

	TABLE 1. TOTAL VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	5,476,603	5,523,032	-0.8%	41,556,946	44,320,941	-6.2%
TOTAL VISITORS	608,420	606,336	0.3%	4,391,883	4,729,823	-7.1%
DOMESTIC	444,265	433,162	2.6%	3,258,385	3,490,125	-6.6%
INTERNATIONAL	164,155	173,174	-5.2%	1,133,498	1,239,698	-8.6%
AVERAGE DAILY CENSUS	176,665	178,162	-0.8%	171,016	181,643	-5.9%
TOTAL AIR SEATS (EST)	798,433	811,821	-1.6%	6,027,130	6,510,758	-7.4%
TOTAL LOAD FACTOR (EST)	89.9%	87.8%	2.2	87.2%	86.5%	0.7
ISLANDS VISITED						
O'ahu	385,263	379,126	1.6%	2,721,959	2,933,070	-7.2%
O'ahu only	288,304	271,646	6.1%	1,970,661	2,050,519	-3.9%
Kaua'i	86,692	91,451	-5.2%	644,545	741,888	-13.1%
Kaua'i only	44,450	46,729	-4.9%	331,596	349,803	-5.2%
Maui County	180,161	186,655	-3.5%	1,338,343	1,520,627	-12.0%
Maui	176,803	181,179	-2.4%	1,311,327	1,483,193	-11.6%
Maui only	108,344	105,346	2.8%	801,957	858,385	-6.6%
Moloka'i *	3,663	6,542	-44.0%	33,268	50,986	-34.8%
Moloka'i only *	499	403	23.7%	4,602	5,853	-21.4%
Lāna'i *	5,045	6,319	-20.2%	41,983	57,956	-27.6%
Lāna'i only *	754	1,240	-39.2%	6,379	8,775	-27.3%
Big Island	109,003	118,467	-8.0%	845,932	946,045	-10.6%
Kona side	91,386	98,970	-7.7%	704,508	788,399	-10.6%
Hilo side	39,408	42,210	-6.6%	311,401	363,115	-14.2%
Big Island only	50,482	52,437	-3.7%	386,897	403,749	-4.2%
Any Neighbor Island	320,116	334,690	-4.4%	2,421,222	2,679,304	-9.6%
NI only	223,157	227,210	-1.8%	1,669,924	1,796,753	-7.1%
O'ahu & NI	96,959	107,480	-9.8%	751,298	882,551	-14.9%
Any one island only	492,833	477,802	3.1%	3,502,092	3,677,083	-4.8%
Multiple Islands	115,587	128,534	-10.1%	889,791	1,052,740	-15.5%
Avg. Islands Visited	1.26	1.29	-2.5%	1.27	1.31	-3.0%
Average Length of Stay in Hawai'i	9.00	9.11	-1.2%	9.46	9.37	1.0%
ACCOMMODATIONS						
Plan to stay in Hotel	389,504	385,939	0.9%	2,703,320	2,956,077	-8.6%
Hotel only	342,824	338,520	1.3%	2,351,116	2,556,384	-8.0%
Plan to stay in Condo	99,032	105,350	-6.0%	758,855	859,917	-11.8%
Condo only	76,630	81,711	-6.2%	586,016	659,529	-11.1%
Plan to stay in Timeshare	67,719	64,433	5.1%	484,806	463,573	4.6%
Timeshare only	52,493	49,874	5.3%	369,166	348,824	5.8%
Cruise Ship	10,545	11,124	-5.2%	85,711	125,246	-31.6%
Friends/Relatives	57,312	53,751	6.6%	470,991	456,070	3.3%
Bed & Breakfast	5,193	5,792	-10.3%	39,597	48,314	-18.0%
Other	9,198	9,892	-7.0%	76,087	82,472	-7.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	527,785	515,349	2.4%	3,654,661	3,861,388	-5.4%
Honeymoon	37,559	37,747	-0.5%	294,735	289,958	1.6%
Get Married	7,319	9,048	-19.1%	72,417	81,958	-11.6%
Pleasure/Vacation	490,997	477,556	2.8%	3,356,487	3,566,852	-5.9%
Mtgs/Conventions/Incentive	14,485	23,153	-37.4%	237,696	314,592	-24.4%
Conventions	9,300	13,770	-32.5%	148,497	177,514	-16.3%
Corporate Meetings	3,253	4,641	-29.9%	44,765	63,371	-29.4%
Incentive	2,328	5,543	-58.0%	52,721	85,173	-38.1%
Other Business	17,459	17,305	0.9%	151,773	174,086	-12.8%
Visit Friends/Rel.	55,907	52,417	6.7%	433,873	431,842	0.5%
Gov't/Military	8,824	11,317	-22.0%	68,225	76,219	-10.5%
Attend School	3,430	3,975	-13.7%	15,812	14,030	12.7%
Sport Events	5,011	6,023	-16.8%	48,748	75,252	-35.2%
TRAVEL STATUS						
% First Timers **	32.6	33.0	-0.4	33.9	34.8	-0.9
% Repeaters **	67.4	67.0	0.4	66.1	65.2	0.9
Average # of Trips	5.04	4.96	1.6%	5.04	4.87	3.6%
Group Tour	47,500	56,424	-15.8%	384,225	525,366	-26.9%
Non-Group	560,920	549,912	2.0%	4,007,660	4,204,457	-4.7%
Package Trip	220,398	227,182	-3.0%	1,516,823	1,688,801	-10.2%
No Package	388,022	379,154	2.3%	2,875,061	3,041,022	-5.5%
Net True Independent	381,269	371,099	2.7%	2,814,144	2,951,491	-4.7%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	4,278,272	4,209,974	1.6%	32,677,077	35,023,805	-6.7%
DOMESTIC VISITORS	444,265	433,162	2.6%	3,258,385	3,490,125	-6.6%
DOMESTIC AVERAGE DAILY CENSUS	138,009	135,806	1.6%	134,474	143,540	-6.3%
DOMESTIC AIR SEATS (EST)	589,076	587,427	0.3%	4,395,481	4,784,470	-8.1%
DOM LOAD FACTOR (EST)	91.1%	89.1%	1.9	90.4%	88.5%	1.9
ISLANDS VISITED						
O'ahu	232,651	221,578	5.0%	1,698,999	1,809,211	-6.1%
O'ahu only	161,481	148,858	8.5%	1,169,408	1,182,404	-1.1%
Kaua'i	80,408	85,081	-5.5%	595,836	679,364	-12.3%
Kaua'i only	44,165	45,947	-3.9%	324,695	343,811	-5.6%
Maui County	163,286	162,975	0.2%	1,174,550	1,330,307	-11.7%
Maui	160,243	159,602	0.4%	1,150,158	1,297,973	-11.4%
Maui only	103,865	99,214	4.7%	740,926	797,090	-7.0%
Moloka'i *	3,519	3,709	-5.1%	27,896	37,387	-25.4%
Moloka'i only *	499	401	24.3%	4,434	5,598	-20.8%
Lāna'i *	4,471	5,633	-20.6%	35,967	47,674	-24.6%
Lāna'i only *	731	1,111	-34.2%	6,149	8,572	-28.3%
Big Island	86,515	87,577	-1.2%	665,667	743,564	-10.5%
Kona side	74,506	75,905	-1.8%	573,104	637,791	-10.1%
Hilo side	30,355	28,891	5.1%	229,395	267,177	-14.1%
Big Island only	45,109	44,581	1.2%	353,205	365,131	-3.3%
Any Neighbor Island	282,784	284,304	-0.5%	2,088,977	2,307,721	-9.5%
NI only	211,614	211,584	0.0%	1,559,386	1,680,914	-7.2%
O'ahu & NI	71,170	72,720	-2.1%	529,591	626,808	-15.5%
Any one island only	355,850	340,113	4.6%	2,598,817	2,702,606	-3.8%
Multiple Islands	88,415	93,049	-5.0%	659,568	787,519	-16.2%
Avg. Islands Visited	1.28	1.30	-1.7%	1.28	1.32	-3.1%
Average Length of Stay in Hawai'i	9.63	9.72	-0.9%	10.03	10.04	-0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	252,926	244,034	3.6%	1,779,719	1,927,867	-7.7%
Hotel only	214,289	204,310	4.9%	1,481,449	1,586,247	-6.6%
Plan to stay in Condo	80,400	81,550	-1.4%	629,451	711,311	-11.5%
Condo only	62,393	63,053	-1.0%	486,600	544,065	-10.6%
Plan to stay in Timeshare	61,779	60,252	2.5%	443,060	435,511	1.7%
Timeshare only	48,383	47,104	2.7%	341,773	328,988	3.9%
Cruise Ship	10,189	10,260	-0.7%	77,945	113,370	-31.2%
Friends/Relatives	49,599	47,232	5.0%	419,854	413,504	1.5%
Bed & Breakfast	4,607	5,026	-8.3%	35,698	42,559	-16.1%
Other	7,814	8,140	-4.0%	60,199	67,428	-10.7%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	377,820	361,749	4.4%	2,655,122	2,797,304	-5.1%
Honeymoon	29,275	27,530	6.3%	145,934	148,087	-1.5%
Get Married	4,839	6,198	-21.9%	34,733	39,866	-12.9%
Pleasure/Vacation	349,446	334,505	4.5%	2,512,845	2,651,605	-5.2%
Mtgs/Conventions/Incentive	11,018	16,778	-34.3%	192,729	250,605	-23.1%
Conventions	6,533	10,053	-35.0%	121,667	153,513	-20.7%
Corporate Meetings	2,874	4,108	-30.0%	38,573	54,190	-28.8%
Incentive	1,995	3,135	-36.4%	39,888	51,966	-23.2%
Other Business	16,085	15,994	0.6%	135,879	157,482	-13.7%
Visit Friends/Rel.	47,559	45,816	3.8%	387,585	385,828	0.5%
Gov't/Military	7,359	7,478	-1.6%	56,686	61,267	-7.5%
Attend School	2,916	3,265	-10.7%	9,334	10,399	-10.2%
Sport Events	3,216	3,892	-17.4%	32,231	54,462	-40.8%
TRAVEL STATUS						
% First Timers **	31.5	32.1	-0.6	30.1	31.2	-1.1
% Repeaters **	68.5	67.9	0.6	69.9	68.8	1.1
Average # of Trips	5.35	5.30	0.9%	5.56	5.36	3.7%
Group Tour	9,229	11,904	-22.5%	105,192	157,791	-33.3%
Non-Group	435,036	421,258	3.3%	3,153,195	3,332,334	-5.4%
Package Trip	126,656	118,518	6.9%	819,734	894,224	-8.3%
No Package	317,609	314,644	0.9%	2,438,652	2,595,901	-6.1%
Net True Independent	314,771	310,924	1.2%	2,408,099	2,553,288	-5.7%

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

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	1,198,332	1,313,058	-8.7%	8,879,869	9,297,136	-4.5%
INTERNATIONAL VISITORS	164,155	173,174	-5.2%	1,133,498	1,239,698	-8.6%
INTERNATIONAL AVERAGE DAILY CENSUS	38,656	42,357	-8.7%	36,543	38,103	-4.1%
INTERNATIONAL AIR SEATS (EST)	209,357	224,394	-6.7%	1,631,649	1,726,288	-5.5%
INT LOAD FACTOR (EST)	86.7%	84.2%	2.5	78.4%	80.7%	-2.3
ISLANDS VISITED						
O'ahu	152,612	157,549	-3.1%	1,022,960	1,123,859	-9.0%
O'ahu only	126,823	122,788	3.3%	801,253	868,115	-7.7%
Kaua'i	6,284	6,370	-1.4%	48,709	62,524	-22.1%
Kaua'i only	285	782	-63.5%	6,901	5,992	15.2%
Maui County	16,875	23,681	-28.7%	163,793	190,320	-13.9%
Maui	16,560	21,577	-23.3%	161,169	185,220	-13.0%
Maui only	4,479	6,131	-26.9%	61,031	61,295	-0.4%
Moloka'i *	144	2,833	-94.9%	5,372	13,599	-60.5%
Moloka'i only *	0	2	-100.0%	168	254	-34.0%
Lāna'i *	574	686	-16.3%	6,016	10,283	-41.5%
Lāna'i only *	23	130	-82.2%	230	202	13.7%
Big Island	22,488	30,890	-27.2%	180,265	202,481	-11.0%
Kona side	16,880	23,065	-26.8%	131,404	150,608	-12.8%
Hilo side	9,053	13,319	-32.0%	82,006	95,938	-14.5%
Big Island only	5,373	7,856	-31.6%	33,692	38,618	-12.8%
Any Neighbor Island	37,332	50,386	-25.9%	332,245	371,583	-10.6%
NI only	11,543	15,625	-26.1%	110,538	115,839	-4.6%
O'ahu & NI	25,789	34,760	-25.8%	221,707	255,744	-13.3%
Any one island only	136,983	137,689	-0.5%	903,275	974,477	-7.3%
Multiple Islands	27,172	35,485	-23.4%	230,223	265,221	-13.2%
Avg. Islands Visited	1.21	1.27	-4.7%	1.26	1.29	-2.5%
Average Length of Stay in Hawai'i	7.30	7.58	-3.7%	7.83	7.50	4.5%
ACCOMMODATIONS						
Plan to stay in Hotel	136,578	141,905	-3.8%	923,601	1,028,210	-10.2%
Hotel only	128,535	134,210	-4.2%	869,667	970,137	-10.4%
Plan to stay in Condo	18,632	23,800	-21.7%	129,404	148,607	-12.9%
Condo only	14,237	18,658	-23.7%	99,416	115,464	-13.9%
Plan to stay in Timeshare	5,940	4,181	42.1%	41,746	28,061	48.8%
Timeshare only	4,110	2,770	48.4%	27,393	19,835	38.1%
Cruise Ship	356	864	-58.8%	7,766	11,876	-34.6%
Friends/Relatives	7,713	6,520	18.3%	51,137	42,566	20.1%
Bed & Breakfast	586	766	-23.5%	3,899	5,755	-32.3%
Other	1,384	1,752	-21.0%	15,888	15,044	5.6%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	149,965	153,601	-2.4%	999,539	1,064,084	-6.1%
Honeymoon	8,284	10,217	-18.9%	148,801	141,870	4.9%
Get Married	2,480	2,850	-13.0%	37,684	42,092	-10.5%
Pleasure/Vacation	141,551	143,052	-1.0%	843,642	915,247	-7.8%
Mtgs/Conventions/Incentive	3,467	6,375	-45.6%	44,967	63,987	-29.7%
Conventions	2,767	3,717	-25.6%	26,830	24,001	11.8%
Corporate Meetings	379	533	-28.8%	6,192	9,181	-32.6%
Incentive	333	2,408	-86.2%	12,833	33,207	-61.4%
Other Business	1,374	1,311	4.8%	15,894	16,604	-4.3%
Visit Friends/Rel.	8,348	6,601	26.5%	46,288	46,014	0.6%
Gov't/Military	1,465	3,839	-61.8%	11,539	14,952	-22.8%
Attend School	514	710	-27.6%	6,478	3,631	78.4%
Sport Events	1,795	2,131	-15.8%	16,517	20,790	-20.6%
TRAVEL STATUS						
% First Timers **	35.6	35.3	0.3	44.7	44.9	-0.3
% Repeaters **	64.4	64.7	-0.3	55.3	55.1	0.3
Average # of Trips	4.21	4.11	2.4%	3.56	3.48	2.3%
Group Tour	38,271	44,520	-14.0%	279,033	367,575	-24.1%
Non-Group	125,884	128,654	-2.2%	854,465	872,123	-2.0%
Package Trip	93,742	108,664	-13.7%	697,089	794,577	-12.3%
No Package	70,413	64,510	9.2%	436,409	445,121	-2.0%
Net True Independent	66,498	60,175	10.5%	406,045	398,203	2.0%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	397,377	384,500	3.3%	2,941,198	3,134,668	-6.2%
Pacific Region	235,882	220,695	6.9%	1,482,739	1,533,718	-3.3%
... California	183,578	177,098	3.7%	1,045,534	1,117,050	-6.4%
... Oregon	15,290	13,286	15.1%	117,635	119,530	-1.6%
... Washington	34,444	28,378	21.4%	277,829	262,665	5.8%
Mountain Region	36,499	35,061	4.1%	368,122	396,262	-7.1%
West North Central	9,155	9,909	-7.6%	137,918	153,637	-10.2%
West South Central	23,686	23,020	2.9%	197,882	199,100	-0.6%
... Texas	19,951	19,260	3.6%	156,188	156,171	0.0%
East North Central	20,906	23,122	-9.6%	227,382	264,567	-14.1%
East South Central	4,831	4,681	3.2%	53,758	60,724	-11.5%
New England	9,434	9,386	0.5%	69,833	76,561	-8.8%
Middle Atlantic	27,352	28,556	-4.2%	163,161	180,298	-9.5%
... New Jersey	8,028	8,449	-5.0%	43,241	46,640	-7.3%
... New York	13,698	14,027	-2.3%	75,284	81,819	-8.0%
South Atlantic	29,005	29,509	-1.7%	236,053	265,971	-11.2%
CANADA	10,705	7,857	36.2%	100,162	90,546	10.6%
EUROPE	18,870	20,385	-7.4%	87,051	92,912	-6.3%
France	1,296	1,367	-5.2%	5,274	5,569	-5.3%
Germany	3,466	3,465	0.0%	18,287	18,382	-0.5%
Ireland	344	533	-35.5%	1,895	2,800	-32.3%
Italy	3,420	3,427	-0.2%	6,902	7,441	-7.2%
Switzerland	741	610	21.5%	5,174	4,557	13.5%
United Kingdom	5,297	6,425	-17.6%	24,827	30,951	-19.8%
ASIA	3,360	3,975	-15.5%	25,872	35,143	-26.4%
People's Republic of China	1,071	1,364	-21.5%	10,829	17,561	-38.3%
Taiwan	135	171	-21.1%	975	1,191	-18.1%
Hong Kong	132	148	-10.8%	797	864	-7.8%
Indonesia	13	30	-57.0%	290	219	32.3%
Japan	760	832	-8.7%	4,191	5,385	-22.2%
Korea	627	712	-11.9%	3,798	4,925	-22.9%
Malaysia	10	26	-61.2%	101	142	-28.7%
Philippines	261	307	-14.9%	2,111	2,228	-5.3%
Singapore	85	68	25.0%	561	654	-14.2%
Thailand	74	38	95.7%	438	217	102.2%
CENTRAL AMERICA	962	661	45.5%	4,641	5,775	-19.6%
Argentina	182	247	-26.3%	2,056	2,007	2.4%
Brazil	435	393	10.7%	4,636	4,780	-3.0%
Mexico	902	609	48.1%	4,153	5,355	-22.4%
SOUTH AMERICA	961	931	3.2%	9,155	8,831	3.7%
OCEANIA	2,696	4,273	-36.9%	22,703	31,927	-28.9%
Australia	1,992	3,348	-40.5%	18,239	26,846	-32.1%
New Zealand	279	461	-39.5%	2,066	3,027	-31.7%

TABLE 4. TOTAL U.S WEST VISITORS BY AIR

(Includes Pacific and Mountain States)

	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	2,543,586	2,421,392	5.0%	17,976,160	18,777,030	-4.3%
TOTAL VISITORS	279,124	260,778	7.0%	1,889,036	1,962,729	-3.8%
Domestic	272,381	255,756	6.5%	1,850,863	1,929,978	-4.1%
International	6,743	5,022	34.3%	38,173	32,751	16.6%
AVERAGE DAILY CENSUS	82,051	78,109	5.0%	73,976	76,955	-3.9%
ISLANDS VISITED						
O'ahu	131,420	115,088	14.2%	873,937	882,831	-1.0%
O'ahu only	101,875	85,482	19.2%	663,111	638,396	3.9%
Kaua'i	47,535	49,661	-4.3%	335,057	369,207	-9.2%
Kaua'i only	32,935	34,309	-4.0%	227,264	240,207	-5.4%
Maui County	99,141	95,511	3.8%	654,714	720,171	-9.1%
Maui	97,415	93,675	4.0%	641,298	702,131	-8.7%
Maui only	75,104	69,936	7.4%	487,096	516,524	-5.7%
Moloka'i *	1,816	1,889	-3.9%	13,824	18,423	-25.0%
Moloka'i only *	295	290	1.6%	2,865	3,724	-23.1%
Lāna'i *	2,156	2,594	-16.9%	16,617	21,754	-23.6%
Lāna'i only *	452	661	-31.6%	3,545	5,155	-31.2%
Big Island	46,270	46,882	-1.3%	350,138	376,872	-7.1%
Kona side	41,040	42,102	-2.5%	307,131	330,044	-6.9%
Hilo side	13,219	12,095	9.3%	99,744	109,665	-9.0%
Big Island only	30,772	31,134	-1.2%	232,870	238,263	-2.3%
Any Neighbor Island	177,249	175,296	1.1%	1,225,925	1,324,333	-7.4%
NI only	147,704	145,690	1.4%	1,015,099	1,079,898	-6.0%
O'ahu & NI	29,545	29,607	-0.2%	210,826	244,435	-13.7%
Any one island only	241,433	221,813	8.8%	1,616,751	1,642,269	-1.6%
Multiple Islands	37,691	38,965	-3.3%	272,285	320,460	-15.0%
Avg. Islands Visited	1.17	1.19	-1.5%	1.18	1.21	-2.2%
Average Length of Stay in Hawai'i	9.11	9.29	-1.9%	9.52	9.57	-0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	148,707	133,386	11.5%	941,707	980,684	-4.0%
Hotel only	128,843	113,184	13.8%	798,133	819,870	-2.7%
Plan to stay in Condo	56,549	56,171	0.7%	413,099	462,369	-10.7%
Condo only	45,697	45,331	0.8%	332,797	369,493	-9.9%
Plan to stay in Timeshare	43,514	41,646	4.5%	285,840	276,126	3.5%
Timeshare only	35,024	33,550	4.4%	227,596	215,521	5.6%
Cruise Ship	3,234	2,775	16.5%	20,408	27,882	-26.8%
Friends/Relatives	31,052	29,821	4.1%	251,613	243,553	3.3%
Bed & Breakfast	1,931	1,882	2.6%	15,476	18,197	-15.0%
Other	4,828	4,679	3.2%	35,480	38,159	-7.0%

* 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)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	240,023	218,989	9.6%	1,559,199	1,586,905	-1.7%
Honeymoon	12,846	11,694	9.9%	63,767	62,215	2.5%
Get Married	2,781	3,536	-21.4%	19,107	21,561	-11.4%
Pleasure/Vacation	227,544	207,239	9.8%	1,495,959	1,524,114	-1.8%
Mtgs/Conventions/Incentive	5,250	7,654	-31.4%	82,574	105,894	-22.0%
Conventions	3,085	4,571	-32.5%	51,698	63,545	-18.6%
Corporate Meetings	1,609	2,118	-24.0%	19,103	26,853	-28.9%
Incentive	710	1,182	-40.0%	14,680	19,056	-23.0%
Other Business	10,730	10,016	7.1%	86,336	96,273	-10.3%
Visit Friends/Rel.	29,526	28,471	3.7%	228,259	224,477	1.7%
Gov't/Military	2,930	3,783	-22.6%	22,463	24,762	-9.3%
Attend School	1,615	1,782	-9.4%	4,789	5,156	-7.1%
Sport Events	2,375	2,858	-16.9%	17,570	35,236	-50.1%
TRAVEL STATUS						
% First Timers **	20.9	19.9	0.9	19.5	19.9	-0.4
% Repeaters **	79.1	80.1	-0.9	80.5	80.1	0.4
Average # of Trips	6.41	6.56	-2.3%	6.76	6.63	2.0%
Group Tour	3,931	4,816	-18.4%	35,946	53,882	-33.3%
Non-Group	275,193	255,962	7.5%	1,853,091	1,908,847	-2.9%
Package Trip	74,430	66,154	12.5%	430,561	445,070	-3.3%
No Package	204,694	194,624	5.2%	1,458,473	1,517,659	-3.9%
Net True Independent	203,471	192,929	5.5%	1,446,123	1,500,058	-3.6%

** 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)

	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,296,211	1,353,448	-4.2%	11,614,449	12,873,567	-9.8%
TOTAL VISITORS	129,476	132,928	-2.6%	1,115,113	1,233,256	-9.6%
Domestic	124,369	128,184	-3.0%	1,085,989	1,200,861	-9.6%
International	5,107	4,744	7.7%	29,124	32,395	-10.1%
AVERAGE DAILY CENSUS	41,813	43,660	-4.2%	47,796	52,760	-9.4%
ISLANDS VISITED						
O'ahu	79,937	80,628	-0.9%	677,617	751,036	-9.8%
O'ahu only	48,446	46,529	4.1%	413,232	428,903	-3.7%
Kaua'i	26,330	28,548	-7.8%	216,756	259,730	-16.5%
Kaua'i only	8,830	9,218	-4.2%	80,324	83,963	-4.3%
Maui County	48,613	51,966	-6.5%	419,754	496,737	-15.5%
Maui	47,579	50,862	-6.5%	410,649	485,512	-15.4%
Maui only	21,318	21,573	-1.2%	201,262	219,913	-8.5%
Moloka'i *	1,205	1,661	-27.4%	11,283	16,004	-29.5%
Moloka'i only *	164	82	100.6%	1,277	1,425	-10.4%
Lāna'i *	1,811	2,342	-22.7%	16,552	21,759	-23.9%
Lāna'i only *	241	327	-26.4%	2,210	2,595	-14.8%
Big Island	31,167	33,442	-6.8%	255,898	302,771	-15.5%
Kona side	26,260	28,384	-7.5%	214,521	253,814	-15.5%
Hilo side	13,150	13,671	-3.8%	108,348	133,311	-18.7%
Big Island only	11,091	12,200	-9.1%	95,299	102,441	-7.0%
Any Neighbor Island	81,030	86,399	-6.2%	701,881	804,355	-12.7%
NI only	49,539	52,300	-5.3%	437,496	482,221	-9.3%
O'ahu & NI	31,491	34,099	-7.6%	264,385	322,133	-17.9%
Any one island only	90,090	89,928	0.2%	793,604	839,240	-5.4%
Multiple Islands	39,386	43,000	-8.4%	321,509	394,016	-18.4%
Avg. Islands Visited	1.45	1.49	-2.2%	1.42	1.49	-4.3%
Average Length of Stay in Hawai'i	10.01	10.18	-1.7%	10.42	10.44	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	81,525	83,249	-2.1%	683,480	762,191	-10.3%
Hotel only	67,232	67,235	0.0%	556,019	609,569	-8.8%
Plan to stay in Condo	17,586	19,409	-9.4%	165,743	195,674	-15.3%
Condo only	12,047	13,166	-8.5%	114,549	132,593	-13.6%
Plan to stay in Timeshare	16,048	15,859	1.2%	137,654	137,891	-0.2%
Timeshare only	11,883	11,414	4.1%	99,902	96,982	3.0%
Cruise Ship	5,352	6,285	-14.8%	47,297	72,000	-34.3%
Friends/Relatives	14,990	15,333	-2.2%	143,683	145,383	-1.2%
Bed & Breakfast	1,519	2,069	-26.6%	13,665	17,836	-23.4%
Other	2,470	3,097	-20.2%	21,941	25,855	-15.1%

* 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)					
	2009P	AUGUST 2008	% CHANGE	2009P	YEAR-TO-DATE 2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	106,216	105,813	0.4%	874,926	952,615	-8.2%
Honeymoon	12,090	11,442	5.7%	64,801	67,528	-4.0%
Get Married	1,567	2,110	-25.7%	13,162	15,282	-13.9%
Pleasure/Vacation	94,543	94,626	-0.1%	812,326	887,505	-8.5%
Mtgs/Conventions/Incentive	4,397	7,484	-41.2%	91,316	122,381	-25.4%
Conventions	2,672	4,356	-38.7%	57,508	75,213	-23.5%
Corporate Meetings	1,049	1,697	-38.2%	16,597	23,787	-30.2%
Incentive	867	1,685	-48.6%	21,191	28,256	-25.0%
Other Business	4,742	5,094	-6.9%	44,499	51,749	-14.0%
Visit Friends/Rel.	15,331	15,702	-2.4%	137,461	138,880	-1.0%
Gov't/Military	4,430	5,333	-16.9%	34,748	37,319	-6.9%
Attend School	840	979	-14.2%	3,005	3,689	-18.6%
Sport Events	599	633	-5.3%	11,828	17,461	-32.3%
TRAVEL STATUS						
% First Timers **	45.9	45.7	0.1	43.0	44.1	-1.1
% Repeaters **	54.1	54.3	-0.1	57.0	55.9	1.1
Average # of Trips	3.64	3.60	1.1%	3.95	3.77	4.6%
Group Tour	2,995	4,730	-36.7%	51,071	81,202	-37.1%
Non-Group	126,481	128,198	-1.3%	1,064,043	1,152,054	-7.6%
Package Trip	35,207	34,004	3.5%	292,575	337,923	-13.4%
No Package	94,269	98,924	-4.7%	822,541	895,333	-8.1%
Net True Independent	93,351	97,602	-4.4%	809,302	876,429	-7.7%

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

TABLE 6. TOTAL JAPANESE VISITORS BY AIR

	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	703,055	765,611	-8.2%	4,207,241	4,573,820	-8.0%
TOTAL VISITORS	111,799	122,000	-8.4%	714,299	796,810	-10.4%
Domestic	760	832	-8.7%	4,191	5,385	-22.2%
International	111,039	121,168	-8.4%	710,108	791,425	-10.3%
AVERAGE DAILY CENSUS	22,679	24,697	-8.2%	17,314	18,745	-7.6%
ISLANDS VISITED						
O'ahu	106,624	115,469	-7.7%	691,220	764,682	-9.6%
O'ahu only	91,171	95,560	-4.6%	570,231	629,856	-9.5%
Kaua'i	1,517	2,145	-29.3%	12,633	18,758	-32.7%
Kaua'i only	118	309	-61.8%	776	1,848	-58.0%
Maui County	5,829	7,984	-27.0%	35,957	47,201	-23.8%
Maui	5,548	7,793	-28.8%	35,033	46,071	-24.0%
Maui only	1,468	1,985	-26.0%	5,804	8,278	-29.9%
Moloka'i *	13	192	-93.2%	866	1,229	-29.5%
Moloka'i only *	0	0	NA	38	0	NA
Lāna'i *	315	199	58.1%	1,185	999	18.6%
Lāna'i only *	23	104	-77.8%	68	104	-34.4%
Big Island	14,077	18,522	-24.0%	107,496	117,587	-8.6%
Kona side	10,920	12,864	-15.1%	74,429	81,691	-8.9%
Hilo side	3,978	7,129	-44.2%	40,958	47,005	-12.9%
Big Island only	3,393	3,859	-12.1%	14,910	20,438	-27.0%
Any Neighbor Island	20,628	26,440	-22.0%	144,068	166,954	-13.7%
NI only	5,175	6,531	-20.8%	23,079	32,128	-28.2%
O'ahu & NI	15,453	19,910	-22.4%	120,989	134,826	-10.3%
Any one island only	96,173	101,817	-5.5%	591,827	660,524	-10.4%
Multiple Islands	15,626	20,183	-22.6%	122,472	136,286	-10.1%
Avg. Islands Visited	1.15	1.18	-3.1%	1.19	1.19	-0.3%
Average Length of Stay in Hawai'i	6.29	6.28	0.2%	5.89	5.74	2.6%
ACCOMMODATIONS						
Plan to stay in Hotel	95,336	103,632	-8.0%	633,207	718,012	-11.8%
Hotel only	91,143	100,642	-9.4%	619,391	703,354	-11.9%
Plan to stay in Condo	14,449	16,495	-12.4%	66,066	68,601	-3.7%
Condo only	11,206	14,033	-20.1%	54,411	57,252	-5.0%
Plan to stay in Timeshare	4,299	2,742	56.8%	17,578	9,875	78.0%
Timeshare only	2,625	1,932	35.9%	11,855	7,028	68.7%
Cruise Ship	3	90	-96.7%	457	868	-47.3%
Friends/Relatives	1,883	1,664	13.2%	10,301	9,694	6.3%
Bed & Breakfast	186	132	41.2%	654	789	-17.1%
Other	56	385	-85.5%	2,199	3,821	-42.4%

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

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

	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	108,313	115,608	-6.3%	664,407	719,960	-7.7%
Honeymoon	6,513	7,971	-18.3%	127,530	121,201	5.2%
Get Married	2,036	2,399	-15.1%	33,781	37,048	-8.8%
Pleasure/Vacation	101,794	107,581	-5.4%	531,129	592,748	-10.4%
Mtgs/Conventions/Incentive	751	3,540	-78.8%	18,691	36,889	-49.3%
Conventions	187	1,315	-85.8%	5,630	7,062	-20.3%
Corporate Meetings	249	205	21.4%	3,029	4,192	-27.7%
Incentive	326	2,045	-84.1%	10,344	26,584	-61.1%
Other Business	265	317	-16.5%	3,899	5,419	-28.1%
Visit Friends/Rel.	2,550	1,841	38.5%	15,190	13,495	12.6%
Gov't/Military	78	72	7.9%	434	398	9.0%
Attend School	388	303	28.1%	1,248	1,672	-25.4%
Sport Events	1,518	1,490	1.9%	13,699	13,790	-0.7%
TRAVEL STATUS						
% First Timers **	27.0	29.3	-2.2	40.5	42.0	-1.5
% Repeaters **	73.0	70.7	2.2	59.5	58.0	1.5
Average # of Trips	4.91	4.59	7.0%	3.89	3.68	5.6%
Group Tour	35,588	39,620	-10.2%	238,342	317,498	-24.9%
Non-Group	76,211	82,380	-7.5%	475,958	479,312	-0.7%
Package Trip	78,324	90,656	-13.6%	556,633	636,152	-12.5%
No Package	33,476	31,344	6.8%	157,666	160,658	-1.9%
Net True Independent	29,687	27,500	8.0%	133,853	121,371	10.3%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	206,367	243,113	-15.1%	2,841,438	3,173,414	-10.5%
TOTAL VISITORS	18,800	19,724	-4.7%	226,108	246,470	-8.3%
Domestic	10,705	7,857	36.2%	100,162	90,546	10.6%
International	8,095	11,867	-31.8%	125,946	155,924	-19.2%
AVERAGE DAILY CENSUS	6,657	7,842	-15.1%	11,693	13,006	-10.1%
ISLANDS VISITED						
O'ahu	11,364	12,087	-6.0%	116,323	138,915	-16.3%
O'ahu only	7,231	6,949	4.1%	75,238	80,755	-6.8%
Kaua'i	2,361	2,564	-7.9%	29,555	36,973	-20.1%
Kaua'i only	615	589	4.3%	9,844	9,070	8.5%
Maui County	8,555	9,554	-10.5%	106,312	122,258	-13.0%
Maui	8,451	9,405	-10.1%	105,153	120,511	-12.7%
Maui only	4,987	5,147	-3.1%	71,144	70,336	1.1%
Moloka'i *	157	271	-42.0%	2,244	5,559	-59.6%
Moloka'i only *	21	6	223.4%	183	394	-53.5%
Lāna'i *	238	274	-13.1%	2,989	4,927	-39.3%
Lāna'i only *	11	12	-10.7%	151	158	-4.6%
Big Island	3,398	4,119	-17.5%	44,316	51,954	-14.7%
Kona side	2,946	3,515	-16.2%	40,020	45,983	-13.0%
Hilo side	1,638	1,751	-6.4%	16,067	23,626	-32.0%
Big Island only	1,078	1,023	5.3%	19,141	17,415	9.9%
Any Neighbor Island	11,569	12,775	-9.4%	150,870	165,715	-9.0%
NI only	7,436	7,637	-2.6%	109,785	107,555	2.1%
O'ahu & NI	4,133	5,138	-19.6%	41,085	58,159	-29.4%
Any one island only	13,943	13,728	1.6%	175,701	178,129	-1.4%
Multiple Islands	4,857	5,996	-19.0%	50,407	68,341	-26.2%
Avg. Islands Visited	1.38	1.46	-5.1%	1.33	1.46	-8.7%
Average Length of Stay in Hawai'i	10.98	12.33	-10.9%	12.57	12.88	-2.4%
ACCOMMODATIONS						
Plan to stay in Hotel	11,476	11,662	-1.6%	119,663	128,811	-7.1%
Hotel only	9,302	9,414	-1.2%	93,662	96,610	-3.1%
Plan to stay in Condo	4,981	5,696	-12.5%	76,395	86,762	-11.9%
Condo only	3,842	4,150	-7.4%	60,579	67,358	-10.1%
Plan to stay in Timeshare	1,640	1,912	-14.2%	24,691	22,431	10.1%
Timeshare only	1,195	1,311	-8.9%	17,636	16,768	5.2%
Cruise Ship	677	450	50.3%	6,840	13,214	-48.2%
Friends/Relatives	1,054	1,076	-2.1%	12,217	12,676	-3.6%
Bed & Breakfast	152	302	-49.7%	2,648	3,115	-15.0%
Other	172	390	-55.9%	1,826	3,013	-39.4%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	17,618	17,853	-1.3%	207,590	225,483	-7.9%
Honeymoon	1,758	1,737	1.2%	7,305	8,228	-11.2%
Get Married	233	304	-23.5%	1,980	2,646	-25.2%
Pleasure/Vacation	15,915	15,967	-0.3%	200,491	217,094	-7.6%
Mtgs/Conventions/Incentive	179	628	-71.5%	12,291	11,246	9.3%
Conventions	106	565	-81.2%	8,637	8,008	7.9%
Corporate Meetings	14	37	-62.2%	1,838	1,421	29.3%
Incentive	61	26	138.1%	2,308	2,149	7.4%
Other Business	124	112	10.4%	2,148	2,585	-16.9%
Visit Friends/Rel.	876	950	-7.8%	9,477	10,308	-8.1%
Gov't/Military	48	155	-69.1%	400	631	-36.6%
Attend School	26	32	-19.8%	274	341	-19.7%
Sport Events	135	682	-80.2%	1,923	3,128	-38.5%
TRAVEL STATUS						
% First Timers **	46.7	48.8	-2.0	38.1	39.3	-1.2
% Repeaters **	53.3	51.2	2.0	61.9	60.7	1.2
Average # of Trips	3.20	2.87	11.5%	3.88	3.73	4.1%
Group Tour	278	800	-65.2%	6,927	10,716	-35.4%
Non-Group	18,522	18,924	-2.1%	219,181	235,754	-7.0%
Package Trip	6,287	7,071	-11.1%	64,107	72,366	-11.4%
No Package	12,513	12,653	-1.1%	162,001	174,104	-7.0%
Net True Independent	12,439	12,540	-0.8%	159,987	171,845	-6.9%







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

August 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
August 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	608,420	0.0%	9.00	-1.2%	5,476,603	-1.2%	NA	NA	NA	NA	NA	NA
Total by Air	608,420	0.3%	9.00	-1.2%	5,476,603	-0.8%	152.7	-13.2%	1,374.2	-14.2%	836.1	-13.9%
U.S. West	279,124	7.0%	9.11	-1.9%	2,543,586	5.0%	133.6	-5.6%	1,217.6	-7.3%	339.9	-0.8%
U.S. East	129,476	-2.6%	10.01	-1.7%	1,296,211	-4.2%	156.3	-20.5%	1,564.3	-21.8%	202.5	-23.8%
Japan	111,799	-8.4%	6.29	0.2%	703,055	-8.2%	223.7	-8.9%	1,406.7	-8.7%	157.3	-16.3%
Canada	18,800	-4.7%	10.98	-10.9%	206,367	-15.1%	141.0	-7.9%	1,548.2	-18.0%	29.1	-21.8%
All Others	69,221	-2.4%	10.51	0.8%	727,385	-1.6%	147.5	-20.4%	1,550.2	-19.8%	107.3	-21.7%
Total by Ship	0	-100.0%	0.00	-100.0%	0	-100.0%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	4,446,160	-7.1%	9.46	0.9%	42,053,984	-6.2%	NA	NA	NA	NA	NA	NA
Total by Air	4,391,883	-7.1%	9.46	1.0%	41,556,946	-6.2%	159.1	-10.1%	1,505.8	-9.2%	6,613.2	-15.7%
U.S. West	1,889,036	-3.8%	9.52	-0.5%	17,976,160	-4.3%	132.9	-10.3%	1,264.6	-10.8%	2,388.9	-14.1%
U.S. East	1,115,113	-9.6%	10.42	-0.2%	11,614,449	-9.8%	164.0	-10.8%	1,708.2	-11.0%	1,904.8	-19.5%
Japan	714,299	-10.4%	5.89	2.6%	4,207,241	-8.0%	265.6	-5.7%	1,564.5	-3.2%	1,117.5	-13.2%
Canada	226,108	-8.3%	12.57	-2.4%	2,841,438	-10.5%	138.8	-11.1%	1,743.8	-13.2%	394.3	-20.4%
All Others	447,327	-8.8%	10.99	9.5%	4,917,658	-0.1%	164.3	-11.7%	1,805.7	-3.3%	807.7	-11.8%
Total by Ship	54,277	-3.0%	9.16	-3.7%	497,039	-6.6%	NA	NA	NA	NA	NA	NA

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







August 2009 Island Highlights

						
August 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	385,263 1.6%	86,692 -5.2%	176,803 -2.4%	3,663 -44.0%	5,045 -20.2%	109,003 -8.0%
Total Visitor Days	2,822,056 3.0%	605,606 -4.3%	1,300,228 -1.1%	14,809 -25.0%	16,874 -31.3%	717,030 -9.4%
Total Expenditures (\$mil.)	443.6 -11.7%	85.7 -12.2%	203.6 -14.7%	1.6 -49.6%	4.0 -46.2%	97.6 -19.5%
PPPD Spending (\$)	157.2 -14.3%	141.5 -8.3%	156.6 -13.7%	109.6 -32.8%	234.4 -21.8%	136.1 -11.2%
Domestic Arrivals	232,651 5.0%	80,408 -5.5%	160,243 0.4%	3,519 -5.1%	4,471 -20.6%	86,515 -1.2%
Int'l Arrivals	152,612 -3.1%	6,284 -1.4%	16,560 -23.3%	144 -94.9%	574 -16.3%	22,488 -27.2%
Total LOS	7.33 1.4%	6.99 0.9%	7.35 1.3%	4.04 33.9%	3.34 -13.9%	6.58 -1.5%
Domestic LOS	7.82 -0.3%	7.29 2.0%	7.56 0.7%	4.16 1.0%	3.53 -11.9%	7.30 1.8%
Int'l LOS	6.57 3.3%	3.09 -21.0%	5.36 -0.7%	1.18 -25.3%	1.90 -34.0%	3.80 -28.1%
YTD Thr Aug-09	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	2,721,959 -7.2%	644,545 -13.1%	1,311,327 -11.6%	33,268 -34.8%	41,983 -27.6%	845,932 -10.6%
Total Visitor Days	20,126,182 -3.8%	4,791,309 -7.3%	10,475,215 -8.2%	157,170 -27.2%	149,725 -24.2%	5,857,345 -8.6%
Total Expenditures (\$mil.)	3,345.1 -14.3%	687.8 -15.9%	1,689.5 -17.1%	16.7 -37.6%	41.1 -33.0%	833.1 -16.6%
PPPD Spending (\$)	166.2 -10.9%	143.6 -9.2%	161.3 -9.8%	106.1 -14.3%	274.2 -11.6%	142.2 -8.8%
Domestic Arrivals	1,698,999 -6.1%	595,836 -12.3%	1,150,158 -11.4%	27,896 -25.4%	35,967 -24.6%	665,667 -10.5%
Int'l Arrivals	1,022,960 -9.0%	48,709 -22.1%	161,169 -13.0%	5,372 -60.5%	6,016 -41.5%	180,265 -11.0%
Total LOS	7.39 3.7%	7.43 6.7%	7.99 3.9%	4.72 11.6%	3.57 4.6%	6.92 2.2%
Domestic LOS	7.91 2.6%	7.65 5.3%	8.06 2.4%	5.11 3.9%	3.81 0.6%	7.71 3.2%
Int'l LOS	6.54 5.4%	4.78 27.2%	7.47 17.1%	2.69 15.1%	2.08 24.5%	4.02 -5.0%

* 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







August 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	1,009,443 13.9%	380,280 -2.8%	770,613 4.7%	7,990 -3.7%	8,171 -26.7%	368,309 -5.2%
Total Arrivals	131,420 14.2%	47,535 -4.3%	97,415 4.0%	1,816 -3.9%	2,156 -16.9%	46,270 -1.3%
LOS	7.68 -0.2%	8.00 1.6%	7.91 0.7%	4.40 0.2%	3.79 -11.8%	7.96 -4.0%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	610,851 -1.8%	159,223 -6.6%	319,771 -5.5%	4,772 -14.1%	6,139 -24.9%	195,514 -6.2%
Total Arrivals	79,937 -0.9%	26,330 -7.8%	47,579 -6.5%	1,205 -27.4%	1,811 -22.7%	31,167 -6.8%
LOS	7.64 -1.0%	6.05 1.3%	6.72 1.0%	3.96 18.3%	3.39 -2.8%	6.27 0.7%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	617,734 -6.4%	5,016 -12.4%	24,664 -23.8%	14 -94.2%	807 29.9%	55,275 -16.9%
Total Arrivals	106,624 -7.7%	1,517 -29.3%	5,548 -28.8%	13 -93.2%	315 58.1%	14,077 -24.0%
LOS	5.79 1.3%	3.31 23.8%	4.45 7.1%	1.08 -13.7%	2.56 -17.9%	3.93 9.4%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	94,601 -13.5%	15,030 -6.5%	72,687 -15.3%	585 -48.4%	479 -59.5%	22,940 -22.2%
Total Arrivals	11,364 -6.0%	2,361 -7.9%	8,451 -10.1%	157 -42.0%	238 -13.1%	3,398 -17.5%
LOS	8.32 -8.0%	6.37 1.5%	8.60 -5.8%	3.73 -11.0%	2.01 -53.4%	6.75 -5.7%

* 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 August 2009 - Total Visitor Arrivals by Selected MMAs

						
YTD August 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	873,937 -1.0%	335,057 -9.2%	641,298 -8.7%	13,824 -25.0%	16,617 -23.6%	350,138 -7.1%
U.S. East	677,617 -9.8%	216,756 -16.5%	410,649 -15.4%	11,283 -29.5%	16,552 -23.9%	255,898 -15.5%
Japan	691,220 -9.6%	12,633 -32.7%	35,033 -24.0%	866 -29.5%	1,185 18.6%	107,496 -8.6%
Canada	116,323 -16.3%	29,555 -20.1%	105,153 -12.7%	2,244 -59.6%	2,989 -39.3%	44,316 -14.7%

* 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

	AUGUST			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	131,098	142,115	-7.8%	1,359,232	1,795,125	-24.3%
TOTAL VISITORS	12,315	13,753	-10.5%	135,982	174,132	-21.9%
ARRIVED BY SHIP	0	2,055	-100.0%	54,277	55,949	-3.0%
ARRIVED BY AIR	12,315	11,698	5.3%	81,705	118,183	-30.9%
NUMBER OF SHIP ARRIVALS	0	2	-100.0%	32	38	-15.8%
ISLANDS VISITED						
O'ahu	12,315	13,687	-10.0%	134,065	174,066	-23.0%
Kaua'i	12,315	11,698	5.3%	114,357	151,070	-24.3%
Maui County	12,315	13,687	-10.0%	124,019	163,126	-24.0%
Maui	12,315	13,687	-10.0%	124,019	163,126	-24.0%
Moloka'i	213	211	0.9%	3,462	3,590	-3.5%
Lāna'i	110	176	-37.5%	4,048	3,331	21.5%
Big Island	12,315	13,753	-10.5%	125,302	165,760	-24.4%
Average Islands Visited	4.0	4.0	0.0%	4.0	4.0	-0.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.20	2.67	-17.7%	3.14	2.71	15.8%
Days in Hawai'i during Cruise	6.96	6.39	8.9%	5.71	6.30	-9.4%
Days in Hawai'i after Cruise	1.48	1.27	17.1%	1.15	1.29	-11.5%
Total days in Hawai'i	10.65	10.33	3.0%	10.00	10.31	-3.0%
ACCOMMODATIONS						
Hotel	8,914	9,740	-8.5%	72,372	96,627	-25.1%
Hotel only	7,965	8,793	-9.4%	61,767	85,230	-27.5%
Condo	610	704	-13.4%	8,346	9,032	-7.6%
Condo only	294	122	141.0%	2,009	2,657	-24.4%
Timeshare	952	1,159	-17.9%	7,392	8,087	-8.6%
Timeshare Only	263	611	-57.0%	1,912	2,862	-33.2%
Bed & Breakfast	235	176	33.8%	2,961	1,666	77.8%
Bed & Breakfast only	0	0	NA	125	331	-62.2%
Friends & relatives	457	464	-1.6%	5,714	4,239	34.8%
Other accommodation	517	479	8.0%	6,571	6,197	6.0%
Accommodation (NET)	9,991	10,862	-8.0%	81,001	107,959	-25.0%
Cruise only	2,324	2,891	-19.6%	54,981	66,173	-16.9%
TRAVEL STATUS						
% First timers	52.0	37.6	14.3	41.9	43.3	-1.4
% Repeat visitors	48.0	62.4	-14.3	58.1	56.7	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

AUGUST 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	798,433	-1.6%	561,872	-1.6%	136,088	-7.3%	55,147	14.0%	0	NA	45,326	-0.3%
Scheduled Seats	786,715	-0.8%	555,094	-0.8%	134,188	-6.1%	53,627	14.4%	0	NA	43,806	-0.3%
Charter seats	11,718	-37.3%	6,778	-42.8%	1,900	-50.0%	1,520	0.0%			1,520	0.0%
Domestic Seats	589,076	0.3%	362,238	1.3%	132,875	-6.9%	48,637	16.7%	0	NA	45,326	-0.3%
Scheduled Seats	580,716	0.5%	358,818	1.2%	130,975	-5.7%	47,117	17.3%	0	NA	43,806	-0.3%
...US West	499,386	3.4%	291,023	5.8%	117,440	-5.0%	47,117	17.3%	0	NA	43,806	-0.3%
...US East	81,330	-14.1%	67,795	-14.6%	13,535	-11.6%						
Charter seats	8,360	-15.4%	3,420	12.5%	1,900	-50.0%	1,520	0.0%			1,520	0.0%
International Seats	209,357	-6.7%	199,634	-6.6%	3,213	-20.1%	6,510	-2.8%				
Scheduled Seats	205,999	-4.5%	196,276	-4.2%	3,213	-20.1%	6,510	-2.8%				
...Japan	143,195	-1.7%	136,685	-1.6%			6,510	-2.8%				
...Canada	9,999	-33.5%	6,786	-38.4%	3,213	-20.1%						
...Other Asia	14,721	24.6%	14,721	24.6%								
...Aus./N. Zealand	14,658	-17.4%	14,658	-17.4%								
...Other	23,426	-7.4%	23,426	-7.4%								
Charter Seats	3,358	-61.8%	3,358	-61.8%								
YTD Thru AUG 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	6,027,130	-7.4%	4,248,145	-7.7%	1,037,293	-13.0%	429,749	10.6%	0	-100.0%	311,943	-2.1%
Scheduled Seats	5,936,104	-7.0%	4,206,139	-6.9%	1,014,113	-13.1%	416,829	10.5%	0	-100.0%	299,023	-2.7%
Charter seats	91,026	-30.2%	42,006	-49.0%	23,180	-7.7%	12,920	13.3%			12,920	13.3%
Domestic Seats	4,395,481	-8.1%	2,740,671	-8.7%	976,105	-13.2%	366,762	11.9%	0	-100.0%	311,943	-2.1%
Scheduled Seats	4,319,861	-7.9%	2,714,071	-8.2%	952,925	-13.3%	353,842	11.9%	0	-100.0%	299,023	-2.7%
...US West	3,712,692	-5.9%	2,200,281	-5.4%	859,546	-12.6%	353,842	11.9%	0	-100.0%	299,023	-2.7%
...US East	607,169	-18.5%	513,790	-18.3%	93,379	-19.8%						
Charter seats	75,620	-20.2%	26,600	-43.3%	23,180	-7.7%	12,920	13.3%			12,920	13.3%
International Seats	1,631,649	-5.5%	1,507,474	-5.6%	61,188	-9.6%	62,987	3.5%				
Scheduled Seats	1,616,243	-4.4%	1,492,068	-4.5%	61,188	-9.6%	62,987	3.5%				
...Japan	1,061,685	-2.4%	1,007,045	-2.8%			54,640	5.1%				
...Canada	149,845	-25.5%	80,310	-35.5%	61,188	-9.6%	8,347	-5.7%				
...Other Asia	108,220	16.3%	108,220	16.3%								
...Aus./N. Zealand	111,859	-12.6%	111,859	-12.6%								
...Other	184,634	2.2%	184,634	2.2%								
Charter Seats	15,406	-56.7%	15,406	-56.7%								

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