

	T A B L E 1. T O T A L V I S I T O R S B Y A I R					
	D E C E M B E R			Y E A R - T O - D A T E		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	5,847,930	5,699,879	2.6%	60,553,721	63,130,133	-4.1%
TOTAL VISITORS	568,683	551,105	3.2%	6,419,138	6,713,436	-4.4%
DOMESTIC	396,098	391,490	1.2%	4,671,326	4,901,893	-4.7%
INTERNATIONAL	172,585	159,615	8.1%	1,747,812	1,811,543	-3.5%
AVERAGE DAILY CENSUS	188,643	183,867	2.6%	165,901	172,487	-3.8%
TOTAL AIR SEATS (EST)	778,240	777,080	0.1%	8,815,589	9,343,493	-5.6%
TOTAL LOAD FACTOR (EST)	87.5%	84.4%	3.0	87.5%	86.0%	1.5
<b>ISLANDS VISITED</b>						
O'ahu	361,889	345,129	4.9%	4,032,198	4,193,685	-3.9%
O'ahu only	263,713	248,472	6.1%	2,927,738	2,957,791	-1.0%
Kaua'i	78,537	75,485	4.0%	931,425	1,030,647	-9.6%
Kaua'i only	38,864	37,983	2.3%	473,373	491,638	-3.7%
Maui County	168,925	171,740	-1.6%	1,933,860	2,129,043	-9.2%
Maui	164,989	167,416	-1.4%	1,893,800	2,075,800	-8.8%
Maui only	101,498	100,834	0.7%	1,153,529	1,207,385	-4.5%
Moloka'i *	4,543	4,409	3.0%	48,707	68,883	-29.3%
Moloka'i only *	565	654	-13.6%	6,633	7,971	-16.8%
Lāna'i *	5,822	5,892	-1.2%	61,334	80,867	-24.2%
Lāna'i only *	1,003	1,166	-14.0%	9,685	12,827	-24.5%
Big Island	109,933	105,988	3.7%	1,223,019	1,321,276	-7.4%
Kona side	90,853	86,641	4.9%	1,014,653	1,100,556	-7.8%
Hilo side	42,536	39,768	7.0%	455,416	503,449	-9.5%
Big Island only	49,431	48,946	1.0%	547,825	564,978	-3.0%
Any Neighbor Island	304,970	302,633	0.8%	3,491,400	3,755,645	-7.0%
NI only	206,794	205,976	0.4%	2,386,940	2,519,751	-5.3%
O'ahu & NI	98,176	96,657	1.6%	1,104,460	1,235,894	-10.6%
Any one island only	455,074	438,055	3.9%	5,118,783	5,242,590	-2.4%
Multiple Islands	113,609	113,050	0.5%	1,300,355	1,470,846	-11.6%
Avg. Islands Visited	1.28	1.28	-0.1%	1.28	1.31	-2.3%
Average Length of Stay in Hawai'i	10.28	10.34	-0.6%	9.43	9.40	0.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	333,413	322,313	3.4%	3,978,426	4,200,086	-5.3%
Hotel only	286,760	280,114	2.4%	3,468,590	3,647,579	-4.9%
Plan to stay in Condo	107,596	101,305	6.2%	1,099,555	1,194,370	-7.9%
Condo only	85,573	80,001	7.0%	854,400	919,443	-7.1%
Plan to stay in Timeshare	51,929	50,549	2.7%	698,823	672,565	3.9%
Timeshare only	38,327	37,497	2.2%	533,486	508,588	4.9%
Cruise Ship	11,269	10,315	9.3%	129,470	168,963	-23.4%
Friends/Relatives	75,619	76,386	-1.0%	679,494	659,843	3.0%
Bed & Breakfast	7,226	5,101	41.7%	60,680	67,868	-10.6%
Other	9,771	9,225	5.9%	107,493	116,429	-7.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	457,083	446,337	2.4%	5,297,748	5,451,334	-2.8%
Honeymoon	33,578	32,591	3.0%	470,571	454,719	3.5%
Get Married	7,781	7,948	-2.1%	108,882	122,118	-10.8%
Pleasure/Vacation	423,204	412,939	2.5%	4,820,246	4,987,701	-3.4%
Mtgs/Conventions/Incentive	22,550	11,606	94.3%	373,062	436,575	-14.5%
Conventions	16,013	4,904	226.5%	251,031	253,943	-1.1%
Corporate Meetings	3,386	3,312	2.2%	62,164	84,658	-26.6%
Incentive	3,434	3,690	-6.9%	70,224	112,783	-37.7%
Other Business	15,054	17,775	-15.3%	222,005	253,078	-12.3%
Visit Friends/Rel.	71,028	68,112	4.3%	634,923	626,924	1.3%
Gov't/Military	6,548	6,436	1.7%	100,741	111,038	-9.3%
Attend School	859	1,923	-55.3%	19,761	17,913	10.3%
Sport Events	21,661	26,469	-18.2%	97,584	128,821	-24.2%
<b>TRAVEL STATUS</b>						
% First Timers **	31.6	30.9	0.7	34.2	34.8	-0.6
% Repeaters **	68.4	69.1	-0.7	65.8	65.2	0.6
Average # of Trips	5.62	5.65	-0.5%	5.08	4.94	2.7%
Group Tour	53,402	52,144	2.4%	599,774	748,192	-19.8%
Non-Group	515,281	498,961	3.3%	5,819,366	5,965,244	-2.4%
Package Trip	182,081	177,432	2.6%	2,234,788	2,403,210	-7.0%
No Package	386,603	373,673	3.5%	4,184,353	4,310,226	-2.9%
Net True Independent	378,784	366,570	3.3%	4,087,851	4,184,514	-2.3%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (Visitors Arriving on Domestic Flights)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	4,408,571	4,430,956	-0.5%	47,109,324	49,497,350	-4.8%
DOMESTIC VISITORS	396,098	391,490	1.2%	4,671,326	4,901,893	-4.7%
DOMESTIC AVERAGE DAILY CENSUS	142,212	142,934	-0.5%	129,067	135,239	-4.6%
DOMESTIC AIR SEATS (EST)	547,295	554,384	-1.3%	6,355,390	6,804,744	-6.6%
DOM LOAD FACTOR (EST)	89.8%	87.1%	2.7	90.4%	88.3%	2.1
<b>ISLANDS VISITED</b>						
O'ahu	208,474	207,616	0.4%	2,446,652	2,554,895	-4.2%
O'ahu only	144,569	142,720	1.3%	1,680,206	1,692,264	-0.7%
Kaua'i	67,067	66,052	1.5%	856,619	940,777	-8.9%
Kaua'i only	37,287	36,901	1.0%	463,541	482,572	-3.9%
Maui County	140,451	140,484	0.0%	1,688,389	1,850,510	-8.8%
Maui	136,854	136,745	0.1%	1,651,915	1,804,988	-8.5%
Maui only	89,745	88,000	2.0%	1,061,815	1,115,612	-4.8%
Moloka'i *	3,716	3,658	1.6%	41,075	51,017	-19.5%
Moloka'i only *	535	592	-9.6%	6,416	7,597	-15.5%
Lāna'i *	4,716	4,446	6.1%	52,538	66,066	-20.5%
Lāna'i only *	984	1,164	-15.5%	9,365	12,563	-25.5%
Big Island	83,431	80,963	3.0%	950,229	1,026,048	-7.4%
Kona side	70,979	69,113	2.7%	816,320	879,360	-7.2%
Hilo side	29,318	27,614	6.2%	331,001	366,896	-9.8%
Big Island only	45,230	43,257	4.6%	499,516	508,946	-1.9%
Any Neighbor Island	251,529	248,770	1.1%	2,991,120	3,209,629	-6.8%
NI only	187,624	183,874	2.0%	2,224,674	2,346,998	-5.2%
O'ahu & NI	63,905	64,896	-1.5%	766,446	862,631	-11.2%
Any one island only	318,350	312,634	1.8%	3,720,859	3,819,555	-2.6%
Multiple Islands	77,748	78,856	-1.4%	950,467	1,082,338	-12.2%
Avg. Islands Visited	1.27	1.28	-0.2%	1.28	1.31	-2.3%
Average Length of Stay in Hawai'i	11.13	11.32	-1.7%	10.08	10.10	-0.1%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	200,660	192,922	4.0%	2,548,354	2,692,159	-5.3%
Hotel only	164,579	158,348	3.9%	2,121,688	2,224,160	-4.6%
Plan to stay in Condo	80,850	82,070	-1.5%	900,883	985,285	-8.6%
Condo only	64,447	64,614	-0.3%	699,903	757,000	-7.5%
Plan to stay in Timeshare	45,311	44,603	1.6%	637,128	627,814	1.5%
Timeshare only	34,094	33,435	2.0%	492,047	477,680	3.0%
Cruise Ship	9,241	8,708	6.1%	116,061	151,134	-23.2%
Friends/Relatives	67,913	68,982	-1.6%	603,669	597,145	1.1%
Bed & Breakfast	4,526	4,631	-2.3%	52,071	59,687	-12.8%
Other	7,752	8,315	-6.8%	85,295	94,422	-9.7%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	324,003	317,999	1.9%	3,777,418	3,910,630	-3.4%
Honeymoon	11,590	11,188	3.6%	224,727	226,139	-0.6%
Get Married	3,552	3,388	4.9%	50,120	55,985	-10.5%
Pleasure/Vacation	313,075	307,277	1.9%	3,558,702	3,688,564	-3.5%
Mtgs/Conventions/Incentive	9,230	7,848	17.6%	290,780	341,184	-14.8%
Conventions	5,377	3,702	45.2%	200,190	215,252	-7.0%
Corporate Meetings	2,698	2,581	4.5%	51,675	71,781	-28.0%
Incentive	1,398	1,846	-24.3%	48,213	65,984	-26.9%
Other Business	13,803	14,920	-7.5%	199,071	225,768	-11.8%
Visit Friends/Rel.	63,051	63,015	0.1%	564,486	561,400	0.5%
Gov't/Military	4,875	3,958	23.2%	81,930	86,921	-5.7%
Attend School	511	544	-6.0%	11,979	12,317	-2.7%
Sport Events	7,763	8,864	-12.4%	58,805	82,641	-28.8%
<b>TRAVEL STATUS</b>						
% First Timers **	26.2	26.1	0.1	30.0	30.9	-1.0
% Repeaters **	73.8	73.9	-0.1	70.0	69.1	1.0
Average # of Trips	6.37	6.38	-0.1%	5.66	5.49	3.0%
Group Tour	8,192	9,545	-14.2%	154,904	214,152	-27.7%
Non-Group	387,906	381,945	1.6%	4,516,424	4,687,741	-3.7%
Package Trip	82,011	78,883	4.0%	1,153,441	1,233,690	-6.5%
No Package	314,088	312,607	0.5%	3,517,888	3,668,203	-4.1%
Net True Independent	311,312	309,606	0.6%	3,471,194	3,609,386	-3.8%

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

**TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)**  
**(Visitors Arriving on Domestic Flights)**

	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	348,707	340,141	2.5%	4,193,326	4,366,976	-4.0%
Pacific Region	180,544	174,206	3.6%	2,143,293	2,171,207	-1.3%
...California	117,158	116,845	0.3%	1,490,236	1,557,049	-4.3%
...Oregon	15,808	14,058	12.4%	176,894	172,080	2.8%
...Washington	37,959	34,831	9.0%	410,102	386,004	6.2%
Mountain Region	42,607	41,171	3.5%	523,349	551,783	-5.2%
West North Central	15,683	16,126	-2.7%	185,492	203,439	-8.8%
West South Central	22,067	18,375	20.1%	275,779	267,355	3.2%
...Texas	17,919	14,574	23.0%	218,014	209,506	4.1%
East North Central	29,052	30,942	-6.1%	320,563	364,098	-12.0%
East South Central	5,386	5,633	-4.4%	75,069	82,879	-9.4%
New England	7,734	8,257	-6.3%	97,305	105,260	-7.6%
Middle Atlantic	18,662	18,901	-1.3%	229,982	246,367	-6.7%
...New Jersey	4,855	4,487	8.2%	60,709	63,499	-4.4%
...New York	9,362	9,775	-4.2%	106,430	112,367	-5.3%
South Atlantic	26,475	26,203	1.0%	336,178	369,269	-9.0%
CANADA	20,798	22,772	-8.7%	150,706	144,095	4.6%
EUROPE	10,152	11,130	-8.8%	133,615	144,406	-7.5%
France	602	554	8.7%	7,733	8,270	-6.5%
Germany	2,159	2,404	-10.2%	30,020	30,692	-2.2%
Ireland	111	236	-52.9%	2,705	4,097	-34.0%
Italy	704	669	5.2%	9,760	10,352	-5.7%
Switzerland	651	684	-4.8%	8,021	7,451	7.6%
United Kingdom	2,414	3,048	-20.8%	37,786	46,932	-19.5%
ASIA	4,567	3,989	14.5%	41,298	51,143	-19.3%
People's Republic of China	2,083	1,972	5.6%	18,693	26,080	-28.3%
Taiwan	160	147	8.8%	1,422	1,694	-16.1%
Hong Kong	120	128	-6.3%	1,200	1,244	-3.5%
Indonesia	52	31	65.2%	447	371	20.5%
Japan	844	639	32.1%	6,723	8,048	-16.5%
Korea	642	444	44.6%	5,686	6,345	-10.4%
Malaysia	53	33	63.1%	181	231	-21.8%
Philippines	167	231	-27.7%	3,017	3,253	-7.3%
Singapore	173	126	37.3%	877	980	-10.5%
Thailand	55	47	17.9%	576	323	78.2%
CENTRAL AMERICA	671	676	-0.8%	7,382	8,221	-10.2%
Argentina	224	370	-39.5%	2,891	3,117	-7.3%
Brazil	794	903	-12.1%	7,419	7,611	-2.5%
Mexico	605	598	1.2%	6,654	7,504	-11.3%
SOUTH AMERICA	1,360	1,572	-13.5%	13,949	14,118	-1.2%
OCEANIA	2,060	2,557	-19.4%	33,741	49,296	-31.6%
Australia	1,638	2,172	-24.6%	27,292	41,819	-34.7%
New Zealand	185	184	0.5%	3,155	4,589	-31.2%

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	1,439,359	1,268,923	13.4%	13,444,397	13,632,783	-1.4%
INTERNATIONAL VISITORS	172,585	159,615	8.1%	1,747,812	1,811,543	-3.5%
INTERNATIONAL AVERAGE DAILY CENSUS	46,431	40,933	13.4%	36,834	37,248	-1.1%
INTERNATIONAL AIR SEATS (EST)	230,945	222,696	3.7%	2,460,199	2,538,749	-3.1%
INT LOAD FACTOR (EST)	81.9%	77.6%	4.3	79.8%	79.8%	0.0
<b>ISLANDS VISITED</b>						
O'ahu	153,415	137,513	11.6%	1,585,546	1,638,790	-3.2%
O'ahu only	119,144	105,751	12.7%	1,247,532	1,265,527	-1.4%
Kaua'i	11,470	9,433	21.6%	74,806	89,870	-16.8%
Kaua'i only	1,577	1,083	45.6%	9,832	9,066	8.4%
Maui County	28,474	31,256	-8.9%	245,471	278,532	-11.9%
Maui	28,135	30,672	-8.3%	241,885	270,812	-10.7%
Maui only	11,753	12,834	-8.4%	91,714	91,772	-0.1%
Moloka'i *	827	751	10.1%	7,632	17,866	-57.3%
Moloka'i only *	30	62	-51.2%	217	374	-42.0%
Lāna'i *	1,106	1,445	-23.5%	8,796	14,801	-40.6%
Lāna'i only *	19	2	717.7%	320	263	21.4%
Big Island	26,502	25,025	5.9%	272,790	295,229	-7.6%
Kona side	19,874	17,528	13.4%	198,333	221,195	-10.3%
Hilo side	13,218	12,154	8.8%	124,415	136,553	-8.9%
Big Island only	4,201	5,689	-26.2%	48,309	56,032	-13.8%
Any Neighbor Island	53,441	53,864	-0.8%	500,280	546,016	-8.4%
NI only	19,170	22,102	-13.3%	162,266	172,753	-6.1%
O'ahu & NI	34,271	31,761	7.9%	338,014	373,263	-9.4%
Any one island only	136,724	125,422	9.0%	1,397,924	1,423,035	-1.8%
Multiple Islands	35,861	34,193	4.9%	349,888	388,508	-9.9%
Avg. Islands Visited	1.28	1.28	0.0%	1.25	1.28	-2.4%
Average Length of Stay in Hawai'i	8.34	7.95	4.9%	7.69	7.53	2.2%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	132,753	129,390	2.6%	1,430,072	1,507,927	-5.2%
Hotel only	122,181	121,766	0.3%	1,346,902	1,423,419	-5.4%
Plan to stay in Condo	26,746	19,235	39.1%	198,672	209,085	-5.0%
Condo only	21,126	15,388	37.3%	154,497	162,443	-4.9%
Plan to stay in Timeshare	6,618	5,945	11.3%	61,695	44,751	37.9%
Timeshare only	4,233	4,061	4.2%	41,439	30,908	34.1%
Cruise Ship	2,028	1,607	26.2%	13,409	17,830	-24.8%
Friends/Relatives	7,706	7,404	4.1%	75,825	62,698	20.9%
Bed & Breakfast	2,700	470	474.8%	8,609	8,182	5.2%
Other	2,019	910	121.9%	22,198	22,007	0.9%

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

	T A B L E 3. I N T E R N A T I O N A L V I S I T O R S B Y A I R ( C O N T . )					
	( V i s i t o r s A r r i v i n g o n I n t e r n a t i o n a l F l i g h t s )					
	D E C E M B E R			Y E A R - T O - D A T E		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	133,080	128,339	3.7%	1,520,330	1,540,704	-1.3%
Honeymoon	21,988	21,403	2.7%	245,844	228,580	7.6%
Get Married	4,229	4,560	-7.3%	58,762	66,133	-11.1%
Pleasure/Vacation	110,129	105,662	4.2%	1,261,544	1,299,136	-2.9%
Mtgs/Conventions/Incentive	13,320	3,758	254.5%	82,282	95,390	-13.7%
Conventions	10,636	1,202	784.9%	50,841	38,691	31.4%
Corporate Meetings	688	731	-5.8%	10,489	12,876	-18.5%
Incentive	2,036	1,843	10.4%	22,011	46,799	-53.0%
Other Business	1,251	2,855	-56.2%	22,934	27,310	-16.0%
Visit Friends/Rel.	7,977	5,097	56.5%	70,437	65,523	7.5%
Gov't/Military	1,673	2,478	-32.5%	18,811	24,117	-22.0%
Attend School	348	1,380	-74.8%	7,782	5,597	39.0%
Sport Events	13,898	17,605	-21.1%	38,779	46,180	-16.0%
<b>TRAVEL STATUS</b>						
% First Timers **	44.1	42.8	1.3	45.5	45.4	0.2
% Repeaters **	55.9	57.2	-1.3	54.5	54.6	-0.2
Average # of Trips	3.89	3.86	0.8%	3.52	3.46	1.9%
Group Tour	45,210	42,599	6.1%	444,870	534,040	-16.7%
Non-Group	127,375	117,016	8.9%	1,302,942	1,277,503	2.0%
Package Trip	100,070	98,549	1.5%	1,081,347	1,169,520	-7.5%
No Package	72,515	61,066	18.7%	666,465	642,023	3.8%
Net True Independent	67,472	56,964	18.4%	616,657	575,128	7.2%

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

**T A B L E 4. T O T A L U S W E S T V I S I T O R S B Y A I R**

	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	2,377,999	2,313,712	2.8%	26,025,680	26,649,336	-2.3%
TOTAL VISITORS	227,149	219,247	3.6%	2,718,404	2,769,229	-1.8%
Domestic	223,151	215,377	3.6%	2,666,644	2,722,988	-2.1%
International	3,998	3,870	3.3%	51,760	46,241	11.9%
AVERAGE DAILY CENSUS	76,710	74,636	2.8%	71,303	72,813	-2.1%
<b>ISLANDS VISITED</b>						
O'ahu	106,211	104,023	2.1%	1,254,952	1,254,836	0.0%
O'ahu only	80,413	78,408	2.6%	947,300	916,516	3.4%
Kaua'i	37,888	36,564	3.6%	482,745	515,377	-6.3%
Kaua'i only	25,187	25,089	0.4%	325,192	338,256	-3.9%
Maui County	78,080	74,236	5.2%	951,504	1,004,899	-5.3%
Maui	75,992	72,096	5.4%	931,053	979,253	-4.9%
Maui only	57,915	54,134	7.0%	706,622	723,225	-2.3%
Moloka'i *	1,861	1,830	1.7%	20,681	25,414	-18.6%
Moloka'i only *	345	416	-17.1%	4,300	5,120	-16.0%
Lāna'i *	2,357	2,030	16.1%	24,649	30,858	-20.1%
Lāna'i only *	638	684	-6.8%	5,499	7,611	-27.8%
Big Island	45,511	42,846	6.2%	505,665	526,192	-3.9%
Kona side	39,848	37,430	6.5%	443,425	460,675	-3.7%
Hilo side	13,585	12,357	9.9%	145,984	152,649	-4.4%
Big Island only	30,079	28,614	5.1%	333,172	335,761	-0.8%
Any Neighbor Island	146,736	140,839	4.2%	1,771,104	1,852,713	-4.4%
NI only	120,938	115,224	5.0%	1,463,452	1,514,393	-3.4%
O'ahu & NI	25,798	25,615	0.7%	307,652	338,320	-9.1%
Any one island only	194,577	187,346	3.9%	2,322,085	2,326,489	-0.2%
Multiple Islands	32,572	31,901	2.1%	396,319	442,740	-10.5%
Avg. Islands Visited	1.19	1.18	0.4%	1.18	1.20	-1.6%
Average Length of Stay in Hawai'i	10.47	10.55	-0.8%	9.57	9.62	-0.5%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	105,581	99,608	6.0%	1,344,568	1,371,334	-2.0%
Hotel only	88,269	83,623	5.6%	1,137,478	1,149,609	-1.1%
Plan to stay in Condo	50,722	49,571	2.3%	597,088	640,867	-6.8%
Condo only	41,942	40,696	3.1%	482,855	513,538	-6.0%
Plan to stay in Timeshare	28,631	27,457	4.3%	416,667	403,687	3.2%
Timeshare only	22,281	21,149	5.4%	332,119	316,778	4.8%
Cruise Ship	3,372	2,725	23.7%	32,116	37,824	-15.1%
Friends/Relatives	40,462	40,586	-0.3%	366,463	356,457	2.8%
Bed & Breakfast	1,869	1,965	-4.9%	22,415	25,152	-10.9%
Other	4,659	4,973	-6.3%	50,632	54,097	-6.4%

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

**TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)**

	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	186,606	178,133	4.8%	2,226,030	2,229,622	-0.2%
Honeymoon	4,973	4,866	2.2%	96,695	95,035	1.7%
Get Married	1,857	1,798	3.3%	27,626	30,833	-10.4%
Pleasure/Vacation	181,776	173,356	4.9%	2,130,359	2,133,987	-0.2%
Mtgs/Conventions/Incentive	4,742	4,303	10.2%	123,617	146,822	-15.8%
Conventions	2,525	2,058	22.7%	82,131	90,514	-9.3%
Corporate Meetings	1,580	1,557	1.5%	26,851	36,236	-25.9%
Incentive	749	826	-9.3%	18,308	24,695	-25.9%
Other Business	8,540	9,186	-7.0%	126,261	139,144	-9.3%
Visit Friends/Rel.	36,122	35,892	0.6%	337,611	330,730	2.1%
Gov't/Military	1,882	1,795	4.9%	33,528	34,918	-4.0%
Attend School	280	237	18.1%	6,252	6,014	4.0%
Sport Events	3,196	3,891	-17.9%	30,266	48,767	-37.9%
<b>TRAVEL STATUS</b>						
% First Timers **	16.9	16.9	0.0	19.1	19.6	-0.5
% Repeaters **	83.1	83.1	0.0	80.9	80.4	0.5
Average # of Trips	7.61	7.67	-0.7%	6.89	6.78	1.6%
Group Tour	3,041	3,326	-8.6%	51,793	71,623	-27.7%
Non-Group	224,109	215,921	3.8%	2,666,613	2,697,606	-1.1%
Package Trip	43,512	39,959	8.9%	602,407	612,398	-1.6%
No Package	183,637	179,288	2.4%	2,115,994	2,156,831	-1.9%
Net True Independent	182,454	178,141	2.4%	2,097,278	2,132,943	-1.7%

\*\* Change represents absolute change in rates rather percentage change in rates.

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,456,674	1,473,174	-1.1%	16,269,429	17,586,975	-7.5%
TOTAL VISITORS	128,557	127,623	0.7%	1,561,292	1,683,112	-7.2%
Domestic	125,059	124,437	0.5%	1,520,372	1,638,667	-7.2%
International	3,498	3,186	9.8%	40,920	44,445	-7.9%
AVERAGE DAILY CENSUS	46,989	47,522	-1.1%	44,574	48,051	-7.2%
<b>ISLANDS VISITED</b>						
O'ahu	80,226	78,229	2.6%	960,831	1,029,779	-6.7%
O'ahu only	50,327	48,518	3.7%	586,715	597,661	-1.8%
Kaua'i	23,181	22,733	2.0%	306,973	351,478	-12.7%
Kaua'i only	9,358	9,113	2.7%	112,339	115,809	-3.0%
Maui County	45,344	47,310	-4.2%	584,036	670,802	-12.9%
Maui	44,153	46,127	-4.3%	570,910	655,435	-12.9%
Maui only	22,371	23,164	-3.4%	276,083	298,722	-7.6%
Moloka'i *	1,276	1,253	1.8%	15,789	20,984	-24.8%
Moloka'i only *	128	117	9.4%	1,680	1,838	-8.6%
Lāna'i *	1,861	1,796	3.6%	23,304	29,364	-20.6%
Lanai one day or less *						
Big Island	28,367	28,064	1.1%	352,578	402,907	-12.5%
Kona side	23,064	23,387	-1.4%	294,211	337,626	-12.9%
Hilo side	11,998	11,400	5.2%	151,603	178,039	-14.8%
Big Island one day or less						
Any Neighbor Island	78,230	79,105	-1.1%	974,577	1,085,451	-10.2%
NI only	48,331	49,394	-2.2%	600,461	653,335	-8.1%
O'ahu & NI	29,899	29,711	0.6%	374,116	432,117	-13.4%
Any one island only	93,189	92,060	1.2%	1,109,037	1,154,760	-4.0%
Multiple Islands	35,368	35,563	-0.5%	452,255	528,352	-14.4%
Avg. Islands Visited	1.39	1.40	-0.2%	1.43	1.48	-3.4%
Average Length of Stay in Hawai'i	11.33	11.54	-1.8%	10.42	10.45	-0.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	73,945	69,702	6.1%	962,850	1,038,309	-7.3%
Hotel only	58,899	55,760	5.6%	784,056	834,528	-6.0%
Plan to stay in Condo	20,090	21,151	-5.0%	227,472	261,210	-12.9%
Condo only	14,171	14,855	-4.6%	157,555	177,749	-11.4%
Plan to stay in Timeshare	13,494	13,896	-2.9%	190,071	191,264	-0.6%
Timeshare only	9,394	9,899	-5.1%	137,729	135,377	1.7%
Cruise Ship	4,498	4,656	-3.4%	68,495	94,608	-27.6%
Friends/Relatives	22,976	23,713	-3.1%	201,826	203,820	-1.0%
Bed & Breakfast	1,744	1,698	2.7%	19,794	24,222	-18.3%
Other	2,549	2,752	-7.4%	30,355	35,361	-14.2%

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

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR (CONT.)					
	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	101,336	100,131	1.2%	1,209,032	1,290,209	-6.3%
Honeymoon	5,060	4,816	5.1%	99,308	102,138	-2.8%
Get Married	1,303	1,203	8.3%	18,700	20,607	-9.3%
Pleasure/Vacation	96,664	95,713	1.0%	1,113,238	1,191,726	-6.6%
Mtgs/Conventions/Incentive	3,590	2,664	34.8%	138,992	162,112	-14.3%
Conventions	2,305	1,197	92.5%	97,184	103,221	-5.8%
Corporate Meetings	923	821	12.4%	21,767	30,294	-28.1%
Incentive	458	767	-40.3%	24,960	34,811	-28.3%
Other Business	4,295	4,755	-9.7%	64,294	73,430	-12.4%
Visit Friends/Rel.	22,666	22,646	0.1%	195,788	197,198	-0.7%
Gov't/Military	3,186	2,381	33.8%	49,897	53,041	-5.9%
Attend School	159	193	-17.5%	3,819	4,237	-9.9%
Sport Events	3,297	3,625	-9.1%	21,094	27,315	-22.8%
<b>TRAVEL STATUS</b>						
% First Timers **	36.7	36.1	0.6	43.0	43.9	-0.9
% Repeaters **	63.3	63.9	-0.6	57.0	56.1	0.9
Average # of Trips	4.80	4.85	-1.0%	3.99	3.85	3.7%
Group Tour	2,871	3,414	-15.9%	72,493	105,007	-31.0%
Non-Group	125,686	124,209	1.2%	1,488,799	1,578,105	-5.7%
Package Trip	26,228	25,079	4.6%	402,457	450,494	-10.7%
No Package	102,329	102,544	-0.2%	1,158,838	1,232,618	-6.0%
Net True Independent	101,306	101,447	-0.1%	1,138,546	1,207,278	-5.7%

\*\* Change represents absolute change in rates rather percentage change in rates.

**TABLE 6. TOTAL JAPANESE VISITORS BY AIR**

	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	625,890	611,658	2.3%	6,516,138	6,744,053	-3.4%
TOTAL VISITORS	101,263	101,878	-0.6%	1,117,159	1,175,198	-4.9%
Domestic	844	639	32.1%	6,723	8,048	-16.5%
International	100,419	101,239	-0.8%	1,110,436	1,167,150	-4.9%
AVERAGE DAILY CENSUS	203	161	26.2%	17,853	18,426	-3.1%
<b>ISLANDS VISITED</b>						
O'ahu	97,956	98,094	-0.1%	1,081,366	1,127,441	-4.1%
O'ahu only	81,750	82,238	-0.6%	897,524	929,310	-3.4%
Kaua'i	2,673	2,173	23.0%	19,989	26,167	-23.6%
Kaua'i only	158	168	-5.9%	1,375	2,500	-45.0%
Maui County	5,784	4,559	26.9%	54,586	67,266	-18.9%
Maui	5,725	4,520	26.7%	53,187	65,612	-18.9%
Maui only	807	482	67.6%	9,042	12,261	-26.3%
Moloka'i *	257	117	118.9%	1,407	1,602	-12.2%
Moloka'i only *	0	0	NA	50	0	NA
Lāna'i *	163	13	1162.5%	1,705	1,549	10.0%
Lāna'i only *	0	0	NA	135	150	-10.1%
Big Island	14,076	14,847	-5.2%	163,982	174,701	-6.1%
Kona side	9,440	9,395	0.5%	113,116	121,677	-7.0%
Hilo side	6,195	6,703	-7.6%	63,029	68,389	-7.8%
Big Island only	2,233	2,886	-22.6%	23,328	30,503	-23.5%
Any Neighbor Island	19,513	19,640	-0.6%	219,635	245,888	-10.7%
NI only	3,307	3,784	-12.6%	35,793	47,757	-25.1%
O'ahu & NI	16,206	15,857	2.2%	183,842	198,131	-7.2%
Any one island only	84,948	85,773	-1.0%	931,454	974,723	-4.4%
Multiple Islands	16,315	16,105	1.3%	185,705	200,475	-7.4%
Avg. Islands Visited	1.19	1.18	1.5%	1.18	1.19	-0.5%
Average Length of Stay in Hawai'i	6.18	6.00	2.9%	5.83	5.74	1.6%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	86,544	92,527	-6.5%	990,084	1,061,094	-6.7%
Hotel only	84,995	91,119	-6.7%	969,681	1,040,217	-6.8%
Plan to stay in Condo	11,863	6,889	72.2%	102,862	97,422	5.6%
Condo only	9,974	5,964	67.2%	84,578	81,702	3.5%
Plan to stay in Timeshare	3,015	1,872	61.0%	28,185	16,125	74.8%
Timeshare only	2,184	1,350	61.8%	19,861	11,924	66.6%
Cruise Ship	80	104	-22.9%	725	1,104	-34.3%
Friends/Relatives	1,587	1,435	10.6%	15,528	14,279	8.7%
Bed & Breakfast	100	79	27.1%	1,115	1,311	-15.0%
Other	145	306	-52.6%	2,576	5,032	-48.8%

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

**T A B L E 6. T O T A L J A P A N E S E V I S I T O R S B Y A I R (C O N T.)**

	D E C E M B E R			Y E A R - T O - D A T E		
	2009P	2008	% C H A N G E	2009P	2008	% C H A N G E
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	80,030	82,580	-3.1%	1,027,484	1,048,593	-2.0%
Honeymoon	16,469	19,235	-14.4%	206,167	195,536	5.4%
Get Married	3,962	3,258	21.6%	53,238	58,403	-8.8%
Pleasure/Vacation	62,653	63,036	-0.6%	810,483	841,614	-3.7%
Mtgs/Conventions/Incentive	5,037	1,907	164.1%	33,951	51,626	-34.2%
Conventions	3,306	290	1041.7%	14,132	10,179	38.8%
Corporate Meetings	213	182	16.8%	4,474	5,817	-23.1%
Incentive	1,532	1,436	6.7%	15,768	36,937	-57.3%
Other Business	330	636	-48.1%	5,779	8,150	-29.1%
Visit Friends/Rel.	2,121	1,785	18.8%	22,313	21,054	6.0%
Gov't/Military	99	54	83.0%	790	561	40.9%
Attend School	231	55	317.7%	1,716	1,979	-13.3%
Sport Events	12,320	17,356	-29.0%	33,150	37,552	-11.7%
<b>TRAVEL STATUS</b>						
% First Timers **	40.2	39.7	0.5	42.1	42.3	-0.2
% Repeaters **	59.8	60.3	-0.5	57.9	57.7	0.2
Average # of Trips	4.33	4.17	3.9%	3.80	3.66	3.8%
Group Tour	36,004	39,096	-7.9%	379,204	457,113	-17.0%
Non-Group	65,259	62,782	3.9%	737,956	718,085	2.8%
Package Trip	73,470	81,329	-9.7%	864,029	936,829	-7.8%
No Package	27,793	20,549	35.3%	253,131	238,369	6.2%
Net True Independent	23,011	17,066	34.8%	213,869	183,188	16.7%

\*\* Change represents absolute change in rates rather percentage change in rates.

**TABLE 7. TOTAL CANADIAN VISITORS BY AIR**

	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	636,817	620,158	2.7%	4,276,429	4,632,068	-7.7%
TOTAL VISITORS	47,332	45,396	4.3%	338,807	359,580	-5.8%
Domestic	20,798	22,772	-8.7%	150,706	144,095	4.6%
International	26,534	22,624	17.3%	188,101	215,485	-12.7%
AVERAGE DAILY CENSUS	20,542	20,005	2.7%	11,716	12,655	-7.4%
<b>ISLANDS VISITED</b>						
O'ahu	22,272	20,908	6.5%	173,955	195,035	-10.8%
O'ahu only	14,436	13,394	7.8%	111,072	115,598	-3.9%
Kaua'i	6,383	5,512	15.8%	45,061	51,356	-12.3%
Kaua'i only	2,638	2,112	24.9%	14,969	13,854	8.1%
Maui County	22,851	23,847	-4.2%	162,367	181,397	-10.5%
Maui	22,670	23,693	-4.3%	160,793	179,139	-10.2%
Maui only	16,370	16,834	-2.8%	108,301	109,020	-0.7%
Moloka'i *	535	378	41.7%	3,793	6,735	-43.7%
Moloka'i only *	54	39	37.8%	268	510	-47.4%
Lāna'i *	548	405	35.2%	4,613	6,128	-24.7%
Lāna'i only *	41	32	29.7%	244	246	-0.9%
Big Island	8,660	8,315	4.2%	65,493	73,060	-10.4%
Kona side	7,717	7,412	4.1%	58,730	65,029	-9.7%
Hilo side	3,421	3,037	12.6%	25,264	32,345	-21.9%
Big Island only	4,146	3,637	14.0%	27,336	25,680	6.4%
Any Neighbor Island	32,896	32,002	2.8%	227,735	243,982	-6.7%
NI only	25,060	24,488	2.3%	164,852	164,545	0.2%
O'ahu & NI	7,836	7,513	4.3%	62,883	79,437	-20.8%
Any one island only	37,685	36,049	4.5%	262,190	264,907	-1.0%
Multiple Islands	9,647	9,347	3.2%	76,617	94,673	-19.1%
Avg. Islands Visited	1.29	1.30	-1.1%	1.34	1.42	-5.9%
Average Length of Stay in Hawai'i	13.45	13.66	-1.5%	12.62	12.88	-2.0%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	21,753	21,016	3.5%	177,873	184,815	-3.8%
Hotel only	16,518	15,742	4.9%	137,914	138,844	-0.7%
Plan to stay in Condo	19,444	17,974	8.2%	116,672	127,261	-8.3%
Condo only	15,924	14,934	6.6%	92,859	99,663	-6.8%
Plan to stay in Timeshare	5,182	4,594	12.8%	37,119	35,297	5.2%
Timeshare only	3,322	3,328	-0.2%	26,175	25,927	1.0%
Cruise Ship	1,185	1,442	-17.8%	10,962	18,503	-40.8%
Friends/Relatives	2,632	2,909	-9.5%	17,979	19,078	-5.8%
Bed & Breakfast	458	297	54.3%	4,006	4,243	-5.6%
Other	502	428	17.4%	2,841	4,199	-32.3%







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

**TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)**

	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	44,111	42,649	3.4%	311,513	328,793	-5.3%
Honeymoon	712	681	4.6%	12,319	12,870	-4.3%
Get Married	209	282	-25.9%	2,868	3,503	-18.1%
Pleasure/Vacation	43,462	41,974	3.5%	299,336	315,961	-5.3%
Mtgs/Conventions/Incentive	1,070	641	66.8%	16,445	16,637	-1.2%
Conventions	627	269	133.1%	11,931	12,462	-4.3%
Corporate Meetings	426	309	38.0%	2,460	2,073	18.7%
Incentive	33	66	-50.0%	2,605	2,484	4.9%
Other Business	274	233	17.8%	3,133	3,509	-10.7%
Visit Friends/Rel.	2,367	2,427	-2.5%	14,558	15,313	-4.9%
Gov't/Military	44	14	218.1%	546	734	-25.6%
Attend School	39	39	-0.4%	364	468	-22.2%
Sport Events	880	654	34.6%	3,882	4,913	-21.0%
<b>TRAVEL STATUS</b>						
% First Timers **	32.7	32.6	0.1	37.9	38.7	-0.8
% Repeaters **	67.3	67.4	-0.1	62.1	61.3	0.8
Average # of Trips	4.45	4.48	-0.7%	3.96	3.86	2.7%
Group Tour	633	1,100	-42.4%	9,309	14,920	-37.6%
Non-Group	46,699	44,296	5.4%	329,499	344,660	-4.4%
Package Trip	11,711	10,245	14.3%	93,751	101,462	-7.6%
No Package	35,620	35,151	1.3%	245,058	258,118	-5.1%
Net True Independent	35,511	34,648	2.5%	242,441	254,534	-4.8%

\*\* Change represents absolute change in rates rather percentage change in rates.

### December 2009 Island Highlights for Selected MMAs

						
	O'ahu	Kaua'i	Maui	Moloka'i *	Lāna'i *	Big Island
	% Chge	% Chge	% Chge	% Chge	% Chge	% Chge
<b>U.S. West</b>						
Total Visitor Days	904,317	326,610	691,442	14,497	11,903	429,955
Total Arrivals	106,211	37,888	75,992	1,861	2,357	45,511
LOS	8.51	8.62	9.10	7.79	5.05	9.45
<b>U.S. East</b>						
Total Visitor Days	701,319	165,548	361,025	7,460	7,931	213,527
Total Arrivals	80,226	23,181	44,153	1,276	1,861	28,367
LOS	8.74	7.14	8.18	5.85	4.26	7.53
<b>Japan</b>						
Total Visitor Days	563,147	4,278	14,829	288	169	43,295
Total Arrivals	97,956	2,673	5,725	257	163	14,076
LOS	5.75	1.60	2.59	1.12	1.04	3.08
<b>Canada</b>						
Total Visitor Days	212,009	58,462	276,735	3,068	1,391	85,215
Total Arrivals	22,272	6,383	22,670	535	548	8,660
LOS	9.52	9.16	12.21	5.73	2.54	9.84

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

Source: Hawai'i Tourism Authority







### December 2009 Arrivals at a Glance

	Visitor Arrivals		Average Length of Stay		Visitor Days		Per Person Per Day Spending (\$)		Per Person Per Trip Spending (\$)		Total Expenditures (\$ mil.)	
	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
December 2009												
Total	577,657	2.4%	10.27	-0.7%	5,935,282	1.7%	NA	NA	NA	NA	NA	NA
Total by Air	568,683	3.2%	10.28	-0.6%	5,847,930	2.6%	163.3	-2.0%	1,679.7	-2.6%	955.2	0.5%
U.S. West	227,149	3.6%	10.47	-0.8%	2,377,999	2.8%	127.9	-2.7%	1,338.6	-3.5%	304.1	0.0%
U.S. East	128,557	0.7%	11.33	-1.8%	1,456,674	-1.1%	159.7	-5.2%	1,809.1	-6.9%	232.6	-6.2%
Japan	101,263	-0.6%	6.18	2.9%	625,890	2.3%	270.0	-8.7%	1,669.1	-6.0%	169.0	-6.6%
Canada	47,332	4.3%	13.45	-1.5%	636,817	2.7%	135.1	-6.5%	1,818.0	-8.0%	86.0	-4.0%
All Others	64,382	13.0%	11.66	-2.5%	750,551	10.2%	217.8	16.4%	2,539.5	13.4%	163.5	28.2%
Total by Ship	8,974	-31.0%	9.73	-8.0%	87,353	-36.6%	NA	NA	NA	NA	NA	NA
Y-T-D 2009												
Total	6,514,382	-4.5%	9.43	0.3%	61,432,478	-4.3%	NA	NA	NA	NA	NA	NA
Total by Air	6,419,138	-4.4%	9.43	0.3%	60,553,721	-4.1%	163.0	-8.0%	1,537.5	-7.7%	9,869.3	-11.7%
U.S. West	2,718,404	-1.8%	9.57	-0.5%	26,025,680	-2.3%	133.6	-8.7%	1,278.8	-9.1%	3,476.2	-10.8%
U.S. East	1,561,292	-7.2%	10.42	-0.3%	16,269,429	-7.5%	166.2	-9.4%	1,731.6	-9.6%	2,703.5	-16.2%
Japan	1,117,159	-4.9%	5.83	1.6%	6,516,139	-3.4%	267.2	-7.3%	1,558.3	-5.8%	1,740.9	-10.5%
Canada	338,807	-5.8%	12.62	-2.0%	4,276,429	-7.7%	140.3	-8.5%	1,771.1	-10.4%	600.1	-15.6%
All Others	683,476	-5.9%	10.92	5.5%	7,466,044	-0.7%	180.6	-3.3%	1,973.2	2.0%	1,348.6	-4.0%
Total by Ship	95,244	-13.0%	9.23	-2.3%	878,757	-15.0%	NA	NA	NA	NA	NA	NA

Source: Hawai'i Tourism Authority

Department of Business, Economic Development & Tourism -- Research and Economic Analysis Division

### December 2009 Island Highlights

						
December 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	361,889 4.9%	78,537 4.0%	164,989 -1.5%	4,543 3.0%	5,822 -1.2%	109,933 3.7%
Total Visitor Days	2,902,575 7.5%	594,020 1.5%	1,454,157 -4.3%	27,038 -8.5%	23,131 -10.3%	847,474 1.0%
Total Expenditures (\$mil.)	488.8 -0.2%	95.4 3.0%	230.5 -4.3%	2.6 -16.3%	6.9 -2.5%	131.0 12.0%
PPPD Spending (\$)	168.4 -7.2%	160.6 1.6%	158.5 0.1%	96.7 -8.6%	296.3 8.7%	154.6 11.0%
Domestic Arrivals	208,474 0.4%	67,067 1.5%	136,854 0.1%	3,716 1.6%	4,716 6.1%	83,431 3.0%
Int'l Arrivals	153,415 11.6%	11,470 21.6%	28,135 -8.3%	827 10.1%	1,106 -23.5%	26,502 5.9%
Total LOS	8.02 2.5%	7.56 -2.5%	8.81 -2.9%	5.95 -11.2%	3.97 -9.2%	7.71 -2.7%
Domestic LOS	8.86 0.7%	8.12 -2.2%	9.02 -3.2%	6.82 -11.1%	4.56 -15.3%	8.83 -2.0%
Int'l LOS	6.88 8.3%	4.31 10.0%	7.81 -2.4%	2.05 4.1%	1.47 16.0%	4.18 -4.8%
YTD Thr Dec 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	4,032,198 -3.9%	931,425 -9.6%	1,893,800 -8.8%	48,707 -29.3%	61,334 -24.2%	1,223,019 -7.4%
Total Visitor Days	29,622,503 -1.0%	6,845,421 -5.8%	15,149,514 -6.8%	236,512 -22.2%	222,230 -21.6%	8,486,572 -6.7%
Total Expenditures (\$mil.)	5,031.6 -10.9%	1,032.4 -9.8%	2,472.1 -13.6%	25.1 -33.1%	62.9 -27.0%	1,245.2 -11.6%
PPPD Spending (\$)	169.9 -9.9%	150.8 -4.2%	163.2 -7.2%	106.3 -13.9%	283.1 -6.9%	146.7 -5.3%
Domestic Arrivals	2,446,652 -4.2%	856,619 -8.9%	1,651,915 -8.5%	41,075 -19.5%	52,538 -20.5%	950,229 -7.4%
Int'l Arrivals	1,585,546 -3.2%	74,806 -16.8%	241,885 -10.7%	7,632 -57.3%	8,796 -40.6%	272,790 -7.6%
Total LOS	7.35 3.0%	7.35 4.2%	8.00 2.1%	4.86 10.0%	3.62 3.4%	6.94 0.8%
Domestic LOS	7.92 2.4%	7.61 3.5%	8.10 1.2%	5.29 1.9%	3.91 -0.4%	7.80 2.2%
Int'l LOS	6.46 4.3%	4.42 12.4%	7.29 9.2%	2.50 13.6%	1.92 17.8%	3.92 -7.8%

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

Source: Hawai'i Tourism Authority







Department of Business, Economic Development & Tourism -- Research and Economic Analysis Division

**Table 8. VISITORS BY CRUISE SHIPS**

	DECEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	181,929	221,618	-17.9%	2,163,136	2,711,040	-20.2%
TOTAL VISITORS	17,783	21,327	-16.6%	216,152	266,534	-18.9%
ARRIVED BY SHIP	8,974	13,013	-31.0%	95,244	109,475	-13.0%
ARRIVED BY AIR	8,809	8,314	6.0%	120,908	157,059	-23.0%
NUMBER OF SHIP ARRIVALS	5	6	-16.7%	53	68	-22.1%
<b>ISLANDS VISITED</b>						
Oahu	17,783	21,327	-16.6%	211,695	266,468	-20.6%
Kauai	17,249	19,193	-10.1%	186,336	225,582	-17.4%
Maui County	17,279	21,327	-19.0%	202,806	252,869	-19.8%
Maui	17,279	21,327	-19.0%	202,806	252,869	-19.8%
Molokai	481	522	-7.8%	6,064	6,885	-11.9%
Lanai	651	615	5.9%	7,298	7,086	3.0%
Big Island	17,783	21,327	-16.6%	203,344	256,268	-20.7%
Average Islands Visited	4.0	4.1	-1.2%	4.0	4.1	-1.8%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawaii before Cruise	3.25	3.66	-11.4%	3.15	2.88	9.3%
Days in Hawaii during Cruise	5.72	5.40	5.8%	5.66	6.04	-6.4%
Days in Hawaii after Cruise	1.27	1.33	-4.2%	1.20	1.25	-3.8%
Total days in Hawaii	10.23	10.39	-1.6%	10.01	10.17	-1.6%
<b>ACCOMMODATIONS</b>						
Hotel	8,932	8,937	-0.1%	111,100	137,479	-19.2%
Hotel only	7,811	7,104	10.0%	93,727	118,379	-20.8%
Condo	855	1,533	-44.2%	13,742	15,384	-10.7%
Condo only	239	234	2.1%	3,247	3,787	-14.3%
Timeshare	938	1,192	-21.3%	12,457	14,066	-11.4%
Timeshare Only	237	285	-16.8%	3,048	4,191	-27.3%
Bed & Breakfast	362	527	-31.3%	5,295	4,497	17.7%
Bed & Breakfast only	9	-	NA	191	419	-54.5%
Friends & relatives	472	942	-49.9%	9,163	8,415	8.9%
Other accommodation	329	1,427	-76.9%	10,277	12,184	-15.6%
Accommodation (NET)	9,860	10,310	-4.4%	124,625	154,895	-19.5%
Cruise only	7,923	11,017	-28.1%	91,527	111,639	-18.0%
<b>TRAVEL STATUS</b>						
% First timers	34.4	33.5	0.93	40.8	42.0	-1.24
% Repeat visitors	65.6	66.5	-0.93	59.2	58.0	1.24

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

**Year-to-Date December 2009 - Total Visitor Arrivals by Selected MMAs**

						
<b>YTD December 2009</b>	<b>O'ahu % Chge</b>	<b>Kaua'i % Chge</b>	<b>Maui % Chge</b>	<b>Moloka'i * % Chge</b>	<b>Lāna'i * % Chge</b>	<b>Big Island % Chge</b>
<b>U.S. West</b>	1,254,952 0.0%	482,745 -6.3%	931,053 -4.9%	20,681 -18.6%	24,649 -20.1%	505,665 -3.9%
<b>U.S. East</b>	960,831 -6.7%	306,973 -12.7%	570,910 -12.9%	15,789 -24.8%	23,304 -20.6%	352,578 -12.5%
<b>Japan</b>	1,081,366 -4.1%	19,989 -23.6%	53,187 -18.9%	1,407 -12.2%	1,705 10.0%	163,982 -6.1%
<b>Canada</b>	173,955 -10.8%	45,061 -12.3%	160,793 -10.2%	3,793 -43.7%	4,613 -24.7%	65,493 -10.4%

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

Source: Hawai'i Tourism Authority

Department of Business, Economic Development & Tourism -- Research and Economic Analysis Division

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

<b>DECEMBER 2009</b>	<b>Statewide %Chge</b>	<b>Honolulu %Chge</b>	<b>Kahului %Chge</b>	<b>Kona %Chge</b>	<b>Hilo %Chge</b>	<b>Lihue %Chge</b>
<b>Total Seats</b>	778,240 0.1%	553,007 -0.6%	132,036 3.1%	55,546 5.8%	0 NA	37,651 -5.9%
Scheduled Seats	760,740 0.4%	541,587 -0.4%	128,996 3.2%	54,026 6.7%	0 NA	36,131 -5.2%
Charter seats	17,500 -10.1%	11,420 -9.5%	3,040 0.0%	1,520 -20.0%		1,520 -20.0%
<b>Domestic Seats</b>	547,295 -1.3%	344,067 -2.8%	117,994 2.7%	48,413 6.3%	0 NA	36,821 -8.0%
Scheduled Seats	537,795 -1.2%	340,647 -2.8%	114,954 2.8%	46,893 7.4%	0 NA	35,301 -7.4%
...US West	455,773 -3.0%	271,504 -4.8%	102,075 -0.7%	46,893 7.4%	0 NA	35,301 -7.4%
...US East	82,022 10.4%	69,143 6.0%	12,879 41.8%			
Charter seats	9,500 -7.4%	3,420 0.0%	3,040 0.0%	1,520 -20.0%		1,520 -20.0%
<b>International Seats</b>	230,945 3.7%	208,940 3.2%	14,042 6.5%	7,133 2.4%		830 NA
Scheduled Seats	222,945 4.4%	200,940 3.9%	14,042 6.5%	7,133 2.4%		830 NA
...Japan	136,501 3.6%	130,831 3.7%	0	5,670 0.0%		
...Canada	32,986 9.2%	16,651 5.8%	14,042 6.5%	1,463 12.8%		830 NA
...Other Asia	14,289 23.8%	14,289 23.8%				
...Aus./N. Zealand	14,659 -8.9%	14,659 -8.9%				
...Other	24,510 2.8%	24,510 2.8%				
Charter Seats	8,000 -13.0%	8,000 -13.0%				
<hr/>						
<b>YTD Thru DEC 2009</b>	<b>Statewide %Chge</b>	<b>Honolulu %Chge</b>	<b>Kahului %Chge</b>	<b>Kona %Chge</b>	<b>Hilo %Chge</b>	<b>Lihue %Chge</b>
<b>Total Seats</b>	8,815,589 -5.6%	6,277,680 -6.2%	1,477,614 -9.3%	613,244 10.2%	0 -100.0%	447,051 -1.7%
Scheduled Seats	8,676,773 -5.3%	6,213,344 -5.6%	1,441,894 -9.4%	593,864 10.4%	0 -100.0%	427,671 -2.2%
Charter seats	138,816 -23.5%	64,336 -40.1%	35,720 -6.1%	19,380 6.3%		19,380 8.5%
<b>Domestic Seats</b>	6,355,390 -6.6%	3,999,292 -7.7%	1,385,863 -9.8%	524,014 11.6%	0 -100.0%	446,221 -1.9%
Scheduled Seats	6,241,390 -6.4%	3,959,772 -7.3%	1,350,143 -9.8%	504,634 11.9%	0 -100.0%	426,841 -2.3%
...US West	5,346,752 -4.9%	3,199,083 -5.3%	1,216,194 -9.6%	504,634 11.9%	0 -100.0%	426,841 -2.3%
...US East	894,638 -14.7%	760,689 -15.1%	133,949 -12.2%			
Charter seats	114,000 -15.1%	39,520 -34.4%	35,720 -6.1%	19,380 6.3%		19,380 8.5%
<b>International Seats</b>	2,460,199 -3.1%	2,278,388 -3.4%	91,751 -2.6%	89,230 2.6%		830 NA
Scheduled Seats	2,435,383 -2.3%	2,253,572 -2.5%	91,751 -2.6%	89,230 2.6%		830 NA
...Japan	1,597,326 -0.5%	1,517,906 -0.7%		79,420 3.4%		
...Canada	228,838 -18.4%	126,447 -28.2%	91,751 -2.6%	9,810 -3.4%		830 NA
...Other Asia	164,965 20.4%	164,965 20.4%				
...Aus./N. Zealand	168,524 -12.8%	168,524 -12.8%				
...Other	275,730 0.0%	275,730 0.0%				
Charter Seats	24,816 -47.4%	24,816 -47.4%				

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