

2008 ANNUAL VISITOR RESEARCH REPORT

DEVELOPING INTERNATIONAL MARKETS

EUROPE

OCEANIA

OTHER ASIA

LATIN AMERICA

OTHER

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

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

NA: Not Applicable

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

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

Source: DBEDT

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

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

Source: DBEDT

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

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

NA: Not Applicable

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

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