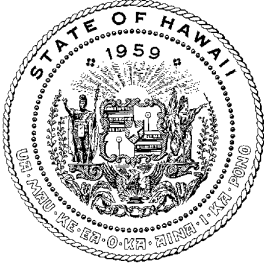




2009
Annual Visitor
Research Report

HAWAII
TOURISM AUTHORITY



Hawai'i Tourism Authority

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Governor

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Aloha,

On behalf of the Hawai'i Tourism Authority (HTA), the state agency for tourism, we are pleased to present the 2009 Annual Visitor Research Report. This report presents the final detailed statistics on Hawai'i's visitor industry performance in 2009 and a comprehensive comparison with 2008 visitor data.

Included are visitor characteristics and expenditures categorized by major market areas, select countries, purpose of trip, accommodation, status as a first-time or repeat visitor, and by island. You will also find detailed spending categories broken down by major market areas and by island, and a profile of Hawai'i's cruise visitors and spending characteristics, visitor room inventory, hotel occupancy and room rates, and air seat capacity. We hope you will find this information useful. The report is also available on HTA's website at www.hawaii-tourism-authority.org/research.

As a research-based organization, we look forward to continuing to provide up-to-date reporting on Hawai'i's tourism industry and working together to make our islands an ideal place to live, work and visit.

Mahalo,

Mike McCartney
President and Chief Executive Officer
Hawai'i Tourism Authority

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ABOUT THIS REPORT

This report was produced by the Tourism Research staff of the Hawai'i Tourism Authority (HTA). The HTA is headed by Mr. Mike McCartney. This report was prepared by Mr. Daniel Nahoopii, Mr. Cy Feng, Mr. Lawrence Liu, Ms. Minh-Chau T. Chun and Ms. Geneve Lung.

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The report is also available in Adobe Acrobat form on the HTA Web Site, <http://www.hawaiitourismauthority.org/research>

For further information on the content of this report or if you would like copies of this report, contact the HTA at (808) 973-2255.

SUMMARY OF 2009 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

2009 was another challenging year for Hawai'i's tourism industry as the state like many other visitor destinations continued to struggle through the global economic recession. Several factors severely impacted Hawai'i this year. With the departures of ATA and Aloha airlines in April 2008, air seats capacity to the islands contracted significantly and remained limited in 2009. Concerns and country restrictions due to the H1N1 flu virus also severely affected air travels, especially among visitors from China, Taiwan, Singapore, and Japan.

In addition, Hawai'i's cruise visitor segment was impacted by proposed revisions to the Passenger Vessel Services Act. While the rule change was denied in 2008, it did cause uncertainty in the cruise industry and contributed to the lower number of foreign flagged (out-of-state) cruise ships that visited the islands in 2009 (See Cruise Visitors Section, page 121).

Combined expenditures by visitors who came to Hawai'i by air or by cruise ships in 2009 decreased 12.3 percent from 2008, to \$10 billion¹ (Table 1). Air and cruise visitors combined spent an average \$164 per person daily, down from \$179 per person in 2008. The average per trip spending by all visitors, fell (-8.2%) to \$1,533 per person from \$1,671 in 2008.

Total visitor days by air and cruise visitors declined 4.7 percent to 60.8 million days in 2009. A total of 6,517,054 visitors arrived by air or by cruise ships, down from 6,822,911 visitors in 2008. The combined length of stay by these visitors was 9.33 days, similar to 2008.

Total arrivals by air decreased 4.4 percent to 6,420,448 visitors in 2009. Arrivals from all major marketing areas (MMA) were lower compared to 2008: U.S. West (-1.8%), U.S. East (-7.2%), Canada (-3.6%), Europe (-9.4%), Oceania (-12.1%), and Latin America (-7.4%). Other Asia MMA were down 1.9 percent, while Japanese arrivals (-0.6%) showed the smallest decline among the MMAs compared to the previous year.² The number of visitors who entered Hawai'i on board cruise ships in 2009 fell 11.8 percent from the previous year to 96,606 visitors³.

By island, a total of 4,119,517 air and cruise visitors went to O'ahu in 2009, a decrease of 4.3 percent from 2008. Maui (-9%) reported 1,976,852 air and cruise visitors, while Hawai'i Island (-8.5%) hosted 1,299,711 visitors. Kaua'i had the largest decline in air and cruise arrivals, down 9.3 percent from 2008 to 998,918 visitors.

Of the \$10 billion in visitor expenditures by both air and cruise visitors in 2009, \$5.1 billion were spent on O'ahu, 11 percent lower than the previous year. Combined air and cruise visitor

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.

expenditures on Maui declined 13.2 percent to \$2.5 billion in 2009. Spending on Hawai'i Island by air and cruise visitors dropped 14 percent from 2008 to \$1.3 billion. Expenditures by air and cruise visitors on Kaua'i totaled \$1 billion in 2009, down 12.5 percent from the previous year.

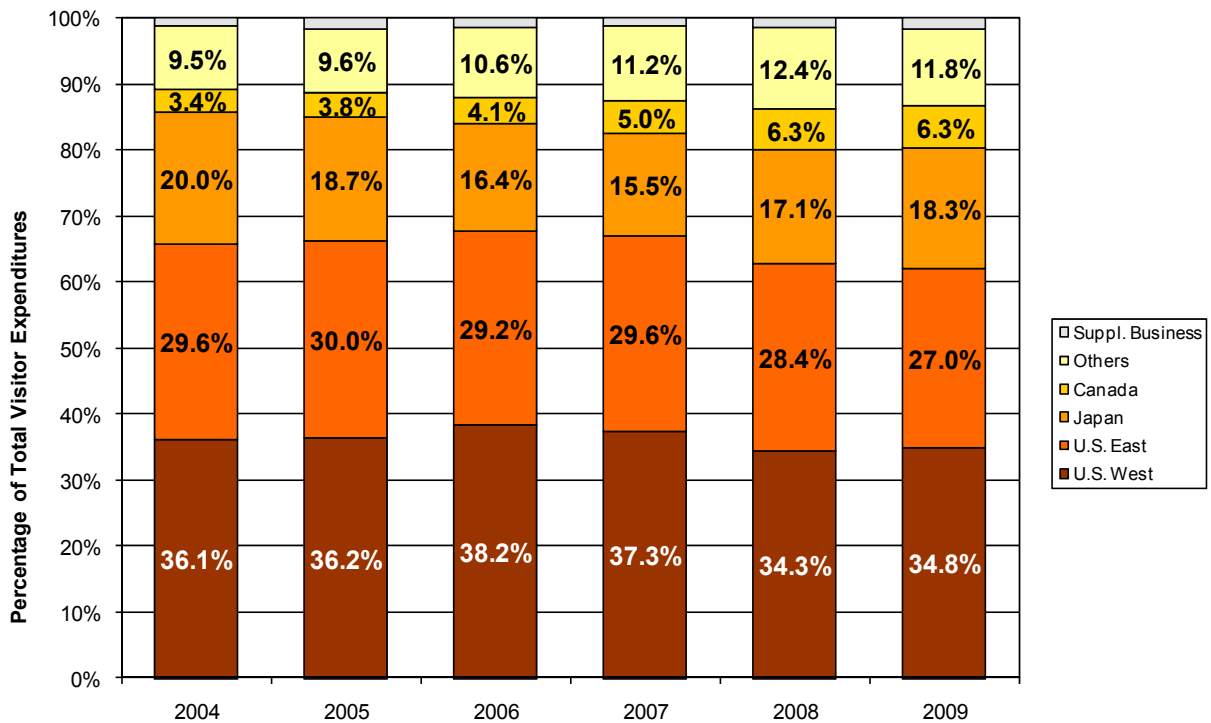
Combined air and cruise visitors daily spending was the highest on Lāna'i at \$285 per person, followed by O'ahu at \$173 per person, Maui at \$165 per person, Kaua'i at \$147 per person, Hawai'i Island at \$145 per person and Moloka'i at \$106 per person.

VISITORS BY AIR

TOTAL VISITOR SPENDING:

Expenditures by visitors who came by air totaled \$9.97 billion, down 12.3 percent from 2008, as a result of decreases from all visitor markets.

Figure 1: 2004-2009 Air Visitor Expenditures by MMA as Share of Total



Spending by U.S. West visitors in 2009 fell 11 percent to \$3.5 billion. U.S. West expenditures continued to account for the largest portion of total expenditures among the visitor markets. U.S. West visitors' share of total visitor spending of 34.8 percent was similar to 2008 (34.3%) but was below those of the previous five years.

Spending by U.S. East visitors fell 16.4 percent and ranked second at \$2.7 billion. U.S. East visitors' share of total expenditures decreased to 27 percent, the lowest percentage share since 2003.

Japanese expenditures declined 6.1 percent and followed in third place at \$1.83 billion. Japanese visitors' share of total spending increased over last year to 18.3 percent of total spending in 2009 (See Figure 1).

Spending by Canadian visitors was down 12 percent to \$628.8 million in 2009. After steadily increasing since 2003, Canadian visitors' share of total expenditures in 2009 at 6.3 percent was unchanged from 2008.

Supplemental business expenditures of \$173.7 million or 1.7 percent of total air expenditures were 2.6 percent lower than 2008. 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 2009 decreased to \$165 per person from \$180 per person in 2008. Visitors from all MMAs spent less on a daily basis compared to 2008.

Japanese visitors' daily spending continued to be the highest among the MMAs at \$268 per person. Visitors from Other Asia (\$208 per person) ranked second, followed by those from Oceania (\$203 per person), Latin America (\$185 per person), U.S. East (\$166 per person), Europe (\$144 per person) and Canada (\$143 per person). U.S. West visitors continued to spend the least at \$133 per person day.

PER PERSON PER TRIP SPENDING

Average spending per trip by air visitors in 2009 was \$1,553 per person, 8.3 percent less compared to 2008. Visitors from Latin America continued to spend the most on a per trip basis, averaging \$2,186 per person, followed by visitors from Europe at \$1,889 per person, Oceania at \$1,874 per person Canada at \$1,814, U.S. East at \$1,726 per person, , Other Asia at \$1,619 per person and Japan at \$1,564 per person. U.S. West visitors also spent the least per trip at \$1,276 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 fell 4.6 percent from 2008 to 60.3 million days (Table 4). Total arrivals by air decreased 4.4 percent to 6,420,448 visitors in 2009. The average length of stay by these visitors was about the same as 2008 at 9.38 days.

By Island:

Visitor days on O'ahu fell 2 percent from 2008 due to a 4 percent decline in arrivals by air to 4,024,888 visitors. These visitors' length of stay was slightly longer at 7.28 days compared to 7.13 days by those who came in 2008. In 2008, 62.7 percent of air visitors went to O'ahu.

For the island of Maui, an 8.8 percent decline in arrivals to 1,892,396 visitors resulted in lower visitor days (-6.6%). The average length of stay was 8.03 days, up from 7.83 days in 2008. In 2009, 29.5 percent of visitors by air went to Maui.

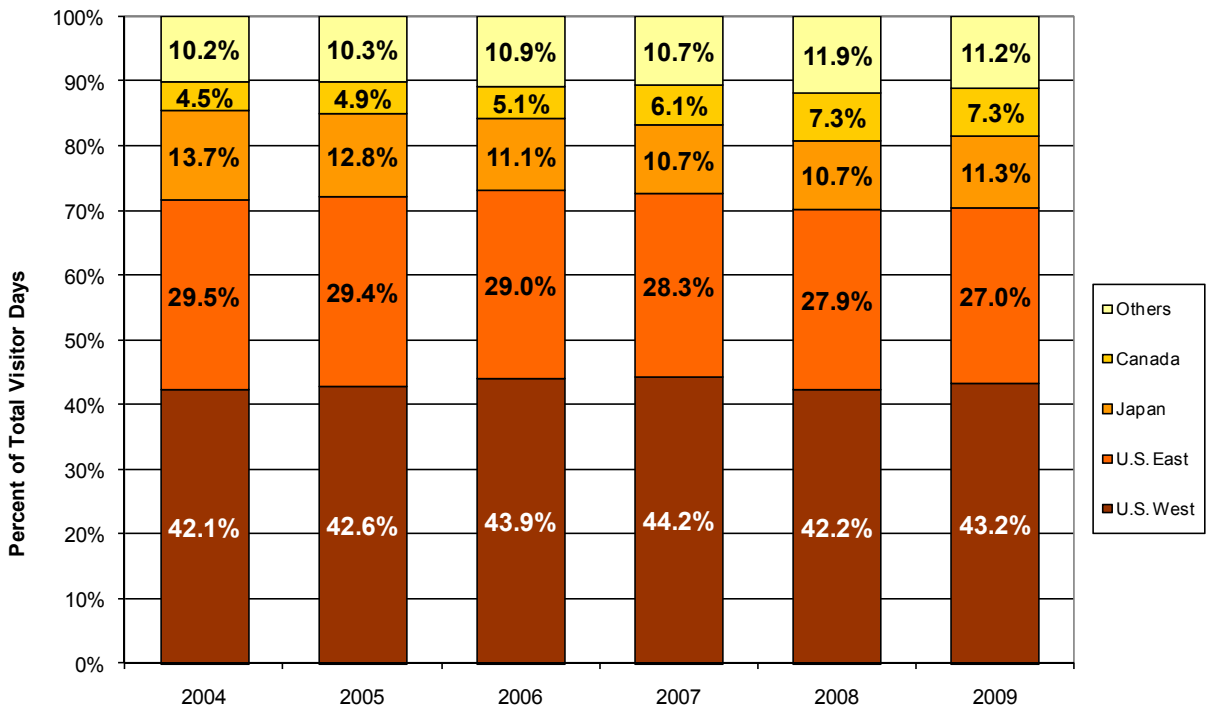
Visitor days for Hawai'i Island decreased 6.8 percent in 2009. A total of 1,215,256 visitors went to Hawai'i Island, 8 percent fewer compared to 2008. These visitors stayed 6.97 days compared to 6.88 days in 2008. Of all air visitors to the state, 18.9 percent went to Hawai'i Island in 2009.

Visitor days for Kaua'i dropped 6.1 percent from 2008, due to 9.9 percent decrease in visitors to this island. The average length of stay increased to 7.35 days from 7.05 days in 2008. Those who visited Kaua'i comprised 14.5 percent of the total air visitors to the state.

Arrivals to Moloka'i fell 29.8 percent compared to 2008 and resulted in a 22.4 percent decrease in visitor days. The length of stay by these visitors was 4.88 days, up from 4.42 days in 2008. Visitor days on Lāna'i declined 21.6 percent due to a 24.5 percent reduction in arrivals, but the length of stay rose to 3.64 days from 3.50 days in 2008.⁴

By Major Market Areas (MMA):

Figure 2: 2004-2009 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. West, Hawai'i's largest market, decreased 2.3 percent from 2008 due to a 1.8 percent drop in visitor arrivals. These visitors stayed an average of 9.57 days in 2009, similar to 9.62 days in the previous year. U.S. West visitors' share of total visitor days increased to 43.2 percent in 2009 (Figure 2).

Visitor days from U.S. East, the second largest visitor market to the islands, fell 7.5 percent as a result of lower arrivals (-7.2%) compared to 2008. The average length of stay by this group was virtually unchanged from the previous year at 10.42 days. U.S. East's share of total visitor days had declined since 2004 to 27 percent in 2009.

Japanese visitor days rose 0.9 percent compared to 2008, as the slight decrease in arrivals (-0.6%) was offset by a longer average length of stay (5.83 days, up from 5.74 days in 2008). Japanese visitors' share of total visitor days rose to 11.3 percent in 2009 after being stable at 10.7 in 2007 and 2008.

Decreased arrivals (-3.6%) and a shorter average length of stay (12.68 days, down from 12.88 days in 2008) resulted in a 5.1 percent decline in Canadian visitor days. After increasing over the past five years Canadian visitors' share of total visitor days was unchanged at 7.3 percent in 2009.

European visitor days declined 7.3 percent, due to a 9.4 percent drop in arrivals from 2008. The average length of stay by these visitors increased to 13.09 days (12.80 days in 2008), the longest among all visitor groups.

Lower visitor arrivals (-12.1%) resulted in a 6 percent decline in Oceania visitor days. The average length of stay was 9.24 days in 2009, up from 8.94 days in the previous year.

Visitor days from Other Asia rose 5.6 percent from 2008. While arrivals decreased 1.9 percent, those who came in 2009 stayed longer (7.78 days compared to 7.23 days in 2008) and contributed to the growth in visitor days.

CHARACTERISTICS OF VISITORS

The majority of visitors in 2009 stayed in hotels (62%). Some visitors stayed in condominiums (17.2%), timeshare properties (10.9%), with friends or relatives (10.5%), in rental homes (4.4%) and on cruise ship (2%) (Table 3). Compared to 2008, fewer visitors stayed in hotels (-5.2%), condominiums (-7.3%), rental homes (-6.5%), on cruise ships (-24.2%) and in bed and breakfast properties (-11.4%) while more visitors stayed in timeshare properties (+4.1%) or with friends or relatives (+1.7%) (Table 2).

The average party size for visitors to Hawai'i was similar to 2008 at 2.10 people per party. Two out of three visitors (66%) in 2009 have been to the islands before, up from 65.2 percent of repeat visitors in 2008. The number of first-time visitors decreased 6.6 percent and represented 34 percent of total visitors. True independent visitors comprised 63.4 percent of total visitors in 2009, up from 62.3 percent in 2008.

The number of honeymoon visitors to the islands increased 4.8 percent and represented 7.4 percent of total visitors 2009 (up from 6.8% of the total in 2008). Those who came to get married (1.7% of

total visitors) declined 9 percent from 2008. Meeting, convention and incentive visitors fell 15.6 percent from 2008 to comprise 5.7 percent of total visitors in 2009.

VISITORS BY CRUISE SHIPS

A total of 96,606 visitors arrived into the state by cruise ships⁵, down 11.8 percent from 2008. In addition, another 120,677 visitors flew to the state and boarded cruise ships in Hawai'i after their arrivals, a decrease of 23.2 percent from 2008 (Table 73). Total spending by visitors who arrived by cruise ships was down 34.4 percent from 2008 at \$25.2 million (Table 1). Total spending by all cruise visitors in 2009, including those who came by cruise ships and those who arrived by air to board cruise ships was \$312.9 million, a decrease of 28.1 percent compared to 2008 (Table 75).

HOTEL OCCUPANCY AND ROOM RATE

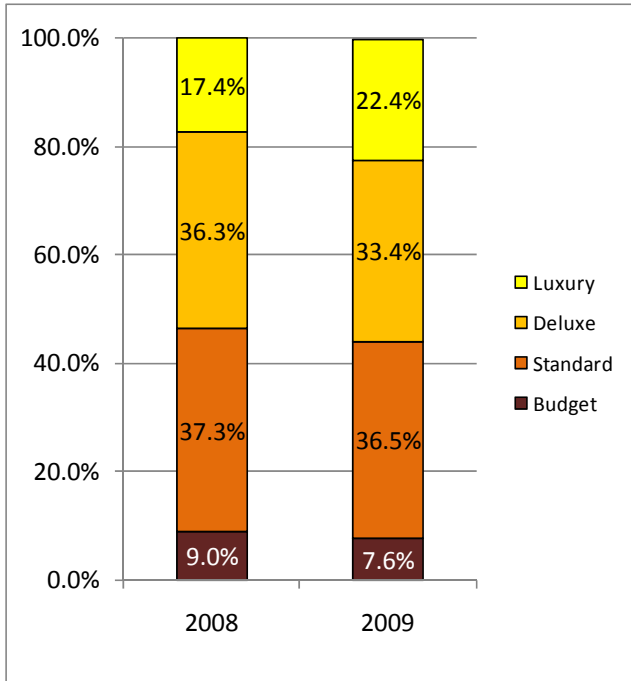
The statewide hotel occupancy rate for 2009 was 66.5 percent (Table 82 to Table 86), down from 70.5 percent in 2008. All islands experienced lower hotel occupancy rates compared to the previous year. The largest decline was on Kaua'i where hotel occupancy rate fell 10.1 percentage points to 60.2 percent. Occupancy rate on Maui declined 5.8 percentage points to 62.1 percent, while Hawai'i Island's rate dropped 5.3 percentage points to 54.5 percent. O'ahu occupancy rate fared better, down 1.7 percentage point to 73.3 percent. O'ahu's occupancy declined in the first eight months of 2009 but showed positive growth for the last four months of 2009.

The statewide average room rate was \$176.46, significantly lower compared to \$201.85 in 2008. Room rates on all islands fell sharply compared to the previous year. Maui's room rate remained the highest among the four larger islands at \$232.54 but also saw the steepest decline (-14.3%). Room rate on Kaua'i was the second highest at \$186.22 (\$206.94 in 2008), followed by Hawai'i Island at \$184.72 (\$203.30 in 2008). O'ahu's room rate remained the lowest at \$149.76, down from \$169.44 in 2008.

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 3: Statewide Class of Units
2009 vs. 2008**



The total visitor plant inventory for the state rose 1.4 percent from 2008 to 75,188 visitor units. This increase was primarily driven by new timeshare units across all counties and the reintroduction of properties previously closed for renovation. While the visitor unit count on O‘ahu was stable, all other counties reported an increase in visitor units over 2008 (Table 87 to Table 89).

Despite the overall increase in statewide visitor units, the total number of lodging establishments in the state decreased by 82 properties (-4.8%) from 2008. Kaua‘i reported the largest decline in lodging properties (-14.1%). Establishments removed from the 2009 supply largely consisted of individual vacation units (IVUs), reflecting Hawai‘i’s tough economic environment and growing price competitiveness from traditional lodging types.

Just under half (45.3%) of the statewide visitor units in 2009 were located on O‘ahu. The island of Maui continued to have the second largest share of visitor units, followed by Hawai‘i Island and Kaua‘i counties. Hotels continued to comprise the majority (57%) of visitor units statewide. Condominium hotel properties accounted for the second largest share of visitor units at 19.2 percent. Timeshare units represented 13.4 percent of the total visitor units followed by IVUs with 8.6 percent. Bed & Breakfasts, apartment hotels, and hostels combined totaled less than 2.0 percent of the total visitor units.

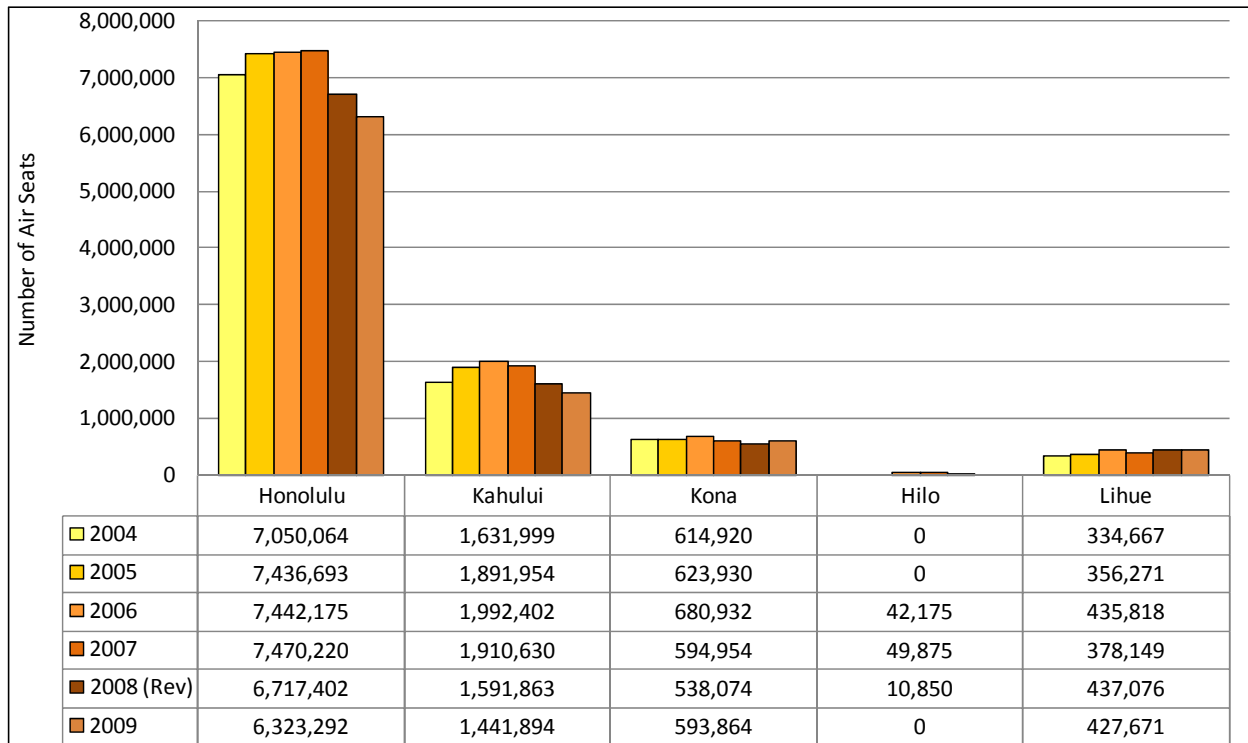
The State visitor supply continued to be concentrated in the Deluxe (33.4%) and Standard (36.5%) price classes for 2009. A greater percentage of units were classified as Luxury in 2009 (22.4%) compared to 2008 (17.4%).

TOTAL AIR SEATS OPERATED TO HAWAI'I

After a 10.7 percent drop in 2008, total air seats for 2009 further decreased (-5.5%) to 8,786,721 seats, largely due to the absence of Aloha and ATA airlines. Domestic seats declined 6.4 percent from 2008 while international seats fell 3.1 percent (Table 90 to Table 92).

SEAT CAPACITY BY AIRPORT:

Figure 4: 2004-2009 Air Seats Operated to Hawai'i by Island



Note: 2008 Air Seats data were revised to reflect additional charter seats information.

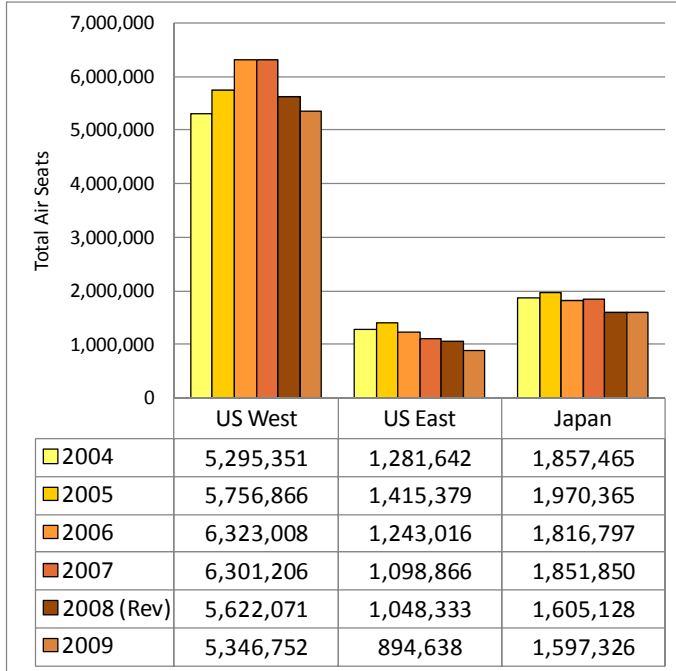
Air seat capacity to the Honolulu International Airport decreased in 2008 (-10.1%) and continued to decline in 2009 (-5.9%) to 6,323,292 total seats (Figure 4). Seat capacity to Kahului airport peaked in 2006, but fell 9.4 percent to 1,441,894 total seats in 2009. Seat capacity at the Līhū'e airport declined 2.2 percent to 427,671 seats in 2009.

Due to the withdrawal of Aloha Airlines, Hilo no longer received direct scheduled air service since April 2008, reducing capacity to 10,850 seats in 2008 and no service in 2009.

In contrast to the other airports, seat capacity at the Kona airport rose 10.4 percent from 2008 to 593,864 seats. Contributing to this growth was additional/new domestic air services to Kona from Seattle, Los Angeles, Denver and San Francisco.

SEAT CAPACITY BY SELECTED MMAs:

Figure 5: 2004-2009 Total Air Seats by MMA

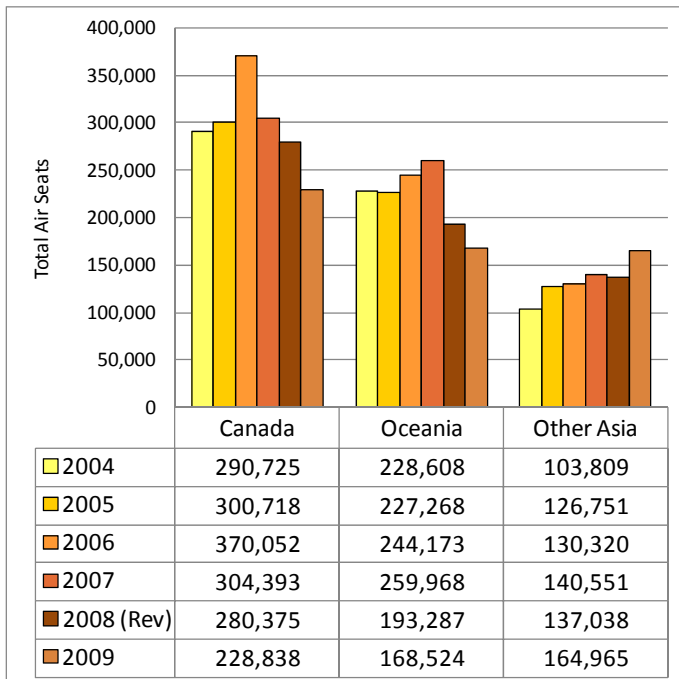


Air seats from U.S. West fell 4.9 percent to 5,346,752 seats in 2009 (Figure 5). Seats from U.S. West comprised 60.9 percent of total air seats to Hawai'i, similar to 2008 (60.5%).

Air capacity from U.S. East peaked in 2005 but had been declining over the last four years. In 2009, 894,638 seats were from U.S. East, 14.7 percent fewer than 2008. U.S. East seats made up 10.2 percent of total air seats in 2009, down from 11.3 percent in 2008.

Air capacity from Japan in 2009 was slightly less (-0.5%) compared to the previous year. Japanese seats comprised 18.2 percent of total air seats compared to 17.3 percent in 2008.

Figure 6: 2004-2009 Total Air Seats by MMA (continued)



Air capacity from Canada had been declining in the last three years after reaching its highest level in 2006. In 2009, there were 228,838 seats from this market, 18.4 percent lower compared to the previous year (Figure 6).

Air capacity from Oceania further declined from 2008, down 12.8 percent to 168,524 seats in 2009.

Air capacity from Other Asia steadily increased from 2004. After a 2.5 percent decrease in 2008, seats from this market climbed 20.4 percent to 164,965 seats in 2009. This increase was primarily due to additional services to Honolulu from Seoul, Korea.

Table 1: Summary of Visitor Statistics: 2009 vs. 2008

CATEGORY AND MMA	2009	2008	(%) Change
TOTAL EXPENDITURES (\$mil.)	9,993.2	11,398.5	-12.3
Visitor arrivals by air	9,968.0	11,360.1	-12.3
U.S. West	3,468.2	3,897.3	-11.0
U.S. East	2,694.6	3,225.1	-16.4
Japan	1,826.3	1,944.5	-6.1
Canada	628.8	710.6	-11.5
Europe	197.2	248.9	-20.8
Oceania	256.2	290.4	-11.8
Other Asia	178.7	180.5	-1.0
Latin America	38.3	53.7	-28.7
Other	506.1	630.8	-19.8
Supplemental business (all MMAs)	173.7	178.3	-2.6
Visitor arrivals by cruise ships	25.2	38.4	-34.4
TOTAL VISITOR DAYS	60,836,666	63,857,378	-4.7
Visitor arrivals by air	60,255,061	63,130,133	-4.6
U.S. West	26,027,984	26,649,336	-2.3
U.S. East	16,271,465	17,586,975	-7.5
Japan	6,806,138	6,744,053	0.9
Canada	4,396,325	4,632,068	-5.1
Europe	1,366,674	1,474,584	-7.3
Oceania	1,262,591	1,343,771	-6.0
Other Asia	858,881	813,485	5.6
Latin America	206,907	244,863	-15.5
Other	3,058,095	3,640,997	-16.0
Visitor arrivals by cruise ships	581,605	727,244	-20.0
VISITOR ARRIVALS	6,517,054	6,822,911	-4.5
Visitor arrivals by air	6,420,448	6,713,436	-4.4
U.S. West	2,718,818	2,769,229	-1.8
U.S. East	1,561,468	1,683,114	-7.2
Japan	1,168,080	1,175,199	-0.6
Canada	346,583	359,580	-3.6
Europe	104,403	115,172	-9.4
Oceania	136,717	155,480	-12.1
Other Asia	110,380	112,548	-1.9
Latin America	17,502	18,896	-7.4
Other	256,498	324,218	-20.9
Visitor arrivals by cruise ships	96,606	109,475	-11.8
AVERAGE LENGTH OF STAY (days)	9.33	9.36	-0.3
Visitor arrivals by air	9.38	9.40	-0.2
U.S. West	9.57	9.62	-0.5
U.S. East	10.42	10.45	-0.3
Japan	5.83	5.74	1.5
Canada	12.68	12.88	-1.5
Europe	13.09	12.80	2.2
Oceania	9.24	8.64	6.9
Other Asia	7.78	7.23	7.7
Latin America	11.82	12.96	-8.8
Other	11.92	11.23	6.2
Visitor arrivals by cruise ships	6.02	6.64	-9.4

Source: Hawai'i Tourism Authority

Table 1: Summary of Visitor Statistics: 2009 vs. 2008 (continued)

CATEGORY AND MMA	2009	2008	(%) Change
PER PERSON PER DAY SPENDING (\$)	164.3	178.5	-8.0
Visitor arrivals by air	165.4	179.9	-8.1
U.S. West	133.3	146.2	-8.9
U.S. East	165.6	183.4	-9.7
Japan	268.3	288.3	-6.9
Canada	143.0	153.4	-6.8
Europe	144.3	168.8	-14.5
Oceania	202.9	216.1	-6.1
Other Asia	208.0	221.9	-6.3
Latin America	184.9	219.2	-15.6
Other	165.5	173.3	-4.5
Visitor arrivals by cruise ships	43.3	52.8	-18.0
PER PERSON PER TRIP SPENDING (\$)	1,533.4	1,670.6	-8.2
Visitor arrivals by air	1,552.5	1,692.1	-8.3
U.S. West	1,275.6	1,407.4	-9.4
U.S. East	1,725.7	1,916.1	-9.9
Japan	1,563.5	1,654.6	-5.5
Canada	1,814.3	1,976.1	-8.2
Europe	1,888.7	2,161.5	-12.6
Oceania	1,873.7	1,867.8	0.3
Other Asia	1,618.7	1,604.1	0.9
Latin America	2,186.4	2,840.4	-23.0
Other	1,973.0	1,945.7	1.4
Visitor arrivals by cruise ships	260.9	350.8	-25.6
TOTAL EXPENDITURES (\$mil.)	9,997.8	11,398.5	-12.3
O'ahu	5,108.3	5,737.0	-11.0
Maui	2,532.6	2,916.8	-13.2
Moloka'i	25.1	38.3	-34.3
Lāna'i	63.3	88.1	-28.1
Kaua'i	1,017.4	1,163.1	-12.5
Hawai'i Island	1,251.0	1,455.2	-14.0
PER PERSON PER DAY SPENDING (\$)			
O'ahu	173.2	190.3	-9.0
Maui	165.2	177.4	-6.9
Moloka'i	106.4	125.7	-15.3
Lāna'i	284.9	310.4	-8.2
Kaua'i	147.0	158.2	-7.1
Hawai'i Island	144.9	155.9	-7.1
VISITOR ARRIVALS (AIR + SHIP)			
O'ahu	4,119,517	4,303,094	-4.3
Maui	1,976,852	2,171,610	-9.0
Moloka'i	52,908	73,187	-27.7
Lāna'i	67,085	85,901	-21.9
Kaua'i	998,918	1,101,753	-9.3
Hawai'i Island	1,299,711	1,420,487	-8.5
VISITOR ARRIVALS BY AIR			
O'ahu	4,024,888	4,193,685	-4.0
Maui	1,892,396	2,075,800	-8.8
Moloka'i	48,339	68,883	-29.8
Lāna'i	61,054	80,867	-24.5
Kaua'i	928,112	1,030,647	-9.9
Hawai'i Island	1,215,256	1,321,277	-8.0
VISITOR ARRIVALS BY SHIP			
O'ahu	94,629	109,409	-13.5
Maui	84,456	95,810	-11.9
Moloka'i	4,569	4,304	6.2
Lāna'i	6,031	5,034	19.8
Kaua'i	70,806	71,106	-0.4
Hawai'i Island	84,455	99,210	-14.9

Source: Hawai'i Tourism Authority

**Table 2: Summary of Characteristics: 2009 vs. 2008
(Arrivals by air)**

TOTAL VISITORS	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	60,255,061	63,130,133	-4.6%	47,121,337	49,497,350	-4.8%	13,133,724	13,632,783	-3.7%
Total Visitors	6,420,448	6,713,436	-4.4%	4,672,001	4,901,893	-4.7%	1,748,447	1,811,543	-3.5%
PARTY SIZE									
One	1,073,226	1,123,053	-4.4%	919,076	963,843	-4.6%	154,151	159,210	-3.2%
Two	2,776,806	2,834,902	-2.0%	2,031,710	2,118,844	-4.1%	745,096	716,058	4.1%
Three or more	2,570,416	2,755,481	-6.7%	1,721,215	1,819,206	-5.4%	849,201	936,275	-9.3%
Avg Party Size	2.10	2.13	-1.4%	1.97	1.98	-0.5%	2.46	2.55	-3.4%
VISIT STATUS									
First-Time	2,185,039	2,338,202	-6.6%	1,400,317	1,516,307	-7.6%	784,723	821,895	-4.5%
Repeat	4,235,408	4,375,234	-3.2%	3,271,684	3,385,586	-3.4%	963,724	989,648	-2.6%
Average # of Trips	5.09	4.94	3.0%	5.66	5.49	3.0%	3.56	3.45	3.3%
TRAVEL METHOD									
Group Tour	608,215	748,192	-18.7%	154,915	214,152	-27.7%	453,300	534,040	-15.1%
Package	2,254,358	2,403,210	-6.2%	1,153,554	1,233,690	-6.5%	1,100,804	1,169,520	-5.9%
Group Tour & Pkg	511,594	622,479	-17.8%	108,217	155,334	-30.3%	403,377	467,145	-13.7%
True Independent	4,069,469	4,184,514	-2.7%	3,471,748	3,609,386	-3.8%	597,721	575,128	3.9%
ISLANDS VISITED									
O'ahu	4,024,888	4,193,685	-4.0%	2,446,800	2,554,895	-4.2%	1,578,089	1,638,790	-3.7%
Maui County	1,932,357	2,129,042	-9.2%	1,688,448	1,850,510	-8.8%	243,909	278,532	-12.4%
...Maui	1,892,396	2,075,800	-8.8%	1,651,970	1,804,988	-8.5%	240,427	270,812	-11.2%
...Moloka'i	48,339	68,883	-29.8%	41,077	51,017	-19.5%	7,262	17,866	-59.4%
...Lāna'i	61,054	80,867	-24.5%	52,541	66,066	-20.5%	8,513	14,801	-42.5%
Kaua'i	928,112	1,030,647	-9.9%	856,599	940,777	-8.9%	71,513	89,870	-20.4%
Hawai'i Island	1,215,256	1,321,277	-8.0%	950,843	1,026,048	-7.3%	264,413	295,229	-10.4%
...Hilo	450,967	503,449	-10.4%	331,108	366,896	-9.8%	119,859	136,553	-12.2%
...Kona	1,007,680	1,100,555	-8.4%	816,907	879,360	-7.1%	190,773	221,195	-13.8%
LENGTH OF STAY									
O'ahu (days)	7.28	7.13	2.1%	7.92	7.74	2.3%	6.30	6.19	1.7%
Maui (days)	8.03	7.83	2.4%	8.10	8.01	1.2%	7.49	6.68	12.2%
Moloka'i (days)	4.88	4.42	10.6%	5.29	5.19	2.0%	2.57	2.20	16.7%
Lāna'i (days)	3.64	3.50	3.9%	3.91	3.92	-0.3%	1.96	1.63	20.6%
Kaua'i (days)	7.35	7.05	4.2%	7.60	7.35	3.5%	4.32	3.93	9.9%
Hawai'i Island (days)	6.97	6.88	1.3%	7.81	7.64	2.2%	3.96	4.25	-7.0%
...Hilo (days)	3.71	3.63	2.2%	4.31	4.21	2.5%	2.04	2.08	-1.8%
...Kona (days)	6.75	6.60	2.2%	7.34	7.16	2.5%	4.20	4.39	-4.4%
Statewide (days)	9.38	9.40	-0.2%	10.09	10.10	-0.1%	7.51	7.53	-0.2%
ACCOMMODATIONS									
Hotel	3,982,525	4,200,086	-5.2%	2,548,670	2,692,159	-5.3%	1,433,855	1,507,927	-4.9%
...Hotel Only	3,477,293	3,647,579	-4.7%	2,121,946	2,224,160	-4.6%	1,355,347	1,423,419	-4.8%
Condo	1,107,427	1,194,370	-7.3%	901,038	985,285	-8.6%	206,389	209,085	-1.3%
...Condo Only	862,732	919,443	-6.2%	700,028	757,000	-7.5%	162,705	162,443	0.2%
Timeshare	699,840	672,565	4.1%	637,198	627,814	1.5%	62,642	44,751	40.0%
...Timeshare Only	534,691	508,588	5.1%	492,102	477,680	3.0%	42,589	30,908	37.8%
Rental House	284,584	304,430	-6.5%	259,828	277,895	-6.5%	24,756	26,535	-6.7%
Bed & Breakfast	60,122	67,869	-11.4%	52,086	59,687	-12.7%	8,036	8,182	-1.8%
Cruise Ship	128,066	168,964	-24.2%	116,068	151,134	-23.2%	11,998	17,830	-32.7%
Friends or Relatives	671,214	659,843	1.7%	603,780	597,145	1.1%	67,434	62,698	7.6%
PURPOSE OF TRIP									
Pleasure (Net)	5,313,948	5,451,334	-2.5%	3,777,989	3,910,630	-3.4%	1,535,959	1,540,704	-0.3%
.....Vacation	4,830,247	4,987,700	-3.2%	3,559,261	3,688,564	-3.5%	1,270,986	1,299,136	-2.2%
.....Honeymoon	476,693	454,720	4.8%	224,739	226,140	-0.6%	251,954	228,580	10.2%
.....Get Married	111,109	122,118	-9.0%	50,125	55,986	-10.5%	60,984	66,132	-7.8%
MC&I (Net)	368,630	436,574	-15.6%	290,801	341,184	-14.8%	77,829	95,390	-18.4%
.....Convention/Conf.	247,231	253,943	-2.6%	200,205	215,252	-7.0%	47,025	38,691	21.5%
.....Corp. Meetings	61,795	84,657	-27.0%	51,681	71,781	-28.0%	10,114	12,876	-21.4%
.....Incentive	70,003	112,783	-37.9%	48,216	65,984	-26.9%	21,787	46,799	-53.4%
Other Business	219,539	253,078	-13.3%	199,095	225,768	-11.8%	20,444	27,310	-25.1%
Visit Friends/Relatives	629,804	626,923	0.5%	564,577	561,400	0.6%	65,227	65,523	-0.5%
Government/Military	97,623	111,038	-12.1%	81,935	86,921	-5.7%	15,688	24,117	-35.0%
Attend School	17,990	17,914	0.4%	11,979	12,317	-2.7%	6,011	5,597	7.4%
Sport Events	99,240	128,821	-23.0%	58,811	82,641	-28.8%	40,429	46,180	-12.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	9,794.3	11,181.8	-12.4%	6,928.0	8,038.9	-13.8%	2,866.3	3,142.9	-8.8%
Per Person Per Day (\$)	162.5	177.1	-8.2%	147.0	162.4	-9.5%	218.2	230.5	-5.3%
Per Person Per Trip (\$)	1,525.5	1,665.6	-8.4%	1,482.9	1,640.0	-9.6%	1,639.4	1,734.9	-5.5%

Source: Hawai'i Tourism Authority

**Table 3: Summary of Visitor Characteristics (Percentage of Total): 2009 vs. 2008
(Arrivals by air)**

2009 & 2008 % of Total	TOTAL		DOMESTIC		INTERNATIONAL	
	2009	2008	2009	2008	2009	2008
Total Visitors	6,420,448	6,713,436	4,672,001	4,901,893	1,748,447	1,811,543
PARTY SIZE						
One	16.7%	16.7%	19.7%	19.7%	8.8%	8.8%
Two	43.2%	42.2%	43.5%	43.2%	42.6%	39.5%
Three or more	40.0%	41.0%	36.8%	37.1%	48.6%	51.7%
Avg Party Size	2.10	2.13	1.97	1.98	2.46	2.55
VISIT STATUS						
First-Time	34.0%	34.8%	30.0%	30.9%	44.9%	45.4%
Repeat	66.0%	65.2%	70.0%	69.1%	55.1%	54.6%
Average # of Trips	5.09	4.94	5.66	5.49	3.56	3.45
TRAVEL METHOD						
Group Tour	9.5%	11.1%	3.3%	4.4%	25.9%	29.5%
Package	35.1%	35.8%	24.7%	25.2%	63.0%	64.6%
Group Tour & Pkg	8.0%	9.3%	2.3%	3.2%	23.1%	25.8%
True Independent	63.4%	62.3%	74.3%	73.6%	34.2%	31.7%
ISLANDS VISITED						
O'ahu	62.7%	62.5%	52.4%	52.1%	90.3%	90.5%
Maui County	30.1%	31.7%	36.1%	37.8%	14.0%	15.4%
...Maui	29.5%	30.9%	35.4%	36.8%	13.8%	14.9%
...Moloka'i	0.8%	1.0%	0.9%	1.0%	0.4%	1.0%
...Lāna'i	1.0%	1.2%	1.1%	1.3%	0.5%	0.8%
Kaua'i	14.5%	15.4%	18.3%	19.2%	4.1%	5.0%
Hawai'i Island	18.9%	19.7%	20.4%	20.9%	15.1%	16.3%
...Hilo	7.0%	7.5%	7.1%	7.5%	6.9%	7.5%
...Kona	15.7%	16.4%	17.5%	17.9%	10.9%	12.2%
ACCOMMODATIONS						
Hotel	62.0%	62.6%	54.6%	54.9%	82.0%	83.2%
...Hotel Only	54.2%	54.3%	45.4%	45.4%	77.5%	78.6%
Condo	17.2%	17.8%	19.3%	20.1%	11.8%	11.5%
...Condo Only	13.4%	13.7%	15.0%	15.4%	9.3%	9.0%
Timeshare	10.9%	10.0%	13.6%	12.8%	3.6%	2.5%
...Timeshare Only	8.3%	7.6%	10.5%	9.7%	2.4%	1.7%
Rental House	4.4%	4.5%	5.6%	5.7%	1.4%	1.5%
Bed & Breakfast	0.9%	1.0%	1.1%	1.2%	0.5%	0.5%
Cruise Ship	2.0%	2.5%	2.5%	3.1%	0.7%	1.0%
Friends or Relatives	10.5%	9.8%	12.9%	12.2%	3.9%	3.5%
PURPOSE OF TRIP						
Pleasure (Net)	82.8%	81.2%	80.9%	79.8%	87.8%	85.0%
....Vacation	75.2%	74.3%	76.2%	75.2%	72.7%	71.7%
....Honeymoon	7.4%	6.8%	4.8%	4.6%	14.4%	12.6%
....Get Married	1.7%	1.8%	1.1%	1.1%	3.5%	3.7%
MC&I (Net)	5.7%	6.5%	6.2%	7.0%	4.5%	5.3%
....Convention/Conf.	3.9%	3.8%	4.3%	4.4%	2.7%	2.1%
....Corp. Meetings	1.0%	1.3%	1.1%	1.5%	0.6%	0.7%
....Incentive	1.1%	1.7%	1.0%	1.3%	1.2%	2.6%
Other Business	3.4%	3.8%	4.3%	4.6%	1.2%	1.5%
Visit Friends/Relatives	9.8%	9.3%	12.1%	11.5%	3.7%	3.6%
Government/Military	1.5%	1.7%	1.8%	1.8%	0.9%	1.3%
Attend School	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%
Sport Events	1.5%	1.9%	1.3%	1.7%	2.3%	2.5%

**Table 4: Visitor Days by Island: 2009 vs. 2008
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
TOTAL STATE	60,255,061	63,130,133	-4.6%	47,121,337	49,497,350	-4.8%	13,133,724	13,632,783	-3.7%
O'AHU	29,318,351	29,920,873	-2.0%	19,377,301	19,769,002	-2.0%	9,941,050	10,151,871	-2.1%
MAUI COUNTY	15,645,203	16,850,011	-7.2%	13,808,357	14,978,628	-7.8%	1,836,846	1,871,383	-1.8%
MAUI	15,186,964	16,262,552	-6.6%	13,385,473	14,454,539	-7.4%	1,801,491	1,808,013	-0.4%
MOLOKA'I	236,118	304,182	-22.4%	217,484	264,910	-17.9%	18,634	39,272	-52.6%
LĀNA'I	222,121	283,277	-21.6%	205,400	259,180	-20.7%	16,721	24,098	-30.6%
KAUA'I	6,821,901	7,266,911	-6.1%	6,512,716	6,913,451	-5.8%	309,185	353,460	-12.5%
HAWAII ISLAND	8,469,606	9,092,338	-6.8%	7,422,963	7,836,269	-5.3%	1,046,643	1,256,069	-16.7%
HILO	1,672,669	1,827,085	-8.5%	1,427,706	1,542,932	-7.5%	244,963	284,153	-13.8%
KONA	6,796,936	7,265,254	-6.4%	5,995,257	6,293,338	-4.7%	801,679	971,916	-17.5%

**Table 5: Visitor Days by Month: 2009 vs. 2008
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JANUARY	5,536,201	6,195,309	-10.6%	4,295,112	4,897,804	-12.3%	1,241,088	1,297,504	-4.3%
FEBRUARY	4,870,413	5,682,681	-14.3%	3,777,973	4,400,207	-14.1%	1,092,441	1,282,474	-14.8%
MARCH	4,888,563	5,960,939	-18.0%	3,661,623	4,623,237	-20.8%	1,226,940	1,337,702	-8.3%
APRIL	4,758,344	4,769,783	-0.2%	3,621,838	3,780,765	-4.2%	1,136,506	989,017	14.9%
MAY	4,553,281	4,799,529	-5.1%	3,729,527	3,840,563	-2.9%	823,754	958,966	-14.1%
JUNE	5,412,859	5,582,440	-3.0%	4,532,207	4,591,259	-1.3%	880,652	991,181	-11.2%
JULY	5,900,644	5,807,228	1.6%	4,784,326	4,679,995	2.2%	1,116,319	1,127,233	-1.0%
AUGUST	5,459,769	5,523,032	-1.1%	4,278,162	4,209,974	1.6%	1,181,607	1,313,058	-10.0%
SEPTEMBER	4,256,805	4,079,905	4.3%	3,203,522	3,042,541	5.3%	1,053,283	1,037,363	1.5%
OCTOBER	4,408,959	4,530,236	-2.7%	3,479,204	3,517,688	-1.1%	929,754	1,012,548	-8.2%
NOVEMBER	4,375,209	4,499,172	-2.8%	3,340,507	3,482,359	-4.1%	1,034,702	1,016,813	1.8%
DECEMBER	5,834,015	5,699,879	2.4%	4,417,336	4,430,956	-0.3%	1,416,679	1,268,923	11.6%
TOTAL	60,255,061	63,130,133	-4.6%	47,121,337	49,497,350	-4.8%	13,133,724	13,632,783	-3.7%

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

**Table 6: Average Daily Census by Island: 2009 vs. 2008
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
TOTAL STATE	165,082	172,487	-4.3%	129,100	135,239	-4.5%	35,983	37,248	-3.4%
O'AHU	80,324	81,751	-1.7%	53,088	54,014	-1.7%	27,236	27,737	-1.8%
MAUI COUNTY	42,864	46,038	-6.9%	37,831	40,925	-7.6%	5,032	5,113	-1.6%
MAUI	41,608	44,433	-6.4%	36,673	39,493	-7.1%	4,936	4,940	-0.1%
MOLOKA'I	647	831	-22.2%	596	724	-17.7%	51	107	-52.4%
LĀNA'I	609	774	-21.4%	563	708	-20.5%	46	66	-30.4%
KAUA'I	18,690	19,855	-5.9%	17,843	18,889	-5.5%	847	966	-12.3%
HAWAII ISLAND	23,204	24,842	-6.6%	20,337	21,411	-5.0%	2,868	3,432	-16.4%
HILO	4,583	4,992	-8.2%	3,912	4,216	-7.2%	671	776	-13.6%
KONA	18,622	19,850	-6.2%	16,425	17,195	-4.5%	2,196	2,656	-17.3%

**Table 7: Average Daily Census by Month: 2009 vs. 2008
(Arrivals by air)**

	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JANUARY	178,587	199,849	-10.6%	138,552	157,994	-12.3%	40,035	41,855	-4.3%
FEBRUARY	173,943	195,955	-11.2%	134,928	151,731	-11.1%	39,016	44,223	-11.8%
MARCH	157,696	192,288	-18.0%	118,117	149,137	-20.8%	39,579	43,152	-8.3%
APRIL	158,611	158,993	-0.2%	120,728	126,026	-4.2%	37,884	32,967	14.9%
MAY	146,880	154,824	-5.1%	120,307	123,889	-2.9%	26,573	30,934	-14.1%
JUNE	180,429	186,081	-3.0%	151,074	153,042	-1.3%	29,355	33,039	-11.2%
JULY	190,343	187,330	1.6%	154,333	150,968	2.2%	36,010	36,362	-1.0%
AUGUST	176,122	178,162	-1.1%	138,005	135,806	1.6%	38,116	42,357	-10.0%
SEPTEMBER	141,893	135,997	4.3%	106,784	101,418	5.3%	35,109	34,579	1.5%
OCTOBER	142,224	146,137	-2.7%	112,232	113,474	-1.1%	29,992	32,663	-8.2%
NOVEMBER	145,840	149,972	-2.8%	111,350	116,079	-4.1%	34,490	33,894	1.8%
DECEMBER	188,194	183,867	2.4%	142,495	142,934	-0.3%	45,699	40,933	11.6%
TOTAL	165,082	172,487	-4.3%	129,100	135,239	-4.5%	35,983	37,248	-3.4%

**Table 8: Visitors Staying Overnight or Longer: 1952–2009
(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%
2009	6,420,448	-4.4%	4,672,001	-4.7%	1,748,447	-3.5%

Source: Hawai'i Tourism Authority

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA

U.S. WEST

U.S. EAST

JAPAN

CANADA

EUROPE

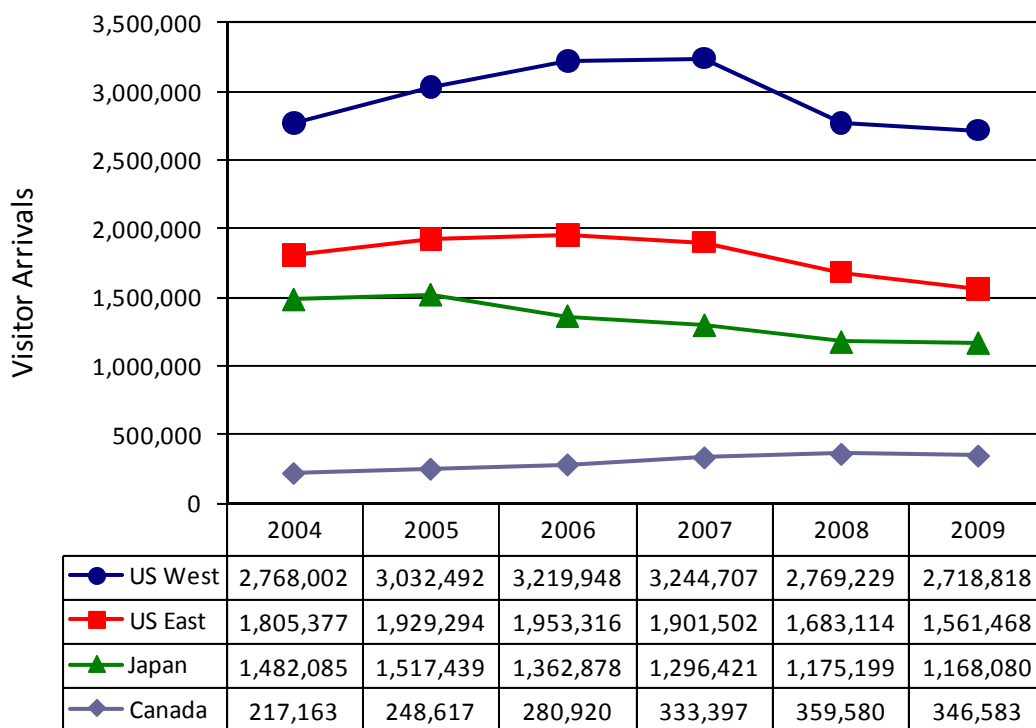
OCEANIA

OTHER ASIA

LATIN AMERICA

AIR VISITOR CHARACTERISTICS BY MAJOR MARKET AREA⁶

**Figure 7: Visitor Arrivals from Four Largest Markets, 2004-2009
(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 2009. Expenditures by U.S. West visitors fell 11 percent from 2008 to \$3.5 billion. Among all visitor markets, this group spent the least on a daily basis in 2009 at \$133 per person, down from \$146 per person in 2008. U.S. West visitor days decreased 2.3 percent largely due to a 1.8 percent drop in visitor arrivals. The average length of stay by these visitors was 9.57 days, similar to 2008 (Table 13).

- After increasing from 2004 through 2007, U.S. West arrivals declined in 2008 and further decreased in 2009 to 2,718,818 visitors (Figure 7).
- Of the total arrivals, 80.9 percent were repeat visitors to the islands, up from 80.4 percent in 2008. 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 (MMA) 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 similar percentage of U.S. West visitors (77.2%) compared to 2008 (77%).
- Of all U.S. West visitors, 46.2 percent went to O‘ahu, 34.2 percent went to Maui, 18.6 percent went to Hawai‘i Island and 17.8 percent went to Kaua‘i. About the same number of U.S. West visitors went to O‘ahu in 2009 compared to 2008 but fewer went to the neighbor islands.
- These visitors had similar length of stay on Maui (8.46 days) and Hawai‘i Island (8.43 days), followed by Kaua‘i (8.28 days), O‘ahu (7.70 days), Moloka‘i (6.05 days) and Lāna‘i (4.19 days).
- Half (49.5%) of all U.S. West visitors stayed in hotels, 22 percent stayed in condominiums, 15.3 percent stayed in timeshare properties and 13.5 percent stayed with friends or relatives. Hotels saw a 1.9 percent decline in visitors while condominium properties reported a 6.8 percent decrease. In contrast, U.S. West visitors who stayed in timeshare properties increased 3.2 percent from 2008.
- A similar number of U.S. West visitors came to vacation (-0.2%) while more came to visit friends/relatives (+2.1%) or to honeymoon in the islands (+1.8%) compared to 2008. However, fewer came to get married (-10.4%) or for meetings, conventions and incentives (-15.8%).
- Over half (51.2%) of the visitors from this MMA were females. The largest age group was between 41 to 59 years (33.7%), followed by the 25 to 40 years group (26.8%) and those 60 years and older (17.9%) (Table 28).
- California continued to be the largest contributor (54.8%) from the U.S. West, but arrivals from this state fell 4.3 percent from the previous year to 1,490,479 visitors in 2009. Among other contributors from U.S. West, arrivals from Arizona decreased 7.9 percent to 140,163 visitors, Colorado dropped 3.6 percent to 128,870 visitors and Utah declined 6.4 percent to 90,179 visitors. In contrast, arrivals from Washington rose 6.3 percent to 410,167 visitors, Oregon increased 2.8 percent to 176,912 visitors and arrivals from Alaska climbed 17.8 percent to 66,076 visitors (Table 17).
- The summer months continued to be the most popular with visitors from U.S. West. In 2009, July was the busiest month with U.S. West visitors, June came in second followed by August (Table 9).

U.S. EAST

The state’s second largest visitor market continued to be U.S. East. Total expenditures by U.S. East visitors in 2009 declined 16.4 percent from the previous year, to \$2.7 billion. Daily spending by this group decreased to \$166 per person, from \$183 per person in 2008 (Table 1). Total U.S. East visitor days fell 7.5 percent due to lower visitor arrivals (-7.2%) compared to 2008. The average length of stay was virtually unchanged from last year at 10.42 days. Arrivals from this market had been declining since 2007 to 1,561,468 visitors in 2009 (Figure 7, Table 15).

- About 57 percent of all U.S. East visitors had been to Hawai‘i before, up slightly from 56.1 percent in 2008.
- O‘ahu hosted 61.5 percent of all U.S. East visitors, 36.6 percent visited Maui, 22.6 percent visited Hawai‘i Island and 19.7 percent visited Kaua‘i.
- All three larger neighbor islands saw decreases in U.S. East visitors: Maui (-12.9%), Kaua‘i (-12.7%), and Hawai‘i Island (-12.5%). U.S. East visitors to O‘ahu was down 6.7 percent compared to 2008.
- These visitors stayed the longest on O‘ahu (7.89 days), followed by Maui (7.30 days), Hawai‘i Island (6.68 days), Kaua‘i (6.55 days), Moloka‘i (4.33 days) and Lāna‘i (3.61 days).

- Fewer U.S. East visitors came to vacation (-6.6%), to honeymoon (-2.8%), to visit friends or relatives (-0.7%) or for meeting, conventions and incentives (-14.3%) compared to 2008.
- A higher percentage of U.S. East visitors were true independent travelers (72.9%) compared to 71.7 percent in 2008.
- Hotels accommodated 61.7 percent of U.S. East visitors, while 14.6 percent stayed in condominiums, 12.9 percent stayed with friends or relatives and 12.2 percent stayed in timeshare properties.
- There were slightly more females (50.2%) than males (49.8%) visitors from U.S. East. Similar to U.S. West, those between 41 to 59 years old were the largest age group (35.8%) of U.S. East visitors, followed by those between the ages 25 to 40 (27.5%) and those 60 years and older (18.2%) (Table 28).
- Among the larger contributors from U.S. East, arrivals from Texas increased 4.1 percent from 2008 to 218,032 visitors in 2009 but arrivals from Illinois (-11% to 120,274 visitors), New York (-5.3% to 106,446 visitors) and Florida (-12.1% to 85,249 visitors) were all lower compared to the previous year (Table 17).
- In 2009, January was the busiest month for U.S. East visitors in terms of visitor days, followed by June and July (Table 9).

JAPAN

Japan continued to rank third in total visitor expenditures, visitor days and arrivals in 2009. Visitor spending from this market decreased in 2008 (-1.9 percent to \$1.9 billion) and further dropped in 2009 by 6.1 percent to \$1.83 billion. The decline was largely due to lower daily spending which fell to \$268 per person from \$288 per person in 2008. Despite the decrease, Japanese daily spending was still the highest among all major markets (Table 1).

Arrivals from Japan fell by double-digits in May (-13.7%) and June (-29.8%) 2009, due to H1N1 flu concerns (Table 12). For all of 2009, arrivals were down by only 0.6 percent to 1,168,080 visitors, due to positive growth in the last four months of the year. Total Japanese visitor days for 2009 increased 0.9 percent from 2008 due to a longer length of stay (5.83 days, up from 5.74 days in 2008) (Table 20).

- Similar to 2008, over half (57.9%) of all Japanese visitors were repeat visitors to the islands.
- Most of the Japanese visitors went to O‘ahu (96.9%), 14.1 percent visited Hawai‘i Island, 4.8 percent visited Maui and 1.8 percent visited Kaua‘i. Japanese arrivals to O‘ahu was virtually unchanged but visitations to Kaua‘i (-20.2%), Maui (-15.2%) and Hawai‘i Island (-5.7%) were lower compared to the previous year.
- Japanese visitors stayed the longest on O‘ahu (5.38 days), followed by Maui (3.03 days), Hawai‘i Island (3.01 days), Lāna‘i (2.10 days), Kaua‘i (2.09 days) and Moloka‘i (1.27 days).
- The percentage of true independent travelers increased to 19.1 percent from 15.6 percent in 2008. However, the majority of Japanese visitors still came on packaged trips (77.4%).
- The most popular choice of lodging among Japanese visitors continued to be hotels, which accommodated 88.7 percent of those who came in 2009. However fewer visitors stayed in hotels (-2.4%) compared to 2008. In contrast, significantly more visitors stayed in timeshare properties (+81.1%) while those who stayed in condominium properties (+10%) also increased from the previous year.

- The number of Japanese visitors who honeymooned in the islands rose 10.3 percent from 2008.
- There continued to be more female (59.8%) than male (40.2%) visitors from Japan. The dominant age group was younger compared to the U.S. markets with 41.4 percent at 25 to 40 years old, followed by those between 41 to 59 years (23.7%) and those over 60 years old (16.2%) (Table 28).
- August continued to be the busiest month for Japanese visitors in terms of visitor days, followed by December and September (Table 9).

CANADA

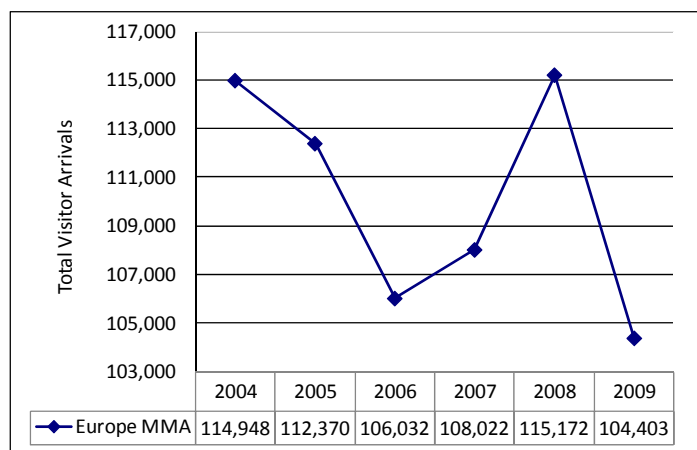
Total expenditures by Canadian visitors, Hawai'i's fourth largest visitor market, had been increasing in the past four years. However in 2009, total visitor expenditure declined 11.5 percent to \$628.8 million (Table 1). The decrease in total spending was due to a 3.6 percent drop in arrivals to 346,583 visitors. The average length of stay by these visitors was the second longest among Hawai'i's visitor groups at 12.68 days (down from 12.88 days in 2008). Total visitor days fell 5.1 percent from 2008. The average daily visitor spending by these visitors was also lower compared to 2008 (\$143 per person, down from \$153 per person in 2008). Over half (56.5%) of Canadian visitors flew direct from Canada or from other international ports, while the remainder arrived on flights from the U.S. mainland (Table 22).

- Repeat visitors accounted for 62.5 percent of the Canadian visitors in 2009, up from 61.3 percent in 2008.
- Direct air services from Canada to Maui contributed to more Canadian visitors to Maui (49.3% of Canadian visitors) than to O'ahu (48.7% of Canadian visitors) in 2009. Two out of ten (19.4%) Canadian visitors went to Hawai'i Island and 12.9 percent visited Kaua'i. O'ahu saw a 13.4 percent drop in Canadian arrivals, followed by Kaua'i (-13.1%), Hawai'i Island (-8.1%) and Maui (-4.7%).
- Canadian visitors spent the most time on Maui (10.63 days), then O'ahu (9.53 days), Hawai'i Island (8.76 days), Kaua'i (7.84 days), Moloka'i (5.36 days) and Lāna'i (2.84 days).
- More Canadian visitors in 2009 were true independent travelers (72.3%) compared to 70.8 percent in 2008.
- Over half (51.3%) of Canadian visitors stayed in hotels, 35.4 percent stayed in condominiums and 11 percent stayed in timeshare properties. Only timeshare properties showed increased usage by Canadian visitors compared to 2008 while all other properties declined.
- More Canadian visitors came to the state for meetings, conventions and incentives (+2.8%) but fewer came to vacation (-2.9%); to honeymoon (-3.1%) or to visit friends or relatives (-2.7%) than in 2008.
- Those between 41 to 59 years old comprised the largest age group (35%) of Canadian visitors, followed by those between 25 to 40 years (25.3%) and those over 60 years old (19.9%). There were more female (52.5%) than male (47.5%) Canadian visitors in 2009 (Table 28).
- December was the heaviest month for Canadian visitor days in 2009, followed by January and March (Table 9).

EUROPE

Total visitor spending by Europe MMA fell 20.8 percent from 2008 to \$197.2 million. Contributing to the decrease was a 7.3 percent decline in visitor days, as arrivals dropped 9.4 percent, from its peak in 2008, to 104,403 visitors (Figure 8). The average length of stay by these visitors was 13.09 days (12.80 days in 2008), the longest among all visitor groups. Daily spending by these visitors was also lower (\$144 per person) compared to \$169 per person in 2008 (Table 1). These visitors spent \$1,889 per person per trip in 2009, second highest among all visitor markets (up from \$2,162 per person in 2008).

Figure 8: 2004-2009 Europe MMA Total Visitor Arrivals



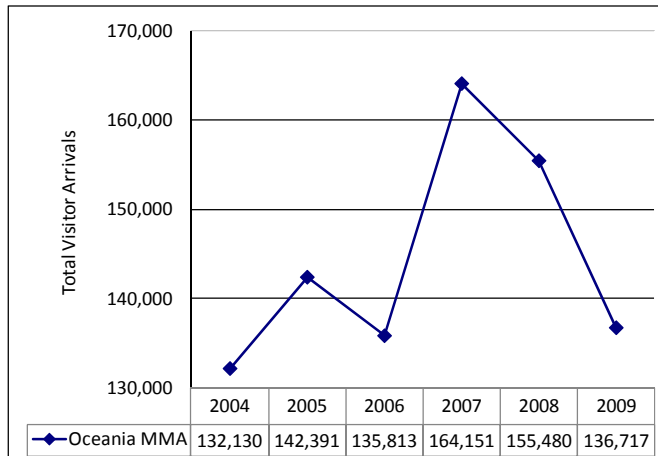
- The majority (70.4%) of all European visitors were here for the first time, unchanged from 2008.
- The largest share (42.6%) of European visitors was residents of the United Kingdom (Table 12).
- Most (89.4%) Europeans came on flights from U.S. cities (Table 23).
- O‘ahu was visited by 73.2 percent of the Europeans, followed by Maui (37.4%), Hawai‘i Island (29.1%) and Kaua‘i (20.1%).

- European visitors stayed the longest on O‘ahu (9.10 days), followed by Maui (8.13 days), Hawai‘i Island (7.04 days), Kaua‘i (6.11 days), Moloka‘i (4.13 days) and Lāna‘i (2.94 days).
- Over half (57.1%) of the European visitors made independent travel arrangements while the rest purchased packages.
- Fewer Europeans came to vacation (-9.2%); for meetings, conventions and incentives (-3.2%) or to visitor friends or relatives (-13.3%) than in 2008.
- Three out of four (73.6%) European visitors stayed in hotels, while some stayed with friends or relatives (9.7%) or in condominium properties (8.1%).
- The largest age group for European visitors was between 25 to 40 years (39.1%), followed by those 41 to 59 years (29%) and those over 60 years old (14.8%). Over half (53.8%) of the visitors were males (Table 28).
- August, July and September, respectively, were the busiest months for European visitors in 2009 (Table 9).

OCEANIA

Total expenditures by visitors from Oceania MMA declined 11.8 percent compared to 2008, to \$256.2 million (Table 1). This group of visitors spent less on a daily basis at \$203 per person in 2009, compared to \$216 in 2008. Oceania visitor days dropped 6 percent due to a 12.1 percent decrease in arrivals to 136,717 visitors (Figure 9 and Table 24). The average length of stay was 9.24 days in 2009, up from 8.94 days in the previous year.

Figure 9: 2004-2009 Oceania MMA Total Visitor Arrivals



- 55.5 percent of all Oceania visitors were first-timers to the islands, up from 52.9 percent in 2008.
- Of the 136,717 visitors from this market, 88.9 percent were from Australia while the remaining 11.1 percent were from New Zealand (Table 12).
- Most (93.7%) of the visitors from this market went to O‘ahu during their stay, 19.5 percent visited Maui and 17.1 percent went to Hawai‘i Island.

- The majority (87.9%) of the visitors from Oceania stayed in hotels, 6.8 percent stayed in condominiums and 4.2 percent stayed with friends or relatives.
- Fewer visitors came to honeymoon (-10.5%), for meetings, conventions and incentives (-4.6%) or to visit friends/relatives (-11.5%) than in 2008.
- A higher percentage of visitors from this market traveled independently in 2009 (53.3%) compared to the previous year (51.1%).
- Those between 41 to 59 years old (32.2%), between 25 to 40 years (29.1%) and those over 60 years old (17.4%) were the three largest age groups from Oceania. Over half (54.2%) of the visitors were females (Table 28).
- In 2009, September had the highest visitor days from Oceania, followed by December and April (Table 9).

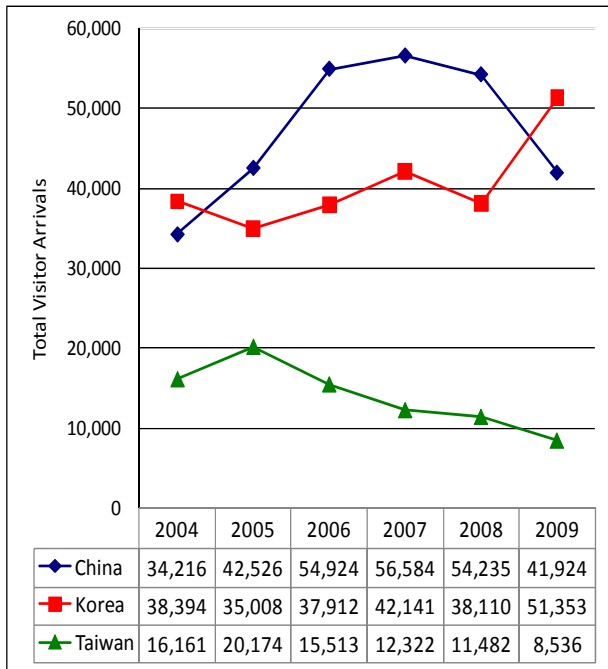
OTHER ASIA

Expenditures by visitors from Other Asia MMA showed the smallest decline among all markets, down 1 percent from 2008 to \$178.7 million (Table 1). Despite H1N1 concerns and travel restrictions which severely impacted arrivals from China (-22.7%), Taiwan (-25.7%) and Singapore (-7.6%), total arrivals from Other Asia was down by only 1.9 percent due to very strong growth from Korea (+34.8%) (Table 12).

The average length of stay by all visitors from this MMA increased to 7.78 days in 2009 compared to the previous year (7.23 days). This longer length of stay contributed to a 5.6 percent increase in visitor days. Daily spending by these visitors continued to rank second highest among all visitor groups, even though they spent less in 2009 (\$208 per person) compared to the previous year (\$222 per person) (Table 25). Per trip spending by visitors from Other Asia rose slightly from 2008 (+0.9%) to \$1,619 per person in 2009.

- Over three-quarter (76.2%) of the total 110,380 visitors from Other Asia had never been to Hawai‘i before.

**Figure 10: 2004-2009 Other Asia MMA
Total Visitor Arrivals**



- Visitors from Korea (46.5%), China (38%), and Taiwan (7.7%) combined, accounted for 92.3 percent of the total visitors from Other Asia in 2009.
- Korean visitors' share of total Other Asia visitors jumped from a 33.9 percent share in 2008 to 51,353 visitors in 2009 (Table 12).
- Arrivals from China peaked in 2007 but fell below 2005 levels to 41,924 visitors in 2009. (Figure 10).
- Arrivals from Taiwan continued to drop from a high of 20,174 visitors in 2005, to 8,936 visitors in 2009.
- Most of the visitors from Other Asia went to O'ahu (90.8%), while 20.5 percent went to Maui, 15.2 went to Hawai'i Island and 4.3 percent went to Kaua'i.

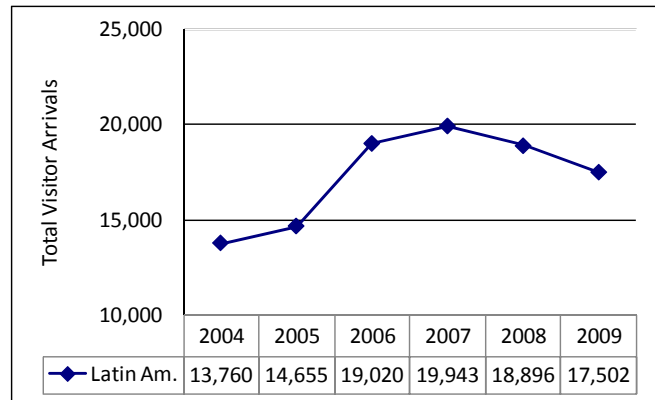
- The average length of stay by these visitors was the longest on O'ahu (6.94 days), followed by Kaua'i (4.46 days), Hawai'i Island (3.59 days), Maui (3.44 days), Moloka'i (2.01 days) and Lāna'i (1.79 days).
- Only 35.5 percent were true independent travelers while the majority of these visitors purchased group tours (38.2%) or package trips (59.6%).
- Hotels accommodated 84.8 percent of the Other Asia visitors while 8.7 percent stayed with friends or relatives. More visitors stayed in condominium properties (+20.3%) compared to 2008.
- Similar to Japanese visitors, the largest age group for visitors from Other Asia was those 25 to 40 years old (44.9%), followed by those between 41 to 59 years (32.2%) and those over 60 years old (8.6%). There were more male (52.7%) than female (47.3%) visitors from this market in 2009 (Table 28).
- Three out of four (74.7%) of the visitors from Other Asia flew directly from international airports while the rest arrived in Hawai'i through the U.S. mainland airports.
- A consistent monthly visitation pattern could not be established for Other Asia MMA, as they remained developing international markets that were also affected by H1N1 concerns.

LATIN AMERICA

Total expenditures by visitors from Latin America MMA plunged 28.7 percent to \$38.7 million (Table 1), largely due to significantly lower daily spending (\$185 per person, down from \$219 per person in 2008). Arrivals from this market also decreased 7.4 percent from 2008 to 17,502 visitors in 2009. The average length of stay by those who came in 2009 was 11.82 days, down from 12.96 days in 2008 (Table 26). Per trip spending by this group continued to be the highest among the visitor markets at \$2,186 per person in 2009 even though they spent less than in 2008 (\$2,840 per person).

- Visitors from Brazil comprised 43.5 percent of these visitors, 39.5 percent were from Mexico and 17 percent were from Argentina (Table 12)
- First-time visitors accounted for 69 percent of all visitors from this market.
- Over half (53.9%) were true independent travelers.
- Three out of four (77.5%) of these visitors went to O‘ahu, 36.6 percent visited Maui, 22.6 percent went to Hawai‘i and 13.5 percent went to Kaua‘i.
- Hotels accommodated 71.7 percent of the visitors from this market.
- The largest age group for visitors from Latin America was those 25 to 40 years old (39.6%), followed by those between 41 to 59 years (28.8%) and those over 60 years old (10.5%). There were more male (53%) than female (46.5%) visitors (Table 28).

Figure 11: 2004-2009 Latin America Total Visitor Arrivals



**Table 9: 2009 Visitor Days by Month and MMA
(Arrivals by air)**

2009	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	2,120,421	1,695,024	544,313	642,861	30,284	8,706	32,642	6,028	11,717	89,376	84,855	7,911	92,766
Feb	1,892,605	1,470,189	551,780	561,279	28,549	7,514	27,670	3,567	9,512	76,812	45,541	4,247	49,788
Mar	1,937,277	1,333,465	626,057	564,617	51,539	6,065	28,365	3,963	12,205	102,137	52,813	6,679	59,492
Apr	2,069,517	1,212,779	511,912	394,295	41,113	11,071	38,399	4,850	11,252	106,685	106,340	14,456	120,796
May	2,110,595	1,311,547	464,088	186,372	34,746	6,882	33,512	4,640	11,584	91,365	85,720	12,694	98,414
Jun	2,593,248	1,654,884	381,855	149,560	36,579	7,700	25,775	7,270	11,608	88,932	83,834	14,792	98,626
Jul	2,706,880	1,640,058	579,827	211,806	54,496	15,415	43,535	15,737	22,617	151,800	93,770	26,205	119,974
Aug	2,544,683	1,296,482	734,753	210,263	61,044	18,041	58,340	43,905	12,379	193,709	95,851	20,506	116,356
Sep	1,773,286	1,078,344	645,091	155,707	54,433	8,065	44,155	9,622	16,526	132,801	127,404	22,534	149,939
Oct	1,926,332	1,125,708	571,016	282,211	42,921	10,031	46,690	8,782	13,054	121,478	100,889	15,616	116,506
Nov	1,969,944	994,203	541,767	379,176	31,500	8,172	51,541	5,732	11,034	107,979	107,256	10,223	117,480
Dec	2,383,197	1,458,782	653,679	658,176	33,132	10,080	37,270	9,386	13,733	103,600	113,105	9,348	122,454
TOTAL	26,027,984	16,271,465	6,806,138	4,396,325	500,336	117,743	467,894	123,482	157,220	1,366,674	1,097,379	165,212	1,262,591
DOMESTIC													
Jan	2,063,424	1,657,532	4,167	264,477	25,337	7,056	30,228	5,803	10,529	78,952	30,582	2,955	33,537
Feb	1,864,349	1,451,492	2,708	240,272	21,076	6,776	25,864	3,455	7,357	64,528	8,274	1,031	9,305
Mar	1,911,575	1,307,414	3,731	220,827	25,212	4,877	26,431	3,833	9,735	70,089	7,184	1,267	8,451
Apr	2,041,314	1,177,876	3,735	125,895	36,316	8,001	35,377	4,686	9,797	94,177	12,033	2,017	14,050
May	2,087,555	1,288,532	3,855	99,666	29,502	5,218	31,192	4,502	10,480	80,894	13,989	1,976	15,965
Jun	2,565,893	1,617,866	3,622	58,835	32,757	6,607	25,175	7,078	10,726	82,343	14,259	2,061	16,320
Jul	2,672,279	1,600,445	4,139	113,565	50,664	14,256	42,645	14,925	20,723	143,213	16,349	3,746	20,095
Aug	2,498,830	1,248,930	6,842	117,992	58,064	16,081	56,537	42,862	11,657	185,202	13,338	2,623	15,961
Sep	1,753,637	1,051,680	3,957	79,742	52,223	6,736	42,828	9,397	16,166	127,350	20,922	2,942	23,864
Oct	1,912,785	1,108,507	3,763	143,214	40,666	9,142	44,477	8,542	12,689	115,517	19,447	2,618	22,065
Nov	1,938,622	973,207	4,217	162,462	24,370	6,940	47,441	5,420	10,395	94,566	13,313	1,993	15,305
Dec	2,357,210	1,431,537	6,306	291,144	31,650	8,903	35,348	9,144	11,212	96,257	12,359	1,641	14,000
TOTAL	25,667,472	15,915,018	51,041	1,918,091	427,838	100,592	443,543	119,648	141,466	1,233,087	182,048	26,870	208,918
INTERNATIONAL													
Jan	56,997	37,493	540,147	378,384	4,947	1,650	2,414	225	1,189	10,424	54,274	4,955	59,229
Feb	28,256	18,697	549,073	321,008	7,473	738	1,806	112	2,155	12,284	37,267	3,217	40,484
Mar	25,702	26,052	622,326	343,790	26,327	1,188	1,934	130	2,469	32,048	45,629	5,412	51,041
Apr	28,204	34,903	508,177	268,399	4,798	3,071	3,021	164	1,455	12,509	94,307	12,438	106,746
May	23,040	23,015	460,233	86,705	5,244	1,664	2,321	138	1,104	10,471	71,731	10,718	82,449
Jun	27,355	37,018	378,234	90,726	3,822	1,094	600	192	882	6,590	69,575	12,731	82,306
Jul	34,601	39,612	575,688	98,241	3,832	1,159	891	812	1,894	8,587	77,420	22,459	99,879
Aug	45,852	47,552	727,911	92,272	2,979	1,960	1,804	1,043	722	8,508	82,512	17,883	100,395
Sep	19,649	26,664	641,134	75,966	2,210	1,329	1,327	225	360	5,451	106,483	19,592	126,075
Oct	13,547	17,201	567,253	138,997	2,255	889	2,212	240	365	5,961	81,442	12,999	94,441
Nov	31,323	20,996	537,550	216,714	7,130	1,232	4,100	312	639	13,413	93,944	8,231	102,175
Dec	25,987	27,245	647,373	367,032	1,482	1,178	1,922	242	2,521	7,343	100,747	7,707	108,454
TOTAL	360,512	356,448	6,755,097	2,478,235	72,498	17,151	24,352	3,834	15,753	133,587	915,331	138,342	1,053,673

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

Source: Hawai'i Tourism Authority

Table 9: 2009 Visitor Days by Month and MMA (continued)
(Arrivals by air)

2009	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	39,424	5,061	39,700	2,722	10,342	97,248	3,630	8,574	4,635	16,840	237,351	5,536,201
Feb	12,047	1,697	27,026	1,602	3,810	46,183	2,271	6,809	3,120	12,200	209,577	4,870,413
Mar	12,660	2,807	28,199	3,925	6,108	53,699	3,587	6,440	2,974	13,002	198,818	4,888,563
Apr	20,245	2,633	27,698	5,041	7,662	63,279	2,736	5,620	5,826	14,183	264,898	4,758,344
May	12,225	1,746	24,430	3,558	7,811	49,770	3,082	6,120	4,214	13,416	227,715	4,553,281
Jun	8,975	3,088	24,758	3,073	4,433	44,328	2,148	5,511	5,388	13,047	388,377	5,412,859
Jul	13,460	6,442	53,271	2,243	9,445	84,860	4,241	7,641	8,809	20,692	384,748	5,900,644
Aug	19,989	4,056	40,794	1,931	10,469	77,239	1,888	6,171	7,663	15,722	270,562	5,459,769
Sep	90,295	3,019	29,235	1,133	8,661	132,343	2,185	9,803	6,094	18,082	171,212	4,256,805
Oct	25,950	2,330	28,768	1,547	5,790	64,385	2,212	7,377	4,644	14,233	187,090	4,408,959
Nov	18,188	2,307	41,623	3,457	5,079	70,654	1,518	7,349	10,383	19,249	174,756	4,375,209
Dec	20,080	3,854	40,260	5,220	5,480	74,893	9,538	18,628	8,077	36,243	342,992	5,834,015
TOTAL	293,538	39,039	405,762	35,450	85,091	858,881	39,036	96,042	71,828	206,907	3,058,095	60,255,061
DOMESTIC												
Jan	11,762	995	4,725	724	774	18,980	3,618	8,436	4,439	16,493	157,551	4,295,112
Feb	6,822	313	3,934	312	530	11,910	2,251	6,681	2,923	11,855	121,554	3,777,973
Mar	8,534	916	3,064	572	1,072	14,158	3,582	6,396	2,880	12,858	112,521	3,661,623
Apr	9,569	516	3,411	266	716	14,478	2,637	5,278	5,485	13,400	136,912	3,621,838
May	8,162	780	4,052	651	1,098	14,743	3,047	5,844	4,173	13,064	125,253	3,729,527
Jun	5,610	938	4,433	493	1,064	12,538	2,084	5,353	5,223	12,660	162,131	4,532,207
Jul	6,930	1,010	5,247	811	721	14,719	4,202	7,585	8,561	20,348	195,522	4,784,326
Aug	6,252	1,085	4,471	866	1,150	13,824	1,863	6,043	7,581	15,486	175,095	4,278,162
Sep	7,531	836	3,905	378	768	13,418	2,175	9,705	5,350	17,229	132,646	3,203,522
Oct	11,939	705	3,599	285	712	17,241	2,173	7,257	4,561	13,991	142,122	3,479,204
Nov	10,946	609	3,417	406	881	16,259	1,488	7,014	10,114	18,615	117,253	3,340,507
Dec	12,632	1,012	5,645	1,106	1,438	21,833	9,449	18,480	7,947	35,876	163,174	4,417,336
TOTAL	106,689	9,716	49,902	6,870	10,925	184,101	38,568	94,071	69,238	201,876	1,741,734	47,121,337
INTERNATIONAL												
Jan	27,662	4,066	34,975	1,998	9,568	78,268	12	138	196	346	79,800	1,241,088
Feb	5,225	1,384	23,093	1,290	3,280	34,272	20	128	196	344	88,023	1,092,441
Mar	4,126	1,891	25,135	3,353	5,036	39,541	5	44	95	143	86,297	1,226,940
Apr	10,676	2,117	24,287	4,775	6,946	48,801	99	342	341	782	127,986	1,136,506
May	4,063	966	20,378	2,906	6,713	35,027	35	276	41	352	102,462	823,754
Jun	3,365	2,150	20,326	2,580	3,370	31,790	64	158	165	387	226,246	880,652
Jul	6,530	5,433	48,023	1,432	8,723	70,141	40	56	248	344	189,226	1,116,319
Aug	13,737	2,970	36,323	1,065	9,319	63,415	25	128	83	236	95,466	1,181,607
Sep	82,764	2,183	25,330	755	7,893	118,925	10	99	744	853	38,566	1,053,283
Oct	14,011	1,625	25,169	1,261	5,078	47,144	40	120	83	242	44,968	929,754
Nov	7,243	1,697	38,206	3,051	4,198	54,395	30	335	269	634	57,503	1,034,702
Dec	7,448	2,842	34,614	4,114	4,042	53,060	89	148	130	367	179,818	1,416,679
TOTAL	186,850	29,324	355,860	28,580	74,166	674,780	468	1,972	2,591	5,031	1,316,361	13,133,724

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

Source: Hawai'i Tourism Authority

**Table 10: 2009 Visitor Days Growth by Month and MMA
(% change over 2008)**

%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
Jan	-10.5%	-13.5%	-8.1%	-6.3%	-17.7%	15.8%	-3.5%	-6.8%	-11.9%	-8.7%	-8.0%	-14.6%	-8.6%
Feb	-13.1%	-15.6%	3.4%	-12.7%	-25.1%	-6.3%	-31.4%	-14.6%	15.2%	-22.4%	-35.8%	-16.9%	-34.5%
Mar	-21.9%	-20.2%	4.3%	-11.2%	22.4%	-6.8%	-22.2%	-5.1%	-1.9%	0.5%	-39.7%	-10.7%	-37.4%
Apr	-2.7%	-6.6%	16.5%	6.5%	-16.5%	48.8%	30.8%	-20.1%	5.0%	3.8%	32.6%	16.7%	30.5%
May	2.4%	-8.6%	-11.2%	-18.7%	-12.7%	-8.3%	-10.0%	-20.6%	5.4%	-9.8%	-12.7%	-2.1%	-11.4%
Jun	1.4%	-5.2%	-25.8%	-1.3%	-9.4%	-12.3%	3.2%	-12.9%	28.5%	-2.8%	-2.7%	-7.3%	-3.4%
Jul	4.9%	-1.6%	-4.3%	-1.2%	-17.4%	-4.3%	10.9%	-1.5%	15.0%	-3.3%	3.4%	8.2%	4.4%
Aug	5.1%	-4.2%	-4.0%	-13.5%	-22.9%	-6.4%	-0.2%	5.1%	14.0%	-7.6%	-24.8%	-21.6%	-24.2%
Sep	8.3%	5.4%	18.3%	-4.9%	-12.4%	-4.2%	-5.4%	5.7%	11.0%	-5.9%	6.2%	-14.8%	2.4%
Oct	1.1%	-3.9%	6.9%	4.3%	-17.1%	-20.4%	-22.5%	-26.9%	-6.4%	-19.4%	-10.4%	-33.3%	-14.4%
Nov	-2.3%	-4.8%	13.0%	-6.2%	-1.8%	7.6%	19.7%	-3.4%	-15.2%	6.2%	7.4%	21.0%	8.5%
Dec	3.0%	-1.0%	6.9%	6.1%	-20.8%	-20.0%	-13.4%	0.2%	1.4%	-13.9%	16.8%	0.3%	15.4%
TOTAL	-2.3%	-7.5%	0.9%	-5.1%	-13.7%	-3.8%	-5.1%	-4.5%	4.4%	-7.3%	-5.6%	-8.8%	-6.0%
DOMESTIC													
Jan	-12.1%	-13.9%	-9.3%	-6.7%	-22.8%	7.8%	-4.8%	-5.2%	26.3%	-7.8%	-6.1%	-8.0%	-6.3%
Feb	-13.5%	-15.5%	-27.7%	-1.3%	-22.6%	-8.7%	-10.5%	-10.4%	4.2%	-13.4%	-28.1%	-34.8%	-28.9%
Mar	-21.6%	-20.4%	-20.4%	-3.5%	-27.5%	-15.0%	-18.5%	0.9%	-7.2%	-19.6%	-44.4%	-21.4%	-41.8%
Apr	-3.0%	-7.2%	1.8%	15.4%	-17.7%	19.6%	27.0%	-16.0%	-2.2%	-0.1%	-39.6%	-37.5%	-39.3%
May	2.4%	-8.6%	-22.8%	24.6%	-11.0%	-26.1%	-7.8%	-16.8%	12.6%	-8.9%	-33.3%	-24.2%	-32.2%
Jun	1.8%	-5.2%	-24.8%	58.1%	-12.5%	-15.8%	3.4%	-8.6%	26.3%	-4.1%	-34.9%	-29.8%	-34.3%
Jul	4.8%	-1.5%	-34.9%	51.3%	-19.2%	-5.2%	12.8%	-4.2%	13.2%	-4.1%	-32.0%	-27.4%	-31.2%
Aug	6.0%	-5.3%	12.1%	33.0%	-14.4%	-4.7%	-0.4%	4.9%	10.6%	-4.0%	-34.7%	-25.1%	-33.3%
Sep	8.4%	5.1%	-12.7%	29.6%	-12.7%	-7.3%	-7.1%	4.8%	11.4%	-6.8%	-36.0%	-29.4%	-35.3%
Oct	2.5%	-3.1%	-14.3%	-0.9%	-15.6%	-21.4%	-16.6%	-13.9%	-6.9%	-15.5%	-42.3%	-45.5%	-42.7%
Nov	-2.5%	-5.1%	5.7%	-17.9%	-15.4%	-3.3%	17.8%	-1.8%	2.2%	2.8%	-14.8%	-2.8%	-13.4%
Dec	3.3%	-0.7%	26.2%	-9.1%	-19.5%	22.3%	-13.0%	0.2%	-9.8%	-11.5%	-14.7%	-14.0%	-14.6%
TOTAL	-2.3%	-7.6%	-10.2%	2.6%	-17.1%	-5.6%	-2.3%	-2.3%	6.1%	-7.5%	-30.2%	-26.9%	-29.8%
INTERNATIONAL													
Jan	168.4%	5.7%	-8.1%	-6.0%	24.8%	69.2%	16.9%	-35.5%	-76.0%	-15.3%	-9.0%	-18.2%	-9.8%
Feb	14.2%	-22.1%	3.6%	-19.7%	-31.5%	23.5%	-84.2%	-65.0%	80.1%	-49.8%	-37.2%	-8.9%	-35.6%
Mar	-37.6%	-10.9%	4.5%	-15.5%	258.5%	54.3%	-51.9%	-65.6%	26.6%	121.5%	-38.9%	-7.8%	-36.6%
Apr	20.3%	21.2%	16.6%	2.8%	-5.7%	308.3%	100.3%	-66.5%	110.0%	46.7%	56.5%	35.8%	53.8%
May	7.0%	-7.6%	-11.0%	-41.9%	-21.1%	277.3%	-31.1%	-68.1%	-34.2%	-16.7%	-7.1%	3.4%	-5.8%
Jun	-24.5%	-4.1%	-25.8%	-20.6%	29.6%	17.2%	-3.3%	-68.2%	63.0%	16.7%	8.3%	-2.2%	6.5%
Jul	6.9%	-8.4%	-4.0%	-29.5%	16.2%	8.8%	-39.3%	99.0%	39.5%	13.0%	16.1%	17.9%	16.5%
Aug	-28.7%	38.1%	-4.2%	-40.2%	-73.8%	-18.4%	8.2%	14.4%	124.1%	-49.0%	-22.9%	-21.0%	-22.6%
Sep	2.3%	15.0%	18.6%	-25.6%	-3.3%	14.9%	131.2%	62.7%	-5.8%	20.2%	22.0%	-12.1%	15.0%
Oct	-65.2%	-37.7%	7.1%	10.3%	-37.7%	-8.9%	-68.3%	-88.6%	15.2%	-57.4%	3.2%	-30.2%	-3.2%
Nov	15.5%	10.1%	13.1%	5.1%	118.1%	192.8%	47.9%	-24.7%	-77.5%	38.1%	11.5%	28.6%	12.7%
Dec	-20.7%	-12.0%	6.7%	22.4%	-41.1%	-77.9%	-20.5%	1.7%	128.3%	-36.7%	22.3%	4.0%	20.8%
TOTAL	-5.9%	-0.9%	1.0%	-10.3%	14.6%	8.4%	-37.4%	-43.5%	-9.2%	-6.0%	1.5%	-4.2%	0.7%

Source: Hawai'i Tourism Authority

Table 10: 2009 Visitor Days Growth by Month and MMA (continued)
(% change over 2008)

% 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	71.0%	41.0%	-23.3%	-21.3%	20.1%	7.5%	-14.0%	-13.2%	-14.5%	-13.7%	-14.7%	-10.6%
Feb	-48.5%	-47.9%	-32.2%	12.9%	-64.0%	-41.2%	-18.6%	-11.7%	-29.1%	-18.1%	-33.8%	-14.3%
Mar	-44.3%	-40.6%	20.5%	104.8%	-32.5%	-13.1%	43.8%	-3.1%	-72.6%	-35.0%	-32.3%	-18.0%
Apr	-26.5%	49.6%	47.1%	39.8%	69.5%	12.5%	-6.9%	-12.2%	-15.4%	-12.6%	-0.7%	-0.2%
May	-59.9%	-13.0%	8.0%	50.3%	-30.9%	-27.7%	-10.1%	14.2%	-38.6%	-14.3%	-10.8%	-5.1%
Jun	-63.1%	-15.3%	3.9%	-14.4%	-28.9%	-28.1%	11.3%	-6.0%	-9.6%	-5.2%	12.5%	-3.0%
Jul	-32.5%	35.8%	57.3%	-54.5%	-6.9%	15.3%	128.3%	-18.5%	-27.7%	-11.6%	4.2%	1.6%
Aug	32.7%	-24.3%	3.2%	26.0%	7.6%	8.4%	-41.2%	20.0%	23.9%	8.2%	-6.9%	-1.1%
Sep	179.6%	-24.9%	45.5%	-29.5%	19.3%	102.8%	-7.7%	31.0%	-9.4%	9.1%	-49.8%	4.3%
Oct	-5.1%	-22.4%	23.4%	-48.0%	-43.8%	-3.8%	-36.2%	7.2%	-2.5%	-5.8%	-33.1%	-2.7%
Nov	-15.3%	32.1%	133.7%	26.7%	-4.1%	44.0%	-46.8%	-29.1%	168.9%	12.7%	-37.3%	-2.8%
Dec	-1.1%	7.5%	21.0%	-26.9%	-1.4%	7.2%	-53.2%	-40.2%	22.6%	-37.6%	5.0%	2.4%
TOTAL	1.9%	-5.8%	16.5%	-4.9%	-13.7%	5.6%	-24.8%	-14.4%	-11.0%	-15.5%	-16.0%	-4.6%
DOMESTIC												
Jan	3.7%	35.9%	-31.4%	35.2%	-2.9%	-6.5%	-14.3%	-12.6%	-16.7%	-14.1%	-10.6%	-12.3%
Feb	-25.3%	-47.4%	-20.2%	-37.4%	-32.0%	-25.3%	-18.3%	-11.7%	-32.0%	-18.9%	-25.2%	-14.1%
Mar	-29.9%	42.7%	-16.7%	-10.2%	-16.7%	-23.1%	43.9%	-3.5%	-73.2%	-35.2%	-32.7%	-20.8%
Apr	-40.8%	-31.8%	-29.7%	-21.6%	-5.3%	-36.7%	-10.1%	-15.6%	-16.2%	-14.8%	-1.3%	-4.2%
May	-53.2%	15.4%	-19.5%	-7.7%	-22.9%	-41.7%	-9.1%	13.7%	-30.9%	-10.1%	-18.7%	-2.9%
Jun	-55.8%	-13.1%	-8.9%	-54.1%	34.7%	-38.8%	10.1%	-7.0%	-11.0%	-6.3%	-8.5%	-1.3%
Jul	-17.3%	-40.1%	-23.4%	-24.6%	-54.3%	-24.8%	133.6%	-16.9%	-19.8%	-5.8%	-5.0%	2.2%
Aug	-17.2%	-7.0%	-20.5%	76.4%	-6.7%	-13.9%	-41.5%	20.6%	26.3%	9.1%	-8.8%	1.6%
Sep	-27.3%	110.3%	-14.1%	-43.6%	-1.5%	-19.9%	-6.5%	31.6%	-18.1%	6.1%	-12.6%	5.3%
Oct	6.7%	8.0%	2.1%	-57.1%	-23.1%	1.7%	-36.3%	8.9%	1.9%	-3.8%	-6.1%	-1.1%
Nov	-11.8%	-13.3%	54.3%	-33.4%	-6.2%	-3.7%	-47.4%	-31.6%	165.7%	10.2%	-4.1%	-4.1%
Dec	16.1%	-10.4%	48.3%	-7.2%	15.5%	19.6%	-53.6%	-40.4%	23.7%	-37.9%	-10.0%	-0.3%
TOTAL	-23.6%	-4.9%	-12.2%	-19.1%	-12.8%	-19.2%	-25.2%	-14.8%	-9.8%	-15.4%	-12.0%	-4.8%
INTERNATIONAL												
Jan	136.3%	42.4%	-22.0%	-31.7%	22.4%	11.6%	NA	-38.0%	116.6%	10.6%	-21.9%	-4.3%
Feb	-63.3%	-48.0%	-33.9%	40.2%	-66.5%	-45.2%	-43.6%	-9.7%	84.5%	21.4%	-42.8%	-14.8%
Mar	-60.9%	-53.7%	27.4%	161.9%	-35.1%	-8.9%	6.3%	136.0%	-27.6%	-6.7%	-31.7%	-8.3%
Apr	-6.2%	111.2%	73.7%	46.2%	84.5%	46.1%	1106.0%	131.2%	-1.2%	56.0%	-0.1%	14.9%
May	-68.9%	-27.5%	15.8%	75.0%	-32.0%	-19.5%	-53.0%	24.6%	-95.0%	-68.5%	1.4%	-14.1%
Jun	-71.2%	-16.2%	7.1%	2.6%	-38.1%	-22.8%	75.9%	44.5%	70.4%	59.6%	34.7%	-11.2%
Jul	-43.5%	77.5%	77.8%	-62.9%	1.8%	29.8%	-32.8%	-77.6%	-83.5%	-81.0%	15.6%	-1.0%
Aug	82.9%	-29.2%	7.1%	2.2%	9.7%	15.0%	1.8%	-1.3%	-53.7%	-29.2%	-3.2%	-10.0%
Sep	277.3%	-39.7%	62.9%	-19.4%	21.8%	145.1%	-74.0%	-10.2%	279.7%	147.3%	-79.6%	1.5%
Oct	-13.2%	-30.8%	27.2%	-45.4%	-45.8%	-5.6%	-32.3%	-44.8%	-70.9%	-56.8%	-64.9%	-8.2%
Nov	-20.1%	62.8%	144.9%	44.0%	-3.6%	69.0%	8.2%	202.3%	384.7%	226.7%	-63.2%	1.8%
Dec	-21.0%	15.7%	17.4%	-30.9%	-6.3%	2.8%	880.5%	25.0%	-20.6%	26.1%	23.8%	11.6%
TOTAL	26.0%	-6.1%	22.1%	-0.7%	-13.8%	15.2%	24.4%	9.6%	-34.8%	-18.2%	-20.7%	-3.7%

Source: Hawai'i Tourism Authority

**Table 11: 2009 Visitor Arrivals by Month and MMA
(Arrivals by Air)**

2009	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	SWITZER- LAND	TOTAL EUROPE MMA	AUSTRA- LIA	NEW ZEALAND	TOTAL OCEANIA MMA
Jan	188,506	135,438	92,662	43,880	2,583	491	1,775	403	537	5,789	10,736	697	11,433
Feb	196,240	139,213	97,024	42,950	2,484	554	1,849	293	513	5,693	5,675	478	6,154
Mar	210,692	137,888	107,384	44,083	4,386	515	2,079	350	526	7,856	6,071	672	6,744
Apr	231,863	125,700	88,235	33,312	3,878	787	2,990	465	695	8,816	9,869	1,042	10,912
May	235,434	133,327	81,474	17,555	3,282	603	2,601	444	666	7,596	11,037	1,194	12,231
Jun	264,471	156,052	65,452	12,556	3,187	524	1,942	567	662	6,882	8,967	1,165	10,131
Jul	282,734	158,046	97,740	17,939	4,632	1,129	2,899	1,167	1,336	11,162	10,813	2,656	13,469
Aug	279,124	129,476	116,891	19,072	5,689	1,436	3,591	3,529	775	15,021	10,420	1,810	12,230
Sep	194,369	107,996	115,680	14,065	5,113	654	3,359	969	814	10,908	14,103	2,140	16,243
Oct	202,427	112,509	103,767	22,799	3,904	841	3,319	788	858	9,709	11,636	1,460	13,095
Nov	205,423	97,117	95,902	29,699	2,707	645	3,413	502	657	7,924	11,007	1,000	12,007
Dec	227,534	128,708	105,868	48,673	2,631	673	2,288	732	723	7,047	11,148	920	12,068
TOTAL	2,718,818	1,561,468	1,168,080	346,583	44,476	8,851	32,105	10,208	8,762	104,403	121,482	15,234	136,717
DOMESTIC													
Jan	182,173	131,488	445	16,840	2,001	436	1,633	377	481	4,928	4,904	288	5,192
Feb	192,513	136,542	431	18,628	1,920	472	1,691	280	449	4,812	1,487	132	1,620
Mar	206,713	134,640	538	18,693	2,168	407	1,893	335	443	5,246	1,110	124	1,235
Apr	228,419	122,870	480	11,581	3,373	698	2,622	446	598	7,738	1,776	225	2,002
May	231,707	130,237	528	9,233	2,826	499	2,380	428	597	6,730	2,193	262	2,455
Jun	260,311	152,239	512	5,165	2,920	459	1,870	543	613	6,405	2,296	274	2,569
Jul	276,674	153,631	497	9,318	4,323	1,007	2,732	1,073	1,252	10,386	2,484	482	2,966
Aug	272,381	124,369	760	10,705	5,297	1,296	3,466	3,420	741	14,221	1,992	279	2,271
Sep	191,243	105,081	592	6,987	4,892	575	3,280	943	784	10,473	2,932	334	3,266
Oct	199,143	109,838	579	11,088	3,668	714	3,209	748	826	9,164	2,761	349	3,109
Nov	202,244	94,405	517	11,671	1,985	568	3,085	463	586	6,687	1,722	221	1,943
Dec	223,536	125,210	844	20,842	2,417	603	2,163	704	652	6,539	1,638	186	1,824
TOTAL	2,667,058	1,520,548	6,724	150,752	37,790	7,733	30,024	9,759	8,022	93,329	27,295	3,156	30,452
INTERNATIONAL													
Jan	6,333	3,950	92,217	27,041	582	55	142	26	56	861	5,832	409	6,241
Feb	3,727	2,671	96,593	24,322	564	82	158	13	64	881	4,188	346	4,534
Mar	3,979	3,248	106,846	25,390	2,218	108	186	15	83	2,610	4,961	548	5,509
Apr	3,444	2,830	87,755	21,731	505	89	368	19	97	1,078	8,093	817	8,910
May	3,727	3,090	80,946	8,321	456	104	221	16	69	866	8,844	932	9,776
Jun	4,160	3,813	64,940	7,392	267	65	72	24	49	477	6,671	891	7,562
Jul	6,060	4,415	97,243	8,622	309	122	167	94	84	776	8,329	2,174	10,503
Aug	6,743	5,107	116,131	8,367	392	140	125	109	34	800	8,428	1,531	9,959
Sep	3,126	2,915	115,088	7,078	221	79	79	26	30	435	11,171	1,806	12,977
Oct	3,284	2,671	103,188	11,710	236	127	110	40	32	545	8,875	1,111	9,986
Nov	3,179	2,712	95,385	18,028	722	77	328	39	71	1,237	9,285	779	10,064
Dec	3,998	3,498	105,024	27,830	214	70	125	28	71	508	9,510	734	10,244
TOTAL	51,760	40,920	1,161,356	195,831	6,686	1,118	2,081	449	740	11,074	94,187	12,078	106,265

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

Source: Hawai'i Tourism Authority

Table 11: 2009 Visitor Arrivals by Month and MMA (continued)
(Arrivals by Air)

2009	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	6,005	667	4,055	361	1,302	12,391	267	678	407	1,353	21,941	513,392
Feb	2,362	211	2,958	120	380	6,029	220	564	290	1,075	19,236	513,613
Mar	2,409	305	2,871	294	585	6,463	303	469	302	1,075	19,666	541,851
Apr	4,361	357	3,765	225	628	9,336	299	553	560	1,412	20,832	530,417
May	2,499	308	3,507	364	619	7,297	256	645	452	1,353	17,836	514,102
Jun	1,620	418	3,815	329	758	6,940	228	612	526	1,366	26,711	550,563
Jul	2,129	580	5,605	251	943	9,508	345	787	838	1,970	29,182	621,751
Aug	3,050	448	4,662	271	779	9,210	187	448	910	1,545	25,954	608,522
Sep	4,580	370	3,534	193	545	9,222	225	890	522	1,638	14,963	485,084
Oct	5,407	400	4,325	253	577	10,962	249	686	414	1,349	18,309	494,926
Nov	3,814	291	6,052	420	719	11,297	153	477	1,066	1,695	15,737	476,801
Dec	3,688	556	6,205	574	701	11,725	242	810	619	1,671	26,131	569,425
TOTAL	41,924	4,910	51,353	3,655	8,536	110,380	2,974	7,620	6,908	17,502	256,498	6,420,448
DOMESTIC												
Jan	1,663	123	489	91	131	2,498	264	664	388	1,317	12,014	356,893
Feb	1,393	38	350	34	66	1,879	219	551	271	1,042	10,913	368,379
Mar	1,373	104	373	80	138	2,067	302	465	293	1,061	11,064	381,257
Apr	1,869	63	406	34	105	2,477	279	535	527	1,341	13,761	390,668
May	1,500	98	458	94	170	2,320	249	617	448	1,314	12,590	397,113
Jun	871	122	496	71	134	1,694	224	596	510	1,330	14,079	444,305
Jul	1,089	117	599	72	96	1,973	337	773	814	1,924	18,200	475,570
Aug	1,071	132	627	85	135	2,050	182	435	902	1,519	15,989	444,265
Sep	1,274	94	386	42	103	1,899	222	880	450	1,553	12,278	333,372
Oct	2,466	118	435	38	79	3,136	241	666	406	1,313	13,275	350,645
Nov	2,041	71	425	63	105	2,706	148	443	1,040	1,630	11,022	332,826
Dec	2,083	120	642	173	160	3,179	224	795	606	1,625	13,107	396,707
TOTAL	18,693	1,199	5,685	877	1,422	27,878	2,891	7,421	6,657	16,969	158,292	4,672,001
INTERNATIONAL												
Jan	4,342	544	3,566	270	1,171	9,893	3	14	19	36	9,927	156,499
Feb	969	173	2,608	86	314	4,150	1	13	19	33	8,323	145,234
Mar	1,036	201	2,498	214	447	4,396	1	4	9	14	8,602	160,594
Apr	2,492	294	3,359	191	523	6,859	20	18	33	71	7,071	139,749
May	999	210	3,049	270	449	4,977	7	28	4	39	5,247	116,989
Jun	749	296	3,319	258	624	5,246	4	16	16	36	12,632	106,258
Jul	1,040	463	5,006	179	847	7,535	8	14	24	46	10,982	146,181
Aug	1,979	316	4,035	186	644	7,160	5	13	8	26	9,965	164,257
Sep	3,306	276	3,148	151	442	7,323	3	10	72	85	2,685	151,712
Oct	2,941	282	3,890	215	498	7,826	8	20	8	36	5,034	144,281
Nov	1,773	220	5,627	357	614	8,591	5	34	26	65	4,714	143,975
Dec	1,605	436	5,563	401	541	8,546	18	15	13	46	13,024	172,718
TOTAL	23,231	3,711	45,668	2,778	7,114	82,502	83	199	251	533	98,206	1,748,447

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

Source: Hawai'i Tourism Authority

Table 12: 2009 Visitor Arrivals Growth by Month and MMA
(% change over 2008)

% 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	-14.3%	-14.8%	-9.9%	-8.6%	-19.3%	1.7%	-1.0%	-20.5%	21.8%	-9.9%	-5.0%	-23.6%	-6.4%
Feb	-15.0%	-16.2%	0.2%	-7.7%	-27.2%	-22.9%	-17.4%	-23.8%	16.3%	-20.9%	-28.7%	-31.3%	-28.9%
Mar	-23.2%	-20.4%	1.5%	-8.7%	-5.6%	2.8%	-20.8%	4.0%	-9.5%	-9.6%	-30.9%	-4.1%	-29.0%
Apr	-1.6%	-6.5%	12.2%	6.9%	-18.1%	14.2%	37.2%	-7.9%	13.0%	1.0%	-6.3%	-24.9%	-8.5%
May	3.8%	-9.1%	-13.7%	-15.2%	-18.2%	5.3%	-8.6%	-19.9%	7.9%	-11.7%	-9.7%	-11.1%	-9.8%
Jun	4.9%	-4.0%	-29.8%	-8.7%	-13.9%	-20.3%	7.3%	-26.8%	26.2%	-7.8%	-18.0%	-25.0%	-18.9%
Jul	7.7%	-0.3%	-5.1%	-2.0%	-23.1%	-0.2%	2.4%	-1.4%	8.7%	-9.7%	-5.8%	13.9%	-2.5%
Aug	7.0%	-2.6%	-4.2%	-3.3%	-19.7%	-4.1%	-0.5%	-0.3%	22.5%	-8.2%	-30.0%	-23.3%	-29.1%
Sep	10.1%	6.9%	22.1%	0.8%	-16.2%	0.7%	-1.7%	2.1%	0.0%	-8.5%	-7.3%	-9.9%	-7.6%
Oct	2.5%	-2.9%	7.3%	2.2%	-19.7%	-25.7%	-19.8%	-15.5%	-8.4%	-19.1%	-14.3%	-35.1%	-17.3%
Nov	-3.7%	-7.8%	12.8%	-5.6%	-12.8%	-0.2%	27.7%	15.7%	10.3%	6.3%	4.4%	19.3%	5.5%
Dec	3.8%	0.9%	3.9%	7.2%	-21.1%	1.3%	-9.2%	5.8%	-4.0%	-11.5%	7.5%	0.1%	6.9%
TOTAL	-1.8%	-7.2%	-0.6%	-3.6%	-18.0%	-5.3%	-1.8%	-5.1%	7.1%	-9.4%	-11.8%	-13.8%	-12.1%
DOMESTIC													
Jan	-15.2%	-15.2%	-15.1%	-9.1%	-21.8%	6.9%	-3.4%	-21.2%	25.3%	-10.7%	-5.5%	-32.2%	-7.5%
Feb	-15.3%	-16.0%	-23.9%	-1.1%	-24.4%	-23.4%	-14.1%	-23.8%	19.4%	-18.0%	-28.5%	-39.8%	-29.6%
Mar	-23.6%	-20.6%	-20.0%	-2.5%	-30.6%	-5.5%	-17.8%	5.9%	-6.8%	-21.1%	-47.5%	-35.5%	-46.5%
Apr	-1.7%	-6.4%	-24.9%	21.2%	-17.6%	13.1%	30.1%	-6.9%	8.4%	-0.3%	-45.2%	-46.0%	-45.3%
May	3.7%	-9.0%	-27.1%	23.5%	-12.4%	-4.7%	-5.1%	-19.4%	9.7%	-8.3%	-35.7%	-16.7%	-34.1%
Jun	4.9%	-3.7%	-32.8%	64.9%	-13.6%	-20.5%	7.7%	-26.9%	26.8%	-7.4%	-35.5%	-23.8%	-34.5%
Jul	7.5%	0.4%	-25.1%	55.6%	-22.8%	-2.2%	1.3%	-2.4%	10.6%	-10.1%	-36.3%	-24.4%	-34.7%
Aug	6.5%	-3.0%	-8.6%	36.3%	-17.6%	-5.2%	0.0%	-0.2%	21.5%	-7.0%	-40.5%	-39.4%	-40.4%
Sep	10.3%	7.0%	-19.3%	41.5%	-16.1%	2.6%	-2.6%	1.8%	0.9%	-8.6%	-42.6%	-35.6%	-42.0%
Oct	2.4%	-2.7%	-10.7%	0.3%	-17.9%	-29.2%	-19.9%	-17.3%	-7.4%	-18.8%	-46.5%	-43.4%	-46.2%
Nov	-3.6%	-7.7%	-19.5%	-21.0%	-24.6%	-1.8%	21.9%	12.4%	8.3%	-0.1%	-31.8%	-9.1%	-29.8%
Dec	3.8%	0.6%	32.1%	-8.5%	-20.7%	8.9%	-10.0%	5.3%	-4.7%	-11.2%	-24.6%	0.8%	-22.6%
TOTAL	-2.1%	-7.2%	-16.5%	4.6%	-19.5%	-6.5%	-2.2%	-5.7%	7.7%	-10.0%	-34.7%	-31.2%	-34.4%
INTERNATIONAL													
Jan	26.8%	0.6%	-9.9%	-8.2%	-9.3%	-26.7%	39.2%	-10.3%	-1.8%	-4.9%	-4.5%	-16.2%	-5.4%
Feb	8.5%	-28.1%	0.3%	-12.3%	-35.4%	-20.4%	-41.9%	-23.5%	-1.5%	-33.8%	-28.7%	-27.3%	-28.6%
Mar	12.3%	-7.1%	1.6%	-12.7%	45.5%	54.3%	-42.2%	-25.0%	-21.7%	27.8%	-25.7%	7.9%	-23.3%
Apr	4.9%	-9.0%	12.5%	0.6%	-21.2%	23.6%	124.4%	-26.9%	54.0%	11.6%	10.9%	-15.9%	7.8%
May	9.0%	-14.4%	-13.6%	-37.1%	-42.1%	112.2%	-34.4%	-30.4%	-5.5%	-31.8%	0.4%	-9.4%	-0.6%
Jun	6.4%	-13.6%	-29.8%	-30.4%	-16.6%	-18.8%	-1.4%	-25.0%	19.5%	-12.6%	-9.5%	-25.4%	-11.7%
Jul	17.8%	-18.0%	-4.9%	-30.0%	-26.1%	19.6%	23.7%	84.3%	-13.4%	-3.4%	9.9%	28.3%	13.2%
Aug	34.3%	7.7%	-4.2%	-29.5%	-40.2%	6.9%	-13.8%	-4.4%	47.8%	-25.2%	-27.0%	-19.4%	-25.9%
Sep	4.2%	2.4%	22.4%	-21.5%	-16.9%	-11.2%	61.2%	13.0%	-18.9%	-6.3%	10.7%	-2.7%	8.6%
Oct	9.0%	-9.4%	7.4%	4.1%	-40.1%	4.1%	-15.4%	42.9%	-27.3%	-24.1%	5.4%	-32.0%	-0.6%
Nov	-11.9%	-11.6%	13.1%	8.1%	53.3%	13.2%	129.4%	77.3%	29.1%	63.0%	15.8%	30.9%	16.8%
Dec	3.3%	9.8%	3.7%	23.0%	-25.2%	-36.9%	7.8%	21.7%	2.9%	-16.0%	16.0%	-0.1%	14.7%
TOTAL	11.9%	-7.9%	-0.5%	-9.1%	-8.1%	4.3%	4.7%	10.0%	1.4%	-3.5%	-1.9%	-7.7%	-2.6%

Source: Hawai'i Tourism Authority

Table 12: 2009 Visitor Arrivals Growth by Month and MMA (continued)
 (% change over 2008)

% 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	43.0%	49.6%	-12.6%	9.5%	19.8%	15.8%	-18.7%	-4.5%	-8.3%	-8.8%	-18.5%	-12.6%
Feb	-43.8%	-48.9%	-22.4%	-51.7%	-63.5%	-37.9%	-18.0%	-24.1%	-45.2%	-30.3%	-29.7%	-13.6%
Mar	-39.3%	-4.1%	5.7%	-6.7%	-58.0%	-25.8%	12.3%	-17.5%	-69.9%	-41.7%	-32.1%	-17.8%
Apr	-10.3%	31.3%	50.4%	-23.5%	4.5%	9.4%	14.4%	-11.6%	-24.9%	-13.5%	-24.7%	-1.5%
May	-58.2%	-21.4%	12.7%	-9.8%	-41.6%	-33.3%	-28.9%	9.3%	-29.3%	-14.8%	-31.5%	-6.4%
Jun	-64.9%	0.9%	8.4%	-29.9%	-25.9%	-30.9%	69.9%	27.8%	4.8%	22.5%	-4.8%	-5.2%
Jul	-40.4%	1.4%	48.0%	-28.0%	-14.2%	1.3%	113.2%	-0.8%	-28.8%	-7.6%	-13.2%	1.3%
Aug	16.7%	-15.9%	30.2%	23.4%	-17.7%	16.7%	-25.4%	9.6%	44.2%	19.8%	-7.7%	0.4%
Sep	-28.3%	19.6%	64.2%	16.9%	-41.2%	-7.2%	-7.2%	36.1%	-12.7%	9.6%	-36.0%	7.7%
Oct	-1.5%	14.3%	52.9%	-29.5%	-51.2%	7.4%	-24.6%	-6.5%	-23.3%	-15.8%	-24.9%	-0.3%
Nov	-18.2%	-6.3%	149.9%	42.3%	24.9%	36.6%	-17.0%	-20.6%	120.7%	33.8%	-28.8%	-1.8%
Dec	0.1%	27.5%	104.2%	12.6%	27.7%	42.7%	-34.7%	-11.6%	0.6%	-12.2%	-5.3%	3.3%
TOTAL	-22.7%	3.1%	34.8%	-7.6%	-25.7%	-1.9%	-5.9%	-2.6%	-12.7%	-7.4%	-20.9%	-4.4%
DOMESTIC												
Jan	-25.7%	50.1%	-37.7%	28.9%	19.0%	-24.1%	-19.6%	-2.7%	-10.4%	-8.9%	-16.8%	-14.9%
Feb	-9.3%	-59.1%	-43.5%	-47.2%	-25.5%	-21.6%	-17.1%	-24.3%	-47.6%	-31.0%	-29.0%	-15.6%
Mar	-46.8%	14.2%	-20.0%	6.4%	-10.0%	-38.6%	12.4%	-17.7%	-70.0%	-41.5%	-36.9%	-22.5%
Apr	-33.9%	-18.9%	-9.4%	-30.8%	-1.8%	-29.4%	7.1%	-11.9%	-25.1%	-14.7%	-6.6%	-3.6%
May	-53.7%	-5.6%	-14.2%	-7.3%	-19.3%	-44.6%	-29.2%	9.0%	-18.7%	-10.5%	-19.0%	-2.4%
Jun	-62.8%	15.8%	-21.9%	-39.5%	0.1%	-49.2%	74.7%	29.3%	5.0%	23.7%	-3.6%	1.0%
Jul	-23.9%	-28.7%	-17.5%	-33.1%	-55.6%	-25.5%	113.5%	-0.4%	-24.3%	-4.3%	-5.7%	4.0%
Aug	-21.5%	-11.1%	-11.9%	25.7%	-21.3%	-16.8%	-26.5%	10.7%	48.1%	21.6%	-9.8%	2.6%
Sep	-32.1%	103.4%	14.6%	-21.0%	-0.1%	-21.4%	-6.5%	37.6%	-21.5%	7.1%	-10.9%	6.8%
Oct	14.8%	32.5%	28.4%	-52.5%	-42.0%	12.4%	-25.5%	-5.9%	-19.7%	-14.5%	-10.2%	-1.3%
Nov	-19.1%	-38.9%	41.6%	-7.5%	-9.2%	-13.4%	-17.5%	-23.7%	119.9%	32.3%	-6.2%	-5.7%
Dec	5.6%	-6.2%	44.7%	37.5%	9.1%	12.9%	-39.4%	-12.0%	1.4%	-13.1%	-5.4%	1.3%
TOTAL	-28.3%	-3.6%	-10.4%	-10.5%	-16.0%	-23.3%	-7.2%	-2.5%	-11.3%	-6.9%	-13.7%	-4.7%
INTERNATIONAL												
Jan	121.5%	49.5%	-7.4%	4.2%	19.9%	33.5%	NA	-48.1%	72.7%	-5.3%	-20.5%	-7.0%
Feb	-63.7%	-45.9%	-18.3%	-53.3%	-67.0%	-43.3%	-75.0%	-18.8%	58.3%	3.1%	-30.7%	-8.2%
Mar	-25.3%	-11.5%	11.0%	-10.8%	-63.9%	-17.7%	0.0%	0.0%	-67.9%	-57.6%	-24.8%	-4.0%
Apr	22.5%	51.5%	63.5%	-22.0%	5.9%	36.6%	1900.0%	0.0%	-21.4%	16.4%	-45.4%	4.9%
May	-63.4%	-27.1%	18.2%	-10.6%	-47.2%	-26.3%	-12.5%	16.7%	-95.5%	-67.8%	-50.1%	-17.9%
Jun	-67.0%	-4.2%	15.1%	-26.7%	-29.8%	-21.8%	-33.3%	-11.1%	0.0%	-10.0%	-6.1%	-24.5%
Jul	-51.5%	13.5%	63.5%	-25.7%	-4.1%	11.8%	100.0%	-17.6%	-76.5%	-62.6%	-23.3%	-6.5%
Aug	58.4%	-17.7%	40.6%	22.4%	-16.9%	31.9%	66.7%	-18.8%	-63.6%	-36.6%	-4.1%	-5.1%
Sep	-26.7%	4.9%	73.3%	34.8%	-46.3%	-2.7%	-40.0%	-28.6%	188.0%	93.2%	-72.0%	9.6%
Oct	-12.0%	8.0%	56.2%	-22.9%	-52.4%	5.5%	14.3%	-23.1%	-76.5%	-46.3%	-47.6%	2.2%
Nov	-17.2%	13.4%	165.2%	57.3%	33.5%	67.0%	0.0%	70.0%	160.0%	85.7%	-54.4%	8.6%
Dec	-6.4%	41.6%	114.4%	4.4%	34.6%	58.2%	1700.0%	15.4%	-27.8%	43.8%	-5.1%	8.2%
TOTAL	-17.5%	5.4%	43.8%	-6.7%	-27.3%	8.3%	84.4%	-6.6%	-38.6%	-20.1%	-30.3%	-3.5%

Source: Hawai'i Tourism Authority

**Table 14: 2009 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	140,843	152,111	154,554	186,594	179,071	206,659	227,051	235,882	156,590	157,699	165,721	180,859	2,143,635
Alaska	9,126	7,751	7,695	5,326	4,121	2,598	2,558	2,571	2,686	4,880	7,135	9,630	66,076
California	83,855	89,353	89,601	131,638	128,061	159,101	180,364	183,578	112,915	106,770	107,859	117,384	1,490,479
Oregon	15,063	15,460	18,076	13,269	14,000	14,035	12,444	15,290	12,940	14,694	15,817	15,825	176,912
Washington	32,800	39,546	39,182	36,360	32,889	30,926	31,686	34,444	28,049	31,355	34,910	38,020	410,167
MOUNTAIN	41,330	40,402	52,159	41,825	52,635	53,651	49,623	36,499	34,653	41,444	36,523	42,678	523,423
Arizona	8,396	8,348	12,181	9,558	16,842	16,030	16,873	9,748	10,510	12,847	8,971	9,859	140,163
Colorado	9,810	9,929	15,830	8,712	12,861	12,574	11,430	8,505	8,223	10,736	9,322	10,937	128,870
Idaho	3,954	3,891	5,056	2,360	2,702	3,139	2,330	2,070	1,931	3,243	2,990	2,961	36,626
Montana	2,646	2,626	2,440	1,751	1,349	1,314	848	900	980	1,255	1,357	1,804	19,268
Nevada	5,115	5,238	5,003	7,372	6,402	7,853	7,819	6,893	5,178	5,047	5,148	6,494	73,561
New Mexico	1,862	1,685	2,494	1,574	2,912	2,827	2,797	1,877	1,798	1,901	1,890	2,220	25,837
Utah	8,656	7,875	7,903	9,375	9,016	9,045	7,028	6,015	5,619	5,940	6,169	7,538	90,179
Wyoming	889	811	1,253	1,124	552	870	498	491	415	476	677	865	8,919
TOTAL U.S. WEST	182,173	192,513	206,713	228,419	231,707	260,311	276,674	272,381	191,243	199,143	202,244	223,536	2,667,058

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

**Table 15: U.S. East MMA Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

U.S. East	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	16,271,465	17,586,975	-7.5%	15,915,018	17,227,419	-7.6%	356,448	359,556	-0.9%
Total Visitors	1,561,468	1,683,114	-7.2%	1,520,548	1,638,669	-7.2%	40,920	44,445	-7.9%
PARTY SIZE									
One	346,587	371,800	-6.8%	337,743	361,779	-6.6%	8,844	10,021	-11.7%
Two	731,660	793,820	-7.8%	716,372	776,127	-7.7%	15,287	17,693	-13.6%
Three or more	483,222	517,494	-6.6%	466,433	500,763	-6.9%	16,789	16,731	0.3%
Avg Party Size	1.87	1.87	-0.2%	1.87	1.87	-0.2%	1.97	1.96	0.5%
VISIT STATUS									
First-Time	671,230	738,892	-9.2%	651,914	717,586	-9.2%	19,316	21,306	-9.3%
Repeat	890,238	944,222	-5.7%	868,634	921,083	-5.7%	21,604	23,139	-6.6%
Average # of Trips	4.00	3.85	3.7%	4.02	3.88	3.5%	3.21	2.90	10.6%
TRAVEL METHOD									
Group Tour	72,499	105,006	-31.0%	70,301	99,978	-29.7%	2,198	5,028	-56.3%
Package	402,496	450,494	-10.7%	394,868	438,738	-10.0%	7,627	11,756	-35.1%
Group Tour & Pkg	52,205	79,665	-34.5%	50,590	75,076	-32.6%	1,616	4,589	-64.8%
True Independent	1,138,678	1,207,278	-5.7%	1,105,968	1,175,028	-5.9%	32,710	32,250	1.4%
ISLANDS VISITED									
O'ahu	960,985	1,029,778	-6.7%	925,095	990,722	-6.6%	35,889	39,056	-8.1%
Maui County	583,956	670,802	-12.9%	575,699	659,991	-12.8%	8,257	10,811	-23.6%
...Maui	570,831	655,435	-12.9%	562,710	644,866	-12.7%	8,121	10,569	-23.2%
...Moloka'i	15,788	20,984	-24.8%	15,474	19,446	-20.4%	314	1,538	-79.6%
...Lāna'i	23,303	29,364	-20.6%	22,965	28,597	-19.7%	338	767	-56.0%
Kaua'i	306,976	351,478	-12.7%	302,206	345,921	-12.6%	4,770	5,557	-14.2%
Hawai'i Island	352,734	402,908	-12.5%	345,265	395,192	-12.6%	7,468	7,716	-3.2%
...Hilo	151,636	178,039	-14.8%	147,263	172,964	-14.9%	4,373	5,075	-13.8%
...Kona	294,357	337,626	-12.8%	288,672	331,240	-12.9%	5,684	6,386	-11.0%
LENGTH OF STAY									
O'ahu (days)	7.89	7.68	2.8%	7.93	7.73	2.5%	6.96	6.19	12.6%
Maui (days)	7.30	7.14	2.2%	7.31	7.18	1.8%	6.53	4.84	34.9%
Moloka'i (days)	4.33	4.15	4.4%	4.39	4.37	0.6%	1.00	1.32	-24.3%
Lāna'i (days)	3.61	3.47	4.2%	3.63	3.53	2.9%	2.41	1.16	108.1%
Kaua'i (days)	6.55	6.21	5.4%	6.58	6.24	5.5%	4.65	4.63	0.4%
Hawai'i Island (days)	6.68	6.53	2.4%	6.74	6.56	2.8%	4.04	4.93	-18.1%
...Hilo (days)	3.57	3.47	2.9%	3.61	3.50	3.2%	2.16	2.47	-12.6%
...Kona (days)	6.17	5.96	3.5%	6.22	6.00	3.7%	3.64	4.00	-8.8%
Statewide (days)	10.42	10.45	-0.3%	10.47	10.51	-0.4%	8.71	8.09	7.7%
ACCOMMODATIONS									
Hotel	962,930	1,038,309	-7.3%	933,120	1,006,624	-7.3%	29,810	31,685	-5.9%
...Hotel Only	784,116	834,527	-6.0%	757,376	806,660	-6.1%	26,740	27,867	-4.0%
Condo	227,503	261,210	-12.9%	224,557	257,116	-12.7%	2,947	4,094	-28.0%
...Condo Only	157,579	177,749	-11.3%	155,425	174,959	-11.2%	2,154	2,790	-22.8%
Timeshare	190,096	191,264	-0.6%	186,643	189,417	-1.5%	3,453	1,847	87.0%
...Timeshare Only	137,749	135,377	1.8%	135,306	134,695	0.5%	2,443	682	258.3%
Rental House	75,357	80,610	-6.5%	73,066	78,984	-7.5%	2,291	1,626	40.9%
Bed & Breakfast	19,796	24,223	-18.3%	19,327	23,417	-17.5%	469	806	-41.8%
Cruise Ship	68,498	94,607	-27.6%	68,185	93,742	-27.3%	313	865	-63.9%
Friends or Relatives	201,864	203,820	-1.0%	197,838	198,093	-0.1%	4,027	5,727	-29.7%
PURPOSE OF TRIP									
Pleasure (Net)	1,209,145	1,290,209	-6.3%	1,179,496	1,260,489	-6.4%	29,649	29,720	-0.2%
.....Vacation	1,113,349	1,191,726	-6.6%	1,085,716	1,163,263	-6.7%	27,633	28,463	-2.9%
.....Honeymoon	99,313	102,136	-2.8%	97,646	100,824	-3.2%	1,667	1,312	27.0%
.....Get Married	18,699	20,608	-9.3%	17,726	20,446	-13.3%	974	162	501.1%
MC&I (Net)	139,005	162,112	-14.3%	136,900	159,156	-14.0%	2,106	2,956	-28.8%
.....Convention/Conf.	97,194	103,221	-5.8%	95,475	101,099	-5.6%	1,719	2,122	-19.0%
.....Corp. Meetings	21,769	30,293	-28.1%	21,321	29,550	-27.8%	448	743	-39.7%
.....Incentive	24,960	34,811	-28.3%	24,960	34,465	-27.6%	0	346	-100.0%
Other Business	64,315	73,430	-12.4%	62,829	71,411	-12.0%	1,485	2,019	-26.4%
Visit Friends/Relatives	195,820	197,198	-0.7%	192,045	192,886	-0.4%	3,775	4,312	-12.5%
Government/Military	49,909	53,041	-5.9%	46,156	48,976	-5.8%	3,754	4,065	-7.7%
Attend School	3,819	4,236	-9.9%	3,819	4,109	-7.1%	0	127	-100.0%
Sport Events	21,095	27,315	-22.8%	20,890	26,813	-22.1%	205	502	-59.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	2,694.6	3,225.1	-16.4%	2,635.5	3,159.1	-16.6%	59.0	65.9	-10.5%
Per Person Per Day (\$)	165.6	183.4	-9.7%	165.6	183.4	-9.7%	165.6	183.4	-9.7%
Per Person Per Trip (\$)	1,725.7	1,916.1	-9.9%	1,733.3	1,927.9	-10.1%	1,442.5	1,483.5	-2.8%

**Table 16: 2009 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	25,765	25,222	24,233	11,699	13,973	14,792	13,083	9,155	10,064	11,348	10,479	15,702	185,516
Iowa	3,621	3,619	3,048	1,215	1,431	2,001	1,545	1,173	1,235	1,335	1,227	1,993	23,443
Kansas	2,580	2,183	2,761	1,508	2,481	2,336	2,514	1,171	1,482	1,442	1,305	2,125	23,888
Minnesota	10,773	11,259	11,221	4,286	3,165	3,504	2,806	3,158	2,834	3,649	3,811	5,535	66,000
Missouri	4,160	3,704	4,028	2,922	4,528	4,744	4,288	2,371	2,994	3,014	2,450	3,288	42,492
Nebraska	2,131	2,218	1,556	1,042	1,464	1,446	1,247	809	941	1,001	852	1,326	16,031
N. Dakota	1,170	1,026	709	285	393	340	254	198	203	432	355	640	6,004
S. Dakota	1,330	1,213	910	442	513	421	427	275	375	476	479	797	7,658
W.S. CENTRAL	15,881	15,697	23,941	17,497	27,341	36,635	37,208	23,686	20,819	17,957	17,054	22,084	275,802
Arkansas	945	959	1,329	922	1,272	2,053	1,655	891	1,162	1,010	818	997	14,013
Louisiana	952	1,262	987	1,894	2,227	2,047	2,204	1,118	1,351	1,246	1,195	1,151	17,636
Oklahoma	1,955	1,733	2,430	1,611	3,162	3,129	3,232	1,727	2,042	1,644	1,455	2,003	26,122
Texas	12,029	11,743	19,196	13,070	20,680	29,407	30,115	19,951	16,264	14,057	13,586	17,934	218,032
E.N. CENTRAL	30,767	35,638	33,667	29,308	22,135	28,440	26,526	20,906	20,643	22,732	20,754	29,092	320,607
Illinois	10,835	12,048	13,339	9,020	8,575	10,683	10,837	8,596	7,876	8,259	8,068	12,137	120,274
Indiana	3,350	3,550	4,014	2,866	2,780	3,985	3,486	1,865	2,613	2,906	2,251	2,811	36,477
Michigan	5,649	7,821	5,313	6,978	3,739	4,354	3,676	3,685	3,476	3,941	3,399	5,337	57,369
Ohio	5,195	5,878	5,394	5,647	4,513	6,832	6,262	4,542	4,639	4,782	3,634	4,768	62,085
Wisconsin	5,738	6,340	5,608	4,797	2,528	2,586	2,265	2,217	2,040	2,843	3,402	4,038	44,402
E.S. CENTRAL	5,157	6,218	6,745	5,083	8,817	9,299	7,609	4,831	5,659	6,072	4,194	5,392	75,076
Alabama	1,209	1,401	1,687	1,331	2,411	2,368	1,719	1,224	1,407	1,391	1,183	1,433	18,766
Kentucky	1,422	1,382	1,574	1,255	1,762	2,392	2,135	1,304	1,382	1,511	865	1,156	18,141
Mississippi	482	654	874	455	1,047	1,097	775	445	548	520	481	515	7,893
Tennessee	2,044	2,782	2,609	2,042	3,597	3,441	2,980	1,858	2,322	2,649	1,664	2,289	30,276
NEW ENGLAND	9,011	10,269	7,984	9,101	7,675	7,623	8,738	9,434	6,299	7,907	5,532	7,747	97,319
Connecticut	2,017	2,074	1,815	2,039	1,774	1,849	2,442	2,406	1,536	1,839	1,203	1,884	22,878
Maine	826	953	676	891	571	502	568	522	440	552	503	498	7,502
Massachusetts	4,368	4,864	3,874	4,360	3,960	3,852	4,225	4,969	3,058	4,044	2,651	3,945	48,169
New Hampshire	777	1,119	732	879	560	563	689	676	505	597	530	694	8,321
Rhode Island	565	612	447	439	477	509	497	514	441	502	338	362	5,703
Vermont	459	646	440	492	333	348	317	348	320	372	307	363	4,745

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

Table 16: 2009 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	19,437	19,194	15,294	20,992	18,175	18,776	23,945	27,352	15,988	17,935	14,236	18,687	230,012
New Jersey	4,806	4,156	3,585	5,776	4,999	4,971	6,922	8,028	4,134	4,685	3,794	4,861	60,716
New York	9,007	9,507	7,029	9,970	8,144	7,316	10,615	13,698	7,180	7,971	6,633	9,375	106,446
Pennsylvania	5,625	5,531	4,680	5,246	5,032	6,490	6,408	5,625	4,674	5,279	3,809	4,451	62,850
S. ATLANTIC	25,470	24,302	22,776	29,190	32,120	36,674	36,523	29,005	25,607	25,887	22,156	26,506	336,216
Delaware	411	371	298	404	407	430	428	434	323	392	368	298	4,565
Washington,D.C.	523	511	685	547	731	540	627	937	460	646	468	944	7,618
Florida	6,221	5,867	6,069	7,154	8,601	9,950	9,408	6,899	6,780	6,359	5,810	6,130	85,249
Georgia	2,988	3,535	3,022	4,618	5,748	6,577	5,879	3,315	4,004	3,796	3,318	4,343	51,144
Maryland	3,787	3,543	3,101	4,070	4,049	4,592	5,291	4,789	3,127	3,724	3,570	3,640	47,283
N. Carolina	3,306	2,892	2,670	3,434	3,763	4,403	4,224	2,960	3,572	3,297	2,363	3,570	40,454
S. Carolina	1,335	1,288	1,190	1,826	1,563	2,118	1,765	1,235	1,609	1,302	983	1,316	17,529
Virginia	6,448	5,770	5,273	6,612	6,681	7,419	8,288	8,054	5,281	5,944	4,977	5,966	76,712
West Virginia	451	525	467	525	579	646	613	382	449	427	299	298	5,662
TOTAL U.S. EAST	131,488	136,542	134,640	122,870	130,237	152,239	153,631	124,369	105,081	109,838	94,405	125,210	1,520,548

**Table 18: 2009 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	% ISLES VISITED	AVERAGE # OF TRIPS
PACIFIC COAST	2,143,635	9.54	20,451,414	86.2%	54.8%	17.5%	41.9%	18.4%	4.3%	3.4%	1.17	7.20
Alaska	66,076	12.37	817,310	82.2%	50.8%	18.8%	33.1%	24.7%	4.8%	3.2%	1.21	6.73
California	1,490,479	9.12	13,587,687	86.1%	53.3%	16.9%	45.4%	15.5%	4.4%	3.5%	1.17	7.41
Oregon	176,912	10.33	1,827,506	86.1%	63.2%	19.0%	31.5%	24.9%	4.5%	3.6%	1.17	6.55
Washington	410,167	10.29	4,218,912	87.4%	57.4%	18.6%	35.3%	25.1%	3.8%	3.3%	1.15	6.82
MOUNTAIN	523,423	9.97	5,216,058	82.0%	53.2%	25.5%	39.7%	16.3%	5.6%	4.2%	1.24	5.80
Arizona	140,163	9.65	1,352,402	82.3%	53.9%	26.1%	42.0%	13.8%	5.2%	4.4%	1.24	5.60
Colorado	128,870	10.33	1,330,858	80.6%	58.2%	25.1%	39.2%	17.6%	5.4%	4.3%	1.26	5.75
Idaho	36,626	10.51	384,998	83.7%	57.7%	26.4%	33.9%	22.8%	5.9%	4.0%	1.21	5.37
Montana	19,268	11.12	214,297	81.9%	59.5%	30.3%	33.9%	24.0%	7.0%	4.3%	1.23	4.84
Nevada	73,561	9.79	720,113	84.0%	44.2%	21.4%	42.1%	12.9%	4.3%	4.0%	1.21	7.22
New Mexico	25,837	10.29	265,843	80.0%	51.9%	32.2%	42.7%	14.1%	7.1%	4.5%	1.28	4.97
Utah	90,179	9.47	853,624	82.0%	49.4%	24.4%	37.6%	17.4%	6.6%	4.0%	1.24	5.75
Wyoming	8,919	10.53	93,923	80.0%	54.6%	36.8%	38.9%	18.2%	7.2%	4.6%	1.26	4.40
WEST NORTH CENTRAL	185,516	10.51	1,950,185	73.2%	44.2%	40.4%	46.7%	13.6%	9.6%	5.7%	1.38	4.12
Iowa	23,443	10.49	246,011	72.2%	43.5%	44.2%	46.9%	14.0%	9.8%	5.8%	1.40	3.80
Kansas	23,888	9.87	235,695	74.3%	44.8%	42.0%	48.2%	12.4%	9.8%	5.7%	1.38	3.87
Minnesota	66,000	11.01	726,827	72.3%	45.1%	35.9%	44.7%	14.3%	9.2%	5.5%	1.38	4.57
Missouri	42,492	10.19	432,941	74.1%	42.9%	42.2%	47.5%	13.1%	9.6%	6.4%	1.38	3.92
Nebraska	16,031	9.97	159,856	74.8%	46.2%	41.7%	49.2%	13.7%	10.9%	5.5%	1.35	3.99
North Dakota	6,004	10.69	64,180	73.7%	41.2%	46.5%	50.9%	12.3%	10.2%	5.2%	1.36	3.44
South Dakota	7,658	11.06	84,675	71.9%	43.5%	43.9%	44.8%	13.2%	9.0%	5.1%	1.40	3.91
WEST SOUTH CENTRAL	275,802	9.49	2,618,228	74.5%	39.7%	41.8%	51.8%	10.6%	8.1%	5.5%	1.37	4.08
Arkansas	14,013	9.67	135,446	75.9%	39.1%	45.5%	49.6%	12.6%	10.2%	5.4%	1.36	3.69
Louisiana	17,636	9.93	175,182	70.1%	34.1%	52.2%	51.7%	9.1%	13.0%	5.9%	1.49	3.12
Oklahoma	26,122	9.70	253,270	75.7%	40.1%	42.2%	50.6%	12.0%	9.4%	5.6%	1.36	3.94
Texas	218,032	9.42	2,054,331	74.6%	40.2%	40.7%	52.1%	10.4%	7.5%	5.5%	1.37	4.20
EAST NORTH CENTRAL	320,607	10.70	3,430,477	70.3%	44.9%	41.7%	47.7%	12.7%	8.7%	6.8%	1.43	4.00
Illinois	120,274	10.19	1,225,693	72.2%	49.6%	37.6%	50.8%	12.3%	7.9%	7.0%	1.39	4.41
Indiana	36,477	10.62	387,340	71.9%	42.9%	43.6%	47.1%	12.6%	10.2%	6.7%	1.43	3.78
Michigan	57,369	11.51	660,398	68.7%	42.9%	42.7%	43.8%	14.0%	8.9%	6.7%	1.46	3.90
Ohio	62,085	10.73	666,246	68.4%	40.5%	46.5%	47.5%	11.7%	9.1%	6.9%	1.49	3.54
Wisconsin	44,402	11.05	490,801	68.3%	42.2%	42.9%	45.0%	13.6%	8.5%	5.9%	1.47	3.81
EAST SOUTH CENTRAL	75,076	10.12	759,773	72.6%	35.4%	46.8%	51.7%	9.7%	10.7%	6.0%	1.42	3.63
Alabama	18,766	10.10	189,520	73.9%	31.3%	47.5%	52.4%	9.0%	8.9%	5.5%	1.40	3.78
Kentucky	18,141	10.37	188,130	70.9%	38.3%	46.8%	48.9%	11.2%	9.7%	6.8%	1.45	3.64
Mississippi	7,893	9.47	74,710	73.5%	29.7%	52.9%	56.0%	9.5%	14.8%	5.9%	1.40	3.11
Tennessee	30,276	10.15	307,413	72.6%	37.7%	44.7%	51.8%	9.3%	11.4%	5.8%	1.42	3.66
NEW ENGLAND	97,319	11.73	1,141,232	69.5%	41.7%	41.0%	47.1%	9.8%	8.8%	7.5%	1.44	4.37
Connecticut	22,878	11.35	259,700	66.9%	40.5%	42.4%	48.8%	8.8%	8.1%	7.5%	1.48	4.19
Maine	7,502	13.32	99,948	75.6%	39.6%	39.0%	43.2%	11.3%	8.9%	4.5%	1.34	4.81
Massachusetts	48,169	11.48	552,785	68.7%	43.0%	41.3%	47.9%	9.7%	9.5%	8.5%	1.44	4.30
New Hampshire	8,321	12.49	103,890	71.1%	42.4%	41.7%	43.4%	11.0%	8.0%	6.7%	1.43	4.25
Rhode Island	5,703	11.49	65,520	70.9%	30.6%	39.7%	50.2%	9.0%	7.8%	6.8%	1.45	4.52
Vermont	4,745	12.52	59,389	75.5%	49.3%	34.8%	39.5%	13.2%	7.4%	4.8%	1.34	5.20
MIDDLE ATLANTIC	230,012	10.84	2,492,960	64.9%	36.5%	47.8%	51.4%	7.7%	8.4%	8.5%	1.53	3.61
New Jersey	60,716	10.85	658,663	61.9%	33.7%	46.6%	53.2%	7.2%	7.7%	8.9%	1.58	3.63
New York	106,446	10.82	1,151,696	65.5%	37.5%	47.6%	51.5%	7.6%	7.7%	8.9%	1.51	3.71
Pennsylvania	62,850	10.86	682,601	66.7%	37.7%	49.2%	49.7%	8.4%	10.4%	7.5%	1.51	3.40
SOUTH ATLANTIC	336,216	10.48	3,522,163	71.8%	32.4%	42.6%	51.2%	7.7%	9.8%	5.6%	1.43	4.20
Delaware	4,565	11.30	51,569	66.7%	34.6%	47.5%	46.1%	7.7%	8.4%	7.0%	1.50	3.68
D.C.	7,618	9.76	74,344	73.6%	35.2%	40.8%	52.6%	7.0%	9.7%	5.9%	1.35	4.64
Florida	85,249	10.92	931,258	68.8%	33.5%	42.6%	48.3%	7.2%	9.1%	5.3%	1.50	4.29
Georgia	51,144	9.71	496,785	72.8%	34.5%	44.8%	52.6%	9.1%	9.6%	6.0%	1.42	3.78
Maryland	47,283	10.43	493,190	72.5%	31.8%	41.8%	53.8%	7.1%	11.7%	5.4%	1.40	4.22
North Carolina	40,454	10.71	433,278	70.6%	35.2%	47.5%	47.7%	9.0%	11.1%	6.4%	1.46	3.59
South Carolina	17,529	10.58	185,427	70.4%	33.5%	47.9%	47.7%	8.1%	9.7%	5.4%	1.47	3.67
Virginia	76,712	10.38	796,345	74.9%	28.0%	36.7%	54.7%	6.9%	8.9%	5.2%	1.36	4.87
West Virginia	5,662	10.59	59,968	72.5%	31.5%	54.6%	51.2%	8.4%	10.3%	6.1%	1.45	3.14

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

Source: Hawai'i Tourism Authority

**Table 19: 2009 Market Penetration for Top U.S. MSAs
(Arrivals by air)**

RANK	METRO AREA	2009	2008	% CHNG	Population (1000) ¹	Est. 2008 Penetration per 1,000
1	Los Angeles/Riverside/Orange County, CA	624,890	650,899	-4.0%	16,037	39.0
2	San Francisco/Oakland/San Jose, CA	484,868	497,216	-2.5%	6,874	70.5
3	Seattle/Tacoma/Bremerton, WA	301,223	281,857	6.9%	3,466	86.9
4	San Diego, CA	137,152	148,635	-7.7%	2,821	48.6
5	New York/Northern New Jersey/Long Island,	141,273	145,899	-3.2%	20,197	7.0
6	Portland/Salem, OR/WA	143,940	137,734	4.5%	2,181	66.0
7	Phoenix/Mesa, AZ	104,518	113,751	-8.1%	3,014	34.7
8	Chicago/Gary/Kenosha, IL/IN/WI	98,844	111,584	-11.4%	8,886	11.1
9	Washington/Baltimore, DC/MD/VA/WV	97,612	101,522	-3.9%	7,359	13.3
10	Sacramento/Yolo, CA	92,336	99,042	-6.8%	1,741	53.0
11	Denver/Boulder/Greeley, CO	84,041	86,718	-3.1%	2,418	34.8
12	Dallas/Fort Worth, TX	75,228	76,229	-1.3%	4,910	15.3
13	Salt Lake City/Ogden, UT	54,959	59,062	-6.9%	1,275	43.1
14	Las Vegas, NV/AZ	55,110	56,450	-2.4%	1,381	39.9
15	Minneapolis/Saint Paul, MN/WI	48,507	55,093	-12.0%	2,872	16.9
16	Boston/Worcester/Lawrence/Lowell/Brockton, MA/NH/	51,318	54,754	-6.3%	5,667	9.1
17	Houston/Galveston/Brazoria, TX	59,726	53,421	11.8%	4,494	13.3
18	Philadelphia/Wilmington/Atlantic City, PA/NJ/DE/MD	37,427	42,093	-11.1%	5,999	6.2
19	Atlanta, GA	36,516	40,534	-9.9%	3,857	9.5
20	Detroit/Ann Arbor/Flint, MI	33,152	38,911	-14.8%	5,469	6.1
21	Anchorage, AK	35,134	30,147	16.5%	258	136.3
22	Saint Louis, MO/IL	23,569	26,224	-10.1%	2,569	9.2
23	Kansas City, MO/KS	20,699	22,120	-6.4%	1,756	11.8
24	Austin/San Marcos, TX	21,563	21,354	1.0%	1,146	18.8
25	Tucson, AZ	18,605	19,754	-5.8%	804	23.2
26	Cleveland/Akron, OH	16,020	18,897	-15.2%	2,911	5.5
27	Fresno, CA	17,993	18,400	-2.2%	880	20.5
28	Spokane, WA	18,390	18,398	0.0%	410	44.9
29	Cincinnati/Hamilton, OH/KY/IN	15,107	18,383	-17.8%	1,961	7.7
30	Provo/Orem, UT	17,249	18,374	-6.1%	347	49.7
31	Santa Barbara/Santa Maria/Lompoc, CA	17,033	17,681	-3.7%	391	43.6
32	Norfolk/Virginia Beach/Newport News, VA/NC	16,106	17,619	-8.6%	1,563	10.3
33	Stockton-Lodi, CA	16,164	16,913	-4.4%	563	28.7
34	Miami/Fort Lauderdale, FL	14,832	16,779	-11.6%	3,711	4.0
35	San Antonio, TX	18,231	16,576	10.0%	1,565	11.6
36	Reno, NV	14,919	16,370	-8.9%	320	46.6
37	Tampa/Saint Petersburg/Clearwater, FL	14,014	15,848	-11.6%	2,278	6.2
38	Boise City, ID	15,852	15,206	4.2%	408	38.9
39	Colorado Springs, CO	15,613	15,163	3.0%	500	31.2
40	Milwaukee/Racine, WI	13,401	14,874	-9.9%	1,648	8.1
41	Pittsburgh, PA	13,487	14,815	-9.0%	2,331	5.8
42	Albuquerque, NM	13,841	14,640	-5.5%	679	20.4
43	Indianapolis, IN	13,026	14,350	-9.2%	1,537	8.5
44	Eugene/Springfield, OR	14,218	14,216	0.0%	315	45.1
45	Orlando, FL	12,189	13,680	-10.9%	1,535	7.9
46	Bakersfield, CA	11,752	12,943	-9.2%	642	18.3
47	Columbus, OH	11,925	12,656	-5.8%	1,489	8.0
48	Salinas, CA	11,764	12,210	-3.7%	372	31.6
49	San Luis Obispo/Atascadero/Paso Robles, CA	11,300	11,998	-5.8%	237	47.7
50	Raleigh/Durham/Chapel Hill, NC	10,563	11,996	-11.9%	1,106	9.6
51	Modesto, CA	11,017	11,649	-5.4%	437	25.2
52	Hartford, CT	10,420	11,547	-9.8%	1,148	9.1
53	Charlotte/Gastonia/Rock Hill, NC/SC	9,597	11,008	-12.8%	1,417	6.8
54	Oklahoma City, OK	10,476	10,658	-1.7%	1,046	10.0
55	Nashville, TN	9,890	10,658	-7.2%	1,172	8.4
56	Bellingham, WA	11,274	10,617	6.2%	160	70.3
57	Omaha, NE/IA	9,040	9,067	-0.3%	699	12.9
58	Jacksonville, FL	7,367	8,410	-12.4%	1,056	7.0
59	Fort Collins/Loveland, CO	7,699	8,143	-5.5%	237	32.5
60	Tulsa, OK	7,979	7,952	0.3%	786	10.1

¹ Based on 2008 population data

Source: Hawai'i Tourism Authority and U.S. Bureau of the Census

**Table 20: Japan MMA Visitor Characteristics: 2009 vs. 2008
(Arrivals by Air)**

JAPAN	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	6,806,138	6,744,053	0.9%	51,041	56,869	-10.2%	6,755,097	6,687,183	1.0%
Total Visitors	1,168,080	1,175,199	-0.6%	6,724	8,049	-16.5%	1,161,356	1,167,150	-0.5%
PARTY SIZE									
One	64,395	65,239	-1.3%	2,361	2,826	-16.4%	62,034	62,413	-0.6%
Two	490,621	440,994	11.3%	2,544	3,125	-18.6%	488,077	437,869	11.5%
Three or more	613,063	668,966	-8.4%	1,818	2,098	-13.3%	611,245	666,868	-8.3%
Avg Party Size	2.66	2.80	-4.9%	1.63	1.63	0.2%	2.67	2.81	-5.0%
VISIT STATUS									
First-Time	492,023	496,531	-0.9%	2,014	2,544	-20.8%	490,009	493,987	-0.8%
Repeat	676,057	678,668	-0.4%	4,710	5,505	-14.4%	671,347	673,163	-0.3%
Average # of Trips	3.80	3.66	3.6%	5.86	5.55	5.6%	3.78	3.65	3.7%
TRAVEL METHOD									
Group Tour	397,244	457,113	-13.1%	641	962	-33.4%	396,603	456,151	-13.1%
Package	904,097	936,829	-3.5%	2,222	2,791	-20.4%	901,875	934,038	-3.4%
Group Tour & Pkg	356,146	401,932	-11.4%	475	710	-33.0%	355,671	401,222	-11.4%
True Independent	222,885	183,189	21.7%	4,336	5,006	-13.4%	218,549	178,183	22.7%
ISLANDS VISITED									
O'ahu	1,132,226	1,127,441	0.4%	6,139	7,251	-15.3%	1,126,088	1,120,190	0.5%
Maui County	57,103	67,266	-15.1%	608	714	-14.9%	56,495	66,552	-15.1%
...Maui	55,646	65,612	-15.2%	587	697	-15.8%	55,059	64,915	-15.2%
...Moloka'i	1,467	1,602	-8.4%	33	14	134.0%	1,434	1,588	-9.7%
...Lāna'i	1,781	1,550	14.9%	31	17	79.5%	1,750	1,533	14.2%
Kaua'i	20,892	26,166	-20.2%	227	354	-35.8%	20,665	25,812	-19.9%
Hawai'i Island	164,745	174,701	-5.7%	576	728	-20.9%	164,170	173,973	-5.6%
...Hilo	65,846	68,390	-3.7%	205	221	-7.0%	65,641	68,169	-3.7%
...Kona	111,301	121,677	-8.5%	455	583	-21.9%	110,845	121,094	-8.5%
LENGTH OF STAY									
O'ahu (days)	5.38	5.25	2.5%	6.71	6.30	6.6%	5.37	5.24	2.5%
Maui (days)	3.03	3.09	-1.9%	7.62	5.96	27.8%	2.98	3.06	-2.5%
Moloka'i (days)	1.27	1.48	-13.8%	1.20	4.32	-72.2%	1.28	1.45	-12.2%
Lāna'i (days)	2.10	2.56	-17.8%	2.23	2.81	-20.8%	2.10	2.55	-17.8%
Kaua'i (days)	2.09	2.62	-20.4%	5.38	6.54	-17.7%	2.05	2.57	-20.2%
Hawai'i Island (days)	3.01	3.15	-4.3%	7.00	6.37	9.9%	3.00	3.13	-4.4%
...Hilo (days)	1.64	1.87	-12.3%	7.68	5.80	32.4%	1.62	1.86	-12.7%
...Kona (days)	3.49	3.47	0.5%	5.38	5.75	-6.5%	3.48	3.46	0.6%
Statewide (days)	5.83	5.74	1.5%	7.59	7.07	7.4%	5.82	5.73	1.5%
ACCOMMODATIONS									
Hotel	1,035,589	1,061,094	-2.4%	5,041	6,210	-18.8%	1,030,548	1,054,884	-2.3%
...Hotel Only	1,014,478	1,040,217	-2.5%	4,798	5,921	-19.0%	1,009,680	1,034,296	-2.4%
Condo	107,196	97,423	10.0%	850	949	-10.5%	106,346	96,474	10.2%
...Condo Only	88,342	81,702	8.1%	707	798	-11.4%	87,635	80,904	8.3%
Timeshare	29,205	16,125	81.1%	181	140	29.2%	29,024	15,985	81.6%
...Timeshare Only	20,605	11,924	72.8%	145	106	36.6%	20,460	11,818	73.1%
Rental House	2,310	3,120	-26.0%	109	157	-30.6%	2,201	2,963	-25.7%
Bed & Breakfast	1,169	1,311	-10.9%	26	43	-39.3%	1,143	1,268	-9.9%
Cruise Ship	754	1,104	-31.7%	16	53	-69.6%	738	1,051	-29.8%
Friends or Relatives	16,197	14,279	13.4%	601	646	-6.9%	15,595	13,633	14.4%
PURPOSE OF TRIP									
Pleasure (Net)	1,074,178	1,048,593	2.4%	5,620	6,562	-14.4%	1,068,558	1,042,031	2.5%
....Vacation	847,075	841,614	0.6%	4,566	5,334	-14.4%	842,509	836,280	0.7%
....Honeymoon	215,710	195,538	10.3%	1,074	1,228	-12.6%	214,636	194,310	10.5%
....Get Married	55,934	58,404	-4.2%	74	96	-23.3%	55,860	58,308	-4.2%
MC&I (Net)	35,576	51,626	-31.1%	215	374	-42.6%	35,361	51,252	-31.0%
....Convention/Conf.	14,803	10,179	45.4%	110	183	-40.0%	14,693	9,996	47.0%
....Corp. Meetings	4,688	5,817	-19.4%	83	140	-41.0%	4,606	5,677	-18.9%
....Incentive	16,529	36,937	-55.3%	31	65	-52.7%	16,499	36,872	-55.3%
Other Business	6,007	8,150	-26.3%	204	316	-35.4%	5,803	7,834	-25.9%
Visit Friends/Relatives	23,371	21,054	11.0%	715	769	-7.1%	22,657	20,285	11.7%
Government/Military	828	560	47.9%	75	105	-28.6%	753	455	65.5%
Attend School	1,795	1,979	-9.3%	63	90	-29.5%	1,732	1,889	-8.3%
Sport Events	34,608	37,552	-7.8%	121	109	11.3%	34,487	37,443	-7.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	1,826.3	1,944.5	-6.1%	13.7	16.4	-16.5%	1,812.6	1,928.1	-6.0%
Per Person Per Day (\$)	268.3	288.3	-6.9%	268.3	288.3	-6.9%	268.3	288.3	-6.9%
Per Person Per Trip (\$)	1,563.5	1,654.6	-5.5%	2,037.0	2,037.1	0.0%	1,560.8	1,652.0	-5.5%

Source: Hawai'i Tourism Authority

Table 21: 2009 International Japan MMA Visitor Characteristics by Region

JAPAN BY REGION									
	CHUBU	KINKI	TOHOKU	KANTO	CHUGOKU	SHIKOKU	KYUSHU	HOKKAIDO	OKINAWA
Visitor Counts	164,477	153,083	44,560	611,438	41,259	20,908	76,658	43,469	5,504
PARTY SIZE									
One	6,557	8,241	1,801	36,416	1,972	735	4,082	1,594	637
Two	70,963	70,245	21,316	249,099	18,910	8,811	29,454	17,354	1,926
Three or more	86,958	74,598	21,443	325,923	20,377	11,363	43,123	24,520	2,941
Avg Party Size	2.76	2.58	2.67	2.61	2.65	2.88	2.81	2.85	2.55
VISIT STATUS									
First-Time	78,918	67,132	24,520	216,604	24,493	13,001	41,331	20,929	3,080
Repeat	85,559	85,951	20,039	394,834	16,766	7,908	35,327	22,539	2,424
Average # of Trips	3.16	3.76	3.07	4.57	2.79	2.87	3.09	3.11	2.85
TRAVEL METHOD									
Group Tour	55,927	51,954	15,778	199,268	16,260	7,322	31,826	16,252	2,016
Package	133,452	118,165	36,893	461,554	32,932	16,743	61,624	36,964	3,547
Group Tour & Pkg	49,055	46,588	14,173	181,675	13,563	6,370	27,377	14,963	1,906
True Independent	24,367	29,536	6,138	131,687	5,716	3,239	10,737	5,309	1,821
ISLANDS VISITED									
O'ahu	160,481	148,567	44,097	588,151	40,679	20,428	75,619	42,714	5,352
Maui County	7,853	8,111	1,910	31,480	1,451	1,110	2,956	1,421	201
...Maui	7,750	7,829	1,903	30,613	1,446	1,077	2,858	1,416	167
...Moloka'i	24	265	376	673	0	0	97	0	0
...Lāna'i	128	453	0	1,065	0	34	32	0	39
Kaua'i	2,437	3,094	879	10,818	863	470	1,150	711	243
Hawai'i Island	23,996	19,941	4,716	92,285	5,731	3,164	8,645	4,945	747
...Hilo	11,480	10,306	2,641	28,889	3,689	1,559	4,790	1,978	310
...Kona	14,455	11,666	2,714	69,552	2,728	1,654	4,527	3,098	450
LENGTH OF STAY									
O'ahu (days)	5.21	5.40	5.22	5.46	5.19	5.21	5.29	5.51	6.32
Maui (days)	2.74	2.77	1.52	3.15	2.45	2.40	2.59	2.05	2.73
Moloka'i (days)	1.00	1.17	1.00	1.62	0	0	1.17	0	0
Lāna'i (days)	3.90	1.47	0	2.21	0	3.00	1.00	0	3.00
Kaua'i (days)	1.69	1.61	2.46	2.31	1.39	1.52	1.61	1.86	1.13
Hawai'i Island (days)	2.56	3.23	2.27	3.24	2.47	2.69	2.62	2.68	2.64
...Hilo (days)	1.42	1.96	1.21	1.89	1.18	1.27	1.43	1.41	1.44
...Kona (days)	3.13	3.80	2.77	3.53	3.62	3.96	3.49	3.39	3.40
Statewide (days)	5.60	5.83	5.51	5.94	5.56	5.64	5.62	5.80	6.64
ACCOMMODATIONS									
Hotel	149,665	135,710	41,625	532,648	37,895	19,117	70,090	39,454	4,343
...Hotel Only	147,258	133,251	40,961	519,970	37,586	18,501	68,837	39,096	4,219
Condo	12,237	13,091	2,394	65,043	2,413	2,071	5,287	3,448	362
...Condo Only	10,390	10,838	1,884	53,700	1,813	1,307	4,562	2,884	257
Timeshare	3,293	4,958	855	16,131	848	336	1,509	920	175
...Timeshare Only	2,314	3,526	623	11,464	535	180	1,118	587	113
Rental house	298	376	81	1,360	0	0	15	0	70
Bed & Breakfast	45	103	36	834	58	19	0	48	0
Cruise Ship	164	56	10	507	0	0	0	0	0
Friends or Relatives	1,466	1,797	369	9,175	634	121	1,094	208	731
PURPOSE OF TRIP									
Pleasure (Net)	150,795	139,877	39,950	567,066	37,063	19,393	70,279	39,573	4,562
....Vacation	107,170	105,992	26,244	477,773	25,356	12,769	53,833	29,738	3,633
....Honeymoon	43,700	31,530	13,799	81,655	11,253	6,228	15,603	10,074	795
....Getting Married	9,615	8,258	2,206	24,985	2,396	1,823	3,905	2,315	356
MC&I (Net)	5,767	4,757	2,556	13,186	2,517	760	4,190	1,212	415
....Convention/Conf.	2,033	2,234	953	5,426	954	268	2,226	507	92
....Corp. Meetings	197	611	151	2,490	422	93	567	55	18
....Incentive	3,540	1,933	1,470	5,594	1,189	395	1,452	632	293
Other Business	464	1,015	147	3,037	318	79	477	233	32
Visit Friends/Relatives	2,498	2,336	668	13,360	677	545	1,207	576	790
Government/Military	0	71	0	621	20	20	21	0	0
Attend School	0	0	0	974	0	0	758	0	0
Sport Events	3,541	7,401	2,901	15,672	2,868	0	1,013	392	699

Source: Hawai'i Tourism Authority

**Table 22: Canada MMA Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

CANADA	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	4,396,325	4,632,068	-5.1%	1,918,091	1,870,067	2.6%	2,478,235	2,762,002	-10.3%
Total Visitors	346,583	359,580	-3.6%	150,752	144,095	4.6%	195,831	215,485	-9.1%
PARTY SIZE									
One	44,511	43,307	2.8%	25,718	23,425	9.8%	18,792	19,882	-5.5%
Two	161,721	170,936	-5.4%	67,962	66,180	2.7%	93,759	104,756	-10.5%
Three or more	140,351	145,337	-3.4%	57,071	54,490	4.7%	83,280	90,847	-8.3%
Avg Party Size	2.16	2.19	-1.4%	2.02	2.04	-0.9%	2.26	2.29	-1.1%
VISIT STATUS									
First-Time	130,060	139,243	-6.6%	59,343	56,079	5.8%	70,718	83,164	-15.0%
Repeat	216,522	220,337	-1.7%	91,409	88,016	3.9%	125,113	132,321	-5.4%
Average # of Trips	3.97	3.86	2.9%	4.07	4.03	0.9%	3.89	3.74	4.1%
TRAVEL METHOD									
Group Tour	8,978	14,920	-39.8%	4,601	5,330	-13.7%	4,377	9,590	-54.4%
Package	93,508	101,461	-7.8%	38,737	38,227	1.3%	54,771	63,234	-13.4%
Group Tour & Pkg	6,481	11,335	-42.8%	3,388	3,863	-12.3%	3,094	7,472	-58.6%
True Independent	250,577	254,534	-1.6%	110,801	104,402	6.1%	139,776	150,132	-6.9%
ISLANDS VISITED									
O'ahu	168,911	195,034	-13.4%	67,106	62,508	7.4%	101,805	132,526	-23.2%
Maui County	172,343	181,396	-5.0%	68,455	72,935	-6.1%	103,888	108,461	-4.2%
...Maui	170,754	179,139	-4.7%	67,647	71,851	-5.9%	103,107	107,288	-3.9%
...Moloka'i	3,751	6,735	-44.3%	1,508	1,878	-19.7%	2,243	4,857	-53.8%
...Lāna'i	4,623	6,128	-24.6%	1,546	1,890	-18.2%	3,077	4,238	-27.4%
Kaua'i	44,638	51,356	-13.1%	26,419	26,279	0.5%	18,219	25,077	-27.3%
Hawai'i Island	67,122	73,060	-8.1%	36,438	32,858	10.9%	30,684	40,202	-23.7%
...Hilo	24,783	32,345	-23.4%	12,098	12,468	-3.0%	12,685	19,877	-36.2%
...Kona	60,358	65,029	-7.2%	33,095	29,324	12.9%	27,263	35,705	-23.6%
LENGTH OF STAY									
O'ahu (days)	9.53	9.46	0.8%	9.33	9.18	1.7%	9.67	9.59	0.8%
Maui (days)	10.63	10.07	5.6%	10.35	10.54	-1.8%	10.81	9.75	10.9%
Moloka'i (days)	5.36	4.79	11.9%	6.05	6.12	-1.2%	4.89	4.27	14.5%
Lāna'i (days)	2.84	2.35	20.9%	3.41	3.31	3.0%	2.55	1.92	33.1%
Kaua'i (days)	7.84	6.79	15.5%	8.78	8.34	5.3%	6.49	5.17	25.5%
Hawai'i Island (days)	8.76	8.06	8.7%	9.49	9.21	3.1%	7.89	7.11	10.9%
...Hilo (days)	3.11	2.84	9.6%	3.87	3.62	6.7%	2.39	2.35	1.8%
...Kona (days)	8.46	7.64	10.8%	9.04	8.78	3.0%	7.77	6.70	15.9%
Statewide (days)	12.68	12.88	-1.5%	12.72	12.98	-2.0%	12.65	12.82	-1.3%
ACCOMMODATIONS									
Hotel	177,801	184,815	-3.8%	73,018	67,084	8.8%	104,783	117,731	-11.0%
...Hotel Only	137,602	138,844	-0.9%	55,571	50,263	10.6%	82,031	88,581	-7.4%
Condo	122,775	127,261	-3.5%	50,368	51,145	-1.5%	72,407	76,116	-4.9%
...Condo Only	98,391	99,663	-1.3%	40,764	41,860	-2.6%	57,628	57,803	-0.3%
Timeshare	38,260	35,296	8.4%	18,658	16,153	15.5%	19,603	19,143	2.4%
...Timeshare Only	27,143	25,927	4.7%	13,629	11,928	14.3%	13,514	13,999	-3.5%
Rental House	21,093	21,146	-0.3%	10,449	9,685	7.9%	10,644	11,461	-7.1%
Bed & Breakfast	4,189	4,243	-1.3%	2,144	2,235	-4.1%	2,044	2,008	1.8%
Cruise Ship	10,486	18,503	-43.3%	6,308	7,810	-19.2%	4,177	10,693	-60.9%
Friends or Relatives	18,377	19,078	-3.7%	9,368	8,882	5.5%	9,008	10,196	-11.6%
PURPOSE OF TRIP									
Pleasure (Net)	318,894	328,792	-3.0%	137,210	130,885	4.8%	181,684	197,907	-8.2%
.....Vacation	306,690	315,961	-2.9%	131,228	125,838	4.3%	175,463	190,123	-7.7%
.....Honeymoon	12,467	12,870	-3.1%	6,229	5,220	19.3%	6,238	7,650	-18.5%
.....Get Married	2,920	3,504	-16.7%	1,354	1,406	-3.7%	1,566	2,098	-25.4%
MC&I (Net)	17,109	16,637	2.8%	8,316	7,836	6.1%	8,793	8,801	-0.1%
.....Convention/Conf.	12,329	12,462	-1.1%	6,150	5,787	6.3%	6,179	6,675	-7.4%
.....Corp. Meetings	2,585	2,073	24.7%	1,037	1,043	-0.5%	1,548	1,030	50.3%
.....Incentive	2,790	2,484	12.3%	1,421	1,203	18.1%	1,369	1,281	6.9%
Other Business	3,248	3,509	-7.4%	1,968	1,820	8.1%	1,280	1,689	-24.2%
Visit Friends/Relatives	14,902	15,314	-2.7%	7,982	7,286	9.6%	6,920	8,028	-13.8%
Government/Military	553	734	-24.6%	440	451	-2.5%	114	283	-59.8%
Attend School	380	468	-18.9%	247	242	2.3%	132	226	-41.5%
Sport Events	3,865	4,913	-21.3%	2,174	2,091	4.0%	1,691	2,822	-40.1%
EXPENDITURES									
Total Expenditures (\$ mil.)	628.8	710.6	-11.5%	274.3	286.9	-4.4%	354.5	423.7	-16.3%
Per Person Per Day (\$)	143.0	153.4	-6.8%	143.0	153.4	-6.8%	143.0	153.4	-6.8%
Per Person Per Trip (\$)	1,814.3	1,976.1	-8.2%	1,819.8	1,990.9	-8.6%	1,810.0	1,966.3	-7.9%

Source: Hawai'i Tourism Authority

**Table 23: Europe MMA Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

EUROPE	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	1,366,674	1,474,584	-7.3%	1,233,087	1,332,493	-7.5%	133,587	142,092	-6.0%
Total Visitors	104,403	115,172	-9.4%	93,329	103,696	-10.0%	11,074	11,476	-3.5%
PARTY SIZE									
One	26,960	26,900	0.2%	23,958	25,070	-4.4%	3,002	1,830	64.0%
Two	53,789	60,075	-10.5%	47,593	53,463	-11.0%	6,196	6,612	-6.3%
Three or more	23,655	28,197	-16.1%	21,778	25,163	-13.5%	1,877	3,034	-38.2%
Avg Party Size	1.74	1.78	-2.7%	1.74	1.77	-1.4%	1.68	1.92	-12.6%
VISIT STATUS									
First-Time	73,521	81,104	-9.3%	64,945	72,652	-10.6%	8,576	8,452	1.5%
Repeat	30,882	34,068	-9.4%	28,384	31,044	-8.6%	2,498	3,024	-17.4%
Average # of Trips	2.32	2.30	0.7%	2.39	2.35	1.9%	1.67	1.87	-10.6%
TRAVEL METHOD									
Group Tour	7,236	9,503	-23.9%	6,579	8,577	-23.3%	657	926	-29.1%
Package	42,835	49,545	-13.5%	39,369	46,116	-14.6%	3,467	3,429	1.1%
Group Tour & Pkg	5,236	6,644	-21.2%	4,638	6,145	-24.5%	598	499	19.8%
True Independent	59,568	62,769	-5.1%	52,020	55,149	-5.7%	7,548	7,620	-0.9%
ISLANDS VISITED									
O'ahu	76,412	82,877	-7.8%	66,739	72,840	-8.4%	9,673	10,037	-3.6%
Maui County	39,698	43,348	-8.4%	36,217	40,339	-10.2%	3,481	3,009	15.7%
...Maui	39,012	42,128	-7.4%	35,592	39,143	-9.1%	3,420	2,985	14.6%
...Moloka'i	1,763	1,816	-2.9%	1,466	1,768	-17.1%	297	48	519.2%
...Lāna'i	1,733	1,941	-10.7%	1,287	1,907	-32.5%	446	34	1211.2%
Kaua'i	20,938	22,233	-5.8%	18,966	20,699	-8.4%	1,972	1,534	28.5%
Hawai'i Island	30,397	31,748	-4.3%	27,294	29,127	-6.3%	3,104	2,621	18.4%
...Hilo	14,567	14,007	4.0%	12,314	12,703	-3.1%	2,254	1,304	72.8%
...Kona	24,263	25,584	-5.2%	21,823	23,314	-6.4%	2,440	2,270	7.5%
LENGTH OF STAY									
O'ahu (days)	9.10	8.93	2.0%	9.25	9.02	2.5%	8.07	8.24	-2.1%
Maui (days)	8.13	8.20	-0.9%	8.05	8.07	-0.2%	8.89	9.95	-10.7%
Moloka'i (days)	4.13	4.45	-7.0%	4.61	4.50	2.4%	1.80	2.50	-28.2%
Lāna'i (days)	2.94	3.90	-24.7%	3.53	3.92	-9.8%	1.21	3.00	-59.6%
Kaua'i (days)	6.11	6.10	0.2%	6.25	6.07	2.9%	4.72	6.40	-26.3%
Hawai'i Island (days)	7.04	7.50	-6.1%	7.29	7.50	-2.7%	4.76	7.50	-36.6%
...Hilo (days)	4.34	4.67	-7.2%	4.60	4.77	-3.6%	2.91	3.71	-21.7%
...Kona (days)	6.21	6.74	-7.9%	6.53	6.76	-3.5%	3.37	6.53	-48.4%
Statewide (days)	13.09	12.80	2.2%	13.21	12.85	2.8%	12.06	12.38	-2.6%
ACCOMMODATIONS									
Hotel	76,887	85,868	-10.5%	68,909	77,185	-10.7%	7,978	8,683	-8.1%
...Hotel Only	64,120	72,477	-11.5%	57,699	65,384	-11.8%	6,421	7,093	-9.5%
Condo	8,435	9,846	-14.3%	7,720	8,767	-11.9%	716	1,079	-33.7%
...Condo Only	5,108	6,057	-15.7%	4,856	5,481	-11.4%	252	576	-56.2%
Timeshare	3,215	3,106	3.5%	2,848	2,866	-0.6%	367	240	52.8%
...Timeshare Only	2,342	2,040	14.8%	2,139	2,040	4.9%	203	0	NA
Rental House	6,073	6,237	-2.6%	5,759	5,694	1.1%	314	543	-42.2%
Bed & Breakfast	5,127	5,636	-9.0%	4,700	5,286	-11.1%	427	350	21.9%
Cruise Ship	3,374	4,317	-21.8%	3,181	4,199	-24.2%	193	118	63.4%
Friends or Relatives	10,162	9,939	2.2%	8,982	9,332	-3.7%	1,179	607	94.3%
PURPOSE OF TRIP									
Pleasure (Net)	89,807	97,676	-8.1%	79,997	88,184	-9.3%	9,810	9,492	3.3%
....Vacation	78,162	86,054	-9.2%	69,182	76,999	-10.2%	8,980	9,055	-0.8%
....Honeymoon	11,924	11,980	-0.5%	11,168	11,562	-3.4%	756	418	80.7%
....Get Married	1,327	1,268	4.6%	1,207	1,248	-3.3%	119	20	496.9%
MC&I (Net)	7,077	7,312	-3.2%	6,363	6,914	-8.0%	714	398	79.3%
....Convention/Conf.	5,507	4,765	15.6%	4,997	4,435	12.7%	510	330	54.6%
....Corp. Meetings	773	1,310	-41.0%	728	1,310	-44.4%	45	0	NA
....Incentive	966	1,537	-37.1%	808	1,469	-45.0%	158	68	133.0%
Other Business	1,726	2,184	-21.0%	1,614	1,996	-19.2%	112	188	-40.2%
Visit Friends/Relatives	8,113	9,355	-13.3%	7,757	8,189	-5.3%	356	1,166	-69.5%
Government/Military	527	584	-9.8%	416	547	-23.9%	110	37	198.6%
Attend School	724	811	-10.8%	713	733	-2.8%	11	78	-86.0%
Sport Events	2,183	2,759	-20.9%	2,092	2,395	-12.6%	90	364	-75.2%
EXPENDITURES									
Total Expenditures (\$ mil.)	197.2	248.9	-20.8%	177.9	225.0	-20.9%	19.3	24.0	-19.7%
Per Person Per Day (\$)	144.3	168.8	-14.5%	144.3	168.8	-14.5%	144.3	168.8	-14.5%
Per Person Per Trip (\$)	1,888.7	2,161.5	-12.6%	1,906.3	2,169.4	-12.1%	1,740.5	2,090.3	-16.7%

Source: Hawai'i Tourism Authority

**Table 24: Oceania MMA Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

OCEANIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	1,262,591	1,343,771	-6.0%	208,918	297,569	-29.8%	1,053,673	1,046,202	0.7%
Total Visitors	136,717	155,480	-12.1%	30,452	46,410	-34.4%	106,265	109,070	-2.6%
PARTY SIZE									
One	15,329	19,413	-21.0%	5,985	8,715	-31.3%	9,344	10,698	-12.7%
Two	70,837	76,048	-6.9%	13,431	19,898	-32.5%	57,406	56,150	2.2%
Three or more	50,551	60,019	-15.8%	11,036	17,797	-38.0%	39,515	42,222	-6.4%
Avg Party Size	2.17	2.15	0.9%	1.96	2.00	-1.8%	2.23	2.22	0.6%
VISIT STATUS									
First-Time	75,832	82,235	-7.8%	13,776	20,278	-32.1%	62,055	61,957	0.2%
Repeat	60,885	73,245	-16.9%	16,675	26,132	-36.2%	44,210	47,113	-6.2%
Average # of Trips	2.46	2.45	0.4%	2.94	2.74	7.3%	2.32	2.33	-0.2%
TRAVEL METHOD									
Group Tour	5,291	5,906	-10.4%	816	1,169	-30.2%	4,475	4,737	-5.5%
Package	63,293	74,757	-15.3%	13,545	22,038	-38.5%	49,748	52,719	-5.6%
Group Tour & Pkg	4,682	4,590	2.0%	644	943	-31.7%	4,039	3,647	10.7%
True Independent	72,814	79,406	-8.3%	16,734	24,146	-30.7%	56,081	55,260	1.5%
ISLANDS VISITED									
O'ahu	128,127	146,118	-12.3%	28,352	43,793	-35.3%	99,775	102,325	-2.5%
Maui County	27,131	32,309	-16.0%	3,410	5,102	-33.2%	23,720	27,207	-12.8%
...Maui	26,599	31,586	-15.8%	3,354	4,951	-32.2%	23,244	26,635	-12.7%
...Moloka'i	1,380	3,022	-54.3%	105	174	-39.4%	1,274	2,848	-55.3%
...Lāna'i	1,528	2,907	-47.4%	101	180	-44.1%	1,427	2,727	-47.7%
Kaua'i	12,142	14,605	-16.9%	1,313	1,792	-26.7%	10,829	12,813	-15.5%
Hawai'i Island	23,434	25,674	-8.7%	2,405	3,362	-28.5%	21,029	22,312	-5.8%
...Hilo	14,255	15,078	-5.5%	930	1,431	-35.0%	13,324	13,647	-2.4%
...Kona	18,477	20,804	-11.2%	1,943	2,613	-25.6%	16,534	18,191	-9.1%
LENGTH OF STAY									
O'ahu (days)	7.54	6.92	9.0%	5.94	5.57	6.6%	7.99	7.49	6.7%
Maui (days)	4.89	4.63	5.7%	5.50	5.49	0.2%	4.80	4.47	7.5%
Moloka'i (days)	1.59	1.51	5.5%	2.91	3.35	-13.1%	1.48	1.39	6.2%
Lāna'i (days)	1.51	1.41	7.5%	2.44	2.51	-2.9%	1.45	1.33	8.5%
Kaua'i (days)	3.90	3.78	3.1%	5.92	4.99	18.6%	3.65	3.61	1.1%
Hawai'i Island (days)	4.90	4.79	2.2%	5.70	4.89	16.7%	4.81	4.78	0.6%
...Hilo (days)	2.44	2.02	20.4%	4.37	2.94	48.4%	2.30	1.93	19.4%
...Kona (days)	4.33	4.45	-2.5%	4.96	4.67	6.2%	4.26	4.41	-3.5%
Statewide (days)	9.24	8.64	6.9%	6.86	6.41	7.0%	9.92	9.59	3.4%
ACCOMMODATIONS									
Hotel	120,197	136,868	-12.2%	26,617	41,492	-35.8%	93,580	95,376	-1.9%
...Hotel Only	107,545	123,489	-12.9%	25,299	39,739	-36.3%	82,246	83,750	-1.8%
Condo	9,297	10,991	-15.4%	1,322	1,814	-27.1%	7,975	9,177	-13.1%
...Condo Only	5,774	6,072	-4.9%	933	1,345	-30.6%	4,840	4,727	2.4%
Timeshare	3,419	3,127	9.3%	615	667	-7.8%	2,804	2,460	14.0%
...Timeshare Only	2,000	1,334	49.9%	398	433	-8.0%	1,602	901	77.8%
Apartment	2,973	3,090	-3.8%	614	622	-1.3%	2,360	2,468	-4.4%
Bed & Breakfast	1,318	1,628	-19.0%	228	323	-29.5%	1,090	1,305	-16.5%
Cruise Ship	4,458	5,028	-11.3%	379	663	-42.8%	4,079	4,365	-6.5%
Friends or Relatives	5,707	6,456	-11.6%	1,459	1,706	-14.5%	4,248	4,750	-10.6%
PURPOSE OF TRIP									
Pleasure (Net)	122,454	139,521	-12.2%	27,957	42,620	-34.4%	94,497	96,901	-2.5%
....Vacation	113,897	130,426	-12.7%	26,560	40,899	-35.1%	87,337	89,527	-2.4%
....Honeymoon	8,296	9,266	-10.5%	1,547	1,854	-16.6%	6,749	7,412	-8.9%
....Get Married	1,254	1,148	9.3%	157	192	-18.4%	1,098	956	14.8%
MC&I (Net)	5,502	5,769	-4.6%	646	886	-27.0%	4,855	4,883	-0.6%
....Convention/Conf.	4,995	4,385	13.9%	526	654	-19.6%	4,470	3,731	19.8%
....Corp. Meetings	331	333	-0.5%	112	151	-26.1%	220	182	20.8%
....Incentive	241	1,222	-80.3%	75	127	-40.6%	166	1,095	-84.9%
Other Business	1,186	1,701	-30.3%	401	679	-41.0%	786	1,022	-23.1%
Visit Friends/Relatives	6,110	6,906	-11.5%	1,428	1,678	-14.9%	4,682	5,228	-10.4%
Government/Military	409	603	-32.2%	117	207	-43.6%	292	396	-26.2%
Attend School	132	109	21.4%	30	58	-49.0%	103	51	101.4%
Sport Events	1,876	1,721	9.0%	199	334	-40.3%	1,677	1,387	20.9%
EXPENDITURES									
Total Expenditures (\$ mil.)	256.2	290.4	-11.8%	42.4	64.3	-34.1%	213.8	226.1	-5.4%
Per Person Per Day (\$)	202.9	216.1	-6.1%	202.9	216.1	-6.1%	202.9	216.1	-6.1%
Per Person Per Trip (\$)	1,873.7	1,867.8	0.3%	1,392.0	1,385.6	0.5%	2,011.8	2,072.9	-3.0%

Source: Hawai'i Tourism Authority

**Table 25: Other Asia MMA Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

OTHER ASIA	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	858,881	813,485	5.6%	184,101	227,766	-19.2%	674,780	585,719	15.2%
Total Visitors	110,380	112,548	-1.9%	27,878	36,344	-23.3%	82,502	76,204	8.3%
PARTY SIZE									
One	15,185	15,150	0.2%	6,390	7,693	-16.9%	8,795	7,457	17.9%
Two	39,102	29,196	33.9%	7,370	7,379	-0.1%	31,732	21,817	45.4%
Three or more	56,093	68,202	-17.8%	14,118	21,272	-33.6%	41,975	46,930	-10.6%
Avg Party Size	2.41	2.73	-11.7%	2.13	2.34	-8.9%	2.51	2.92	-14.1%
VISIT STATUS									
First-Time	84,069	83,874	0.2%	19,720	26,589	-25.8%	64,349	57,285	12.3%
Repeat	26,310	28,674	-8.2%	8,158	9,755	-16.4%	18,153	18,919	-4.1%
Average # of Trips	1.89	2.08	-9.2%	2.61	2.47	5.5%	1.64	1.89	-13.1%
TRAVEL METHOD									
Group Tour	42,173	52,967	-20.4%	11,589	18,258	-36.5%	30,584	34,709	-11.9%
Package	65,825	69,388	-5.1%	15,787	22,008	-28.3%	50,038	47,380	5.6%
Group Tour & Pkg	36,847	45,910	-19.7%	9,461	15,299	-38.2%	27,386	30,611	-10.5%
True Independent	39,229	36,103	8.7%	9,963	11,377	-12.4%	29,266	24,726	18.4%
ISLANDS VISITED									
O'ahu	100,241	103,053	-2.7%	24,619	32,509	-24.3%	75,622	70,544	7.2%
Mauai County	23,391	25,088	-6.8%	4,370	4,445	-1.7%	19,021	20,643	-7.9%
...Mauai	22,677	23,426	-3.2%	4,173	4,243	-1.7%	18,504	19,183	-3.5%
...Moloka'i	944	2,935	-67.8%	185	260	-28.8%	759	2,675	-71.6%
...Lāna'i	862	2,187	-60.6%	244	184	32.8%	618	2,003	-69.2%
Kaua'i	4,781	6,046	-20.9%	1,478	1,873	-21.1%	3,303	4,173	-20.9%
Hawai'i Island	16,775	17,726	-5.4%	3,063	3,395	-9.8%	13,712	14,331	-4.3%
...Hilo	9,095	8,174	11.3%	1,427	1,642	-13.1%	7,668	6,532	17.4%
...Kona	12,339	14,189	-13.0%	2,173	2,317	-6.2%	10,165	11,872	-14.4%
LENGTH OF STAY									
O'ahu (days)	6.94	6.13	13.2%	5.54	5.28	4.9%	7.40	6.52	13.4%
Mauai (days)	3.44	2.93	17.2%	4.86	4.99	-2.6%	3.12	2.48	25.7%
Moloka'i (days)	2.01	1.45	38.9%	2.43	3.00	-19.1%	1.91	1.30	47.2%
Lāna'i (days)	1.79	1.57	13.8%	2.56	3.36	-23.7%	1.48	1.41	5.3%
Kaua'i (days)	4.46	3.97	12.3%	6.97	6.13	13.6%	3.34	3.00	11.3%
Hawai'i Island (days)	3.59	4.59	-21.6%	5.23	6.46	-19.1%	3.23	4.14	-22.0%
...Hilo (days)	2.08	2.54	-18.0%	3.13	3.69	-15.2%	1.89	2.25	-16.2%
...Kona (days)	3.35	4.27	-21.4%	5.32	6.85	-22.4%	2.93	3.76	-22.0%
Statewide (days)	7.78	7.23	7.7%	6.60	6.27	5.4%	8.18	7.69	6.4%
ACCOMMODATIONS									
Hotel	93,615	97,131	-3.6%	23,384	31,039	-24.7%	70,231	66,092	6.3%
...Hotel Only	87,838	92,386	-4.9%	21,823	29,271	-25.4%	66,015	63,115	4.6%
Condo	5,742	4,774	20.3%	1,357	1,517	-10.5%	4,385	3,257	34.6%
...Condo Only	3,297	2,996	10.0%	950	1,112	-14.6%	2,347	1,884	24.6%
Timeshare	1,319	1,595	-17.3%	675	776	-13.0%	644	819	-21.4%
...Timeshare Only	703	1,033	-31.9%	422	534	-20.9%	281	499	-43.7%
Rental House	1,803	2,077	-13.2%	471	651	-27.6%	1,331	1,426	-6.6%
Bed & Breakfast	1,570	1,383	13.5%	584	805	-27.5%	986	578	70.7%
Cruise Ship	1,691	801	111.1%	458	544	-15.8%	1,233	257	379.7%
Friends or Relatives	9,602	8,193	17.2%	2,013	2,345	-14.2%	7,590	5,848	29.8%
PURPOSE OF TRIP									
Pleasure (Net)	82,175	76,904	6.9%	20,951	26,794	-21.8%	61,224	50,110	22.2%
....Vacation	62,136	64,521	-3.7%	19,918	25,829	-22.9%	42,218	38,692	9.1%
....Honeymoon	19,408	11,884	63.3%	1,094	1,010	8.3%	18,314	10,874	68.4%
....Get Married	1,107	1,000	10.7%	211	216	-2.5%	896	784	14.3%
MC&I (Net)	13,012	16,262	-20.0%	2,370	2,613	-9.3%	10,642	13,649	-22.0%
....Convention/Conf.	8,068	7,081	13.9%	1,249	1,274	-1.9%	6,819	5,807	17.4%
....Corp. Meetings	1,890	3,960	-52.3%	342	475	-28.0%	1,548	3,485	-55.6%
....Incentive	3,217	6,195	-48.1%	819	939	-12.8%	2,398	5,256	-54.4%
Other Business	5,892	10,259	-42.6%	2,532	4,370	-42.1%	3,359	5,889	-43.0%
Visit Friends/Relatives	7,666	7,196	6.5%	2,086	2,507	-16.8%	5,579	4,689	19.0%
Government/Military	1,458	1,981	-26.4%	462	714	-35.3%	996	1,267	-21.4%
Attend School	1,147	1,115	2.9%	184	162	13.7%	963	953	1.0%
Sport Events	953	757	26.0%	211	273	-22.8%	743	484	53.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	178.7	180.5	-1.0%	38.3	50.5	-24.2%	140.4	130.0	8.0%
Per Person Per Day (\$)	208.0	221.9	-6.3%	208.0	221.9	-6.3%	208.0	221.9	-6.3%
Per Person Per Trip (\$)	1,618.7	1,604.1	0.9%	1,373.8	1,390.8	-1.2%	1,701.5	1,705.8	-0.3%

Source: Hawai'i Tourism Authority

Table 26: Latin America MMA Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)

LATIN AMERICA	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	206,907	244,863	-15.5%	201,876	238,716	-15.4%	5,031	6,147	-18.2%
Total Visitors	17,502	18,896	-7.4%	16,969	18,229	-6.9%	533	667	-20.1%
PARTY SIZE									
One	4,517	5,012	-9.9%	4,415	4,886	-9.6%	102	126	-18.7%
Two	7,458	7,634	-2.3%	7,078	7,218	-1.9%	380	416	-8.7%
Three or more	5,527	6,250	-11.6%	5,476	6,125	-10.6%	51	125	-59.3%
Avg Party Size	1.82	1.82	-0.2%	1.82	1.82	-0.1%	1.78	1.82	-2.2%
VISIT STATUS									
First-Time	12,086	13,128	-7.9%	11,703	12,608	-7.2%	383	520	-26.3%
Repeat	5,416	5,768	-6.1%	5,266	5,621	-6.3%	150	147	1.8%
Average # of Trips	2.33	2.26	3.4%	2.35	2.29	2.8%	1.76	1.41	24.5%
TRAVEL METHOD									
Group Tour	2,434	2,030	19.9%	2,434	1,897	28.3%	0	133	-100.0%
Package	7,535	7,651	-1.5%	7,245	7,425	-2.4%	290	226	28.4%
Group Tour & Pkg	1,894	1,532	23.6%	1,894	1,399	35.4%	0	133	-100.0%
True Independent	9,427	10,748	-12.3%	9,184	10,307	-10.9%	243	441	-44.9%
ISLANDS VISITED									
O'ahu	13,561	13,623	-0.5%	13,124	12,956	1.3%	437	667	-34.5%
Maui County	6,492	7,185	-9.6%	6,201	7,139	-13.1%	291	46	532.5%
...Maui	6,412	6,996	-8.3%	6,121	6,950	-11.9%	291	46	532.5%
...Moloka'i	198	250	-20.7%	198	239	-17.1%	0	11	-100.0%
...Lāna'i	240	355	-32.4%	240	350	-31.4%	0	5	-100.0%
Kaua'i	2,362	2,396	-1.4%	2,328	2,344	-0.7%	33	52	-35.6%
Hawai'i Island	3,958	4,054	-2.4%	3,746	3,978	-5.8%	212	76	178.5%
...Hilo	1,861	1,599	16.4%	1,739	1,523	14.2%	122	76	61.0%
...Kona	3,321	3,372	-1.5%	3,122	3,302	-5.5%	200	70	185.1%
LENGTH OF STAY									
O'ahu (days)	9.18	9.80	-6.3%	9.26	9.87	-6.1%	6.77	8.44	-19.8%
Maui (days)	6.96	9.99	-30.3%	7.09	10.04	-29.3%	4.17	2.23	86.6%
Moloka'i (days)	3.14	3.15	-0.4%	3.14	3.27	-3.9%	0	0.68	-100.0%
Lāna'i (days)	2.62	4.08	-35.9%	2.62	4.13	-36.7%	0	0.68	-100.0%
Kaua'i (days)	4.64	5.58	-16.7%	4.64	5.66	-18.0%	4.83	1.71	182.9%
Hawai'i Island (days)	6.45	6.39	1.0%	6.63	6.43	3.1%	3.28	4.10	-20.1%
...Hilo (days)	3.67	3.21	14.4%	3.79	3.26	16.3%	1.92	2.13	-9.8%
...Kona (days)	5.63	6.16	-8.6%	5.84	6.24	-6.4%	2.30	2.14	7.4%
Statewide (days)	11.82	12.96	-8.8%	11.90	13.10	-9.2%	9.44	9.22	2.4%
ACCOMMODATIONS									
Hotel	12,549	13,431	-6.6%	12,187	12,788	-4.7%	362	643	-43.7%
...Hotel Only	11,086	12,254	-9.5%	10,725	11,653	-8.0%	362	601	-39.8%
Condo	1,045	1,332	-21.5%	1,038	1,326	-21.7%	7	6	17.4%
...Condo Only	761	1,044	-27.1%	754	1,044	-27.7%	7	0	NA
Timeshare	521	627	-16.9%	521	627	-16.9%	0	0	NA
...Timeshare Only	407	466	-12.7%	407	466	-12.7%	0	0	NA
Rental House	874	1,160	-24.7%	874	1,160	-24.7%	0	0	NA
Bed & Breakfast	164	146	12.6%	164	142	15.7%	0	4	-100.0%
Cruise Ship	1,371	753	82.1%	1,371	722	89.9%	0	31	-100.0%
Friends or Relatives	1,806	1,918	-5.9%	1,671	1,918	-12.9%	135	0	NA
PURPOSE OF TRIP									
Pleasure (Net)	13,438	14,622	-8.1%	12,970	14,056	-7.7%	468	566	-17.3%
....Vacation	12,096	13,112	-7.7%	11,718	12,745	-8.1%	379	367	3.2%
....Honeymoon	1,378	1,576	-12.6%	1,289	1,376	-6.3%	89	200	-55.3%
....Get Married	126	106	19.0%	126	106	19.0%	0	0	NA
MC&I (Net)	2,618	2,189	19.6%	2,558	2,158	18.5%	61	31	96.3%
....Convention/Conf.	2,017	1,305	54.6%	1,956	1,274	53.6%	61	31	96.3%
....Corp. Meetings	353	447	-21.1%	353	447	-21.1%	0	0	NA
....Incentive	353	531	-33.6%	353	531	-33.6%	0	0	NA
Other Business	407	633	-35.6%	407	564	-27.8%	0	69	-100.0%
Visit Friends/Relatives	1,256	1,277	-1.6%	1,232	1,277	-3.5%	24	0	NA
Government/Military	79	93	-15.5%	79	93	-15.5%	0	0	NA
Attend School	97	91	6.4%	97	91	6.4%	0	0	NA
Sport Events	460	535	-14.0%	460	535	-14.0%	0	0	NA
EXPENDITURES									
Total Expenditures (\$ mil.)	38.3	53.7	-28.7%	37.3	52.3	-28.6%	0.9	1.3	-30.9%
Per Person Per Day (\$)	184.9	219.2	-15.6%	184.9	219.2	-15.6%	184.9	219.2	-15.6%
Per Person Per Trip (\$)	2,186.4	2,840.4	-23.0%	2,200.2	2,870.4	-23.3%	1,745.5	2,020.0	-13.6%

Source: Hawai'i Tourism Authority

**Table 27: Other MMA Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

OTHER	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	3,058,095	3,640,997	-16.0%	1,741,734	1,980,179	-12.0%	1,316,361	1,660,818	-20.7%
Total Visitors	256,498	324,218	-20.9%	158,292	183,413	-13.7%	98,206	140,805	-30.3%
PARTY SIZE									
One	68,796	80,076	-14.1%	40,175	45,440	-11.6%	28,621	34,636	-17.4%
Two	95,858	125,729	-23.8%	64,571	74,133	-12.9%	31,287	51,596	-39.4%
Three or more	91,844	118,413	-22.4%	53,547	63,840	-16.1%	38,298	54,573	-29.8%
Avg Party Size	1.85	1.89	-2.6%	1.84	1.86	-1.1%	1.86	1.94	-4.3%
VISIT STATUS									
First-Time	126,184	160,326	-21.3%	69,058	77,980	-11.4%	57,126	82,346	-30.6%
Repeat	130,315	163,892	-20.5%	89,235	105,433	-15.4%	41,080	58,459	-29.7%
Average # of Trips	4.03	3.95	2.2%	4.81	4.84	-0.6%	2.78	2.78	-0.2%
TRAVEL METHOD									
Group Tour	20,565	29,123	-29.4%	7,751	10,945	-29.2%	12,814	18,178	-29.5%
Package	72,296	100,687	-28.2%	45,933	53,702	-14.5%	26,363	46,985	-43.9%
Group Tour & Pkg	15,029	23,136	-35.0%	5,332	7,843	-32.0%	9,696	15,293	-36.6%
True Independent	178,666	217,544	-17.9%	109,941	126,609	-13.2%	68,725	90,935	-24.4%
ISLANDS VISITED									
O'ahu	189,408	240,925	-21.4%	102,212	114,708	-10.9%	87,195	126,217	-30.9%
Maui County	70,710	96,748	-26.9%	50,958	62,852	-18.9%	19,753	33,896	-41.7%
...Maui	69,389	92,225	-24.8%	49,711	60,940	-18.4%	19,678	31,285	-37.1%
...Moloka'i	2,366	6,125	-61.4%	1,807	2,332	-22.5%	559	3,793	-85.3%
...Lāna'i	2,334	5,577	-58.1%	1,859	2,725	-31.8%	476	2,852	-83.3%
Kaua'i	32,652	40,989	-20.3%	24,790	30,028	-17.4%	7,862	10,961	-28.3%
Hawai'i Island	50,039	65,214	-23.3%	32,225	37,482	-14.0%	17,814	27,732	-35.8%
...Hilo	22,876	33,167	-31.0%	12,417	14,153	-12.3%	10,459	19,014	-45.0%
...Kona	39,466	51,598	-23.5%	26,432	31,092	-15.0%	13,034	20,506	-36.4%
LENGTH OF STAY									
O'ahu (days)	9.97	9.10	9.6%	8.80	8.43	4.4%	11.34	9.70	16.9%
Maui (days)	8.49	8.28	2.5%	8.02	8.22	-2.5%	9.68	8.40	15.3%
Moloka'i (days)	3.66	2.62	39.8%	4.09	4.26	-3.9%	2.27	1.61	40.9%
Lāna'i (days)	3.51	2.94	19.3%	4.15	4.72	-12.1%	1.00	1.24	-19.2%
Kaua'i (days)	6.60	6.04	9.4%	6.94	6.86	1.1%	5.54	3.78	46.6%
Hawai'i Island (days)	6.94	6.22	11.6%	7.95	7.56	5.1%	5.13	4.41	16.2%
...Hilo (days)	4.28	3.36	27.6%	4.75	4.48	6.2%	3.73	2.52	47.7%
...Kona (days)	6.32	5.71	10.7%	7.45	7.08	5.3%	4.02	3.63	10.7%
Statewide (days)	11.92	11.23	6.2%	11.00	10.80	1.9%	13.40	11.80	13.6%
ACCOMMODATIONS									
Hotel	158,208	211,236	-25.1%	95,789	110,364	-13.2%	62,419	100,872	-38.1%
...Hotel Only	132,878	183,775	-27.7%	82,400	94,700	-13.0%	50,478	89,075	-43.3%
Condo	28,242	40,667	-30.6%	20,968	26,521	-20.9%	7,274	14,146	-48.6%
...Condo Only	20,544	30,621	-32.9%	16,081	20,242	-20.6%	4,463	10,379	-57.0%
Timeshare	17,095	17,736	-3.6%	13,734	15,760	-12.9%	3,360	1,976	70.1%
...Timeshare Only	11,586	13,708	-15.5%	10,637	11,916	-10.7%	949	1,792	-47.0%
Rental House	11,981	14,086	-14.9%	8,219	9,676	-15.1%	3,763	4,410	-14.7%
Bed & Breakfast	4,367	4,148	5.3%	2,540	2,764	-8.1%	1,827	1,384	32.0%
Cruise Ship	5,318	6,025	-11.7%	4,053	5,576	-27.3%	1,265	449	181.7%
Friends or Relatives	40,969	39,702	3.2%	23,440	25,079	-6.5%	17,530	14,623	19.9%
PURPOSE OF TRIP									
Pleasure (Net)	177,473	225,395	-21.3%	121,254	139,244	-12.9%	56,219	86,151	-34.7%
....Vacation	166,133	210,299	-21.0%	112,773	129,973	-13.2%	53,359	80,326	-33.6%
....Honeymoon	11,497	14,436	-20.4%	8,732	9,366	-6.8%	2,765	5,070	-45.5%
....Get Married	2,114	5,246	-59.7%	1,642	1,814	-9.5%	471	3,432	-86.3%
MC&I (Net)	25,105	27,845	-9.8%	12,326	15,221	-19.0%	12,779	12,624	1.2%
....Convention/Conf.	20,178	20,031	0.7%	9,208	10,247	-10.1%	10,970	9,784	12.1%
....Corp. Meetings	2,550	4,188	-39.1%	1,722	2,902	-40.7%	827	1,286	-35.7%
....Incentive	2,637	4,371	-39.7%	1,655	2,598	-36.3%	982	1,773	-44.6%
Other Business	10,481	14,068	-25.5%	6,317	8,183	-22.8%	4,165	5,885	-29.2%
Visit Friends/Relatives	34,901	37,893	-7.9%	20,652	22,954	-10.0%	14,250	14,939	-4.6%
Government/Military	10,329	18,524	-44.2%	3,192	3,961	-19.4%	7,137	14,563	-51.0%
Attend School	3,643	3,092	17.8%	1,005	980	2.5%	2,638	2,112	24.9%
Sport Events	3,932	4,502	-12.7%	2,395	3,160	-24.2%	1,537	1,342	14.5%
EXPENDITURES									
Total Expenditures (\$ mil.)	506.1	630.8	-19.8%	288.2	343.1	-16.0%	217.8	287.8	-24.3%
Per Person Per Day (\$)	165.5	173.3	-4.5%	165.5	173.3	-4.5%	165.5	173.3	-4.5%
Per Person Per Trip (\$)	1,973.0	1,945.7	1.4%	1,820.9	1,870.6	-2.7%	2,218.2	2,043.6	8.5%

Source: Hawai'i Tourism Authority

**Table 28: 2009 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	4.7	9.4	3.0	3.2	6.2	3.2	3.3	6.5	4.0	4.1	8.0	1.9	1.9	3.8
13-17	2.1	2.3	4.4	1.9	2.2	4.0	0.8	1.1	1.9	2.1	2.5	4.6	1.4	1.5	2.9
18-24	3.3	4.6	7.8	3.5	4.8	8.3	2.8	7.3	10.2	2.8	4.4	7.2	4.5	5.9	10.4
25-40	12.9	13.9	26.8	13.7	13.8	27.5	16.7	24.7	41.4	11.7	13.5	25.3	21.4	17.7	39.1
41-59	16.6	17.1	33.7	18.1	17.7	35.8	9.6	14.2	23.7	16.7	18.4	35.0	16.1	12.9	29.0
>60	9.4	8.5	17.9	9.6	8.6	18.2	7.1	9.1	16.2	10.2	9.7	19.9	8.5	6.3	14.8
Total	48.8	51.2	100.0	49.8	50.2	100.0	40.2	59.8	100.0	47.5	52.5	100.0	53.8	46.2	100.0
Visitors	1,327,302	1,391,516	2,718,818	777,229	784,240	1,561,468	469,752	698,328	1,168,080	164,728	181,855	346,583	56,123	48,280	104,403

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	3.2	3.7	7.0	2.7	2.8	5.4	2.4	2.9	5.3	3.2	3.3	6.4	3.8	3.9	7.7
13-17	1.9	2.0	3.9	1.2	1.3	2.5	2.0	2.0	4.0	1.8	2.0	3.7	1.8	2.1	3.8
18-24	3.9	6.4	10.4	2.3	4.0	6.3	5.7	6.1	11.8	4.9	5.9	10.7	3.3	5.1	8.5
25-40	12.9	16.2	29.1	22.1	22.8	44.9	21.6	18.0	39.6	17.6	15.9	33.6	14.1	15.9	30.0
41-59	14.7	17.5	32.2	19.6	12.6	32.2	15.9	13.0	28.8	16.4	15.6	32.0	15.9	16.6	32.6
>60	9.1	8.3	17.4	4.8	3.8	8.6	5.9	4.6	10.5	7.3	6.2	13.6	9.0	8.4	17.4
Total	45.8	54.2	100.0	52.7	47.3	100.0	53.5	46.5	100.0	51.2	48.8	100.0	47.9	52.1	100.0
Visitors	62,669	74,048	136,717	58,146	52,234	110,380	9,355	8,147	17,502	131,247	125,251	256,498	3,056,551	3,363,897	6,420,448

Figure 12: 2009 Visitor Age Distribution: U.S. West

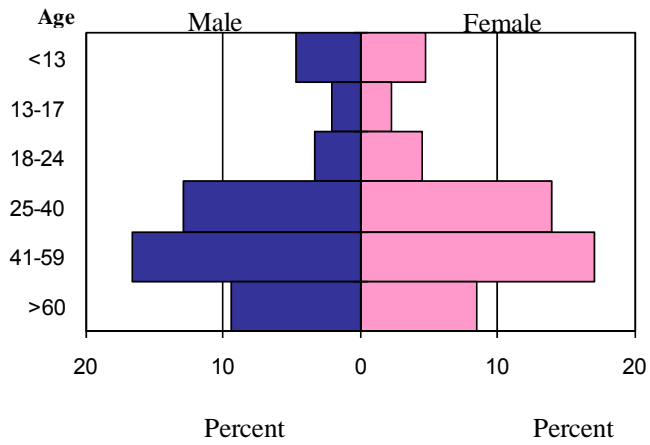
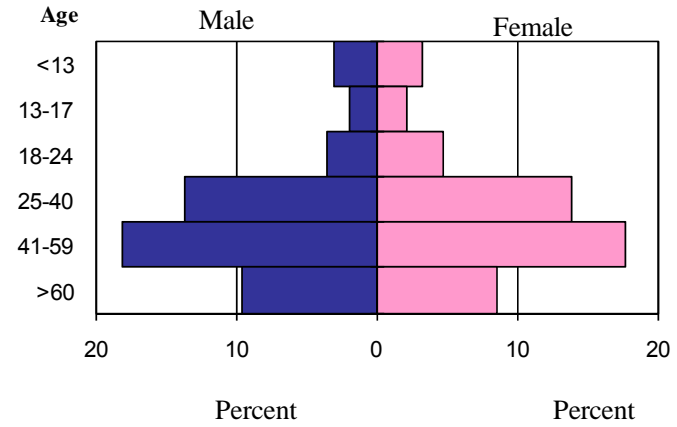


Figure 13: 2009 Visitor Age Distribution: U.S. East



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Figure 14: 2009 Visitor Age Distribution: Japan

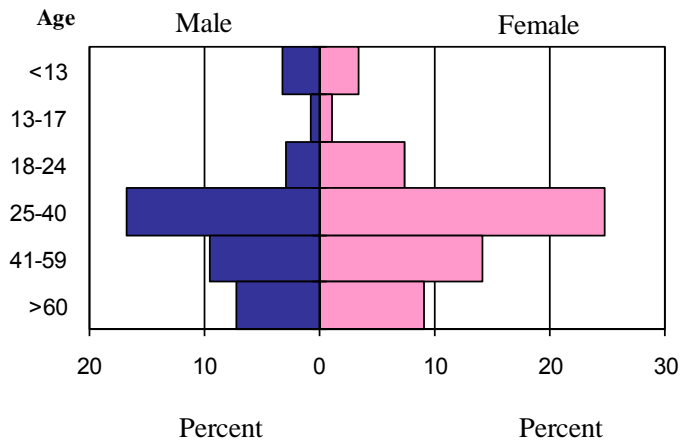
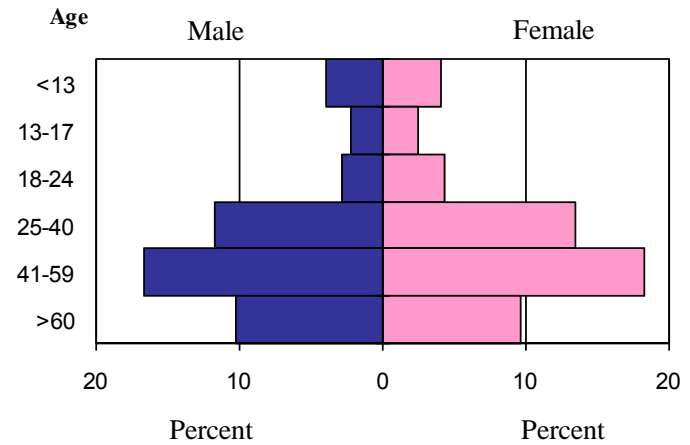


Figure 15: 2009 Visitor Age Distribution: Canada



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 rose 2 percent from 2008. A total of 476,693 honeymooners visited the islands in 2009, an increase of 4.8 percent compared to the previous year. This group comprised 7.4 percent of total air visitors to Hawai'i, up from 6.8 percent of the total in 2008. Japanese visitors accounted for the largest share (45.3%) of honeymoon visitors in 2009, up from 43 percent of total visitors in 2008. Share of honeymoon visitors from U.S. East (20.8% versus 22.5% in 2008) and U.S. West (20.3% versus 20.9% in 2008) were lower compared to 2008 (Table 29 and Table 30).

- The majority of the honeymooners (70.2%) were first-time visitors to the state.
- Only 31.6 percent were true independent travelers while the remainder purchased group tours (13.5%) or packaged trips (67.6%).
- Three out of four honeymooners visited O'ahu, 27.9 percent visited Maui, 16.6 percent visited Hawai'i Island and 13.8 percent visited Kaua'i.
- The average length of stay by this group in the state was 7.58 days, down from 7.79 days in 2008.
- There were more honeymoon visitors to O'ahu (+6.8%) and Hawai'i Island (+3.9%) compared to 2008 while honeymooners on Maui (-1.8%) and Kaua'i (-7.8%) declined.
- Most (87.3%) of the honeymooners stayed in hotels. These visitors also found accommodation in condominiums (7.7%), timeshare properties (5.1%) or rental homes (1.9%). More honeymooners stayed in hotels (+6.1%) and timeshare properties (+3.2%) but fewer stayed in condominium properties (-7.9%) compared to 2008.

GET MARRIED

Total visitor days for those who came to get married in Hawai'i declined 7.2 percent from 2008 as a result of a 9 percent drop in arrivals to 111,109 visitors. This group accounted for 1.7 percent of total air visitors to the state, similar to the previous year. Japanese visitors comprised 50.3 percent of all visitors who came to get married in 2009, up from 47.8 percent in 2008. Share of those who came to get married from U.S. West (24.9% versus 25.2% in 2008) and U.S. East (16.8% versus 16.9% in 2008) were similar compared to the previous year (Table 29 and Table 31).

- Slightly more first-time visitors (50.2%) than repeat visitors (49.8%) got married in the islands in 2009.
- The majority of those who came to get married continued to purchase packaged trips (59.9%) while 17.3 percent purchased group tours. Only 39 percent made their own travel arrangements.
- The average party size was 3.01 persons, similar to 3.06 persons in 2008.
- Three out of four visitors who came to get married visited O'ahu, 25 percent visited Maui, 15.9 percent visited Hawai'i Island and 11.1 percent visited Kaua'i.
- The average length of stay by this group was 8.26 days, up from 8.10 days in 2008.

- The majority (79.7%) stayed in hotels, 12.6 percent stayed in condominiums, 5.5 percent stayed in rental homes and 4.6 percent stayed in timeshare properties. Fewer visitors who came to get married stayed in hotels (-7.4%) and condominiums (-19.9%) while more stayed in timeshare (+1.8%), rental homes (+1.8%) and bed and breakfast (+14.2%) properties compared to 2008.

MEETINGS, CONVENTIONS AND INCENTIVES

A total of 368,630 visitors came for meetings, conventions and incentives (MCI) in 2009, a drop of 15.6 percent from the previous year. This decline resulted in an 11.4 percent decline in visitor days. The length of stay by these visitors was 8.31 days, up from 7.92 days in 2008. MCI visitors comprised 5.7 percent of total air visitors in 2009. Visitors from U.S. East (37.7%) accounted for the largest share of all MCI visitors, up slightly from 37.1 percent of total MCI visitors in 2008. Visitors from U.S. West made up 33.5 percent (similar 33.6% in 2008) while Japan accounted for 9.7 percent of total MCI visitors (down from 11.8% of the total in 2008) (Table 29 and Table 32).

- Repeat visitors made up 61.8 percent of all MCI visitors, compared to 62.5 percent in 2008.
- Many (60%) made their own travel arrangements instead of purchasing group tours (23.9%) or packaged trips (33.1%).
- The majority (62.3%) of the MCI visitors to the state went to O‘ahu, 28.6 percent visited Maui, 21.3 percent visited Hawai‘i Island and 10.6 visited Kaua‘i.
- All Neighbor Islands saw double-digit decreases in MCI visitors while O‘ahu decreased 9.6 percent compared to 2008.
- Most (89%) MCI visitors stayed in hotels while 7.3 percent stayed in condominiums.

VISITING FRIENDS OR RELATIVES

Total visitor days for those who came by air to visit friends or relatives were unchanged from 2008 while arrivals were similar (+0.5%) at 629,804 visitors. Their average length of stay was about the same at 11.92 days. This group accounted for 9.8 percent of all visitors who flew to Hawai‘i in 2009. Over half (53.6% versus 52.8% in 2008) of all friends and family visitors were from U.S. West. Nearly one-third (31.1%) were from U.S. East (31.5% in 2008), 3.7 percent were from Japan (3.4% in 2008) and 2.4 percent were from Canada (unchanged from 2008) (Table 29 and Table 33).

- The majority (78.5%) had been to Hawai‘i before and 88.4 percent were independent travelers.
- Seven out of ten (72.2%) visitors went to O‘ahu, 19.7 percent visited Maui, 19.3 percent visited Hawai‘i Island and 11 percent visited Kaua‘i. All neighbor islands experienced decreases in arrivals from those who visited friends or relatives while O‘ahu saw a 1.6 percent growth from 2008.
- The average party size for this group of visitors was 1.71 people, similar to 2008.
- Two out of three (63.4%) visitors from this group stayed with friends or relatives, 28.5 percent stayed in hotels and 10.3 percent stayed in condominiums.

**Table 29: 2009 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	4,830,247	2,130,708	1,113,349	847,075	306,690	78,162	113,897	62,136	12,096	166,133
Honeymoon	476,693	96,701	99,313	215,710	12,467	11,924	8,296	19,408	1,378	11,497
Get Married	111,109	27,628	18,699	55,934	2,920	1,327	1,254	1,107	126	2,114
Meetings, Conventions & Incentives	368,630	123,627	139,005	35,576	17,109	7,077	5,502	13,012	2,618	25,105
Visit Friends/Relatives	629,804	337,664	195,820	23,371	14,902	8,113	6,110	7,666	1,256	34,901

Purpose of Trip	All Visitors	U.S. West	U.S. East	Japan	Canada	Europe	Oceania	Other Asia	Latin America	Other
Vacation	100%	44.1%	23.0%	17.5%	6.3%	1.6%	2.4%	1.3%	0.3%	3.4%
Honeymoon	100%	20.3%	20.8%	45.3%	2.6%	2.5%	1.7%	4.1%	0.3%	2.4%
Get Married	100%	24.9%	16.8%	50.3%	2.6%	1.2%	1.1%	1.0%	0.1%	1.9%
Meetings, Conventions & Incentives	100%	33.5%	37.7%	9.7%	4.6%	1.9%	1.5%	3.5%	0.7%	6.8%
Visit Friends/Relatives	100%	53.6%	31.1%	3.7%	2.4%	1.3%	1.0%	1.2%	0.2%	5.5%

**Table 30: Honeymoon Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

HONEYMOON	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	3,612,087	3,540,907	2.0%	2,085,562	2,126,904	-1.9%	1,526,524	1,414,002	8.0%
Total Visitors	476,693	454,720	4.8%	224,739	226,140	-0.6%	251,954	228,580	10.2%
PARTY SIZE									
One	18,073	19,069	-5.2%	15,605	16,604	-6.0%	2,468	2,465	0.1%
Two	392,448	370,680	5.9%	190,682	189,113	0.8%	201,766	181,567	11.1%
Three or more	66,172	64,971	1.8%	18,452	20,423	-9.7%	47,720	44,548	7.1%
Avg Party Size	2.12	2.12	-0.2%	1.95	1.95	-0.2%	2.27	2.29	-1.0%
VISIT STATUS									
First-Time	334,844	318,424	5.2%	144,384	146,554	-1.5%	190,460	171,870	10.8%
Repeat	141,849	136,296	4.1%	80,355	79,586	1.0%	61,494	56,710	8.4%
Average # of Trips	2.01	2.02	-0.7%	2.38	2.37	0.5%	1.68	1.68	-0.1%
TRAVEL METHOD									
Group Tour	64,378	63,998	0.6%	3,958	4,656	-15.0%	60,420	59,342	1.8%
Package	322,276	304,732	5.8%	101,866	102,375	-0.5%	220,410	202,357	8.9%
Group Tour & Pkg	60,416	60,415	0.0%	2,783	3,500	-20.5%	57,633	56,915	1.3%
True Independent	150,455	146,403	2.8%	121,699	122,608	-0.7%	28,757	23,795	20.9%
ISLANDS VISITED									
O'ahu	357,675	334,968	6.8%	112,074	113,090	-0.9%	245,601	221,878	10.7%
Maui County	134,797	137,433	-1.9%	112,019	114,541	-2.2%	22,778	22,892	-0.5%
...Maui	132,939	135,380	-1.8%	110,433	112,600	-1.9%	22,506	22,780	-1.2%
...Moloka'i	2,713	3,778	-28.2%	2,304	2,711	-15.0%	408	1,067	-61.7%
...Lāna'i	4,096	5,192	-21.1%	3,863	4,644	-16.8%	233	548	-57.6%
Kaua'i	65,558	71,113	-7.8%	59,560	64,589	-7.8%	5,998	6,524	-8.1%
Hawai'i Island	79,206	76,247	3.9%	41,364	42,920	-3.6%	37,842	33,327	13.5%
...Hilo	31,787	28,816	10.3%	16,654	17,335	-3.9%	15,133	11,481	31.8%
...Kona	61,015	62,099	-1.7%	35,591	36,507	-2.5%	25,424	25,592	-0.7%
LENGTH OF STAY									
O'ahu (days)	5.59	5.61	-0.3%	6.11	6.04	1.1%	5.35	5.39	-0.6%
Maui (days)	6.47	6.36	1.8%	6.92	6.84	1.2%	4.27	3.97	7.6%
Moloka'i (days)	3.39	2.95	15.1%	3.75	3.35	11.9%	1.40	1.93	-27.4%
Lāna'i (days)	3.50	3.32	5.3%	3.62	3.55	2.1%	1.46	1.42	2.7%
Kaua'i (days)	6.01	5.97	0.8%	6.29	6.26	0.4%	3.28	3.05	7.4%
Hawai'i Island (days)	4.23	4.58	-7.8%	5.78	5.67	1.9%	2.53	3.18	-20.5%
...Hilo (days)	2.05	2.40	-14.5%	2.84	2.94	-3.2%	1.17	1.57	-25.6%
...Kona (days)	4.42	4.52	-2.1%	5.39	5.28	2.1%	3.06	3.43	-10.7%
Statewide (days)	7.58	7.79	-2.7%	9.28	9.41	-1.3%	6.06	6.19	-2.1%
ACCOMMODATIONS									
Hotel	416,293	392,233	6.1%	171,685	170,104	0.9%	244,608	222,129	10.1%
...Hotel Only	387,906	362,253	7.1%	147,300	144,894	1.7%	240,606	217,359	10.7%
Condo	36,897	40,074	-7.9%	29,961	33,372	-10.2%	6,936	6,702	3.5%
...Condo Only	24,611	25,887	-4.9%	19,931	21,963	-9.3%	4,681	3,924	19.3%
Timeshare	24,369	23,611	3.2%	23,281	22,185	4.9%	1,088	1,426	-23.7%
...Timeshare Only	16,880	16,565	1.9%	16,401	15,701	4.5%	479	864	-44.6%
Rental House	9,108	9,208	-1.1%	8,489	8,859	-4.2%	618	349	77.2%
Bed & Breakfast	5,999	6,504	-7.8%	5,328	5,923	-10.0%	670	581	15.4%
Cruise Ship	7,205	7,810	-7.7%	6,594	6,837	-3.6%	611	973	-37.2%
Friends or Relatives	8,389	8,379	0.1%	7,335	7,519	-2.5%	1,055	860	22.6%
PURPOSE OF TRIP									
Pleasure (Net)	476,693	454,719	4.8%	224,739	226,139	-0.6%	251,954	228,580	10.2%
....Vacation	43,932	48,296	-9.0%	28,828	29,964	-3.8%	15,104	18,332	-17.6%
....Honeymoon	476,693	454,719	4.8%	224,739	226,139	-0.6%	251,954	228,580	10.2%
....Get Married	43,888	44,375	-1.1%	17,874	19,943	-10.4%	26,014	24,432	6.5%
MC&I (Net)	2,176	3,432	-36.6%	2,028	2,381	-14.8%	148	1,051	-85.9%
....Convention/Conf.	1,381	1,476	-6.5%	1,344	1,300	3.4%	37	176	-79.3%
....Corp. Meetings	595	651	-8.6%	574	647	-11.3%	21	4	433.0%
....Incentive	886	1,851	-52.1%	788	948	-16.8%	98	903	-89.2%
Other Business	1,187	1,329	-10.7%	1,156	1,313	-11.9%	31	16	92.7%
Visit Friends/Relatives	5,496	6,213	-11.5%	5,316	5,854	-9.2%	180	359	-49.8%
Government/Military	520	602	-13.6%	520	484	7.4%	0	118	-100.0%
Attend School	210	232	-9.4%	210	232	-9.4%	0	0	NA
Sport Events	1,552	1,940	-20.0%	815	869	-6.2%	737	1,071	-31.2%

Source: Hawai'i Tourism Authority

**Table 31: Get Married Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

GET MARRIED	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	917,322	988,621	-7.2%	515,566	566,546	-9.0%	401,756	422,075	-4.8%
Total Visitors	111,109	122,118	-9.0%	50,125	55,986	-10.5%	60,984	66,132	-7.8%
PARTY SIZE									
One	8,156	9,463	-13.8%	7,061	7,765	-9.1%	1,095	1,698	-35.5%
Two	43,577	45,055	-3.3%	26,484	29,051	-8.8%	17,093	16,004	6.8%
Three or more	59,376	67,600	-12.2%	16,580	19,170	-13.5%	42,796	48,430	-11.6%
Avg Party Size	3.01	3.06	-1.5%	2.06	2.09	-1.4%	3.80	3.88	-2.1%
VISIT STATUS									
First-Time	55,779	62,606	-10.9%	20,495	23,331	-12.2%	35,284	39,275	-10.2%
Repeat	55,330	59,512	-7.0%	29,630	32,655	-9.3%	25,700	26,857	-4.3%
Average # of Trips	3.23	3.15	2.4%	4.18	4.02	4.0%	2.45	2.42	1.2%
TRAVEL METHOD									
Group Tour	19,204	25,224	-23.9%	835	1,109	-24.7%	18,369	24,115	-23.8%
Package	66,547	71,601	-7.1%	15,725	17,396	-9.6%	50,822	54,205	-6.2%
Group Tour & Pkg	17,988	23,082	-22.1%	443	730	-39.3%	17,546	22,352	-21.5%
True Independent	43,346	48,375	-10.4%	34,007	38,210	-11.0%	9,339	10,165	-8.1%
ISLANDS VISITED									
O'ahu	82,718	89,439	-7.5%	23,873	25,433	-6.1%	58,846	64,006	-8.1%
Maui County	28,502	32,203	-11.5%	23,055	26,852	-14.1%	5,447	5,351	1.8%
...Maui	27,773	31,444	-11.7%	22,548	26,221	-14.0%	5,225	5,223	0.0%
...Moloka'i	937	1,012	-7.4%	632	802	-21.2%	305	210	45.3%
...Lāna'i	1,322	1,341	-1.4%	941	1,166	-19.3%	382	175	118.1%
Kaua'i	12,286	15,693	-21.7%	10,494	13,104	-19.9%	1,792	2,589	-30.8%
Hawai'i Island	17,640	19,085	-7.6%	8,816	9,635	-8.5%	8,825	9,450	-6.6%
...Hilo	8,157	8,431	-3.2%	3,142	3,490	-10.0%	5,015	4,941	1.5%
...Kona	12,307	14,823	-17.0%	7,568	8,260	-8.4%	4,739	6,563	-27.8%
LENGTH OF STAY									
O'ahu (days)	6.40	6.18	3.6%	7.74	7.39	4.8%	5.86	5.70	2.7%
Maui (days)	7.71	7.33	5.2%	8.08	7.89	2.3%	6.16	4.51	36.4%
Moloka'i (days)	3.56	3.81	-6.5%	4.80	4.43	8.4%	1.00	1.44	-30.8%
Lāna'i (days)	3.85	3.72	3.4%	4.66	4.09	14.0%	1.85	1.29	43.9%
Kaua'i (days)	6.61	6.56	0.8%	7.35	7.30	0.7%	2.29	2.84	-19.3%
Hawai'i Island (days)	4.75	4.89	-2.8%	7.27	7.03	3.5%	2.23	2.70	-17.6%
...Hilo (days)	2.21	2.32	-5.0%	3.95	3.86	2.1%	1.12	1.24	-9.4%
...Kona (days)	5.34	4.97	7.5%	6.83	6.56	4.1%	2.96	2.96	0.1%
Statewide (days)	8.26	8.10	2.0%	10.29	10.12	1.6%	6.59	6.38	3.2%
ACCOMMODATIONS									
Hotel	88,579	95,620	-7.4%	31,404	34,271	-8.4%	57,175	61,349	-6.8%
...Hotel Only	80,520	86,920	-7.4%	25,158	26,991	-6.8%	55,361	59,929	-7.6%
Condo	13,992	17,458	-19.9%	11,169	13,455	-17.0%	2,822	4,003	-29.5%
...Condo Only	9,696	12,297	-21.1%	7,845	9,359	-16.2%	1,851	2,938	-37.0%
Timeshare	5,088	4,996	1.8%	4,250	4,361	-2.5%	838	635	32.0%
...Timeshare Only	3,169	3,406	-7.0%	2,701	2,921	-7.5%	468	485	-3.6%
Rental House	6,144	6,034	1.8%	5,116	5,748	-11.0%	1,029	286	259.7%
Bed & Breakfast	1,552	1,359	14.2%	1,078	1,249	-13.7%	474	110	330.9%
Cruise Ship	1,096	1,234	-11.2%	957	1,173	-18.4%	140	61	128.7%
Friends or Relatives	4,833	5,271	-8.3%	4,213	4,764	-11.6%	620	507	22.3%
PURPOSE OF TRIP									
Pleasure (Net)	111,109	122,118	-9.0%	50,125	55,985	-10.5%	60,984	66,133	-7.8%
....Vacation	30,422	35,991	-15.5%	17,724	18,982	-6.6%	12,698	17,009	-25.3%
....Honeymoon	43,888	44,375	-1.1%	17,874	19,943	-10.4%	26,014	24,432	6.5%
....Get Married	111,109	122,117	-9.0%	50,125	55,985	-10.5%	60,984	66,132	-7.8%
MC&I (Net)	2,018	2,762	-26.9%	1,224	1,270	-3.6%	794	1,492	-46.8%
....Convention/Conf.	883	833	6.0%	806	710	13.5%	77	123	-37.2%
....Corp. Meetings	622	445	39.7%	468	441	6.0%	154	4	3754.9%
....Incentive	1,146	1,899	-39.6%	584	534	9.3%	562	1,365	-58.8%
Other Business	820	721	13.7%	650	707	-8.0%	170	14	1113.2%
Visit Friends/Relatives	3,946	4,466	-11.7%	3,477	3,951	-12.0%	469	515	-9.0%
Government/Military	328	270	21.6%	328	270	21.6%	0	0	NA
Attend School	629	175	259.3%	157	175	-10.1%	471	0	NA
Sport Events	1,047	763	37.2%	525	490	7.2%	521	273	91.0%

Source: Hawai'i Tourism Authority

**Table 32: Meetings, Conventions and Incentives Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

MCI	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	3,062,910	3,458,685	-11.4%	2,461,014	2,795,137	-12.0%	601,896	663,548	-9.3%
Total Visitors	368,630	436,574	-15.6%	290,801	341,184	-14.8%	77,829	95,390	-18.4%
PARTY SIZE									
One	95,319	106,498	-10.5%	79,436	92,495	-14.1%	15,883	14,003	13.4%
Two	155,209	184,048	-15.7%	134,037	165,010	-18.8%	21,172	19,038	11.2%
Three or more	118,102	146,028	-19.1%	77,328	83,679	-7.6%	40,774	62,349	-34.6%
Avg Party Size	1.87	1.98	-5.8%	1.75	1.74	-2.2%	2.31	2.86	-19.1%
VISIT STATUS									
First-Time	140,878	163,692	-13.9%	97,714	111,569	-12.4%	43,165	52,123	-17.2%
Repeat	227,752	272,882	-16.5%	193,088	229,615	-15.9%	34,664	43,267	-19.9%
Average # of Trips	4.25	4.27	-0.6%	4.74	4.73	0.2%	2.41	2.63	-8.5%
TRAVEL METHOD									
Group Tour	87,957	111,680	-21.2%	50,439	57,719	-12.6%	37,518	53,961	-30.5%
Package	121,963	148,322	-17.8%	81,464	93,349	-12.7%	40,499	54,973	-26.3%
Group Tour & Pkg	62,438	78,777	-20.7%	33,502	38,636	-13.3%	28,936	40,141	-27.9%
True Independent	221,149	255,348	-13.4%	192,401	228,752	-15.9%	28,748	26,596	8.1%
ISLANDS VISITED									
O'ahu	229,807	254,194	-9.6%	163,277	170,312	-4.1%	66,530	83,882	-20.7%
Maui County	109,485	139,744	-21.7%	96,140	123,057	-21.9%	13,345	16,687	-20.0%
...Maui	105,349	133,813	-21.3%	92,307	117,731	-21.6%	13,042	16,082	-18.9%
...Moloka'i	2,267	4,308	-47.4%	1,983	2,481	-20.1%	284	1,827	-84.4%
...Lāna'i	6,009	9,724	-38.2%	5,507	7,801	-29.4%	502	1,923	-73.9%
Kaua'i	39,248	49,959	-21.4%	36,076	43,880	-17.8%	3,172	6,079	-47.8%
Hawai'i Island	78,467	101,511	-22.7%	67,569	85,608	-21.1%	10,898	15,903	-31.5%
...Hilo	20,931	27,279	-23.3%	16,552	19,464	-15.0%	4,378	7,815	-44.0%
...Kona	68,103	89,270	-23.7%	59,437	76,671	-22.5%	8,667	12,599	-31.2%
LENGTH OF STAY									
O'ahu (days)	6.74	6.17	9.2%	6.78	6.46	5.0%	6.64	5.59	18.8%
Maui (days)	6.94	6.83	1.6%	6.86	6.85	0.3%	7.51	6.73	11.5%
Moloka'i (days)	3.60	3.08	17.0%	3.85	3.94	-2.3%	1.87	1.91	-2.0%
Lāna'i (days)	4.55	3.82	19.0%	4.79	4.44	7.9%	1.95	1.34	45.0%
Kaua'i (days)	6.13	5.71	7.2%	6.36	6.07	4.8%	3.44	3.10	10.7%
Hawai'i Island (days)	6.45	6.30	2.4%	6.75	6.75	0.0%	4.59	3.88	18.5%
...Hilo (days)	3.35	3.12	7.2%	3.70	3.51	5.5%	1.99	2.15	-7.2%
...Kona (days)	6.41	6.21	3.1%	6.65	6.65	-0.1%	4.77	3.56	33.9%
Statewide (days)	8.31	7.92	4.9%	8.46	8.19	3.3%	7.73	6.96	11.2%
ACCOMMODATIONS									
Hotel	327,927	392,306	-16.4%	257,027	304,693	-15.6%	70,900	87,613	-19.1%
...Hotel Only	295,792	357,342	-17.2%	230,889	274,809	-16.0%	64,903	82,533	-21.4%
Condo	27,048	30,722	-12.0%	23,257	26,053	-10.7%	3,790	4,669	-18.8%
...Condo Only	14,253	16,152	-11.8%	12,383	13,470	-8.1%	1,870	2,682	-30.3%
Timeshare	11,863	11,929	-0.5%	11,132	11,016	1.1%	731	913	-19.9%
...Timeshare Only	6,476	6,086	6.4%	5,942	5,720	3.9%	534	366	45.8%
Rental House	8,214	8,626	-4.8%	7,617	7,843	-2.9%	597	783	-23.7%
Bed & Breakfast	5,219	4,535	15.1%	3,378	4,163	-18.8%	1,840	372	394.7%
Cruise Ship	4,364	6,027	-27.6%	3,595	5,276	-31.9%	769	751	2.4%
Friends or Relatives	12,364	13,851	-10.7%	10,246	11,120	-7.9%	2,118	2,731	-22.4%
PURPOSE OF TRIP									
Pleasure (Net)	114,606	132,544	-13.5%	101,652	113,421	-10.4%	12,954	19,123	-32.3%
....Vacation	112,687	129,702	-13.1%	100,551	112,106	-10.3%	12,136	17,596	-31.0%
....Honeymoon	2,176	3,433	-36.6%	2,028	2,381	-14.8%	148	1,052	-85.9%
....Get Married	2,018	2,762	-26.9%	1,224	1,270	-3.6%	794	1,492	-46.8%
MC&I (Net)	368,630	436,574	-15.6%	290,801	341,184	-14.8%	77,829	95,390	-18.4%
....Convention/Conf.	247,231	253,943	-2.6%	200,205	215,252	-7.0%	47,025	38,691	21.5%
....Corp. Meetings	61,795	84,657	-27.0%	51,681	71,781	-28.0%	10,114	12,876	-21.4%
....Incentive	70,003	112,783	-37.9%	48,216	65,984	-26.9%	21,787	46,799	-53.4%
Other Business	7,131	7,842	-9.1%	6,422	7,085	-9.4%	709	757	-6.4%
Visit Friends/Relatives	9,055	9,536	-5.0%	8,669	8,793	-1.4%	386	743	-48.0%
Government/Military	2,987	3,301	-9.5%	2,846	2,983	-4.6%	141	318	-55.7%
Attend School	426	370	15.1%	422	360	17.2%	4	10	-60.4%
Sport Events	1,540	1,978	-22.1%	1,280	1,500	-14.6%	260	478	-45.6%

**Table 33: Visit Friends or Relatives Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

VISIT FRIENDS AND RELATIVES	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	7,510,142	7,505,920	0.1%	6,748,285	6,660,665	1.3%	761,857	845,256	-9.9%
Total Visitors	629,804	626,923	0.5%	564,577	561,400	0.6%	65,227	65,523	-0.5%
PARTY SIZE									
One	202,874	200,339	1.3%	181,130	179,282	1.0%	21,743	21,057	3.3%
Two	234,178	234,853	-0.3%	212,039	210,938	0.5%	22,140	23,915	-7.4%
Three or more	192,752	191,731	0.5%	171,408	171,180	0.1%	21,344	20,551	3.9%
Avg Party Size	1.71	1.70	0.2%	1.70	1.70	0.3%	1.71	1.72	-0.3%
VISIT STATUS									
First-Time	135,592	138,910	-2.4%	115,405	118,290	-2.4%	20,188	20,620	-2.1%
Repeat	494,212	488,013	1.3%	449,173	443,110	1.4%	45,039	44,903	0.3%
Average # of Trips	7.84	7.66	2.3%	8.13	7.95	2.2%	5.37	5.19	3.4%
TRAVEL METHOD									
Group Tour	10,015	9,981	0.3%	4,032	4,841	-16.7%	5,984	5,140	16.4%
Package	69,775	71,194	-2.0%	55,025	56,386	-2.4%	14,750	14,808	-0.4%
Group Tour & Pkg	6,972	6,545	6.5%	1,932	2,538	-23.9%	5,040	4,007	25.8%
True Independent	556,985	552,293	0.8%	507,452	502,711	0.9%	49,533	49,582	-0.1%
ISLANDS VISITED									
O'ahu	454,896	447,937	1.6%	398,604	391,389	1.8%	56,292	56,548	-0.5%
Maui County	129,597	138,388	-6.4%	117,290	125,465	-6.5%	12,308	12,923	-4.8%
...Maui	123,800	132,096	-6.3%	111,784	119,687	-6.6%	12,015	12,409	-3.2%
...Moloka'i	7,045	7,500	-6.1%	6,236	6,803	-8.3%	809	697	16.0%
...Lāna'i	5,780	6,521	-11.4%	4,923	5,457	-9.8%	857	1,064	-19.4%
Kaua'i	68,937	71,400	-3.4%	63,457	65,409	-3.0%	5,480	5,991	-8.5%
Hawai'i Island	121,656	124,356	-2.2%	108,615	111,901	-2.9%	13,042	12,455	4.7%
...Hilo	54,811	57,356	-4.4%	48,413	50,603	-4.3%	6,399	6,753	-5.2%
...Kona	91,382	91,925	-0.6%	80,576	82,775	-2.7%	10,806	9,150	18.1%
LENGTH OF STAY									
O'ahu (days)	10.06	9.99	0.7%	10.16	9.94	2.2%	9.35	10.31	-9.4%
Maui (days)	9.30	9.02	3.0%	9.26	9.08	2.1%	9.62	8.50	13.1%
Moloka'i (days)	6.04	5.63	7.4%	6.54	6.01	8.8%	2.16	1.84	17.4%
Lāna'i (days)	3.81	4.11	-7.4%	4.25	4.46	-4.8%	1.28	2.32	-45.0%
Kaua'i (days)	8.70	8.27	5.2%	8.86	8.59	3.2%	6.77	4.76	42.1%
Hawai'i Island (days)	9.20	9.49	-3.1%	9.56	9.44	1.3%	6.15	9.97	-38.4%
...Hilo (days)	6.72	6.62	1.4%	7.15	6.95	2.8%	3.43	4.15	-17.3%
...Kona (days)	8.21	8.70	-5.6%	8.59	8.51	1.0%	5.38	10.51	-48.8%
Statewide (days)	11.92	11.97	-0.4%	11.95	11.86	0.7%	11.68	12.90	-9.5%
ACCOMMODATIONS									
Hotel	179,565	183,177	-2.0%	153,274	154,393	-0.7%	26,291	28,784	-8.7%
...Hotel Only	113,477	114,250	-0.7%	93,778	93,210	0.6%	19,698	21,040	-6.4%
Condo	64,992	70,119	-7.3%	56,741	61,559	-7.8%	8,250	8,560	-3.6%
...Condo Only	40,921	43,248	-5.4%	34,894	37,666	-7.4%	6,027	5,582	8.0%
Timeshare	30,072	28,711	4.7%	28,784	27,469	4.8%	1,288	1,242	3.7%
...Timeshare Only	16,045	14,463	10.9%	15,355	14,074	9.1%	691	389	77.5%
Rental House	31,546	32,275	-2.3%	29,452	30,337	-2.9%	2,094	1,938	8.0%
Bed & Breakfast	5,950	7,292	-18.4%	5,752	6,660	-13.6%	198	632	-68.6%
Cruise Ship	3,312	3,706	-10.6%	3,012	3,549	-15.1%	300	157	91.2%
Friends or Relatives	399,507	390,700	2.3%	364,989	357,941	2.0%	34,518	32,759	5.4%
PURPOSE OF TRIP									
Pleasure (Net)	235,015	236,740	-0.7%	213,999	215,672	-0.8%	21,016	21,068	-0.2%
....Vacation	232,307	233,519	-0.5%	211,487	212,916	-0.7%	20,820	20,603	1.1%
....Honeymoon	5,496	6,214	-11.6%	5,316	5,854	-9.2%	180	360	-50.0%
....Get Married	3,946	4,465	-11.6%	3,477	3,951	-12.0%	469	514	-8.8%
MC&I (Net)	9,055	9,536	-5.0%	8,669	8,793	-1.4%	386	743	-48.0%
....Convention/Conf.	6,285	6,391	-1.7%	6,071	5,880	3.2%	214	511	-58.1%
....Corp. Meetings	2,021	2,270	-11.0%	1,936	2,224	-12.9%	85	46	85.2%
....Incentive	1,467	1,587	-7.6%	1,360	1,378	-1.3%	106	209	-49.1%
Other Business	15,013	16,564	-9.4%	14,577	15,575	-6.4%	436	989	-55.9%
Visit Friends/Relatives	629,804	626,923	0.5%	564,577	561,400	0.6%	65,227	65,523	-0.5%
Government/Military	3,591	3,401	5.6%	3,129	2,929	6.8%	462	472	-2.1%
Attend School	1,721	1,237	39.1%	1,152	1,179	-2.3%	568	58	880.2%
Sport Events	5,487	5,881	-6.7%	4,562	5,180	-11.9%	925	701	32.0%

Source: Hawai'i Tourism Authority

AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

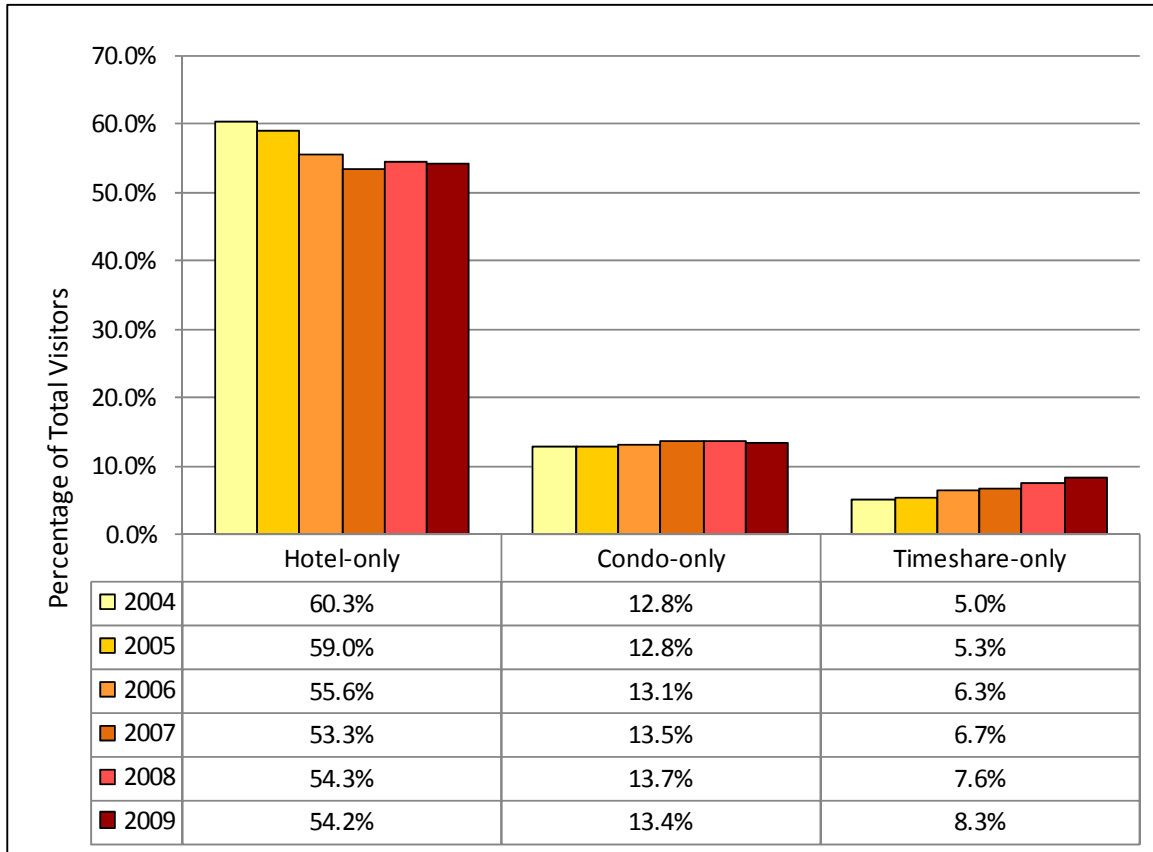
HOTEL-ONLY VISITOR

CONDOMINIUM-ONLY VISITOR

TIMESHARE-ONLY VISITOR

AIR VISITOR CHARACTERISTICS BY ACCOMMODATION

Figure 16: 2004-2009 Hotel-only, Condo-only and Timeshare-only Visitors as Share of Total Arrivals



HOTEL-ONLY

Total visitor days by hotel-only visitors fell 4.9 percent from 2008. A total of 3,477,293 visitors stayed exclusively in hotels in 2009, down 4.7 percent compared to the previous year. The length of stay by these visitors was 7.32 days, about the same as 2008. The percent of hotel-only to total air visitors was similar to 2008 at 54.2 percent of the total air visitors to Hawai'i in 2009 (Table 34 and Figure 16).

- Repeat visitors accounted for 58.4 percent of hotel-only visitors in 2009.
- True independent travelers made up 45.2 percent, while more than half of hotel-only visitors came to Hawai'i on a package trip (52.7%).
- Three out of four (75.1%) hotels-only visitors went to O'ahu, 22.4 percent visited Maui, 15.1 percent visited Hawai'i Island, while 7.8 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 (71.9%). Honeymooners accounted for 11.2 percent while 8.5 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 in 2009 declined 6.3 percent from the previous year. Of total air visitors to Hawai'i in 2009, 13.4 percent or 862,732 visitors stayed exclusively in condominiums, 6.2 percent lower compared to 2008. The average length of stay by these visitors was virtually unchanged from the previous year at 11.56 days, much longer than their hotel-only counterparts (Table 35). Over the last six years the percent of condo-only to total air visitors had been fairly stable at 13 percent to 14 percent.

- Nearly 80 percent of these visitors had been to Hawai'i before with an average of 6.66 trips to the islands.
- Most (89.1%) of the condominium-only visitors came to vacation, 4.7 percent came to visit friends or relatives and 2.9 percent came to honeymoon.
- Eight out of ten of these visitors (79.5%) were true independent travelers.
- Nearly half (48.8%) of all condominium-only visitors were on Maui, 29.6 percent were on O'ahu, 16.5 percent were on Hawai'i Island and 15.9 percent were on Kaua'i. There were fewer condo-only visitors on all islands compared to 2008.

TIMESHARE-ONLY

Total visitor days by timeshare-only visitors increased 4.9 percent compared to 2008. Those who stayed exclusively in timeshare properties while in the islands grew 5.1 percent from 2008 to 534,691 visitors. The average length of stay by this group of visitors was 9.78 days, similar to the previous year. In contrast to hotel-only visitors, the share of timeshare-only visitors had steadily increased over the past six years from 5 percent in 2004 to 8.3 percent of all visitors who came by air in 2009 (Table 36).

- Most of these visitors (93.7%) came to Hawai'i for a vacation, 3.2 percent came to honeymoon and 3 percent came to visit friends or relatives.
- Nearly all (92%) were from the domestic market; 90.6 percent were true independent travelers and only 19.3 percent were first-time visitors to Hawai'i.
- Maui had the largest share of timeshare-only visitors at 38.1 percent, followed by O'ahu with 30.2 percent, Kaua'i with 29.4 percent, and Hawai'i Island's with 17.5 percent.
- The number of timeshare-only visitors rose on O'ahu (+11%) and Kaua'i (+7.7%), decreased on Hawai'i Island (-1.7%) and was unchanged on Maui compared to 2008.

Table 34: Hotel-Only Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)

HOTEL-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	25,452,453	26,775,790	-4.9%	17,158,479	18,011,467	-4.7%	8,293,975	8,764,323	-2.9%
Total Visitors	3,477,293	3,647,579	-4.7%	2,121,946	2,224,160	-4.6%	1,355,347	1,423,419	-6.0%
PARTY SIZE									
One	522,485	556,056	-6.0%	430,810	458,732	-6.1%	91,675	97,324	8.3%
Two	1,556,156	1,559,816	-0.2%	944,589	983,484	-4.0%	611,567	576,332	0.3%
Three or more	1,398,652	1,531,707	-8.7%	746,547	781,944	-4.5%	652,105	749,763	-11.7%
Avg Party Size	2.17	2.22	-2.2%	1.94	1.94	0.0%	2.53	2.66	-4.8%
VISIT STATUS									
First-Time	1,446,981	1,518,847	-4.7%	784,332	829,016	-5.4%	662,649	689,831	-3.9%
Repeat	2,030,311	2,128,732	-4.6%	1,337,614	1,395,144	-4.1%	692,697	733,588	-5.6%
Average # of Trips	4.06	4.00	1.5%	4.66	4.60	1.3%	3.11	3.06	1.7%
TRAVEL METHOD									
Group Tour	538,498	654,657	-17.7%	115,956	153,053	-24.2%	422,542	501,604	-15.8%
Package	1,831,954	1,902,148	-3.7%	808,016	823,318	-1.9%	1,023,938	1,078,830	-5.1%
Group Tour & Pkg	466,120	558,361	-16.5%	84,195	113,712	-26.0%	381,925	444,649	-14.1%
True Independent	1,572,960	1,649,135	-4.6%	1,282,169	1,361,501	-5.8%	290,791	287,634	1.1%
ISLANDS VISITED									
Oahu	2,612,119	2,714,813	-3.8%	1,321,897	1,365,459	-3.2%	1,290,222	1,349,354	-4.4%
Maui County	796,124	879,433	-9.5%	675,394	735,733	-8.2%	120,730	143,700	-16.0%
...Maui	778,776	853,479	-8.8%	659,518	714,609	-7.7%	119,257	138,870	-14.1%
...Moloka'i	13,290	22,496	-40.9%	10,963	13,607	-19.4%	2,327	8,889	-73.8%
...Lāna'i	29,457	39,908	-26.2%	26,171	33,138	-21.0%	3,286	6,770	-51.5%
Kaua'i	271,779	323,646	-16.0%	237,963	278,161	-14.5%	33,816	45,485	-25.7%
Hawai'i Island	526,169	575,096	-8.5%	345,243	370,040	-6.7%	180,925	205,056	-11.8%
...Hilo	172,268	187,107	-7.9%	91,131	98,070	-7.1%	81,137	89,037	-8.9%
...Kona	414,879	459,483	-9.7%	293,658	314,303	-6.6%	121,220	145,180	-16.5%
LENGTH OF STAY									
Oahu (days)	6.17	6.05	1.9%	6.78	6.65	2.0%	5.54	5.44	1.8%
Maui (days)	6.36	6.27	1.3%	6.73	6.67	0.8%	4.30	4.22	2.0%
Moloka'i (days)	2.74	2.40	14.1%	3.02	3.13	-3.5%	1.41	1.29	9.5%
Lāna'i (days)	4.09	3.91	4.4%	4.31	4.37	-1.4%	2.35	1.71	37.6%
Kaua'i (days)	5.76	5.67	1.6%	6.18	6.10	1.2%	2.83	3.03	-6.4%
Hawai'i Island (days)	5.07	5.13	-1.2%	6.20	6.16	0.8%	2.90	3.28	-11.5%
...Hilo (days)	2.57	2.63	-2.1%	3.47	3.56	-2.5%	1.56	1.60	-2.3%
...Kona (days)	5.36	5.35	0.2%	6.21	6.14	1.3%	3.29	3.65	-10.0%
Statewide (days)	7.32	7.34	-0.3%	8.09	8.10	-0.1%	6.12	6.16	-0.6%
ACCOMMODATIONS									
Hotel	3,477,293	3,647,579	-4.7%	2,121,946	2,224,160	-4.6%	1,355,347	1,423,419	-4.8%
...Hotel Only	3,477,293	3,647,579	-4.7%	2,121,946	2,224,160	-4.6%	1,355,347	1,423,419	-4.8%
PURPOSE OF TRIP									
Pleasure (Net)	2,894,951	2,934,020	-1.3%	1,677,905	1,706,081	-1.7%	1,217,046	1,227,939	-0.9%
....Vacation	2,498,696	2,560,717	-2.4%	1,533,448	1,563,355	-1.9%	965,248	997,362	-3.2%
....Honeymoon	387,906	362,252	7.1%	147,300	144,894	1.7%	240,606	217,358	10.7%
....Get Married	80,520	86,921	-7.4%	25,158	26,991	-6.8%	55,361	59,930	-7.6%
MC&I (Net)	295,792	357,342	-17.2%	230,889	274,809	-16.0%	64,903	82,533	-21.4%
....Convention/Conf.	193,679	200,549	-3.4%	156,686	170,406	-8.1%	36,992	30,143	22.7%
....Corp. Meetings	49,599	69,476	-28.6%	40,925	57,941	-29.4%	8,673	11,535	-24.8%
....Incentive	60,749	99,621	-39.0%	40,588	56,000	-27.5%	20,162	43,621	-53.8%
Other Business	142,601	164,806	-13.5%	127,385	144,316	-11.7%	15,216	20,490	-25.7%
Visit Friends/Relatives	113,477	114,250	-0.7%	93,778	93,210	0.6%	19,698	21,040	-6.4%
Government/Military	70,553	78,235	-9.8%	60,049	62,253	-3.5%	10,503	15,982	-34.3%
Attend School	3,964	4,507	-12.0%	3,345	3,112	7.5%	619	1,395	-55.6%
Sport Events	67,819	90,651	-25.2%	36,592	53,115	-31.1%	31,228	37,536	-16.8%

**Table 35: Condo-Only Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

CONDO-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	9,972,513	10,639,558	-6.3%	8,107,870	8,730,209	-7.1%	1,864,643	1,909,349	-2.3%
Total Visitors	862,732	919,443	-6.2%	700,028	757,000	-7.5%	162,705	162,443	0.2%
PARTY SIZE									
One	100,630	107,468	-6.4%	87,534	94,151	-7.0%	13,096	13,317	-1.7%
Two	352,983	367,525	-4.0%	299,390	315,932	-5.2%	53,594	51,593	3.9%
Three or more	409,119	444,450	-7.9%	313,104	346,917	-9.7%	96,014	97,533	-1.6%
Avg Party Size	2.30	2.31	-0.6%	2.22	2.24	-0.9%	2.64	2.65	-0.6%
VISIT STATUS									
First-Time	176,596	203,256	-13.1%	137,193	158,075	-13.2%	39,403	45,181	-12.8%
Repeat	686,136	716,187	-4.2%	562,834	598,925	-6.0%	123,302	117,262	5.2%
Average # of Trips	6.66	6.41	3.9%	6.85	6.60	3.7%	5.85	5.50	6.3%
TRAVEL METHOD									
Group Tour	18,673	23,479	-20.5%	3,773	5,874	-35.8%	14,900	17,605	-15.4%
Package	171,374	201,187	-14.8%	131,071	153,320	-14.5%	40,303	47,867	-15.8%
Group Tour & Pkg	12,879	15,902	-19.0%	1,982	3,057	-35.2%	10,897	12,845	-15.2%
True Independent	685,564	710,679	-3.5%	567,165	600,863	-5.6%	118,399	109,816	7.8%
ISLANDS VISITED									
O'ahu	255,190	270,996	-5.8%	148,343	162,141	-8.5%	106,847	108,855	-1.8%
Maui County	426,393	467,625	-8.8%	374,357	414,397	-9.7%	52,037	53,228	-2.2%
...Maui	421,194	461,715	-8.8%	369,706	408,825	-9.6%	51,488	52,890	-2.7%
...Moloka'i	8,016	10,603	-24.4%	7,042	8,744	-19.5%	974	1,859	-47.6%
...Lāna'i	6,749	8,542	-21.0%	5,623	6,883	-18.3%	1,126	1,659	-32.1%
Kaua'i	137,157	150,389	-8.8%	131,327	143,227	-8.3%	5,830	7,162	-18.6%
Hawai'i Island	142,269	154,143	-7.7%	120,193	128,463	-6.4%	22,076	25,680	-14.0%
...Hilo	25,113	29,460	-14.8%	18,516	20,278	-8.7%	6,596	9,182	-28.2%
...Kona	131,591	140,882	-6.6%	112,936	120,343	-6.2%	18,655	20,539	-9.2%
LENGTH OF STAY									
O'ahu (days)	10.18	10.13	0.6%	10.63	10.27	3.5%	9.56	9.91	-3.5%
Maui (days)	10.80	10.59	2.0%	10.55	10.44	1.1%	12.58	11.74	7.1%
Moloka'i (days)	7.57	7.35	3.0%	8.15	8.06	1.1%	3.38	4.02	-15.8%
Lāna'i (days)	3.22	2.84	13.2%	3.34	3.15	6.1%	2.65	1.60	65.7%
Kaua'i (days)	9.54	9.37	1.8%	9.69	9.53	1.7%	6.03	6.13	-1.6%
Hawai'i Island (days)	10.10	9.71	4.0%	10.67	10.44	2.2%	6.95	6.04	15.1%
...Hilo (days)	4.02	3.78	6.2%	4.48	4.43	1.2%	6.22	2.36	15.2%
...Kona (days)	10.15	9.83	3.2%	10.62	10.40	2.1%	7.27	6.50	11.8%
Statewide (days)	11.56	11.57	-0.1%	11.58	11.53	0.4%	11.46	11.75	-2.5%
ACCOMMODATIONS									
Condo	862,732	919,443	-6.2%	700,028	757,000	-7.5%	162,705	162,443	0.2%
...Condo Only	862,732	919,443	-6.2%	700,028	757,000	-7.5%	162,705	162,443	0.2%
PURPOSE OF TRIP									
Pleasure (Net)	794,246	837,585	-5.2%	645,168	690,903	-6.6%	149,078	146,682	1.6%
....Vacation	768,687	810,013	-5.1%	624,832	667,743	-6.4%	143,854	142,270	1.1%
....Honeymoon	24,611	25,887	-4.9%	19,931	21,963	-9.3%	4,681	3,924	19.3%
....Get Married	9,696	12,297	-21.1%	7,845	9,359	-16.2%	1,851	2,938	-37.0%
MC&I (Net)	14,253	16,152	-11.8%	12,383	13,470	-8.1%	1,870	2,682	-30.3%
....Convention/Conf.	9,904	10,827	-8.5%	8,886	8,984	-1.1%	1,018	1,843	-44.8%
....Corp. Meetings	2,895	3,530	-18.0%	2,497	3,284	-24.0%	398	246	61.9%
....Incentive	1,717	2,065	-16.9%	1,219	1,472	-17.2%	498	593	-16.0%
Other Business	21,326	24,434	-12.7%	20,003	22,830	-12.4%	1,323	1,604	-17.5%
Visit Friends/Relatives	40,921	43,248	-5.4%	34,894	37,666	-7.4%	6,027	5,582	8.0%
Government/Military	3,081	4,791	-35.7%	2,880	3,289	-12.4%	202	1,502	-86.6%
Attend School	1,666	1,612	3.4%	841	922	-8.8%	826	690	19.6%
Sport Events	12,220	14,050	-13.0%	6,422	9,685	-33.7%	5,798	4,365	32.8%

**Table 36: Timeshare-Only Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

TIMESHARE-ONLY	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	5,227,266	4,985,191	4.9%	4,829,705	4,671,595	3.4%	397,560	313,595	26.8%
Total Visitors	534,691	508,588	5.1%	492,102	477,680	3.0%	42,589	30,908	37.8%
PARTY SIZE									
One	52,795	48,460	8.9%	50,043	46,916	6.7%	2,752	1,544	78.2%
Two	248,914	237,739	4.7%	232,945	225,891	3.1%	15,969	11,848	34.8%
Three or more	232,982	222,389	4.8%	209,114	204,873	2.1%	23,868	17,516	36.3%
Avg Party Size	2.27	2.29	-0.7%	2.25	2.27	-1.0%	2.58	2.61	-1.3%
VISIT STATUS									
First-Time	103,097	108,735	-5.2%	96,152	101,076	-4.9%	6,946	7,659	-9.3%
Repeat	431,594	399,853	7.9%	395,950	376,604	5.1%	35,644	23,249	53.3%
Average # of Trips	6.24	5.96	4.8%	6.23	5.96	4.6%	6.35	5.88	8.0%
TRAVEL METHOD									
Group Tour	2,292	2,418	-5.2%	1,471	1,733	-15.1%	820	685	19.7%
Package	48,908	49,280	-0.8%	46,013	46,660	-1.4%	2,895	2,620	10.5%
Group Tour & Pkg	677	931	-27.2%	416	667	-37.7%	262	264	-0.9%
True Independent	484,169	457,822	5.8%	445,033	429,954	3.5%	39,136	27,868	40.4%
ISLANDS VISITED									
O'ahu	161,271	145,260	11.0%	131,641	125,118	5.2%	29,630	20,142	47.1%
Maui County	205,691	205,390	0.1%	195,571	196,704	-0.6%	10,120	8,686	16.5%
...Maui	203,951	203,452	0.2%	193,869	194,796	-0.5%	10,081	8,656	16.5%
...Moloka'i	2,360	3,046	-22.5%	2,275	2,841	-19.9%	86	205	-58.2%
...Lāna'i	3,137	3,633	-13.7%	3,002	3,548	-15.4%	135	85	58.3%
Kaua'i	156,936	145,763	7.7%	153,293	143,365	6.9%	3,642	2,398	51.9%
Hawai'i Island	93,639	95,288	-1.7%	85,646	88,259	-3.0%	7,992	7,029	13.7%
...Hilo	14,796	15,715	-5.8%	13,126	14,183	-7.5%	1,670	1,532	9.0%
...Kona	87,984	89,124	-1.3%	80,883	82,757	-2.3%	7,102	6,367	11.5%
LENGTH OF STAY									
O'ahu (days)	7.44	7.43	0.2%	7.44	7.30	1.9%	7.45	8.23	-9.5%
Maui (days)	8.97	8.83	1.6%	8.91	8.81	1.1%	10.16	9.21	10.4%
Moloka'i (days)	3.81	3.40	12.0%	3.75	3.53	6.2%	5.47	1.62	237.3%
Lāna'i (days)	2.90	2.62	10.7%	2.97	2.65	12.2%	1.34	1.56	-13.7%
Kaua'i (days)	8.95	8.92	0.4%	9.00	8.94	0.6%	7.10	7.53	-5.7%
Hawai'i Island (days)	8.28	8.29	-0.1%	8.49	8.39	1.2%	6.00	7.05	-14.9%
...Hilo (days)	3.39	3.43	-1.2%	3.59	3.57	0.5%	1.82	2.14	-14.9%
...Kona (days)	8.24	8.26	-0.2%	8.41	8.33	0.9%	6.32	7.27	-13.0%
Statewide (days)	9.78	9.80	-0.3%	9.81	9.78	0.4%	9.33	10.15	-8.0%
ACCOMMODATIONS									
Timeshare	534,691	508,588	5.1%	492,102	477,680	3.0%	42,589	30,908	37.8%
...Timeshare Only	534,691	508,588	5.1%	492,102	477,680	3.0%	42,589	30,908	37.8%
PURPOSE OF TRIP									
Pleasure (Net)	516,881	491,599	5.1%	475,467	461,244	3.1%	41,414	30,355	36.4%
....Vacation	500,735	476,367	5.1%	460,014	446,616	3.0%	40,721	29,751	36.9%
....Honeymoon	16,880	16,565	1.9%	16,401	15,701	4.5%	479	864	-44.6%
....Get Married	3,169	3,405	-6.9%	2,701	2,921	-7.5%	468	484	-3.4%
MC&I (Net)	6,476	6,086	6.4%	5,942	5,720	3.9%	534	366	45.8%
....Convention/Conf.	4,097	3,640	12.6%	3,816	3,448	10.7%	281	192	46.2%
....Corp. Meetings	1,582	1,428	10.8%	1,444	1,422	1.6%	137	6	2191.6%
....Incentive	894	1,117	-19.9%	779	950	-18.0%	115	167	-30.9%
Other Business	5,159	4,990	3.4%	5,024	4,977	0.9%	135	13	941.5%
Visit Friends/Relatives	16,045	14,463	10.9%	15,355	14,074	9.1%	691	389	77.5%
Government/Military	539	446	20.9%	529	446	18.5%	10	0	NA
Attend School	260	219	18.8%	260	171	52.2%	0	48	-100.0%
Sport Events	2,365	2,045	15.7%	1,849	1,977	-6.5%	516	68	659.3%

**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 2,185,039 visitors, or 34 percent of total air visitors in 2009, came to the islands for the first-time, down 6.6 percent from the previous year (Table 37). This resulted in a 6.7 percent decrease in visitor days. These visitors stayed an average of 8.56 days, similar to 2008.

- First-time visitors accounted for 19.1 percent of U.S. West (Table 13), 43 percent of U.S. East (Table 15), 42.1 percent of the Japanese (Table 20) and 37.5 percent of the Canadian markets (Table 22), but accounted for the majority of the smaller Other Asia (76.2%), European (70.4%), Latin America (69.1%) and Oceania (55.5%) markets (Table 23 to Table 26).
- Of the total first-time visitors in 2009, less than half (48.4%) made their own travel arrangements.
- Three out of four (74.4%) first-time visitors stayed in hotels, 11.1 percent stayed in condominiums, 7.1 percent stayed with friends or relatives, 6.4 percent stayed in timeshare properties and 3.5 percent stayed on cruise ships. Except for a 1 percent increase in accommodations with friends and relatives, all other accommodations experienced fewer first-time visitors in 2009.
- The majority of the first-time visitors went to O‘ahu (74.3%), followed by Maui (28.1%), Hawai‘i Island (19.1%) and Kaua‘i (13.2%).
- Seven out of ten (70.2%) came to vacation, 15.3 percent came to honeymoon and 6.4 percent came for meetings, conventions and incentives.

REPEAT VISITOR

Of the total visitors who flew into the state, 66 percent or 4,235,408 were repeat visitors to Hawai‘i, 3.2 percent lower than in 2008. Repeat visitors who came in 2009 stayed 9.81 days. Visitor days from this group declined 3.6 percent. More of these visitors came on domestic flights (77.2%) than from foreign ports (22.8%) (Table 38).

- U.S. West (80.9% of U.S. West arrivals) continued to have the highest percentage of repeat visitors in 2009, followed by Canada (62.5% of Canadian arrivals), Japan (57.9% of Japanese arrivals) and U.S. East (57% of U.S. East arrivals) (Table 13, Table 15, Table 20, and Table 22).
- The majority of repeat visitors (71.1%) were independent travelers. The average number of trips for a repeat visitor was 7.20 trips, compared to 7.05 trips in 2008.
- Over half (55.6%) of the repeat visitors stayed in hotels, 20.4 percent stayed in condominiums, 13.2 percent stayed in timeshare properties and 12.2 percent stayed with friends or relatives. More repeat visitors stayed in timeshare properties (+6.4%) and with friends or relatives (+1.9%) but fewer stayed in other type of properties compared to 2008.
- O‘ahu was visited by 56.7 percent of all repeat visitors, 30.2 percent visited Maui, 18.8 percent went to Hawai‘i Island and 15.1 percent went to Kaua‘i.
- Three out of four (77.8%) of these visitors came back for vacation, 11.7 percent visited friends or relatives and 5.4 percent came for meetings, conventions and incentives.

**Table 37: First-Time Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

FIRST-TIME	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	18,705,864	20,048,015	-6.7%	13,077,670	14,305,768	-8.6%	5,628,194	5,742,246	-2.0%
Total Visitors	2,185,039	2,338,202	-6.6%	1,400,317	1,516,307	-7.6%	784,723	821,895	-4.5%
PARTY SIZE									
One	354,744	380,045	-6.7%	292,501	313,515	-6.7%	62,242	66,530	-6.4%
Two	1,035,255	1,069,034	-3.2%	660,683	710,700	-7.0%	374,571	358,334	4.5%
Three or more	795,041	889,123	-10.6%	447,132	492,092	-9.1%	347,909	397,031	-12.4%
Avg Party Size	2.10	2.13	-1.5%	1.90	1.91	-0.4%	2.45	2.54	-3.6%
VISIT STATUS									
First-Time	2,185,039	2,338,202	-6.6%	1,400,317	1,516,307	-7.6%	784,723	821,895	-4.5%
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	310,398	381,260	-18.6%	87,885	121,764	-27.8%	222,512	259,496	-14.3%
Package	1,082,185	1,154,311	-6.2%	525,736	576,381	-8.8%	556,449	577,930	-3.7%
Group Tour & Pkg	264,173	321,413	-17.8%	66,307	94,878	-30.1%	197,866	226,535	-12.7%
True Independent	1,056,630	1,124,044	-6.0%	853,002	913,041	-6.6%	203,628	211,003	-3.5%
ISLANDS VISITED									
O'ahu	1,623,714	1,727,790	-6.0%	898,958	965,858	-6.9%	724,756	761,932	-4.9%
Maui County	623,165	715,733	-12.9%	519,515	592,562	-12.3%	103,650	123,171	-15.8%
...Maui	613,854	701,376	-12.5%	511,709	582,052	-12.1%	102,145	119,324	-14.4%
...Moloka'i	17,300	26,812	-35.5%	13,978	17,756	-21.3%	3,322	9,056	-63.3%
...Lāna'i	20,706	29,678	-30.2%	16,818	22,219	-24.3%	3,888	7,459	-47.9%
Kaua'i	288,240	334,512	-13.8%	255,712	294,740	-13.2%	32,528	39,772	-18.2%
Hawai'i Island	417,750	473,714	-11.8%	299,452	335,513	-10.7%	118,298	138,201	-14.4%
...Hilo	202,681	229,308	-11.6%	139,393	158,097	-11.8%	63,289	71,211	-11.1%
...Kona	328,046	380,164	-13.7%	248,322	279,265	-11.1%	79,724	100,899	-21.0%
LENGTH OF STAY									
O'ahu (days)	6.68	6.47	3.3%	7.12	7.00	1.8%	6.14	5.80	5.8%
Maui (days)	6.43	6.31	1.9%	6.47	6.50	-0.4%	6.21	5.36	15.9%
Moloka'i (days)	3.12	2.74	14.0%	3.42	3.38	1.0%	1.86	1.47	26.9%
Lāna'i (days)	2.65	2.65	0.0%	2.90	3.08	-6.0%	1.59	1.37	15.8%
Kaua'i (days)	5.57	5.36	3.9%	5.73	5.59	2.4%	4.33	3.67	18.0%
Hawai'i Island (days)	5.25	5.27	-0.4%	6.01	5.91	1.7%	3.33	3.73	-10.6%
...Hilo (days)	2.83	2.77	2.1%	3.27	3.16	3.5%	1.85	1.91	-2.7%
...Kona (days)	4.94	4.90	0.8%	5.41	5.31	1.8%	3.47	3.76	-7.6%
Statewide (days)	8.56	8.57	-0.2%	9.34	9.43	-1.0%	7.17	6.99	2.7%
ACCOMMODATIONS									
Hotel	1,626,099	1,719,033	-5.4%	930,336	992,871	-6.3%	695,763	726,162	-4.2%
...Hotel Only	1,446,981	1,518,847	-4.7%	784,332	829,016	-5.4%	662,649	689,831	-3.9%
Condo	243,390	281,713	-13.6%	189,483	220,074	-13.9%	53,907	61,639	-12.5%
...Condo Only	176,596	203,256	-13.1%	137,193	158,075	-13.2%	39,403	45,181	-12.8%
Timeshare	138,897	145,465	-4.5%	126,749	133,867	-5.3%	12,148	11,598	4.7%
...Timeshare Only	103,097	108,735	-5.2%	96,152	101,076	-4.9%	6,946	7,659	-9.3%
Rental House	78,223	86,565	-9.6%	68,105	76,321	-10.8%	10,119	10,244	-1.2%
Bed & Breakfast	27,668	31,749	-12.9%	22,661	27,008	-16.1%	5,007	4,741	5.6%
Cruise Ship	76,863	99,780	-23.0%	69,518	89,574	-22.4%	7,345	10,206	-28.0%
Friends or Relatives	154,452	152,893	1.0%	132,244	133,495	-0.9%	22,209	19,398	14.5%
PURPOSE OF TRIP									
Pleasure (Net)	1,870,434	1,958,454	-4.5%	1,180,231	1,257,785	-6.2%	690,202	700,669	-1.5%
....Vacation	1,534,823	1,638,293	-6.3%	1,042,275	1,116,991	-6.7%	492,548	521,302	-5.5%
....Honeymoon	334,844	318,424	5.2%	144,384	146,554	-1.5%	190,460	171,870	10.8%
....Get Married	55,779	62,605	-10.9%	20,495	23,331	-12.2%	35,284	39,274	-10.2%
MC&I (Net)	140,878	163,692	-13.9%	97,714	111,569	-12.4%	43,165	52,123	-17.2%
....Convention/Conf.	97,052	91,575	6.0%	70,866	71,342	-0.7%	26,185	20,233	29.4%
....Corp. Meetings	17,016	25,495	-33.3%	12,051	18,219	-33.9%	4,965	7,276	-31.8%
....Incentive	30,289	52,686	-42.5%	17,533	25,861	-32.2%	12,757	26,825	-52.4%
Other Business	41,644	54,588	-23.7%	33,899	43,779	-22.6%	7,745	10,809	-28.3%
Visit Friends/Relatives	135,592	138,910	-2.4%	115,405	118,290	-2.4%	20,188	20,620	-2.1%
Government/Military	26,069	31,798	-18.0%	19,650	22,267	-11.8%	6,419	9,531	-32.6%
Attend School	7,318	7,517	-2.7%	4,483	4,659	-3.8%	2,834	2,858	-0.8%
Sport Events	31,556	43,895	-28.1%	18,730	28,574	-34.5%	12,826	15,321	-16.3%

Source: Hawai'i Tourism Authority

**Table 38: Repeat Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

REPEAT	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	41,549,196	43,082,118	-3.6%	34,043,667	35,191,581	-3.3%	7,505,529	7,890,536	-4.9%
Total Visitors	4,235,408	4,375,234	-3.2%	3,271,684	3,385,586	-3.4%	963,724	989,648	-2.6%
PARTY SIZE									
One	718,483	743,008	-3.3%	626,574	650,328	-3.7%	91,909	92,680	-0.8%
Two	1,741,551	1,765,868	-1.4%	1,371,027	1,408,144	-2.6%	370,524	357,724	3.6%
Three or more	1,775,375	1,866,358	-4.9%	1,274,084	1,327,114	-4.0%	501,291	539,244	-7.0%
Avg Party Size	2.11	2.13	-1.2%	2.00	2.01	-0.4%	2.47	2.55	-3.3%
VISIT STATUS									
Repeat	6,543,369	4,375,234	49.6%	3,271,684	3,385,586	-3.4%	963,724	989,648	-2.6%
Average # of Trips	7.20	7.05	2.1%	7.65	7.50	2.0%	5.65	5.49	3.0%
TRAVEL METHOD									
Group Tour	297,817	366,932	-18.8%	67,030	92,388	-27.4%	230,787	274,544	-15.9%
Package	1,172,173	1,248,899	-6.1%	627,818	657,309	-4.5%	544,355	591,590	-8.0%
Group Tour & Pkg	247,421	301,067	-17.8%	41,910	60,457	-30.7%	205,511	240,610	-14.6%
True Independent	3,012,839	3,060,469	-1.6%	2,618,746	2,696,345	-2.9%	394,093	364,124	8.2%
ISLANDS VISITED									
O'ahu	2,401,175	2,465,896	-2.6%	1,547,842	1,589,038	-2.6%	853,333	876,858	-2.7%
Maui County	1,309,192	1,413,310	-7.4%	1,168,933	1,257,949	-7.1%	140,259	155,361	-9.7%
...Maui	1,278,542	1,374,424	-7.0%	1,140,261	1,222,936	-6.8%	138,282	151,488	-8.7%
...Moloka'i	31,038	42,072	-26.2%	27,099	33,261	-18.5%	3,940	8,811	-55.3%
...Lāna'i	40,348	51,189	-21.2%	35,723	43,847	-18.5%	4,625	7,342	-37.0%
Kaua'i	639,872	696,136	-8.1%	600,888	646,037	-7.0%	38,984	50,099	-22.2%
Hawai'i Island	797,506	847,562	-5.9%	651,392	690,534	-5.7%	146,114	157,028	-7.0%
...Hilo	248,285	274,141	-9.4%	191,715	208,800	-8.2%	56,570	65,341	-13.4%
...Kona	679,635	720,392	-5.7%	568,585	600,096	-5.3%	111,050	120,296	-7.7%
LENGTH OF STAY									
O'ahu (days)	7.69	7.60	1.2%	8.38	8.19	2.4%	6.44	6.54	-1.5%
Maui (days)	8.79	8.61	2.1%	8.83	8.72	1.2%	8.44	7.71	9.4%
Moloka'i (days)	5.87	5.49	7.0%	6.26	6.16	1.7%	3.16	2.95	7.1%
Lāna'i (days)	4.14	4.00	3.7%	4.38	4.35	0.8%	2.28	1.89	20.7%
Kaua'i (days)	8.15	7.86	3.7%	8.40	8.15	3.1%	4.32	4.14	4.2%
Hawai'i Island (days)	7.87	7.78	1.1%	8.63	8.48	1.9%	4.47	4.72	-5.4%
...Hilo (days)	4.43	4.35	1.9%	5.07	5.00	1.5%	2.26	2.27	-0.7%
...Kona (days)	7.62	7.50	1.6%	8.18	8.02	2.1%	4.73	4.93	-4.1%
Statewide (days)	9.81	9.85	-0.4%	10.41	10.39	0.1%	7.79	7.97	-2.3%
ACCOMMODATIONS									
Hotel	2,356,426	2,481,053	-5.0%	1,618,334	1,699,288	-4.8%	738,092	781,765	-5.6%
...Hotel Only	2,030,311	2,128,731	-4.6%	1,337,614	1,395,143	-4.1%	692,697	733,588	-5.6%
Condo	864,036	912,657	-5.3%	711,555	765,211	-7.0%	152,481	147,446	3.4%
...Condo Only	686,136	716,187	-4.2%	562,834	598,925	-6.0%	123,302	117,262	5.2%
Timeshare	560,943	527,099	6.4%	510,449	493,946	3.3%	50,494	33,153	52.3%
...Timeshare Only	431,594	399,853	7.9%	395,950	376,604	5.1%	35,644	23,249	53.3%
Rental House	206,361	217,865	-5.3%	191,723	201,574	-4.9%	14,638	16,291	-10.1%
Bed & Breakfast	32,454	36,118	-10.1%	29,425	32,678	-10.0%	3,029	3,440	-11.9%
Cruise Ship	51,203	69,183	-26.0%	46,550	61,559	-24.4%	4,653	7,624	-39.0%
Friends or Relatives	516,762	506,950	1.9%	471,536	463,650	1.7%	45,225	43,300	4.4%
PURPOSE OF TRIP									
Pleasure (Net)	3,443,514	3,492,880	-1.4%	2,597,758	2,652,845	-2.1%	845,756	840,035	0.7%
....Vacation	3,295,424	3,349,407	-1.6%	2,516,986	2,571,573	-2.1%	778,438	777,834	0.1%
....Honeymoon	141,849	136,295	4.1%	80,355	79,585	1.0%	61,494	56,710	8.4%
....Get Married	55,330	59,513	-7.0%	29,630	32,655	-9.3%	25,700	26,858	-4.3%
MC&I (Net)	227,752	272,882	-16.5%	193,088	229,615	-15.9%	34,664	43,267	-19.9%
....Convention/Conf.	150,179	162,369	-7.5%	129,339	143,911	-10.1%	20,840	18,458	12.9%
....Corp. Meetings	44,779	59,163	-24.3%	39,629	53,562	-26.0%	5,150	5,601	-8.1%
....Incentive	39,714	60,097	-33.9%	30,684	40,123	-23.5%	9,300	19,974	-54.8%
Other Business	177,895	198,489	-10.4%	165,196	181,989	-9.2%	12,699	16,500	-23.0%
Visit Friends/Relatives	494,212	488,013	1.3%	449,173	443,110	1.4%	45,039	44,903	0.3%
Government/Military	71,554	79,239	-9.7%	62,285	64,653	-3.7%	9,269	14,586	-36.5%
Attend School	10,673	10,397	2.6%	7,496	7,658	-2.1%	3,176	2,739	16.0%
Sport Events	67,685	84,926	-20.3%	40,081	54,067	-25.9%	27,603	30,859	-10.5%

ISLAND SUPPLEMENT

O‘AHU

MAUI

MOLOKA‘I

LĀNA‘I

KAUA‘I

HAWAII‘I ISLAND

HAWAII‘I ISLAND (HILO SIDE)

HAWAII‘I ISLAND (KONA SIDE)

SEASONALITY BY ISLAND

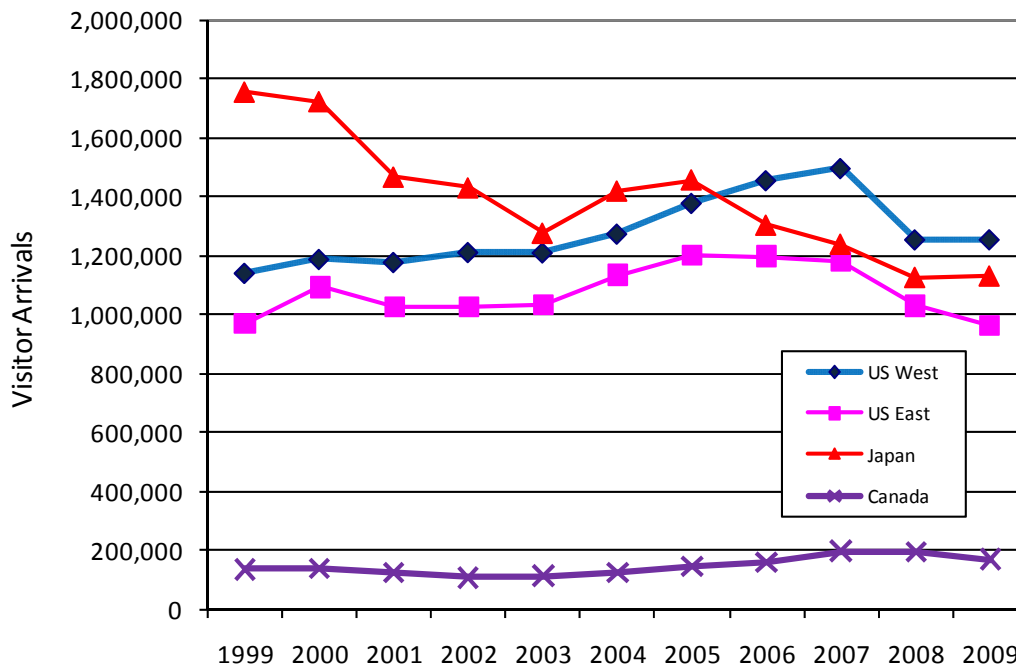
ISLAND SUPPLEMENT

ISLAND OF O‘AHU

In 2009, a total of 4,024,888 visitors arrived by air to O‘ahu, 4 percent lower than in 2008 (Table 46).

- Of these visitors, 72.9 percent stayed exclusively on O‘ahu while the remainder also visited other islands.
- The average daily census showed that 80,324 visitors were on O‘ahu on any given day in 2009, a decrease of 1.7 percent compared to 2008 (Table 6).
- Since 2006, there had been more U.S. West visitors than Japanese visitors on O‘ahu. In 2009, 1,255,017 U.S. West visitors (31.2% of all O‘ahu visitors) were on this island, compared to 1,132,226 visitors (28.1% of all O‘ahu visitors) from Japan.
- U.S. East visitors accounted for 23.9 percent, Canadians comprised 4.2 percent, Oceania visitors made up 3.2 percent and Other Asia visitors were 2.5 of all visitors to O‘ahu in 2009 (Table 57).
- Among the top four visitor markets, U.S. West and Japanese arrivals to O‘ahu was unchanged compared to 2008 while Canadian (-13.4%) and U.S. East (-6.7%) to this island were lower compared to 2008.

**Figure 17: 1999-2009 O‘ahu Visitor Arrivals by Selected MMA
(Arrivals by air)**



- Similar to 2007, more O‘ahu visitors in 2009 made their own travel arrangements (55.2%) than purchased packages (42.8%).
- There were more repeat visitors (59.7%) than first-time visitors (40.3%) to the state.
- Three out of four O‘ahu visitors stayed in hotels while in Hawai‘i, 11.5 percent stayed with friends or relatives, 9.9 percent stayed in condominiums and 6.3 percent stayed in timeshare

properties. More visitors stayed in timeshare properties (+7.7%) and with friends or relatives (+2.6%) but fewer stayed in hotels (-4.5%) and condominium properties (-8.6%) than in 2008.

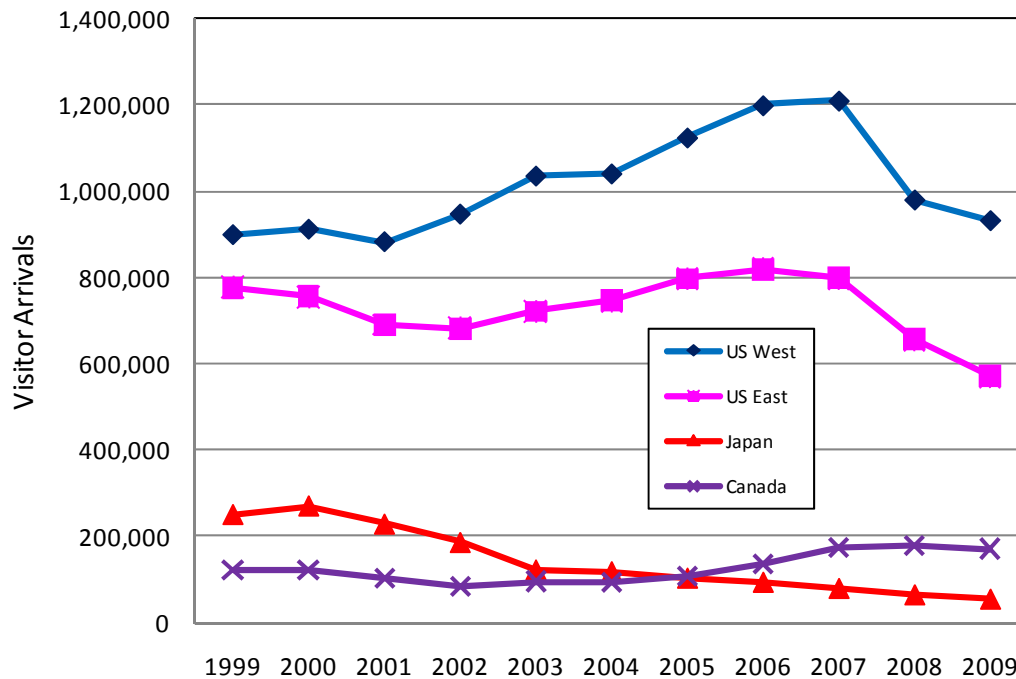
- The majority (71%) of the O‘ahu visitors came to the state for vacation; 11.3 percent visited friends or relatives; 8.9 percent came to honeymoon and 5.7 percent for meetings, conventions and incentives.
- Domestic arrivals to O‘ahu from Houston (+19.3%) and San Antonio (+13.6%) increased considerably compared to 2008 (Table 41 and Table 42).
- In 2009, visitor arrivals to O‘ahu from Korea jumped 34 percent compared to the previous year. There were also more visitors from Switzerland (+14.4%), Germany (+3.9%), Brazil (+3%) and Hong Kong (+1.5%) to this island compared to 2008 (Table 58).

ISLAND OF MAUI

Arrivals by air to Maui decreased 8.8 percent to 1,892,396 visitors in 2009 (Table 48).

- Over sixty percent (61.4%) of these visitors spent all their time on Maui while the rest went to other islands.
- The average daily census on Maui decreased 6.4 percent from 2008 to 41,608 visitors on any given day (Table 6).

**Figure 18: 1999-2009 Maui Visitor Arrivals by Selected MMA
(Arrivals by air)**



- The biggest share of visitors to Maui continued to be from U.S. West (49.2%), followed by U.S. East (30.2%), Canada (9%), Japan (2.9%) and Europe (2.1%) (Table 57). Arrivals to Maui from all top four visitor markets were lower compared to 2008.
- Repeat visitors accounted for 67.6 percent of the total visitors to Maui while 32.4 percent were first-time visitors.

- A higher percentage of Maui visitors in 2009 made their own travel arrangements (70.1%) compared to 2008 (67.7%).
- Over half (53.8%) of all Maui visitors stayed in hotels while in Hawai'i, 28.6 percent stayed in condominiums, 14.5 percent stayed in timeshare properties and 7.4 percent stayed with friends or relatives. All types of accommodations saw decreases in Maui visitors compared to 2008.
- The majority (82.3%) of Maui visitors came to Hawai'i for vacation; 7 percent came to honeymoon; 5.6 percent came for meetings, conventions and incentives and 6.5 percent came to visit friends or relatives.
- Maui experienced significant domestic visitor arrival growth from Anchorage (+48.9%) compared to 2008 (Table 41 and Table 42).
- Significantly more visitors from Korea (+32%) and Singapore (+26.5%) went to Maui in 2009, compared to the previous year (Table 58).

ISLAND OF MOLOKA'I⁷

A total of 48,339 visitors came by air to Moloka'i in 2009, down 29.8 percent compared to the previous year (Table 49).

- Most of those who went to Moloka'i also visited other islands while only 13.8 percent stayed on Moloka'i exclusively.
- The average daily census fell 22.2 percent to 647 visitors per day on this island in 2009 (Table 6).
- U.S. West and U.S. East continued to be the two largest markets to Moloka'i in 2009, with 42.8 percent and 32.7 percent of the visitors to this island, respectively (Table 57).
- Repeat visitors accounted for 64.2 percent while 35.8 percent were first-timers to the state.
- Nearly three out of four (72.2%) visitors to Moloka'i were independent travelers while the remainder purchased group tours (8%) or package trips (25.1%).
- Half (49.7%) stayed in hotels, 26.9 percent stayed in condominiums, 18.4 percent stayed with friends or relatives and 8.3 percent stayed in timeshare properties while in Hawai'i.
- Three-quarters (76.5%) of the Moloka'i visitors came to vacation while 14.6 percent visited friends or relatives.

ISLAND OF LĀNA'I⁷

Arrivals by air to Lāna'i fell 24.5 percent to 61,054 visitors in 2009 (Table 50).

- Only 15.9 percent of these visitors spent their entire time on this island.
- The average daily census showed 609 visitors on Lāna'i on any given day in 2009, down from 774 visitors in 2008 (Table 6).
- Four out of ten visitors to Lāna'i were from U.S. West, 38.2 percent were from U.S. East and 7.6 percent were from Canada (Table 57).
- More repeat visitors (66.1%) than first-timers (33.9%) went to Lāna'i. There were also more independent travelers to Lāna'i (70.4%) than those who purchased group tours (8.1%) or package trips (27%).

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.

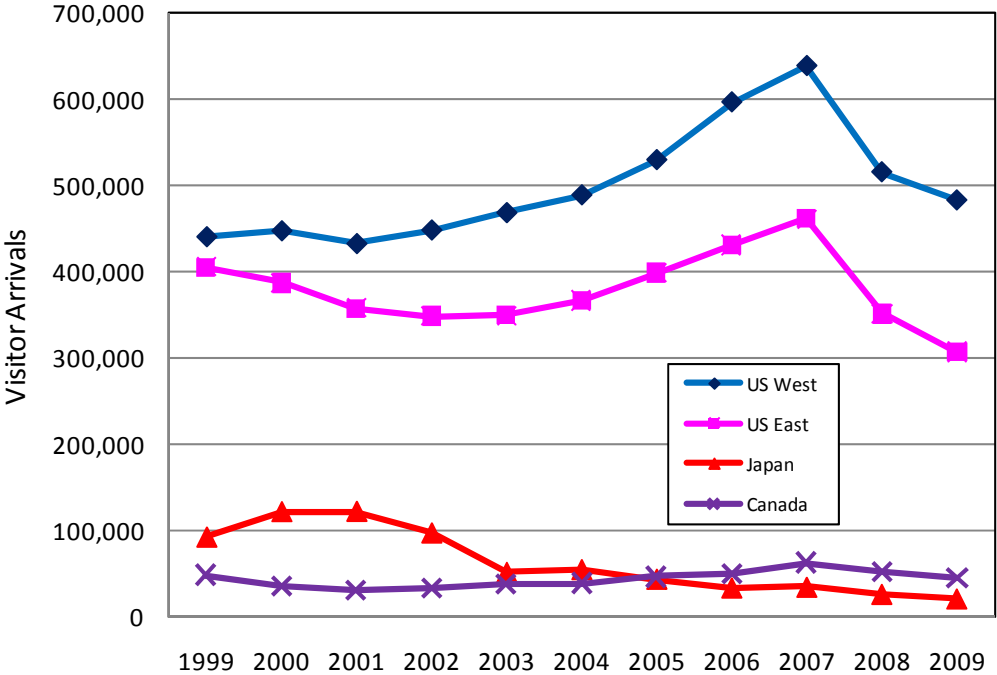
- The majority 66.3 percent of the Lānaʻi visitors stayed in hotels while in Hawaiʻi, 17.5 percent stayed in condominiums and 11.6 percent stayed with friends or relatives.
- Three-quarters (76.5%) of the Lānaʻi visitors in 2009 came to the state for a vacation; 9.8 percent came for meetings, conventions and incentives and 9.5 percent to visit friends or relatives.

ISLAND OF KAUAʻI

Arrivals by air to Kauaʻi declined 9.9 percent from 2008 to 928,112 visitors in 2009 (Table 51).

- Half (50.9%) of these visitors spent all their time on Kauaʻi.
- The average daily census fell 5.9 percent from 2008 to 18,690 visitors daily. (Table 6).
- The largest share of Kauaʻi’s visitors continued to be from U.S. West (52%), followed by U.S. East (33.1%), Canada (4.8%) and Japan (2.3%) (Table 57).

**Figure 19: 1999-2009 Kauaʻi Visitor Arrivals by Selected MMA
(Arrivals by air)**



- Repeat visitors comprised 68.9 percent while 31.1 percent were first-timers in 2009.
- Three out of four (74.9%) Kauaʻi visitors in 2009 were independent travelers, compared to 71.6 percent in 2008.
- Close to half (48.2%) of those who visited Kauaʻi stayed in hotels while in Hawaiʻi. In contrast to the previous year, more Kauaʻi visitors in 2009 stayed in timeshare properties (23.5%) than in condominium properties (22.1%).
- Except for a 5.5 percent increase in timeshare properties, all other types of accommodations experienced fewer Kauaʻi visitors compared to 2008.

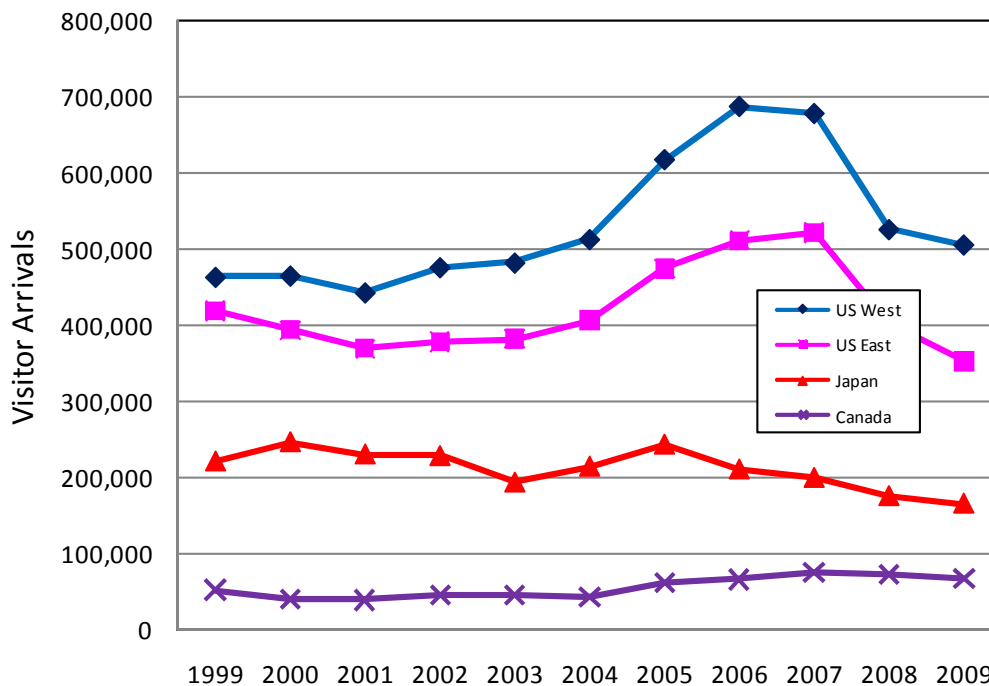
- Most of the visitors were in the state for vacation (83.2%); 7.4 percent visited friends or relatives; 7.1 percent honeymooned and 4.2 percent came for meetings, conventions and incentives.
- Considerably more Korean visitors went to Kāuaʻi (+48.1%) than in 2008. Visitors to this island from Switzerland (+10.2%), France (+9%) and Mexico (+8.8%) also increased compared to the previous year (Table 58).

HAWAIʻI ISLAND

In 2009, a total of 1,215,256 visitors by air to Hawaiʻi Island, down 8 percent from the previous year (Table 52).

- Two out of five (45.1%) visitors stayed exclusively on Hawaiʻi Island.
- The average daily census showed a 6.6 percent drop from 2008 to 23,204 visitors per day (Table 6).
- The U.S. West had the most visitors to Hawaiʻi Island in 2009 (41.6%), followed by the U.S. East (29%), Japan (13.6%) and Canada (5.5%) (Table 57).

Figure 20: 1999-2009 Hawaiʻi Island Visitor Arrivals by Selected MMA (Arrivals by air)



- There continued to be more repeat visitors (65.6%) than first-time visitors (34.4%) among those who went to this island.
- There was also a higher percentage of Hawaiʻi Island visitors who traveled independently (67%, up from 65.1% in 2008) instead of purchasing group tours (9%) or package trips (31.3%).
- Three out of five (59.9%) visitors to Hawaiʻi Island stayed in hotels while in the state, 18.1 percent stayed in condominiums, 11.7 percent stayed with friends or relatives, 11.4 percent stayed in timeshare properties, and 8.2 percent stayed on cruise ships. Accommodations with

friends or relatives were virtually unchanged, all other types of accommodations saw fewer Hawai'i Island visitors compared to 2008.

- The majority (78.5%) of the Hawai'i Island visitors came to the state for vacation, 10 percent came to visit friends or relatives; 6.5 percent honeymooned and 6.5 percent for meetings, conventions and incentives.
- Domestic arrivals to Hawai'i Island from Seattle (+12.4%) and Anchorage (+11.1%) noticeably increased compared to 2008 (Table 41 and Table 42).
- In 2009, the number of visitors from Korea (+46.8%), Singapore (+40.6%) and Hong Kong (+15.5%) who went to Hawai'i Island jumped by double-digits compared to the previous year. (Table 58).

HAWAI'I ISLAND (HILO SIDE)

Arrivals by air to Hilo fell 10.4 percent to 450,967 visitors in 2009 (Table 53).

- The average daily census showed 4,583 visitors present, 8.2 percent lower compared to 2008 (Table 6).
- The largest share of the visitors to Hilo was from the U.S. East (33.6%), followed by U.S. West (32.4%), Japan (14.6%) and Canada (5.5%) (Table 57).
- Over half (55.1) were repeat visitors to the state; and 61.5 percent traveled independently. Group tours accounted for 12.3 percent of Hilo visitors while package visitors were 36.3 percent.
- Two out of three (64.3%) visitors to Hilo stayed in hotels, 20.9 percent stayed on cruise ships, 14.3 percent stayed with friends or relatives, 11.8 percent stayed in condominium properties and 5.9 percent stayed in timeshare properties while in the state.

HAWAI'I ISLAND (KONA SIDE)

A total of 1,007,680 air visitors went to Kona in 2009, 8.4 percent lower than in 2008 (Table 54).

- The average daily census declined 6.2 percent from 2008 to 18,622 visitors (Table 6).
- The largest share of visitors to Kona was from U.S. West (44%), 29.2 percent was from U.S. East, 11.1 percent was from Japan and 6 percent was from Canada (Table 57).
- Repeat visitors accounted for 67.5 percent of the Kona visitors in 2009.
- There were also more visitors who traveled independently (68.5%) than those who purchased group tours (7.9%) or package trips (29.8%).
- Over half (58.4%) of the visitors to Kona stayed in hotels, 19.9 percent stayed in condominiums, 12.8 percent stayed in timeshares, 10.4 percent stayed with friends or relatives and 9.3 percent stayed on cruise ships and 9.6 percent while in the state.

SEASONALITY BY ISLAND

The average daily census statewide fell 4.3 percent from 2008 to 165,082 visitors in 2009 (Table 6). The decrease was not as steep on O'ahu (-1.7%) compared to Hawai'i Island (-6.6%), Maui (-6.4%) and Kaua'i (-5.9%). The busiest month statewide was July with 190,343 visitors per day. However peak months varied by island (Table 40). For most islands, visitation patterns for 2009 were similar to 2007, a more typical year in the state's visitor industry.

- **O‘ahu:** In 2009, July was the busiest month on O‘ahu with 93,549 visitors daily, followed by December (92,630 visitors daily) and August (90,539 visitors daily). The busiest month in 2008 was also July (92,059 visitors daily), followed by June (89,289 visitors daily) and January (88,632 visitors daily). In 2007, August, December, and July, respectively were the three most popular months.
- **Maui:** Similar to 2007, the two most popular months in 2009 were July (47,525 visitors daily) and December (47,422 visitors daily). In 2008, the busiest months were February (53,075 visitors daily), followed by March (52,605 visitors daily) and January (52,287 visitors daily).
- **Hawai‘i Island:** January (28,313 visitors daily) was the busiest month on Hawai‘i Island in 2009, followed by December (27,413 visitors daily) and February (27,113 visitors daily). This was the same travel pattern in 2007. January (35,089 visitors daily) was also the peak month on Hawai‘i Island in 2008, followed by February (30,121 visitors daily) and March (28,351 visitors daily).
- **Kaua‘i:** The busiest month for arrivals to Kaua‘i in 2009, was July with 22,636 visitors daily, followed by June with 21,919 visitors daily. This pattern did not change from 2007 and 2008.
- **Lāna‘i:** In 2009, December had the heaviest traffic on Lāna‘i with 744 visitors daily followed by February with 717 visitors daily. In 2008, March had the heaviest traffic on Lāna‘i with 961 visitors daily followed by February with 881 visitors daily. December was the peak month in 2007 with 1,085 visitors daily.
- **Moloka‘i:** In 2009, January was the peak month on Moloka‘i with 1,074 visitors daily, followed by December with 876 visitors daily. In 2008, January was the peak month on Moloka‘i 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: 2009 vs. 2008
(Arrivals by air)**

STATE	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	513,392	587,546	-12.6%	356,893	419,342	-14.9%	156,499	168,204	-7.0%
FEB	513,613	594,767	-13.6%	368,379	436,594	-15.6%	145,234	158,173	-8.2%
MAR	541,851	659,203	-17.8%	381,257	491,900	-22.5%	160,594	167,303	-4.0%
APR	530,417	538,420	-1.5%	390,668	405,155	-3.6%	139,749	133,265	4.9%
MAY	514,102	549,334	-6.4%	397,113	406,891	-2.4%	116,989	142,443	-17.9%
JUN	550,563	580,625	-5.2%	444,305	439,895	1.0%	106,258	140,730	-24.5%
JUL	621,751	613,592	1.3%	475,570	457,186	4.0%	146,181	156,406	-6.5%
AUG	608,522	606,336	0.4%	444,265	433,162	2.6%	164,257	173,174	-5.1%
SEPT	485,084	450,500	7.7%	333,372	312,035	6.8%	151,712	138,465	9.6%
OCT	494,926	496,386	-0.3%	350,645	355,211	-1.3%	144,281	141,175	2.2%
NOV	476,801	485,622	-1.8%	332,826	353,032	-5.7%	143,975	132,590	8.6%
DEC	569,425	551,105	3.3%	396,707	391,490	1.3%	172,718	159,615	8.2%
TOTAL	6,420,448	6,713,436	-4.4%	4,672,001	4,901,893	-4.7%	1,748,447	1,811,543	-3.5%
O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	318,134	362,746	-12.3%	182,420	217,141	-16.0%	135,714	145,605	-6.8%
FEB	314,425	364,374	-13.7%	189,315	225,002	-15.9%	125,110	139,372	-10.2%
MAR	326,149	394,135	-17.2%	186,087	242,915	-23.4%	140,062	151,220	-7.4%
APR	329,652	329,043	0.2%	205,942	210,307	-2.1%	123,710	118,736	4.2%
MAY	325,688	349,619	-6.8%	216,975	216,686	0.1%	108,713	132,933	-18.2%
JUN	329,899	362,440	-9.0%	233,752	232,328	0.6%	96,147	130,112	-26.1%
JUL	388,763	391,587	-0.7%	251,954	243,254	3.6%	136,809	148,333	-7.8%
AUG	385,429	379,127	1.7%	232,651	221,578	5.0%	152,778	157,549	-3.0%
SEPT	327,705	294,147	11.4%	186,263	165,881	12.3%	141,442	128,266	10.3%
OCT	316,158	316,134	0.0%	181,901	187,142	-2.8%	134,257	128,992	4.1%
NOV	302,191	305,206	-1.0%	171,015	185,045	-7.6%	131,176	120,161	9.2%
DEC	360,695	345,129	4.5%	208,525	207,616	0.4%	152,170	137,513	10.7%
TOTAL	4,024,888	4,193,685	-4.0%	2,446,800	2,554,895	-4.2%	1,578,089	1,638,790	-3.7%
KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	70,860	94,664	-25.1%	64,342	83,889	-23.3%	6,518	10,775	-39.5%
FEB	71,532	90,236	-20.7%	65,283	81,598	-20.0%	6,249	8,638	-27.7%
MAR	73,011	98,679	-26.0%	65,666	89,636	-26.7%	7,345	9,043	-18.8%
APR	76,054	83,227	-8.6%	69,696	76,291	-8.6%	6,358	6,936	-8.3%
MAY	81,849	87,584	-6.5%	78,118	81,238	-3.8%	3,730	6,346	-41.2%
JUN	87,719	96,018	-8.6%	82,628	89,150	-7.3%	5,091	6,868	-25.9%
JUL	95,422	100,029	-4.6%	89,654	92,481	-3.1%	5,768	7,548	-23.6%
AUG	86,317	91,451	-5.6%	80,408	85,081	-5.5%	5,909	6,370	-7.2%
SEPT	71,501	70,419	1.5%	66,655	64,811	2.8%	4,846	5,608	-13.6%
OCT	73,192	74,985	-2.4%	68,245	68,776	-0.8%	4,947	6,209	-20.3%
NOV	62,769	67,871	-7.5%	58,816	61,774	-4.8%	3,952	6,097	-35.2%
DEC	77,887	75,485	3.2%	67,088	66,052	1.6%	10,800	9,433	14.5%
TOTAL	928,112	1,030,647	-9.9%	856,599	940,777	-8.9%	71,513	89,870	-20.4%

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

Table 39: Visitor Arrivals by Island and Month: 2009 vs. 2008 (continued)
(Arrivals by air)

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	158,992	194,482	-18.2%	129,854	164,611	-21.1%	29,139	29,871	-2.5%
FEB	155,773	195,941	-20.5%	132,487	165,422	-19.9%	23,286	30,519	-23.7%
MAR	162,329	216,019	-24.9%	136,674	189,596	-27.9%	25,655	26,423	-2.9%
APR	159,588	174,059	-8.3%	137,209	152,090	-9.8%	22,379	21,969	1.9%
MAY	148,625	172,325	-13.8%	132,628	151,862	-12.7%	15,997	20,463	-21.8%
JUN	179,407	188,555	-4.9%	165,483	169,233	-2.2%	13,924	19,322	-27.9%
JUL	193,017	192,590	0.2%	176,951	174,517	1.4%	16,066	18,073	-11.1%
AUG	180,027	186,656	-3.6%	163,286	162,975	0.2%	16,741	23,681	-29.3%
SEPT	137,881	136,260	1.2%	122,840	117,963	4.1%	15,041	18,297	-17.8%
OCT	145,918	153,451	-4.9%	130,434	134,148	-2.8%	15,484	19,303	-19.8%
NOV	141,470	146,964	-3.7%	120,114	127,608	-5.9%	21,356	19,356	10.3%
DEC	169,331	171,740	-1.4%	140,488	140,484	0.0%	28,842	31,256	-7.7%
TOTAL	1,932,357	2,129,042	-9.2%	1,688,448	1,850,510	-8.8%	243,909	278,532	-12.4%
MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	155,297	189,575	-18.1%	126,646	160,153	-20.9%	28,650	29,422	-2.6%
FEB	152,294	190,756	-20.2%	129,348	160,658	-19.5%	22,946	30,098	-23.8%
MAR	158,711	211,003	-24.8%	133,509	184,889	-27.8%	25,203	26,114	-3.5%
APR	156,415	169,929	-8.0%	134,259	148,267	-9.4%	22,156	21,662	2.3%
MAY	145,399	167,831	-13.4%	129,869	147,922	-12.2%	15,530	19,909	-22.0%
JUN	176,358	184,407	-4.4%	162,502	165,557	-1.8%	13,856	18,850	-26.5%
JUL	189,646	188,514	0.6%	173,803	170,926	1.7%	15,843	17,588	-9.9%
AUG	176,690	181,179	-2.5%	160,243	159,602	0.4%	16,447	21,577	-23.8%
SEPT	134,833	132,593	1.7%	120,018	115,260	4.1%	14,815	17,333	-14.5%
OCT	142,786	148,861	-4.1%	127,451	130,462	-2.3%	15,335	18,399	-16.7%
NOV	138,509	143,736	-3.6%	117,434	124,548	-5.7%	21,076	19,188	9.8%
DEC	165,458	167,417	-1.2%	136,888	136,745	0.1%	28,570	30,672	-6.9%
TOTAL	1,892,396	2,075,800	-8.8%	1,651,970	1,804,988	-8.5%	240,427	270,812	-11.2%
MOLO-KA'I	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	4,960	7,425	-33.2%	3,936	5,727	-31.3%	1,024	1,698	-39.7%
FEB	4,213	7,503	-43.8%	3,476	5,485	-36.6%	738	2,018	-63.4%
MAR	4,213	6,914	-39.1%	3,144	5,487	-42.7%	1,069	1,427	-25.1%
APR	4,089	5,427	-24.7%	3,244	4,383	-26.0%	845	1,044	-19.0%
MAY	3,694	6,006	-38.5%	3,191	4,341	-26.5%	502	1,665	-69.8%
JUN	3,584	6,042	-40.7%	3,406	3,928	-13.3%	178	2,114	-91.6%
JUL	4,636	5,128	-9.6%	3,982	4,328	-8.0%	654	800	-18.2%
AUG	3,630	6,542	-44.5%	3,519	3,709	-5.1%	111	2,833	-96.1%
SEPT	3,538	4,569	-22.6%	3,186	2,986	6.7%	352	1,583	-77.8%
OCT	3,679	5,141	-28.4%	3,384	3,674	-7.9%	296	1,467	-79.8%
NOV	3,571	3,776	-5.4%	2,893	3,310	-12.6%	678	466	45.5%
DEC	4,532	4,409	2.8%	3,718	3,658	1.6%	814	751	8.4%
TOTAL	48,339	68,883	-29.8%	41,077	51,017	-19.5%	7,262	17,866	-59.4%
LĀNA'I	TOTAL			DOMESTIC	DOMESTIC	%	INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	5,304	8,262	-35.8%	4,277	6,515	-34.4%	1,027	1,747	-41.2%
FEB	5,053	8,513	-40.6%	4,454	6,464	-31.1%	599	2,049	-70.8%
MAR	5,498	8,379	-34.4%	4,325	6,879	-37.1%	1,173	1,500	-21.8%
APR	5,148	6,280	-18.0%	4,407	5,319	-17.1%	742	961	-22.8%
MAY	5,024	6,976	-28.0%	4,298	5,723	-24.9%	726	1,253	-42.1%
JUN	5,413	7,217	-25.0%	5,012	5,807	-13.7%	402	1,410	-71.5%
JUL	5,486	6,011	-8.7%	4,724	5,335	-11.4%	762	676	12.7%
AUG	5,072	6,319	-19.7%	4,471	5,633	-20.6%	601	686	-12.4%
SEPT	4,719	5,537	-14.8%	4,257	4,337	-1.9%	462	1,200	-61.5%
OCT	4,301	6,313	-31.9%	3,909	5,212	-25.0%	392	1,101	-64.4%
NOV	4,296	5,170	-16.9%	3,689	4,398	-16.1%	607	772	-21.3%
DEC	5,740	5,891	-2.6%	4,719	4,446	6.1%	1,021	1,445	-29.4%
TOTAL	61,054	80,867	-24.5%	52,541	66,066	-20.5%	8,513	14,801	-42.5%

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

Source: Hawai'i Tourism Authority

Table 39: Visitor Arrivals by Island and Month: 2009 vs. 2008 (continued)
(Arrivals by air)

HAWAII ISLAND	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	101,898	137,445	-25.9%	78,165	104,563	-25.2%	23,733	32,882	-27.8%
FEB	103,048	124,385	-17.2%	79,505	98,337	-19.2%	23,543	26,048	-9.6%
MAR	106,031	133,389	-20.5%	79,966	106,474	-24.9%	26,064	26,915	-3.2%
APR	106,779	104,211	2.5%	81,826	81,456	0.5%	24,952	22,755	9.7%
MAY	90,980	100,951	-9.9%	74,492	81,530	-8.6%	16,487	19,421	-15.1%
JUN	106,732	111,764	-4.5%	88,487	89,722	-1.4%	18,245	22,042	-17.2%
JUL	118,502	115,432	2.7%	96,731	93,904	3.0%	21,771	21,528	1.1%
AUG	108,079	118,467	-8.8%	86,515	87,577	-1.2%	21,564	30,890	-30.2%
SEPT	84,793	78,608	7.9%	62,988	58,121	8.4%	21,805	20,487	6.4%
OCT	91,768	97,220	-5.6%	71,399	74,095	-3.6%	20,369	23,125	-11.9%
NOV	87,235	93,414	-6.6%	66,744	69,304	-3.7%	20,491	24,110	-15.0%
DEC	109,413	105,988	3.2%	84,025	80,963	3.8%	25,387	25,025	1.4%
TOTAL	1,215,256	1,321,277	-8.0%	950,843	1,026,048	-7.3%	264,413	295,229	-10.4%
HILO SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	36,947	57,148	-35.3%	25,861	41,031	-37.0%	11,085	16,117	-31.2%
FEB	33,597	46,471	-27.7%	25,288	34,499	-26.7%	8,309	11,972	-30.6%
MAR	38,170	52,102	-26.7%	24,798	38,537	-35.7%	13,372	13,565	-1.4%
APR	40,780	40,474	0.8%	29,063	29,426	-1.2%	11,717	11,048	6.1%
MAY	36,036	40,605	-11.3%	28,272	30,833	-8.3%	7,764	9,772	-20.6%
JUN	39,769	40,230	-1.1%	31,157	30,650	1.7%	8,612	9,580	-10.1%
JUL	44,405	43,875	1.2%	34,611	33,310	3.9%	9,794	10,565	-7.3%
AUG	38,993	42,210	-7.6%	30,355	28,891	5.1%	8,639	13,319	-35.1%
SEPT	34,027	30,858	10.3%	25,187	22,236	13.3%	8,841	8,622	2.5%
OCT	34,294	35,647	-3.8%	25,149	26,406	-4.8%	9,144	9,241	-1.0%
NOV	31,969	34,061	-6.1%	21,952	23,463	-6.4%	10,017	10,598	-5.5%
DEC	41,979	39,768	5.6%	29,415	27,614	6.5%	12,564	12,154	3.4%
TOTAL	450,967	503,449	-10.4%	331,108	366,896	-9.8%	119,859	136,553	-12.2%
KONA SIDE	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
JAN	84,300	115,590	-27.1%	67,584	90,361	-25.2%	16,716	25,229	-33.7%
FEB	86,974	105,466	-17.5%	68,966	84,684	-18.6%	18,008	20,782	-13.3%
MAR	87,555	109,250	-19.9%	69,762	90,822	-23.2%	17,793	18,428	-3.4%
APR	89,888	86,686	3.7%	70,809	69,868	1.3%	19,079	16,818	13.4%
MAY	74,243	82,546	-10.1%	63,132	68,953	-8.4%	11,111	13,593	-18.3%
JUN	88,308	94,233	-6.3%	75,625	77,134	-2.0%	12,683	17,099	-25.8%
JUL	98,913	95,659	3.4%	82,736	80,066	3.3%	16,177	15,593	3.7%
AUG	90,763	98,970	-8.3%	74,506	75,905	-1.8%	16,257	23,065	-29.5%
SEPT	69,599	64,477	7.9%	53,290	49,040	8.7%	16,308	15,437	5.6%
OCT	75,730	82,110	-7.8%	61,307	63,602	-3.6%	14,424	18,508	-22.1%
NOV	71,144	78,928	-9.9%	57,640	59,814	-3.6%	13,504	19,114	-29.4%
DEC	90,263	86,641	4.2%	71,552	69,113	3.5%	18,712	17,528	6.8%
TOTAL	1,007,680	1,100,555	-8.4%	816,907	879,360	-7.1%	190,773	221,195	-13.8%

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

**Table 40: 2009 Average Daily Census by Island and Month
(Arrivals by air)**

2009 TOTAL	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL
O'ahu	81,449	79,342	73,750	77,391	74,326	86,221	93,549	90,539	74,685	68,244	71,292	92,630	80,324
Maui County	49,226	47,628	43,116	40,705	35,433	47,984	48,701	43,073	33,449	37,335	38,794	49,042	42,864
....Maui	47,473	46,137	41,849	39,592	34,371	46,757	47,525	42,049	32,354	36,201	37,682	47,422	41,608
....Moloka'i	1,074	774	650	536	490	573	592	477	515	611	595	876	647
....Lāna'i	678	717	617	576	573	655	584	547	581	523	517	744	609
Kaua'i	19,599	19,860	17,332	17,480	18,827	21,919	22,636	19,501	15,903	16,664	15,435	19,109	18,690
Hawai'i Island	28,313	27,113	23,498	23,036	18,294	24,304	25,457	23,010	17,857	19,981	20,319	27,413	23,204
....Hilo	5,381	4,578	4,230	4,682	3,980	5,030	5,034	4,904	3,788	3,912	3,953	5,490	4,583
...Kona	22,932	22,535	19,268	18,354	14,314	19,274	20,423	18,105	14,069	16,069	16,366	21,923	18,622
TOTAL DOM and INT'L	178,587	173,943	157,696	158,611	146,880	180,429	190,343	176,122	141,893	142,224	145,840	188,194	165,082
DOMESTIC													
O'ahu	54,526	51,927	45,559	50,140	53,111	63,574	64,614	58,654	45,798	44,188	45,008	59,599	53,088
Maui County	40,592	41,290	36,214	35,050	32,191	44,152	45,157	40,077	30,391	34,216	33,353	41,355	37,831
....Maui	39,046	39,951	35,117	34,035	31,226	42,969	44,051	39,095	29,349	33,129	32,318	39,843	36,673
....Moloka'i	943	717	530	471	447	563	565	473	498	584	544	818	596
....Lāna'i	603	623	567	544	518	620	541	509	544	502	491	694	563
Kaua'i	18,625	18,478	16,346	16,544	18,377	21,057	21,687	18,902	15,428	16,104	14,955	17,565	17,843
Hawai'i Island	24,809	23,233	19,999	18,994	16,629	22,290	22,875	20,371	15,167	17,725	18,035	23,975	20,337
....Hilo	4,694	3,939	3,259	3,494	3,512	4,568	4,548	4,287	3,138	3,463	3,330	4,672	3,912
...Kona	20,115	19,294	16,740	15,499	13,117	17,722	18,327	16,084	12,029	14,261	14,705	19,303	16,425
TOTAL DOMESTIC	138,552	134,928	118,117	120,728	120,307	151,074	154,333	138,005	106,784	112,232	111,350	142,495	129,100
INTERNATIONAL													
O'ahu	26,923	27,415	28,191	27,251	21,215	22,647	28,936	31,884	28,887	24,056	26,285	33,031	27,236
Maui County	8,634	6,338	6,902	5,654	3,242	3,832	3,543	2,995	3,058	3,120	5,441	7,687	5,032
....Maui	8,428	6,186	6,732	5,558	3,145	3,788	3,474	2,953	3,004	3,072	5,364	7,579	4,936
....Moloka'i	131	58	121	65	43	10	26	5	17	27	52	58	51
....Lāna'i	75	94	49	32	54	35	43	37	37	21	25	50	46
Kaua'i	974	1,382	986	936	450	862	949	599	475	560	480	1,543	847
Hawai'i Island	3,504	3,881	3,500	4,043	1,665	2,014	2,583	2,638	2,689	2,256	2,284	3,437	2,868
....Hilo	687	639	971	1,188	468	462	486	617	650	448	623	818	671
...Kona	2,817	3,241	2,528	2,855	1,197	1,552	2,096	2,021	2,040	1,808	1,661	2,619	2,196
TOTAL INT'L	40,035	39,016	39,579	37,884	26,573	29,355	36,010	38,116	35,109	29,992	34,490	45,699	35,983

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

**Table 41: 2009 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	13,841	6,602	4,714	4,627	122	145	3,170	2,920	1,070	2,508
Anchorage	35,134	17,791	13,183	12,828	472	266	4,268	6,584	1,787	5,821
Atlanta	36,516	23,122	13,017	12,670	277	632	6,601	8,229	3,529	6,913
Austin	21,563	11,301	8,186	7,968	221	281	4,670	4,951	2,044	4,101
Bakersfield	11,752	5,687	4,020	3,951	88	104	2,125	2,075	606	1,816
Bellingham	11,274	3,973	4,251	4,167	100	61	2,280	2,280	607	2,021
Boise	15,852	6,600	5,972	5,901	86	155	3,100	3,186	846	2,886
Boston	51,318	29,657	20,428	19,965	473	825	11,417	11,742	4,912	9,592
Charlotte	9,597	5,890	3,606	3,552	74	141	1,833	2,216	903	1,870
Chicago	98,844	47,764	45,207	44,296	858	1,690	19,748	21,594	7,185	19,008
Cincinnati	15,107	8,439	6,804	6,663	223	273	3,258	3,515	1,489	2,980
Cleveland	16,020	9,937	6,790	6,642	190	235	3,336	3,962	1,810	3,243
Colorado Springs	15,613	8,701	4,626	4,553	125	124	3,059	2,800	1,056	2,406
Columbus	11,925	6,582	4,962	4,851	156	185	2,504	3,137	1,218	2,731
Dallas	75,228	39,398	31,143	30,457	669	1,270	14,527	14,309	5,264	12,267
Denver	84,041	33,805	32,606	31,844	751	1,139	18,770	19,006	5,693	16,863
Detroit	33,152	19,002	14,268	14,005	317	476	6,898	7,302	2,965	6,154
Eugene	14,218	5,236	5,829	5,707	165	115	2,492	3,072	932	2,722
Fort Collins	7,699	3,082	2,974	2,880	98	97	1,936	1,801	629	1,595
Fresno	17,993	8,211	6,704	6,593	130	178	3,137	3,245	905	2,915
Hartford	10,420	6,656	4,067	3,971	124	183	2,249	2,529	1,121	2,091
Houston	59,726	39,689	20,415	19,892	531	918	11,282	12,383	5,897	9,810
Indianapolis	13,026	6,988	5,428	5,300	145	203	2,711	2,963	1,141	2,544
Jacksonville, FL	7,367	5,124	2,306	2,242	83	136	1,375	1,684	805	1,366
Kansas City	20,699	10,994	8,215	8,027	173	332	4,175	4,333	1,820	3,609
Las Vegas	55,110	33,857	16,181	15,806	402	527	7,566	8,625	3,190	6,973
Los Angeles	624,890	298,647	215,526	211,026	3,716	5,699	106,349	107,468	28,646	94,800
Miami	14,832	9,852	5,878	5,747	161	298	2,963	4,008	1,924	3,386
Milwaukee	13,401	7,575	5,811	5,685	185	212	2,860	3,202	1,376	2,735
Minneapolis	48,507	26,482	18,691	18,298	462	522	9,660	10,696	3,688	9,331
Modesto	11,017	4,667	4,386	4,310	87	104	1,914	1,888	527	1,684
Nashville	9,890	5,813	3,938	3,860	65	145	1,757	2,155	925	1,807
New York	141,273	89,115	59,567	58,125	1,437	2,701	31,100	34,392	14,287	28,731
Norfolk	16,106	13,162	3,148	3,068	119	126	2,100	2,559	1,294	1,964
Oklahoma City	10,476	6,149	3,888	3,798	122	143	1,830	2,221	945	1,909
Omaha	9,040	4,798	3,343	3,271	84	88	1,538	2,118	748	1,776
Orlando	12,189	8,097	4,244	4,176	136	177	2,361	2,748	1,235	2,309
Philadelphia	37,427	22,690	15,365	14,978	456	637	8,207	9,474	4,093	7,907
Phoenix	104,518	47,471	38,437	37,661	840	1,104	22,138	19,461	6,111	17,143
Pittsburgh	13,487	8,377	5,319	5,210	104	220	2,737	3,677	1,634	3,096
Portland	143,940	54,684	61,574	60,395	1,319	1,317	23,565	26,369	7,633	22,946
Provo	17,249	9,739	5,429	5,354	123	170	3,321	2,337	818	2,056
Raleigh	10,563	6,485	3,949	3,829	110	174	2,312	2,898	1,300	2,392
Reno	14,919	5,818	5,476	5,357	94	173	2,754	3,601	871	3,266
Sacramento	92,336	40,848	33,646	33,024	577	800	17,842	16,139	4,699	14,063
Saint Louis	23,569	13,313	9,465	9,260	232	388	4,731	4,939	1,970	4,260
Salinas	11,764	5,241	3,727	3,598	101	116	2,303	2,397	569	2,136
Salt Lake City	54,959	26,621	20,637	20,240	382	565	11,562	8,763	2,912	7,676
San Antonio	18,231	12,474	5,194	5,069	161	222	2,700	3,179	1,403	2,541
San Diego	137,152	67,300	43,803	42,654	961	1,369	27,086	23,962	6,755	20,981
San Francisco	484,868	224,093	161,831	158,127	3,119	4,336	82,796	91,692	24,549	80,379
San Luis/Obispo	11,300	4,113	3,734	3,632	110	79	2,829	2,540	729	2,212
Santa Barbara	17,033	6,850	5,624	5,479	172	178	3,850	3,508	852	3,127
Seattle	301,223	131,792	109,766	107,673	2,283	2,067	47,569	54,920	14,736	49,154
Spokane	18,390	7,492	7,258	7,163	158	117	3,058	3,435	838	3,126
Stockton	16,164	8,227	5,423	5,295	124	143	2,575	2,634	780	2,249
Tampa	14,014	9,254	5,097	4,967	183	244	2,830	3,661	1,758	3,027
Tucson	18,605	8,758	6,227	6,094	153	191	4,107	4,176	1,485	3,601
Tulsa	7,979	4,507	3,035	2,969	103	112	1,439	1,567	630	1,345
Washington	97,612	67,451	27,655	26,922	763	1,156	16,714	20,426	8,639	16,631

Source: Hawai'i Tourism Authority

**Table 42: 2009 Domestic U.S. Visitor Arrival Growth by Island from Top U.S. MSAs
(% change over 2008)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Albuquerque	-5.5%	-12.1%	-5.8%	-5.5%	-12.1%	-4.5%	-0.3%	-5.8%	-10.3%	-2.8%
Anchorage	16.5%	-6.0%	45.7%	48.9%	-4.3%	8.4%	-5.7%	11.1%	1.4%	14.5%
Atlanta	-9.9%	-11.5%	-14.1%	-14.2%	-35.0%	-19.6%	-6.4%	-12.7%	-12.4%	-11.0%
Austin	1.0%	4.6%	-3.4%	-3.5%	12.1%	-16.0%	1.8%	-2.4%	-0.8%	-2.5%
Bakersfield	-9.2%	-11.1%	-13.4%	-12.7%	-11.2%	-37.3%	0.3%	-14.4%	-20.2%	-14.6%
Bellingham	6.2%	4.7%	0.7%	1.1%	5.3%	-26.1%	-2.1%	16.4%	-0.9%	20.2%
Boise	4.2%	6.6%	3.1%	4.2%	-47.4%	-20.3%	-10.7%	-1.7%	-12.5%	0.1%
Boston	-6.3%	-3.4%	-11.5%	-11.5%	-23.1%	-16.5%	-11.1%	-17.3%	-15.7%	-18.4%
Charlotte	-12.8%	-10.4%	-18.0%	-18.1%	-35.3%	-31.3%	-20.0%	-26.4%	-28.0%	-26.7%
Chicago	-11.4%	-11.7%	-14.9%	-14.7%	-24.7%	-21.1%	-15.2%	-14.6%	-20.9%	-13.8%
Cincinnati	-17.8%	-24.3%	-16.9%	-17.0%	-24.6%	-8.0%	-19.8%	-26.3%	-31.2%	-26.9%
Cleveland	-15.2%	-13.4%	-20.3%	-20.2%	-28.1%	-39.9%	-22.6%	-24.1%	-28.4%	-25.5%
Colorado Springs	3.0%	3.0%	-4.2%	-2.9%	-8.8%	-39.1%	0.5%	-11.7%	-7.7%	-10.7%
Columbus	-5.8%	-12.1%	-8.5%	-8.2%	-27.3%	-10.1%	-11.8%	-1.1%	-16.4%	3.4%
Dallas	-1.3%	-0.7%	-3.1%	-2.9%	1.4%	-14.0%	-7.5%	-5.0%	-8.8%	-4.6%
Denver	-3.1%	-5.0%	-6.2%	-5.9%	-18.8%	-17.0%	-6.1%	-2.9%	-5.3%	-3.4%
Detroit	-14.8%	-13.3%	-21.7%	-21.6%	-40.8%	-29.2%	-21.7%	-23.2%	-26.8%	-23.3%
Eugene	0.0%	-0.5%	4.0%	4.5%	-14.7%	-10.4%	-13.9%	-4.0%	-13.1%	-1.2%
Fort Collins	-5.5%	-6.8%	-4.7%	-4.3%	-6.3%	-15.2%	-4.5%	-8.8%	-12.2%	-6.1%
Fresno	-2.2%	3.5%	-7.7%	-7.7%	-22.8%	-7.0%	-6.4%	0.0%	-4.3%	2.1%
Hartford	-9.8%	-8.2%	-15.5%	-15.6%	-18.7%	-10.0%	-12.8%	-10.6%	-10.4%	-9.1%
Houston	11.8%	19.3%	3.9%	3.9%	7.0%	1.0%	4.4%	8.8%	18.1%	5.8%
Indianapolis	-9.2%	-13.9%	-14.6%	-14.6%	-19.4%	-25.1%	-16.4%	-17.5%	-30.2%	-17.5%
Jacksonville, FL	-12.4%	-12.8%	-19.2%	-19.2%	-27.3%	-20.0%	-16.0%	-17.4%	-20.1%	-18.2%
Kansas City	-6.4%	-9.7%	-9.5%	-10.0%	-10.7%	-10.5%	-7.6%	-12.1%	-5.7%	-15.5%
Las Vegas	-2.4%	4.3%	-12.5%	-12.2%	-15.5%	-16.5%	-6.6%	-7.3%	-1.7%	-10.5%
Los Angeles	-4.0%	-1.9%	-8.4%	-8.1%	-18.8%	-23.2%	-4.2%	-5.1%	-2.0%	-5.3%
Miami	-11.6%	-9.6%	-16.9%	-17.0%	-23.7%	-27.8%	-15.4%	-14.2%	-10.3%	-13.4%
Milwaukee	-9.9%	-9.7%	-12.6%	-12.7%	-28.3%	-5.4%	-16.9%	-20.7%	-16.6%	-20.7%
Minneapolis	-12.0%	-11.3%	-18.9%	-18.8%	-25.5%	-35.5%	-13.7%	-12.4%	-17.7%	-10.1%
Modesto	-5.4%	-5.2%	-6.4%	-6.5%	-5.6%	2.5%	3.0%	-11.0%	-10.5%	-9.5%
Nashville	-7.2%	-7.3%	-10.7%	-9.9%	-52.7%	-30.4%	-14.2%	-11.6%	-9.9%	-12.8%
New York	-3.2%	-0.5%	-7.4%	-7.2%	-12.7%	-17.1%	-8.8%	-9.1%	-3.8%	-9.3%
Norfolk	-8.6%	-5.4%	-23.7%	-23.1%	-23.7%	-35.3%	-23.1%	-14.5%	-17.5%	-16.5%
Oklahoma City	-1.7%	0.1%	-8.9%	-8.6%	-21.1%	-5.7%	-2.5%	5.0%	4.7%	7.3%
Omaha	-0.3%	-3.5%	-7.7%	-7.8%	-14.5%	-40.3%	-7.1%	4.6%	-0.1%	1.6%
Orlando	-10.9%	-11.5%	-15.5%	-15.6%	27.4%	-25.5%	-16.9%	-17.6%	-20.7%	-16.3%
Philadelphia	-11.1%	-9.4%	-16.3%	-16.3%	-24.9%	-26.0%	-16.1%	-12.3%	-12.0%	-12.9%
Phoenix	-8.1%	-7.5%	-9.8%	-9.7%	-15.9%	-20.3%	-10.8%	-14.0%	-14.4%	-14.1%
Pittsburgh	-9.0%	-6.4%	-17.4%	-17.3%	-42.9%	-13.2%	-12.6%	-8.5%	-12.7%	-7.7%
Portland	4.5%	-1.1%	12.9%	13.5%	-19.7%	-9.5%	-10.0%	-3.2%	-4.0%	-3.5%
Provo	-6.1%	-13.0%	-7.5%	-6.0%	-41.2%	-13.0%	-8.6%	-9.0%	-22.2%	-4.4%
Raleigh	-11.9%	-10.0%	-11.5%	-12.0%	-16.1%	-9.2%	-10.4%	-9.3%	-5.5%	-9.7%
Reno	-8.9%	-4.8%	-13.5%	-12.7%	-27.5%	-22.8%	-9.2%	-9.5%	-14.9%	-9.7%
Sacramento	-6.8%	1.5%	-14.0%	-14.0%	-33.9%	-12.2%	-10.0%	-9.2%	-9.5%	-9.4%
Saint Louis	-10.1%	-11.0%	-16.7%	-16.8%	-23.5%	-21.5%	-17.2%	-22.1%	-28.7%	-21.9%
Salinas	-3.7%	-0.9%	-10.9%	-11.3%	-17.0%	-8.9%	2.8%	-6.3%	-12.3%	-4.3%
Salt Lake City	-6.9%	-15.9%	-5.6%	-5.3%	-30.0%	-12.2%	-2.1%	0.4%	-10.9%	2.4%
San Antonio	10.0%	13.6%	2.2%	2.6%	-8.5%	0.4%	-6.1%	-0.7%	-3.5%	-0.5%
San Diego	-7.7%	-1.3%	-15.1%	-15.0%	-26.5%	-14.8%	-7.4%	-9.7%	-9.1%	-9.2%
San Francisco	-2.5%	5.5%	-7.5%	-7.1%	-16.4%	-22.0%	-6.9%	-7.5%	-6.2%	-8.3%
San Luis/Obispo	-5.8%	-3.1%	-13.6%	-12.0%	-35.6%	-48.3%	-2.6%	-7.8%	-20.8%	-4.8%
Santa Barbara	-3.7%	-2.5%	-6.6%	-5.5%	-11.5%	-28.7%	-4.5%	-4.9%	-10.8%	-4.2%
Seattle	6.9%	7.9%	1.8%	2.3%	-11.0%	-26.0%	-6.9%	12.4%	9.2%	14.8%
Spokane	0.0%	-2.7%	-1.4%	-1.2%	-5.2%	-27.9%	-15.2%	-1.3%	-10.4%	0.8%
Stockton	-4.4%	4.9%	-16.3%	-16.5%	-25.5%	7.0%	-6.5%	-3.6%	-0.6%	-4.6%
Tampa	-11.6%	-10.6%	-18.7%	-18.9%	-19.2%	-21.6%	-15.8%	-14.9%	-13.1%	-16.5%
Tucson	-5.8%	-3.6%	-9.8%	-8.8%	-39.2%	-27.4%	-9.4%	-9.9%	-7.7%	-10.5%
Tulsa	0.3%	2.6%	-6.8%	-6.7%	-11.4%	-13.3%	-7.8%	-10.6%	-16.8%	-8.3%
Washington	-3.9%	-2.6%	-11.6%	-11.2%	-24.3%	-25.5%	-9.3%	-12.0%	-11.9%	-13.1%

Source: Hawai'i Tourism Authority

**Table 43: 2009 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	18,766	12,899	5,451	5,309	167	256	3,684	3,949	1,862	3,237
Alaska	66,076	32,532	23,983	23,219	1,026	492	8,888	14,066	4,394	12,083
Arizona	140,163	64,650	49,989	48,901	1,162	1,488	30,044	27,395	9,036	23,870
Arkansas	14,013	8,529	4,781	4,685	119	209	2,484	2,962	1,306	2,433
California	1,490,479	696,156	507,224	496,040	9,661	13,585	264,283	269,357	73,408	236,660
Colorado	128,870	53,825	48,059	46,894	1,228	1,627	29,336	29,066	9,164	25,678
Connecticut	22,878	13,617	9,345	9,115	240	429	4,911	5,565	2,157	4,692
Delaware	4,565	2,984	1,655	1,633	58	48	979	1,154	496	959
Florida	85,249	56,685	30,622	29,886	1,037	1,489	17,231	21,578	10,335	17,764
Georgia	51,144	33,493	17,508	17,079	418	834	9,150	11,427	5,207	9,482
Idaho	36,626	15,507	13,282	13,032	280	322	7,332	7,808	2,287	6,916
Illinois	120,274	60,615	53,432	52,418	1,082	1,894	24,279	26,419	9,337	23,030
Indiana	36,477	20,823	14,705	14,337	400	601	7,437	8,400	3,411	7,209
Iowa	23,443	13,252	9,531	9,326	211	318	4,592	5,118	2,107	4,340
Kansas	23,888	13,188	9,293	9,099	187	323	4,968	5,156	2,150	4,372
Kentucky	18,141	11,201	7,016	6,868	244	313	3,497	4,208	1,856	3,533
Louisiana	17,636	11,620	6,674	6,487	231	333	3,214	4,328	2,290	3,571
Maine	7,502	4,530	2,348	2,269	76	111	1,481	1,613	752	1,272
Maryland	47,283	32,248	14,345	13,991	429	544	8,667	10,342	4,529	8,429
Massachusetts	48,169	27,470	19,349	18,896	447	787	10,856	11,089	4,616	9,157
Michigan	57,369	32,759	24,289	23,845	639	871	12,413	13,286	5,423	11,211
Minnesota	66,000	36,253	25,633	25,095	627	672	13,277	14,835	5,176	12,866
Mississippi	7,893	5,552	2,531	2,474	69	110	1,217	1,607	790	1,260
Missouri	42,492	24,279	16,370	16,047	409	613	8,402	8,862	3,701	7,459
Montana	19,268	7,798	7,123	6,943	261	189	4,186	4,385	1,345	3,855
Nebraska	16,031	8,622	6,325	6,199	146	162	2,827	3,701	1,366	3,123
Nevada	73,561	41,054	22,896	22,371	512	748	11,139	13,122	4,377	11,041
New Hampshire	8,321	4,790	3,037	2,950	106	117	1,882	2,023	902	1,611
New Jersey	60,716	40,275	25,901	25,357	626	998	13,528	15,087	6,716	12,464
New Mexico	25,837	12,428	8,446	8,247	272	294	5,927	5,830	2,170	4,980
New York	106,446	66,538	43,529	42,392	1,200	2,013	23,043	26,056	11,004	21,772
North Carolina	40,454	26,196	14,374	14,071	436	626	8,000	9,609	4,477	7,922
North Dakota	6,004	3,533	2,239	2,202	46	58	1,071	1,228	478	1,006
Ohio	62,085	36,950	25,937	25,427	770	911	13,103	15,256	6,691	12,894
Oklahoma	26,122	15,642	9,465	9,258	314	376	4,690	5,288	2,358	4,446
Oregon	176,912	65,158	74,007	72,533	1,746	1,569	30,710	35,571	10,142	31,124
Pennsylvania	62,850	39,167	24,813	24,213	751	1,040	13,325	16,657	7,398	13,991
Rhode Island	5,703	3,958	1,915	1,870	75	85	1,114	1,184	567	983
South Carolina	17,529	11,658	6,042	5,920	177	285	3,517	4,247	2,113	3,495
South Dakota	7,658	4,329	2,935	2,893	64	75	1,514	1,846	778	1,552
Tennessee	30,276	18,857	11,290	11,050	276	458	5,461	6,865	3,115	5,713
Texas	218,032	130,465	79,168	77,280	2,060	3,294	41,018	43,629	18,673	35,969
Utah	90,179	45,664	31,989	31,406	652	928	18,847	14,488	5,048	12,644
Vermont	4,745	2,406	1,657	1,608	56	57	1,013	1,218	446	1,023
Virginia	76,712	55,229	20,013	19,518	617	845	12,296	15,539	6,853	12,597
Washington	410,167	174,591	152,498	149,554	3,422	2,877	66,182	76,692	20,656	68,580
Washington, D.C.	7,618	4,938	2,189	2,086	71	136	1,450	1,614	644	1,325
West Virginia	5,662	3,880	1,871	1,837	66	62	1,068	1,314	671	1,098
Wisconsin	44,402	25,666	18,120	17,721	525	617	9,547	11,008	4,512	9,411
Wyoming	8,919	4,053	3,036	2,935	78	150	1,996	2,052	687	1,759

Source: Hawai'i Tourism Authority

**Table 44: 2009 Domestic U.S. Visitor Arrivals Growth by Island and State Residence
(% change over 2008)**

Domestic Flights	TOTAL	O'AHU	MAUI COUNTY	MAUI	MOLOKA'I	LĀNA'I	KAUA'I	HAWAII ISLAND	HILO	KONA
Alabama	-11.3%	-11.5%	-19.2%	-18.9%	-23.3%	-27.2%	-12.9%	-17.4%	-20.0%	-16.1%
Alaska	17.8%	-3.0%	41.5%	44.2%	-2.2%	0.5%	-4.3%	15.4%	12.0%	18.0%
Arizona	-7.9%	-6.6%	-10.3%	-10.2%	-20.4%	-21.3%	-10.4%	-13.5%	-14.0%	-13.7%
Arkansas	5.6%	4.5%	-0.9%	-0.3%	-32.4%	-18.1%	-0.5%	7.0%	4.7%	5.7%
California	-4.3%	0.6%	-9.6%	-9.3%	-21.2%	-21.1%	-5.8%	-7.1%	-6.1%	-7.3%
Colorado	-3.6%	-4.5%	-6.8%	-6.4%	-17.0%	-20.0%	-6.3%	-5.3%	-5.3%	-5.4%
Connecticut	-9.2%	-8.2%	-15.3%	-15.1%	-20.6%	-19.6%	-14.0%	-12.8%	-17.1%	-10.8%
Delaware	-11.0%	-5.5%	-21.6%	-21.1%	-20.2%	-53.2%	-12.5%	-13.2%	-25.3%	-14.3%
Florida	-12.1%	-12.4%	-16.9%	-17.2%	-15.3%	-23.3%	-16.6%	-15.8%	-15.2%	-16.4%
Georgia	-8.8%	-10.0%	-14.2%	-14.2%	-32.7%	-17.4%	-7.0%	-12.6%	-12.1%	-11.9%
Idaho	-0.2%	-3.3%	-3.9%	-3.1%	-31.9%	-32.6%	-7.9%	-0.8%	-6.1%	0.0%
Illinois	-11.0%	-11.4%	-15.2%	-15.0%	-23.1%	-25.2%	-15.6%	-14.7%	-21.1%	-14.6%
Indiana	-13.3%	-15.6%	-19.8%	-20.3%	-25.7%	-14.1%	-18.8%	-16.5%	-27.3%	-16.4%
Iowa	-9.3%	-10.8%	-12.5%	-13.0%	-29.5%	5.2%	-16.4%	-17.5%	-22.2%	-18.5%
Kansas	-7.0%	-9.6%	-9.5%	-9.7%	-36.1%	-27.8%	-5.4%	-15.4%	-17.0%	-16.4%
Kentucky	-12.4%	-13.3%	-16.9%	-17.2%	-3.9%	6.7%	-16.3%	-14.6%	-17.3%	-15.5%
Louisiana	-2.5%	-2.2%	-11.1%	-12.1%	-6.8%	-11.9%	-12.5%	-1.2%	-6.1%	-1.3%
Maine	-7.3%	-8.7%	-6.8%	-6.2%	-20.2%	-7.9%	-11.3%	-20.6%	-12.6%	-24.0%
Maryland	-6.5%	-5.2%	-15.0%	-14.9%	-21.7%	-29.3%	-14.1%	-16.8%	-20.2%	-17.4%
Massachusetts	-5.8%	-2.0%	-11.5%	-11.4%	-26.9%	-16.0%	-10.9%	-16.7%	-14.4%	-17.0%
Michigan	-14.0%	-13.4%	-20.2%	-20.1%	-31.4%	-21.5%	-20.2%	-19.7%	-25.1%	-20.1%
Minnesota	-12.5%	-13.2%	-17.9%	-17.8%	-28.7%	-36.7%	-16.1%	-12.2%	-20.1%	-10.6%
Mississippi	-5.9%	-4.0%	-12.6%	-13.1%	14.2%	-2.2%	-5.1%	-9.6%	-12.5%	-11.1%
Missouri	-8.2%	-10.0%	-13.3%	-13.3%	-21.0%	-19.0%	-13.9%	-19.7%	-23.4%	-21.0%
Montana	-4.7%	-4.6%	-10.2%	-9.8%	-23.5%	-25.5%	-7.4%	-3.9%	-4.6%	-4.4%
Nebraska	-2.0%	-4.1%	-5.8%	-6.1%	-18.2%	-33.0%	-12.7%	-8.2%	-10.6%	-9.0%
Nevada	-4.1%	1.8%	-12.5%	-12.1%	-20.0%	-14.7%	-6.3%	-8.2%	-3.2%	-10.0%
New Hampshire	-10.5%	-11.9%	-15.4%	-16.4%	-3.7%	-15.4%	-14.0%	-17.6%	-11.6%	-20.8%
New Jersey	-4.4%	-0.8%	-7.8%	-7.5%	-13.5%	-19.5%	-11.0%	-10.3%	0.9%	-11.9%
New Mexico	-3.6%	-7.6%	-6.2%	-6.1%	-5.8%	0.5%	-0.3%	-3.9%	-6.7%	-2.2%
New York	-5.3%	-3.7%	-10.2%	-10.3%	-15.2%	-18.4%	-11.0%	-10.6%	-11.2%	-10.2%
North Carolina	-11.8%	-10.1%	-15.0%	-15.0%	-20.3%	-22.2%	-16.6%	-19.8%	-19.0%	-20.1%
North Dakota	-2.2%	-4.0%	-10.1%	-9.3%	-56.6%	-28.7%	-14.3%	-11.1%	-14.8%	-15.7%
Ohio	-14.5%	-17.1%	-18.5%	-18.3%	-28.9%	-27.7%	-20.5%	-20.1%	-27.5%	-19.5%
Oklahoma	-1.4%	0.6%	-8.0%	-7.8%	-18.2%	-2.5%	-3.8%	-3.9%	-2.2%	-4.3%
Oregon	2.8%	-1.3%	8.0%	8.7%	-17.1%	-10.6%	-9.3%	-2.8%	-7.4%	-2.4%
Pennsylvania	-10.9%	-10.6%	-17.7%	-17.9%	-23.3%	-22.0%	-17.1%	-14.4%	-20.7%	-13.8%
Rhode Island	-12.4%	-9.0%	-18.8%	-18.9%	-17.7%	-36.6%	-15.8%	-22.4%	-23.6%	-20.6%
South Carolina	-9.5%	-10.6%	-16.0%	-16.4%	-14.4%	-13.9%	-13.4%	-14.9%	-16.4%	-15.6%
South Dakota	-0.8%	-4.3%	-6.3%	-5.7%	-34.1%	-34.2%	0.4%	-0.9%	-1.1%	-3.1%
Tennessee	-7.2%	-8.7%	-12.5%	-12.2%	-35.7%	-20.1%	-18.2%	-15.3%	-18.6%	-16.5%
Texas	4.1%	7.6%	-1.1%	-1.1%	2.1%	-9.7%	-2.0%	0.6%	1.9%	-0.1%
Utah	-6.4%	-14.0%	-6.9%	-6.4%	-31.2%	-13.7%	-2.9%	-1.5%	-9.7%	0.8%
Vermont	-6.1%	-4.9%	-11.6%	-10.8%	-43.9%	-41.1%	-12.0%	-7.1%	-19.3%	-8.8%
Virginia	-5.2%	-4.0%	-13.9%	-13.4%	-20.2%	-22.5%	-13.5%	-10.8%	-11.0%	-11.7%
Washington	6.3%	5.8%	2.7%	3.2%	-9.6%	-22.3%	-7.1%	10.9%	6.3%	13.3%
Washington, D.C.	1.2%	1.8%	-8.0%	-7.7%	0.0%	-25.4%	2.7%	-7.0%	-11.3%	-8.0%
West Virginia	-16.3%	-10.6%	-29.1%	-29.0%	-39.3%	-46.2%	-8.5%	-17.1%	-15.1%	-15.1%
Wisconsin	-6.8%	-6.1%	-11.4%	-11.4%	-27.5%	-5.9%	-11.5%	-13.9%	-17.6%	-12.7%
Wyoming	-3.8%	-10.4%	-7.5%	-7.5%	-39.9%	7.9%	-5.2%	-11.4%	-22.1%	-9.6%

Source: Hawai'i Tourism Authority

**Table 45: 2009 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	10.36	8.83	6.49	3.67	4.68	6.76	6.11	3.63	5.40
Alaska	12.62	9.30	10.48	11.34	4.99	9.85	13.31	11.28	11.39
Arizona	9.77	8.05	7.95	5.93	3.77	7.66	8.10	4.85	7.52
Arkansas	9.94	8.12	7.20	3.24	2.75	6.80	6.50	3.68	5.95
California	9.20	7.61	8.08	5.47	4.30	8.05	8.05	5.20	7.60
Colorado	10.51	8.10	8.61	6.00	3.97	8.54	8.92	5.56	8.15
Connecticut	11.56	8.77	7.94	6.42	3.85	7.03	7.16	4.49	6.46
Delaware	11.75	8.52	7.68	3.47	2.78	7.38	7.58	4.76	6.62
Florida	11.19	8.95	6.99	3.19	3.80	6.15	6.68	3.99	5.87
Georgia	9.83	8.01	6.53	3.44	3.57	5.88	6.40	3.51	5.83
Idaho	10.93	8.58	9.27	7.33	6.49	8.61	10.27	6.68	9.40
Illinois	10.33	7.74	7.95	4.40	3.81	7.05	7.25	3.88	6.78
Indiana	10.94	8.27	7.75	5.91	4.67	7.10	7.56	4.34	6.78
Iowa	10.81	8.27	7.95	6.22	3.17	7.04	7.23	4.37	6.37
Kansas	10.12	8.01	7.33	3.28	3.61	6.98	6.73	3.20	6.40
Kentucky	10.59	8.40	7.01	3.17	3.73	6.23	6.89	3.97	6.14
Louisiana	10.32	8.44	6.45	4.73	4.14	5.63	5.73	3.12	4.98
Maine	14.28	12.45	9.05	4.12	6.07	9.45	9.53	7.61	7.63
Maryland	10.38	8.55	6.88	4.57	3.47	6.58	6.80	4.25	6.12
Massachusetts	11.67	8.90	8.18	4.75	3.76	7.38	7.92	5.37	6.93
Michigan	11.86	8.53	8.55	7.16	3.48	7.54	8.02	4.66	7.29
Minnesota	11.20	8.09	8.78	6.69	3.93	7.80	8.28	5.04	7.56
Mississippi	9.78	8.39	6.05	2.78	4.07	5.92	5.32	3.05	4.93
Missouri	10.43	8.32	7.53	3.88	4.27	6.87	7.13	4.13	6.42
Montana	11.53	8.94	9.61	6.87	3.29	9.37	10.28	5.54	9.85
Nebraska	10.25	7.83	7.89	4.78	2.73	6.98	7.60	4.04	7.26
Nevada	9.96	8.37	8.28	5.28	4.25	7.81	8.43	5.65	7.87
New Hampshire	13.01	9.94	9.25	6.88	3.59	8.21	9.59	6.88	8.34
New Jersey	11.00	8.10	6.96	4.36	3.36	5.95	6.39	3.63	5.79
New Mexico	10.55	8.10	8.44	5.08	3.43	8.80	8.62	5.23	7.88
New York	10.96	8.36	7.22	4.84	3.87	6.29	6.68	4.15	5.95
North Carolina	10.97	8.99	6.88	3.59	3.49	6.37	6.75	3.86	6.08
North Dakota	10.84	8.33	7.86	8.88	3.87	7.42	7.90	5.36	7.12
Ohio	10.96	8.39	7.26	5.51	3.39	6.39	6.99	4.07	6.21
Oklahoma	10.09	8.25	7.33	4.07	3.29	6.54	6.97	3.57	6.46
Oregon	10.50	8.38	9.17	7.00	4.31	9.27	9.56	6.05	9.00
Pennsylvania	11.07	8.45	7.11	4.92	3.66	6.25	7.00	3.84	6.34
Rhode Island	11.67	9.23	7.64	5.03	4.21	7.06	7.85	3.99	7.34
South Carolina	10.88	8.90	6.77	2.97	2.80	6.12	6.51	3.76	5.67
South Dakota	11.40	8.05	8.60	6.26	3.49	7.65	8.98	4.85	8.21
Tennessee	10.46	8.46	6.92	4.48	3.21	6.35	7.01	4.03	6.25
Texas	9.59	7.72	6.90	3.77	3.65	6.67	6.50	3.79	5.95
Utah	9.62	8.09	7.69	3.65	4.42	7.56	7.43	4.62	6.72
Vermont	12.87	9.46	9.76	4.30	3.52	9.55	10.42	9.55	8.03
Virginia	10.44	9.00	6.88	4.13	3.26	6.59	6.54	3.71	6.14
Washington	10.43	8.63	9.36	7.71	4.43	9.10	9.51	5.72	8.97
Washington D.C.	9.60	7.87	6.91	3.26	4.10	6.48	6.64	4.24	6.12
West Virginia	10.89	8.59	7.07	5.89	5.97	5.71	6.96	4.40	5.68
Wisconsin	11.26	8.07	7.89	6.31	3.43	7.13	7.71	4.35	6.97
Wyoming	10.95	8.43	8.63	8.85	4.03	8.81	9.50	5.67	8.83

**Table 46: O'ahu Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

O'AHU	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	29,318,351	29,920,873	-2.0%	19,377,301	19,769,002	-2.0%	9,941,050	10,151,871	-2.1%
Total Visitors	4,024,888	4,193,685	-4.0%	2,446,800	2,554,895	-4.2%	1,578,089	1,638,790	-3.7%
PARTY SIZE									
One	731,228	760,435	-3.8%	600,024	625,399	-4.1%	131,205	135,036	-2.8%
Two	1,681,268	1,698,731	-1.0%	1,008,022	1,052,261	-4.2%	673,246	646,470	4.1%
Three or more	1,612,391	1,734,519	-7.0%	838,754	877,235	-4.4%	773,638	857,284	-9.8%
Avg Party Size	2.10	2.15	-1.9%	1.86	1.86	-0.1%	2.49	2.59	-3.9%
VISIT STATUS									
First-Time	1,623,714	1,727,790	-6.0%	898,958	965,858	-6.9%	724,756	761,932	-4.9%
Repeat	2,401,175	2,465,895	-2.6%	1,547,842	1,589,037	-2.6%	853,333	876,858	-2.7%
Average # of Trips	4.56	4.41	3.6%	5.24	5.06	3.6%	3.51	3.39	3.6%
TRAVEL METHOD									
Group Tour	549,890	660,317	-16.7%	109,215	146,795	-25.6%	440,675	513,522	-14.2%
Package	1,722,821	1,827,973	-5.8%	669,759	717,137	-6.6%	1,053,062	1,110,836	-5.2%
Group Tour & Pkg	471,437	562,235	-16.1%	78,399	110,119	-28.8%	393,038	452,116	-13.1%
True Independent	2,223,615	2,267,629	-1.9%	1,746,225	1,801,082	-3.0%	477,390	466,547	2.3%
ISLANDS VISITED									
O'ahu	4,024,888	4,193,685	-4.0%	2,446,800	2,554,895	-4.2%	1,578,089	1,638,790	-3.7%
Maui County	589,910	704,982	-16.3%	457,998	532,670	-14.0%	131,912	172,312	-23.4%
...Maui	572,269	680,435	-15.9%	443,078	514,797	-13.9%	129,192	165,638	-22.0%
...Moloka'i	27,336	43,168	-36.7%	21,203	26,829	-21.0%	6,133	16,339	-62.5%
...Lāna'i	28,316	39,058	-27.5%	21,496	26,925	-20.2%	6,819	12,133	-43.8%
Kaua'i	346,160	409,327	-15.4%	289,609	334,995	-13.5%	56,552	74,332	-23.9%
Hawai'i Island	557,106	623,979	-10.7%	349,423	394,492	-11.4%	207,683	229,487	-9.5%
...Hilo	296,706	339,847	-12.7%	192,193	219,835	-12.6%	104,513	120,012	-12.9%
...Kona	416,930	475,725	-12.4%	275,265	313,102	-12.1%	141,665	162,623	-12.9%
O'ahu Only	2,934,138	2,957,791	-0.8%	1,680,289	1,692,264	-0.7%	1,253,849	1,265,527	-0.9%
LENGTH OF STAY									
O'ahu (days)	7.28	7.13	2.1%	7.92	7.74	2.3%	6.30	6.19	1.7%
Maui (days)	4.69	4.60	1.9%	4.88	4.87	0.2%	4.03	3.76	7.1%
Moloka'i (days)	3.24	3.05	6.0%	3.62	3.81	-4.9%	1.91	1.82	5.3%
Lāna'i (days)	2.60	2.38	9.3%	2.90	2.79	4.0%	1.65	1.47	12.5%
Kaua'i (days)	4.34	4.21	3.1%	4.55	4.43	2.6%	3.28	3.22	2.1%
Hawai'i Island (days)	3.97	4.04	-1.8%	4.59	4.61	-0.6%	2.93	3.05	-4.1%
...Hilo (days)	2.32	2.31	0.4%	2.69	2.67	0.8%	1.63	1.65	-1.1%
...Kona (days)	3.65	3.65	0.1%	3.94	3.94	0.1%	3.09	3.09	-0.1%
Statewide (days)	8.81	8.95	-1.5%	10.05	10.08	-0.3%	7.15	7.18	-0.4%
ACCOMMODATIONS 1/									
Hotel	2,977,401	3,117,355	-4.5%	1,618,701	1,693,184	-4.4%	1,358,700	1,424,171	-4.6%
...Hotel Only	2,612,119	2,714,813	-3.8%	1,321,897	1,365,459	-3.2%	1,290,222	1,349,354	-4.4%
Condo	397,424	434,610	-8.6%	254,324	286,736	-11.3%	143,100	147,874	-3.2%
...Condo Only	255,190	270,996	-5.8%	148,343	162,141	-8.5%	106,847	108,855	-1.8%
Timeshare	253,169	235,037	7.7%	207,336	204,184	1.5%	45,833	30,853	48.6%
...Timeshare Only	161,271	145,260	11.0%	131,641	125,118	5.2%	29,630	20,142	47.1%
Rental House	132,802	142,926	-7.1%	117,041	124,943	-6.3%	15,760	17,983	-12.4%
Bed & Breakfast	30,872	34,917	-11.6%	24,587	28,817	-14.7%	6,285	6,100	3.0%
Cruise Ship	118,304	155,069	-23.7%	107,109	138,084	-22.4%	11,196	16,985	-34.1%
Friends or Relatives	464,259	452,576	2.6%	409,096	401,515	1.9%	55,163	51,061	8.0%
PURPOSE OF TRIP									
Pleasure (Net)	3,221,124	3,290,290	-2.1%	1,831,138	1,894,443	-3.3%	1,389,986	1,395,847	-0.4%
....Vacation	2,856,281	2,947,526	-3.1%	1,724,245	1,786,141	-3.5%	1,132,036	1,161,385	-2.5%
....Honeymoon	357,675	334,968	6.8%	112,074	113,090	-0.9%	245,601	221,878	10.7%
....Get Married	82,718	89,439	-7.5%	23,873	25,433	-6.1%	58,846	64,006	-8.1%
MC&I (Net)	229,807	254,194	-9.6%	163,277	170,312	-4.1%	66,530	83,882	-20.7%
....Convention/Conf.	162,883	151,380	7.6%	123,691	119,961	3.1%	39,192	31,419	24.7%
....Corp. Meetings	35,336	45,508	-22.4%	27,064	35,099	-22.9%	8,272	10,409	-20.5%
....Incentive	35,946	64,549	-44.3%	16,345	20,061	-18.5%	19,601	44,488	-55.9%
Other Business	162,114	183,866	-11.8%	144,079	160,241	-10.1%	18,035	23,625	-23.7%
Visit Friends/Relatives	454,896	447,937	1.6%	398,604	391,389	1.8%	56,292	56,548	-0.5%
Government/Military	90,009	101,847	-11.6%	74,979	80,159	-6.5%	15,030	21,688	-30.7%
Attend School	14,453	13,287	8.8%	9,264	9,063	2.2%	5,189	4,224	22.8%
Sport Events	78,624	105,809	-25.7%	41,794	63,453	-34.1%	36,830	42,356	-13.0%

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: 2009 vs. 2008
(Arrivals by air)**

MAUI COUNTY	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	15,645,203	16,850,011	-7.2%	13,808,357	14,978,628	-7.8%	1,836,846	1,871,383	-1.8%
Total Visitors	1,932,357	2,129,042	-9.2%	1,688,448	1,850,510	-8.8%	243,909	278,532	-12.4%
PARTY SIZE									
One	262,795	288,949	-9.1%	236,113	259,588	-9.0%	26,682	29,361	-9.1%
Two	916,370	991,670	-7.6%	800,532	871,708	-8.2%	115,838	119,962	-3.4%
Three or more	753,192	848,423	-11.2%	651,803	719,214	-9.4%	101,388	129,209	-21.5%
Avg Party Size	2.13	2.14	-0.7%	2.11	2.11	0.0%	2.25	2.37	-4.9%
VISIT STATUS									
First-Time	623,165	715,733	-12.9%	519,515	592,562	-12.3%	103,650	123,171	-15.8%
Repeat	1,309,192	1,413,309	-7.4%	1,168,933	1,257,948	-7.1%	140,259	155,361	-9.7%
Average # of Trips	5.20	5.01	3.9%	5.42	5.22	3.8%	3.70	3.58	3.3%
TRAVEL METHOD									
Group Tour	87,956	137,727	-36.1%	58,269	91,037	-36.0%	29,688	46,690	-36.4%
Package	551,664	649,507	-15.1%	457,262	528,625	-13.5%	94,401	120,882	-21.9%
Group Tour & Pkg	66,282	107,167	-38.2%	41,393	68,490	-39.6%	24,889	38,677	-35.6%
True Independent	1,359,019	1,448,974	-6.2%	1,214,310	1,299,338	-6.5%	144,709	149,636	-3.3%
ISLANDS VISITED									
O'ahu	589,910	704,982	-16.3%	457,998	532,670	-14.0%	131,912	172,312	-23.4%
Maui County	1,932,357	2,129,042	-9.2%	1,688,448	1,850,510	-8.8%	243,909	278,532	-12.4%
...Maui	1,892,396	2,075,800	-8.8%	1,651,970	1,804,988	-8.5%	240,427	270,812	-11.2%
...Moloka'i	48,339	68,883	-29.8%	41,077	51,017	-19.5%	7,262	17,866	-59.4%
...Lāna'i	61,054	80,867	-24.5%	52,541	66,066	-20.5%	8,513	14,801	-42.5%
Kaua'i	246,001	304,021	-19.1%	215,264	260,160	-17.3%	30,737	43,861	-29.9%
Hawai'i Island	281,978	349,876	-19.4%	235,146	284,387	-17.3%	46,831	65,489	-28.5%
...Hilo	172,559	217,286	-20.6%	140,733	170,181	-17.3%	31,825	47,105	-32.4%
...Kona	237,064	293,437	-19.2%	199,537	241,629	-17.4%	37,527	51,808	-27.6%
Maui County Only	1,202,883	1,258,876	-4.4%	1,100,960	1,163,741	-5.4%	101,923	95,135	7.1%
LENGTH OF STAY									
O'ahu (days)	5.16	5.12	0.7%	5.04	4.98	1.2%	5.55	5.54	0.3%
Maui (days)	8.03	7.83	2.4%	8.10	8.01	1.2%	7.49	6.68	12.2%
Moloka'i (days)	4.88	4.42	10.6%	5.29	5.19	2.0%	2.57	2.20	16.7%
Lāna'i (days)	3.64	3.50	3.9%	3.91	3.92	-0.3%	1.96	1.63	20.6%
Kaua'i (days)	3.64	3.54	2.7%	3.78	3.70	2.0%	2.67	2.57	3.7%
Hawai'i Island (days)	3.95	3.96	-0.2%	4.10	4.12	-0.5%	3.23	3.27	-1.1%
...Hilo (days)	2.08	2.04	2.1%	2.11	2.16	-2.0%	1.94	1.62	20.0%
...Kona (days)	3.19	3.21	-0.8%	3.34	3.33	0.2%	2.39	2.66	-10.3%
Statewide (days)	10.67	10.77	-0.9%	10.60	10.68	-0.8%	11.49	11.32	1.5%
ACCOMMODATIONS 1/									
Hotel	1,040,443	1,162,081	-10.5%	886,956	977,090	-9.2%	153,486	184,991	-17.0%
...Hotel Only	796,124	879,433	-9.5%	675,394	735,733	-8.2%	120,730	143,700	-16.0%
Condo	549,685	616,685	-10.9%	480,387	540,402	-11.1%	69,298	76,283	-9.2%
...Condo Only	426,393	467,625	-8.8%	374,357	414,397	-9.7%	52,037	53,228	-2.2%
Timeshare	276,721	281,074	-1.5%	260,235	266,414	-2.3%	16,486	14,660	12.5%
...Timeshare Only	205,691	205,390	0.1%	195,571	196,704	-0.6%	10,120	8,686	16.5%
Rental House	68,900	76,405	-9.8%	59,664	67,102	-11.1%	9,236	9,303	-0.7%
Bed & Breakfast	22,619	28,126	-19.6%	20,200	24,422	-17.3%	2,420	3,704	-34.7%
Cruise Ship	105,199	133,708	-21.3%	94,159	117,787	-20.1%	11,040	15,921	-30.7%
Friends or Relatives	146,799	152,209	-3.6%	131,210	137,160	-4.3%	15,589	15,049	3.6%
PURPOSE OF TRIP									
Pleasure (Net)	1,718,735	1,862,291	-7.7%	1,502,940	1,623,777	-7.4%	215,795	238,514	-9.5%
....Vacation	1,585,726	1,725,557	-8.1%	1,393,781	1,510,542	-7.7%	191,945	215,015	-10.7%
....Honeymoon	134,797	137,433	-1.9%	112,019	114,541	-2.2%	22,778	22,892	-0.5%
....Get Married	28,502	32,204	-11.5%	23,055	26,852	-14.1%	5,447	5,352	1.8%
MC&I (Net)	109,485	139,744	-21.7%	96,140	123,057	-21.9%	13,345	16,687	-20.0%
....Convention/Conf.	67,831	74,034	-8.4%	59,123	64,205	-7.9%	8,708	9,829	-11.4%
....Corp. Meetings	20,367	29,748	-31.5%	18,370	27,401	-33.0%	1,998	2,347	-14.9%
....Incentive	25,405	42,376	-40.0%	22,530	37,126	-39.3%	2,875	5,250	-45.2%
Other Business	48,524	59,087	-17.9%	44,867	54,566	-17.8%	3,657	4,521	-19.1%
Visit Friends/Relatives	129,597	138,388	-6.4%	117,290	125,465	-6.5%	12,308	12,923	-4.8%
Government/Military	6,259	9,419	-33.5%	5,818	6,442	-9.7%	441	2,977	-85.2%
Attend School	3,342	4,130	-19.1%	1,927	2,407	-19.9%	1,415	1,723	-17.9%
Sport Events	16,111	19,823	-18.7%	12,051	15,110	-20.2%	4,060	4,713	-13.9%

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: 2009 vs. 2008
(Arrivals by air)**

MAUI	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	15,186,964	16,262,552	-6.6%	13,385,473	14,454,539	-7.4%	1,801,491	1,808,013	-0.4%
Total Visitors	1,892,396	2,075,800	-8.8%	1,651,970	1,804,988	-8.5%	240,427	270,812	-11.2%
PARTY SIZE									
One	254,494	278,547	-8.6%	228,335	250,440	-8.8%	26,159	28,107	-6.9%
Two	896,494	965,994	-7.2%	781,939	848,313	-7.8%	114,554	117,681	-2.7%
Three or more	741,409	831,259	-10.8%	641,695	706,235	-9.1%	99,714	125,024	-20.2%
Avg Party Size	2.13	2.15	-0.8%	2.12	2.12	-0.2%	2.25	2.36	-4.6%
VISIT STATUS									
First-Time	613,854	701,376	-12.5%	511,709	582,052	-12.1%	102,145	119,324	-14.4%
Repeat	1,278,542	1,374,424	-7.0%	1,140,261	1,222,936	-6.8%	138,282	151,488	-8.7%
Average # of Trips	5.16	4.97	3.9%	5.38	5.18	3.9%	3.68	3.57	3.0%
TRAVEL METHOD									
Group Tour	85,447	132,679	-35.6%	56,541	88,429	-36.1%	28,907	44,250	-34.7%
Package	544,141	637,555	-14.7%	450,818	520,076	-13.3%	93,323	117,479	-20.6%
Group Tour & Pkg	64,701	103,119	-37.3%	40,243	66,667	-39.6%	24,458	36,452	-32.9%
True Independent	1,327,509	1,408,685	-5.8%	1,184,853	1,263,150	-6.2%	142,655	145,535	-2.0%
ISLANDS VISITED									
O'ahu	572,269	680,435	-15.9%	443,078	514,797	-13.9%	129,192	165,638	-22.0%
Maui County	1,892,396	2,075,800	-8.8%	1,651,970	1,804,988	-8.5%	240,427	270,812	-11.2%
...Maui	1,892,396	2,075,800	-8.8%	1,651,970	1,804,988	-8.5%	240,427	270,812	-11.2%
...Moloka'i	30,123	43,023	-30.0%	24,638	30,612	-19.5%	5,485	12,411	-55.8%
...Lāna'i	38,288	52,412	-26.9%	31,823	40,064	-20.6%	6,465	12,348	-47.6%
Kaua'i	241,178	297,349	-18.9%	210,663	254,101	-17.1%	30,516	43,248	-29.4%
Hawai'i Island	274,888	339,618	-19.1%	228,846	276,578	-17.3%	46,042	63,040	-27.0%
...Hilo	169,857	212,715	-20.1%	138,426	167,475	-17.3%	31,431	45,240	-30.5%
...Kona	231,396	284,870	-18.8%	194,370	235,234	-17.4%	37,026	49,636	-25.4%
Maui Only	1,161,684	1,207,384	-3.8%	1,061,824	1,115,612	-4.8%	99,860	91,772	8.8%
LENGTH OF STAY									
O'ahu (days)	5.13	5.10	0.4%	5.01	4.97	0.8%	5.54	5.53	0.1%
Maui (days)	8.03	7.83	2.4%	8.10	8.01	1.2%	7.49	6.68	12.2%
Moloka'i (days)	2.84	2.66	6.5%	2.98	3.00	-0.7%	2.22	1.84	20.4%
Lāna'i (days)	2.31	2.24	3.4%	2.49	2.49	0.2%	1.43	1.43	0.4%
Kaua'i (days)	3.58	3.49	2.7%	3.71	3.64	1.9%	2.67	2.57	3.9%
Hawai'i Island (days)	3.89	3.90	-0.3%	4.02	4.05	-0.7%	3.25	3.28	-0.9%
...Hilo (days)	2.05	2.02	1.7%	2.07	2.12	-2.2%	1.95	1.63	19.4%
...Kona (days)	3.12	3.15	-1.0%	3.26	3.25	0.2%	2.39	2.67	-10.8%
Statewide (days)	10.65	10.76	-1.0%	10.57	10.66	-0.9%	11.52	11.38	1.2%
ACCOMMODATIONS 1/									
Hotel	1,017,462	1,128,776	-9.9%	866,033	949,607	-8.8%	151,429	179,169	-15.5%
...Hotel Only	778,776	853,479	-8.8%	659,518	714,609	-7.7%	119,257	138,870	-14.1%
Condo	541,729	606,436	-10.7%	473,282	531,301	-10.9%	68,448	75,135	-8.9%
...Condo Only	421,194	461,715	-8.8%	369,706	408,825	-9.6%	51,488	52,890	-2.7%
Timeshare	273,930	277,665	-1.3%	257,483	263,153	-2.2%	16,447	14,512	13.3%
...Timeshare Only	203,951	203,452	0.2%	193,869	194,796	-0.5%	10,081	8,656	16.5%
Rental House	65,523	71,980	-9.0%	56,409	62,957	-10.4%	9,114	9,023	1.0%
Bed & Breakfast	21,769	27,092	-19.6%	19,484	23,530	-17.2%	2,285	3,562	-35.8%
Cruise Ship	104,757	132,971	-21.2%	93,826	117,114	-19.9%	10,931	15,857	-31.1%
Friends or Relatives	139,409	143,935	-3.1%	124,475	130,116	-4.3%	14,935	13,819	8.1%
PURPOSE OF TRIP									
Pleasure (Net)	1,687,816	1,822,780	-7.4%	1,474,899	1,588,606	-7.2%	212,917	234,174	-9.1%
....Vacation	1,556,910	1,688,120	-7.8%	1,367,352	1,477,341	-7.4%	189,558	210,779	-10.1%
....Honeymoon	132,939	135,380	-1.8%	110,433	112,600	-1.9%	22,506	22,780	-1.2%
....Get Married	27,773	31,445	-11.7%	22,548	26,221	-14.0%	5,225	5,224	0.0%
MC&I (Net)	105,349	133,813	-21.3%	92,307	117,731	-21.6%	13,042	16,082	-18.9%
....Convention/Conf.	66,061	71,813	-8.0%	57,497	62,315	-7.7%	8,564	9,498	-9.8%
....Corp. Meetings	19,198	28,073	-31.6%	17,316	25,829	-33.0%	1,883	2,244	-16.1%
....Incentive	23,978	40,048	-40.1%	21,147	34,969	-39.5%	2,832	5,079	-44.2%
Other Business	46,457	56,251	-17.4%	42,990	52,289	-17.8%	3,466	3,962	-12.5%
Visit Friends/Relatives	123,800	132,096	-6.3%	111,784	119,687	-6.6%	12,015	12,409	-3.2%
Government/Military	5,842	8,952	-34.7%	5,401	6,014	-10.2%	441	2,938	-85.0%
Attend School	3,277	3,910	-16.2%	1,863	2,271	-18.0%	1,414	1,639	-13.7%
Sport Events	15,349	18,941	-19.0%	11,468	14,557	-21.2%	3,880	4,384	-11.5%

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: 2009 vs. 2008
(Arrivals by air)**

MOLOKA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	236,118	304,182	-22.4%	217,484	264,910	-17.9%	18,634	39,272	3.7%
Total Visitors	48,339	68,883	-29.8%	41,077	51,017	-19.5%	7,262	17,866	-0.6%
PARTY SIZE									
One	10,186	12,571	-19.0%	9,038	10,537	-14.2%	1,147	2,034	-9.9%
Two	24,077	32,762	-26.5%	20,696	26,147	-20.8%	3,382	6,615	-48.9%
Three or more	14,076	23,550	-40.2%	11,343	14,333	-20.9%	2,733	9,217	-70.4%
Avg Party Size	1.90	2.05	-7.4%	1.86	1.86	-0.1%	2.15	2.61	-17.7%
VISIT STATUS									
First-Time	17,300	26,812	-35.5%	13,978	17,756	-21.3%	3,322	9,056	-63.3%
Repeat	31,038	42,071	-26.2%	27,099	33,261	-18.5%	3,940	8,810	-55.3%
Average # of Trips	5.50	4.94	11.4%	5.68	5.46	4.1%	4.49	3.46	29.9%
TRAVEL METHOD									
Group Tour	3,848	7,688	-49.9%	2,161	3,310	-34.7%	1,687	4,378	-61.5%
Package	12,154	19,999	-39.2%	9,348	12,341	-24.3%	2,806	7,658	-63.4%
Group Tour & Pkg	2,540	5,636	-54.9%	1,526	2,331	-34.5%	1,014	3,305	-69.3%
True Independent	34,877	46,832	-25.5%	31,093	37,697	-17.5%	3,783	9,135	-58.6%
ISLANDS VISITED									
O'ahu	27,336	43,168	-36.7%	21,203	26,829	-21.0%	6,133	16,339	-62.5%
Mau'i County	48,339	68,883	-29.8%	41,077	51,017	-19.5%	7,262	17,866	-59.4%
...Mau'i	30,123	43,023	-30.0%	24,638	30,612	-19.5%	5,485	12,411	-55.8%
...Moloka'i	48,339	68,883	-29.8%	41,077	51,017	-19.5%	7,262	17,866	-59.4%
...Lāna'i	11,738	17,572	-33.2%	8,714	10,845	-19.6%	3,024	6,727	-55.1%
Kaua'i	14,639	22,401	-34.6%	10,829	14,216	-23.8%	3,811	8,185	-53.4%
Hawai'i Island	17,193	26,962	-36.2%	12,707	16,593	-23.4%	4,486	10,369	-56.7%
...Hilo	13,371	21,492	-37.8%	9,349	11,918	-21.6%	4,022	9,574	-58.0%
...Kona	14,853	23,825	-37.7%	11,081	14,306	-22.5%	3,772	9,519	-60.4%
Moloka'i only	6,657	7,971	-16.5%	6,416	7,597	-15.5%	241	374	-35.4%
LENGTH OF STAY									
O'ahu (days)	6.72	5.49	22.5%	6.62	5.92	11.8%	7.07	4.78	48.1%
Mau'i (days)	5.30	5.03	5.5%	5.67	5.75	-1.4%	3.67	3.25	12.7%
Moloka'i (days)	4.88	4.42	10.6%	5.29	5.19	2.0%	2.57	2.20	16.7%
Lāna'i (days)	1.59	1.56	2.0%	1.74	1.81	-4.0%	1.18	1.16	1.3%
Kaua'i (days)	3.22	2.97	8.4%	3.69	3.75	-1.5%	1.86	1.61	15.4%
Hawai'i Island (days)	4.96	4.27	16.1%	5.24	5.16	1.5%	4.15	2.84	46.1%
...Hilo (days)	2.98	2.11	41.3%	3.01	2.70	11.5%	2.92	1.38	111.5%
...Kona (days)	3.06	2.93	4.3%	3.48	3.74	-7.1%	1.82	1.71	6.8%
Statewide (days)	15.08	14.03	7.5%	15.07	14.86	1.4%	15.34	11.65	31.7%
ACCOMMODATIONS 1/									
Hotel	24,012	37,830	-36.5%	19,665	24,946	-21.2%	4,347	12,884	-66.3%
...Hotel Only	13,290	22,496	-40.9%	10,963	13,607	-19.4%	2,327	8,889	-73.8%
Condo	13,008	17,987	-27.7%	11,332	14,623	-22.5%	1,675	3,364	-50.2%
...Condo Only	8,016	10,603	-24.4%	7,042	8,744	-19.5%	974	1,859	-47.6%
Timeshare	3,991	5,574	-28.4%	3,836	4,923	-22.1%	156	651	-76.1%
...Timeshare Only	2,360	3,046	-22.5%	2,275	2,841	-19.9%	86	205	-58.2%
Rental House	4,172	5,503	-24.2%	3,845	4,913	-21.7%	327	590	-44.6%
Bed & Breakfast	1,900	2,316	-17.9%	1,610	2,044	-21.2%	290	272	6.7%
Cruise Ship	4,706	7,636	-38.4%	3,360	5,126	-34.5%	1,346	2,510	-46.4%
Friends or Relatives	8,909	9,450	-9.2%	7,579	8,087	-6.3%	1,330	1,363	-2.4%
PURPOSE OF TRIP									
Pleasure (Net)	39,710	55,193	-28.1%	33,750	42,582	-20.7%	5,960	12,611	-52.7%
....Vacation	36,997	51,932	-28.8%	31,726	40,055	-20.8%	5,270	11,877	-55.6%
.....Honeymoon	2,713	3,779	-28.2%	2,304	2,711	-15.0%	408	1,068	-61.8%
.....Get Married	937	1,012	-7.4%	632	802	-21.2%	305	210	45.3%
MC&I (Net)	2,267	4,308	-47.4%	1,983	2,481	-20.1%	284	1,827	-84.4%
....Convention/Conf.	1,526	2,209	-30.9%	1,382	1,493	-7.4%	144	716	-79.8%
.....Corp. Meetings	424	597	-29.0%	310	540	-42.7%	115	57	101.1%
.....Incentive	426	1,660	-74.3%	401	605	-33.7%	25	1,055	-97.6%
Other Business	2,436	3,188	-23.6%	2,053	2,591	-20.8%	383	597	-35.8%
Visit Friends/Relatives	7,045	7,500	-6.1%	6,236	6,803	-8.3%	809	697	16.0%
Government/Military	588	904	-34.9%	539	557	-3.3%	49	347	-85.8%
Attend School	248	285	-13.1%	189	234	-19.4%	59	51	15.7%
Sport Events	834	1,135	-26.6%	727	821	-11.4%	106	314	-66.2%

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: 2009 vs. 2008
(Arrivals by air)**

LĀNA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	222,121	283,277	-21.6%	205,400	259,180	-20.7%	16,721	24,098	-12.7%
Total Visitors	61,054	80,867	-24.5%	52,541	66,066	-20.5%	8,513	14,801	-22.9%
PARTY SIZE									
One	9,980	13,098	-23.8%	9,029	11,285	-16.0%	951	1,813	43.5%
Two	32,773	42,716	-23.3%	28,298	35,795	-16.4%	4,475	6,921	-25.9%
Three or more	18,302	25,053	-26.9%	15,215	18,986	-23.8%	3,087	6,067	-29.3%
Avg Party Size	1.99	2.02	-1.6%	1.95	1.95	-1.5%	2.23	2.32	-2.1%
VISIT STATUS									
First-Time	20,706	29,678	-30.2%	16,818	22,219	-20.9%	3,888	7,459	-36.8%
Repeat	40,348	51,189	-21.2%	35,723	43,847	-18.5%	4,625	7,342	-37.0%
Average # of Trips	5.50	4.99	10.3%	5.70	5.40	5.5%	4.30	3.15	36.4%
TRAVEL METHOD									
Group Tour	4,970	8,469	-41.3%	3,731	6,049	-38.3%	1,239	2,420	-48.8%
Package	16,455	24,704	-33.4%	13,401	18,220	-26.4%	3,054	6,484	-52.9%
Group Tour & Pkg	3,343	5,904	-43.4%	2,668	4,461	-40.2%	675	1,443	-53.2%
True Independent	42,972	53,599	-19.8%	38,077	46,258	-17.7%	4,896	7,341	-33.3%
ISLANDS VISITED									
O'ahu	28,316	39,058	-27.5%	21,496	26,925	-20.2%	6,819	12,133	-43.8%
Mauī County	61,054	80,867	-24.5%	52,541	66,066	-20.5%	8,513	14,801	-42.5%
...Mauī	38,288	52,412	-26.9%	31,823	40,064	-20.6%	6,465	12,348	-47.6%
...Molokaʻi	11,738	17,572	-33.2%	8,714	10,845	-19.6%	3,024	6,727	-55.1%
...Lānaʻi	61,054	80,867	-24.5%	52,541	66,066	-20.5%	8,513	14,801	-42.5%
Kauaʻi	16,697	25,413	-34.3%	12,595	16,876	-25.4%	4,102	8,537	-51.9%
Hawaiʻi Island	19,915	29,251	-31.9%	14,970	19,481	-23.2%	4,945	9,770	-49.4%
...Hilo	13,700	22,073	-37.9%	9,774	13,225	-26.1%	3,926	8,848	-55.6%
...Kona	18,167	26,220	-30.7%	13,388	17,326	-22.7%	4,779	8,894	-46.3%
Lānaʻi Only	9,724	12,826	-24.2%	9,366	12,563	-25.4%	357	263	35.9%
LENGTH OF STAY									
O'ahu (days)	5.98	5.13	16.7%	5.60	5.26	6.6%	7.17	4.84	48.0%
Mauī (days)	5.80	5.27	10.0%	6.15	5.95	3.4%	4.07	3.07	32.3%
Molokaʻi (days)	1.71	1.74	-1.5%	1.90	2.04	-6.6%	1.16	1.26	-7.7%
Lānaʻi (days)	3.64	3.50	3.9%	3.91	3.92	-0.3%	1.96	1.63	20.6%
Kauaʻi (days)	3.10	2.74	13.2%	3.59	3.41	5.4%	1.60	1.42	12.6%
Hawaiʻi Island (days)	4.26	4.15	2.6%	4.81	4.80	0.4%	2.58	2.87	-9.9%
...Hilo (days)	2.08	1.99	4.5%	2.43	2.47	-1.3%	1.18	1.27	-6.8%
...Kona (days)	3.11	2.96	4.9%	3.61	3.51	2.7%	1.70	1.89	-9.9%
Statewide (days)	12.51	12.14	3.1%	12.48	12.29	1.5%	13.48	11.45	17.8%
ACCOMMODATIONS 1/									
Hotel	40,501	54,434	-25.6%	34,804	43,887	-20.7%	5,697	10,547	-46.0%
...Hotel Only	29,457	39,908	-26.2%	26,171	33,138	-21.0%	3,286	6,770	-51.5%
Condo	10,683	13,150	-18.8%	8,761	11,008	-20.4%	1,922	2,142	-10.3%
...Condo Only	6,749	8,542	-21.0%	5,623	6,883	-18.3%	1,126	1,659	-32.1%
Timeshare	5,076	5,833	-13.0%	4,797	5,645	-15.0%	279	188	48.5%
...Timeshare Only	3,137	3,633	-13.7%	3,002	3,548	-15.4%	135	85	58.3%
Rental House	2,482	3,192	-22.2%	2,350	2,779	-15.4%	132	413	-68.0%
Bed & Breakfast	1,095	1,702	-35.7%	1,003	1,300	-22.8%	92	402	-77.1%
Cruise Ship	6,204	10,476	-40.8%	4,060	6,645	-38.9%	2,144	3,831	-44.0%
Friends or Relatives	7,052	7,320	-3.7%	5,972	6,503	-8.2%	1,080	817	32.2%
PURPOSE OF TRIP									
Pleasure (Net)	50,977	65,093	-21.7%	43,781	54,153	-19.2%	7,196	10,940	-34.2%
....Vacation	46,710	60,228	-22.4%	40,118	49,678	-19.2%	6,592	10,550	-37.5%
....Honeymoon	4,096	5,192	-21.1%	3,863	4,644	-16.8%	233	548	-57.6%
....Get Married	1,322	1,342	-1.5%	941	1,166	-19.3%	382	176	116.8%
MC&I (Net)	6,009	9,724	-38.2%	5,507	7,801	-29.4%	502	1,923	-73.9%
....Convention/Conf.	2,402	3,375	-28.8%	2,125	2,653	-19.9%	277	722	-61.6%
....Corp. Meetings	1,671	2,307	-27.6%	1,491	2,168	-31.2%	181	139	30.1%
....Incentive	2,337	4,663	-49.9%	2,288	3,577	-36.0%	48	1,086	-95.5%
Other Business	2,310	2,836	-18.6%	1,966	2,612	-24.7%	343	224	53.3%
Visit Friends/Relatives	5,780	6,521	-11.4%	4,923	5,457	-9.8%	857	1,064	-19.4%
Government/Military	484	943	-48.7%	434	527	-17.6%	49	416	-88.2%
Attend School	192	272	-29.6%	167	185	-9.9%	25	87	-71.3%
Sport Events	629	767	-18.0%	456	461	-1.1%	173	306	-43.6%

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

**Table 51: Kaua'i Visitor Characteristics: 2009 vs. 2008
(Arrivals by air)**

KAUA'I	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	6,821,901	7,266,911	-6.1%	6,512,716	6,913,451	-5.8%	309,185	353,460	-12.5%
Total Visitors	928,112	1,030,647	-9.9%	856,599	940,777	-8.9%	71,513	89,870	-20.4%
PARTY SIZE									
One	130,701	141,191	-7.4%	122,469	131,204	-6.7%	8,232	9,987	-17.6%
Two	474,359	520,801	-8.9%	439,542	479,096	-8.3%	34,817	41,705	-16.5%
Three or more	323,052	368,655	-12.4%	294,588	330,477	-10.9%	28,464	38,178	-25.4%
Avg Party Size	2.07	2.09	-1.1%	2.05	2.07	-0.7%	2.23	2.32	-3.8%
VISIT STATUS									
First-Time	288,240	334,512	-13.8%	255,712	294,740	-13.2%	32,528	39,772	-18.2%
Repeat	639,872	696,135	-8.1%	600,888	646,037	-7.0%	38,984	50,098	-22.2%
Average # of Trips	5.13	4.90	4.7%	5.27	5.03	4.7%	3.53	3.58	-1.4%
TRAVEL METHOD									
Group Tour	42,875	64,756	-33.8%	31,071	48,376	-35.8%	11,804	16,380	-27.9%
Package	221,970	278,454	-20.3%	192,808	235,302	-18.1%	29,162	43,152	-32.4%
Group Tour & Pkg	31,564	50,436	-37.4%	22,065	37,091	-40.5%	9,500	13,345	-28.8%
True Independent	694,832	737,873	-5.8%	654,786	694,190	-5.7%	40,046	43,683	-8.3%
ISLANDS VISITED									
O'ahu	346,160	409,327	-15.4%	289,609	334,995	-13.5%	56,552	74,332	-23.9%
Mauai County	246,001	304,021	-19.1%	215,264	260,160	-17.3%	30,737	43,861	-29.9%
...Mauai	241,178	297,349	-18.9%	210,663	254,101	-17.1%	30,516	43,248	-29.4%
...Moloka'i	14,639	22,401	-34.6%	10,829	14,216	-23.8%	3,811	8,185	-53.4%
...Lāna'i	16,697	25,413	-34.3%	12,595	16,876	-25.4%	4,102	8,537	-51.9%
Kaua'i	928,112	1,030,647	-9.9%	856,599	940,777	-8.9%	71,513	89,870	-20.4%
Hawai'i Island	203,541	249,280	-18.3%	172,916	208,735	-17.2%	30,625	40,545	-24.5%
...Hilo	138,673	171,702	-19.2%	115,542	139,761	-17.3%	23,131	31,941	-27.6%
...Kona	178,004	217,131	-18.0%	151,345	182,538	-17.1%	26,659	34,593	-22.9%
Kaua'i Only	472,801	491,638	-3.8%	463,496	482,572	-4.0%	9,305	9,066	2.6%
LENGTH OF STAY									
O'ahu (days)	5.06	5.01	1.0%	4.91	4.79	2.6%	5.81	6.01	-3.3%
Mauai (days)	4.28	4.18	2.4%	4.44	4.37	1.7%	3.18	3.09	3.1%
Moloka'i (days)	2.30	2.17	6.0%	2.56	2.67	-4.2%	1.58	1.31	20.7%
Lāna'i (days)	1.89	1.84	2.6%	2.13	2.19	-2.4%	1.15	1.17	-1.4%
Kaua'i (days)	7.35	7.05	4.2%	7.60	7.35	3.5%	4.32	3.93	9.9%
Hawai'i Island (days)	4.06	4.01	1.3%	4.15	4.13	0.6%	3.51	3.37	3.9%
...Hilo (days)	1.97	1.97	0.1%	2.01	2.04	-1.4%	1.77	1.66	6.2%
...Kona (days)	3.10	3.04	2.0%	3.21	3.16	1.6%	2.50	2.42	3.2%
Statewide (days)	11.27	11.31	-0.3%	11.26	11.23	0.3%	11.93	12.14	-1.8%
ACCOMMODATIONS 1/									
Hotel	447,758	522,774	-14.3%	396,203	454,806	-12.9%	51,555	67,968	-24.1%
...Hotel Only	271,779	323,646	-16.0%	237,963	278,161	-14.5%	33,816	45,485	-25.7%
Condo	204,771	232,557	-11.9%	193,865	216,932	-10.6%	10,906	15,625	-30.2%
...Condo Only	137,157	150,389	-8.8%	131,327	143,227	-8.3%	5,830	7,162	-18.6%
Timeshare	218,388	207,039	5.5%	210,557	201,668	4.4%	7,830	5,371	45.8%
...Timeshare Only	156,936	145,763	7.7%	153,293	143,365	6.9%	3,642	2,398	51.9%
Rental House	78,576	87,785	-10.5%	74,023	84,272	-12.2%	4,553	3,513	29.6%
Bed & Breakfast	16,701	19,629	-14.9%	15,360	18,150	-15.4%	1,341	1,479	-9.4%
Cruise Ship	95,161	120,398	-21.0%	85,308	105,901	-19.4%	9,853	14,497	-32.0%
Friends or Relatives	73,906	74,702	-1.1%	69,271	69,585	-0.5%	4,636	5,117	-9.4%
PURPOSE OF TRIP									
Pleasure (Net)	834,742	922,607	-9.5%	773,127	846,647	-8.7%	61,616	75,960	-18.9%
....Vacation	772,057	853,363	-9.5%	716,670	784,753	-8.7%	55,387	68,610	-19.3%
....Honeymoon	65,558	71,113	-7.8%	59,560	64,589	-7.8%	5,998	6,524	-8.1%
....Get Married	12,286	15,694	-21.7%	10,494	13,104	-19.9%	1,792	2,590	-30.8%
MC&I (Net)	39,248	49,959	-21.4%	36,076	43,880	-17.8%	3,172	6,079	-47.8%
....Convention/Conf.	27,645	31,063	-11.0%	25,187	28,314	-11.0%	2,458	2,749	-10.6%
....Corp. Meetings	5,800	8,860	-34.5%	5,533	8,229	-32.8%	267	631	-57.6%
....Incentive	7,125	12,194	-41.6%	6,469	9,040	-28.4%	656	3,154	-79.2%
Other Business	23,174	26,995	-14.2%	21,879	25,323	-13.6%	1,295	1,672	-22.6%
Visit Friends/Relatives	68,937	71,400	-3.4%	63,457	65,409	-3.0%	5,480	5,991	-8.5%
Government/Military	7,050	7,091	-0.6%	6,151	6,233	-1.3%	899	858	4.8%
Attend School	1,200	1,660	-27.7%	1,121	1,248	-10.2%	79	412	-80.9%
Sport Events	4,981	6,194	-19.6%	4,090	4,525	-9.6%	891	1,669	-46.6%

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: 2009 vs. 2008
(Arrivals by air)**

HAWAII (BIG ISLAND)	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	8,469,606	9,092,338	-6.8%	7,422,963	7,836,269	-5.3%	1,046,643	1,256,069	-16.7%
Total Visitors	1,215,256	1,321,277	-8.0%	950,843	1,026,048	-7.3%	264,413	295,229	-10.4%
PARTY SIZE									
One	189,261	205,663	-8.0%	166,072	181,860	-8.7%	23,190	23,803	-2.6%
Two	566,037	609,339	-7.1%	446,311	485,053	-8.0%	119,726	124,286	-3.7%
Three or more	459,958	506,275	-9.1%	338,461	359,135	-5.8%	121,497	147,140	-17.4%
Avg Party Size	2.09	2.12	-1.2%	2.00	1.99	0.5%	2.42	2.56	-5.5%
VISIT STATUS									
First-Time	417,750	473,714	-11.8%	299,452	335,513	-10.7%	118,298	138,201	-14.4%
Repeat	797,506	847,563	-5.9%	651,392	690,535	-5.7%	146,114	157,028	-7.0%
Average # of Trips	5.04	4.90	2.9%	5.51	5.34	3.2%	3.36	3.38	-0.6%
TRAVEL METHOD									
Group Tour	109,297	145,552	-24.9%	47,411	66,371	-28.6%	61,886	79,181	-21.8%
Package	380,132	433,085	-12.2%	226,278	254,399	-11.1%	153,854	178,686	-13.9%
Group Tour & Pkg	88,400	117,740	-24.9%	33,823	48,820	-30.7%	54,577	68,920	-20.8%
True Independent	814,227	860,379	-5.4%	710,977	754,098	-5.7%	103,250	106,281	-2.9%
ISLANDS VISITED									
O'ahu	557,106	623,979	-10.7%	349,423	394,492	-11.4%	207,683	229,487	-9.5%
Mauai County	281,978	349,876	-19.4%	235,146	284,387	-17.3%	46,831	65,489	-28.5%
...Mauai	274,888	339,618	-19.1%	228,846	276,578	-17.3%	46,042	63,040	-27.0%
...Moloka'i	17,193	26,962	-36.2%	12,707	16,593	-23.4%	4,486	10,369	-56.7%
...Lāna'i	19,915	29,251	-31.9%	14,970	19,481	-23.2%	4,945	9,770	-49.4%
Kaua'i	203,541	249,280	-18.3%	172,916	208,735	-17.2%	30,625	40,545	-24.5%
Hawai'i Island	1,215,256	1,321,277	-8.0%	950,843	1,026,048	-7.3%	264,413	295,229	-10.4%
...Hilo	450,967	503,449	-10.4%	331,108	366,896	-9.8%	119,859	136,553	-12.2%
...Kona	1,007,680	1,100,555	-8.4%	816,907	879,360	-7.1%	190,773	221,195	-13.8%
Hawai'i Island Only	548,073	564,978	-3.0%	500,039	508,946	-1.8%	48,034	56,032	-14.3%
LENGTH OF STAY									
O'ahu (days)	5.14	5.07	1.4%	5.33	5.16	3.3%	4.81	4.91	-2.0%
Mauai (days)	4.13	4.00	3.4%	4.26	4.22	1.1%	3.48	3.02	15.0%
Moloka'i (days)	2.44	2.16	12.9%	2.77	2.69	2.8%	1.53	1.32	15.6%
Lāna'i (days)	2.12	2.02	5.5%	2.34	2.38	-1.5%	1.47	1.30	13.7%
Kaua'i (days)	3.43	3.35	2.3%	3.56	3.52	1.1%	2.70	2.49	8.3%
Hawai'i Island (days)	6.97	6.88	1.3%	7.81	7.64	2.2%	3.96	4.25	-7.0%
...Hilo (days)	3.71	3.63	2.2%	4.31	4.21	2.5%	2.04	2.08	-1.8%
...Kona (days)	6.75	6.60	2.2%	7.34	7.16	2.5%	4.20	4.39	-4.4%
Statewide (days)	11.27	11.02	2.2%	11.51	11.56	-0.4%	8.71	9.15	-4.8%
ACCOMMODATIONS 1/									
Hotel	727,977	798,800	-8.9%	517,803	560,437	-7.6%	210,175	238,363	-11.8%
...Hotel Only	526,169	575,096	-8.5%	345,243	370,040	-6.7%	180,925	205,056	-11.8%
Condo	220,457	241,480	-8.7%	184,431	201,978	-8.7%	36,027	39,502	-8.8%
...Condo Only	142,269	154,143	-7.7%	120,193	128,463	-6.4%	22,076	25,680	-14.0%
Timeshare	138,698	143,171	-3.1%	125,589	132,138	-5.0%	13,109	11,033	18.8%
...Timeshare Only	93,639	95,288	-1.7%	85,646	88,259	-3.0%	7,992	7,029	13.7%
Rental House	77,939	82,941	-6.0%	72,108	75,608	-4.6%	5,832	7,333	-20.5%
Bed & Breakfast	32,825	37,805	-13.2%	29,814	33,138	-10.0%	3,011	4,667	-35.5%
Cruise Ship	99,917	126,940	-21.3%	89,190	111,622	-20.1%	10,727	15,318	-30.0%
Friends or Relatives	142,438	141,796	0.5%	127,726	129,760	-1.6%	14,712	12,036	22.2%
PURPOSE OF TRIP									
Pleasure (Net)	1,030,919	1,105,386	-6.7%	798,502	850,814	-6.1%	232,417	254,572	-8.7%
....Vacation	953,961	1,031,466	-7.5%	760,371	811,316	-6.3%	193,590	220,150	-12.1%
....Honeymoon	79,205	76,246	3.9%	41,364	42,920	-3.6%	37,841	33,326	13.5%
....Get Married	17,640	19,085	-7.6%	8,816	9,635	-8.5%	8,825	9,450	-6.6%
MC&I (Net)	78,467	101,511	-22.7%	67,569	85,608	-21.1%	10,898	15,903	-31.5%
....Convention/Conf.	52,604	64,039	-17.9%	45,617	57,162	-20.2%	6,987	8,877	1.6%
....Corp. Meetings	12,794	19,691	-35.0%	11,470	16,798	-31.7%	1,324	2,893	-54.2%
....Incentive	16,333	21,404	-23.7%	13,518	14,994	-9.8%	2,815	6,410	-56.1%
Other Business	41,779	49,052	-14.8%	38,305	44,237	-13.4%	3,474	4,815	-27.9%
Visit Friends/Relatives	121,656	124,356	-2.2%	108,615	111,901	-2.9%	13,042	12,455	4.7%
Government/Military	6,065	8,375	-27.6%	5,471	5,859	-6.6%	594	2,516	-76.4%
Attend School	3,733	5,750	-35.1%	2,978	3,559	-16.3%	754	2,191	-65.6%
Sport Events	19,887	22,996	-13.5%	13,654	15,269	-10.6%	6,233	7,727	-19.3%

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: 2009 vs. 2008
(Arrivals by air)**

HILO	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	1,672,669	1,827,085	-8.5%	1,427,706	1,542,932	-7.5%	244,963	284,153	-13.8%
Total Visitors	450,967	503,449	-10.4%	331,108	366,896	-9.8%	119,859	136,553	-12.2%
PARTY SIZE									
One	76,090	83,186	-8.5%	64,383	71,299	-9.7%	11,708	11,887	-1.5%
Two	216,410	239,508	-9.6%	162,420	183,432	-11.5%	53,991	56,076	-3.7%
Three or more	158,466	180,755	-12.3%	104,305	112,165	-7.0%	54,160	68,590	-21.0%
Avg Party Size	2.05	2.09	-2.3%	1.92	1.92	0.1%	2.39	2.56	-6.6%
VISIT STATUS									
First-Time	202,681	229,308	-11.6%	139,393	158,097	-11.8%	63,289	71,211	-11.1%
Repeat	248,285	274,141	-9.4%	191,715	208,799	-8.2%	56,570	65,342	-13.4%
Average # of Trips	3.93	3.84	2.6%	4.31	4.15	3.9%	2.89	2.99	-3.3%
TRAVEL METHOD									
Group Tour	55,289	78,394	-29.5%	24,546	39,137	-37.3%	30,743	39,257	-21.7%
Package	163,484	195,786	-16.5%	92,794	115,717	-19.8%	70,690	80,069	-11.7%
Group Tour & Pkg	45,328	64,755	-30.0%	17,968	30,456	-41.0%	27,359	34,299	-20.2%
True Independent	277,521	294,025	-5.6%	231,736	242,499	-4.4%	45,785	51,526	-11.1%
ISLANDS VISITED									
O'ahu	296,706	339,847	-12.7%	192,193	219,835	-12.6%	104,513	120,012	-12.9%
Mau'i County	172,559	217,286	-20.6%	140,733	170,181	-17.3%	31,825	47,105	-32.4%
...Mau'i	169,857	212,715	-20.1%	138,426	167,475	-17.3%	31,431	45,240	-30.5%
...Moloka'i	13,371	21,492	-37.8%	9,349	11,918	-21.6%	4,022	9,574	-58.0%
...Lāna'i	13,700	22,073	-37.9%	9,774	13,225	-26.1%	3,926	8,848	-55.6%
Kaua'i	138,673	171,702	-19.2%	115,542	139,761	-17.3%	23,131	31,941	-27.6%
Hawai'i Island	450,967	503,449	-10.4%	331,108	366,896	-9.8%	119,859	136,553	-12.2%
...Hilo	450,967	503,449	-10.4%	331,108	366,896	-9.8%	119,859	136,553	-12.2%
...Kona	243,391	282,728	-13.9%	197,172	220,209	-10.5%	46,219	62,519	-26.1%
LENGTH OF STAY									
O'ahu (days)	5.49	5.45	0.8%	5.51	5.37	2.7%	5.46	5.60	-2.5%
Mau'i (days)	3.34	3.24	3.1%	3.40	3.39	0.3%	3.05	2.66	14.8%
Moloka'i (days)	2.08	1.86	12.1%	2.35	2.34	0.3%	1.46	1.25	16.4%
Lāna'i (days)	1.65	1.68	-1.6%	1.86	1.97	-5.6%	1.13	1.24	-8.8%
Kaua'i (days)	2.55	2.61	-2.3%	2.66	2.70	-1.4%	2.00	2.22	-10.0%
Hawai'i Island (days)	5.69	5.66	0.5%	6.67	6.46	3.2%	2.99	3.51	-14.8%
...Hilo (days)	3.71	3.63	2.2%	4.31	4.21	2.5%	2.04	2.08	-1.8%
...Kona (days)	3.68	3.62	1.5%	3.96	3.76	5.3%	2.46	3.12	-21.2%
Statewide (days)	11.46	11.75	-2.5%	12.35	12.41	-0.5%	9.02	10.00	-9.8%
ACCOMMODATIONS 1/									
Hotel	289,900	317,656	-8.7%	191,532	207,564	-7.7%	98,368	110,092	-10.6%
...Hotel Only	172,268	187,107	-7.9%	91,131	98,070	-7.1%	81,137	89,037	-8.9%
Condo	53,014	60,954	-13.0%	41,429	45,942	-9.8%	11,585	15,012	-22.8%
...Condo Only	25,113	29,460	-14.8%	18,516	20,278	-8.7%	6,596	9,182	-28.2%
Timeshare	26,601	29,492	-9.8%	23,934	26,217	-8.7%	2,667	3,275	-18.6%
...Timeshare Only	14,796	15,715	-5.8%	13,126	14,183	-7.5%	1,670	1,532	9.0%
Rental House	31,571	32,917	-4.1%	28,315	29,467	-3.9%	3,256	3,450	-5.6%
Bed & Breakfast	21,702	24,868	-12.7%	19,361	21,150	-8.5%	2,341	3,718	-37.0%
Cruise Ship	94,054	117,830	-20.2%	83,821	103,950	-19.4%	10,233	13,880	-26.3%
Friends or Relatives	64,468	64,534	-0.1%	55,759	57,085	-2.3%	8,709	7,449	16.9%
PURPOSE OF TRIP									
Pleasure (Net)	380,284	421,113	-9.7%	275,465	304,985	-9.7%	104,819	116,128	-9.7%
....Vacation	350,070	393,550	-11.0%	260,684	289,706	-10.0%	89,385	103,844	-13.9%
....Honeymoon	31,787	28,816	10.3%	16,654	17,335	-3.9%	15,133	11,481	31.8%
....Get Married	8,157	8,432	-3.3%	3,142	3,490	-10.0%	5,015	4,942	1.5%
MC&I (Net)	20,931	27,279	-23.3%	16,552	19,464	-15.0%	4,378	7,815	-44.0%
....Convention/Conf.	15,186	16,385	-7.3%	12,255	13,498	-9.2%	2,931	2,887	1.5%
....Corp. Meetings	3,108	4,630	-32.9%	2,484	3,385	-26.6%	623	1,245	-49.9%
....Incentive	3,404	7,262	-53.1%	2,484	3,414	-27.3%	921	3,848	-76.1%
Other Business	16,965	19,754	-14.1%	15,127	16,930	-10.6%	1,838	2,824	-34.9%
Visit Friends/Relatives	54,811	57,356	-4.4%	48,413	50,603	-4.3%	6,399	6,753	-5.2%
Government/Military	3,394	4,579	-25.9%	3,189	3,421	-6.8%	204	1,158	-82.4%
Attend School	1,900	2,775	-31.5%	1,541	1,816	-15.1%	358	959	-62.6%
Sport Events	5,503	7,165	-23.2%	2,892	3,843	-24.7%	2,610	3,322	-21.4%

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: 2009 vs. 2008
(Arrivals by air)**

KONA	TOTAL			DOMESTIC			INTERNATIONAL		
	2009	2008	% Change	2009	2008	% Change	2009	2008	% Change
Total Visitor Days	6,796,936	7,265,254	-6.4%	5,995,257	6,293,338	-4.7%	801,679	971,916	-17.5%
Total Visitors	1,007,680	1,100,555	-8.4%	816,907	879,360	-7.1%	190,773	221,195	-13.8%
PARTY SIZE									
One	149,518	163,074	-8.3%	132,263	145,823	-9.3%	17,255	17,251	0.0%
Two	476,380	514,664	-7.4%	387,484	420,083	-7.8%	88,896	94,581	-6.0%
Three or more	381,783	422,817	-9.7%	297,161	313,454	-5.2%	84,622	109,363	-22.6%
Avg Party Size	2.10	2.13	-1.4%	2.03	2.02	0.7%	2.37	2.56	-7.2%
VISIT STATUS									
First-Time	328,046	380,164	-13.7%	248,322	279,265	-11.1%	79,724	100,899	-21.0%
Repeat	679,635	720,391	-5.7%	568,585	600,095	-5.3%	111,050	120,296	-7.7%
Average # of Trips	5.20	5.02	3.6%	5.58	5.40	3.4%	3.55	3.49	1.7%
TRAVEL METHOD									
Group Tour	79,684	110,569	-27.9%	41,571	57,746	-28.0%	38,114	52,823	-27.8%
Package	300,375	348,955	-13.9%	197,847	221,058	-10.5%	102,528	127,897	-19.8%
Group Tour & Pkg	62,704	87,272	-28.2%	29,881	42,750	-30.1%	32,824	44,522	-26.3%
True Independent	690,325	728,304	-5.2%	607,370	643,307	-5.6%	82,955	84,997	-2.4%
ISLANDS VISITED									
O'ahu	416,930	475,725	-12.4%	275,265	313,102	-12.1%	141,665	162,623	-12.9%
Mauai County	237,064	293,437	-19.2%	199,537	241,629	-17.4%	37,527	51,808	-27.6%
...Mauai	231,396	284,870	-18.8%	194,370	235,234	-17.4%	37,026	49,636	-25.4%
...Moloka'i	14,853	23,825	-37.7%	11,081	14,306	-22.5%	3,772	9,519	-60.4%
...Lāna'i	18,167	26,220	-30.7%	13,388	17,326	-22.7%	4,779	8,894	-46.3%
Kaua'i	178,004	217,131	-18.0%	151,345	182,538	-17.1%	26,659	34,593	-22.9%
Hawai'i Island	1,007,680	1,100,555	-8.4%	816,907	879,360	-7.1%	190,773	221,195	-13.8%
...Hilo	243,391	282,728	-13.9%	197,172	220,209	-10.5%	46,219	62,519	-26.1%
...Kona	1,007,680	1,100,555	-8.4%	816,907	879,360	-7.1%	190,773	221,195	-13.8%
LENGTH OF STAY									
O'ahu (days)	4.91	4.82	2.0%	5.06	4.92	2.8%	4.63	4.62	0.2%
Mauai (days)	4.05	3.96	2.3%	4.12	4.11	0.3%	3.65	3.22	13.5%
Moloka'i (days)	2.34	2.08	12.3%	2.59	2.59	0.1%	1.60	1.32	20.9%
Lāna'i (days)	2.10	1.95	7.7%	2.33	2.31	0.5%	1.46	1.23	18.4%
Kaua'i (days)	3.33	3.20	4.0%	3.42	3.37	1.3%	2.81	2.28	23.3%
Hawai'i Island (days)	7.33	7.19	2.0%	7.94	7.77	2.3%	4.71	4.89	-3.7%
...Hilo (days)	2.43	2.29	6.4%	2.51	2.43	3.1%	2.11	1.77	19.2%
...Kona (days)	6.75	6.60	2.2%	7.34	7.16	2.5%	4.20	4.39	-4.4%
Statewide (days)	10.95	11.02	-0.6%	11.34	11.41	-0.6%	9.32	9.48	-1.6%
ACCOMMODATIONS 1/									
Hotel	588,687	651,847	-9.7%	441,627	477,278	-7.5%	147,060	174,569	-15.8%
...Hotel Only	414,879	459,483	-9.7%	293,658	314,303	-6.6%	121,220	145,180	-16.5%
Condo	200,813	217,861	-7.8%	169,563	184,529	-8.1%	31,250	33,332	-6.2%
...Condo Only	131,591	140,882	-6.6%	112,936	120,343	-6.2%	18,655	20,539	-9.2%
Timeshare	128,693	132,290	-2.7%	116,758	122,154	-4.4%	11,935	10,136	17.8%
...Timeshare Only	87,984	89,124	-1.3%	80,883	82,757	-2.3%	7,102	6,367	11.5%
Rental House	63,951	67,093	-4.7%	59,003	60,940	-3.2%	4,948	6,153	-19.6%
Bed & Breakfast	25,639	29,400	-12.8%	23,320	25,588	-8.9%	2,319	3,812	-39.2%
Cruise Ship	93,472	118,113	-20.9%	83,382	103,408	-19.4%	10,089	14,705	-31.4%
Friends or Relatives	104,483	105,182	-0.7%	94,531	95,829	-1.4%	9,952	9,353	6.4%
PURPOSE OF TRIP									
Pleasure (Net)	866,099	932,778	-7.1%	699,077	741,498	-5.7%	167,022	191,280	-12.7%
....Vacation	806,857	872,730	-7.5%	666,264	707,720	-5.9%	140,592	165,010	-14.8%
....Honeymoon	61,015	62,099	-1.7%	35,591	36,507	-2.5%	25,424	25,592	-0.7%
....Get Married	12,307	14,824	-17.0%	7,568	8,260	-8.4%	4,739	6,564	-27.8%
MC&I (Net)	68,103	89,270	-23.7%	59,437	76,671	-22.5%	8,667	12,599	-31.2%
....Convention/Conf.	45,384	56,488	-19.7%	39,591	50,788	-22.0%	5,792	5,700	1.6%
....Corp. Meetings	11,039	17,172	-35.7%	10,180	15,105	-32.6%	859	2,067	-58.4%
....Incentive	14,647	18,820	-22.2%	12,415	13,850	-10.4%	2,232	4,970	-55.1%
Other Business	31,846	37,598	-15.3%	29,337	34,579	-15.2%	2,509	3,019	-16.9%
Visit Friends/Relatives	91,382	91,925	-0.6%	80,576	82,775	-2.7%	10,806	9,150	18.1%
Government/Military	3,921	5,844	-32.9%	3,372	3,595	-6.2%	548	2,249	-75.6%
Attend School	2,587	4,217	-38.6%	1,943	2,468	-21.3%	644	1,749	-63.2%
Sport Events	16,656	18,373	-9.3%	12,151	13,099	-7.2%	4,506	5,274	-14.6%

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

**Table 55: 2009 Visitor Days by Island and MMA
(Arrivals by air)**

2009	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	9,658,859	7,586,150	6,092,249	1,610,279	286,901	58,062	213,336	62,096	75,131	695,526	841,784	124,192	965,976
Maui	7,878,840	4,165,599	168,742	1,814,858	101,581	26,327	113,197	35,633	40,315	317,053	113,710	16,295	130,006
Moloka'i	125,185	68,313	1,870	20,095	1,798	451	3,416	575	1,048	7,287	1,912	280	2,193
Lāna'i	103,334	84,164	3,742	13,126	1,846	355	1,673	375	840	5,089	1,757	551	2,308
Kaua'i	3,995,019	2,010,163	43,562	350,048	40,313	10,976	51,500	11,311	13,770	127,869	40,241	7,076	47,317
Hawai'i Island	4,266,747	2,357,078	495,974	587,920	67,896	21,572	84,773	13,493	26,116	213,850	97,975	16,817	114,792
...Hilo	725,331	540,686	107,877	77,110	17,822	7,594	25,522	3,910	8,309	63,157	29,758	4,956	34,714
...Kona	3,541,416	1,816,392	388,097	510,809	50,074	13,978	59,251	9,583	17,808	150,693	68,217	11,861	80,078
STATE	26,027,984	16,271,465	6,806,138	4,396,325	500,336	117,743	467,894	123,482	157,220	1,366,674	1,097,379	165,212	1,262,591
DOMESTIC													
O'ahu	9,430,234	7,336,208	41,208	625,970	240,895	47,788	201,351	59,939	67,525	617,498	150,117	18,326	168,443
Maui	7,800,845	4,112,544	4,473	700,050	83,545	24,396	107,457	34,972	36,278	286,648	14,726	3,720	18,446
Moloka'i	124,803	67,998	39	9,122	1,772	451	3,027	575	930	6,754	240	66	307
Lāna'i	102,952	83,349	68	5,269	1,582	355	1,515	375	722	4,549	219	26	245
Kaua'i	3,972,204	1,987,976	1,224	231,831	36,427	8,972	50,222	10,763	12,177	118,561	5,768	2,003	7,771
Hawai'i Island	4,236,434	2,326,942	4,029	345,848	63,617	18,631	79,971	13,025	23,834	199,077	10,979	2,729	13,707
...Hilo	717,318	531,251	1,578	46,789	15,913	5,824	24,048	3,731	7,092	56,609	3,512	552	4,065
...Kona	3,519,116	1,795,691	2,451	299,059	47,704	12,806	55,923	9,293	16,741	142,468	7,466	2,176	9,643
STATE	25,667,472	15,915,018	51,041	1,918,091	427,838	100,592	443,543	119,648	141,466	1,233,087	182,048	26,870	208,918
INTERNATIONAL													
O'ahu	228,625	249,942	6,051,041	984,309	46,006	10,274	11,985	2,157	7,606	78,028	691,667	105,867	797,533
Maui	77,994	53,055	164,269	1,114,807	18,036	1,931	5,740	661	4,036	30,405	98,985	12,575	111,560
Moloka'i	382	314	1,831	10,972	26	0	390	0	118	534	1,672	214	1,886
Lāna'i	382	814	3,674	7,858	265	0	158	0	118	540	1,539	524	2,063
Kaua'i	22,816	22,187	42,339	118,217	3,886	2,004	1,278	548	1,593	9,308	34,473	5,073	39,547
Hawai'i Island	30,313	30,137	491,945	242,072	4,279	2,942	4,801	468	2,282	14,773	86,996	14,088	101,085
...Hilo	8,013	9,435	106,299	30,321	1,909	1,770	1,473	178	1,216	6,547	26,246	4,404	30,650
...Kona	22,300	20,702	385,646	211,750	2,370	1,171	3,328	290	1,066	8,225	60,751	9,684	70,435
STATE	360,512	356,448	6,755,097	2,478,235	72,498	17,151	24,352	3,834	15,753	133,587	915,331	138,342	1,053,673

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

Source: Hawai'i Tourism Authority

Table 55: 2009 Visitor Days by Island and MMA (continued)
(Arrivals by air)

2009	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	250,919	28,952	325,550	21,341	69,106	695,869	17,781	65,924	40,829	124,534	1,888,909	29,318,351
Maui	16,659	3,816	43,792	8,109	5,576	77,952	16,020	16,034	12,569	44,623	589,293	15,186,964
Moloka'i	1,188	10	617	15	69	1,899	104	124	395	622	8,655	236,118
Lāna'i	779	155	434	47	126	1,541	78	309	241	628	8,189	222,121
Kaua'i	6,930	1,119	8,523	1,868	2,880	21,320	2,015	4,445	4,510	10,969	215,633	6,821,901
Hawai'i Island	17,063	4,987	26,845	4,071	7,334	60,299	3,039	9,206	13,285	25,530	347,416	8,469,606
...Hilo	5,566	979	8,757	1,556	2,079	18,936	585	3,034	3,215	6,833	98,025	1,672,669
...Kona	11,497	4,008	18,089	2,515	5,255	41,364	2,454	6,173	10,070	18,697	249,391	6,796,936
STATE	293,538	39,039	405,762	35,450	85,091	858,881	39,036	96,042	71,828	206,907	3,058,095	60,255,061
DOMESTIC												
O'ahu	84,076	6,694	33,368	4,059	8,249	136,446	17,381	64,392	39,800	121,572	899,722	19,377,301
Maui	9,869	1,110	7,133	1,098	1,058	20,268	15,984	15,888	11,538	43,410	398,788	13,385,473
Moloka'i	222	10	187	15	16	449	104	124	395	622	7,389	217,484
Lāna'i	393	43	113	16	63	627	78	309	241	628	7,714	205,400
Kaua'i	5,291	595	3,604	457	351	10,297	2,001	4,297	4,510	10,807	172,045	6,512,716
Hawai'i Island	6,838	1,264	5,497	1,226	1,188	16,014	3,021	9,061	12,755	24,836	256,076	7,422,963
...Hilo	2,286	291	950	393	543	4,461	566	2,967	3,065	6,598	59,036	1,427,706
...Kona	4,552	973	4,548	834	646	11,553	2,454	6,093	9,690	18,238	197,039	5,995,257
STATE	106,689	9,716	49,902	6,870	10,925	184,101	38,568	94,071	69,238	201,876	1,741,734	47,121,337
INTERNATIONAL												
O'ahu	166,843	22,258	292,182	17,281	60,857	559,422	400	1,532	1,029	2,962	989,187	9,941,050
Maui	6,790	2,706	36,659	7,012	4,518	57,684	36	146	1,031	1,213	190,504	1,801,491
Moloka'i	966	0	430	0	53	1,450	0	0	0	0	1,266	18,634
Lāna'i	386	112	321	32	63	915	0	0	0	0	476	16,721
Kaua'i	1,639	524	4,919	1,411	2,529	11,024	14	148	0	162	43,588	309,185
Hawai'i Island	10,225	3,723	21,348	2,844	6,145	44,285	18	146	530	694	91,340	1,046,643
...Hilo	3,280	688	7,807	1,163	1,536	14,474	18	66	150	235	38,988	244,963
...Kona	6,945	3,035	13,541	1,681	4,609	29,811	0	79	380	459	52,351	801,679
STATE	186,850	29,324	355,860	28,580	74,166	674,780	468	1,972	2,591	5,031	1,316,361	13,133,724

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

Source: Hawai'i Tourism Authority

**Table 56: 2009 Visitor Days Growth by Island and MMA
(% change over 2008)**

% 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	1.2%	-4.0%	3.0%	-12.7%	-14.8%	-5.1%	0.3%	-0.2%	11.6%	-6.0%	-4.6%	-3.6%	-4.4%
Maui	-3.7%	-11.0%	-16.8%	0.6%	-7.2%	-7.6%	-11.1%	-11.3%	0.7%	-8.2%	-5.7%	-36.1%	-11.0%
Moloka'i	-15.9%	-21.5%	-21.0%	-37.7%	-13.0%	-19.5%	-4.4%	-34.9%	5.6%	-9.7%	-50.3%	-60.1%	-51.8%
Lāna'i	-20.6%	-17.3%	-5.6%	-8.8%	-36.5%	-48.7%	-28.4%	-58.2%	14.2%	-32.8%	-48.7%	-16.7%	-43.5%
Kaua'i	-4.7%	-7.9%	-36.5%	0.4%	-20.9%	29.9%	-1.9%	-2.3%	14.5%	-5.7%	-14.6%	-12.6%	-14.3%
Hawai'i Island	-4.1%	-10.4%	-9.8%	-0.1%	-12.4%	-6.3%	-10.2%	-0.4%	-11.5%	-10.1%	-7.2%	-3.4%	-6.7%
...Hilo	-4.2%	-12.4%	-15.6%	-16.0%	-14.8%	7.0%	-5.0%	-1.0%	25.7%	-3.5%	16.0%	2.0%	13.8%
...Kona	-4.1%	-9.7%	-8.0%	2.8%	-11.5%	-12.2%	-12.3%	-0.1%	-22.2%	-12.7%	-14.7%	-5.5%	-13.4%
STATE	-2.3%	-7.5%	0.9%	-5.1%	-13.7%	-3.8%	-5.1%	-4.5%	4.4%	-7.3%	-5.6%	-8.8%	-6.0%
DOMESTIC													
O'ahu	1.2%	-4.3%	-9.7%	9.1%	-17.6%	-5.2%	2.9%	5.8%	8.8%	-6.0%	-31.1%	-29.7%	-31.0%
Maui	-4.0%	-11.2%	7.6%	-7.5%	-18.7%	-5.6%	-3.7%	-12.2%	1.3%	-9.2%	-32.3%	-31.7%	-32.1%
Moloka'i	-15.9%	-20.0%	-34.9%	-20.7%	-14.2%	-19.5%	-12.9%	-34.9%	-4.0%	-15.1%	-55.7%	66.9%	-47.3%
Lāna'i	-20.3%	-17.4%	42.2%	-15.8%	-45.6%	-48.7%	-32.2%	-58.2%	-1.8%	-39.1%	-39.4%	-70.9%	-45.7%
Kaua'i	-4.7%	-7.9%	-47.2%	5.8%	-19.0%	13.3%	-1.6%	-3.3%	14.4%	-5.7%	-18.0%	5.2%	-13.1%
Hawai'i Island	-3.1%	-10.2%	-13.1%	14.3%	-10.5%	-11.8%	-11.1%	-0.8%	3.4%	-8.8%	-16.8%	-15.4%	-16.6%
...Hilo	-4.7%	-12.1%	23.1%	3.6%	-13.1%	-9.4%	-7.5%	-1.8%	17.4%	-6.6%	3.7%	-33.2%	-3.5%
...Kona	-2.8%	-9.6%	-26.9%	16.2%	-9.5%	-12.8%	-12.6%	-0.3%	-1.6%	-9.7%	-23.9%	-9.3%	-21.1%
STATE	-2.3%	-7.6%	-10.2%	2.6%	-17.1%	-5.6%	-2.3%	-2.3%	6.1%	-7.5%	-30.2%	-26.9%	-29.8%
INTERNATIONAL													
O'ahu	0.1%	3.4%	3.1%	-22.6%	4.2%	-4.3%	-29.2%	-61.3%	44.3%	-5.6%	4.2%	3.0%	4.0%
Maui	47.6%	3.6%	-17.3%	6.5%	168.5%	-27.0%	-63.6%	91.7%	-4.2%	2.3%	0.1%	-37.2%	-6.2%
Moloka'i	-24.9%	-84.5%	-20.7%	-47.1%	NA	NA	305.7%	NA	391.2%	344.6%	-49.5%	-67.7%	-52.5%
Lāna'i	-64.4%	-8.4%	-6.2%	-3.4%	NA	NA	54.5%	NA	NA	429.5%	-49.8%	-8.1%	-43.2%
Kaua'i	5.5%	-13.8%	-36.1%	-8.8%	-34.9%	278.8%	-14.7%	21.9%	15.4%	-5.2%	-14.0%	-18.0%	-14.6%
Hawai'i Island	-61.4%	-20.8%	-9.8%	-15.4%	-33.4%	54.4%	7.4%	12.4%	-64.6%	-24.9%	-5.9%	-0.7%	-5.2%
...Hilo	80.9%	-24.7%	-16.0%	-35.0%	-26.2%	166.3%	70.3%	19.1%	113.9%	35.4%	17.9%	9.2%	16.6%
...Kona	-69.9%	-18.9%	-7.9%	-11.5%	-38.2%	-5.6%	-7.7%	8.6%	-81.9%	-44.5%	-13.4%	-4.6%	-12.3%
STATE	-5.9%	-0.9%	1.0%	-10.3%	14.6%	8.4%	-37.4%	-43.5%	-9.2%	-6.0%	1.5%	-4.2%	0.7%

Table 56: 2009 Visitor Days Growth by Island and MMA (continued)
(% change over 2008)

% 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	8.4%	-5.3%	21.7%	-24.4%	-6.9%	10.1%	-6.7%	-9.4%	-2.1%	-6.7%	-13.8%	-2.0%
Maui	-17.6%	-28.2%	37.5%	183.8%	-34.2%	13.4%	-40.8%	-31.0%	-35.7%	-36.1%	-22.8%	-6.6%
Moloka'i	-39.0%	-98.3%	69.2%	-91.0%	-94.1%	-55.3%	-47.7%	-58.3%	35.0%	-21.0%	-46.0%	-22.4%
Lāna'i	-27.7%	-64.7%	-51.3%	-55.2%	-86.4%	-55.1%	-79.6%	-34.1%	-59.7%	-56.7%	-50.1%	-21.6%
Kaua'i	-27.5%	-24.2%	3.4%	-7.4%	6.4%	-11.2%	1.7%	-28.2%	-13.1%	-17.9%	-12.9%	-6.1%
Hawai'i Island	-28.1%	63.8%	-32.0%	4.7%	-34.0%	-25.8%	-6.2%	-0.8%	-0.6%	-1.4%	-14.4%	-6.8%
...Hilo	-23.5%	77.6%	17.4%	153.7%	-57.3%	-8.8%	-33.7%	76.4%	27.0%	33.1%	-12.0%	-8.5%
...Kona	-30.2%	60.7%	-43.5%	-23.2%	-15.8%	-31.7%	4.1%	-18.4%	-7.1%	-9.9%	-15.3%	-6.4%
STATE	1.9%	-5.8%	16.5%	-4.9%	-13.7%	5.6%	-24.8%	-14.4%	-11.0%	-15.5%	-16.0%	-4.6%
DOMESTIC												
O'ahu	-25.8%	-4.2%	-10.8%	-16.0%	-10.4%	-20.6%	-7.6%	-9.7%	5.5%	-4.9%	-6.9%	-2.0%
Maui	-9.6%	-27.8%	22.8%	-18.9%	-31.7%	-4.2%	-40.9%	-31.4%	-41.0%	-37.8%	-20.4%	-7.4%
Moloka'i	-52.2%	-78.4%	43.0%	-86.3%	-49.8%	-42.4%	-45.6%	-58.3%	35.0%	-20.3%	-25.5%	-17.9%
Lāna'i	41.3%	-62.0%	-22.8%	-68.5%	90.9%	1.3%	-79.4%	-34.1%	-59.7%	-56.6%	-40.1%	-20.7%
Kaua'i	-25.6%	11.6%	34.9%	-34.4%	-26.3%	-10.4%	2.1%	-29.8%	-13.1%	-18.6%	-16.5%	-5.8%
Hawai'i Island	-10.0%	26.5%	-48.4%	-15.9%	-3.5%	-27.0%	-4.8%	0.3%	-4.6%	-2.9%	-9.6%	-5.3%
...Hilo	-22.9%	30.9%	-56.8%	10.4%	72.5%	-26.3%	-32.9%	86.0%	21.1%	32.8%	-6.8%	-7.5%
...Kona	-1.7%	25.3%	-46.2%	-24.4%	-29.6%	-27.2%	5.4%	-18.1%	-10.6%	-11.5%	-10.5%	-4.7%
STATE	-23.6%	-4.9%	-12.2%	-19.1%	-12.8%	-19.2%	-25.2%	-14.8%	-9.8%	-15.4%	-12.0%	-4.8%
INTERNATIONAL												
O'ahu	41.3%	-5.6%	27.0%	-26.2%	-6.3%	21.6%	60.1%	8.6%	-74.1%	-47.4%	-19.2%	-2.1%
Maui	-27.1%	-28.4%	40.8%	366.4%	-34.7%	21.3%	19.8%	100.0%	NA	1080.1%	-27.5%	-0.4%
Moloka'i	-34.9%	-100.0%	83.8%	-100.0%	-95.3%	-58.2%	-100.0%	NA	NA	-100.0%	-79.2%	-52.6%
Lāna'i	-51.6%	-65.7%	-56.9%	-43.3%	-92.9%	-67.5%	-100.0%	NA	NA	-100.0%	-86.5%	-30.6%
Kaua'i	-33.1%	-44.4%	-11.7%	6.7%	13.3%	-11.9%	-34.1%	118.0%	NA	82.1%	5.1%	-12.5%
Hawai'i Island	-36.7%	82.0%	-26.0%	17.0%	-37.8%	-25.4%	-71.5%	-41.0%	NA	122.6%	-25.4%	-16.7%
...Hilo	-23.9%	109.2%	48.4%	351.5%	-66.3%	-1.6%	-50.5%	-46.9%	NA	45.2%	-18.8%	-13.8%
...Kona	-41.3%	76.8%	-42.6%	-22.7%	-13.4%	-33.2%	-100.0%	-35.1%	NA	206.3%	-29.6%	-17.5%
STATE	26.0%	-6.1%	22.1%	-0.7%	-13.8%	15.2%	24.4%	9.6%	-34.8%	-18.2%	-20.7%	-3.7%

Table 57: 2009 Visitor Arrivals by Island and MMA
(Arrivals by Air)

2009	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	1,255,017	960,985	1,132,226	168,911	33,071	6,229	23,589	7,216	6,307	76,412	114,322	13,805	128,127
Maui	931,078	570,831	55,646	170,754	12,547	3,071	14,419	4,620	4,354	39,012	24,231	2,367	26,599
Moloka'i	20,682	15,788	1,467	3,751	358	141	856	178	230	1,763	1,224	156	1,380
Lāna'i	24,650	23,303	1,781	4,623	682	115	598	127	210	1,733	1,460	68	1,528
Kaua'i	482,732	306,976	20,892	44,638	6,435	1,763	8,435	2,094	2,211	20,938	11,055	1,087	12,142
Hawai'i Island	506,052	352,734	164,745	67,122	9,749	2,998	12,047	2,369	3,234	30,397	21,096	2,338	23,434
...Hilo	146,046	151,636	65,846	24,783	4,464	1,595	5,807	1,067	1,634	14,567	13,051	1,204	14,255
...Kona	443,798	294,357	111,301	60,358	7,905	2,187	9,779	1,822	2,570	24,263	16,844	1,633	18,477
STATE	2,718,818	1,561,468	1,168,080	346,583	44,476	8,851	32,105	10,208	8,762	104,403	121,482	15,234	136,717
DOMESTIC													
O'ahu	1,213,413	925,095	6,139	67,106	27,276	5,456	21,634	6,767	5,607	66,739	25,757	2,595	28,352
Maui	922,074	562,710	587	67,647	10,941	2,722	13,427	4,479	4,024	35,592	2,860	494	3,354
Moloka'i	20,300	15,474	33	1,508	331	141	609	178	207	1,466	91	14	105
Lāna'i	24,269	22,965	31	1,546	417	115	441	127	187	1,287	91	10	101
Kaua'i	478,871	302,206	227	26,419	5,690	1,367	8,052	1,870	1,988	18,966	1,043	270	1,313
Hawai'i Island	499,832	345,265	576	36,438	8,666	2,502	11,099	2,117	2,911	27,294	2,018	387	2,405
...Hilo	142,714	147,263	205	12,098	3,711	1,167	5,198	889	1,349	12,314	793	137	930
...Kona	439,192	288,672	455	33,095	7,088	1,923	8,876	1,681	2,256	21,823	1,621	322	1,943
STATE	2,667,058	1,520,548	6,724	150,752	37,790	7,733	30,024	9,759	8,022	93,329	27,295	3,156	30,452
INTERNATIONAL													
O'ahu	41,604	35,889	1,126,088	101,805	5,795	774	1,955	449	700	9,673	88,565	11,210	99,775
Maui	9,003	8,121	55,059	103,107	1,606	349	992	141	330	3,420	21,371	1,873	23,244
Moloka'i	382	314	1,434	2,243	26	0	248	0	24	297	1,132	142	1,274
Lāna'i	382	338	1,750	3,077	265	0	158	0	24	446	1,369	58	1,427
Kaua'i	3,861	4,770	20,665	18,219	745	396	383	224	223	1,972	10,013	816	10,829
Hawai'i Island	6,220	7,468	164,170	30,684	1,082	496	948	253	324	3,104	19,078	1,951	21,029
...Hilo	3,332	4,373	65,641	12,685	753	429	609	178	284	2,254	12,258	1,067	13,324
...Kona	4,606	5,684	110,845	27,263	817	265	903	141	314	2,440	15,223	1,312	16,534
STATE	51,760	40,920	1,161,356	195,831	6,686	1,118	2,081	449	740	11,074	94,187	12,078	106,265

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

Source: Hawai'i Tourism Authority

Table 57: 2009 Visitor Arrivals by Island and MMA (continued)
(Arrivals by Air)

2009	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	38,734	4,048	46,731	2,941	7,788	100,241	2,141	6,400	5,020	13,561	189,408	4,024,888
Maui	4,802	965	14,081	1,054	1,776	22,677	1,378	2,468	2,566	6,412	69,389	1,892,396
Moloka'i	405	9	461	12	57	944	38	75	85	198	2,366	48,339
Lāna'i	358	96	286	45	76	862	43	106	92	240	2,334	61,054
Kaua'i	1,391	374	1,971	312	732	4,781	307	978	1,076	2,362	32,652	928,112
Hawai'i Island	6,191	1,029	6,797	1,004	1,754	16,775	391	1,365	2,202	3,958	50,039	1,215,256
...Hilo	2,880	599	4,109	646	861	9,095	170	651	1,040	1,861	22,876	450,967
...Kona	4,776	917	4,281	887	1,477	12,339	299	1,068	1,955	3,321	39,466	1,007,680
STATE	41,924	4,910	51,353	3,655	8,536	110,380	2,974	7,620	6,908	17,502	256,498	6,420,448
DOMESTIC												
O'ahu	17,139	957	4,634	675	1,214	24,619	2,065	6,201	4,858	13,124	102,212	2,446,800
Maui	2,498	219	1,094	176	185	4,173	1,367	2,439	2,315	6,121	49,711	1,651,970
Moloka'i	117	9	44	12	3	185	38	75	85	198	1,807	41,077
Lāna'i	175	16	27	13	13	244	43	106	92	240	1,859	52,541
Kaua'i	750	108	491	62	68	1,478	303	949	1,076	2,328	24,790	856,599
Hawai'i Island	1,837	204	631	198	193	3,063	379	1,336	2,032	3,746	32,225	950,843
...Hilo	917	93	226	91	99	1,427	158	622	959	1,739	12,417	331,108
...Kona	1,232	165	511	146	119	2,173	299	1,038	1,784	3,122	26,432	816,907
STATE	18,693	1,199	5,685	877	1,422	27,878	2,891	7,421	6,657	16,969	158,292	4,672,001
INTERNATIONAL												
O'ahu	21,594	3,091	42,097	2,265	6,574	75,622	77	199	162	437	87,195	1,578,089
Maui	2,303	746	12,987	877	1,591	18,504	11	29	251	291	19,678	240,427
Moloka'i	288	0	417	0	53	759	0	0	0	0	559	7,262
Lāna'i	184	80	259	32	63	618	0	0	0	0	476	8,513
Kaua'i	641	266	1,480	251	665	3,303	4	29	0	33	7,862	71,513
Hawai'i Island	4,354	825	6,166	806	1,561	13,712	12	29	170	212	17,814	264,413
...Hilo	1,962	506	3,883	555	762	7,668	12	29	81	122	10,459	119,859
...Kona	3,544	752	3,770	741	1,358	10,165	0	29	170	200	13,034	190,773
STATE	23,231	3,711	45,668	2,778	7,114	82,502	83	199	251	533	98,206	1,748,447

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

Source: Hawai'i Tourism Authority

**Table 58: 2009 Visitor Arrivals Growth by Island and MMA
(% change over 2008)**

% change	U.S. WEST MMA	U.S. EAST MMA	JAPAN MMA	CANADA MMA	EUROPE MMA						OCEANIA MMA		
	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	0.0%	-6.7%	0.4%	-13.4%	-19.2%	-4.6%	3.9%	0.5%	14.4%	-7.8%	-12.0%	-14.6%	-12.3%
Maui	-4.9%	-12.9%	-15.2%	-4.7%	-13.6%	-9.8%	-5.4%	-5.3%	6.7%	-7.4%	-11.1%	-45.2%	-15.8%
Moloka'i	-18.6%	-24.8%	-8.4%	-44.3%	-25.7%	18.5%	6.5%	14.8%	-10.4%	-2.9%	-50.7%	-71.0%	-54.3%
Lāna'i	-20.1%	-20.6%	14.9%	-24.6%	-8.0%	-18.2%	-5.5%	-47.6%	14.3%	-10.7%	-41.0%	-84.3%	-47.4%
Kaua'i	-6.3%	-12.7%	-20.2%	-13.1%	-16.3%	9.0%	-5.2%	3.4%	10.2%	-5.8%	-13.3%	-41.4%	-16.9%
Hawai'i Island	-3.8%	-12.5%	-5.7%	-8.1%	-13.9%	-1.9%	-0.4%	4.0%	8.0%	-4.3%	-5.4%	-30.8%	-8.7%
...Hilo	-4.3%	-14.8%	-3.7%	-23.4%	-8.7%	16.0%	6.4%	14.0%	20.8%	4.0%	0.1%	-40.9%	-5.5%
...Kona	-3.7%	-12.8%	-8.5%	-7.2%	-14.7%	-7.2%	0.5%	-0.8%	7.4%	-5.2%	-7.1%	-39.0%	-11.2%
STATE	-1.8%	-7.2%	-0.6%	-3.6%	-18.0%	-5.3%	-1.8%	-5.1%	7.1%	-9.4%	-11.8%	-13.8%	-12.1%
DOMESTIC													
O'ahu	-0.3%	-6.6%	-15.3%	7.4%	-20.3%	-4.0%	1.9%	-0.1%	13.5%	-8.4%	-35.3%	-35.1%	-35.3%
Maui	-5.1%	-12.7%	-15.8%	-5.9%	-20.0%	-5.5%	-4.8%	-6.8%	9.5%	-9.1%	-32.6%	-30.0%	-32.2%
Moloka'i	-18.5%	-20.4%	134.0%	-19.7%	-31.1%	18.5%	-21.9%	14.8%	-11.3%	-17.1%	-42.9%	7.3%	-39.4%
Lāna'i	-19.7%	-19.7%	79.5%	-18.2%	-43.7%	-18.2%	-26.4%	-47.6%	1.5%	-32.5%	-39.1%	-68.3%	-44.1%
Kaua'i	-6.4%	-12.6%	-35.8%	0.5%	-18.3%	-4.0%	-5.7%	-5.4%	10.9%	-8.4%	-29.8%	-11.6%	-26.7%
Hawai'i Island	-3.9%	-12.6%	-20.9%	10.9%	-14.2%	-3.7%	-3.9%	-3.4%	8.1%	-6.3%	-30.0%	-19.0%	-28.5%
...Hilo	-4.7%	-14.9%	-7.0%	-3.0%	-12.8%	3.3%	-1.0%	0.3%	14.2%	-3.1%	-35.6%	-31.3%	-35.0%
...Kona	-3.6%	-12.9%	-21.9%	12.9%	-14.4%	-1.9%	-3.5%	-3.8%	5.8%	-6.4%	-27.8%	-12.3%	-25.6%
STATE	-2.1%	-7.2%	-16.5%	4.6%	-19.5%	-6.5%	-2.2%	-5.7%	7.7%	-10.0%	-34.7%	-31.2%	-34.4%
INTERNATIONAL													
O'ahu	11.8%	-8.1%	0.5%	-23.2%	-14.0%	-8.9%	33.2%	10.0%	21.5%	-3.6%	-1.8%	-7.9%	-2.5%
Maui	13.9%	-23.2%	-15.2%	-3.9%	89.4%	-33.5%	-12.2%	83.5%	-18.4%	14.6%	-7.2%	-48.2%	-12.7%
Moloka'i	-24.9%	-79.6%	-9.7%	-53.8%	NA	NA	931.3%	NA	-1.7%	519.2%	-51.2%	-73.0%	-55.3%
Lāna'i	-40.6%	-56.0%	14.2%	-27.4%	NA	NA	363.6%	NA	NA	1211.2%	-41.1%	-85.5%	-47.7%
Kaua'i	-0.8%	-14.2%	-19.9%	-27.3%	3.2%	103.2%	8.5%	348.8%	4.4%	28.5%	-11.1%	-47.3%	-15.5%
Hawai'i Island	-0.7%	-3.2%	-5.6%	-23.7%	-11.5%	8.6%	72.7%	183.9%	6.8%	18.4%	-1.7%	-32.8%	-5.8%
...Hilo	16.5%	-13.8%	-3.7%	-36.2%	19.3%	73.6%	194.3%	256.9%	67.3%	72.8%	3.8%	-41.9%	-2.4%
...Kona	-9.7%	-11.0%	-8.5%	-23.6%	-16.9%	-33.3%	67.6%	58.8%	20.2%	7.5%	-4.2%	-43.2%	-9.1%
STATE	11.9%	-7.9%	-0.5%	-9.1%	-8.1%	4.3%	4.7%	10.0%	1.4%	-3.5%	-1.9%	-7.7%	-2.6%

Table 58: 2009 Visitor Arrivals Growth by Island and MMA (continued)
(% change over 2008)

% 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	-22.2%	1.5%	34.0%	-18.5%	-27.9%	-2.7%	2.4%	3.0%	-5.6%	-0.5%	-21.4%	-4.0%
Maui	-36.8%	2.4%	32.0%	26.5%	-47.5%	-3.2%	-6.9%	-5.7%	-11.5%	-8.3%	-24.8%	-8.8%
Moloka'i	-70.1%	-97.3%	172.6%	-83.7%	-94.3%	-67.8%	-42.7%	-16.7%	-9.1%	-20.7%	-61.4%	-29.8%
Lāna'i	-58.4%	-20.7%	11.8%	-32.5%	-91.4%	-60.6%	-49.2%	-20.5%	-33.6%	-32.4%	-58.1%	-24.5%
Kaua'i	-41.0%	1.4%	48.1%	-37.8%	-50.7%	-20.9%	-12.7%	-7.3%	8.8%	-1.4%	-20.3%	-9.9%
Hawai'i Island	-25.7%	15.5%	46.8%	40.6%	-44.5%	-5.4%	-18.0%	4.8%	-3.2%	-2.4%	-23.3%	-8.0%
...Hilo	-12.7%	65.5%	96.3%	97.6%	-58.9%	11.3%	-22.0%	22.6%	22.4%	16.4%	-31.0%	-10.4%
...Kona	-30.2%	19.4%	29.8%	36.3%	-43.9%	-13.0%	-15.0%	-1.5%	0.9%	-1.5%	-23.5%	-8.4%
STATE	-22.7%	3.1%	34.8%	-7.6%	-25.7%	-1.9%	-5.9%	-2.6%	-12.7%	-7.4%	-20.9%	-4.4%
DOMESTIC												
O'ahu	-28.8%	-7.1%	-11.6%	-6.5%	-16.0%	-24.3%	1.0%	3.3%	-1.1%	1.3%	-10.9%	-4.2%
Maui	3.4%	-6.8%	2.7%	-16.0%	-42.0%	-1.7%	-6.7%	-5.7%	-20.2%	-11.9%	-18.4%	-8.5%
Moloka'i	-35.7%	12.5%	21.4%	-38.1%	-76.9%	-28.8%	-31.3%	-16.7%	-9.1%	-17.1%	-22.5%	-19.5%
Lāna'i	57.6%	23.1%	-19.0%	22.1%	-19.2%	32.8%	-46.0%	-20.5%	-33.6%	-31.4%	-31.8%	-20.5%
Kaua'i	-32.0%	14.9%	5.4%	-39.0%	-38.0%	-21.1%	-10.3%	-6.7%	8.8%	-0.7%	-17.4%	-8.9%
Hawai'i Island	-6.0%	11.5%	-21.9%	-4.5%	-20.6%	-9.8%	-17.1%	7.1%	-10.7%	-5.8%	-14.0%	-7.3%
...Hilo	-14.6%	12.0%	-22.6%	-0.9%	-1.5%	-13.1%	-20.2%	30.9%	12.9%	14.2%	-12.3%	-9.8%
...Kona	0.9%	21.3%	-17.5%	1.4%	-39.5%	-6.2%	-11.2%	1.0%	-7.9%	-5.5%	-15.0%	-7.1%
STATE	-28.3%	-3.6%	-10.4%	-10.5%	-16.0%	-23.3%	-7.2%	-2.5%	-11.3%	-6.9%	-13.7%	-4.7%
INTERNATIONAL												
O'ahu	-16.0%	4.5%	42.0%	-21.5%	-29.7%	7.2%	70.0%	-6.6%	-60.5%	-34.5%	-30.9%	-3.7%
Maui	-55.6%	5.5%	35.2%	40.8%	-48.0%	-3.5%	-29.8%	-5.1%	NA	532.5%	-37.1%	-11.2%
Moloka'i	-75.5%	-100.0%	213.6%	-100.0%	-94.6%	-71.6%	-100.0%	NA	NA	-100.0%	-85.3%	-59.4%
Lāna'i	-75.6%	-25.9%	16.4%	-43.3%	-92.7%	-69.2%	-100.0%	NA	NA	-100.0%	-83.3%	-42.5%
Kaua'i	-49.0%	-3.3%	71.0%	-37.5%	-51.7%	-20.9%	-71.1%	-22.6%	NA	-35.6%	-28.3%	-20.4%
Hawai'i Island	-31.7%	16.5%	61.3%	59.0%	-46.5%	-4.3%	-39.5%	-47.4%	NA	178.5%	-35.8%	-10.4%
...Hilo	-11.7%	81.4%	115.6%	136.1%	-61.8%	17.4%	-39.5%	-47.4%	NA	61.0%	-45.0%	-12.2%
...Kona	-36.9%	19.0%	40.8%	46.2%	-44.3%	-14.4%	-100.0%	-47.4%	NA	185.1%	-36.4%	-13.8%
STATE	-17.5%	5.4%	43.8%	-6.7%	-27.3%	8.3%	84.4%	-6.6%	-38.6%	-20.1%	-30.3%	-3.5%

VISITOR EXPENDITURES

AIR AND CRUISE VISITOR - TOTAL SPENDING

BY CATEGORY

AIR AND CRUISE VISITOR - TOTAL SPENDING

BY ISLAND BY MMA

AIR VISITOR - DAILY SPENDING BY MMA

AIR VISITOR - DAILY SPENDING BY ISLAND

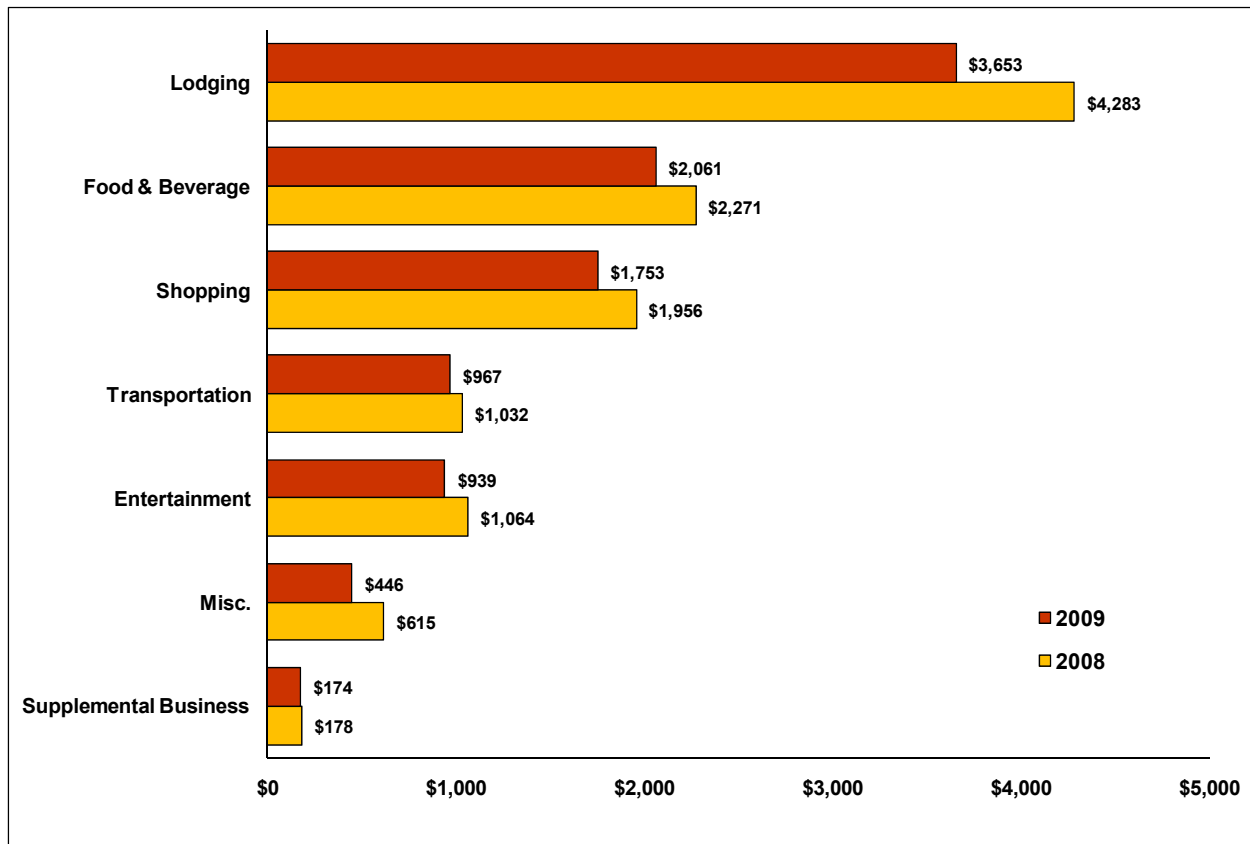
ALL VISITOR EXPENDITURES

AIR AND CRUISE VISITOR TOTAL SPENDING BY CATEGORY

Total expenditures by all visitors who came by air or by cruise ship to Hawai'i in 2009 fell 12.3 percent from 2008 to \$10 billion, due to lower average daily visitor spending and decreased visitor days (Table 59).

Lodging, the largest expenditure category, declined 14.7 percent to \$3.65 billion and accounted for 36.6 percent of total visitor expenditures. Food and beverage, the second largest category was down 9.2 percent to \$2.06 billion or 20.6 percent of total visitor spending. Shopping expenditures fell 10.3 percent to \$1.75 billion, while entertainment and recreation expenditures dropped 11.7 percent to \$939.1 million. The biggest drop in spending was in other expenses which included cruise package and on-ship spending, down 27.5 percent to \$445.5 million.

Figure 21: Total Visitor Expenditures by Category: 2009 vs. 2008 (in Millions)



AIR AND CRUISE VISITOR TOTAL SPENDING BY ISLAND AND MMA

- U.S. West visitors (\$3.54 billion) continued to be the largest contributors to combined air and cruise spending in 2009 (Table 60 and Table 61).
- Canadians spent more on Maui (\$280.6 million) than on O‘ahu (\$233.1 million).
- Japanese visitors spent the most on O‘ahu (\$1.69 billion), followed by Hawai‘i Island (\$108.5 million).
- Spending on O‘ahu totaled \$5.11 billion in 2009, 11 percent lower compared to 2008. Spending by visitors from Japan (-5.2% from 2008 to \$1.69 billion), U.S. West (-10.2% to \$1.25 billion), U.S. East (-13.4% to \$1.18 billion), Canada (-17.6% to \$233.1 million), Oceania (-12.7% to \$201.3 million), Europe (-23.6% to \$93 million), and Latin America (-48.5% to \$17.8 million) declined while spending by Other Asia visitors (+1.6% to \$146.4 million) on O‘ahu increased.
- Visitor expenditures on Maui fell 13.2 percent to \$2.53 billion in 2009. U.S. West visitors spent the most on Maui at \$1.15 billion, however, spending was 11.5 percent less than in 2008. Spending by U.S. East visitors was second highest at \$822.8 million (-18.9%), followed by Canadian visitors at \$280.6 million (-5%), European visitors at \$50.9 million (-17.7%), Japanese visitors at \$32.7 million (-38.9%), Oceania visitors at \$28.4 million (-11%), Other Asia visitors at \$18.1 million (-2.1%) and Latin America visitors at \$13.8 million (+0.3%).
- Visitor spending on Hawai‘i Island was down 14.1 percent from 2008 to \$1.25 billion. Expenditures on this island by visitors from U.S. West (-11.6%, to \$549.6 million), U.S. East (-20.4% to \$385.3 million), Japan (-2.8% to \$108.5 million), Canada (-10.9% to \$78.1 million), Europe (-14.7% to \$35.5 million) and Other Asia (-16% to \$14.1 million) declined. In contrast, spending by visitors from Oceania (+11.9% to \$21.3 million) and Latin America (+49.7% to \$6.6 million) were higher compared to 2008.
- Expenditures on Kaua‘i totaled \$1.02 billion in 2009, 12.6 percent less than the previous year. U.S. West visitors spent the most on Kaua‘i at \$546.9 million (-9.6%), followed by spending from U.S. East (-13.4% to \$346.5 million), Canadian (-16.4% to \$47.2 million), European (-12% to \$21.5 million), Japanese (-15.3% to \$8.2 million), Oceania (-28.6% to \$7.7 million), Other Asia (-7.9% to \$4.5 million) and Latin America (-14.1% to \$1.3 million) visitors.

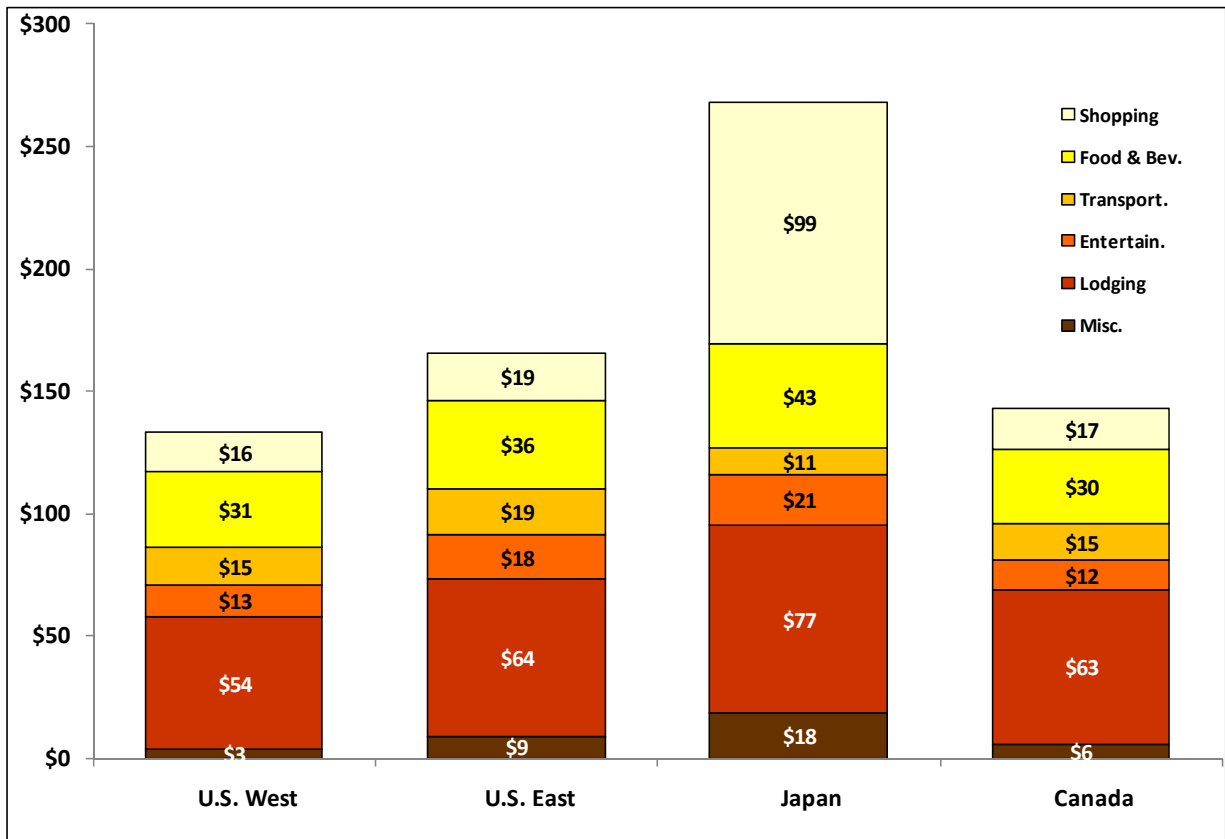
AIR VISITORS PERSONAL DAILY SPENDING BY MMA

U.S. WEST

U.S. West air visitors in 2009 spent an average of \$133 per person on a daily basis, down from \$146 per person in 2008 (Table 62).

- Daily spending by this group of visitors was the lowest among the visitor markets in 2009 and 2008.
- Lodging expenditures by U.S West visitors averaged \$54 per person per day in 2009, down from \$60 per person per day in 2008.
- This group spent less on food and beverage (from \$32 per person to \$31 per person), shopping (from \$19 per person to \$16 per person) and entertainment and recreation (from \$14 per person to \$13 per person) and the same amount on transportation (\$15 per person) compared to those who came in 2008.

Figure 22: 2009 Visitor Personal Daily Spending by Category and Selected MMA



U.S. EAST

Per day expenditures by U.S. East air visitors dropped to \$166 per person in 2009, from \$183 per person in 2008 (Table 63).

- Daily spending by this group of visitors was fifth highest among the eight visitor markets, same as in 2008.
- Lodging expenditures, the largest expense for U.S. East visitors, declined from \$73 per person per day in 2008 to \$64 per person per day in 2009.
- Similar to U.S. West visitors, those who came in 2009 also spent less on food and beverages (from \$38 per person to \$36 per person), shopping (from \$21 per person to \$20 per person) and entertainment and recreation (from \$20 per person to \$18 per person) and spent equal amount on transportation (\$19 per person) compared to 2008.

JAPAN

Air visitors from Japan continued to spend the most per day among all MMAs even though in 2009, daily spending declined to \$268 per person from \$288 per person in 2008 (Table 64).

- In contrast to other visitor groups, the largest 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 or Europe.

- Shopping expenses fell from \$101 per person per day to \$99 per person in 2009.
- Japanese visitor spending on lodging, at \$77 per person, was down significantly from \$90 per person in 2008.
- These visitors also spent less on food and beverages (from \$45 per person to \$43 per person), entertainment and recreation (from \$22 per person to \$21 per person) and a similar amount on transportation (\$11 per person) compared to 2008.

CANADA

Per day spending by Canadian air visitors in 2009 decreased to \$143 per person, from \$153 per person in 2008 (Table 65).

- Daily spending by this group continued to be the second lowest among all MMAs.
- Lodging expenditures by these visitors fell from \$67 per person to \$63 per person in 2009.
- This group also spent less on food and beverages (\$30 per person from \$33 per person), shopping (\$17 per person from \$18 per person) and entertainment and recreation (\$12 per person from \$13 per person). Canadian visitors spent \$15 per person on transportation, about the same as in 2008.

EUROPE

Daily spending by European air visitors decreased to \$144 per person in 2009, from \$169 per person in the previous year (Table 66).

- These visitors spent less on lodging (\$61 per person from \$71 per person in 2008), food and beverages (\$31 per person from \$35 per person), shopping (\$16 per person from \$21 per person) and entertainment and recreation (\$12 per person from \$15 per person) compared to 2008.
- European visitors spending on transportation in 2009 was slightly higher at \$20 per person from \$19 per person a year ago.

OCEANIA

Daily spending by air visitors from Oceania moved from being fourth highest among the MMAs in 2008 (\$216 per person) to rank third highest in 2009 (\$203 per person) (Table 67).

- While lodging expenses dropped sharply among the other visitor markets, Oceania visitors' spending in this category was \$68 per person in 2009, only slightly lower than the previous year (\$69 per person).
- These visitors also spent less on shopping (\$50 per person from \$56 per person), food and beverages (from \$43 per person from \$49 per person), and transportation (\$14 person from \$16 per person) and about the same amount on entertainment and recreation (\$20 per person) compared to 2008.

OTHER ASIA

Daily spending by visitors from Other Asia decreased to \$208 per person in 2009 (from \$222 per person in 2008) (Table 68).

- Daily spending by this group of visitors continued to be second highest among the visitor markets in 2009.
- Daily lodging expenditures by these visitors fell to \$57 per person from \$66 per person in 2008.

- Visitors from Other Asia were the second highest spenders in the shopping category at \$61 per person, even though shopping expenses dropped from \$64 per person in 2008.
- This group spent less on entertainment and recreation (\$22 per person from \$23 per person) and transportation (\$19 per person from \$22 per person) but slightly more on food and beverages (\$39 per person from \$38 per person) in 2009.

LATIN AMERICA

Per day spending by air visitors from Latin America in 2009 was \$185 per person, down from \$219 per person in 2008 (Table 69).

- These visitors spent \$58 per person daily on lodging in 2009, significantly lower than in 2008 (\$74 per person).
- They also spent much less on shopping (\$33 per person from \$42 per person), food and beverages (\$33 per person from \$41 per person) and entertainment and recreation (\$17 per person from \$29 per person) but slightly more on transportation (\$24 per person from \$23 per person) compared to 2008.

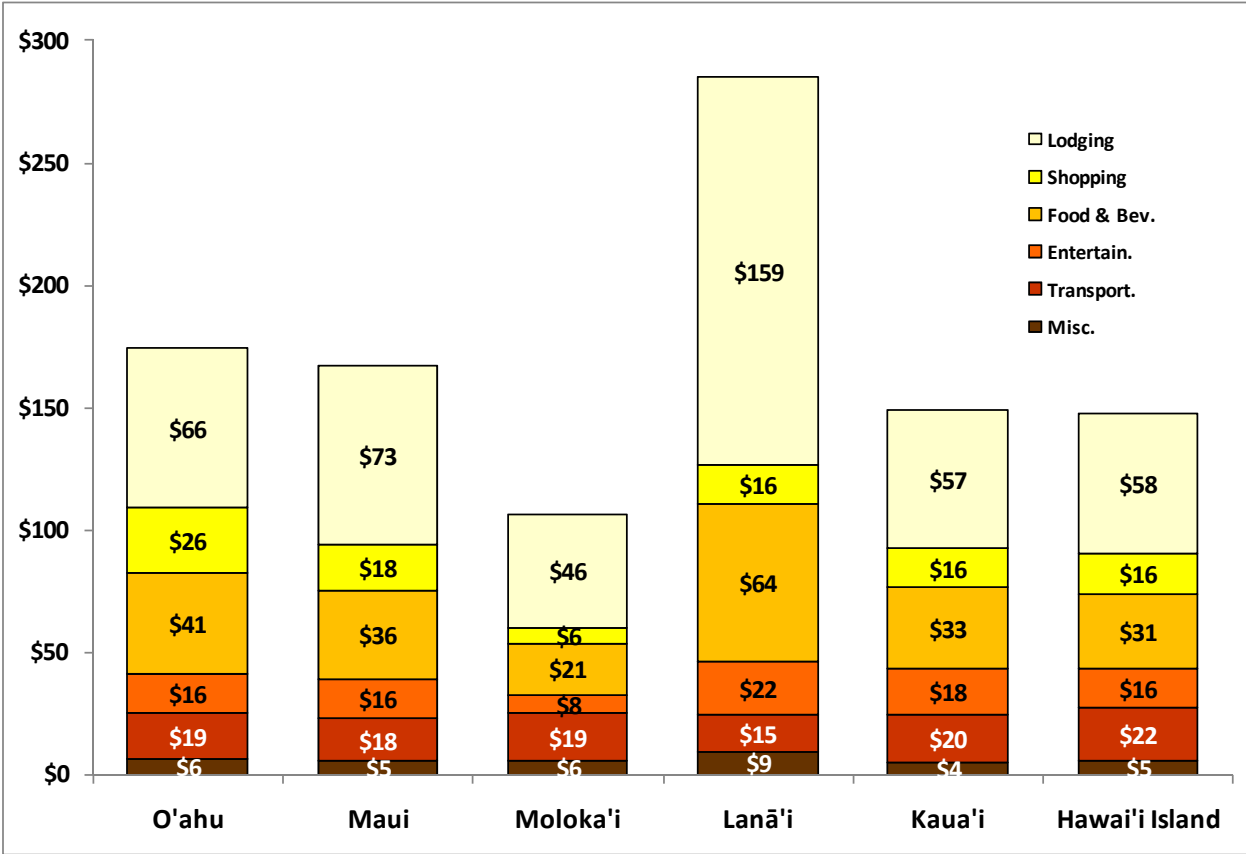
AIR VISITOR PERSONAL DAILY SPENDING BY ISLAND

Total daily spending by air visitors in 2009 declined on all islands compared to the previous year (Table 71 and Table 72). Daily visitor spending on most categories: lodging, food and beverages, shopping and entertainment and recreation were lower on all islands compared to 2008.

- Visitor by air to Lānaʻi continued to spend the most on a daily basis at \$285 per person compared to \$324 per person in 2008.
- Daily spending on Oʻahu was the second highest at \$174 per person (down from \$199 per person in 2008).
- Daily spending on Maui was the third highest in 2009 at \$167 per person, compared to \$190 in 2008.
- Visitors to Kauaʻi in 2009 spent \$149 per person (\$169 per person in 2008), Hawaiʻi Island visitors spent \$148 per person (\$165 per person in 2008); while Molokaʻi visitors spent \$107 per person, (\$129 per person in 2008).
- Lodging remained the largest expense for visitors across all islands and Lānaʻi visitors continued to spend the most. In 2009 Lānaʻi visitors spent \$159 per person on lodging (down from \$171 per person in 2008), followed by Maui visitors at \$73 per person (\$83 per person in 2008). Lodging expenses on Oʻahu decreased the most (-16.2%), down to \$66 per person, from \$78 per person in 2008. Visitors on Hawaiʻi Island spent \$58 per person on lodging (\$65 per person in 2008), Kauaʻi visitors spent \$57 per person (\$64 per person in 2008) and Molokaʻi visitors spent \$47 per person (\$53 per person in 2008).
- Daily spending on food and beverage was the second largest category. Visitors on Lānaʻi again spent the most at \$64 per person, followed by visitors on Oʻahu (\$41 per person), Maui (\$36 per person), Kauaʻi (\$33 per person), Hawaiʻi Island (\$31 per person) and Molokaʻi (\$21 per person).

- All islands saw double digit decreases in daily visitor spending on shopping. In 2009, visitors on O‘ahu (\$26 per person) spent the most on shopping followed by visitors on Maui (\$18 per person). Visitors on Hawai‘i Island, Kaua‘i and Lāna‘i spent about the same amount on shopping at \$16 per person per day

Figure 23: 2009 Visitor Personal Daily Spending by Category and Island



- Visitors on Lāna‘i spent \$24 per person daily on entertainment and recreation in 2009 while those on Kaua‘i spent \$18 per person. Spending on entertainment and recreation by visitors on Maui, O‘ahu and Hawai‘i Island was about \$16 per person per day on each island.
- Daily spending on transportation on Lāna‘i rose to \$15 per person in 2009 from \$11 per person in 2008. Visitors on Hawai‘i Island (\$22 per person), Kaua‘i (\$20 per person), Moloka‘i (\$19 per person) and Maui (\$18 per person) spent less on transportation costs compared to 2008 while those on O‘ahu (\$19 per person) spent about the same amount.

Table 59: Total Visitor Expenditures by Category: 2009 vs. 2008
 (Total Air and Cruise Visitor Spending in millions of dollars)

Expenditure Type	2009	2008	% change
GRAND TOTAL	9,993.2	11,398.5	-12.3
Total Food and beverage	2,061.2	2,271.2	-9.2
Restaurant food	1,381.2	1,531.9	-9.8
Dinner shows and cruises	207.3	238.3	-13.0
Groceries and snacks	472.7	500.9	-5.6
Entertainment & Recreation	939.1	1,063.6	-11.7
Total Transportation	967.1	1,032.2	-6.3
Interisland airfare	150.6	188.9	-20.3
Ground transportation	89.1	92.9	-4.1
Rental vehicles	645.3	648.8	-0.5
Gasoline, parking, etc.	82.1	101.6	-19.1
Total Shopping	1,753.5	1,955.7	-10.3
Fashion and clothing	618.2	703.7	-12.1
Jewelry and watches	294.1	354.2	-17.0
Cosmetics, perfume	64.0	73.6	-13.1
Leather goods	279.8	277.1	1.0
Hawai'i food products	194.4	199.1	-2.4
Souvenirs	302.9	348.0	-12.9
Lodging	3,653.1	4,282.9	-14.7
All other expenses 1/	445.5	614.7	-27.5
Supplemental business	173.7	178.3	-2.6

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

**Table 60: 2009 Total Visitor Expenditures by Island and MMA
(Total Air and Cruise Visitor Spending in \$millions)**

2009	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	1,248.7	1,180.1	1,684.8	233.1	93.0	201.3	146.4	17.8	300.7	5,105.9
Maui	1,152.2	822.8	32.7	280.6	50.9	28.4	18.1	13.8	132.0	2,531.5
Moloka'i	12.7	7.8	0.5	1.4	1.1	0.4	0.3	0.0	0.8	25.1
Lāna'i	26.7	26.5	1.4	3.2	0.8	0.3	0.3	0.1	4.0	63.3
Kaua'i	546.9	346.5	8.2	47.2	21.5	7.7	4.5	1.3	33.3	1,017.1
Hawai'i Island	549.6	385.3	108.5	78.1	35.5	21.3	14.1	6.6	51.2	1,250.2
STATE	3,536.9	2,769.0	1,836.1	643.7	202.8	259.4	183.7	39.6	522.0	9,993.2

**Table 61: 2009 Total Visitor Expenditures Growth by Island and MMA
(% change over 2008)**

2009	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%	-13.4%	-5.2%	-17.6%	-23.6%	-12.7%	1.6%	-48.5%	-23.6%	-11.0%
Maui	-11.5%	-18.9%	-38.9%	-5.0%	-17.7%	-11.0%	-2.1%	0.3%	5.3%	-13.2%
Moloka'i	-28.5%	-35.7%	-7.9%	-54.3%	-37.0%	2.1%	-47.1%	-96.6%	-53.4%	-34.3%
Lāna'i	-30.8%	-19.0%	-13.6%	-13.1%	-65.3%	-63.9%	-69.6%	-71.4%	-41.6%	-28.1%
Kaua'i	-9.6%	-13.4%	-15.3%	-16.4%	-12.0%	-28.6%	-7.9%	-14.1%	-34.2%	-12.6%
Hawai'i Island	-11.6%	-20.4%	-2.8%	-10.9%	-14.7%	11.9%	-16.0%	49.7%	-24.9%	-14.1%
STATE	-11.0%	-16.3%	-6.0%	-11.7%	-20.0%	-11.6%	-1.1%	-27.6%	-19.3%	-12.3%

**Table 62: U.S. West Visitor Personal Daily Spending by Category
2009 vs. 2008 (Arrivals by air, in dollars)**

Expenditure Type	2009	2008	% change
GRAND TOTAL	133.3	146.2	-8.9
Total Food and beverage	30.8	32.4	-5.1
Restaurant food	19.8	21.1	-6.3
Dinner shows and cruises	2.8	3.0	-7.6
Groceries and snacks	8.2	8.3	-1.1
Entertainment & Recreation	12.8	13.8	-6.8
Total Transportation	15.4	15.3	1.2
Interisland airfare	1.5	1.7	-9.3
Ground transportation	0.7	0.7	0.3
Rental vehicles	11.8	11.2	5.3
Gasoline, parking, etc.	1.4	1.7	-14.9
Total Shopping	16.3	19.0	-14.2
Fashion and clothing	6.3	7.2	-13.0
Jewelry and watches	3.2	4.3	-25.8
Cosmetics, perfume	0.3	0.3	-19.3
Leather goods	0.5	0.6	-5.5
Hawai'i food products	2.1	2.2	-2.1
Souvenirs	3.9	4.4	-11.6
Lodging	54.4	60.4	-9.9
All other expenses 1/	3.4	5.4	-35.5

**Table 63: U.S. East Visitor Personal Daily Spending by Category
2009 vs. 2008 (Arrivals by air, in dollars)**

Expenditure Type	2009	2008	% change
GRAND TOTAL	165.6	183.4	-9.7
Total Food and beverage	35.9	37.7	-4.7
Restaurant food	25.2	26.3	-4.2
Dinner shows and cruises	4.0	4.5	-11.7
Groceries and snacks	6.8	7.0	-2.0
Entertainment & Recreation	18.1	19.9	-9.2
Total Transportation	18.9	18.8	0.6
Interisland airfare	3.6	3.9	-6.4
Ground transportation	1.0	1.0	-3.2
Rental vehicles	12.7	11.9	6.0
Gasoline, parking, etc.	1.7	2.0	-16.1
Total Shopping	19.5	21.2	-8.2
Fashion and clothing	6.9	7.3	-5.5
Jewelry and watches	4.3	5.1	-15.4
Cosmetics, perfume	0.2	0.3	-17.1
Leather goods	0.6	0.5	15.7
Hawai'i food products	2.1	2.1	3.1
Souvenirs	5.4	6.0	-10.6
Lodging	64.2	72.5	-11.5
All other expenses 1/	9.0	13.3	-31.9

^{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
2009 vs. 2008 (Arrivals by air, in dollars)**

Expenditure Type	2009	2008	% change
GRAND TOTAL	268.3	288.3	-6.9
Total Food and beverage	43.0	45.2	-5.0
Restaurant food	30.1	31.6	-4.8
Dinner shows and cruises	4.8	5.3	-10.6
Groceries and snacks	8.2	8.3	-2.1
Entertainment & Recreation	20.7	22.0	-5.6
Total Transportation	10.5	11.4	-7.6
Interisland airfare	2.3	3.0	-22.5
Ground transportation	4.7	4.8	-3.6
Rental vehicles	3.1	3.1	0.5
Gasoline, parking, etc.	0.4	0.4	-7.8
Total Shopping	98.8	100.8	-1.9
Fashion and clothing	26.9	27.0	-0.2
Jewelry and watches	12.3	12.9	-4.6
Cosmetics, perfume	5.5	5.7	-4.7
Leather goods	33.5	34.0	-1.4
Hawai'i food products	11.8	11.9	-1.0
Souvenirs	8.9	9.3	-4.2
Lodging	76.9	89.6	-14.2
All other expenses 1/	18.4	19.4	-5.3

**Table 65: Canadian Visitor Personal Daily Spending by Category
2009 vs. 2008 (Arrivals by air, in dollars)**

Expenditure Type	2009	2008	% change
GRAND TOTAL	143.0	153.4	-6.8
Total Food and beverage	30.1	32.6	-7.8
Restaurant food	17.5	20.1	-13.2
Dinner shows and cruises	3.1	3.1	-0.4
Groceries and snacks	9.5	9.4	1.5
Entertainment & Recreation	11.9	12.6	-5.4
Total Transportation	15.2	14.5	4.4
Interisland airfare	1.7	1.9	-11.0
Ground transportation	0.9	1.0	-7.8
Rental vehicles	11.0	10.0	10.0
Gasoline, parking, etc.	1.5	1.6	-3.9
Total Shopping	17.1	18.4	-7.1
Fashion and clothing	8.4	9.2	-8.4
Jewelry and watches	2.9	3.0	-3.7
Cosmetics, perfume	0.2	0.4	-31.9
Leather goods	0.5	0.5	2.8
Hawai'i food products	1.6	1.5	1.8
Souvenirs	3.4	3.8	-9.4
Lodging	63.0	67.0	-6.0
All other expenses 1/	5.8	8.2	-30.2

^{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
2009 vs. 2008 (Arrivals by air, in dollars)**

Expenditure Type	2009	2008	% change
GRAND TOTAL	144.3	168.8	-14.5
Total Food and beverage	31.1	34.6	-10.2
Restaurant food	22.9	24.4	-6.1
Dinner shows and cruises	1.7	2.8	-39.5
Groceries and snacks	6.4	7.4	-12.6
Entertainment & Recreation	12.3	15.3	-19.8
Total Transportation	19.6	19.3	1.6
Interisland airfare	5.2	5.3	-1.4
Ground transportation	1.4	1.9	-29.4
Rental vehicles	11.6	10.8	8.0
Gasoline, parking, etc.	1.4	1.3	7.0
Total Shopping	16.3	20.6	-20.8
Fashion and clothing	8.7	9.6	-9.5
Jewelry and watches	1.8	3.4	-46.2
Cosmetics, perfume	0.3	0.6	-48.4
Leather goods	0.7	0.7	-0.8
Hawai'i food products	1.2	1.3	-11.1
Souvenirs	3.5	4.9	-27.6
Lodging	60.5	71.4	-15.3
All other expenses 1/	4.5	7.6	-40.7

**Table 67: Oceania Visitor Personal Daily Spending by Category
2009 vs. 2008 (Arrivals by air, in dollars)**

Expenditure Type	2009	2008	% change
GRAND TOTAL	202.9	216.1	-6.1
Total Food and beverage	42.7	48.9	-12.7
Restaurant food	30.1	35.1	-14.3
Dinner shows and cruises	4.5	5.2	-14.3
Groceries and snacks	8.1	8.5	-5.1
Entertainment & Recreation	19.5	19.4	0.9
Total Transportation	14.1	16.2	-13.4
Interisland airfare	3.5	5.2	-32.3
Ground transportation	3.2	3.2	1.9
Rental vehicles	6.2	6.8	-8.6
Gasoline, parking, etc.	1.1	1.1	2.5
Total Shopping	50.4	56.0	-9.9
Fashion and clothing	28.7	32.5	-11.6
Jewelry and watches	7.5	8.4	-10.8
Cosmetics, perfume	3.4	3.7	-7.3
Leather goods	3.2	3.2	2.2
Hawai'i food products	1.3	1.0	22.7
Souvenirs	6.3	7.2	-12.3
Lodging	68.3	69.4	-1.7
All other expenses 1/	7.9	6.3	27.1

^{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
2009 vs. 2008 (Arrivals by air, in dollars)**

Expenditure Type	2009	2008	% change
GRAND TOTAL	208.0	221.9	-6.3
Total Food and beverage	39.0	38.3	1.8
Restaurant food	28.3	25.7	10.4
Dinner shows and cruises	5.7	5.8	-2.3
Groceries and snacks	5.0	6.8	-27.1
Entertainment & Recreation	22.0	22.8	-3.4
Total Transportation	19.1	21.9	-13.0
Interisland airfare	6.5	9.6	-32.5
Ground transportation	2.7	2.5	7.9
Rental vehicles	9.0	8.6	4.5
Gasoline, parking, etc.	0.9	1.2	-24.6
Total Shopping	61.0	63.8	-4.3
Fashion and clothing	23.4	23.3	0.8
Jewelry and watches	7.7	11.5	-32.8
Cosmetics, perfume	4.8	5.4	-9.7
Leather goods	14.3	12.6	13.2
Hawai'i food products	5.9	5.8	2.0
Souvenirs	4.8	5.3	-8.4
Lodging	57.2	65.9	-13.2
All other expenses 1/	9.7	9.3	5.1

**Table 69: Latin American Visitor Personal Daily Spending by Category
2009 vs. 2008 (Arrivals by air, in dollars)**

Expenditure Type	2009	2008	% change
GRAND TOTAL	184.9	219.2	-15.6
Total Food and beverage	33.4	40.6	-17.9
Restaurant food	24.5	24.9	-1.6
Dinner shows and cruises	3.8	7.2	-47.1
Groceries and snacks	5.1	8.5	-40.7
Entertainment & Recreation	17.2	28.6	-39.8
Total Transportation	23.8	22.5	5.6
Interisland airfare	8.4	7.4	13.9
Ground transportation	1.1	2.4	-52.7
Rental vehicles	12.4	11.2	11.0
Gasoline, parking, etc.	1.8	1.6	16.5
Total Shopping	33.0	41.5	-20.5
Fashion and clothing	16.8	16.6	1.2
Jewelry and watches	5.2	15.8	-66.8
Cosmetics, perfume	0.9	1.1	-18.9
Leather goods	3.5	0.2	1365.7
Hawai'i food products	1.0	1.5	-35.7
Souvenirs	5.6	6.3	-11.0
Lodging	58.1	74.4	-22.0
All other expenses 1/	19.5	11.5	69.5

^{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
2009 vs. 2008 (Arrivals by air, in dollars)**

Expenditure Type	2009	2008	% change
GRAND TOTAL	165.5	173.3	-4.5
Total Food and beverage	36.4	34.5	5.5
Restaurant food	24.3	24.0	1.5
Dinner shows and cruises	3.6	3.2	15.2
Groceries and snacks	8.5	7.4	14.2
Entertainment & Recreation	14.8	15.1	-1.7
Total Transportation	16.4	20.1	-18.2
Interisland airfare	3.0	5.8	-48.6
Ground transportation	3.1	2.3	36.6
Rental vehicles	9.0	10.1	-10.9
Gasoline, parking, etc.	1.4	2.0	-30.3
Total Shopping	35.9	35.8	0.4
Fashion and clothing	15.8	20.3	-22.3
Jewelry and watches	7.0	3.9	76.3
Cosmetics, perfume	1.9	2.4	-22.3
Leather goods	2.6	1.6	60.6
Hawai'i food products	2.7	2.2	21.9
Souvenirs	5.9	5.2	14.3
Lodging	52.7	58.0	-9.2
All other expenses 1/	9.2	9.8	-6.0

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

**Table 71: 2009 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	174.2	166.8	106.5	285.2	149.1	147.7
Total Food and beverage	41.4	36.4	21.1	64.3	33.3	30.7
Restaurant food	28.4	23.3	9.1	57.7	20.5	19.7
Dinner shows and cruises	3.9	4.0	0.1	0.4	3.5	2.0
Groceries and snacks	9.1	9.1	11.8	6.3	9.3	9.0
Entertainment & Recreation	16.1	16.3	7.8	22.3	18.4	16.1
Total Transportation	18.9	17.5	19.1	14.8	20.1	21.6
Interisland airfare	3.0	1.3	5.2	8.0	2.3	4.6
Ground transportation	1.7	0.5	0.6	2.1	0.4	0.6
Rental vehicles	12.2	14.2	11.7	4.1	16.2	14.4
Gasoline, parking, etc.	1.9	1.5	1.7	0.6	1.3	2.0
Total Shopping	26.3	18.3	6.4	15.6	16.2	16.3
Fashion and clothing	10.4	7.2	1.6	6.8	5.6	5.5
Jewelry and watches	4.5	4.1	0.6	2.6	4.0	2.8
Cosmetics, perfume	0.5	0.2	0.1	0.2	0.2	0.3
Leather goods	1.2	0.5	0.1	0.1	0.3	0.6
Hawai'i food products	3.5	1.7	1.6	0.7	1.8	2.8
Souvenirs	6.4	4.4	2.4	5.3	4.3	4.3
Lodging	65.5	73.2	46.5	159.0	56.8	57.6
All other expenses 1/	6.0	5.2	5.7	9.2	4.4	5.4

**Table 72: 2009 Visitor Personal Daily Spending Growth by Category by Island
(% change over 2008)**

Expenditure Type	O'ahu	Maui	Moloka'i	Lāna'i	Kaua'i	Hawai'i Island
GRAND TOTAL	-12.3%	-12.2%	-17.1%	-12.1%	-11.9%	-10.2%
Total Food and beverage	-5.4%	-10.2%	-15.2%	-1.6%	-12.8%	-8.0%
Restaurant food	-6.6%	-11.1%	-22.6%	-2.7%	-14.2%	-11.8%
Dinner shows and cruises	-10.3%	-14.9%	-87.4%	-52.5%	-9.5%	-11.8%
Groceries and snacks	1.0%	-5.5%	-3.5%	18.3%	-10.6%	2.4%
Entertainment & Recreation	-9.4%	-11.7%	-19.4%	-8.7%	-11.0%	-8.2%
Total Transportation	2.0%	-3.7%	-25.7%	31.2%	-4.5%	-5.4%
Interisland airfare	46.3%	-27.7%	-43.2%	20.8%	-20.5%	-31.1%
Ground transportation	-7.7%	-9.6%	-26.7%	35.4%	6.8%	-1.4%
Rental vehicles	-0.6%	1.6%	-17.3%	57.6%	1.1%	8.8%
Gasoline, parking, etc.	-14.8%	-18.6%	-1.0%	20.7%	-30.3%	-14.7%
Total Shopping	-14.2%	-17.3%	-28.9%	-25.6%	-14.1%	-11.2%
Fashion and clothing	-8.8%	-18.0%	-29.5%	-19.1%	-18.1%	-8.1%
Jewelry and watches	-36.0%	-23.0%	-38.3%	-39.8%	-6.9%	-16.8%
Cosmetics, perfume	-18.2%	-27.5%	63.8%	-55.1%	-10.2%	-16.5%
Leather goods	5.6%	-20.7%	-74.5%	-92.7%	31.8%	-18.9%
Hawai'i food products	-2.6%	-4.4%	-22.2%	-3.5%	-6.1%	2.8%
Souvenirs	-10.0%	-13.5%	-28.5%	-16.2%	-19.5%	-17.3%
Lodging	-16.2%	-11.3%	-12.9%	-7.3%	-11.0%	-11.6%
All other expenses 1/	-39.2%	-37.5%	-3.8%	-70.1%	-35.4%	-24.7%

^{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

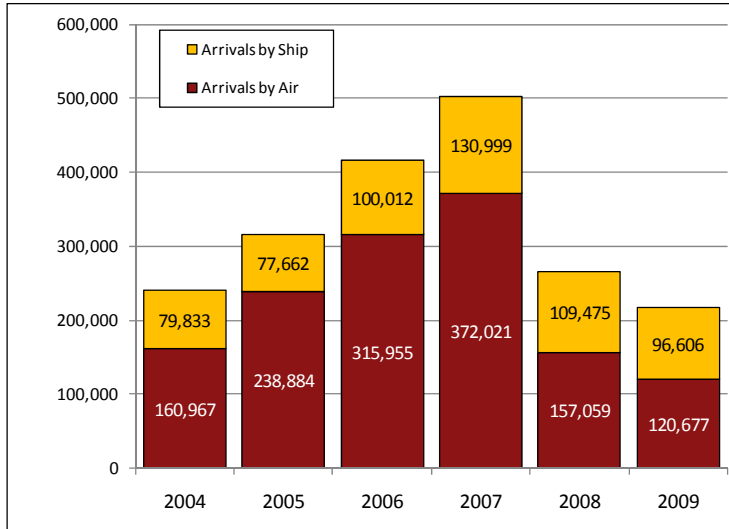
LENGTH OF STAY AND ACCOMODATIONS

DAILY SPENDING

CRUISE VISITORS

ARRIVALS BY AIR AND BY CRUISE SHIP

Figure 24: 2004-2009 Cruise Visitors to Hawai'i



After expanding rapidly from 2004 through 2007, Hawai'i's cruise industry contracted in 2008 and further decreased in 2009.

Many cruise lines changed their itineraries restricting the number of sails to the islands for the fall 2009 and the spring 2010 cruise season due to proposed revisions to the Passenger Vessel Services Act by Customs and Border Protection.

Currently, foreign flagged (out-of-state) cruise ships that visit more than

one U.S. port per itinerary must stop at a port outside the U.S. to be in compliance. The proposed changes to this Act would require these cruise ships to stop for at least 48 hours at each foreign port, even though most port calls average eight hours or less in duration. Furthermore, the time spent at foreign ports would have to comprise at least 50 percent of the total time spent at U.S. stops. Fortunately the rule change was denied in December 2008.

For 2009, a total of 217,283 visitors either came by air and boarded cruise ships or entered Hawai'i by cruise ships, down 18.5 percent from the previous year (Table 73 and Table 74).

Of the total cruise visitors in 2009, 96,606 visitors entered Hawai'i aboard 23 foreign flagged cruise ships which visited the islands 55 times. This was an 11.8 percent decline from 2008 when 109,475 cruise visitors arrived on 31 foreign flagged cruise ships which came 68 times.

Another 120,677 visitors flew to the islands and boarded cruise ships in 2009. This was a decrease of 23.2 percent from the 157,059 visitors in 2008.

Total spending by all cruise visitors (those that came by cruise ships and those who flew to the state to board cruise ships) decreased 28.1 percent to \$312.9 million in 2009. U.S. East cruise visitors spent \$179.6 million, down from \$268.8 million in 2008. Spending by U.S. West cruise visitors decreased to \$65.1 million (from \$80 million in 2008), Canadian cruise visitors spent \$34.5 million (from \$42.5 million in 2008) while European cruise visitors spent \$7.4 million (from \$11.8 million in 2008).

ISLAND VISITATION

In total there were 221,138 passengers aboard cruise ships in 2009, 98.3 percent (217,283) of these passengers were visitors while 1.7 percent or 3,855 passengers were Hawai'i residents (Table 75).

- By the nature of the cruise routes, most passengers went to the four largest islands. Nearly all (98.7%) of the cruise passengers visited O'ahu, 94.5 percent visited Hawai'i Island and Maui and 87.5 percent visited Kaua'i. In addition to their cruise itinerary, 8,093 passengers visited Lāna'i and 6,756 visited Moloka'i.
- In terms of cruise visitors, the largest group was from U.S. East (47.2% of total cruise visitors), followed by visitors from U.S. West (32.2%), Canada (11.4%), Europe (3.7%) and other markets (5.6%).
- Over half (59%) of all cruise visitors had been to the islands before while 41 percent came to Hawai'i for the first-time. The majority of U.S. West (82.3%) and Canadians (55.3%) were repeat visitors while the majority of European (75.9%) and U.S. East visitors (53.5%) were first-timers.
- Most (81.7%) of the visitors cruised the islands for leisure in 2009, 10.2 percent visited friends or relatives, 3.5 percent were on their honeymoon and 3.1 percent played golf.

LENGTH OF STAY AND TYPE OF ACCOMODATION

The total average length of stay in the state by cruise visitors was 9.70 days in 2009 compared to 10.17 days in 2008. Cruise visitors in 2009 spent an average of 5.64 days aboard ship touring the islands and 1.18 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 10.48 days, down from 11.34 days in 2008. Their average length of cruise in 2009 was 5.05 days and these visitors also spent 1.23 days on shore after their cruise was over.
- The average length of stay by Canadian visitors dropped to 10 days from 10.36 total days in 2008. In 2009, these visitors spent 5.67 days on ship and 1.72 days were spent post-cruise.
- U.S East cruise visitors spent an average of 9.27 days in 2009, 6.08 days aboard ship and 0.96 of a day after cruise. This was slightly shorter than 9.67 total days in 2008.
- The average length of stay by European visitors in 2009 continued to be much shorter than other markets at 5.90 days, down significantly from 7.44 days in 2008. Europeans visitors in 2009 spent fewer days on ship (4.26 days versus 5.37 days in 2008) and in Hawai'i before cruise (0.79 days versus 1.20 days in 2008).
- Similar to 2008 (51.6%) about half (51.8%) of the cruise visitors in 2009 chose to stay in hotels in addition to their cruise stay.
- Other lodging used by cruise visitors included condominiums (6.3%, up from 5.8% in 2008), timeshare properties (5.7%, compared to 5.3% in 2008) and staying with friends or relatives (4%, compared to 3.2% in 2008).

DAILY SPENDING

Cruise visitors in 2009 spent an average of \$149 per person per day (PPPD) statewide, lower than the \$160 per person in 2008. 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 \$149 per person also included \$89 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 2009, on island spending by cruise visitors on O'ahu was the highest at \$78 per person per day among the four major islands, up from \$66 per person in 2008.
- Cruise visitor daily spending on Hawai'i Island was second highest at \$57 per person compared to \$62 per person in 2008.
- Cruise visitors daily spending on Maui (\$50 per person) and on Kaua'i (\$47 per person) in 2009 increased from \$45 per person and \$35 per person in 2008, respectively.
- U.S. East visitors surpassed Europe visitors as the highest spenders among cruise visitors in 2009. Statewide daily spending by U.S. East cruise visitors was \$189 per person (included unallocated spending of \$114 per person), down from \$199 per person in 2008. By island, U.S. East visitors spent the most on O'ahu (\$93 per person), followed by Hawai'i Island (\$71 per person), Maui (\$67 per person) and Kaua'i (\$62 per person) (Table 78).
- Daily spending by European cruise visitors fell from \$208 per person in 2008, to \$157 per person in 2009 (included unallocated spending of \$77 per person) (Table 80). These visitors spent the most on O'ahu at \$93 per person, followed by Hawai'i Island at \$80 per person, Maui at \$77 per person and Kaua'i at \$65 per person (Table 80).
- Spending by cruise visitors from Canada rose slightly from \$138 per person in 2008, to \$139 per person in 2009 (included unallocated spending of \$65 per person). Canadian cruise visitors spent the most on O'ahu in 2009 (\$95 per person), followed by Hawai'i Island (\$68 per person), Maui (\$64 per person) and Kaua'i (\$50 per person) (Table 79).
- U.S. West cruise visitors continued to spend the least among the visitor markets in 2009 at \$89 per person per day statewide (included unallocated spending of \$49 per person), down from \$97 per person in 2008. By island, these visitors spent \$52 per person on O'ahu, \$40 per person on Hawai'i Island, \$33 per person on Maui and \$32 per person on Kaua'i (Table 77).
- Other visitors outside of the four major markets, spent \$203 per person per day statewide (included \$116 in unallocated spending per person) compared to \$179 per person in 2008. On a daily basis, these visitors spent the most on O'ahu (\$121 per person), followed by Hawai'i Island (\$77 per person), Maui (\$67 per person) and Kaua'i (\$55 per person) (Table 81).

Table 73: 2009 Cruise Ship Visitors

2009	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	6	10,120	9,220	11	19,340	11.43	221,046
FEBRUARY	7	13,949	8,173	11	22,122	8.48	187,544
MARCH	10	14,691	8,409	14	23,100	9.06	209,266
APRIL	7	12,093	13,000	13	25,093	9.13	229,090
MAY	2	2,206	11,064	7	13,270	9.66	128,139
JUNE	0	0	9,644	4	9,644	9.74	93,942
JULY	2	2,559	9,903	6	12,462	9.80	122,194
AUGUST	0	0	12,111	5	12,111	10.53	127,546
SEPTEMBER	5	9,357	11,278	11	20,635	9.57	197,373
OCTOBER	5	10,850	10,480	10	21,330	10.04	214,058
NOVEMBER	6	11,812	8,580	10	20,392	9.70	197,794
DECEMBER	5	8,969	8,815	9	17,784	10.07	179,138
TOTAL	55	96,606	120,677	111	217,283	9.70	2,107,130

Table 74: 2009 Cruise Ship Visitor Growth

2009	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	-33.3%	-20.5%	-63.1%	-45.0%	-48.7%	0.7%	-48.3%
FEBRUARY	-22.2%	24.2%	-44.8%	-31.3%	-15.0%	-18.6%	-30.9%
MARCH	42.9%	19.4%	-56.6%	-12.5%	-27.1%	-11.8%	-35.7%
APRIL	16.7%	8.3%	5.9%	8.3%	7.0%	-9.9%	-3.5%
MAY	-33.3%	-59.0%	-29.9%	-36.4%	-37.3%	6.4%	-33.3%
JUNE	NA	NA	-1.5%	0.0%	-1.5%	-0.6%	-2.1%
JULY	0.0%	135.9%	4.3%	0.0%	17.8%	0.7%	18.7%
AUGUST	-100.0%	-100.0%	3.5%	-28.6%	-11.9%	1.9%	-10.3%
SEPTEMBER	-28.6%	-11.0%	21.5%	-8.3%	4.2%	-10.0%	-6.2%
OCTOBER	-44.4%	-39.7%	-2.9%	-28.6%	-25.9%	12.8%	-16.5%
NOVEMBER	-25.0%	-1.7%	-18.2%	-23.1%	-9.4%	-4.1%	-13.1%
DECEMBER	-16.7%	-31.1%	6.0%	-10.0%	-16.6%	-3.1%	-19.2%
TOTAL	-19.1%	-11.8%	-23.2%	-21.3%	-18.5%	-4.6%	-22.3%

^{1/} Ship arrivals excluded the U.S. Flagged Haw aii home-ported ship: Pride of Haw aii.

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

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

Source: Haw aii Tourism Authority and Haw aii State Department of Transportation, Harbors Division.

Table 75: 2009 Total Cruise Ship Passengers by MMA

	Visitors by MMA						Hawai'i Residents	Total Passengers
	Visitors	US West	US East	Canada	Europe	Other		
Total Passengers	217,283	69,940	102,464	24,737	7,983	12,159	3,855	221,138
Island Visitation (Number of Passengers)								
O'ahu	214,508	68,897	101,551	24,323	7,702	12,035	3,838	218,346
Kaua'i	189,641	59,325	93,394	20,049	5,893	10,980	3,803	193,444
Maui County	205,133	65,120	98,427	22,813	7,115	11,657	3,826	208,959
Maui	205,133	65,120	98,427	22,813	7,115	11,657	3,826	208,959
Moloka'i	6,756	3,089	2,670	486	231	280	0	6,756
Lāna'i	8,093	3,644	3,146	591	334	377	0	8,093
Hawai'i Island	205,132	64,232	98,807	23,610	6,780	11,702	3,843	208,975
Purpose of Trip (Number of Passengers)								
Honeymoon	7,686	2,481	3,388	842	316	659	138	7,825
Get Married	1,787	642	663	341	65	76	0	1,787
Attend Wedding	2,372	755	809	528	100	181	46	2,418
Convention / Conference	3,431	698	1,601	438	111	583	56	3,486
Business	3,200	1,429	1,344	227	55	145	123	3,323
Visit Friends or Relatives	22,168	10,823	7,976	2,001	193	1,174	1,024	23,192
Play Golf	6,755	1,618	3,619	885	159	474	62	6,817
Leisure	177,509	54,062	86,369	20,621	7,296	9,161	2,624	180,133
Type of Accommodation Before or After Cruise (Number of Passengers)								
Hotel	112,531	27,337	60,039	14,187	2,203	8,765	234	112,766
Hotel only	95,243	20,695	53,163	11,669	1,709	8,006	136	95,380
Condo	13,700	5,766	4,636	2,225	391	683	305	14,005
Condo only	3,240	1,202	1,104	675	33	226	259	3,498
Timeshare	12,417	4,165	5,629	1,396	554	674	0	12,417
Timeshare Only	3,029	1,043	1,514	228	102	142	0	3,029
Cruise only	91,122	37,451	36,339	9,134	5,483	2,716	1,990	93,113
Bed & Breakfast	5,508	1,550	2,535	718	353	351	0	5,508
Bed & Breakfast only	210	47	102	62	0	0	0	210
Friends & relatives	8,733	3,473	3,596	880	374	410	155	8,888
Friends only	2,309	994	1,065	125	52	73	155	2,463
Other accommodation	10,069	3,334	4,858	951	449	476	1,269	11,338
Other accommodation only	3,598	1,236	1,855	267	93	148	1,217	4,816
Average Length of Stay (days)								
Total Length of Stay in Hawai'i	9.70	10.48	9.27	10.00	5.90	10.68	6.89	9.65
LOS in Hawai'i Before Cruise	2.88	4.20	2.23	2.60	0.79	2.79	0.00	2.83
LOS in Hawai'i During Cruise	5.64	5.05	6.08	5.67	4.26	6.09	6.89	5.66
LOS in Hawai'i After Cruise	1.18	1.23	0.96	1.72	0.85	1.80	0.00	1.16
Type of Visitors								
First Timers	88,985	12,416	54,857	11,071	6,063	5,995	NA	NA
Repeat Visitors	128,298	57,524	47,607	13,666	1,921	6,164	NA	NA
Total Expenditures (\$mil)								
Total Expenditures	312.9	65.1	179.6	34.5	7.4	26.3	NA	NA
PPPD (All visitors, \$)								
PPPD (On domestic ships, \$)	225.6	181.7	240.8	203.3	268.3	265.3	NA	NA
PPPD (On foreign ships, \$)	43.3	33.2	54.4	58.5	78.1	46.1	NA	NA

NA: Not Available

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

Table 76: 2009 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 Island	% Change
Total per person per day spending	148.5	-7.4	77.6	17.3	50.1	11.4	46.6	32.0	57.0	-7.4
Lodging	8.4	29.7	18.7	52.2	4.4	36.6	3.3	-5.2	3.5	9.8
Food & beverages	6.9	1.1	12.5	32.5	5.2	-2.2	3.7	33.3	4.3	-18.4
Restaurant	4.6	1.7	8.7	29.5	3.4	4.9	2.2	27.6	2.5	-23.2
Dinner shows	1.1	6.1	2.0	48.4	0.8	-26.7	0.8	40.4	0.7	3.6
Groceries/snacks	1.2	-5.2	1.7	31.8	1.0	0.7	0.8	44.7	1.2	-17.3
Entertainment and Recreation	3.0	-1.1	4.6	17.8	2.1	8.5	2.1	33.3	2.5	-11.9
Shore Tour	16.9	12.3	11.8	28.6	15.0	25.7	20.0	40.8	23.1	16.4
Total Transportation	5.7	2.0	7.9	14.4	4.6	14.5	4.8	35.3	4.8	-10.3
Inter-island airfare	1.4	-31.4	1.7	-28.1	1.2	-23.7	1.2	-3.6	1.3	-46.7
Ground transportation	1.3	17.2	2.4	36.9	0.7	49.5	0.7	72.5	0.9	11.7
Rental car/moped	2.6	22.5	3.1	35.5	2.4	41.8	2.4	46.4	2.3	21.2
Other transportation	0.5	22.9	0.7	43.2	0.3	16.6	0.5	99.3	0.4	15.3
Total Shopping	15.0	-13.4	18.2	0.9	15.8	15.3	9.8	36.0	14.5	-22.0
Fashion & clothing	4.5	-18.4	6.2	3.7	4.6	14.1	2.9	27.6	3.5	-39.2
Jewelry/watch	4.2	-15.5	4.9	-12.3	5.8	21.7	2.5	30.9	3.1	-25.5
Cosmetics/perfumes	0.2	-19.9	0.3	-11.1	0.1	-13.7	0.1	7.1	0.1	12.3
leather goods	0.3	-8.2	0.4	-14.9	0.2	63.2	0.1	-18.9	0.2	74.4
Hawai'i food products	1.7	-14.1	1.6	-3.3	1.0	4.5	1.0	56.9	3.1	-8.3
Souvenirs	4.2	-4.7	4.8	19.7	4.1	10.4	3.2	46.8	4.4	-11.8
All other spending outside ship	3.6	-40.2	3.9	-39.3	3.1	-37.3	2.8	16.1	4.2	-33.9
Unallocated and on ship spending 1/	89.0	-11.1								

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

Table 77: 2009 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 Island	% Change
Total per person per day spending	88.9	-8.1	52.4	3.8	33.0	0.4	32.2	58.4	40.2	-12.1
Lodging	3.3	18.4	7.6	46.7	1.8	34.9	1.4	-8.0	1.6	-22.4
Food & beverages	4.9	-8.7	8.2	17.7	4.0	-17.6	3.0	77.9	3.4	-15.3
Restaurant	3.2	-6.4	5.6	15.6	2.8	-2.9	1.9	69.0	1.9	-26.2
Dinner shows	0.8	5.8	1.5	38.7	0.5	-32.2	0.5	70.5	0.5	55.5
Groceries/snacks	0.9	-24.8	1.1	5.7	0.7	-43.5	0.7	118.4	1.0	-9.7
Entertainment and Recreation	2.3	22.3	3.6	21.9	1.7	66.6	1.7	79.2	1.9	34.8
Shore Tour	10.4	6.0	8.3	24.8	7.9	9.8	12.1	69.5	14.7	10.1
Total Transportation	3.9	-6.0	5.2	3.0	2.9	10.1	3.4	38.7	3.7	-11.9
Inter-island airfare	0.6	-54.8	0.7	-51.0	0.5	-45.3	0.5	-28.2	0.5	-71.2
Ground transportation	0.9	0.0	1.7	6.6	0.5	48.9	0.6	80.6	0.8	13.7
Rental car/moped	2.1	26.0	2.4	39.9	1.6	46.0	2.0	64.1	2.1	32.4
Other transportation	0.3	7.7	0.5	24.5	0.2	20.3	0.2	54.8	0.3	23.1
Total Shopping	12.4	-18.6	16.2	-10.0	12.3	2.2	8.2	69.1	11.7	-21.8
Fashion& clothing	3.8	-19.7	5.6	14.8	3.8	5.3	2.4	54.6	2.8	-48.0
Jewelry/watch	3.6	-21.0	4.3	-34.6	4.4	8.3	2.5	107.5	2.6	-2.4
Cosmetics/perfumes	0.1	-23.4	0.1	-43.1	0.1	84.9	0.1	57.0	0.1	-5.3
leather goods	0.2	-31.1	0.5	-33.3	0.2	57.1	0.0	-51.1	0.1	26.8
Hawai'i food products	1.4	-17.4	1.4	-27.0	0.8	7.3	0.9	78.7	2.6	3.1
Souvenirs	3.3	-13.4	4.2	19.0	2.9	-13.2	2.3	57.4	3.4	-16.6
All other spending outside ship	2.8	-43.5	3.4	-41.3	2.4	-37.3	2.4	37.1	3.1	-44.8
Unallocated and on ship spending 1/	48.8	-7.0								

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

Table 78: 2009 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	189.1	-5.2	93.0	20.5	67.1	10.6	62.1	21.0	70.8	-2.6
Lodging	11.6	39.0	25.0	58.5	5.8	25.3	5.5	-0.8	5.0	38.8
Food & beverages	8.1	14.1	15.3	47.5	5.5	-3.6	4.2	17.6	4.8	-1.8
Restaurant	5.3	13.9	10.7	49.3	3.4	-3.2	2.4	8.9	2.9	-8.5
Dinner shows	1.5	15.5	2.7	40.9	1.1	-23.8	1.1	45.2	0.8	30.6
Groceries/snacks	1.3	13.1	1.9	47.4	1.0	30.2	0.8	15.2	1.2	-0.7
Entertainment and Recreation	3.5	-8.9	5.5	18.4	2.3	-29.3	2.6	15.7	2.8	-15.7
Shore Tour	24.9	12.4	16.3	21.6	24.5	25.7	29.7	28.7	32.3	20.9
Total Transportation	7.1	7.4	10.2	20.0	6.0	11.2	5.8	29.3	5.4	-5.3
Inter-island airfare	1.9	-20.7	2.4	-16.6	1.7	-17.6	1.5	-2.7	1.7	-32.5
Ground transportation	1.3	32.9	2.8	55.7	0.7	39.5	0.5	40.5	0.8	23.8
Rental car/moped	3.3	22.3	4.2	38.0	3.1	30.3	2.9	32.6	2.6	18.6
Other transportation	0.6	10.8	0.7	2.7	0.4	9.0	0.8	144.3	0.4	-10.6
Total Shopping	16.2	-14.3	16.7	-0.7	19.2	12.7	11.4	22.3	16.7	-22.3
Fashion& clothing	4.2	-22.2	4.7	-14.4	4.7	10.7	3.2	12.6	3.8	-32.0
Jewelry/watch	4.8	-17.7	4.8	-4.8	7.8	20.2	2.7	12.9	3.5	-39.8
Cosmetics/perfumes	0.1	-30.3	0.2	22.7	0.1	-58.8	0.1	-46.1	0.1	21.6
leather goods	0.2	-21.5	0.2	6.9	0.1	-40.1	0.1	16.4	0.2	29.2
Hawai'i food products	2.0	-6.2	1.7	25.8	1.2	7.9	1.1	51.5	3.7	-4.3
Souvenirs	5.0	-4.7	5.1	11.2	5.2	11.9	4.2	33.5	5.3	-9.3
All other spending outside ship	3.7	-45.0	4.0	-47.6	3.9	-25.6	2.9	-5.5	3.7	-46.2
Unallocated and on ship spending 1/	114.0	-9.3								

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

Table 79: 2009 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 Island	% Change
Total per person per day spending	139.3	0.8	95.3	44.4	63.9	51.6	49.9	35.2	68.0	-7.9
Lodging	16.0	58.7	31.2	84.0	11.7	123.7	3.3	-16.1	3.8	-26.1
Food & beverages	10.0	14.1	16.4	49.3	8.6	80.0	4.3	3.4	4.7	-46.1
Restaurant	6.7	7.3	11.6	33.4	5.5	81.9	2.3	-18.9	2.9	-46.6
Dinner shows	1.4	35.5	2.0	161.4	1.2	12.7	1.0	42.9	0.7	-30.8
Groceries/snacks	1.9	28.0	2.7	83.4	1.9	176.2	1.0	65.0	1.1	-51.7
Entertainment and Recreation	3.7	-6.6	5.5	33.2	2.6	65.5	1.4	-14.9	3.4	-47.6
Shore Tour	16.7	38.2	10.0	70.3	15.5	78.3	22.1	75.9	24.9	26.2
Total Transportation	6.6	4.8	8.2	24.4	6.7	44.6	5.2	27.0	4.9	-34.8
Inter-island airfare	1.9	-29.3	2.3	-18.1	1.9	-17.5	1.7	-8.4	1.6	-57.8
Ground transportation	1.7	34.8	2.9	78.0	0.9	97.8	0.9	108.7	1.0	-19.7
Rental car/moped	2.5	25.1	2.4	30.6	3.4	114.1	2.2	35.2	1.9	-8.6
Other transportation	0.5	46.7	0.6	75.6	0.5	63.2	0.4	95.0	0.4	9.3
Total Shopping	17.1	-5.3	20.7	18.3	16.5	38.5	10.4	15.5	16.2	-22.0
Fashion& clothing	6.5	-6.3	8.9	10.2	6.0	41.2	3.8	39.5	4.8	-27.7
Jewelry/watch	4.0	-17.3	4.9	25.1	4.2	4.6	2.0	-38.3	3.5	-24.0
Cosmetics/perfumes	0.2	-3.3	0.3	-13.0	0.2	82.2	0.1	33.3	0.1	111.8
leather goods	0.4	207.1	0.4	122.8	0.8	3154.0	0.2	-2.8	0.3	368.0
Hawai'i food products	1.9	-19.5	1.8	2.6	1.1	-17.8	1.1	58.4	3.6	-24.3
Souvenirs	4.1	13.3	4.4	36.9	4.2	94.0	3.2	53.8	3.8	-17.4
All other spending outside ship	4.6	-3.5	3.3	-16.3	2.3	-57.0	3.2	113.6	10.1	83.9
Unallocated and on ship spending 1/	64.6	-12.8								

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

Table 80: 2009 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	157.0	-24.4	92.9	-10.4	76.7	11.3	64.9	33.9	79.9	-15.2
Lodging	4.9	-57.5	10.5	-45.8	2.2	-63.4	2.9	-65.8	2.5	-54.3
Food & beverages	8.5	-41.5	11.0	-22.3	8.3	-43.0	6.9	40.8	6.9	-51.5
Restaurant	5.8	-38.6	8.1	-24.3	5.7	-45.2	4.8	66.0	4.1	-47.2
Dinner shows	0.7	-80.3	0.8	-56.1	0.2	-93.1	0.7	-38.7	0.8	-81.7
Groceries/snacks	2.0	21.3	2.0	33.0	2.4	116.8	1.4	57.6	1.9	10.9
Entertainment and Recreation	1.6	-31.4	2.4	-20.5	1.3	-23.4	1.2	14.5	1.5	30.6
Shore Tour	20.6	-12.3	15.5	10.2	19.4	32.3	22.2	27.5	26.7	-6.9
Total Transportation	11.6	-6.0	12.1	-13.7	10.8	33.1	11.5	41.6	11.9	0.9
Inter-island airfare	6.3	2.9	6.1	-14.0	6.4	30.6	6.4	67.1	6.3	3.0
Ground transportation	3.5	-1.3	4.1	2.9	2.9	85.9	3.1	65.1	3.5	1.7
Rental car/moped	1.4	-41.5	1.4	-48.7	1.1	-23.9	1.5	-28.2	1.6	-15.4
Other transportation	0.4	50.1	0.6	86.6	0.4	118.9	0.4	77.5	0.4	63.5
Total Shopping	25.6	-8.4	34.6	-1.3	28.0	74.9	14.2	136.7	22.4	-16.5
Fashion & clothing	7.9	-16.8	12.2	7.8	8.3	30.3	3.9	160.0	5.8	-37.7
Jewelry/watch	6.3	0.7	10.9	32.0	8.5	140.5	2.1	73.4	2.3	-58.3
Cosmetics/perfumes	0.5	25.1	0.9	81.9	0.3	16.9	0.4	266.8	0.3	30.4
leather goods	0.8	-6.3	0.7	-59.7	0.8	171.9	0.2	-36.5	1.7	515.6
Hawai'i food products	1.9	-19.0	2.4	61.8	1.2	57.8	0.9	91.6	3.1	-41.2
Souvenirs	8.1	-4.7	7.5	-36.3	9.0	85.7	6.7	177.8	9.2	47.4
All other spending outside ship	6.9	7.4	6.9	70.8	6.7	-14.4	6.0	131.8	8.1	29.5
Unallocated and on ship spending 1/	77.3	-29.1								

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

Table 81: 2009 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	202.6	13.0	121.4	31.3	67.4	50.9	54.7	35.0	76.5	3.8
Lodging	19.9	63.3	39.3	66.1	9.6	152.4	6.8	67.8	10.4	103.9
Food & beverages	10.7	10.2	18.8	35.3	7.3	46.0	4.3	28.6	6.6	-18.7
Restaurant	7.2	22.9	13.7	37.1	4.4	52.9	2.7	110.9	3.3	-5.9
Dinner shows	1.3	0.1	1.9	50.0	1.4	32.8	0.6	-29.2	1.1	-14.2
Groceries/snacks	2.1	-14.2	3.2	21.2	1.4	40.3	1.0	-19.5	2.3	-33.3
Entertainment and Recreation	4.9	13.4	6.4	4.5	4.2	96.7	3.0	96.2	4.7	8.8
Shore Tour	18.6	31.4	11.7	29.6	18.2	76.5	21.8	54.8	27.7	34.2
Total Transportation	7.5	16.2	10.3	26.0	5.4	26.4	6.0	64.2	6.3	5.8
Inter-island airfare	1.5	-40.4	1.5	-51.5	1.4	-13.0	1.5	-7.2	1.6	-45.8
Ground transportation	1.7	14.0	3.3	46.8	0.7	-14.9	0.8	19.8	1.0	-13.2
Rental car/moped	3.1	52.8	3.2	34.4	3.0	86.2	3.5	188.2	2.7	69.1
Other transportation	1.2	194.1	2.3	437.3	0.3	25.4	0.3	27.9	1.0	223.8
Total Shopping	19.6	10.4	28.1	36.4	19.6	90.5	8.7	6.2	15.3	-18.3
Fashion& clothing	6.8	-4.2	11.3	26.6	6.0	55.3	2.8	-14.4	3.6	-42.9
Jewelry/watch	5.7	49.2	6.8	27.2	8.2	234.9	2.1	4.0	4.4	83.2
Cosmetics/perfumes	0.5	-13.8	1.1	2.2	0.2	-29.3	0.2	3.8	0.2	-21.5
leather goods	0.3	20.6	0.8	39.2	0.1	109.3	0.1	3.8	0.1	-45.9
Hawai'i food products	1.2	-18.2	1.2	22.4	0.7	49.8	0.5	-23.1	2.4	-30.2
Souvenirs	5.1	12.4	7.0	84.9	4.4	38.6	3.1	50.7	4.6	-24.6
All other spending outside ship	5.1	-50.4	6.7	-38.3	3.2	-64.6	4.1	-27.9	5.6	-48.5
Unallocated and on ship spending 1/	116.3	11.5								

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

KAUAI

HAWAII (Big Island)

Table 82: State Hotel Occupancy and Room Rate: 2009 vs. 2008

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2009	2008	Absolute Change	2009	2008	% Change	2009	2008	% Change
JANUARY	66.0	75.7	-12.8	196.38	213.82	-8.2	129.54	161.89	-20.0
FEBRUARY	74.7	83.5	-10.5	187.21	213.62	-12.4	139.94	178.42	-21.6
MARCH	66.9	77.3	-13.5	182.17	218.21	-16.5	121.89	168.72	-27.8
APRIL	64.1	69.2	-7.4	179.09	197.55	-9.3	114.78	136.77	-16.1
MAY	61.9	68.4	-9.5	165.78	190.11	-12.8	102.67	130.11	-21.1
JUNE	63.1	68.9	-8.4	171.97	206.26	-16.6	108.51	142.11	-23.6
JULY	70.3	74.1	-5.1	176.48	211.16	-16.4	124.07	156.47	-20.7
AUGUST	70.9	74.4	-4.7	177.79	211.47	-15.9	126.05	157.33	-19.9
SEPTEMBER	64.6	63.0	2.5	160.29	178.43	-10.2	103.55	112.41	-7.9
OCTOBER	68.3	67.1	1.8	163.46	177.67	-8.0	111.64	119.22	-6.4
NOVEMBER	63.1	63.5	-0.6	161.08	177.80	-9.4	101.64	112.90	-10.0
DECEMBER	64.9	60.8	6.7	195.07	214.28	-9.0	126.60	130.28	-2.8
TOTAL	66.5	70.5	-5.7	176.46	201.85	-12.6	117.35	142.30	-17.5

Table 83: O'ahu Hotel Occupancy and Room Rate: 2009 vs. 2008

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2009	2008	Absolute Change	2009	2008	% Change	2009	2008	% Change
JANUARY	69.6	76.8	-9.4	161.60	177.34	-8.9	112.47	136.20	-17.4
FEBRUARY	78.3	84.8	-7.7	154.36	175.98	-12.3	120.81	149.32	-19.1
MARCH	70.4	77.4	-9.0	147.20	171.95	-14.4	103.62	133.12	-22.2
APRIL	70.6	71.9	-1.8	147.64	164.89	-10.5	104.22	118.49	-12.0
MAY	69.2	72.8	-4.9	145.97	164.79	-11.4	101.05	119.98	-15.8
JUNE	67.8	74.2	-8.6	145.18	172.32	-15.7	98.43	127.86	-23.0
JULY	78.1	81.8	-4.5	149.11	176.71	-15.6	116.45	144.55	-19.4
AUGUST	78.3	80.4	-2.6	149.45	177.36	-15.7	117.02	142.60	-17.9
SEPTEMBER	74.7	69.4	7.6	145.14	159.71	-9.1	108.42	110.84	-2.2
OCTOBER	76.8	73.3	4.8	149.14	159.09	-6.3	114.54	116.61	-1.8
NOVEMBER	72.6	69.0	5.2	144.11	156.48	-7.9	104.62	107.97	-3.1
DECEMBER	72.5	67.7	7.1	156.76	171.73	-8.7	113.65	116.26	-2.2
TOTAL	73.3	75.0	-2.3	149.76	169.44	-11.6	109.77	127.08	-13.6

Table 84: Maui Hotel Occupancy and Room Rate: 2009 vs. 2008

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2009	2008	Absolute Change	2009	2008	% Change	2009	2008	% Change
JANUARY	66.0	77.1	-14.4	265.69	281.18	-5.5	175.36	216.79	-19.1
FEBRUARY	75.8	85.1	-10.9	249.07	287.54	-13.4	188.74	244.61	-22.8
MARCH	66.9	80.3	-16.7	248.16	306.55	-19.0	166.05	246.19	-32.6
APRIL	59.0	69.6	-15.2	240.39	261.23	-8.0	141.87	181.82	-22.0
MAY	55.9	65.7	-14.9	210.48	246.11	-14.5	117.70	161.58	-27.2
JUNE	61.3	64.3	-4.7	227.35	281.81	-19.3	139.37	181.20	-23.1
JULY	64.0	67.7	-5.5	237.90	293.12	-18.8	152.26	198.44	-23.3
AUGUST	66.2	69.1	-4.2	231.67	288.24	-19.6	153.37	199.17	-23.0
SEPTEMBER	55.8	56.8	-1.8	195.76	229.26	-14.6	109.23	130.22	-16.1
OCTOBER	59.5	61.5	-3.3	195.59	222.49	-12.1	116.38	136.83	-14.9
NOVEMBER	58.0	61.2	-5.2	194.32	225.75	-13.9	112.71	138.16	-18.4
DECEMBER	62.3	57.4	8.5	269.46	305.23	-11.7	167.87	175.20	-4.2
TOTAL	62.1	67.9	-8.5	232.54	271.39	-14.3	144.41	184.27	-21.6

Table 85: Kaua'i Hotel Occupancy and Room Rate: 2009 vs. 2008

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2009	2008	Absolute Change	2009	2008	% Change	2009	2008	% Change
JANUARY	60.9	72.7	-16.2	197.38	216.56	-8.9	120.20	157.44	-23.7
FEBRUARY	70.0	82.1	-14.7	197.15	214.29	-8.0	138.03	175.91	-21.5
MARCH	64.3	76.9	-16.4	192.85	218.20	-11.6	124.08	167.89	-26.1
APRIL	56.9	69.9	-18.6	188.65	203.63	-7.4	107.40	142.38	-24.6
MAY	59.4	69.7	-14.8	178.66	194.25	-8.0	106.12	135.44	-21.6
JUNE	61.0	71.3	-14.4	180.26	217.53	-17.1	109.96	155.10	-29.1
JULY	66.6	75.3	-11.6	188.74	221.99	-15.0	125.70	167.16	-24.8
AUGUST	65.8	74.2	-11.3	190.78	217.06	-12.1	125.53	161.06	-22.1
SEPTEMBER	58.7	67.0	-12.4	171.86	188.15	-8.7	100.88	126.06	-20.0
OCTOBER	64.4	70.3	-8.4	179.68	186.05	-3.4	115.71	130.79	-11.5
NOVEMBER	49.8	60.3	-17.4	172.46	182.90	-5.7	85.89	110.29	-22.1
DECEMBER	51.4	52.3	-1.7	200.75	211.11	-4.9	103.19	110.41	-6.5
TOTAL	60.2	70.3	-14.4	186.22	206.94	-10.0	112.10	145.48	-22.9

Table 86: Hawai'i Hotel Occupancy and Room Rate: 2009 vs. 2008

	Occupancy (%)			Average Daily Rate (\$)			RevPAR (\$)		
	2009	2008	Absolute Change	2009	2008	% Change	2009	2008	% Change
JANUARY	56.5	71.2	-20.6	201.46	224.21	-10.1	113.83	159.64	-28.7
FEBRUARY	63.9	77.2	-17.2	191.51	217.69	-12.0	122.36	167.97	-27.2
MARCH	56.7	72.1	-21.4	189.78	222.92	-14.9	107.70	160.82	-33.0
APRIL	54.9	59.3	-7.4	196.87	202.14	-2.6	108.13	119.90	-9.8
MAY	49.3	57.5	-14.3	164.96	188.70	-12.6	81.31	108.55	-25.1
JUNE	51.9	57.1	-9.1	173.35	203.03	-14.6	89.97	115.93	-22.4
JULY	57.2	58.6	-2.4	177.70	205.25	-13.4	101.64	120.28	-15.5
AUGUST	57.2	63.5	-9.9	193.68	211.99	-8.6	110.78	134.61	-17.7
SEPTEMBER	49.5	49.9	-0.8	161.28	161.00	0.2	79.83	80.34	-0.6
OCTOBER	56.7	54.0	5.0	160.82	170.65	-5.8	91.18	92.15	-1.1
NOVEMBER	46.9	50.5	-7.1	174.83	174.77	0.0	82.00	88.26	-7.1
DECEMBER	51.2	48.4	5.8	224.89	234.13	-3.9	115.14	113.32	1.6
TOTAL	54.5	59.8	-8.9	184.72	203.30	-9.1	100.67	121.57	-17.2

Source: Smith Travel Research, Hospitality Advisors LLC

VISITOR PLANT INVENTORY

EXISTING INVENTORY

CLASS OF UNITS

AVAILABLE UNITS

Please refer to the *2009 Visitor Plant Inventory Report* posted on the HTA website: www.hawaiiitourismauthority.org for a more detailed analysis of Hawai'i's visitor accommodations in 2009.

Table 87: 2009 Visitor Plant Inventory – Existing Inventory by Island and Type

ISLAND	TYPE	PROPERTIES	AVAILABLE UNITS	2008		UNIT CHANGE	% CHANGE
						FROM 2008	FROM 2008
O'AHU	APARTMENT/ HOTEL	5	93	139		-46	-33.1%
	BED & BREAKFAST	32	105	89		16	18.0%
	CONDOMINIUM HOTEL	29	4,695	5,253		-558	-10.6%
	HOSTEL	7	251	252		-1	-0.4%
	HOTEL	63	25,786	25,789		-3	0.0%
	INDIVIDUAL VACATION UNIT	56	653	567		86	15.2%
	TIMESHARE	17	2,362	1,909		453	23.7%
	OTHER	5	82	83		-1	-1.2%
TOTAL		214	34,027	34,081		-54	-0.2%
HAWAII	APARTMENT/ HOTEL	0	5	20		-15	-75.0%
	BED & BREAKFAST	96	382	330		52	15.8%
	CONDOMINIUM HOTEL	19	968	1,359		-391	-28.8%
	HOSTEL	1	11	11		0	0.0%
	HOTEL	30	6,846	6,665		181	2.7%
	INDIVIDUAL VACATION UNIT	210	1,540	1,263		277	21.9%
	TIMESHARE	18	1,669	1,465		204	13.9%
	OTHER	10	120	127		-7	-5.5%
TOTAL		384	11,541	11,240		301	2.7%
KAUAI	APARTMENT/ HOTEL	2	3	8		-5	-62.5%
	BED & BREAKFAST	35	128	110		18	16.4%
	CONDOMINIUM HOTEL	47	2,579	2,556		23	0.9%
	HOSTEL	1	40	40		0	0.0%
	HOTEL	13	2,703	2,575		128	5.0%
	INDIVIDUAL VACATION UNIT	458	1,324	1,621		-297	-18.3%
	TIMESHARE	21	2,679	2,276		403	17.7%
	OTHER	6	13	17		-4	-23.5%
TOTAL		583	9,469	9,203		266	2.9%
MAUI	APARTMENT/ HOTEL	2	14	14		0	0.0%
	BED & BREAKFAST	34	105	110		-5	-4.5%
	CONDOMINIUM HOTEL	81	5,931	7,071		-1,140	-16.1%
	HOSTEL	3	42	40		2	5.0%
	HOTEL	28	7,130	7,033		97	1.4%
	INDIVIDUAL VACATION UNIT	221	2,901	2,021		880	43.5%
	TIMESHARE	26	3,324	2,657		667	25.1%
	OTHER	5	8	109		-101	-92.7%
TOTAL		400	19,455	19,055		400	2.1%
MOLOKA'I	BED & BREAKFAST	3	7	7		0	0.0%
	CONDOMINIUM HOTEL	6	258	161		97	60.2%
	HOTEL	1	50	50		0	0.0%
	INDIVIDUAL VACATION UNIT	17	21	19		2	10.5%
	TIMESHARE	1	7	7		0	0.0%
	OTHER	0	0	0		0	NA
	TOTAL		28	343	244		99
LĀNA'I	APARTMENT/ HOTEL	1	1	1		0	0.0%
	BED & BREAKFAST	1	3	3		0	0.0%
	HOTEL	3	348	349		-1	-0.3%
	INDIVIDUAL VACATION UNIT	1	1	1		0	0.0%
TOTAL		6	353	354		-1	-0.3%
STATEWIDE	APARTMENT/ HOTEL	10	116	182		-66	-36.3%
	BED & BREAKFAST	201	730	649		81	12.5%
	CONDOMINIUM HOTEL	181	14,431	16,400		-1,969	-12.0%
	HOSTEL	12	344	343		1	0.3%
	HOTEL	139	42,863	42,461		402	0.9%
	INDIVIDUAL VACATION UNIT	963	6,440	5,492		948	17.3%
	TIMESHARE	83	10,041	8,314		1,727	20.8%
	OTHER	26	223	336		-113	-33.6%
STATE TOTAL		1,615	75,188	74,177		1,011	1.4%

Source: Hawai'i Tourism Authority

Table 88: 2009 Visitor Plant Inventory – Class of Units by Country

ISLAND	CLASS	PERCENT OF TOTAL UNITS		Percentage Point Change from 2008
		2009 ^{1/}	2008 ^{2/}	
O'AHU	BUDGET (UP TO \$100)	8.1%	8.6%	-0.5%
	STANDARD (\$101 TO \$250)	41.1%	43.1%	-1.8%
	DELUXE (\$251 TO \$500)	33.4%	36.9%	-3.6%
	LUXURY (OVER \$500/NIGHT)	17.3%	11.4%	5.9%
	TOTAL	100%	100%	
HAWAI'I	BUDGET (UP TO \$100)	11.2%	16.2%	-4.9%
	STANDARD (\$101 TO \$250)	29.3%	31.0%	-1.3%
	DELUXE (\$251 TO \$500)	36.8%	42.0%	-4.5%
	LUXURY (OVER \$500/NIGHT)	22.7%	10.7%	10.7%
	TOTAL	100%	100%	
KAUA'I	BUDGET (UP TO \$100)	6.9%	8.1%	-1.2%
	STANDARD (\$101 TO \$250)	35.2%	30.5%	4.4%
	DELUXE (\$251 TO \$500)	36.5%	43.7%	-6.8%
	LUXURY (OVER \$500/NIGHT)	21.4%	17.7%	3.6%
	TOTAL	100%	100%	
MAUI	BUDGET (UP TO \$100)	3.7%	5.6%	-1.9%
	STANDARD (\$101 TO \$250)	34.6%	33.8%	0.8%
	DELUXE (\$251 TO \$500)	29.1%	28.7%	0.4%
	LUXURY (OVER \$500/NIGHT)	32.5%	31.8%	0.7%
	TOTAL	100%	100%	
MOLOKA'I	BUDGET (UP TO \$100)	36.9%	22.9%	14.0%
	STANDARD (\$101 TO \$250)	60.2%	71.8%	-11.6%
	DELUXE (\$251 TO \$500)	2.7%	4.9%	-2.2%
	LUXURY (OVER \$500/NIGHT)	0.3%	0.4%	-0.1%
	TOTAL	100%	100%	
LĀNA'I	BUDGET (UP TO \$100)	0.8%	0.8%	0.0%
	STANDARD (\$101 TO \$250)	3.4%	3.7%	-0.3%
	DELUXE (\$251 TO \$500)	49.9%	48.9%	1.0%
	LUXURY (OVER \$500/NIGHT)	45.9%	46.6%	-0.7%
	TOTAL	100%	100%	
STATEWIDE	BUDGET (UP TO \$100)	7.6%	9.0%	-1.4%
	STANDARD (\$101 TO \$250)	36.5%	37.3%	-0.6%
	DELUXE (\$251 TO \$500)	33.4%	36.3%	-2.8%
	LUXURY (OVER \$500/NIGHT)	22.4%	17.4%	4.8%
	TOTAL	100%	100%	
STATE TOTAL		100%	100%	

^{1/} Based on 73,970 units (98.4 percent of the total 75,188 units in 2009) 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.

^{2/} 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.

Table 89: 1965-2009 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
2009	75,188	34,027	45.3	11,541	15.3	9,469	12.6	20,151	26.8

NA: Not Available.

* *HVCB did not conduct an update survey in 1995*

** Data from 2003 - 2006 were revised from previous reports

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

TOTAL AIR SEATS

DOMESTIC AIR SEATS

INTERNATIONAL AIR SEATS

Table 90: 2009 Total Air Seats Operated to Hawai'i

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge
TOTAL SEATS	8,786,721	9,295,265	-5.5%	6,323,292	6,717,402	-5.9%	1,441,894	1,591,863	-9.4%	593,864	538,074	10.4%	0	10,850	-100.0%	427,671	437,076	-2.2%
Scheduled Seats	8,676,773	9,162,013	-5.3%	6,213,344	6,584,150	-5.6%	1,441,894	1,591,863	-9.4%	593,864	538,074	10.4%	0	10,850	-100.0%	427,671	437,076	-2.2%
Charter seats	109,948	133,252	-17.5%	109,948	133,252	-17.5%	0	0	NA	0	0	NA				0	0	NA

Table 91: 2009 Domestic Air Seats Operated to Hawai'i

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'E		
	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge
DOMESTIC SEATS	6,326,122	6,756,516	-6.4%	4,044,504	4,359,801	-7.2%	1,350,143	1,497,647	-9.8%	504,634	451,142	11.9%	0	10,850	-100.0%	426,841	437,076	-2.3%
Scheduled Seats	6,241,390	6,670,404	-6.4%	3,959,772	4,273,689	-7.3%	1,350,143	1,497,647	-9.8%	504,634	451,142	11.9%	0	10,850	-100.0%	426,841	437,076	-2.3%
Charter seats	84,732	86,112	-1.6%	84,732	86,112	-1.6%	0	0	NA	0	0	NA				0	0	NA
US West	5,346,752	5,622,071	-4.9%	3,199,083	3,377,998	-5.3%	1,216,194	1,345,005	-9.6%	504,634	451,142	11.9%	0	10,850	-100.0%	426,841	437,076	-2.3%
...Anchorage	61,544	41,291	49.0%	36,738	37,052	-0.8%	24,806	4,239	485.2%									
...Denver	159,624	149,919	6.5%	98,986	95,805	3.3%	40,992	36,712	11.7%	10,410	8,887	17.1%				9,236	8,515	8.5%
...Las Vegas	232,488	229,104	1.5%	232,488	212,704	9.3%	0	16,400	-100.0%									
...Los Angeles	1,919,093	1,965,725	-2.4%	1,056,956	1,135,428	-6.9%	426,888	441,160	-3.2%	218,903	192,192	13.9%				216,346	196,945	9.9%
...Oakland	104,105	168,951	-38.4%	95,784	107,028	-10.5%	4,710	30,970	-84.8%	3,611	11,678	-69.1%	0	10,850	-100.0%	0	8,425	-100.0%
...Ontario	0	1,050	-100.0%	0	1,050	-100.0%												
...Orange County	0	34,224	-100.0%	0	11,780	-100.0%	0	11,284	-100.0%	0	6,696	-100.0%				0	4,464	-100.0%
...Phoenix	441,538	511,560	-13.7%	203,376	233,436	-12.9%	113,291	144,534	-21.6%	64,655	72,270	-10.5%				60,216	61,320	-1.8%
...Portland	286,548	275,232	4.1%	166,590	178,608	-6.7%	119,958	96,624	24.1%									
...Sacramento	94,524	112,836	-16.2%	94,524	96,624	-2.2%	0	16,212	-100.0%									
...Salt Lake City	135,472	153,354	-11.7%	83,508	104,310	-19.9%	51,964	49,044	6.0%									
...San Diego	94,524	184,942	-48.9%	94,524	101,538	-6.9%	0	72,864	-100.0%	0	4,464	-100.0%				0	6,076	-100.0%
...San Francisco	1,045,236	1,055,684	-1.0%	581,118	593,947	-2.2%	230,630	219,978	4.8%	149,750	147,890	1.3%				83,738	93,869	-10.8%
...San Jose	86,964	96,624	-10.0%	86,964	96,624	-10.0%												
...Seattle	685,092	641,575	6.8%	367,527	372,064	-1.2%	202,955	204,984	-1.0%	57,305	7,065	711.1%				57,305	57,462	-0.3%
US East	894,638	1,048,333	-14.7%	760,689	895,691	-15.1%	133,949	152,642	-12.2%									
...Atlanta	124,013	181,545	-31.7%	124,013	181,545	-31.7%												
...Charlotte	3,150	0	NA	3,150	0	NA												
...Chicago	171,494	252,216	-32.0%	119,670	179,728	-33.4%	51,824	72,488	-28.5%									
...Dallas	246,375	240,462	2.5%	164,250	160,308	2.5%	82,125	80,154	2.5%									
...Houston	173,952	178,780	-2.7%	173,952	178,780	-2.7%												
...Minneapolis	92,678	109,068	-15.0%	92,678	109,068	-15.0%												
...Newark	82,976	86,262	-3.8%	82,976	86,262	-3.8%												

R = 2008 Statistics were revised from the 2008 Annual Visitors Research Report to include additional Charter Flight information.

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: 2009 International Air Seats Operated to Hawai'i

	STATEWIDE			HONOLULU			KAHULUI			KONA			HILO			LĪHU'Ē		
	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge	2009	2008 R	%Chge
INTERNATIONAL SE	2,460,599	2,538,749	-3.1%	2,278,788	2,357,601	-3.3%	91,751	94,216	-2.6%	89,230	86,932	2.6%				830	0	NA
Scheduled Seats	2,435,383	2,491,609	-2.3%	2,253,572	2,310,461	-2.5%	91,751	94,216	-2.6%	89,230	86,932	2.6%				830	0	NA
Charter seats	25,216	47,140	-46.5%	25,216	47,140	-46.5%												
Japan	1,597,326	1,605,128	-0.5%	1,517,906	1,528,348	-0.7%				79,420	76,780	3.4%						
...Nagoya	151,160	169,011	-10.6%	151,160	169,011	-10.6%												
...Osaka	270,846	270,363	0.2%	270,846	270,363	0.2%												
...Tokyo-NRT	1,175,320	1,165,754	0.8%	1,095,900	1,088,974	0.6%				79,420	76,780	3.4%						
Canada	228,838	280,375	-18.4%	126,447	176,007	-28.2%	91,751	94,216	-2.6%	9,810	10,152	-3.4%				830	0	NA
...Calgary	2,743	0	NA	1,266	0	NA	1,477	0	NA									
...Vancouver	225,007	280,375	-19.7%	124,093	176,007	-29.5%	90,274	94,216	-4.2%	9,810	10,152	-3.4%				830	0	NA
...Victoria	1,088	0	NA	1,088	0	NA												
Other Asia	164,965	137,038	20.4%	164,965	137,038	20.4%												
...Seoul	135,035	108,059	25.0%	135,035	108,059	25.0%												
...Taipei	29,930	28,979	3.3%	29,930	28,979	3.3%												
Oceania	168,524	193,287	-12.8%	168,524	193,287	-12.8%												
...Auckland	26,786	27,378	-2.2%	26,786	27,378	-2.2%												
...Sydney	141,738	165,909	-14.6%	141,738	165,909	-14.6%												
Other	275,730	275,781	0.0%	275,730	275,781	0.0%												
...Apia	2,592	0	NA	2,592	0	NA												
...Christmas	0	6,664	-100.0%	0	6,664	-100.0%												
...Guam	92,285	92,331	0.0%	92,285	92,331	0.0%												
...Majuro	25,905	33,674	-23.1%	25,905	33,674	-23.1%												
...Manila	95,568	80,712	18.4%	95,568	80,712	18.4%												
...Nadi	14,572	17,256	-15.6%	14,572	17,256	-15.6%												
...Pago Pago	31,344	31,416	-0.2%	31,344	31,416	-0.2%												
...Papeete	13,464	13,728	-1.9%	13,464	13,728	-1.9%												

R = 2008 Statistics were revised from the 2008 Annual Visitors Research Report to include additional Charter Flight information.

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: The Pride of America home-ported in Hawai'i was considered a Hawai'i business. 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 reported only 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 numbers 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. 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. HTA 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 2009, a total of 53,007 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 2009, there were 2,814,239 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 2009, 33,156 completed survey forms were received from Honolulu International Airport for O'ahu specific data, 16,884 completed forms received from Maui, 2,116 forms from Moloka'i, 1,854 forms from Lana'i, 11,493 forms from Kaua'i, 4,886 forms from Hilo and 13,194 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 2009, a total of 9,584 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. HTA obtained passenger counts from these harbors and estimated counts for other harbors based on this information. The HTA 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 HTA's 2009 *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 HAWAI'I

THE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM

Aloha! On behalf of the State of Hawai'i, thank you for visiting. Please take a few moments to complete the questions below. This information helps us ensure that the quality of your Hawai'i 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 Hawai'i residents, those moving to Hawai'i, frequent or repeat visitors to Hawai'i 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 Hawai'i.

Intended resident moving to Hawai'i for at least one year. (ANSWER QUESTIONS 11 TO 14 ONLY.)

Returning Hawai'i resident.

Number of nights away from Hawai'i.

NIGHTS
(ANSWER QUESTIONS 10 TO 14 ONLY.)

3. This trip to Hawai'i 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 <small>(Includes Waikiki and Honolulu)</small>	<input type="text"/> <input type="text"/>
<input type="radio"/> Maui	<input type="text"/> <input type="text"/>
<input type="radio"/> Moloka'i	<input type="text"/> <input type="text"/>
<input type="radio"/> Lana'i	<input type="text"/> <input type="text"/>
<input type="radio"/> Kona <small>(Big Island of Hawai'i)</small>	<input type="text"/> <input type="text"/>
<input type="radio"/> Hilo <small>(Big Island of Hawai'i)</small>	<input type="text"/> <input type="text"/>
<input type="radio"/> Kaua'i	<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 Hawai'i? (mark all that apply)

Hotel Cruise Ship

Condominium Friends or Relatives

Rental House Hostel

Timeshare Unit Camp Site, Beach

Bed & Breakfast Other (please specify): _____

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

Honeymoon Other Business

To Get Married Visiting Friends or Relatives

Pleasure/Vacation Government or Military Business

Convention/Conference To Attend School

Corporate Meeting Sports Event

Incentive Trip 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.

●●●●●● **Mahalo (thank you) and Aloha**

We welcome you to our home and hope you enjoy your stay with us.



61618

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 humingi sa "flight attendant" na itang pormularyo sa wikang tagalog.
JAPANESE 降機なされ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貰って下さい。
KOREAN 착륙하기전에 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 HAWAII 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

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 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:

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="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Night(s)
Maui	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Night(s)
Moloka'i	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Night(s)
Lana'i	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Night(s)
Kona-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Night(s)
Hilo-side (Big Island of Hawai'i)	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> Night(s)
Kauai	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> 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="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 style="border: 2px solid black;" type="checkbox"/> <input style="border: 2px solid black;" type="checkbox"/>	<input style="border: 2px solid black;" type="checkbox"/> <input style="border: 2px solid black;" type="checkbox"/>

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.</p> <p>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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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:

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="text"/> <input type="text"/> <input type="text"/>
Maui	<input type="text"/> <input type="text"/> <input type="text"/>
Kaua'i	<input type="text"/> <input type="text"/> <input type="text"/>
Molokai	<input type="text"/> <input type="text"/> <input type="text"/>
Lana'i	<input type="text"/> <input type="text"/> <input type="text"/>
Kona (Big Island of Hawai'i)	<input type="text"/> <input type="text"/> <input type="text"/>
Hilo (Big Island of Hawai'i)	<input type="text"/> <input type="text"/> <input type="text"/>
TOTAL ALL ISLANDS	<input type="text"/> <input type="text"/> <input type="text"/>

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="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. 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 DO NOT WRITE IN THESE BOXES</p> <p><input type="checkbox"/> Breakfast DO NOT WRITE IN THESE BOXES</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. 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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;">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>																																																																																																																																											

9951031569

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

Neighbor Island 2008Q1

CRUISE VISITOR 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!*

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		
	<input type="text"/>	<input type="text"/>

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?

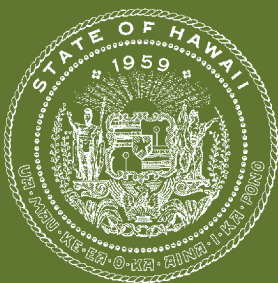
- Male Female

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

	NUMBER OF MALES	NUMBER OF FEMALES
Under 10 years	<input type="text"/>	<input type="text"/>
10 - 19	<input type="text"/>	<input type="text"/>
20 - 29	<input type="text"/>	<input type="text"/>
30 - 39	<input type="text"/>	<input type="text"/>
40 - 49	<input type="text"/>	<input type="text"/>
50 - 59	<input type="text"/>	<input type="text"/>
60 or more	<input type="text"/>	<input type="text"/>
TOTAL	<input type="text"/>	<input type="text"/>

0344180426

CONTINUE TO OTHER SIDE →



HAWAI'I

TOURISM AUTHORITY

1801 Kalākaua Avenue, 1st Floor
Honolulu, Hawaii 96815

www.hawaii tourism authority.org