

	TABLE 1. TOTAL VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	4,422,529	4,499,172	-1.7%	54,705,791	57,430,254	-4.7%
TOTAL VISITORS	478,704	485,622	-1.4%	5,850,455	6,162,331	-5.1%
DOMESTIC	332,826	353,032	-5.7%	4,275,228	4,510,403	-5.2%
INTERNATIONAL	145,878	132,590	10.0%	1,575,227	1,651,928	-4.6%
AVERAGE DAILY CENSUS	147,418	149,972	-1.7%	163,790	171,434	-4.5%
TOTAL AIR SEATS (EST)	673,748	709,405	-5.0%	8,037,349	8,566,413	-6.2%
TOTAL LOAD FACTOR (EST)	86.3%	82.2%	4.1	87.5%	86.1%	1.3
ISLANDS VISITED						
O'ahu	304,118	305,206	-0.4%	3,670,309	3,848,556	-4.6%
O'ahu only	223,223	220,101	1.4%	2,664,025	2,709,320	-1.7%
Kaua'i	62,931	67,870	-7.3%	852,888	955,162	-10.7%
Kaua'i only	33,808	34,536	-2.1%	434,509	453,655	-4.2%
Maui County	142,545	146,963	-3.0%	1,764,935	1,957,303	-9.8%
Maui	139,596	143,737	-2.9%	1,728,811	1,908,383	-9.4%
Maui only	87,880	88,892	-1.1%	1,052,031	1,106,550	-4.9%
Moloka'i *	3,573	3,777	-5.4%	44,164	64,474	-31.5%
Moloka'i only *	530	474	11.8%	6,068	7,318	-17.1%
Lāna'i *	4,457	5,169	-13.8%	55,512	74,975	-26.0%
Lāna'i only *	713	862	-17.3%	8,682	11,661	-25.5%
Big Island	88,263	93,414	-5.5%	1,113,086	1,215,288	-8.4%
Kona side	71,847	78,928	-9.0%	923,800	1,013,914	-8.9%
Hilo side	32,448	34,062	-4.7%	412,880	463,681	-11.0%
Big Island only	39,481	41,803	-5.6%	498,394	516,032	-3.4%
Any Neighbor Island	255,481	265,521	-3.8%	3,186,430	3,453,011	-7.7%
NI only	174,586	180,416	-3.2%	2,180,146	2,313,775	-5.8%
O'ahu & NI	80,895	85,105	-4.9%	1,006,284	1,139,237	-11.7%
Any one island only	385,635	386,668	-0.3%	4,663,709	4,804,535	-2.9%
Multiple Islands	93,069	98,954	-5.9%	1,186,746	1,357,796	-12.6%
Avg. Islands Visited	1.26	1.28	-1.2%	1.28	1.31	-2.5%
Average Length of Stay in Hawai'i	9.24	9.26	-0.3%	9.35	9.32	0.3%
ACCOMMODATIONS						
Plan to stay in Hotel	302,211	302,741	-0.2%	3,645,013	3,877,773	-6.0%
Hotel only	267,304	264,293	1.1%	3,181,830	3,367,464	-5.5%
Plan to stay in Condo	79,629	82,685	-3.7%	991,959	1,093,065	-9.2%
Condo only	63,704	64,118	-0.6%	768,827	839,442	-8.4%
Plan to stay in Timeshare	53,918	56,353	-4.3%	646,894	622,016	4.0%
Timeshare only	41,605	43,531	-4.4%	495,159	471,091	5.1%
Cruise Ship	8,596	9,225	-6.8%	118,201	158,649	-25.5%
Friends/Relatives	47,433	49,454	-4.1%	603,875	583,457	3.5%
Bed & Breakfast	4,052	4,337	-6.6%	53,454	62,767	-14.8%
Other	6,697	7,924	-15.5%	97,722	107,204	-8.8%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	386,136	387,728	-0.4%	4,840,665	5,004,997	-3.3%
Honeymoon	43,233	35,622	21.4%	436,993	422,129	3.5%
Get Married	9,909	10,714	-7.5%	101,101	114,170	-11.4%
Pleasure/Vacation	341,384	350,187	-2.5%	4,397,042	4,574,762	-3.9%
Mtgs/Conventions/Incentive	38,452	38,941	-1.3%	350,512	424,969	-17.5%
Conventions	28,296	24,554	15.2%	235,018	249,039	-5.6%
Corporate Meetings	4,850	5,543	-12.5%	58,778	81,346	-27.7%
Incentive	5,839	10,020	-41.7%	66,790	109,094	-38.8%
Other Business	19,407	21,656	-10.4%	206,951	235,303	-12.0%
Visit Friends/Rel.	46,203	48,189	-4.1%	563,895	558,811	0.9%
Gov't/Military	8,683	9,377	-7.4%	94,193	104,602	-10.0%
Attend School	757	656	15.5%	18,902	15,990	18.2%
Sport Events	7,355	8,744	-15.9%	75,923	102,352	-25.8%
TRAVEL STATUS						
% First Timers **	34.6	34.1	0.6	34.5	35.2	-0.7
% Repeaters **	65.4	65.9	-0.6	65.5	64.8	0.7
Average # of Trips	5.23	5.21	0.3%	5.02	4.88	3.0%
Group Tour	58,025	56,359	3.0%	546,372	696,048	-21.5%
Non-Group	420,678	429,263	-2.0%	5,304,085	5,466,283	-3.0%
Package Trip	165,897	166,825	-0.6%	2,052,707	2,225,778	-7.8%
No Package	312,807	318,797	-1.9%	3,797,750	3,936,553	-3.5%
Net True Independent	301,325	307,727	-2.1%	3,709,067	3,817,944	-2.9%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	3,341,573	3,482,359	-4.0%	42,700,754	45,066,394	-5.2%
DOMESTIC VISITORS	332,826	353,032	-5.7%	4,275,228	4,510,403	-5.2%
DOMESTIC AVERAGE DAILY CENSUS	111,386	116,079	-4.0%	127,847	134,527	-5.0%
DOMESTIC AIR SEATS (EST)	472,437	508,734	-7.1%	5,808,095	6,250,360	-7.1%
DOM LOAD FACTOR (EST)	88.2%	85.3%	3.0	90.5%	88.4%	2.1
ISLANDS VISITED						
O'ahu	171,015	185,045	-7.6%	2,238,178	2,347,279	-4.6%
O'ahu only	119,088	129,782	-8.2%	1,535,637	1,549,544	-0.9%
Kaua'i	58,816	61,774	-4.8%	789,552	874,725	-9.7%
Kaua'i only	33,252	33,836	-1.7%	426,254	445,671	-4.4%
Maui County	120,114	127,608	-5.9%	1,547,938	1,710,026	-9.5%
Maui	117,434	124,548	-5.7%	1,515,061	1,668,243	-9.2%
Maui only	79,040	82,072	-3.7%	972,070	1,027,612	-5.4%
Moloka'i *	2,893	3,310	-12.6%	37,359	47,358	-21.1%
Moloka'i only *	525	474	10.8%	5,881	7,005	-16.0%
Lāna'i *	3,689	4,398	-16.1%	47,822	61,620	-22.4%
Lāna'i only *	713	860	-17.1%	8,381	11,400	-26.5%
Big Island	66,744	69,304	-3.7%	866,798	945,084	-8.3%
Kona side	57,640	59,814	-3.6%	745,341	810,247	-8.0%
Hilo side	21,952	23,463	-6.4%	301,683	339,282	-11.1%
Big Island only	36,847	37,756	-2.4%	454,286	465,689	-2.4%
Any Neighbor Island	213,738	223,250	-4.3%	2,739,591	2,960,859	-7.5%
NI only	161,811	167,987	-3.7%	2,037,050	2,163,124	-5.8%
O'ahu & NI	51,927	55,263	-6.0%	702,541	797,735	-11.9%
Any one island only	269,465	284,779	-5.4%	3,402,509	3,506,921	-3.0%
Multiple Islands	63,361	68,253	-7.2%	872,719	1,003,482	-13.0%
Avg. Islands Visited	1.26	1.27	-0.5%	1.29	1.32	-2.5%
Average Length of Stay in Hawai'i	10.04	9.86	1.8%	9.99	9.99	0.0%
ACCOMMODATIONS						
Plan to stay in Hotel	177,016	191,087	-7.4%	2,347,694	2,499,237	-6.1%
Hotel only	147,939	160,030	-7.6%	1,957,109	2,065,812	-5.3%
Plan to stay in Condo	66,269	68,793	-3.7%	820,033	903,214	-9.2%
Condo only	52,918	53,669	-1.4%	635,456	692,386	-8.2%
Plan to stay in Timeshare	50,103	51,954	-3.6%	591,817	583,211	1.5%
Timeshare only	39,067	40,677	-4.0%	457,953	444,244	3.1%
Cruise Ship	7,385	8,181	-9.7%	106,820	142,426	-25.0%
Friends/Relatives	42,071	43,948	-4.3%	535,756	528,163	1.4%
Bed & Breakfast	3,456	3,930	-12.1%	47,545	55,055	-13.6%
Other	5,837	6,439	-9.4%	77,543	86,107	-9.9%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	260,597	276,597	-5.8%	3,453,415	3,592,631	-3.9%
Honeymoon	13,644	14,464	-5.7%	213,137	214,951	-0.8%
Get Married	2,996	3,400	-11.9%	46,568	52,598	-11.5%
Pleasure/Vacation	247,368	262,473	-5.8%	3,245,627	3,381,287	-4.0%
Mtgs/Conventions/Incentive	25,868	27,484	-5.9%	281,550	333,336	-15.5%
Conventions	20,807	19,460	6.9%	194,813	211,550	-7.9%
Corporate Meetings	3,598	4,395	-18.1%	48,977	69,201	-29.2%
Incentive	1,905	4,415	-56.9%	46,815	64,138	-27.0%
Other Business	17,374	18,161	-4.3%	185,268	210,848	-12.1%
Visit Friends/Rel.	41,625	42,686	-2.5%	501,435	498,385	0.6%
Gov't/Military	6,783	7,342	-7.6%	77,055	82,962	-7.1%
Attend School	462	395	16.9%	11,468	11,773	-2.6%
Sport Events	5,628	7,173	-21.5%	51,042	73,777	-30.8%
TRAVEL STATUS						
% First Timers **	27.7	28.4	-0.7	30.3	31.4	-1.0
% Repeaters **	72.3	71.6	0.7	69.7	68.6	1.0
Average # of Trips	6.12	5.96	2.6%	5.59	5.41	3.3%
Group Tour	18,096	16,316	10.9%	146,712	204,607	-28.3%
Non-Group	314,729	336,716	-6.5%	4,128,518	4,305,796	-4.1%
Package Trip	75,418	79,935	-5.7%	1,071,430	1,154,807	-7.2%
No Package	257,408	273,097	-5.7%	3,203,800	3,355,596	-4.5%
Net True Independent	251,793	268,056	-6.1%	3,159,882	3,299,780	-4.2%

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

	T A B L E 2. D O M E S T I C V I S I T O R S B Y A I R (C O N T.) (Visitors Arriving on Domestic Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	297,267	312,500	-4.9%	3,844,619	4,026,835	-4.5%
Pacific Region	165,721	170,513	-2.8%	1,962,749	1,997,001	-1.7%
...California	107,859	112,994	-4.5%	1,373,078	1,440,204	-4.7%
...Oregon	15,817	14,901	6.1%	161,086	158,022	1.9%
...Washington	34,910	35,573	-1.9%	372,143	351,173	6.0%
Mountain Region	36,523	39,236	-6.9%	480,742	510,612	-5.8%
West North Central	10,479	12,242	-14.4%	169,809	187,313	-9.3%
West South Central	17,054	16,560	3.0%	253,712	248,980	1.9%
...Texas	13,586	13,108	3.6%	200,095	194,932	2.6%
East North Central	20,754	24,056	-13.7%	291,511	333,156	-12.5%
East South Central	4,194	4,560	-8.0%	69,683	77,246	-9.8%
New England	5,532	6,187	-10.6%	89,571	97,003	-7.7%
Middle Atlantic	14,236	14,150	0.6%	211,320	227,466	-7.1%
...New Jersey	3,794	4,043	-6.2%	55,854	59,012	-5.4%
...New York	6,633	6,074	9.2%	97,068	102,592	-5.4%
South Atlantic	22,156	24,539	-9.7%	309,703	343,066	-9.7%
CANADA	11,671	14,783	-21.1%	129,908	121,323	7.1%
EUROPE	9,084	9,379	-3.1%	123,463	133,276	-7.4%
France	568	578	-1.7%	7,131	7,716	-7.6%
Germany	3,085	2,530	21.9%	27,861	28,288	-1.5%
Ireland	133	216	-38.6%	2,594	3,862	-32.8%
Italy	463	412	12.4%	9,056	9,683	-6.5%
Switzerland	586	541	8.3%	7,370	6,767	8.9%
United Kingdom	1,985	2,632	-24.6%	35,372	43,884	-19.4%
ASIA	3,694	4,348	-15.0%	36,731	47,155	-22.1%
People's Republic of China	2,041	2,523	-19.1%	16,610	24,108	-31.1%
Taiwan	105	116	-9.5%	1,262	1,547	-18.4%
Hong Kong	71	117	-39.3%	1,080	1,116	-3.2%
Indonesia	23	40	-42.9%	395	340	16.3%
Japan	517	642	-19.5%	5,879	7,409	-20.7%
Korea	425	300	41.7%	5,044	5,901	-14.5%
Malaysia	17	31	-45.9%	128	199	-35.7%
Philippines	222	289	-23.1%	2,850	3,022	-5.7%
Singapore	63	68	-7.4%	704	854	-17.6%
Thailand	35	26	34.7%	521	277	88.4%
CENTRAL AMERICA	1,094	540	102.6%	6,711	7,544	-11.0%
Argentina	148	179	-17.3%	2,667	2,747	-2.9%
Brazil	443	580	-23.6%	6,625	6,708	-1.2%
Mexico	1,040	473	119.9%	6,049	6,906	-12.4%
SOUTH AMERICA	805	1,014	-20.6%	12,589	12,546	0.3%
OCEANIA	2,197	2,983	-26.3%	31,681	46,740	-32.2%
Australia	1,722	2,526	-31.8%	25,654	39,647	-35.3%
New Zealand	221	243	-9.1%	2,970	4,405	-32.6%

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	1,080,956	1,016,813	6.3%	12,005,038	12,363,860	-2.9%
INTERNATIONAL VISITORS	145,878	132,590	10.0%	1,575,227	1,651,928	-4.6%
INTERNATIONAL AVERAGE DAILY CENSUS	36,032	33,894	6.3%	35,943	36,907	-2.6%
INTERNATIONAL AIR SEATS (EST)	201,311	200,671	0.3%	2,229,254	2,316,053	-3.7%
INT LOAD FACTOR (EST)	81.7%	74.4%	7.3	79.5%	80.0%	-0.5
ISLANDS VISITED						
O'ahu	133,103	120,161	10.8%	1,432,131	1,501,277	-4.6%
O'ahu only	104,135	90,319	15.3%	1,128,388	1,159,775	-2.7%
Kaua'i	4,115	6,097	-32.5%	63,336	80,437	-21.3%
Kaua'i only	556	701	-20.7%	8,255	7,983	3.4%
Maui County	22,431	19,356	15.9%	216,997	247,276	-12.2%
Maui	22,162	19,188	15.5%	213,750	240,140	-11.0%
Maui only	8,840	6,820	29.6%	79,961	78,938	1.3%
Moloka'i *	680	466	45.8%	6,805	17,115	-60.2%
Moloka'i only *	5	0	NA	187	312	-40.2%
Lāna'i *	768	772	-0.5%	7,690	13,356	-42.4%
Lāna'i only *	0	2	-100.0%	301	261	15.2%
Big Island	21,519	24,110	-10.7%	246,288	270,204	-8.9%
Kona side	14,207	19,114	-25.7%	178,459	203,667	-12.4%
Hilo side	10,496	10,598	-1.0%	111,197	124,399	-10.6%
Big Island only	2,634	4,047	-34.9%	44,108	50,343	-12.4%
Any Neighbor Island	41,743	42,271	-1.2%	446,839	492,153	-9.2%
NI only	12,775	12,429	2.8%	143,096	150,651	-5.0%
O'ahu & NI	28,968	29,841	-2.9%	303,743	341,502	-11.1%
Any one island only	116,170	101,889	14.0%	1,261,200	1,297,614	-2.8%
Multiple Islands	29,708	30,701	-3.2%	314,027	354,314	-11.4%
Avg. Islands Visited	1.25	1.29	-3.0%	1.25	1.28	-2.7%
Average Length of Stay in Hawai'i	7.41	7.67	-3.4%	7.62	7.48	1.8%
ACCOMMODATIONS						
Plan to stay in Hotel	125,195	111,653	12.1%	1,297,319	1,378,536	-5.9%
Hotel only	119,365	104,263	14.5%	1,224,721	1,301,653	-5.9%
Plan to stay in Condo	13,360	13,892	-3.8%	171,926	189,850	-9.4%
Condo only	10,786	10,448	3.2%	133,371	147,056	-9.3%
Plan to stay in Timeshare	3,815	4,399	-13.3%	55,077	38,805	41.9%
Timeshare only	2,538	2,854	-11.1%	37,206	26,847	38.6%
Cruise Ship	1,211	1,045	15.9%	11,381	16,223	-29.8%
Friends/Relatives	5,362	5,506	-2.6%	68,119	55,294	23.2%
Bed & Breakfast	596	408	46.2%	5,909	7,712	-23.4%
Other	860	1,485	-42.1%	20,179	21,097	-4.4%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	125,539	111,132	13.0%	1,387,250	1,412,365	-1.8%
Honeymoon	29,589	21,158	39.8%	223,856	207,177	8.1%
Get Married	6,913	7,314	-5.5%	54,533	61,572	-11.4%
Pleasure/Vacation	94,016	87,714	7.2%	1,151,415	1,193,475	-3.5%
Mtgs/Conventions/Incentive	12,584	11,458	9.8%	68,962	91,633	-24.7%
Conventions	7,489	5,094	47.0%	40,205	37,489	7.2%
Corporate Meetings	1,252	1,148	9.0%	9,801	12,146	-19.3%
Incentive	3,934	5,605	-29.8%	19,975	44,956	-55.6%
Other Business	2,033	3,495	-41.8%	21,683	24,455	-11.3%
Visit Friends/Rel.	4,578	5,503	-16.8%	62,460	60,426	3.4%
Gov't/Military	1,900	2,035	-6.6%	17,138	21,639	-20.8%
Attend School	295	260	13.3%	7,434	4,217	76.3%
Sport Events	1,727	1,571	9.9%	24,881	28,574	-12.9%
TRAVEL STATUS						
% First Timers **	50.5	49.1	1.4	45.7	45.6	0.1
% Repeaters **	49.5	50.9	-1.4	54.3	54.4	-0.1
Average # of Trips	3.19	3.20	-0.3%	3.48	3.42	1.9%
Group Tour	39,929	40,043	-0.3%	399,660	491,441	-18.7%
Non-Group	105,949	92,547	14.5%	1,175,567	1,160,487	1.3%
Package Trip	90,479	86,890	4.1%	981,277	1,070,971	-8.4%
No Package	55,399	45,700	21.2%	593,950	580,957	2.2%
Net True Independent	49,532	39,671	24.9%	549,185	518,164	6.0%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (Includes Pacific and Mountain States)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,970,833	2,016,044	-2.2%	23,647,681	24,335,624	-2.8%
TOTAL VISITORS	205,423	213,356	-3.7%	2,491,255	2,549,982	-2.3%
Domestic	202,244	209,749	-3.6%	2,443,493	2,507,611	-2.6%
International	3,179	3,607	-11.9%	47,762	42,371	12.7%
AVERAGE DAILY CENSUS	65,694	67,201	-2.2%	70,802	72,644	-2.5%
ISLANDS VISITED						
O'ahu	90,405	99,661	-9.3%	1,148,741	1,150,813	-0.2%
O'ahu only	67,038	75,554	-11.3%	866,887	838,108	3.4%
Kaua'i	35,346	36,064	-2.0%	444,857	478,813	-7.1%
Kaua'i only	24,175	24,570	-1.6%	300,005	313,167	-4.2%
Maui County	74,478	72,849	2.2%	873,424	930,663	-6.2%
Maui	72,832	71,041	2.5%	855,061	907,157	-5.7%
Maui only	56,657	53,703	5.5%	648,707	669,091	-3.0%
Moloka'i *	1,559	1,719	-9.3%	18,820	23,584	-20.2%
Moloka'i only *	403	341	18.3%	3,955	4,704	-15.9%
Lāna'i *	1,859	2,323	-20.0%	22,292	28,828	-22.7%
Lāna'i only *	422	576	-26.7%	4,861	6,927	-29.8%
Big Island	40,166	41,122	-2.3%	460,154	483,346	-4.8%
Kona side	35,386	36,375	-2.7%	403,577	423,245	-4.6%
Hilo side	10,904	11,547	-5.6%	132,399	140,292	-5.6%
Big Island only	27,054	27,902	-3.0%	303,093	307,146	-1.3%
Any Neighbor Island	138,385	137,802	0.4%	1,624,368	1,711,874	-5.1%
NI only	115,018	113,695	1.2%	1,342,514	1,399,169	-4.0%
O'ahu & NI	23,367	24,107	-3.1%	281,854	312,705	-9.9%
Any one island only	175,749	182,645	-3.8%	2,127,508	2,139,143	-0.5%
Multiple Islands	29,674	30,711	-3.4%	363,747	410,839	-11.5%
Avg. Islands Visited	1.18	1.18	-0.2%	1.18	1.20	-1.7%
Average Length of Stay in Hawai'i	9.59	9.45	1.5%	9.49	9.54	-0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	97,620	104,205	-6.3%	1,238,987	1,271,726	-2.6%
Hotel only	81,842	87,939	-6.9%	1,049,209	1,065,987	-1.6%
Plan to stay in Condo	47,346	46,647	1.5%	546,366	591,296	-7.6%
Condo only	38,902	37,618	3.4%	440,913	472,842	-6.8%
Plan to stay in Timeshare	34,207	35,376	-3.3%	388,036	376,230	3.1%
Timeshare only	27,319	28,129	-2.9%	309,838	295,629	4.8%
Cruise Ship	2,215	2,341	-5.4%	28,744	35,099	-18.1%
Friends/Relatives	27,710	28,646	-3.3%	326,001	315,871	3.2%
Bed & Breakfast	1,639	1,684	-2.7%	20,546	23,186	-11.4%
Other	3,646	3,915	-6.9%	45,973	49,124	-6.4%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	165,739	170,228	-2.6%	2,039,424	2,051,489	-0.6%
Honeymoon	6,116	6,489	-5.7%	91,722	90,169	1.7%
Get Married	1,733	1,889	-8.2%	25,769	29,035	-11.2%
Pleasure/Vacation	159,760	163,897	-2.5%	1,948,583	1,960,631	-0.6%
Mtgs/Conventions/Incentive	10,051	12,127	-17.1%	118,875	142,519	-16.6%
Conventions	7,254	8,326	-12.9%	79,606	88,456	-10.0%
Corporate Meetings	2,091	2,334	-10.4%	25,271	34,679	-27.1%
Incentive	891	1,746	-49.0%	17,559	23,869	-26.4%
Other Business	10,936	11,999	-8.9%	117,721	129,959	-9.4%
Visit Friends/Rel.	26,514	27,757	-4.5%	301,489	294,838	2.3%
Gov't/Military	2,926	2,901	0.9%	31,646	33,123	-4.5%
Attend School	392	233	68.4%	5,972	5,777	3.4%
Sport Events	2,808	4,019	-30.1%	27,070	44,876	-39.7%
TRAVEL STATUS						
% First Timers **	17.1	18.0	-0.9	19.3	19.8	-0.5
% Repeaters **	82.9	82.0	0.9	80.7	80.2	0.5
Average # of Trips	7.38	7.24	1.9%	6.83	6.71	1.8%
Group Tour	5,195	5,614	-7.5%	48,752	68,297	-28.6%
Non-Group	200,228	207,742	-3.6%	2,442,504	2,481,685	-1.6%
Package Trip	40,233	43,024	-6.5%	558,895	572,439	-2.4%
No Package	165,189	170,332	-3.0%	1,932,357	1,977,543	-2.3%
Net True Independent	163,318	168,233	-2.9%	1,914,824	1,954,802	-2.0%

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

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (Includes States East of Rocky Mountains)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	994,306	1,044,862	-4.8%	14,812,755	16,113,801	-8.1%
TOTAL VISITORS	97,117	105,363	-7.8%	1,432,735	1,555,489	-7.9%
Domestic	94,405	102,294	-7.7%	1,395,313	1,514,230	-7.9%
International	2,712	3,069	-11.6%	37,422	41,259	-9.3%
AVERAGE DAILY CENSUS	33,144	34,829	-4.8%	44,350	48,101	-7.8%
ISLANDS VISITED						
O'ahu	62,523	66,532	-6.0%	880,605	951,549	-7.5%
O'ahu only	39,941	41,663	-4.1%	536,388	549,143	-2.3%
Kaua'i	18,264	20,119	-9.2%	283,792	328,745	-13.7%
Kaua'i only	6,895	7,186	-4.0%	102,981	106,696	-3.5%
Maui County	34,395	39,635	-13.2%	538,692	623,492	-13.6%
Maui	33,577	38,701	-13.2%	526,757	609,307	-13.5%
Maui only	16,259	18,850	-13.7%	253,712	275,558	-7.9%
Moloka'i *	949	1,101	-13.8%	14,513	19,731	-26.4%
Moloka'i only *	93	85	9.1%	1,552	1,721	-9.8%
Lāna'i *	1,417	1,894	-25.2%	21,443	27,568	-22.2%
Lāna'i only *	236	210	12.3%	2,981	3,300	-9.7%
Big Island	19,759	21,657	-8.8%	324,211	374,843	-13.5%
Kona side	16,378	18,058	-9.3%	271,147	314,239	-13.7%
Hilo side	8,615	9,945	-13.4%	139,605	166,639	-16.2%
Big Island only	7,081	7,597	-6.8%	118,234	126,282	-6.4%
Any Neighbor Island	57,176	63,700	-10.2%	896,347	1,006,346	-10.9%
NI only	34,594	38,831	-10.9%	552,130	603,941	-8.6%
O'ahu & NI	22,582	24,869	-9.2%	344,217	402,406	-14.5%
Any one island only	70,505	75,590	-6.7%	1,015,848	1,062,700	-4.4%
Multiple Islands	26,612	29,772	-10.6%	416,887	492,789	-15.4%
Avg. Islands Visited	1.41	1.42	-1.3%	1.43	1.49	-3.7%
Average Length of Stay in Hawai'i	10.24	9.92	3.2%	10.34	10.36	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	61,300	66,686	-8.1%	888,905	968,607	-8.2%
Hotel only	50,927	54,928	-7.3%	725,157	778,768	-6.9%
Plan to stay in Condo	12,591	14,116	-10.8%	207,382	240,059	-13.6%
Condo only	8,803	9,698	-9.2%	143,384	162,894	-12.0%
Plan to stay in Timeshare	12,513	13,252	-5.6%	176,577	177,368	-0.4%
Timeshare only	9,196	9,713	-5.3%	128,335	125,478	2.3%
Cruise Ship	4,179	5,025	-16.8%	63,997	89,952	-28.9%
Friends/Relatives	12,159	12,801	-5.0%	178,850	180,107	-0.7%
Bed & Breakfast	1,084	1,281	-15.4%	18,050	22,524	-19.9%
Other	1,908	2,358	-19.1%	27,806	32,609	-14.7%

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

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR (CONT.)					
	(Includes States East of Rocky Mountains)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	69,424	76,839	-9.7%	1,107,696	1,190,078	-6.9%
Honeymoon	5,806	5,941	-2.3%	94,248	97,322	-3.2%
Get Married	979	1,094	-10.5%	17,397	19,405	-10.3%
Pleasure/Vacation	63,814	71,048	-10.2%	1,016,574	1,096,013	-7.2%
Mtgs/Conventions/Incentive	12,033	12,770	-5.8%	135,402	159,448	-15.1%
Conventions	10,207	9,319	9.5%	94,879	102,024	-7.0%
Corporate Meetings	1,273	1,750	-27.3%	20,844	29,472	-29.3%
Incentive	759	2,129	-64.4%	24,502	34,044	-28.0%
Other Business	5,281	5,823	-9.3%	59,999	68,676	-12.6%
Visit Friends/Rel.	12,758	12,820	-0.5%	173,122	174,551	-0.8%
Gov't/Military	4,136	4,434	-6.7%	46,711	50,661	-7.8%
Attend School	117	103	13.7%	3,660	4,044	-9.5%
Sport Events	2,323	2,637	-11.9%	17,797	23,689	-24.9%
TRAVEL STATUS						
% First Timers **	42.4	43.2	-0.9	43.6	44.5	-1.0
% Repeaters **	57.6	56.8	0.9	56.4	55.5	1.0
Average # of Trips	4.18	4.00	4.6%	3.92	3.77	4.0%
Group Tour	8,469	7,192	17.7%	69,622	101,593	-31.5%
Non-Group	88,648	98,171	-9.7%	1,363,113	1,453,896	-6.2%
Package Trip	24,040	26,011	-7.6%	376,229	425,415	-11.6%
No Package	73,077	79,352	-7.9%	1,056,509	1,130,074	-6.5%
Net True Independent	70,456	77,390	-9.0%	1,037,240	1,105,831	-6.2%

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

TABLE 6. TOTAL JAPANESE VISITORS BY AIR

	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	518,604	479,324	8.2%	5,890,249	6,132,395	-3.9%
TOTAL VISITORS	91,720	84,985	7.9%	1,015,896	1,073,320	-5.4%
Domestic	517	642	-19.5%	5,879	7,409	-20.7%
International	91,203	84,343	8.1%	1,010,017	1,065,911	-5.2%
AVERAGE DAILY CENSUS	141	133	5.7%	17,636	18,306	-3.7%
ISLANDS VISITED						
O'ahu	89,654	82,381	8.8%	983,410	1,029,346	-4.5%
O'ahu only	74,897	66,590	12.5%	815,774	847,072	-3.7%
Kaua'i	1,140	1,946	-41.4%	17,316	23,994	-27.8%
Kaua'i only	238	123	94.1%	1,217	2,332	-47.8%
Maui County	4,150	4,242	-2.2%	48,802	62,707	-22.2%
Maui	3,909	4,171	-6.3%	47,462	61,091	-22.3%
Maui only	538	556	-3.3%	8,235	11,780	-30.1%
Moloka'i *	214	91	135.4%	1,150	1,485	-22.6%
Moloka'i only *	0	0	NA	50	0	NA
Lāna'i *	92	69	33.4%	1,542	1,536	0.4%
Lāna'i only *	0	0	NA	135	150	-10.1%
Big Island	12,951	14,017	-7.6%	149,906	159,854	-6.2%
Kona side	8,532	9,421	-9.4%	103,676	112,282	-7.7%
Hilo side	5,420	5,384	0.7%	56,834	61,686	-7.9%
Big Island only	1,197	1,792	-33.2%	21,095	27,617	-23.6%
Any Neighbor Island	16,823	18,395	-8.5%	200,122	226,248	-11.5%
NI only	2,066	2,604	-20.7%	32,486	43,974	-26.1%
O'ahu & NI	14,757	15,792	-6.6%	167,636	182,275	-8.0%
Any one island only	76,870	69,060	11.3%	846,506	888,950	-4.8%
Multiple Islands	14,850	15,925	-6.7%	169,390	184,370	-8.1%
Avg. Islands Visited	1.18	1.21	-2.6%	1.18	1.19	-0.7%
Average Length of Stay in Hawai'i	5.65	5.64	0.3%	5.80	5.71	1.5%
ACCOMMODATIONS						
Plan to stay in Hotel	83,953	77,641	8.1%	903,540	968,567	-6.7%
Hotel only	82,630	76,392	8.2%	884,686	949,098	-6.8%
Plan to stay in Condo	6,144	6,240	-1.5%	90,999	90,534	0.5%
Condo only	5,120	5,310	-3.6%	74,604	75,738	-1.5%
Plan to stay in Timeshare	1,645	1,304	26.1%	25,170	14,253	76.6%
Timeshare only	1,289	1,094	17.8%	17,677	10,574	67.2%
Cruise Ship	48	69	-30.4%	645	1,000	-35.5%
Friends/Relatives	1,198	990	21.1%	13,941	12,844	8.5%
Bed & Breakfast	60	65	-7.1%	1,015	1,233	-17.7%
Other	22	166	-86.8%	2,431	4,726	-48.6%

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

TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)

	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	84,050	73,917	13.7%	947,454	966,012	-1.9%
Honeymoon	24,337	17,800	36.7%	189,698	176,302	7.6%
Get Married	6,536	6,719	-2.7%	49,276	55,144	-10.6%
Pleasure/Vacation	58,063	53,466	8.6%	747,830	778,578	-3.9%
Mtgs/Conventions/Incentive	5,930	4,948	19.9%	28,914	49,718	-41.8%
Conventions	3,922	910	331.1%	10,826	9,890	9.5%
Corporate Meetings	291	358	-18.8%	4,261	5,634	-24.4%
Incentive	1,811	4,025	-55.0%	14,236	35,501	-59.9%
Other Business	654	1,022	-36.0%	5,449	7,514	-27.5%
Visit Friends/Rel.	1,416	2,076	-31.8%	20,192	19,269	4.8%
Gov't/Military	42	28	52.4%	691	507	36.4%
Attend School	76	42	82.4%	1,485	1,924	-22.8%
Sport Events	1,632	1,480	10.3%	20,830	20,196	3.1%
TRAVEL STATUS						
% First Timers **	50.8	46.2	4.6	42.3	42.5	-0.2
% Repeaters **	49.2	53.8	-4.6	57.7	57.5	0.2
Average # of Trips	3.13	3.37	-7.0%	3.75	3.61	3.7%
Group Tour	33,776	32,677	3.4%	343,200	418,017	-17.9%
Non-Group	57,944	52,308	10.8%	672,697	655,303	2.7%
Package Trip	73,050	67,229	8.7%	790,559	855,500	-7.6%
No Package	18,670	17,756	5.1%	225,338	217,820	3.5%
Net True Independent	14,586	12,854	13.5%	190,858	166,123	14.9%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	370,976	404,248	-8.2%	3,639,613	4,011,910	-9.3%
TOTAL VISITORS	29,120	31,456	-7.4%	291,475	314,184	-7.2%
Domestic	11,671	14,783	-21.1%	129,908	121,323	7.1%
International	17,449	16,673	4.7%	161,567	192,861	-16.2%
AVERAGE DAILY CENSUS	12,366	13,475	-8.2%	10,897	11,976	-9.0%
ISLANDS VISITED						
O'ahu	15,421	14,791	4.3%	151,683	174,127	-12.9%
O'ahu only	9,873	9,373	5.3%	96,636	102,203	-5.4%
Kaua'i	3,427	3,763	-8.9%	38,678	45,844	-15.6%
Kaua'i only	1,099	1,339	-17.9%	12,331	11,742	5.0%
Maui County	14,455	16,810	-14.0%	139,516	157,550	-11.4%
Maui	14,387	16,713	-13.9%	138,123	155,447	-11.1%
Maui only	9,829	11,648	-15.6%	91,931	92,186	-0.3%
Moloka'i *	479	231	107.3%	3,258	6,357	-48.7%
Moloka'i only *	12	17	-28.7%	214	471	-54.5%
Lāna'i *	383	300	27.7%	4,065	5,723	-29.0%
Lāna'i only *	20	9	118.4%	203	215	-5.4%
Big Island	4,887	5,333	-8.4%	56,833	64,746	-12.2%
Kona side	4,259	4,950	-14.0%	51,013	57,616	-11.5%
Hilo side	1,924	1,903	1.1%	21,843	29,308	-25.5%
Big Island only	1,731	2,206	-21.5%	23,190	22,043	5.2%
Any Neighbor Island	19,247	22,083	-12.8%	194,839	211,981	-8.1%
NI only	13,699	16,665	-17.8%	139,792	140,057	-0.2%
O'ahu & NI	5,548	5,419	2.4%	55,047	71,923	-23.5%
Any one island only	22,564	24,591	-8.2%	224,505	228,859	-1.9%
Multiple Islands	6,556	6,865	-4.5%	66,970	85,325	-21.5%
Avg. Islands Visited	1.34	1.31	2.4%	1.35	1.44	-6.4%
Average Length of Stay in Hawai'i	12.74	12.85	-0.9%	12.49	12.77	-2.2%
ACCOMMODATIONS						
Plan to stay in Hotel	15,665	15,674	-0.1%	156,120	163,799	-4.7%
Hotel only	12,096	11,937	1.3%	121,396	123,102	-1.4%
Plan to stay in Condo	9,814	11,338	-13.4%	97,228	109,287	-11.0%
Condo only	7,954	8,879	-10.4%	76,935	84,729	-9.2%
Plan to stay in Timeshare	3,584	4,634	-22.7%	31,937	30,703	4.0%
Timeshare only	2,390	3,369	-29.1%	22,853	22,599	1.1%
Cruise Ship	786	738	6.5%	9,777	17,061	-42.7%
Friends/Relatives	1,328	1,481	-10.3%	15,347	16,168	-5.1%
Bed & Breakfast	411	288	42.8%	3,548	3,946	-10.1%
Other	221	222	-0.6%	2,339	3,772	-38.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	27,163	28,611	-5.1%	267,402	286,144	-6.5%
Honeymoon	1,007	904	11.3%	11,607	12,189	-4.8%
Get Married	147	232	-36.7%	2,659	3,221	-17.4%
Pleasure/Vacation	26,121	27,721	-5.8%	255,874	273,987	-6.6%
Mtgs/Conventions/Incentive	1,108	2,807	-60.5%	15,375	15,996	-3.9%
Conventions	949	2,561	-62.9%	11,304	12,193	-7.3%
Corporate Meetings	59	160	-63.1%	2,034	1,764	15.3%
Incentive	105	111	-5.6%	2,572	2,418	6.4%
Other Business	302	220	37.0%	2,859	3,276	-12.7%
Visit Friends/Rel.	1,219	1,095	11.4%	12,191	12,887	-5.4%
Gov't/Military	42	47	-10.8%	502	721	-30.3%
Attend School	12	25	-51.2%	325	429	-24.2%
Sport Events	177	156	13.8%	3,002	4,259	-29.5%
TRAVEL STATUS						
% First Timers **	34.2	36.4	-2.2	38.8	39.6	-0.9
% Repeaters **	65.8	63.6	2.2	61.2	60.4	0.9
Average # of Trips	4.23	4.17	1.5%	3.88	3.77	3.0%
Group Tour	654	1,096	-40.3%	8,676	13,820	-37.2%
Non-Group	28,466	30,360	-6.2%	282,800	300,364	-5.8%
Package Trip	7,451	7,478	-0.4%	82,040	91,217	-10.1%
No Package	21,670	23,978	-9.6%	209,438	222,967	-6.1%
Net True Independent	21,548	23,493	-8.3%	206,930	219,885	-5.9%







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

November 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
November 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	490,514	-1.4%	9.22	-0.6%	4,521,200	-2.0%	NA	NA	NA	NA	NA	NA
Total by Air	478,704	-1.4%	9.24	-0.3%	4,422,529	-1.7%	174.3	-0.5%	1,610.6	-0.8%	771.0	-2.2%
U.S. West	205,423	-3.7%	9.59	1.5%	1,970,833	-2.2%	137.4	-2.3%	1,318.5	-0.8%	270.9	-4.5%
U.S. East	97,117	-7.8%	10.24	3.2%	994,306	-4.8%	177.4	-4.6%	1,816.8	-1.6%	176.4	-9.3%
Japan	91,720	7.9%	5.65	0.3%	518,604	8.2%	282.2	-10.6%	1,595.5	-10.4%	146.3	-3.3%
Canada	29,120	-7.4%	12.74	-0.9%	370,976	-8.2%	140.6	1.6%	1,790.8	0.7%	52.1	-6.8%
All Others	55,324	9.6%	10.26	-6.6%	567,810	2.4%	220.5	18.3%	2,263.5	10.4%	125.2	21.1%
Total by Ship	11,810	-1.7%	8.35	-12.9%	98,671	-14.4%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	5,936,725	-5.1%	9.35	0.3%	55,497,196	-4.9%	NA	NA	NA	NA	NA	NA
Total by Air	5,850,455	-5.1%	9.35	0.3%	54,705,791	-4.7%	162.9	-8.5%	1,523.7	-8.2%	8,914.1	-12.9%
U.S. West	2,491,255	-2.3%	9.49	-0.5%	23,647,681	-2.8%	134.1	-9.2%	1,273.3	-9.6%	3,172.1	-11.7%
U.S. East	1,432,735	-7.9%	10.34	-0.2%	14,812,755	-8.1%	166.8	-9.7%	1,724.6	-9.9%	2,470.9	-17.0%
Japan	1,015,896	-5.4%	5.80	1.5%	5,890,249	-3.9%	266.9	-7.2%	1,547.3	-5.8%	1,571.9	-10.9%
Canada	291,475	-7.2%	12.49	-2.2%	3,639,613	-9.3%	141.2	-8.7%	1,763.5	-10.8%	514.0	-17.2%
All Others	619,094	-7.5%	10.85	6.2%	6,715,493	-1.8%	176.5	-5.5%	1,914.3	0.3%	1,185.1	-7.2%
Total by Ship	86,270	-10.6%	9.17	-3.0%	791,404	-13.2%	NA	NA	NA	NA	NA	NA

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







November 2009 Island Highlights

						
November 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	304,118 -0.4%	62,931 -7.3%	139,596 -2.9%	3,573 -5.4%	4,457 -13.8%	88,263 -5.5%
Total Visitor Days	2,174,448 2.5%	463,437 -5.6%	1,134,862 -3.8%	17,856 -16.3%	15,666 -18.2%	616,260 -7.6%
Total Expenditures (\$mil.)	401.7 -1.0%	76.0 -3.6%	188.4 -4.8%	1.6 -37.3%	5.0 -14.8%	98.3 0.5%
PPPD Spending (\$)	184.7 -3.4%	164.0 2.2%	166.0 -1.1%	91.4 -25.1%	321.5 4.1%	159.5 8.8%
Domestic Arrivals	171,015 -7.6%	58,816 -4.8%	117,434 -5.7%	2,893 -12.6%	3,689 -16.1%	66,744 -3.7%
Int'l Arrivals	133,103 10.8%	4,115 -32.5%	22,162 15.5%	680 45.8%	768 -0.5%	21,519 -10.7%
Total LOS	7.15 2.9%	7.36 1.8%	8.13 -0.9%	5.00 -11.6%	3.52 -5.1%	6.98 -2.3%
Domestic LOS	6.19 -17.6%	3.59 -51.7%	7.45 -10.2%	2.27 0.0%	1.19 -71.1%	3.49 -56.9%
Int'l LOS	6.19 1.9%	3.59 -31.1%	7.45 -2.3%	2.27 0.0%	1.19 -12.7%	3.49 -20.9%
YTD Thr Nov 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	3,670,309 -4.6%	852,888 -10.7%	1,728,811 -9.4%	44,164 -31.5%	55,512 -26.0%	1,113,086 -8.4%
Total Visitor Days	26,715,813 -1.9%	6,250,430 -6.5%	13,693,161 -7.1%	209,435 -23.7%	199,069 -22.7%	7,637,883 -7.5%
Total Expenditures (\$mil.)	4,542.7 -11.9%	937.0 -10.9%	2,241.6 -14.4%	22.5 -34.6%	56.1 -29.1%	1,114.2 -13.8%
PPPD Spending (\$)	170.0 -10.2%	149.9 -4.7%	163.7 -7.9%	107.6 -14.2%	281.6 -8.3%	145.9 -6.8%
Domestic Arrivals	2,238,178 -4.6%	789,552 -9.7%	1,515,061 -9.2%	37,359 -21.1%	47,822 -22.4%	866,798 -8.3%
Int'l Arrivals	1,432,131 -4.6%	63,336 -21.3%	213,750 -11.0%	6,805 -60.2%	7,690 -42.4%	246,288 -8.9%
Total LOS	7.28 2.9%	7.33 4.8%	7.92 2.5%	4.74 11.3%	3.59 4.4%	6.86 1.0%
Domestic LOS	7.83 2.5%	7.56 3.9%	8.02 1.5%	5.14 0.0%	3.84 0.7%	7.71 2.5%
Int'l LOS	6.42 3.8%	4.44 12.9%	7.22 11.0%	2.55 0.0%	1.98 18.9%	3.90 -8.1%

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

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







November 2009 Island Highlights for Selected MMAs

						
U.S. West	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	687,886 -6.7%	288,139 -2.1%	627,394 3.6%	10,975 -16.3%	8,068 -17.6%	347,859 -2.3%
Total Arrivals	90,405 -9.3%	35,346 -2.0%	72,832 2.5%	1,559 -9.3%	1,859 -20.0%	40,166 -2.3%
LOS	7.61 2.8%	8.15 -0.2%	8.61 1.1%	7.04 -7.7%	4.34 3.0%	8.66 0.1%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	492,442 -0.1%	116,756 -3.9%	243,083 -10.8%	3,388 -27.1%	5,115 -16.3%	133,664 -9.2%
Total Arrivals	62,523 -6.0%	18,264 -9.2%	33,577 -13.2%	949 -13.8%	1,417 -25.2%	19,759 -8.8%
LOS	7.88 6.3%	6.39 5.9%	7.24 2.8%	3.57 -15.4%	3.61 12.0%	6.76 -0.5%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	471,373 13.0%	2,856 -72.9%	10,773 -17.2%	260 23.0%	142 43.6%	33,268 -13.3%
Total Arrivals	89,654 8.8%	1,140 -41.4%	3,909 -6.3%	214 135.2%	92 33.3%	12,951 -7.6%
LOS	5.26 3.8%	2.51 -53.7%	2.76 -11.6%	1.22 -47.7%	1.54 7.7%	2.57 -6.2%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	142,951 9.7%	27,555 -11.9%	155,561 -13.3%	1,758 79.3%	862 -22.1%	42,157 -31.2%
Total Arrivals	15,421 4.3%	3,427 -9.0%	14,387 -13.9%	479 107.4%	383 27.7%	4,887 -8.4%
LOS	9.27 5.2%	8.04 -3.2%	10.81 0.7%	3.67 -13.5%	2.25 -39.0%	8.63 -24.9%

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

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

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

						
YTD November 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	1,148,741 -0.2%	444,857 -7.1%	855,061 -5.7%	18,820 -20.2%	22,292 -22.7%	460,154 -4.8%
U.S. East	880,605 -7.5%	283,792 -13.7%	526,757 -13.5%	14,513 -26.4%	21,443 -22.2%	324,211 -13.5%
Japan	983,410 -4.5%	17,316 -27.8%	47,462 -22.3%	1,150 -22.6%	1,542 0.4%	149,906 -6.2%
Canada	151,683 -12.9%	38,678 -15.6%	138,123 -11.1%	3,258 -48.7%	4,065 -29.0%	56,833 -12.2%

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

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

Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	NOVEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	198,698	227,542	-12.7%	1,981,207	2,489,422	-20.4%
TOTAL VISITORS	20,391	22,502	-9.4%	198,369	245,207	-19.1%
ARRIVED BY SHIP	11,810	12,015	-1.7%	86,270	96,462	-10.6%
ARRIVED BY AIR	8,580	10,487	-18.2%	112,098	148,745	-24.6%
NUMBER OF SHIP ARRIVALS	6	8	-25.0%	48	62	-22.6%
ISLANDS VISITED						
Oahu	20,391	22,502	-9.4%	193,912	245,141	-20.9%
Kauai	16,757	17,089	-1.9%	168,518	206,388	-18.3%
Maui County	19,299	21,793	-11.4%	185,314	231,542	-20.0%
Maui	19,299	21,793	-11.4%	185,314	231,542	-20.0%
Molokai	679	888	-23.5%	5,583	6,363	-12.3%
Lanai	883	1,185	-25.5%	6,647	6,471	2.7%
Big Island	17,849	20,609	-13.4%	185,147	234,941	-21.2%
Average Islands Visited	3.8	4.1	-7.7%	4.0	4.1	-1.9%
AVERAGE LENGTH OF STAY						
Days in Hawaii before Cruise	3.34	3.74	-10.8%	3.14	2.81	11.7%
Days in Hawaii during Cruise	5.10	5.45	-6.4%	5.65	6.10	-7.3%
Days in Hawaii after Cruise	1.30	0.92	41.8%	1.19	1.24	-3.7%
Total days in Hawaii	9.74	10.11	-3.6%	9.99	10.15	-1.6%
ACCOMMODATIONS						
Hotel	9,257	11,479	-19.4%	102,168	128,541	-20.5%
Hotel only	7,298	9,316	-21.7%	85,916	111,276	-22.8%
Condo	1,661	1,656	0.4%	12,887	13,851	-7.0%
Condo only	422	225	87.8%	3,008	3,553	-15.3%
Timeshare	1,325	1,582	-16.2%	11,519	12,874	-10.5%
Timeshare Only	195	276	-29.4%	2,811	3,906	-28.0%
Bed & Breakfast	634	876	-27.6%	4,932	3,970	24.2%
Bed & Breakfast only	1	36	-96.1%	181	419	-56.7%
Friends & relatives	1,048	1,136	-7.7%	8,691	7,473	16.3%
Other accommodation	1,089	1,327	-17.9%	9,948	10,757	-7.5%
Accommodation (NET)	10,600	12,658	-16.3%	114,765	144,586	-20.6%
Cruise only	9,791	9,844	-0.5%	83,604	100,622	-16.9%
TRAVEL STATUS						
% First timers	37.5	39.3	-1.8	41.3	42.7	-1.4
% Repeat visitors	62.5	60.7	1.8	58.7	57.3	1.4

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

Table 9. Total Air Seats Operated to Hawai'i

NOVEMBER 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	673,748	-5.0%	489,673	-6.5%	106,560	-3.7%	44,915	6.1%	0	NA	32,600	-0.9%
Scheduled Seats	664,248	-5.0%	486,253	-6.5%	103,520	-3.5%	43,395	6.3%	0	NA	31,080	-1.0%
Charter seats	9,500	-4.0%	3,420	-0.6%	3,040	-11.1%	1,520	0.0%			1,520	0.0%
Domestic Seats	472,437	-7.1%	302,478	-10.1%	98,744	-4.4%	38,615	7.1%	0	NA	32,600	-0.9%
Scheduled Seats	462,937	-7.3%	299,058	-10.3%	95,704	-4.2%	37,095	7.4%	0	NA	31,080	-1.0%
...US West	395,403	-6.9%	241,226	-10.2%	86,002	-4.5%	37,095	7.4%	0	NA	31,080	-1.0%
...US East	67,534	-9.6%	57,832	-10.8%	9,702	-1.5%						
Charter seats	9,500	0.0%	3,420	12.5%	3,040	-11.1%	1,520	0.0%			1,520	0.0%
International Seats	201,311	0.3%	187,195	0.1%	7,816	6.2%	6,300	0.0%				
Scheduled Seats	201,311	0.5%	187,195	0.3%	7,816	6.2%	6,300	0.0%				
...Japan	129,273	1.7%	122,973	1.7%			6,300	0.0%				
...Canada	22,658	4.5%	14,842	3.6%	7,816	6.2%						
...Other Asia	14,337	24.5%	14,337	24.5%								
...Aus./N. Zealand	13,220	-17.5%	13,220	-17.5%								
...Other	21,823	-8.6%	21,823	-8.6%								
Charter Seats	0	-100.0%	0	-100.0%								
YTD Thru NOVEMBER 2009												
Total Seats	8,037,349	-6.2%	5,724,673	-6.7%	1,345,578	-10.4%	557,698	10.7%	0	-100.0%	409,400	-1.3%
Scheduled Seats	7,916,033	-5.8%	5,671,757	-6.1%	1,312,898	-10.5%	539,838	10.7%	0	-100.0%	391,540	-1.9%
Charter seats	121,316	-25.1%	52,916	-44.1%	32,680	-6.6%	17,860	9.3%			17,860	11.9%
Domestic Seats	5,808,095	-7.1%	3,655,225	-8.2%	1,267,869	-10.8%	475,601	12.2%	0	-100.0%	409,400	-1.3%
Scheduled Seats	5,703,595	-6.9%	3,619,125	-7.7%	1,235,189	-10.9%	457,741	12.3%	0	-100.0%	391,540	-1.9%
...US West	4,890,979	-5.1%	2,927,579	-5.3%	1,114,119	-10.3%	457,741	12.3%	0	-100.0%	391,540	-1.9%
...US East	812,616	-16.6%	691,546	-16.7%	121,070	-15.7%						
Charter seats	104,500	-15.8%	36,100	-36.4%	32,680	-6.6%	17,860	9.3%			17,860	11.9%
International Seats	2,229,254	-3.7%	2,069,448	-4.0%	77,709	-4.1%	82,097	2.7%				
Scheduled Seats	2,212,438	-2.9%	2,052,632	-3.0%	77,709	-4.1%	82,097	2.7%				
...Japan	1,460,825	-0.8%	1,387,075	-1.1%			73,750	3.7%				
...Canada	195,852	-21.7%	109,796	-31.5%	77,709	-4.1%	8,347	-5.7%				
...Other Asia	150,676	20.1%	150,676	20.1%								
...Aus./N. Zealand	153,865	-13.2%	153,865	-13.2%								
...Other	251,220	-0.3%	251,220	-0.3%								
Charter Seats	16,816	-55.7%	16,816	-55.7%								

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