

	TABLE 1. TOTAL VISITORS BY AIR					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	4,418,498	4,530,236	-2.5%	50,283,262	52,931,081	-5.0%
TOTAL VISITORS	494,832	496,386	-0.3%	5,371,751	5,676,709	-5.4%
DOMESTIC	350,645	355,211	-1.3%	3,942,402	4,157,371	-5.2%
INTERNATIONAL	144,187	141,175	2.1%	1,429,349	1,519,338	-5.9%
AVERAGE DAILY CENSUS	142,532	146,137	-2.5%	165,405	173,545	-4.7%
TOTAL AIR SEATS (EST)	687,462	695,980	-1.2%	7,363,601	7,857,008	-6.3%
TOTAL LOAD FACTOR (EST)	88.6%	88.0%	0.7	87.6%	86.5%	1.1
<b>ISLANDS VISITED</b>						
O'ahu	316,361	316,134	0.1%	3,366,191	3,543,351	-5.0%
O'ahu only	230,956	225,584	2.4%	2,440,802	2,489,219	-1.9%
Kaua'i	73,616	74,985	-1.8%	789,957	887,292	-11.0%
Kaua'i only	36,081	35,397	1.9%	400,701	419,118	-4.4%
Maui County	146,086	153,452	-4.8%	1,622,390	1,810,339	-10.4%
Maui	142,956	148,861	-4.0%	1,589,215	1,764,647	-9.9%
Maui only	85,654	83,726	2.3%	964,151	1,017,658	-5.3%
Moloka'i *	3,778	5,141	-26.5%	40,591	60,697	-33.1%
Moloka'i only *	546	610	-10.6%	5,538	6,844	-19.1%
Lāna'i *	4,383	6,313	-30.6%	51,055	69,806	-26.9%
Lāna'i only *	693	1,194	-41.9%	7,969	10,799	-26.2%
Big Island	92,753	97,220	-4.6%	1,024,823	1,121,874	-8.7%
Kona side	76,855	82,110	-6.4%	851,953	934,986	-8.9%
Hilo side	34,686	35,647	-2.7%	380,432	429,620	-11.4%
Big Island only	39,979	41,056	-2.6%	458,913	474,228	-3.2%
Any Neighbor Island	263,876	270,802	-2.6%	2,930,949	3,187,490	-8.0%
NI only	178,471	180,252	-1.0%	2,005,560	2,133,358	-6.0%
O'ahu & NI	85,405	90,550	-5.7%	925,389	1,054,132	-12.2%
Any one island only	393,909	387,566	1.6%	4,278,074	4,417,866	-3.2%
Multiple Islands	100,923	108,820	-7.3%	1,093,677	1,258,843	-13.1%
Avg. Islands Visited	1.28	1.31	-2.0%	1.28	1.31	-2.6%
Average Length of Stay in Hawai'i	8.93	9.13	-2.2%	9.36	9.32	0.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	317,261	320,989	-1.2%	3,342,802	3,575,032	-6.5%
Hotel only	279,639	281,057	-0.5%	2,914,526	3,103,172	-6.1%
Plan to stay in Condo	81,649	81,125	0.6%	912,330	1,010,380	-9.7%
Condo only	63,811	62,166	2.6%	705,123	775,325	-9.1%
Plan to stay in Timeshare	55,705	52,648	5.8%	592,976	565,663	4.8%
Timeshare only	43,537	40,167	8.4%	453,554	427,560	6.1%
Cruise Ship	10,686	15,193	-29.7%	109,605	149,424	-26.6%
Friends/Relatives	44,172	41,717	5.9%	556,442	534,003	4.2%
Bed & Breakfast	5,181	5,312	-2.5%	49,402	58,430	-15.5%
Other	7,337	8,658	-15.3%	91,025	99,280	-8.3%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	397,783	391,715	1.5%	4,454,529	4,617,268	-3.5%
Honeymoon	52,439	49,919	5.0%	393,760	386,506	1.9%
Get Married	11,220	11,965	-6.2%	91,192	103,456	-11.9%
Pleasure/Vacation	344,080	341,296	0.8%	4,055,658	4,224,575	-4.0%
Mtgs/Conventions/Incentive	40,014	45,318	-11.7%	312,060	386,028	-19.2%
Conventions	30,845	30,350	1.6%	206,722	224,485	-7.9%
Corporate Meetings	4,834	7,651	-36.8%	53,928	75,803	-28.9%
Incentive	4,958	8,623	-42.5%	60,951	99,074	-38.5%
Other Business	19,133	20,457	-6.5%	187,544	213,646	-12.2%
Visit Friends/Rel.	43,894	42,306	3.8%	517,692	510,623	1.4%
Gov't/Military	9,596	8,696	10.3%	85,510	95,225	-10.2%
Attend School	811	476	70.3%	18,145	15,334	18.3%
Sport Events	11,570	11,674	-0.9%	68,568	93,608	-26.7%
<b>TRAVEL STATUS</b>						
% First Timers **	36.5	37.1	-0.7	34.4	35.3	-0.8
% Repeaters **	63.5	62.9	0.7	65.6	64.7	0.8
Average # of Trips	4.96	4.80	3.5%	5.00	4.85	3.2%
Group Tour	51,134	62,413	-18.1%	488,347	639,689	-23.7%
Non-Group	443,699	433,973	2.2%	4,883,407	5,037,020	-3.0%
Package Trip	176,515	189,438	-6.8%	1,886,810	2,058,952	-8.4%
No Package	318,318	306,948	3.7%	3,484,943	3,617,757	-3.7%
Net True Independent	309,969	296,590	4.5%	3,407,742	3,510,217	-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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	3,478,398	3,517,688	-1.1%	39,359,180	41,584,034	-5.4%
DOMESTIC VISITORS	350,645	355,211	-1.3%	3,942,402	4,157,371	-5.2%
DOMESTIC AVERAGE DAILY CENSUS	112,206	113,474	-1.1%	129,471	136,341	-5.0%
DOMESTIC AIR SEATS (EST)	486,191	497,625	-2.3%	5,335,658	5,741,626	-7.1%
DOM LOAD FACTOR (EST)	91.7%	91.2%	0.4	90.7%	88.7%	2.0
<b>ISLANDS VISITED</b>						
O'ahu	181,901	187,142	-2.8%	2,067,163	2,162,234	-4.4%
O'ahu only	122,342	125,253	-2.3%	1,416,549	1,419,763	-0.2%
Kaua'i	68,245	68,776	-0.8%	730,736	812,952	-10.1%
Kaua'i only	35,529	34,565	2.8%	393,002	411,836	-4.6%
Maui County	130,434	134,148	-2.8%	1,427,824	1,582,419	-9.8%
Maui	127,451	130,462	-2.3%	1,397,627	1,543,695	-9.5%
Maui only	80,876	78,896	2.5%	893,030	945,540	-5.6%
Moloka'i *	3,384	3,674	-7.9%	34,466	44,048	-21.8%
Moloka'i only *	532	557	-4.5%	5,356	6,531	-18.0%
Lāna'i *	3,909	5,212	-25.0%	44,133	57,222	-22.9%
Lāna'i only *	690	1,162	-40.6%	7,668	10,539	-27.2%
Big Island	71,399	74,095	-3.6%	800,054	875,780	-8.6%
Kona side	61,307	63,602	-3.6%	687,701	750,433	-8.4%
Hilo side	25,149	26,406	-4.8%	279,731	315,819	-11.4%
Big Island only	36,289	36,371	-0.2%	417,439	427,933	-2.5%
Any Neighbor Island	228,303	229,958	-0.7%	2,525,853	2,737,608	-7.7%
NI only	168,744	168,069	0.4%	1,875,239	1,995,137	-6.0%
O'ahu & NI	59,559	61,889	-3.8%	650,614	742,472	-12.4%
Any one island only	276,258	276,804	-0.2%	3,133,044	3,222,142	-2.8%
Multiple Islands	74,387	78,407	-5.1%	809,358	935,229	-13.5%
Avg. Islands Visited	1.30	1.32	-1.5%	1.29	1.32	-2.6%
Average Length of Stay in Hawai'i	9.92	9.90	0.2%	9.98	10.00	-0.2%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	194,809	199,455	-2.3%	2,170,678	2,308,149	-6.0%
Hotel only	162,629	165,982	-2.0%	1,809,170	1,905,781	-5.1%
Plan to stay in Condo	68,061	68,456	-0.6%	753,764	834,421	-9.7%
Condo only	53,064	52,753	0.6%	582,538	638,717	-8.8%
Plan to stay in Timeshare	51,877	49,734	4.3%	541,714	531,256	2.0%
Timeshare only	40,670	38,307	6.2%	418,886	403,568	3.8%
Cruise Ship	9,527	12,537	-24.0%	99,435	134,246	-25.9%
Friends/Relatives	39,109	38,563	1.4%	493,685	484,215	2.0%
Bed & Breakfast	4,537	4,560	-0.5%	44,089	51,126	-13.8%
Other	5,717	6,439	-11.2%	71,706	79,668	-10.0%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	272,395	271,901	0.2%	3,192,818	3,316,035	-3.7%
Honeymoon	24,366	23,429	4.0%	199,493	200,487	-0.5%
Get Married	4,117	4,665	-11.7%	43,572	49,198	-11.4%
Pleasure/Vacation	248,609	248,863	-0.1%	2,998,259	3,118,814	-3.9%
Mtgs/Conventions/Incentive	32,985	35,551	-7.2%	255,682	305,853	-16.4%
Conventions	26,686	25,797	3.4%	174,006	192,090	-9.4%
Corporate Meetings	3,974	6,107	-34.9%	45,379	64,805	-30.0%
Incentive	2,939	4,789	-38.6%	44,910	59,722	-24.8%
Other Business	17,239	18,445	-6.5%	167,894	192,686	-12.9%
Visit Friends/Rel.	38,141	38,444	-0.8%	459,810	455,699	0.9%
Gov't/Military	6,896	6,515	5.9%	70,272	75,621	-7.1%
Attend School	555	367	51.2%	11,006	11,378	-3.3%
Sport Events	8,936	9,037	-1.1%	45,414	66,604	-31.8%
<b>TRAVEL STATUS</b>						
% First Timers **	31.1	32.3	-1.2	30.5	31.6	-1.1
% Repeaters **	68.9	67.7	1.2	69.5	68.4	1.1
Average # of Trips	5.68	5.52	2.9%	5.55	5.37	3.4%
Group Tour	11,640	17,754	-34.4%	128,616	188,291	-31.7%
Non-Group	339,006	337,457	0.5%	3,813,789	3,969,080	-3.9%
Package Trip	83,925	92,539	-9.3%	996,012	1,074,872	-7.3%
No Package	266,721	262,672	1.5%	2,946,392	3,082,499	-4.4%
Net True Independent	262,883	258,051	1.9%	2,908,089	3,031,724	-4.1%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	309,408	307,693	0.6%	3,547,352	3,714,335	-4.5%
Pacific Region	157,699	151,933	3.8%	1,797,028	1,826,488	-1.6%
...California	106,770	105,560	1.1%	1,265,219	1,327,210	-4.7%
...Oregon	14,694	13,027	12.8%	145,269	143,121	1.5%
...Washington	31,355	29,162	7.5%	337,233	315,600	6.9%
Mountain Region	41,444	42,491	-2.5%	444,219	471,376	-5.8%
West North Central	11,348	12,035	-5.7%	159,330	175,071	-9.0%
West South Central	17,957	17,066	5.2%	236,658	232,420	1.8%
...Texas	14,057	12,942	8.6%	186,509	181,824	2.6%
East North Central	22,732	24,679	-7.9%	270,757	309,100	-12.4%
East South Central	6,072	6,315	-3.8%	65,489	72,686	-9.9%
New England	7,907	7,726	2.3%	84,039	90,816	-7.5%
Middle Atlantic	17,935	17,776	0.9%	197,084	213,316	-7.6%
...New Jersey	4,685	4,506	4.0%	52,060	54,969	-5.3%
...New York	7,971	7,847	1.6%	90,435	96,518	-6.3%
South Atlantic	25,887	27,315	-5.2%	287,547	318,527	-9.7%
CANADA	11,088	11,055	0.3%	118,237	106,540	11.0%
EUROPE	13,066	15,581	-16.1%	114,379	123,897	-7.7%
France	714	1,009	-29.2%	6,563	7,138	-8.1%
Germany	3,209	4,008	-19.9%	24,776	25,758	-3.8%
Ireland	237	415	-42.8%	2,461	3,645	-32.5%
Italy	748	904	-17.3%	8,593	9,271	-7.3%
Switzerland	826	892	-7.4%	6,784	6,226	9.0%
United Kingdom	3,668	4,468	-17.9%	33,387	41,252	-19.1%
ASIA	4,154	4,052	2.5%	33,037	42,807	-22.8%
People's Republic of China	2,466	2,148	14.8%	14,569	21,585	-32.5%
Taiwan	79	137	-42.3%	1,157	1,431	-19.1%
Hong Kong	118	89	32.6%	1,009	999	1.0%
Indonesia	25	43	-41.7%	372	299	24.3%
Japan	579	648	-10.6%	5,362	6,767	-20.8%
Korea	435	339	28.3%	4,619	5,601	-17.5%
Malaysia	6	12	-50.3%	111	168	-33.8%
Philippines	251	283	-11.3%	2,628	2,733	-3.9%
Singapore	38	79	-51.9%	641	786	-18.4%
Thailand	26	17	50.1%	486	251	93.9%
CENTRAL AMERICA	479	577	-17.0%	5,617	7,004	-19.8%
Argentina	241	323	-25.4%	2,519	2,568	-1.9%
Brazil	666	708	-5.9%	6,182	6,128	0.9%
Mexico	406	505	-19.6%	5,009	6,433	-22.1%
SOUTH AMERICA	1,229	1,513	-18.8%	11,784	11,532	2.2%
OCEANIA	3,306	5,996	-44.9%	29,484	43,757	-32.6%
Australia	2,761	5,163	-46.5%	23,932	37,121	-35.5%
New Zealand	349	616	-43.3%	2,749	4,162	-34.0%

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	940,099	1,012,548	-7.2%	10,924,082	11,347,047	-3.7%
INTERNATIONAL VISITORS	144,187	141,175	2.1%	1,429,349	1,519,338	-5.9%
INTERNATIONAL AVERAGE DAILY CENSUS	30,326	32,663	-7.2%	35,934	37,203	-3.4%
INTERNATIONAL AIR SEATS (EST)	201,271	198,355	1.5%	2,027,943	2,115,382	-4.1%
INT LOAD FACTOR (EST)	81.3%	79.8%	1.6	79.3%	80.5%	-1.2
<b>ISLANDS VISITED</b>						
O'ahu	134,460	128,992	4.2%	1,299,028	1,381,116	-5.9%
O'ahu only	108,614	100,330	8.3%	1,024,253	1,069,456	-4.2%
Kaua'i	5,371	6,209	-13.5%	59,221	74,341	-20.3%
Kaua'i only	552	831	-33.6%	7,699	7,282	5.7%
Maui County	15,652	19,303	-18.9%	194,566	227,921	-14.6%
Maui	15,505	18,399	-15.7%	191,588	220,952	-13.3%
Maui only	4,778	4,830	-1.1%	71,121	72,118	-1.4%
Moloka'i *	394	1,467	-73.1%	6,125	16,649	-63.2%
Moloka'i only *	14	53	-73.7%	182	312	-41.8%
Lāna'i *	474	1,101	-56.9%	6,922	12,584	-45.0%
Lāna'i only *	3	32	-90.6%	301	260	15.9%
Big Island	21,354	23,125	-7.7%	224,769	246,094	-8.7%
Kona side	15,548	18,508	-16.0%	164,252	184,553	-11.0%
Hilo side	9,537	9,241	3.2%	100,701	113,801	-11.5%
Big Island only	3,690	4,685	-21.2%	41,474	46,296	-10.4%
Any Neighbor Island	35,573	40,845	-12.9%	405,096	449,882	-10.0%
NI only	9,727	12,183	-20.2%	130,321	138,222	-5.7%
O'ahu & NI	25,846	28,662	-9.8%	274,775	311,660	-11.8%
Any one island only	117,651	110,762	6.2%	1,145,030	1,195,724	-4.2%
Multiple Islands	26,536	30,413	-12.7%	284,319	323,614	-12.1%
Avg. Islands Visited	1.23	1.27	-3.0%	1.25	1.28	-2.6%
Average Length of Stay in Hawai'i	6.52	7.17	-9.1%	7.64	7.47	2.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	122,452	121,534	0.8%	1,172,124	1,266,883	-7.5%
Hotel only	117,010	115,075	1.7%	1,105,356	1,197,390	-7.7%
Plan to stay in Condo	13,588	12,668	7.3%	158,566	175,959	-9.9%
Condo only	10,747	9,413	14.2%	122,585	136,607	-10.3%
Plan to stay in Timeshare	3,828	2,914	31.4%	51,262	34,407	49.0%
Timeshare only	2,867	1,860	54.1%	34,668	23,993	44.5%
Cruise Ship	1,159	2,656	-56.4%	10,170	15,178	-33.0%
Friends/Relatives	5,063	3,154	60.5%	62,757	49,789	26.0%
Bed & Breakfast	644	752	-14.4%	5,313	7,304	-27.3%
Other	1,620	2,219	-27.0%	19,319	19,612	-1.5%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	125,388	119,813	4.7%	1,261,711	1,301,234	-3.0%
Honeymoon	28,073	26,490	6.0%	194,267	186,019	4.4%
Get Married	7,103	7,300	-2.7%	47,620	54,258	-12.2%
Pleasure/Vacation	95,471	92,433	3.3%	1,057,399	1,105,761	-4.4%
Mtgs/Conventions/Incentive	7,029	9,767	-28.0%	56,378	80,175	-29.7%
Conventions	4,159	4,553	-8.7%	32,716	32,395	1.0%
Corporate Meetings	860	1,544	-44.3%	8,549	10,997	-22.3%
Incentive	2,019	3,834	-47.3%	16,041	39,351	-59.2%
Other Business	1,894	2,012	-5.9%	19,650	20,960	-6.3%
Visit Friends/Rel.	5,753	3,863	48.9%	57,882	54,924	5.4%
Gov't/Military	2,700	2,181	23.8%	15,238	19,604	-22.3%
Attend School	256	109	134.7%	7,139	3,957	80.4%
Sport Events	2,634	2,637	-0.1%	23,154	27,003	-14.3%
<b>TRAVEL STATUS</b>						
% First Timers **	49.5	49.2	0.3	45.2	45.3	-0.1
% Repeaters **	50.5	50.8	-0.3	54.8	54.7	0.1
Average # of Trips	3.22	2.98	8.1%	3.51	3.43	2.2%
Group Tour	39,494	44,659	-11.6%	359,731	451,398	-20.3%
Non-Group	104,693	96,516	8.5%	1,069,618	1,067,940	0.2%
Package Trip	92,590	96,899	-4.4%	890,798	984,080	-9.5%
No Package	51,597	44,276	16.5%	538,551	535,258	0.6%
Net True Independent	47,086	38,539	22.2%	499,653	478,493	4.4%

\*\* 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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,927,327	1,905,407	1.2%	21,676,848	22,319,580	-2.9%
TOTAL VISITORS	202,427	197,437	2.5%	2,285,832	2,336,626	-2.2%
Domestic	199,143	194,424	2.4%	2,241,249	2,297,862	-2.5%
International	3,284	3,013	9.0%	44,583	38,764	15.0%
AVERAGE DAILY CENSUS	62,172	61,465	1.2%	71,306	73,179	-2.6%
<b>ISLANDS VISITED</b>						
O'ahu	91,622	88,898	3.1%	1,058,336	1,051,151	0.7%
O'ahu only	67,544	64,860	4.1%	799,849	762,554	4.9%
Kaua'i	38,077	37,600	1.3%	409,511	442,749	-7.5%
Kaua'i only	24,852	24,470	1.6%	275,830	288,597	-4.4%
Maui County	74,459	72,736	2.4%	798,946	857,814	-6.9%
Maui	72,731	70,570	3.1%	782,229	836,115	-6.4%
Maui only	54,526	51,898	5.1%	592,050	615,388	-3.8%
Moloka'i *	1,821	2,037	-10.6%	17,261	21,865	-21.1%
Moloka'i only *	399	418	-4.6%	3,552	4,363	-18.6%
Lāna'i *	1,837	2,698	-31.9%	20,433	26,505	-22.9%
Lāna'i only *	425	656	-35.2%	4,439	6,351	-30.1%
Big Island	37,148	36,322	2.3%	419,988	442,225	-5.0%
Kona side	32,638	31,684	3.0%	368,191	386,871	-4.8%
Hilo side	11,582	10,170	13.9%	121,495	128,745	-5.6%
Big Island only	23,293	23,135	0.7%	276,039	279,245	-1.1%
Any Neighbor Island	134,883	132,577	1.7%	1,485,983	1,574,072	-5.6%
NI only	110,805	108,539	2.1%	1,227,496	1,285,475	-4.5%
O'ahu & NI	24,078	24,039	0.2%	258,487	288,598	-10.4%
Any one island only	171,039	165,437	3.4%	1,951,759	1,956,498	-0.2%
Multiple Islands	31,388	32,000	-1.9%	334,073	380,128	-12.1%
Avg. Islands Visited	1.20	1.21	-0.4%	1.18	1.21	-1.9%
Average Length of Stay in Hawai'i	9.52	9.65	-1.3%	9.48	9.55	-0.7%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	98,433	96,700	1.8%	1,141,367	1,167,521	-2.2%
Hotel only	82,843	80,690	2.7%	967,367	978,048	-1.1%
Plan to stay in Condo	46,305	45,076	2.7%	499,020	544,649	-8.4%
Condo only	37,616	36,085	4.2%	402,011	435,224	-7.6%
Plan to stay in Timeshare	35,082	33,790	3.8%	353,829	340,853	3.8%
Timeshare only	28,263	26,773	5.6%	282,519	267,501	5.6%
Cruise Ship	2,987	2,905	2.8%	26,529	32,758	-19.0%
Friends/Relatives	24,510	23,774	3.1%	298,291	287,226	3.9%
Bed & Breakfast	1,824	1,939	-5.9%	18,907	21,503	-12.1%
Other	3,593	3,664	-1.9%	42,327	45,209	-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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	159,527	153,831	3.7%	1,873,685	1,881,261	-0.4%
Honeymoon	9,654	9,310	3.7%	85,606	83,680	2.3%
Get Married	2,268	2,723	-16.7%	24,036	27,146	-11.5%
Pleasure/Vacation	150,012	144,476	3.8%	1,788,823	1,796,733	-0.4%
Mtgs/Conventions/Incentive	13,154	15,054	-12.6%	108,824	130,392	-16.5%
Conventions	10,199	10,564	-3.5%	72,352	80,130	-9.7%
Corporate Meetings	2,044	3,020	-32.3%	23,180	32,345	-28.3%
Incentive	1,135	1,880	-39.6%	16,668	22,123	-24.7%
Other Business	11,223	11,384	-1.4%	106,785	117,959	-9.5%
Visit Friends/Rel.	24,188	23,594	2.5%	274,975	267,081	3.0%
Gov't/Military	3,171	2,284	38.9%	28,720	30,223	-5.0%
Attend School	245	169	45.3%	5,580	5,544	0.7%
Sport Events	4,365	3,818	14.3%	24,262	40,856	-40.6%
<b>TRAVEL STATUS</b>						
% First Timers **	18.6	19.6	-1.0	19.5	20.0	-0.5
% Repeaters **	81.4	80.4	1.0	80.5	80.0	0.5
Average # of Trips	7.11	6.97	2.0%	6.78	6.66	1.8%
Group Tour	3,712	5,117	-27.5%	43,557	62,683	-30.5%
Non-Group	198,715	192,320	3.3%	2,242,276	2,273,943	-1.4%
Package Trip	41,542	42,157	-1.5%	518,662	529,416	-2.0%
No Package	160,885	155,280	3.6%	1,767,168	1,807,210	-2.2%
Net True Independent	159,142	153,613	3.6%	1,751,506	1,786,569	-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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,125,467	1,171,874	-4.0%	13,818,449	15,068,939	-8.3%
TOTAL VISITORS	112,509	115,860	-2.9%	1,335,618	1,450,126	-7.9%
Domestic	109,838	112,911	-2.7%	1,300,908	1,411,936	-7.9%
International	2,671	2,949	-9.4%	34,710	38,190	-9.1%
AVERAGE DAILY CENSUS	36,305	37,802	-4.0%	45,455	49,406	-8.0%
<b>ISLANDS VISITED</b>						
O'ahu	69,372	71,524	-3.0%	818,082	885,018	-7.6%
O'ahu only	41,468	41,886	-1.0%	496,447	507,480	-2.2%
Kaua'i	24,485	25,751	-4.9%	265,528	308,626	-14.0%
Kaua'i only	8,488	7,963	6.6%	96,086	99,511	-3.4%
Maui County	42,620	45,860	-7.1%	504,297	583,857	-13.6%
Maui	41,619	44,901	-7.3%	493,180	570,606	-13.6%
Maui only	19,248	18,973	1.5%	237,453	256,708	-7.5%
Moloka'i *	1,144	1,340	-14.6%	13,564	18,630	-27.2%
Moloka'i only *	96	85	12.6%	1,459	1,636	-10.8%
Lāna'i *	1,688	2,099	-19.6%	20,026	25,674	-22.0%
Lāna'i only *	230	280	-17.8%	2,745	3,090	-11.2%
Big Island	25,196	28,682	-12.2%	304,452	353,186	-13.8%
Kona side	21,085	24,511	-14.0%	254,769	296,181	-14.0%
Hilo side	10,901	13,010	-16.2%	130,990	156,694	-16.4%
Big Island only	9,323	9,976	-6.5%	111,153	118,685	-6.3%
Any Neighbor Island	71,041	73,974	-4.0%	839,171	942,646	-11.0%
NI only	43,137	44,335	-2.7%	517,536	565,110	-8.4%
O'ahu & NI	27,904	29,639	-5.9%	321,635	377,538	-14.8%
Any one island only	78,853	79,162	-0.4%	945,343	987,110	-4.2%
Multiple Islands	33,656	36,697	-8.3%	390,275	463,016	-15.7%
Avg. Islands Visited	1.45	1.50	-3.4%	1.43	1.49	-3.8%
Average Length of Stay in Hawai'i	10.00	10.11	-1.1%	10.35	10.39	-0.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	73,215	74,227	-1.4%	827,605	901,920	-8.2%
Hotel only	60,256	60,360	-0.2%	674,230	723,839	-6.9%
Plan to stay in Condo	15,157	16,428	-7.7%	194,791	225,943	-13.8%
Condo only	10,460	11,372	-8.0%	134,581	153,196	-12.2%
Plan to stay in Timeshare	13,815	13,386	3.2%	164,064	164,116	0.0%
Timeshare only	10,167	9,610	5.8%	119,139	115,764	2.9%
Cruise Ship	5,391	7,882	-31.6%	59,818	84,926	-29.6%
Friends/Relatives	12,098	11,736	3.1%	166,691	167,306	-0.4%
Bed & Breakfast	1,856	1,659	11.9%	16,966	21,243	-20.1%
Other	1,917	2,305	-16.8%	25,898	30,251	-14.4%

\* 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)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	81,900	84,233	-2.8%	1,038,272	1,113,239	-6.7%
Honeymoon	11,590	10,817	7.1%	88,442	91,381	-3.2%
Get Married	1,630	1,481	10.1%	16,418	18,311	-10.3%
Pleasure/Vacation	70,676	73,709	-4.1%	952,760	1,024,965	-7.0%
Mtgs/Conventions/Incentive	16,557	15,870	4.3%	123,369	146,678	-15.9%
Conventions	13,744	11,914	15.4%	84,672	92,704	-8.7%
Corporate Meetings	1,599	2,310	-30.8%	19,571	27,722	-29.4%
Incentive	1,554	2,161	-28.1%	23,743	31,915	-25.6%
Other Business	5,408	5,808	-6.9%	54,718	62,853	-12.9%
Visit Friends/Rel.	12,162	12,358	-1.6%	160,364	161,732	-0.8%
Gov't/Military	4,014	4,215	-4.8%	42,575	46,227	-7.9%
Attend School	222	93	139.6%	3,543	3,941	-10.1%
Sport Events	2,404	2,792	-13.9%	15,474	21,052	-26.5%
<b>TRAVEL STATUS</b>						
% First Timers **	45.6	45.7	-0.2	43.7	44.6	-1.0
% Repeaters **	54.4	54.3	0.2	56.3	55.4	1.0
Average # of Trips	3.80	3.75	1.5%	3.90	3.75	3.9%
Group Tour	4,649	7,624	-39.0%	61,153	94,400	-35.2%
Non-Group	107,860	108,236	-0.3%	1,274,465	1,355,726	-6.0%
Package Trip	29,120	32,083	-9.2%	352,189	399,404	-11.8%
No Package	83,389	83,777	-0.5%	983,432	1,050,722	-6.4%
Net True Independent	82,007	81,838	0.2%	966,784	1,028,441	-6.0%

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

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

	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	546,416	534,156	2.3%	5,371,645	5,653,071	-5.0%
TOTAL VISITORS	99,243	96,752	2.6%	924,176	988,335	-6.5%
Domestic	579	648	-10.6%	5,362	6,767	-20.8%
International	98,664	96,104	2.7%	918,814	981,568	-6.4%
AVERAGE DAILY CENSUS	17,626	17,231	2.3%	17,670	18,535	-4.7%
<b>ISLANDS VISITED</b>						
O'ahu	95,468	91,754	4.0%	893,756	946,965	-5.6%
O'ahu only	80,009	76,188	5.0%	740,877	780,482	-5.1%
Kaua'i	1,366	1,500	-8.9%	16,176	22,048	-26.6%
Kaua'i only	6	216	-97.2%	979	2,209	-55.7%
Maui County	4,217	5,483	-23.1%	44,652	58,465	-23.6%
Maui	4,164	5,337	-22.0%	43,553	56,920	-23.5%
Maui only	657	1,295	-49.3%	7,697	11,224	-31.4%
Moloka'i *	42	55	-24.3%	936	1,394	-32.9%
Moloka'i only *	12	0	NA	50	0	NA
Lāna'i *	37	224	-83.5%	1,450	1,468	-1.2%
Lāna'i only *	0	22	-100.0%	135	150	-10.1%
Big Island	14,724	14,339	2.7%	136,955	145,837	-6.1%
Kona side	9,766	10,687	-8.6%	95,144	102,862	-7.5%
Hilo side	5,587	4,833	15.6%	51,414	56,302	-8.7%
Big Island only	2,988	3,171	-5.8%	19,898	25,824	-22.9%
Any Neighbor Island	19,234	20,564	-6.5%	183,299	207,853	-11.8%
NI only	3,775	4,998	-24.5%	30,420	41,370	-26.5%
O'ahu & NI	15,459	15,566	-0.7%	152,879	166,483	-8.2%
Any one island only	83,672	80,893	3.4%	769,636	819,890	-6.1%
Multiple Islands	15,571	15,859	-1.8%	154,540	168,445	-8.3%
Avg. Islands Visited	1.17	1.17	-0.3%	1.18	1.19	-0.5%
Average Length of Stay in Hawai'i	5.51	5.52	-0.3%	5.81	5.72	1.6%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	89,327	88,925	0.5%	819,587	890,926	-8.0%
Hotel only	87,939	87,175	0.9%	802,056	872,706	-8.1%
Plan to stay in Condo	7,800	6,997	11.5%	84,855	84,294	0.7%
Condo only	6,523	5,693	14.6%	69,484	70,428	-1.3%
Plan to stay in Timeshare	2,156	1,146	88.2%	23,525	12,948	81.7%
Timeshare only	1,624	895	81.5%	16,388	9,480	72.9%
Cruise Ship	6	47	-87.1%	597	931	-35.9%
Friends/Relatives	1,184	852	39.0%	12,743	11,855	7.5%
Bed & Breakfast	231	132	75.1%	955	1,168	-18.2%
Other	72	270	-73.3%	2,409	4,560	-47.2%

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

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

	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	93,574	86,173	8.6%	863,404	892,096	-3.2%
Honeymoon	23,723	22,686	4.6%	165,361	158,501	4.3%
Get Married	6,513	6,983	-6.7%	42,740	48,425	-11.7%
Pleasure/Vacation	68,098	62,534	8.9%	689,767	725,112	-4.9%
Mtgs/Conventions/Incentive	2,827	5,308	-46.7%	22,984	44,771	-48.7%
Conventions	927	1,198	-22.6%	6,904	8,980	-23.1%
Corporate Meetings	357	1,015	-64.8%	3,970	5,276	-24.8%
Incentive	1,544	3,107	-50.3%	12,425	31,477	-60.5%
Other Business	699	697	0.2%	4,795	6,492	-26.1%
Visit Friends/Rel.	1,360	1,754	-22.4%	18,776	17,193	9.2%
Gov't/Military	110	17	562.4%	649	479	35.4%
Attend School	26	45	-42.8%	1,409	1,882	-25.1%
Sport Events	1,747	1,588	10.0%	19,198	18,716	2.6%
<b>TRAVEL STATUS</b>						
% First Timers **	48.4	46.0	2.5	41.4	42.2	-0.8
% Repeaters **	51.6	54.0	-2.5	58.6	57.8	0.8
Average # of Trips	3.27	3.15	3.8%	3.81	3.63	4.8%
Group Tour	34,613	36,259	-4.5%	309,424	385,340	-19.7%
Non-Group	64,630	60,493	6.8%	614,753	602,995	1.9%
Package Trip	76,673	77,263	-0.8%	717,509	788,271	-9.0%
No Package	22,570	19,489	15.8%	206,668	200,064	3.3%
Net True Independent	18,916	14,576	29.8%	176,272	153,269	15.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	274,978	270,570	1.6%	3,268,637	3,607,662	-9.4%
TOTAL VISITORS	22,414	22,307	0.5%	262,355	282,728	-7.2%
Domestic	11,088	11,055	0.3%	118,237	106,540	11.0%
International	11,326	11,252	0.7%	144,118	176,188	-18.2%
AVERAGE DAILY CENSUS	8,870	8,728	1.6%	10,752	11,829	-9.1%
<b>ISLANDS VISITED</b>						
O'ahu	11,809	11,983	-1.5%	136,262	159,336	-14.5%
O'ahu only	6,587	6,865	-4.0%	86,763	92,831	-6.5%
Kaua'i	3,675	3,303	11.2%	35,251	42,080	-16.2%
Kaua'i only	878	876	0.3%	11,232	10,403	8.0%
Maui County	12,046	11,891	1.3%	125,061	140,740	-11.1%
Maui	11,953	11,748	1.7%	123,736	138,734	-10.8%
Maui only	7,172	6,632	8.1%	82,102	80,537	1.9%
Moloka'i *	389	339	14.7%	2,779	6,126	-54.6%
Moloka'i only *	17	48	-64.7%	202	454	-55.5%
Lāna'i *	475	272	74.3%	3,682	5,423	-32.1%
Lāna'i only *	10	42	-76.4%	183	205	-10.9%
Big Island	4,933	4,757	3.7%	51,946	59,413	-12.6%
Kona side	4,507	4,378	2.9%	46,754	52,666	-11.2%
Hilo side	2,421	2,408	0.6%	19,919	27,405	-27.3%
Big Island only	1,531	1,639	-6.6%	21,459	19,837	8.2%
Any Neighbor Island	15,827	15,442	2.5%	175,592	189,897	-7.5%
NI only	10,605	10,324	2.7%	126,093	123,392	2.2%
O'ahu & NI	5,222	5,118	2.0%	49,499	66,505	-25.6%
Any one island only	16,195	16,102	0.6%	201,941	204,267	-1.1%
Multiple Islands	6,219	6,205	0.2%	60,414	78,461	-23.0%
Avg. Islands Visited	1.48	1.45	2.1%	1.35	1.45	-7.3%
Average Length of Stay in Hawai'i	12.27	12.13	1.1%	12.46	12.76	-2.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	12,277	11,117	10.4%	140,455	148,124	-5.2%
Hotel only	8,968	8,003	12.1%	109,300	111,165	-1.7%
Plan to stay in Condo	7,405	7,503	-1.3%	87,414	97,949	-10.8%
Condo only	5,631	5,752	-2.1%	68,981	75,850	-9.1%
Plan to stay in Timeshare	2,499	2,138	16.9%	28,353	26,069	8.8%
Timeshare only	1,936	1,470	31.7%	20,463	19,230	6.4%
Cruise Ship	1,271	2,518	-49.5%	8,991	16,323	-44.9%
Friends/Relatives	1,157	1,110	4.3%	14,019	14,688	-4.6%
Bed & Breakfast	286	286	0.2%	3,137	3,658	-14.2%
Other	129	358	-64.0%	2,118	3,550	-40.3%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	20,139	19,749	2.0%	240,239	257,533	-6.7%
Honeymoon	1,552	1,295	19.8%	10,600	11,285	-6.1%
Get Married	261	188	38.5%	2,512	2,988	-15.9%
Pleasure/Vacation	18,557	18,581	-0.1%	229,753	246,266	-6.7%
Mtgs/Conventions/Incentive	1,342	1,284	4.5%	14,267	13,189	8.2%
Conventions	1,207	1,070	12.8%	10,355	9,632	7.5%
Corporate Meetings	87	106	-17.7%	1,975	1,604	23.1%
Incentive	71	125	-43.2%	2,467	2,306	7.0%
Other Business	208	253	-17.7%	2,557	3,056	-16.3%
Visit Friends/Rel.	1,015	978	3.8%	10,972	11,792	-7.0%
Gov't/Military	21	27	-23.2%	460	673	-31.7%
Attend School	11	14	-21.7%	313	404	-22.5%
Sport Events	613	701	-12.5%	2,825	4,103	-31.2%
<b>TRAVEL STATUS</b>						
% First Timers **	43.6	40.6	3.0	39.3	40.0	-0.7
% Repeaters **	56.4	59.4	-3.0	60.7	60.0	0.7
Average # of Trips	3.93	3.93	0.0%	3.85	3.73	3.2%
Group Tour	601	1,675	-64.1%	8,022	12,725	-37.0%
Non-Group	21,814	20,632	5.7%	254,334	270,003	-5.8%
Package Trip	5,779	7,111	-18.7%	74,589	83,739	-10.9%
No Package	16,636	15,196	9.5%	187,768	198,989	-5.6%
Net True Independent	16,394	14,951	9.7%	185,382	196,392	-5.6%







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

**October 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
October 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	505,676	-1.7%	8.95	-1.7%	4,525,513	-3.3%	NA	NA	NA	NA	NA	NA
Total by Air	494,832	-0.3%	8.93	-2.2%	4,418,498	-2.5%	179.4	-2.8%	1,602.0	-4.9%	792.7	-5.2%
U.S. West	202,427	2.5%	9.52	-1.3%	1,927,327	1.2%	142.8	-1.9%	1,359.8	-3.2%	275.3	-0.8%
U.S. East	112,509	-2.9%	10.00	-1.1%	1,125,467	-4.0%	179.7	-7.1%	1,797.3	-8.1%	202.2	-10.8%
Japan	99,243	2.6%	5.51	-0.3%	546,416	2.3%	275.9	-10.7%	1,519.2	-10.9%	150.8	-8.6%
Canada	22,414	0.5%	12.27	1.1%	274,978	1.6%	158.4	1.8%	1,943.6	3.0%	43.6	3.5%
All Others	58,239	-9.0%	9.35	-7.7%	544,310	-16.0%	222.2	15.3%	2,076.6	6.5%	120.9	-3.2%
Total by Ship	10,844	-39.7%	9.87	17.6%	107,015	-29.1%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	5,446,211	-5.5%	9.36	0.4%	50,975,995	-5.1%	NA	NA	NA	NA	NA	NA
Total by Air	5,371,751	-5.4%	9.36	0.4%	50,283,262	-5.0%	161.9	-9.2%	1,515.9	-8.9%	8,143.1	-13.8%
U.S. West	2,285,832	-2.2%	9.48	-0.7%	21,676,848	-2.9%	133.8	-9.7%	1,269.2	-10.4%	2,901.3	-12.3%
U.S. East	1,335,618	-7.9%	10.35	-0.4%	13,818,449	-8.3%	166.0	-10.1%	1,717.9	-10.5%	2,294.5	-17.5%
Japan	924,176	-6.5%	5.81	1.6%	5,371,645	-5.0%	265.4	-6.9%	1,542.5	-5.4%	1,425.6	-11.6%
Canada	262,355	-7.2%	12.46	-2.4%	3,268,637	-9.4%	141.3	-9.8%	1,760.5	-11.9%	461.9	-18.2%
All Others	563,770	-8.9%	10.90	7.4%	6,147,683	-2.1%	172.4	-7.7%	1,880.0	-0.8%	1,059.9	-9.7%
Total by Ship	74,460	-11.8%	9.30	-1.4%	692,733	-13.1%	NA	NA	NA	NA	NA	NA

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







### October 2009 Island Highlights

						
October 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	316,361 0.1%	73,616 -1.8%	142,956 -4.0%	3,778 -26.5%	4,383 -30.6%	92,753 -4.6%
Total Visitor Days	2,125,919 -1.4%	517,243 -1.6%	1,116,606 -1.9%	18,976 -16.6%	16,334 -25.4%	623,421 -6.3%
Total Expenditures (\$mil.)	383.5 -12.5%	97.1 18.4%	202.1 -0.8%	2.2 -20.9%	5.2 -16.4%	102.6 -0.4%
PPPD Spending (\$)	180.4 -11.2%	187.8 20.3%	181.0 1.1%	113.6 -5.2%	319.6 12.0%	164.6 6.2%
Domestic Arrivals	181,901 -2.8%	68,245 -0.8%	127,451 -2.3%	3,384 -7.9%	3,909 -25.0%	71,399 -3.6%
Int'l Arrivals	134,460 4.2%	5,371 -13.5%	15,505 -15.7%	394 -73.1%	474 -56.9%	21,354 -7.7%
Total LOS	6.72 -1.5%	7.03 0.3%	7.81 2.2%	5.02 13.5%	3.73 7.5%	6.72 -1.7%
Domestic LOS	7.53 2.0%	7.32 1.5%	8.06 1.3%	5.35 -2.5%	3.98 3.5%	7.70 1.4%
Int'l LOS	5.63 -6.4%	3.33 -30.0%	5.79 6.1%	2.23 26.8%	1.65 -1.8%	3.46 -22.1%
YTD Thr Oct 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	3,366,191 -5.0%	789,957 -11.0%	1,589,215 -9.9%	40,591 -33.1%	51,055 -26.9%	1,024,823 -8.7%
Total Visitor Days	24,541,365 -2.2%	5,786,993 -6.5%	12,558,299 -7.4%	191,579 -24.4%	183,403 -23.1%	7,021,624 -7.4%
Total Expenditures (\$mil.)	4,141.1 -12.8%	861.0 -11.5%	2,053.2 -15.2%	20.9 -34.4%	51.0 -30.3%	1,015.9 -15.0%
PPPD Spending (\$)	168.7 -10.8%	148.8 -5.3%	163.5 -8.4%	109.1 -13.2%	278.2 -9.4%	144.7 -8.1%
Domestic Arrivals	2,067,163 -4.4%	730,736 -10.1%	1,397,627 -9.5%	34,466 -21.8%	44,133 -22.9%	800,054 -8.6%
Int'l Arrivals	1,299,028 -5.9%	59,221 -20.3%	191,588 -13.3%	6,125 -63.2%	6,922 -45.0%	224,769 -8.7%
Total LOS	7.29 2.9%	7.33 5.0%	7.90 2.8%	4.72 13.1%	3.59 5.2%	6.85 1.3%
Domestic LOS	7.83 2.3%	7.56 4.0%	8.00 1.7%	5.10 3.5%	3.83 1.0%	7.67 2.6%
Int'l LOS	6.44 4.0%	4.50 17.5%	7.20 12.3%	2.58 18.5%	2.07 22.8%	3.94 -6.9%

\* 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







**October 2009 Island Highlights for Selected MMAs**

						
<b>U.S. West</b>	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	671,669 4.0%	306,589 -0.7%	618,642 2.8%	11,727 -2.1%	8,046 -27.3%	310,153 -4.8%
Total Arrivals	91,622 3.1%	38,077 1.3%	72,731 3.1%	1,821 -10.6%	1,837 -31.9%	37,148 2.3%
LOS	7.33 0.9%	8.05 -2.0%	8.51 -0.2%	6.44 9.6%	4.38 6.8%	8.35 -6.9%
<b>U.S. East</b>	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	518,443 -1.5%	150,386 -1.9%	286,101 -5.4%	4,553 -21.1%	6,144 -9.1%	159,743 -9.9%
Total Arrivals	69,372 -3.0%	24,485 -4.9%	41,619 -7.3%	1,144 -14.6%	1,688 -19.6%	25,196 -12.2%
LOS	7.47 1.6%	6.14 3.2%	6.87 2.1%	3.98 -7.6%	3.64 13.1%	6.34 2.5%
<b>Japan</b>	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	488,289 3.8%	2,675 -25.5%	11,332 -32.3%	176 220.2%	63 -86.4%	43,950 2.7%
Total Arrivals	95,468 4.0%	1,366 -8.9%	4,164 -22.0%	42 -24.3%	37 -83.5%	14,724 2.7%
LOS	5.11 -0.3%	1.96 -18.2%	2.72 -13.3%	4.19 319.3%	1.71 -17.8%	2.98 0.0%
<b>Canada</b>	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	94,817 -0.4%	21,573 -1.5%	119,907 5.9%	1,380 -13.4%	1,064 43.7%	36,237 -4.5%
Total Arrivals	11,809 -1.5%	3,675 11.2%	11,953 1.7%	389 14.7%	475 74.3%	4,933 3.7%
LOS	8.03 1.1%	5.87 -11.4%	10.03 4.1%	3.55 -24.5%	2.24 -17.7%	7.35 -7.9%

\* 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 October 2009 - Total Visitor Arrivals by Selected MMAs**

						
<b>YTD October 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>	1,058,336 0.7%	409,511 -7.5%	782,229 -6.4%	17,261 -21.1%	20,433 -22.9%	419,988 -5.0%
<b>U.S. East</b>	818,082 -7.6%	265,528 -14.0%	493,180 -13.6%	13,564 -27.2%	20,026 -22.0%	304,452 -13.8%
<b>Japan</b>	893,756 -5.6%	16,176 -26.6%	43,553 -23.5%	936 -32.9%	1,450 -1.2%	136,955 -6.1%
<b>Canada</b>	136,262 -14.5%	35,251 -16.2%	123,736 -10.8%	2,779 -54.6%	3,682 -32.1%	51,946 -12.6%

\* 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**

	OCTOBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	218,438	256,243	-14.8%	1,782,509	2,261,880	-21.2%
TOTAL VISITORS	21,323	28,775	-25.9%	177,978	222,705	-20.1%
ARRIVED BY SHIP	10,844	17,983	-39.7%	74,460	84,447	-11.8%
ARRIVED BY AIR	10,479	10,793	-2.9%	103,518	138,258	-25.1%
NUMBER OF SHIP ARRIVALS	5	9	-44.4%	42	54	-22.2%
<b>ISLANDS VISITED</b>						
O'ahu	21,323	28,775	-25.9%	173,521	222,639	-22.1%
Kaua'i	21,323	22,422	-4.9%	151,761	189,299	-19.8%
Maui County	21,323	28,775	-25.9%	166,015	209,749	-20.9%
Maui	21,323	28,775	-25.9%	166,015	209,749	-20.9%
Moloka'i	688	995	-30.9%	4,904	5,475	-10.4%
Lāna'i	905	1,007	-10.1%	5,764	5,286	9.0%
Big Island	21,323	28,775	-25.9%	167,298	214,333	-21.9%
Average Islands Visited	4.1	4.1	0.1%	4.0	4.0	-1.2%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawai'i before Cruise	3.29	2.17	51.6%	3.12	2.72	14.7%
Days in Hawai'i during Cruise	5.61	5.67	-1.0%	5.72	6.17	-7.3%
Days in Hawai'i after Cruise	1.35	1.07	26.1%	1.18	1.27	-7.2%
Total days in Hawai'i	10.24	8.90	15.0%	10.02	10.16	-1.4%
<b>ACCOMMODATIONS</b>						
Hotel	9,993	10,261	-2.6%	92,911	117,062	-20.6%
Hotel only	7,877	8,414	-6.4%	78,619	101,960	-22.9%
Condo	1,544	1,477	4.6%	11,226	12,196	-8.0%
Condo only	249	245	1.6%	2,586	3,328	-22.3%
Timeshare	1,608	1,814	-11.3%	10,194	11,292	-9.7%
Timeshare Only	368	505	-27.1%	2,616	3,630	-27.9%
Bed & Breakfast	777	677	14.8%	4,298	3,094	38.9%
Bed & Breakfast only	28	29	-0.6%	180	383	-53.0%
Friends & relatives	1,018	995	2.3%	7,643	6,338	20.6%
Other accommodation	1,246	2,012	-38.1%	8,859	9,429	-6.1%
Accommodation (NET)	11,338	12,471	-9.1%	104,164	131,928	-21.0%
Cruise only	9,985	16,304	-38.8%	73,813	90,778	-18.7%
<b>TRAVEL STATUS</b>						
% First timers	40.5	46.3	-5.8	41.8	43.1	-1.3
% Repeat visitors	59.5	53.7	5.8	58.2	56.9	1.3

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**

<b>OCTOBER 2009</b>	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
<b>Total Seats</b>	687,462	-1.2%	500,638	-3.9%	108,081	5.1%	45,486	15.8%	0	NA	33,257	1.6%
Scheduled Seats	677,049	-1.1%	497,065	-3.8%	104,281	4.9%	43,966	16.4%	0	NA	31,737	1.6%
Charter seats	10,413	-6.0%	3,573	-22.7%	3,800	11.1%	1,520	0.0%			1,520	0.0%
<b>Domestic Seats</b>	486,191	-2.3%	311,580	-6.2%	102,378	2.5%	38,976	18.9%	0	NA	33,257	1.6%
Scheduled Seats	475,931	-2.4%	308,160	-6.3%	98,578	2.2%	37,456	19.9%	0	NA	31,737	1.6%
...US West	404,685	-1.2%	246,841	-4.9%	88,651	1.5%	37,456	19.9%	0	NA	31,737	1.6%
...US East	71,246	-9.1%	61,319	-11.5%	9,927	9.3%						
Charter seats	10,260	3.8%	3,420	0.0%	3,800	11.1%	1,520	0.0%			1,520	0.0%
<b>International Seats</b>	201,271	1.5%	189,058	0.1%	5,703	91.0%	6,510	0.0%				
Scheduled Seats	201,118	2.0%	188,905	0.7%	5,703	91.0%	6,510	0.0%				
...Japan	134,727	2.9%	128,217	3.0%			6,510	0.0%				
...Canada	14,149	1.1%	8,446	-23.3%	5,703	91.0%						
...Other Asia	14,721	34.9%	14,721	34.9%								
...Aus./N. Zealand	14,431	-16.5%	14,431	-16.5%								
...Other	23,090	-3.8%	23,090	-3.8%								
Charter Seats	153	-87.3%	153	-87.3%								
<b>YTD Thru OCT 2009</b>	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
<b>Total Seats</b>	7,363,601	-6.3%	5,235,000	-6.7%	1,239,018	-10.9%	512,783	11.1%	0	-100.0%	376,800	-1.4%
Scheduled Seats	7,251,785	-5.9%	5,185,504	-6.1%	1,209,378	-11.0%	496,443	11.2%	0	-100.0%	360,460	-1.9%
Charter seats	111,816	-26.5%	49,496	-45.8%	29,640	-6.1%	16,340	10.3%			16,340	13.2%
<b>Domestic Seats</b>	5,335,658	-7.1%	3,352,747	-8.0%	1,169,125	-11.3%	436,986	12.7%	0	-100.0%	376,800	-1.4%
Scheduled Seats	5,240,658	-6.9%	3,320,067	-7.5%	1,139,485	-11.4%	420,646	12.8%	0	-100.0%	360,460	-1.9%
...US West	4,495,576	-4.9%	2,686,353	-4.9%	1,028,117	-10.8%	420,646	12.8%	0	-100.0%	360,460	-1.9%
...US East	745,082	-17.1%	633,714	-17.2%	111,368	-16.7%						
Charter seats	95,000	-17.1%	32,680	-39.2%	29,640	-6.1%	16,340	10.3%			16,340	13.2%
<b>International Seats</b>	2,027,943	-4.1%	1,882,253	-4.4%	69,893	-5.1%	75,797	2.9%				
Scheduled Seats	2,011,127	-3.2%	1,865,437	-3.4%	69,893	-5.1%	75,797	2.9%				
...Japan	1,331,552	-1.1%	1,264,102	-1.3%			67,450	4.1%				
...Canada	173,194	-24.2%	94,954	-34.9%	69,893	-5.1%	8,347	-5.7%				
...Other Asia	136,339	19.6%	136,339	19.6%								
...Aus./N. Zealand	140,645	-12.7%	140,645	-12.7%								
...Other	229,397	0.6%	229,397	0.6%								
Charter Seats	16,816	-55.2%	16,816	-55.2%								

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