a member of an organized tour group:

Yes No

6. I came on a prepaid package trip that included at least airfare and lodging:

Yes No

7. Please check if you have visited any of the following places. On this trip, how many nights did you stay at each place?

	Visited	Number of Nights Stayed (write "0" if day-only trip)
O'ahu	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Maui	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Moloka'i	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Lana'i	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Kona-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Hilo-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)
Kauai	<input type="checkbox"/>	<input type="text"/> <input type="text"/> <input type="text"/> Night(s)

8. Where did you stay while in Hawai'i? (check all that apply)

- Hotel
 Condominium
 Rental House
 Timeshare Unit
 Bed & Breakfast
 Cruise Ship
 Friends or Relatives
 Hostel
 Camp site, Beach
 Other (please specify) _____

8a. The name of hotel/condominium you stayed at while in Hawai'i:

9. The primary reason for this trip was: [RESIDENTS - CHECK PURPOSE OF THIS TRIP]

- Honeymoon
 To get married
 Pleasure/Vacation
 Convention/Conference
 Corporate meeting
 Incentive trip
 Other business
 Visiting friends or relatives
 Government or military business
 To attend school
 Sports events
 Other (please specify) _____

10. What is your age?

- 12 yrs or under 25 to 40 yrs
 13 to 17 yrs 41 to 59 yrs
 18 to 24 yrs 60 yrs or more

11. What is your gender?

Male Female

12. Of the people covered by this form (not including yourself), how many were:

	Number of Males	Number of Females
12 years or under	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
13 to 17 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
18 to 24 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
25 to 40 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
41 to 59 years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
60 or more years	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>
TOTAL:	<input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>

13. I am a resident of:

- U.S.A. zip code
 Argentina Japan
 Australia Korea
 Brazil Mexico
 New Zealand China
 Philippines France
 Singapore Germany
 Switzerland Hong Kong
 Taiwan Italy
 United Kingdom Canada
 Other postal code

YOUR NAME: _____

HOME ADDRESS: _____

for internal purposes only

DEPARTING HAWAII Day Month Year
 / /

Name of Airline _____ Flight No. _____

ARRIVAL IN HAWAII Day Month Year
 / /

Name of Airline _____ Flight No. _____

0850057195

CONTINUE ON THE OTHER SIDE

INTERNATIONAL INTERCEPT SURVEY FORM

<p>14. On this trip, I first arrived at:</p> <p><input type="checkbox"/> Honolulu International Airport <input type="checkbox"/> Kona International Airport <input type="checkbox"/> Maui Airport <input type="checkbox"/> Kauai Airport <input type="checkbox"/> Other (please specify) _____</p> <p>15. On this trip, did you or any member of your family/party attend any events at the Hawaii Convention Center?</p> <p><input type="checkbox"/> Yes <input type="checkbox"/> No</p> <hr/> <p>16. If you and your family/party came on a pre-paid package trip (including at least airfare and lodging) please fill out 16a-16e. IF NOT, please skip to Question 17.</p> <p>a. How much did the package trip cost? <small>(please specify currency)</small></p> <p> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> <input type="checkbox"/> US \$ <input type="checkbox"/> name of currency: _____ </p> <p>b. What did the package trip include? (Check all that apply)</p> <p> <input type="checkbox"/> Airfare (to and from Hawai'i) <input type="checkbox"/> Breakfast <input type="checkbox"/> Airfare (inter island) <input type="checkbox"/> Lunch/Dinner <input type="checkbox"/> Rental Car <input type="checkbox"/> Tours/attractions <input type="checkbox"/> Lodging (hotel, condo, etc.) <input type="checkbox"/> Trip to another state/country <input type="checkbox"/> Other (please specify) _____ </p> <p>c. Name of the package: _____</p> <p>d. Number of nights in Hawai'i covered by it: <input type="text"/> <input type="text"/> <input type="text"/> night(s)</p> <p>e. Number of people covered by amount: <input type="text"/> <input type="text"/> persons</p> <hr/> <p>17. How much did you and your family/party pay for the transpacific flight (if not included as part of a package)? <small>(please specify currency)</small></p> <p> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/> <input type="checkbox"/> US \$ <input type="checkbox"/> name of currency: _____ </p>	<p>18. How much additional did you and your family/party spend while in Hawai'i? (NOT including pre-paid expenses in Questions 16 and 17. Please round to the nearest dollar.)</p> <p>How many people are you reporting for? <input type="text"/> <input type="text"/> persons <small>(specify total number of people)</small></p> <p>18a. Lodging (hotel, condo, B&B, hostel, etc., including tips)-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18b. Total food and beverage-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">In restaurants, bars and other eating places__US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Dinner shows/dinner cruises__US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Groceries/snacks _____US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18c. Total Entertainment-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Attractions/entertainment____US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Recreation (golf, tennis, snorkling, etc.)____US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Other activities & tours____US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18d. Total Transportation-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Inter island airfare-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Bus, taxi, trolley, etc.-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Rental car/mopeds-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Other expenses (gasoline, parking, etc.)-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18e. Total Shopping-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Fashion and clothing-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Jewelry/watches-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Cosmetics/perfumes-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Leather goods (belts, wallets, handbags, etc.)-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Hawai'i food products to take home (fruits, nuts, coffee etc.)_US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p style="margin-left: 20px;">Souvenirs-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>18f. Other Spending-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p><small>(Please describe)</small> _____</p> <p>18. TOTAL for Question 18 (18a-18f)-----US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p>
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2525057196

Statewide International 2008Q1

NEIGHBOR ISLAND SURVEY FORM



DBEDT
THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM
STATE OF HAWAII

Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us insure the quality of your Hawai'i experience remains the best it can be. Please mark each box or print 1, 2 clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. Mahalo!

[Fill out one form per family/party]

1. The total number of people (including myself) covered by this form is:

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1	2	3	4	5	6	7	8	9	10

2. You are a(an):

- Out-of-state or foreign visitor to this island.
- Hawai'i resident visiting this island from another island.
- Resident of this island going on an out-of-island trip, to be away for _____ nights. [ANSWER QUESTIONS 9 - 13 ONLY]
- Resident of this island moving to another island/state/country. [STOP. PLEASE TURN IN YOUR FORM]

3. On this trip, you were on this island for: [ONE ANSWER ONLY]

- Transit only (did not leave airport). [STOP. PLEASE TURN IN YOUR FORM]
- One-day trip, did not stay overnight [CONTINUE TO QUESTION 4]
- Stayed at least one night [CONTINUE TO QUESTION 4]

4. On this trip, how many NIGHTS will you or have you stayed at each location?

	# of NIGHTS stayed (write "0" if day-only trip)
O'ahu	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Maui	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Kaua'i	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Molokai	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Lana'i	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Kona (Big Island of Hawai'i)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
Hilo (Big Island of Hawai'i)	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
TOTAL ALL ISLANDS	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

5. This trip to this island was your:

- 1st time 5th
- 2nd 6th to 10th
- 3rd Greater than 10
- 4th

1296031563

6. You came on this trip as a member of an organized group tour:

- Yes No

7. You came on a pre-paid package trip that included at least airfare and lodging:

- Yes No

8. Where did you stay while on this island? [MARK "X" ALL THAT APPLY]

- Hotel
- Condominium
- Rental House
- Timeshare Unit
- Bed & Breakfast
- Cruise Ship
- Friends or Relatives
- Hostel
- Camp Site, Beach
- Other (please specify)

DO NOT WRITE IN THESE BOXES

8a. What is the name of hotel/condominium you stayed at while on this island?

DO NOT WRITE IN THESE BOXES

9. The primary reason for the trip to this island was: [RESIDENTS -- MARK "X" PURPOSE OF THIS TRIP]

- To Get Married
- Honeymoon
- Pleasure/Vacation
- Convention/Conference
- Corporate meeting
- Incentive trip
- Other business
- Visiting friends or relatives
- Government or military business
- To attend school
- Sporting events
- Other (please specify)

DO NOT WRITE IN THESE BOXES

10. What is your age?

- 12 or Under 25 to 40
- 13 to 17 41 to 59
- 18 to 24 60 or older

11. What is your gender?

- Male Female

12. Of the people covered by this form (NOT including yourself), how many were:

	Number of Males	Number of Females
12 years or under	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
13 to 17 years	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
18 to 24 years	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
25 to 40 years	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
41 to 59 years	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
60 or more years	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
TOTAL	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

13. You are a resident of:

- U.S.A. →
- Argentina (specify zip code)
- Australia
- Brazil
- Canada -
- China (PRC) (specify postal code)
- France
- Germany
- Hong Kong
- Italy
- Japan -
- Korea (specify postal code)
- Mexico
- New Zealand
- Singapore
- Switzerland
- Taiwan
- United Kingdom
- Other (please specify)

DO NOT WRITE IN THESE BOXES

CONTINUE TO OTHER SIDE →

NEIGHBOR ISLAND SURVEY FORM

<p>14. Did you come to this island on a pre-paid package trip (including at least airfare and lodging)?</p> <p><input type="checkbox"/> Yes [IF YES, CONTINUE]</p> <p><input type="checkbox"/> No [IF NO, SKIP TO QUESTION 15]</p> <p>a. How much did your package cost? US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>b. Number of nights covered by it: <input type="text"/> <input type="text"/></p> <p>c. Number of people covered by amount: <input type="text"/> <input type="text"/></p> <p>d. What did your package include? [MARK "X" ALL THAT APPLY]</p> <p><input type="checkbox"/> Airfare (to and from Hawai'i)</p> <p><input type="checkbox"/> Airfare (inter-island)</p> <p><input type="checkbox"/> Inter-island cruise</p> <p><input type="checkbox"/> Trip to another state/country _____ (specify) DO NOT WRITE IN THESE BOXES</p> <p><input type="checkbox"/> Rental car</p> <p><input type="checkbox"/> Breakfast</p> <p><input type="checkbox"/> Lunch/Dinner</p> <p><input type="checkbox"/> Lodging</p> <p><input type="checkbox"/> Tours/Attractions DO NOT WRITE IN THESE BOXES</p> <p><input type="checkbox"/> Other (describe): _____ DO NOT WRITE IN THESE BOXES</p> <p>e. Name of the package: _____ DO NOT WRITE IN THESE BOXES</p> <p>f. Did your package include a stay on:</p> <p><input type="checkbox"/> this island only</p> <p><input type="checkbox"/> multiple Hawaiian islands</p>	<p>16. How much did you spend in total on non-packaged items while on this island? (NOT including packaged expenses and transpacific airfare in Questions 14 and 15). Of this amount, how much did you spend for:</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th colspan="2"></th> <th colspan="4" style="text-align: center;">"Amount spent on THIS ISLAND ONLY"</th> </tr> </thead> <tbody> <tr> <td style="width: 30%;">16a. Lodging (hotel, condo, B&B, incl. tips)</td> <td style="width: 10%;">US\$</td> <td style="width: 5%;"><input type="text"/></td> <td style="width: 5%;"><input type="text"/></td> <td style="width: 5%;"><input type="text"/></td> <td style="width: 5%;"><input type="text"/></td> </tr> <tr> <td>16b. Total Food and Beverage</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • In restaurants, bars and other eating places</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Dinner shows/ Dinner cruises</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Groceries/snacks</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td>16c. Total Entertainment</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Attractions</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Recreation (golf, tennis, snorkeling, etc.)</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Other entertainment & tours</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td>16d. Total Ground Transportation</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Ground transportation (buses, taxis, trolleys)</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Rental car/moped</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Other transportation costs (gas, parking)</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td>16e. Total Shopping</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Fashion and clothing</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Jewelry/watches</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Cosmetics/perfumes</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Leather goods (belts, wallets, handbags, etc.)</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Hawai'i food products (fruits, nuts, & other products)</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td> • Souvenirs</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td>16f. Other Spending (Describe)</td> <td>US\$</td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> <tr> <td colspan="2"></td> <td colspan="4" style="text-align: center;">SUM OF Q.16a-Q.16f US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></td> </tr> </tbody> </table>			"Amount spent on THIS ISLAND ONLY"				16a. Lodging (hotel, condo, B&B, incl. tips)	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	16b. Total Food and Beverage	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• In restaurants, bars and other eating places	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Dinner shows/ Dinner cruises	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Groceries/snacks	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	16c. Total Entertainment	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Attractions	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Recreation (golf, tennis, snorkeling, etc.)	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Other entertainment & tours	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	16d. Total Ground Transportation	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Ground transportation (buses, taxis, trolleys)	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Rental car/moped	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Other transportation costs (gas, parking)	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	16e. Total Shopping	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Fashion and clothing	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Jewelry/watches	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Cosmetics/perfumes	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Leather goods (belts, wallets, handbags, etc.)	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Hawai'i food products (fruits, nuts, & other products)	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	• Souvenirs	US\$	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	16f. 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<p>15a. Did you arrive on this island on a transpacific flight or an inter-island flight?</p> <p><input type="checkbox"/> Transpacific flight</p> <p><input type="checkbox"/> Inter-island flight</p> <p>15b. How much did you pay for your flight (if not included as part of a package)?</p> <p>• Transpacific flight (round-trip) US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>• Inter-island flight (one-way) US\$ <input type="text"/> <input type="text"/> , <input type="text"/> <input type="text"/> <input type="text"/></p> <p>15c. Please indicate your departure information:</p> <p>Date: ----- <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/> - <input type="text"/> <input type="text"/></p> <p style="text-align: center; margin-left: 100px;">Month Day Year</p> <p>Flight Number: ----- <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/></p> <p>Airline: _____ DO NOT WRITE IN THESE BOXES</p>																																																																																																																																											

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Mahalo (Thank You)! Please return your completed survey to the interviewer.

Neighbor Island 2008Q1

CRUISE VISITOR SURVEY FORM



Aloha. On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions. This information helps us insure the quality of your Hawai'i experience remains the best it can be. Please mark each box or print 1 2 clearly. Your answers are strictly confidential and are tabulated for statistical purposes only. We greatly appreciate your assistance. *Mahalo!*

Cruise Start Date:

	-		-	
Month		Day		Year

1. The total number of people (including myself) covered by this form is:
(Fill out one form per party/family)

		persons
--	--	---------

2. I am a:

- Visitor to Hawai'i
 Resident of Hawai'i

3. Including this trip, I have made:

		trips to Hawai'i in my lifetime
--	--	---------------------------------

4. Please indicate the number of nights you have spent in Hawai'i on this trip...

Before starting this cruise

During this cruise

Expect to spend after this cruise

TOTAL NIGHTS IN HAWAII (Before, during and after cruise)

5. Please indicate where you spent your nights in Hawai'i on this trip?

	BEFORE THIS CRUISE	DURING THIS CRUISE	AFTER THIS CRUISE
O'ahu	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Maui	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Big Island	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kaua'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Lana'i	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Molokai	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Excluding the nights spent on this cruise ship, where did you stay in Hawai'i on this trip?

	BEFORE THIS CRUISE	AFTER THIS CRUISE
Hotel	<input type="checkbox"/>	<input type="checkbox"/>
Condominium	<input type="checkbox"/>	<input type="checkbox"/>
Timeshare unit	<input type="checkbox"/>	<input type="checkbox"/>
Bed & breakfast	<input type="checkbox"/>	<input type="checkbox"/>
Friends or relatives	<input type="checkbox"/>	<input type="checkbox"/>
Other, specify:	<input type="checkbox"/>	<input type="checkbox"/>
DO NOT WRITE IN THESE BOXES		

7. How much did you pay for your cruise package?

US\$

 ,

7a. Was this a gift or paid by someone else other than yourself?

- Yes No

7b. Package details:

Number of nights covered:

Number of people covered by (\$) amount:

8. What was included in the cruise package you purchased when booking your cruise to Hawaii?
(Please mark (x) all that apply)

- Airfare (Transpacific)

 (Number of round-trip flights)
- Airfare (Inter island)

 (Number of one-way flights)
- Non-cruise lodging

 (Number of nights)
- Additional vacation stop to other location (aside from Hawai'i)
- Meals on shore

 (Number of meals)
- Rental car

 (Number of days)
- None of the above

9. I am a resident of:

- U.S.A.

(specify zip code)
- Canada United Kingdom
- Japan Germany
- Korea France
- Taiwan Switzerland
- Hong Kong Australia
- Other (specify)

10. Did you do any of the following on this trip to Hawai'i?

- Go on honeymoon
- Get married
- Attend a wedding
- Attend a Convention/Conference
- Conduct some business
- Visit friends or relatives
- Play golf

11. What is your age?

 years old

12. What is your gender?

- Male Female

13. Of the people covered by this form (including yourself), how many were:

	NUMBER OF MALES	NUMBER OF FEMALES
Under 10 years	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>
10 - 19	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>
20 - 29	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>
30 - 39	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>
40 - 49	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>
50 - 59	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>
60 or more	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>
TOTAL	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>	<table style="border: 1px solid black; width: 30px; height: 20px;"></table>

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CONTINUE TO OTHER SIDE →

CRUISE VISITOR SURVEY FORM

FOR ALL PARTS OF QUESTION 14:

DO NOT include packaged trip and tour expenses entered in Question 8. If you are continuing your stay in Hawai'i after you leave the cruise, please estimate your expenses for your total time in Hawai'i and write your answers below.

14. How much did you and your party spend in total on non-package items while you were in Hawai'i? (Write "0" if none spent)

US\$,

14.1. Including yourself, how many people does this expenditure cover?

Of this total amount (Q14), how much was spent for:

	ON SHIP (IN US\$)	O'AHU (IN US\$)	MAUI (Maui/Molokai/Lanai) (IN US\$)	KAUA'I (IN US\$)	BIG ISLAND OF HAWAII' KONA (IN US\$)	HILO (IN US\$)
14a. Lodging (total bill of hotel, condo, B&B, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14b. Total Food and Beverage	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• In restaurants and other eating places	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Dinner shows/cruises	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Groceries/snacks	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14c. Total Entertainment and Recreation	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14d. Total Shore Tours	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14e. Total Transportation	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Inter-island airfare	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Ground transportation (buses, taxis, trolleys)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Rental car/moped	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Other transportation costs (gas, parking)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14f. Total Shopping	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Fashion and clothing	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Jewelry/watch	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Cosmetics/perfumes	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Leather goods (belts, wallets, handbags, etc.)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Hawai'i food products (fruits, nuts, coffee)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
• Souvenirs	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
14g. All other spending outside of the ship: (please specify for each island visited)	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	DO NOT WRITE IN THIS BOX	DO NOT WRITE IN THIS BOX	DO NOT WRITE IN THIS BOX	DO NOT WRITE IN THIS BOX	DO NOT WRITE IN THIS BOX	DO NOT WRITE IN THIS BOX

NAME OF CRUISE SHIP: _____

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DO NOT WRITE IN THIS BOX

CABIN NUMBER (OPTIONAL): PLEASE FILL-IN CABIN NUMBER TO APPLY FOR PRIZE DRAWING.

CRUISE DOMESTIC 2008Q1