

	TABLE 1. TOTAL VISITORS BY AIR					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	4,879,360	5,646,539	-13.6%	10,389,639	11,810,402	-12.0%
TOTAL VISITORS	513,279	592,889	-13.4%	1,025,418	1,177,283	-12.9%
Domestic	368,379	436,594	-15.6%	725,207	855,936	-15.3%
International	144,900	156,295	-7.3%	300,211	321,347	-6.6%
AVERAGE DAILY CENSUS	174,263	194,708	-10.5%	176,096	196,840	-10.5%
TOTAL AIR SEATS (EST)	657,311	821,577	-20.0%	1,403,793	1,724,928	-18.6%
TOTAL LOAD FACTOR (EST)	89.7%	82.5%	7.2	86.6%	85.8%	0.7
ISLANDS VISITED						
O'ahu	315,654	360,940	-12.5%	634,875	721,315	-12.0%
O'ahu only	229,641	246,392	-6.8%	459,408	490,684	-6.4%
Kaua'i	72,064	89,835	-19.8%	142,213	184,716	-23.0%
Kaua'i only	35,810	40,919	-12.5%	70,550	78,168	-9.7%
Maui County	155,499	200,009	-22.3%	314,501	394,679	-20.3%
Maui	151,916	194,886	-22.0%	307,254	384,696	-20.1%
Maui only	91,842	111,621	-17.7%	185,559	216,925	-14.5%
Moloka'i *	4,378	7,184	-39.1%	9,209	14,300	-35.6%
Moloka'i only *	634	970	-34.6%	1,250	1,995	-37.3%
Lāna'i *	5,241	8,204	-36.1%	10,412	16,179	-35.6%
Lāna'i only *	745	1,069	-30.3%	1,558	1,980	-21.3%
Big Island	103,402	125,659	-17.7%	203,887	261,479	-22.0%
Kona side	87,210	106,646	-18.2%	170,255	221,333	-23.1%
Hilo side	33,925	45,292	-25.1%	70,513	101,277	-30.4%
Big Island only	50,720	54,507	-6.9%	96,044	111,098	-13.6%
Any Neighbor Island	283,638	346,497	-18.1%	566,010	686,599	-17.6%
NI only	197,625	231,949	-14.8%	390,543	455,968	-14.3%
O'ahu & NI	86,013	114,548	-24.9%	175,467	230,631	-23.9%
Any one island only	409,392	455,478	-10.1%	814,369	900,850	-9.6%
Multiple Islands	103,887	137,411	-24.4%	211,049	276,433	-23.7%
Avg. Islands Visited	1.27	1.33	-4.2%	1.28	1.34	-5.1%
Average Length of Stay in Hawai'i	9.51	9.52	-0.2%	10.13	10.03	1.0%
ACCOMMODATIONS						
Plan to stay in Hotel	315,372	377,482	-16.5%	627,852	739,000	-15.0%
Hotel only	274,493	325,024	-15.5%	547,932	632,551	-13.4%
Plan to stay in Condo	93,813	109,980	-14.7%	187,365	220,379	-15.0%
Condo only	72,903	81,437	-10.5%	144,747	166,691	-13.2%
Plan to stay in Timeshare	51,963	49,784	4.4%	104,885	99,821	5.1%
Timeshare only	39,142	36,632	6.9%	79,212	73,150	8.3%
Cruise Ship	8,723	16,196	-46.1%	17,508	45,004	-61.1%
Friends/Relatives	55,727	60,039	-7.2%	110,174	117,578	-6.3%
Bed & Breakfast	4,924	6,661	-26.1%	10,528	13,274	-20.7%
Other	8,526	9,081	-6.1%	19,525	19,617	-0.5%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	419,154	470,984	-11.0%	822,019	935,405	-12.1%
Honeymoon	28,760	27,583	4.3%	56,470	52,300	8.0%
Get Married	9,090	11,502	-21.0%	15,616	19,674	-20.6%
Pleasure/Vacation	389,290	441,363	-11.8%	764,744	880,539	-13.2%
Mtgs/Conventions/Incentive	34,273	54,648	-37.3%	79,647	109,902	-27.5%
Conventions	20,027	31,443	-36.3%	51,316	68,289	-24.9%
Corporate Meetings	7,647	10,391	-26.4%	16,526	19,997	-17.4%
Incentive	7,866	14,709	-46.5%	14,532	25,111	-42.1%
Other Business	20,008	24,610	-18.7%	41,620	50,794	-18.1%
Visit Friends/Rel.	48,922	53,136	-7.9%	95,571	105,133	-9.1%
Gov't/Military	7,247	7,638	-5.1%	17,057	16,306	4.6%
Attend School	941	723	30.2%	3,598	3,070	17.2%
Sport Events	14,314	20,065	-28.7%	21,423	29,441	-27.2%
TRAVEL STATUS						
% First Timers **	32.6	33.4	-0.8	32.1	32.9	-0.8
% Repeaters **	67.4	66.6	0.8	67.9	67.1	0.8
Average # of Trips	5.25	5.01	4.8%	5.33	5.12	4.0%
Group Tour	56,659	78,101	-27.5%	107,778	152,770	-29.5%
Non-Group	456,620	514,788	-11.3%	917,641	1,024,513	-10.4%
Package Trip	174,978	203,057	-13.8%	339,737	408,877	-16.9%
No Package	338,301	389,832	-13.2%	685,681	768,406	-10.8%
Net True Independent	328,275	371,296	-11.6%	667,207	738,117	-9.6%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (Visitors Arriving on Domestic Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
DOMESTIC VISITOR DAYS	3,779,569	4,400,868	-14.1%	8,072,209	9,298,782	-13.2%
DOMESTIC VISITORS	368,379	436,594	-15.6%	725,207	855,936	-15.3%
DOMESTIC AVERAGE DAILY CENSUS	134,985	151,754	-11.1%	136,817	154,980	-11.7%
DOMESTIC AIR SEATS (EST)	468,597	607,289	-22.8%	998,390	1,264,165	-21.0%
DOMESTIC LOAD FACTOR (EST)	92.0%	83.6%	8.5	88.5%	88.3%	0.3
ISLANDS VISITED						
O'ahu	189,315	225,002	-15.9%	371,638	442,143	-15.9%
O'ahu only	130,224	147,239	-11.6%	254,862	282,749	-9.9%
Kaua'i	65,283	81,598	-20.0%	129,666	165,487	-21.6%
Kaua'i only	34,801	39,888	-12.8%	68,327	76,399	-10.6%
Maui County	132,487	165,422	-19.9%	262,319	330,033	-20.5%
Maui	129,348	160,658	-19.5%	255,973	320,811	-20.2%
Maui only	82,210	99,418	-17.3%	162,960	192,791	-15.5%
Moloka'i *	3,476	5,485	-36.6%	7,410	11,212	-33.9%
Moloka'i only *	610	911	-33.0%	1,203	1,884	-36.1%
Lāna'i *	4,454	6,464	-31.1%	8,730	12,979	-32.7%
Lāna'i only *	737	1,062	-30.6%	1,452	1,962	-26.0%
Big Island	79,505	98,337	-19.2%	157,650	202,900	-22.3%
Kona side	68,966	84,684	-18.6%	136,534	175,045	-22.0%
Hilo side	25,288	34,499	-26.7%	51,139	75,530	-32.3%
Big Island only	44,410	49,856	-10.9%	87,009	99,943	-12.9%
Any Neighbor Island	238,155	289,355	-17.7%	470,345	573,187	-17.9%
NI only	179,064	211,592	-15.4%	353,569	413,793	-14.6%
O'ahu & NI	59,091	77,763	-24.0%	116,776	159,394	-26.7%
Any one island only	292,992	338,374	-13.4%	575,813	655,728	-12.2%
Multiple Islands	75,387	98,220	-23.2%	149,394	200,208	-25.4%
Avg. Islands Visited	1.28	1.32	-3.3%	1.28	1.35	-4.9%
Average Length of Stay in Hawai'i	10.26	10.08	1.8%	11.13	10.86	2.5%
ACCOMMODATIONS						
Plan to stay in Hotel	200,932	244,481	-17.8%	389,268	472,448	-17.6%
Hotel only	166,435	201,675	-17.5%	321,628	384,884	-16.4%
Plan to stay in Condo	74,666	89,098	-16.2%	149,087	176,386	-15.5%
Condo only	57,526	67,957	-15.3%	114,840	134,960	-14.9%
Plan to stay in Timeshare	45,652	46,733	-2.3%	93,311	92,553	0.8%
Timeshare only	34,248	34,637	-1.1%	70,487	68,673	2.6%
Cruise Ship	7,750	14,396	-46.2%	15,724	38,492	-59.1%
Friends/Relatives	50,349	56,141	-10.3%	97,373	107,892	-9.7%
Bed & Breakfast	4,597	6,132	-25.0%	9,653	12,166	-20.7%
Other	6,303	7,720	-18.4%	14,333	16,585	-13.6%

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

	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 .)					
	(V i s i t o r s A r r i v i n g o n D o m e s t i c F l i g h t s)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	290,248	338,626	-14.3%	565,126	660,408	-14.4%
Honeymoon	9,683	10,501	-7.8%	19,649	22,130	-11.2%
Get Married	3,418	4,421	-22.7%	6,327	7,764	-18.5%
Pleasure/Vacation	280,905	328,250	-14.4%	546,378	638,984	-14.5%
Mtgs/Conventions/Incentive	28,999	43,358	-33.1%	66,196	92,191	-28.2%
Conventions	17,777	27,349	-35.0%	44,260	61,517	-28.1%
Corporate Meetings	6,647	8,488	-21.7%	13,792	17,487	-21.1%
Incentive	5,619	9,099	-38.2%	10,574	16,298	-35.1%
Other Business	18,028	22,149	-18.6%	37,540	45,349	-17.2%
Visit Friends/Rel.	43,852	49,686	-11.7%	85,236	95,611	-10.9%
Gov't/Military	6,803	7,229	-5.9%	14,482	14,688	-1.4%
Attend School	407	519	-21.6%	2,426	2,766	-12.3%
Sport Events	11,354	15,908	-28.6%	16,431	21,308	-22.9%
TRAVEL STATUS						
% First Timers **	27.0	28.6	-1.6	26.8	28.4	-1.7
% Repeaters **	73.0	71.4	1.6	73.2	71.6	1.7
Average # of Trips	5.99	5.66	5.8%	6.08	5.73	6.1%
Group Tour	15,446	23,145	-33.3%	29,155	46,792	-37.7%
Non-Group	352,933	413,449	-14.6%	696,053	809,144	-14.0%
Package Trip	82,968	102,364	-18.9%	154,530	199,004	-22.3%
No Package	285,411	334,230	-14.6%	570,677	656,932	-13.1%
Net True Independent	280,911	327,625	-14.3%	561,812	644,316	-12.8%

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

	T A B L E 3: I N T E R N A T I O N A L V I S I T O R S B Y A I R					
	(V i s i t o r s A r r i v i n g o n I n t e r n a t i o n a l F l i g h t s)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,099,791	1,245,671	-11.7%	2,317,429	2,511,620	-7.7%
INTERANTIONAL VISITORS	144,900	156,295	-7.3%	300,211	321,347	-6.6%
INT'L AVERAGE DAILY CENSUS	39,278	42,954	-8.6%	39,278	41,860	-6.2%
INT'L AIR SEATS (EST)	188,714	214,288	-11.9%	405,403	460,763	-12.0%
INTERNATIONAL LOAD FACTOR (EST)	83.9%	79.5%	4.4	81.7%	79.4%	2.3
ISLANDS VISITED						
O'ahu	126,339	135,938	-7.1%	263,237	279,172	-5.7%
O'ahu only	99,417	99,153	0.3%	204,546	207,935	-1.6%
Kaua'i	6,781	8,237	-17.7%	12,547	19,229	-34.7%
Kaua'i only	1,009	1,031	-2.1%	2,223	1,769	25.7%
Maui County	23,012	34,587	-33.5%	52,182	64,646	-19.3%
Maui	22,568	34,228	-34.1%	51,281	63,885	-19.7%
Maui only	9,632	12,203	-21.1%	22,599	24,134	-6.4%
Moloka'i *	902	1,699	-46.9%	1,799	3,088	-41.7%
Moloka'i only *	24	59	-59.3%	47	111	-57.7%
Lāna'i *	787	1,740	-54.8%	1,682	3,200	-47.4%
Lāna'i only *	8	7	14.3%	106	18	488.9%
Big Island	23,897	27,322	-12.5%	46,237	58,579	-21.1%
Kona side	18,244	21,962	-16.9%	33,721	46,288	-27.1%
Hilo side	8,637	10,793	-20.0%	19,374	25,747	-24.8%
Big Island only	6,310	4,651	35.7%	9,035	11,155	-19.0%
Any Neighbor Island	45,483	57,142	-20.4%	95,665	113,412	-15.6%
NI only	18,561	20,357	-8.8%	36,974	42,175	-12.3%
O'ahu & NI	26,922	36,785	-26.8%	58,691	71,237	-17.6%
Any one island only	116,400	117,104	-0.6%	238,556	245,122	-2.7%
Multiple Islands	28,500	39,191	-27.3%	61,655	76,225	-19.1%
Avg. Islands Visited	1.25	1.34	-6.5%	1.26	1.33	-5.6%
Average Length of Stay in Hawai'i	7.59	7.97	-4.8%	7.72	7.82	-1.2%
ACCOMMODATIONS						
Plan to stay in Hotel	114,440	133,001	-14.0%	238,584	266,552	-10.5%
Hotel only	108,058	123,349	-12.4%	226,304	247,667	-8.6%
Plan to stay in Condo	19,147	20,882	-8.3%	38,278	43,993	-13.0%
Condo only	15,377	13,480	14.1%	29,907	31,731	-5.7%
Plan to stay in Timeshare	6,311	3,051	106.9%	11,574	7,268	59.2%
Timeshare only	4,894	1,995	145.3%	8,725	4,477	94.9%
Cruise Ship	973	1,800	-45.9%	1,784	6,512	-72.6%
Friends/Relatives	5,378	3,898	38.0%	12,801	9,686	32.2%
Bed & Breakfast	327	529	-38.2%	875	1,108	-21.0%
Other	1,741	1,361	27.9%	4,710	3,032	55.3%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	128,906	132,358	-2.6%	256,893	274,997	-6.6%
Honeymoon	19,077	17,082	11.7%	36,821	30,170	22.0%
Get Married	5,672	7,081	-19.9%	9,289	11,910	-22.0%
Pleasure/Vacation	108,385	113,113	-4.2%	218,366	241,555	-9.6%
Mtgs/Conventions/Incentive	5,274	11,290	-53.3%	13,451	17,711	-24.1%
Conventions	2,250	4,094	-45.0%	7,056	6,772	4.2%
Corporate Meetings	1,000	1,903	-47.5%	2,734	2,510	8.9%
Incentive	2,247	5,610	-59.9%	3,958	8,813	-55.1%
Other Business	1,980	2,461	-19.5%	4,080	5,445	-25.1%
Visit Friends/Rel.	5,070	3,450	47.0%	10,335	9,522	8.5%
Govt/Military	444	409	8.6%	2,575	1,618	59.1%
Attend School	534	204	161.8%	1,172	304	285.5%
Sport Events	2,960	4,157	-28.8%	4,992	8,133	-38.6%
TRAVEL STATUS						
% First Timers **	47.0	46.9	0.1	44.9	44.8	0.1
% Repeaters **	53.0	53.1	-0.1	55.1	55.2	-0.1
Average # of Trips	3.38	3.20	5.6%	3.51	3.51	0.0%
Group Tour	41,213	54,956	-25.0%	78,623	105,978	-25.8%
Non-Group	103,687	101,339	2.3%	221,588	215,369	2.9%
Package Trip	92,010	100,693	-8.6%	185,207	209,873	-11.8%
No Package	52,890	55,602	-4.9%	115,004	111,474	3.2%
Net True Independent	47,364	43,671	8.5%	105,395	93,801	12.4%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
UNITED STATES	329,380	390,177	-15.6%	643,452	760,660	-15.4%
Pacific Region	152,111	178,699	-14.9%	292,928	344,337	-14.9%
...California	89,353	113,179	-21.1%	173,191	218,950	-20.9%
...Oregon	15,460	16,560	-6.6%	30,521	33,935	-10.1%
...Washington	39,546	42,331	-6.6%	72,342	76,468	-5.4%
Mountain Region	40,402	48,606	-16.9%	81,730	97,851	-16.5%
West North Central	25,222	28,108	-10.3%	50,983	57,621	-11.5%
West South Central	15,697	18,681	-16.0%	31,574	36,641	-13.8%
...Texas	11,743	14,213	-17.4%	23,769	27,680	-14.1%
East North Central	35,638	43,077	-17.3%	66,400	81,727	-18.8%
East South Central	6,218	6,949	-10.5%	11,374	13,744	-17.2%
New England	10,269	12,004	-14.5%	19,278	21,944	-12.1%
Middle Atlantic	19,194	23,632	-18.8%	38,627	44,961	-14.1%
...New Jersey	4,156	5,035	-17.5%	8,960	10,205	-12.2%
...New York	9,507	11,462	-17.1%	18,512	21,023	-11.9%
South Atlantic	24,302	30,005	-19.0%	49,765	60,914	-18.3%
CANADA	18,628	18,827	-1.1%	35,467	37,361	-5.1%
EUROPE	7,403	8,792	-15.8%	15,243	17,188	-11.3%
France	472	616	-23.4%	908	1,024	-11.3%
Germany	1,691	1,968	-14.1%	3,324	3,659	-9.2%
Ireland	111	161	-31.1%	284	339	-16.2%
Italy	280	367	-23.7%	657	845	-22.2%
Switzerland	449	376	19.4%	930	760	22.4%
United Kingdom	1,920	2,540	-24.4%	3,920	5,098	-23.1%
ASIA	2,610	3,378	-22.7%	5,983	7,596	-21.2%
People's Republic of China	1,393	1,536	-9.3%	3,056	3,776	-19.1%
Taiwan	66	88	-25.0%	197	198	-0.5%
Hong Kong	38	92	-58.7%	161	174	-7.5%
Indonesia	26	12	116.7%	43	49	-12.2%
Japan	431	566	-23.9%	876	1,090	-19.6%
Korea	350	619	-43.5%	839	1,404	-40.2%
Malaysia	9	12	-25.0%	19	22	-13.6%
Philippines	147	189	-22.2%	398	347	14.7%
Singapore	34	64	-46.9%	125	135	-7.4%
Thailand	31	25	24.0%	72	41	75.6%
CENTRAL AMERICA	317	576	-45.0%	755	1,078	-30.0%
Argentina	219	264	-17.0%	483	593	-18.5%
Brazil	551	728	-24.3%	1,215	1,411	-13.9%
Mexico	271	518	-47.7%	659	951	-30.7%
SOUTH AMERICA	1,009	1,274	-20.8%	2,169	2,514	-13.7%
OCEANIA	1,885	2,558	-26.3%	7,281	8,369	-13.0%
Australia	1,487	2,080	-28.5%	6,388	7,270	-12.1%
New Zealand	132	220	-40.0%	420	645	-34.9%

	TABLE 4. TOTAL U.S. WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	1,891,777	2,179,041	-13.2%	4,012,476	4,548,928	-11.8%
TOTAL VISITORS	196,240	230,665	-14.9%	384,718	450,540	-14.6%
Domestic	192,513	227,304	-15.3%	374,658	442,187	-15.3%
International	3,727	3,361	10.9%	10,060	8,353	20.4%
AVERAGE DAILY CENSUS	67,563	75,139	-10.1%	68,003	75,819	-10.3%
ISLANDS VISITED						
O'ahu	91,063	105,580	-13.7%	178,381	206,676	-13.7%
O'ahu only	68,871	77,200	-10.8%	134,961	148,346	-9.0%
Kaua'i	33,096	39,934	-17.1%	64,375	80,071	-19.6%
Kaua'i only	21,970	25,431	-13.6%	42,131	48,927	-13.9%
Maui County	65,551	81,800	-19.9%	129,616	161,997	-20.0%
Maui	63,898	79,164	-19.3%	126,417	156,957	-19.5%
Maui only	47,384	58,366	-18.8%	94,053	113,164	-16.9%
Moloka'i *	1,616	2,709	-40.3%	3,289	5,439	-39.5%
Moloka'i only *	394	640	-38.4%	736	1,240	-40.6%
Lāna'i *	1,830	2,855	-35.9%	3,553	5,735	-38.0%
Lāna'i only *	418	691	-39.5%	798	1,234	-35.3%
Big Island	40,641	47,943	-15.2%	80,307	97,530	-17.7%
Kona side	35,432	42,057	-15.8%	69,899	85,181	-17.9%
Hilo side	11,108	13,556	-18.1%	22,121	29,434	-24.8%
Big Island only	28,014	30,898	-9.3%	54,253	61,056	-11.1%
Any Neighbor Island	127,369	153,465	-17.0%	249,757	302,194	-17.4%
NI only	105,177	125,085	-15.9%	206,337	243,864	-15.4%
O'ahu & NI	22,192	28,380	-21.8%	43,420	58,330	-25.6%
Any one island only	167,051	193,226	-13.5%	326,932	373,967	-12.6%
Multiple Islands	29,189	37,439	-22.0%	57,786	76,573	-24.5%
Avg. Islands Visited	1.18	1.21	-1.9%	1.19	1.23	-3.3%
Average Length of Stay in Hawaii	9.64	9.45	2.0%	10.43	10.10	3.3%
ACCOMMODATIONS						
Plan to stay in Hotel	96,130	118,372	-18.8%	186,890	227,217	-17.7%
Hotel only	81,033	99,577	-18.6%	157,091	190,122	-17.4%
Plan to stay in Condo	44,636	53,345	-16.3%	88,657	105,202	-15.7%
Condo only	35,763	42,413	-15.7%	71,154	83,921	-15.2%
Plan to stay in Timeshare	26,261	25,487	3.0%	52,118	51,188	1.8%
Timeshare only	20,643	19,593	5.4%	41,035	39,490	3.9%
Cruise Ship	1,809	3,018	-40.1%	3,578	9,034	-60.4%
Friends/Relatives	29,142	32,390	-10.0%	55,878	62,589	-10.7%
Bed & Breakfast	2,064	2,763	-25.3%	4,181	5,359	-22.0%
Other	3,490	4,373	-20.2%	8,288	9,272	-10.6%

* 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)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	155,982	180,901	-13.8%	302,353	350,785	-13.8%
Honeymoon	4,150	4,421	-6.1%	8,323	9,457	-12.0%
Get Married	1,771	2,464	-28.1%	3,230	4,110	-21.4%
Pleasure/Vacation	151,918	176,103	-13.7%	294,314	341,129	-13.7%
Mtgs/Conventions/Incentive	11,714	17,132	-31.6%	27,533	36,621	-24.8%
Conventions	6,696	10,098	-33.7%	18,072	23,755	-23.9%
Corporate Meetings	3,465	4,271	-18.9%	6,709	8,411	-20.2%
Incentive	2,152	3,460	-37.8%	3,942	5,646	-30.2%
Other Business	10,973	13,125	-16.4%	22,210	26,886	-17.4%
Visit Friends/Rel.	24,270	28,000	-13.3%	47,567	54,327	-12.4%
Gov't/Military	2,680	2,640	1.5%	5,426	5,458	-0.6%
Attend School	164	241	-32.0%	1,002	1,198	-16.4%
Sport Events	5,840	8,065	-27.6%	8,259	10,869	-24.0%
TRAVEL STATUS						
% First Timers	16.3	17.9	-1.5	16.4	17.8	-1.4
% Repeaters	83.7	82.1	1.5	83.6	82.2	1.4
Average # of Trips	7.40	7.02	5.3%	7.44	7.09	5.0%
Group Tour	4,664	7,091	-34.2%	9,480	13,528	-29.9%
Non-Group	191,576	223,574	-14.3%	375,238	437,012	-14.1%
Package Trip	37,440	46,372	-19.3%	69,779	88,984	-21.6%
No Package	158,799	184,293	-13.8%	314,938	361,556	-12.9%
Net True Independent	157,239	181,941	-13.6%	311,691	357,056	-12.7%

** 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)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	1,470,138	1,737,434	-15.4%	3,165,347	3,697,775	-14.4%
TOTAL VISITORS	139,213	165,286	-15.8%	274,624	324,320	-15.3%
Domestic	136,542	162,456	-16.0%	268,003	317,552	-15.6%
International	2,671	2,830	-5.6%	6,621	6,768	-2.2%
AVERAGE DAILY CENSUS	52,505	59,912	-12.4%	53,648	61,625	-12.9%
ISLANDS VISITED						
O'ahu	80,881	97,246	-16.8%	157,031	190,012	-17.4%
O'ahu only	49,901	56,351	-11.4%	95,666	106,813	-10.4%
Kaua'i	26,412	34,513	-23.5%	53,618	70,562	-24.0%
Kaua'i only	10,418	11,644	-10.5%	21,212	21,878	-3.0%
Maui County	54,069	66,823	-19.1%	107,747	135,205	-20.3%
Maui	52,842	65,127	-18.9%	105,161	131,946	-20.3%
Maui only	27,121	31,450	-13.8%	55,004	62,053	-11.4%
Moloka'i *	1,412	2,223	-36.5%	3,265	4,620	-29.3%
Moloka'i only *	178	195	-8.7%	382	475	-19.6%
Lāna'i *	2,212	3,113	-28.9%	4,468	6,168	-27.6%
Lāna'i only *	275	292	-5.8%	549	550	-0.2%
Big Island	30,975	40,697	-23.9%	62,448	85,204	-26.7%
Kona side	26,275	34,517	-23.9%	52,790	72,720	-27.4%
Hilo side	11,685	17,141	-31.8%	24,436	38,214	-36.1%
Big Island only	12,705	14,772	-14.0%	25,537	30,419	-16.0%
Any Neighbor Island	89,312	108,935	-18.0%	178,958	217,507	-17.7%
NI only	58,332	68,040	-14.3%	117,593	134,308	-12.4%
O'ahu & NI	30,980	40,895	-24.2%	61,365	83,199	-26.2%
Any one island only	100,598	114,704	-12.3%	198,350	222,188	-10.7%
Multiple Islands	38,615	50,582	-23.7%	76,274	102,132	-25.3%
Avg. Islands Visited	1.40	1.47	-4.8%	1.41	1.51	-6.7%
Average Length of Stay in Hawai'i	10.56	10.51	0.5%	11.53	11.40	1.1%
ACCOMMODATIONS						
Plan to stay in Hotel	85,682	103,160	-16.9%	164,945	198,757	-17.0%
Hotel only	69,702	83,023	-16.0%	133,832	157,388	-15.0%
Plan to stay in Condo	22,254	26,605	-16.4%	45,266	52,560	-13.9%
Condo only	15,554	17,992	-13.6%	31,778	36,067	-11.9%
Plan to stay in Timeshare	17,537	18,244	-3.9%	35,852	34,877	2.8%
Timeshare only	12,314	12,686	-2.9%	25,799	24,281	6.3%
Cruise Ship	4,828	9,193	-47.5%	9,793	24,363	-59.8%
Friends/Relatives	18,107	19,941	-9.2%	34,806	38,457	-9.5%
Bed & Breakfast	1,712	2,435	-29.7%	3,860	4,850	-20.4%
Other	2,448	3,023	-19.0%	5,537	6,675	-17.0%

* 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)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	105,942	123,345	-14.1%	206,265	239,424	-13.8%
Honeymoon	4,419	4,711	-6.2%	8,987	9,942	-9.6%
Get Married	1,345	1,755	-23.4%	2,546	3,104	-18.0%
Pleasure/Vacation	101,727	118,940	-14.5%	197,805	230,081	-14.0%
Mtgs/Conventions/Incentive	15,180	22,515	-32.6%	33,478	47,983	-30.2%
Conventions	9,850	14,694	-33.0%	22,936	32,266	-28.9%
Corporate Meetings	2,915	3,688	-21.0%	6,016	7,992	-24.7%
Incentive	2,984	4,886	-38.9%	5,741	9,372	-38.7%
Other Business	6,177	7,796	-20.8%	13,463	16,432	-18.1%
Visit Friends/Rel.	16,547	18,153	-8.8%	31,662	35,093	-9.8%
Gov't/Military	4,058	4,266	-4.9%	8,758	8,792	-0.4%
Attend School	127	191	-33.5%	962	1,089	-11.7%
Sport Events	4,853	7,038	-31.0%	7,052	9,208	-23.4%
TRAVEL STATUS						
% First Timers **	37.4	39.0	-1.5	36.6	38.5	-1.8
% Repeaters **	62.6	61.0	1.5	63.4	61.5	1.8
Average # of Trips	4.48	4.18	7.3%	4.66	4.32	8.0%
Group Tour	7,982	12,521	-36.3%	14,809	26,330	-43.8%
Non-Group	131,231	152,765	-14.1%	259,816	297,990	-12.8%
Package Trip	34,492	42,967	-19.7%	63,302	84,590	-25.2%
No Package	104,721	122,319	-14.4%	211,323	239,730	-11.8%
Net True Independent	102,627	119,037	-13.8%	207,195	233,504	-11.3%

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

	T A B L E 6. T O T A L J A P E S E V I S I T O R S B Y A I R					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	528,228	541,561	-2.5%	1,049,093	1,127,062	-6.9%
TOTAL VISITORS	92,789	98,174	-5.5%	181,408	199,725	-9.2%
Domestic	431	566	-23.9%	876	1,090	-19.6%
International	92,358	97,608	-5.4%	180,532	198,635	-9.1%
AVERAGE DAILY CENSUS	18,865	18,675	1.0%	17,777	18,789	-5.4%
ISLANDS VISITED						
O'ahu	89,928	94,214	-4.5%	176,346	190,388	-7.4%
O'ahu only	74,284	75,904	-2.1%	144,682	153,872	-6.0%
Kaua'i	1,935	2,031	-4.7%	3,493	4,648	-24.8%
Kaua'i only	85	145	-41.4%	113	281	-59.8%
Maui County	5,090	7,091	-28.2%	9,379	14,031	-33.2%
Maui	4,955	7,023	-29.4%	9,201	13,731	-33.0%
Maui only	723	1,337	-45.9%	1,255	2,502	-49.8%
Moloka'i *	261	66	295.5%	325	222	46.4%
Moloka'i only *	21	0	NA	21	0	NA
Lāna'i *	155	140	10.7%	284	267	6.4%
Lāna'i only *	0	0	NA	43	0	NA
Big Island	13,519	14,880	-9.1%	27,526	32,233	-14.6%
Kona side	9,602	11,035	-13.0%	19,169	22,881	-16.2%
Hilo side	5,020	5,126	-2.1%	10,737	12,202	-12.0%
Big Island only	1,989	2,315	-14.1%	3,377	6,149	-45.1%
Any Neighbor Island	18,505	22,270	-16.9%	36,726	45,853	-19.9%
NI only	2,861	3,960	-27.8%	5,062	9,337	-45.8%
O'ahu & NI	15,644	18,310	-14.6%	31,664	36,516	-13.3%
Any one island only	77,102	79,701	-3.3%	149,491	162,804	-8.2%
Multiple Islands	15,687	18,473	-15.1%	31,917	36,921	-13.6%
Avg. Islands Visited	1.19	1.21	-1.0%	1.20	1.21	-1.0%
Average Length of Stay in Hawai'i	5.69	5.52	3.2%	5.78	5.64	2.5%
ACCOMMODATIONS						
Plan to stay in Hotel	83,239	91,821	-9.3%	163,474	182,348	-10.4%
Hotel only	81,637	90,640	-9.9%	160,680	179,258	-10.4%
Plan to stay in Condo	7,775	5,522	40.8%	14,476	15,523	-6.7%
Condo only	6,621	4,484	47.7%	12,520	12,647	-1.0%
Plan to stay in Timeshare	1,660	528	214.4%	3,052	1,764	73.0%
Timeshare only	1,320	290	355.2%	2,273	1,074	111.6%
Cruise Ship	176	65	170.8%	240	379	-36.7%
Friends/Relatives	1,294	784	65.1%	2,517	2,329	8.1%
Bed & Breakfast	21	14	50.0%	88	16	450.0%
Other	326	583	-44.1%	573	737	-22.3%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	86,258	84,236	2.4%	162,368	175,834	-7.7%
Honeymoon	17,437	16,416	6.2%	33,724	27,331	23.4%
Get Married	5,396	6,024	-10.4%	8,633	10,464	-17.5%
Pleasure/Vacation	67,345	66,423	1.4%	126,983	146,072	-13.1%
Mtgs/Conventions/Incentive	2,693	6,041	-55.4%	5,221	9,899	-47.3%
Conventions	334	1,092	-69.4%	935	1,717	-45.5%
Corporate Meetings	601	867	-30.7%	1,025	1,130	-9.3%
Incentive	1,759	4,359	-59.6%	3,263	7,365	-55.7%
Other Business	747	1,179	-36.6%	1,226	1,805	-32.1%
Visit Friends/Rel.	2,166	1,193	81.6%	3,730	3,286	13.5%
Gov't/Military	34	44	-22.7%	104	56	85.7%
Attend School	256	120	113.3%	262	126	107.9%
Sport Events	2,074	2,837	-26.9%	3,678	5,289	-30.5%
TRAVEL STATUS						
% First Timers **	46.9	50.1	-3.2	44.7	44.4	0.3
% Repeaters **	53.1	49.9	3.2	55.3	55.6	-0.3
Average # of Trips	3.32	3.01	10.1%	3.52	3.52	-0.1%
Group Tour	34,049	44,185	-22.9%	66,244	87,288	-24.1%
Non-Group	58,739	53,989	8.8%	115,163	112,437	2.4%
Package Trip	73,844	79,633	-7.3%	145,369	161,646	-10.1%
No Package	18,944	18,541	2.2%	36,038	38,079	-5.4%
Net True Independent	14,614	11,072	32.0%	27,970	25,754	8.6%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	550,752	618,043	-10.9%	1,157,842	1,253,546	-7.6%
TOTAL VISITORS	42,147	44,992	-6.3%	84,192	89,116	-5.5%
Domestic	18,628	18,827	-1.1%	35,467	37,361	-5.1%
International	23,519	26,165	-10.1%	48,725	51,755	-5.9%
AVERAGE DAILY CENSUS	19,670	21,312	-7.7%	19,627	20,893	-6.1%
ISLANDS VISITED						
O'ahu	20,072	22,419	-10.5%	40,995	43,941	-6.7%
O'ahu only	13,445	13,022	3.2%	27,852	24,027	15.9%
Kaua'i	5,526	6,790	-18.6%	10,571	15,557	-32.0%
Kaua'i only	2,044	1,933	5.7%	4,002	3,942	1.5%
Maui County	19,632	24,226	-19.0%	40,050	49,481	-19.1%
Maui	19,406	23,769	-18.4%	39,490	48,650	-18.8%
Maui only	13,592	15,453	-12.0%	27,907	30,190	-7.6%
Moloka'i *	430	1,043	-58.8%	922	2,320	-60.3%
Moloka'i only *	29	108	-73.1%	79	221	-64.3%
Lāna'i *	556	906	-38.6%	1,045	2,181	-52.1%
Lāna'i only *	27	23	17.4%	53	61	-13.1%
Big Island	8,808	8,908	-1.1%	15,679	19,791	-20.8%
Kona side	8,093	8,083	0.1%	14,325	17,991	-20.4%
Hilo side	2,746	3,985	-31.1%	5,112	9,047	-43.5%
Big Island only	4,396	3,273	34.3%	7,327	6,535	12.1%
Any Neighbor Island	28,702	31,970	-10.2%	56,340	65,089	-13.4%
NI only	22,075	22,573	-2.2%	43,197	45,175	-4.4%
O'ahu & NI	6,627	9,397	-29.5%	13,143	19,914	-34.0%
Any one island only	33,533	33,812	-0.8%	67,220	64,976	3.5%
Multiple Islands	8,614	11,180	-23.0%	16,972	24,140	-29.7%
Avg. Islands Visited	1.30	1.42	-8.4%	1.29	1.49	-13.1%
Average Length of Stay in Hawaii	13.07	13.74	-4.9%	13.75	14.07	-2.2%
ACCOMMODATIONS						
Plan to stay in Hotel	21,282	21,966	-3.1%	41,777	43,075	-3.0%
Hotel only	16,857	16,004	5.3%	32,656	30,307	7.8%
Plan to stay in Condo	14,920	17,507	-14.8%	29,895	34,168	-12.5%
Condo only	12,265	13,930	-12.0%	24,120	27,296	-11.6%
Plan to stay in Timeshare	4,444	3,917	13.5%	10,209	8,384	21.8%
Timeshare only	3,303	2,886	14.4%	7,395	6,093	21.4%
Cruise Ship	1,203	2,708	-55.6%	2,049	7,183	-71.5%
Friends/Relatives	2,460	2,315	6.3%	4,963	4,371	13.5%
Bed & Breakfast	435	690	-37.0%	867	1,298	-33.2%
Other	208	543	-61.7%	525	1,083	-51.5%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	38,991	41,926	-7.0%	77,690	82,940	-6.3%
Honeymoon	583	741	-21.3%	1,253	1,368	-8.4%
Get Married	246	504	-51.2%	504	754	-33.2%
Pleasure/Vacation	38,461	41,070	-6.4%	76,566	81,493	-6.0%
Mtgs/Conventions/Incentive	2,238	2,471	-9.4%	5,012	4,451	12.6%
Conventions	1,658	1,897	-12.6%	3,498	3,548	-1.4%
Corporate Meetings	233	320	-27.2%	1,058	526	101.1%
Incentive	377	308	22.4%	589	469	25.6%
Other Business	356	377	-5.6%	823	805	2.2%
Visit Friends/Rel.	1,774	1,895	-6.4%	3,663	3,394	7.9%
Gov't/Military	81	107	-24.3%	163	178	-8.4%
Attend School	8	9	-11.1%	75	97	-22.7%
Sport Events	517	416	24.3%	972	872	11.5%
TRAVEL STATUS						
% First Timers **	35.4	34.8	0.6	32.5	34.6	-2.1
% Repeaters **	64.6	65.2	-0.6	67.5	65.4	2.1
Average # of Trips	4.14	4.07	1.8%	4.45	4.15	7.1%
Group Tour	860	1,132	-24.0%	2,157	2,644	-18.4%
Non-Group	41,287	43,860	-5.9%	82,035	86,472	-5.1%
Package Trip	11,562	12,863	-10.1%	21,798	25,331	-13.9%
No Package	30,585	32,129	-4.8%	62,394	63,785	-2.2%
Net True Independent	30,295	31,798	-4.7%	61,759	63,197	-2.3%







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

February 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
February 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	527,222	-12.7%	9.44	-0.7%	4,978,215	-13.3%	NA	NA	NA	NA	NA	NA
Total by Air	513,279	-13.4%	9.51	-0.2%	4,879,360	-13.6%	174.7	-2.7%	1,660.8	-2.8%	852.5	-15.9%
U.S. West	196,240	-14.9%	9.64	2.0%	1,891,777	-13.2%	146.3	-4.1%	1,410.3	-2.1%	276.8	-16.7%
U.S. East	139,213	-15.8%	10.56	0.5%	1,470,138	-15.4%	172.1	-3.5%	1,817.9	-3.1%	253.1	-18.4%
Japan	92,789	-5.5%	5.69	3.2%	528,228	-2.5%	301.3	-0.1%	1,715.5	3.1%	159.2	-2.5%
Canada	42,147	-6.3%	13.07	-4.9%	550,752	-10.9%	149.7	-1.7%	1,956.5	-6.5%	82.5	-12.4%
All Others	42,890	-20.2%	10.22	-3.6%	438,465	-23.1%	184.7	-7.2%	1,888.5	-10.6%	81.0	-28.7%
Total by Ship	13,943	29.1%	7.09	-18.2%	98,856	5.6%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	1,049,463	-12.6%	10.11	0.9%	10,614,677	-11.8%	NA	NA	NA	NA	NA	NA
Total by Air	1,025,418	-12.9%	10.13	1.0%	10,389,639	-12.0%	173.5	-3.0%	1,757.5	-2.1%	1,802.2	-14.7%
U.S. West	384,718	-14.6%	10.43	3.3%	4,012,476	-11.8%	141.4	-6.4%	1,474.3	-3.3%	567.2	-17.5%
U.S. East	274,624	-15.3%	11.53	1.1%	3,165,347	-14.4%	172.2	-6.0%	1,985.1	-5.0%	545.2	-19.5%
Japan	181,408	-9.2%	5.78	2.5%	1,049,093	-6.9%	304.8	4.1%	1,762.6	6.7%	319.8	-3.1%
Canada	84,192	-5.5%	13.75	-2.2%	1,157,842	-7.6%	145.3	-7.6%	1,997.6	-9.7%	168.2	-14.7%
All Others	100,476	-11.5%	10.00	-4.0%	1,004,880	-15.1%	201.0	7.4%	2,009.7	3.1%	201.9	-8.8%
Total by Ship	24,045	2.2%	9.36	-0.5%	225,039	1.6%	NA	NA	NA	NA	NA	NA

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







FEBRUARY 2009 Island Highlights

						
FEBRUARY 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	315,654 -12.5%	72,064 -19.8%	151,916 -22.0%	4,378 -39.1%	5,241 -36.1%	103,402 -17.7%
Total Visitor Days	2,240,597 -10.1%	559,808 -12.2%	1,277,760 -19.6%	21,967 -36.1%	20,342 -19.3%	758,885 -12.4%
Total Expenditures (\$mil.)	420.1 -6.1%	84.3 -18.1%	228.3 -26.1%	2.2 -46.8%	7.3 -20.3%	110.3 -21.8%
PPPD Spending (\$)	187.5 4.5%	150.6 -6.7%	178.7 -8.0%	100.1 -16.8%	358.4 -1.2%	145.3 -10.7%
Domestic Arrivals	189,315 -15.9%	65,283 -20.0%	129,348 -19.5%	3,476 -36.6%	4,454 -31.1%	79,505 -19.2%
Int'l Arrivals	126,339 -7.1%	6,781 -17.7%	22,568 -34.1%	902 -46.9%	787 -54.8%	23,897 -12.5%
Total LOS	7.10 2.8%	7.77 9.5%	8.41 3.1%	5.02 4.8%	3.88 26.3%	7.34 6.5%
Domestic LOS	7.68 3.8%	7.93 8.0%	8.65 4.6%	5.78 9.9%	3.91 9.5%	8.18 6.4%
Int'l LOS	6.22 2.1%	6.18 33.2%	7.02 -8.0%	2.07 -36.3%	3.71 201.6%	4.53 12.7%
YTD Through						
FEBRUARY 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	634,875 -12.0%	142,213 -23.0%	307,254 -20.1%	9,209 -35.6%	10,412 -35.6%	203,887 -22.0%
Total Visitor Days	4,773,900 -8.3%	1,167,362 -10.6%	2,736,952 -15.0%	54,770 -29.0%	41,084 -21.4%	1,615,570 -17.1%
Total Expenditures (\$mil.)	881.8 -6.0%	182.5 -12.7%	481.3 -21.2%	5.9 -37.7%	14.8 -22.5%	235.9 -27.7%
PPPD Spending (\$)	184.7 2.5%	156.3 -2.4%	175.9 -7.3%	107.4 -12.3%	359.5 -1.3%	146.0 -12.8%
Domestic Arrivals	371,638 -15.9%	129,666 -21.6%	255,973 -20.2%	7,410 -33.9%	8,730 -32.7%	157,650 -22.3%
Int'l Arrivals	263,237 -5.7%	12,547 -34.7%	51,281 -19.7%	1,799 -41.7%	1,682 -47.4%	46,237 -21.1%
Total LOS	7.52 4.2%	8.21 16.1%	8.91 6.4%	5.95 10.2%	3.95 22.1%	7.92 6.4%
Domestic LOS	8.46 6.1%	8.45 13.6%	9.10 6.6%	6.65 10.5%	4.14 13.0%	9.00 8.2%
Int'l LOS	6.19 3.0%	5.71 46.3%	7.96 5.3%	3.06 -1.9%	2.97 98.4%	4.25 -4.1%

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

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







FEBRUARY 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	673,022 -10.5%	277,887 -13.8%	568,041 -15.9%	11,005 -31.7%	7,887 -30.4%	354,781 -11.8%
Total Arrivals	91,063 -13.7%	33,096 -17.1%	63,898 -19.3%	1,616 -40.3%	1,830 -35.9%	40,641 -15.2%
LOS	7.39 3.8%	8.40 4.0%	8.89 4.2%	6.81 14.5%	4.31 45.2%	8.73 4.1%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	619,905 -13.7%	190,375 -14.3%	422,564 -16.0%	6,552 -29.5%	8,096 -18.5%	222,080 -19.1%
Total Arrivals	80,881 -16.8%	26,412 -23.5%	52,842 -18.9%	1,412 -36.5%	2,212 -28.9%	30,975 -23.9%
LOS	7.66 3.7%	7.21 12.0%	8.00 3.6%	4.64 11.0%	3.66 14.7%	7.17 6.4%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	469,693 -0.4%	3,947 -6.2%	14,132 -24.7%	345 128.3%	352 149.5%	39,816 -14.9%
Total Arrivals	89,928 -4.5%	1,935 -4.7%	4,955 -29.4%	261 295.5%	155 10.7%	13,519 -9.1%
LOS	5.22 4.4%	2.04 -1.5%	2.85 6.7%	1.32 -42.3%	2.27 125.4%	2.95 -6.4%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	211,697 -11.4%	46,942 -2.3%	207,369 -17.9%	2,133 -67.8%	2,655 53.1%	79,851 13.5%
Total Arrivals	20,072 -10.5%	5,526 -18.6%	19,406 -18.4%	430 -58.8%	556 -38.6%	8,808 -1.1%
LOS	10.55 -1.0%	8.49 20.0%	10.69 0.6%	4.96 -21.8%	4.78 149.4%	9.07 14.8%

* 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 February 2009 - Total Visitor Arrivals by Selected MMAs

						
YTD February 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	178,381 -13.7%	64,375 -19.6%	126,417 -19.5%	3,289 -39.5%	3,553 -38.0%	80,307 -17.7%
U.S. East	157,031 -17.4%	53,618 -24.0%	105,161 -20.3%	3,265 -29.3%	4,468 -27.6%	62,448 -26.7%
Japan	176,346 -7.4%	3,493 -24.8%	9,201 -33.0%	325 46.4%	284 6.4%	27,526 -14.6%
Canada	40,995 -6.7%	10,571 -32.0%	39,490 -18.8%	922 -60.3%	1,045 -52.1%	15,679 -20.8%

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

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

Table 8. VISITORS BY CRUISE SHIPS

	FEBRUARY			YEAR-TO-DATE		
	2009P	2008P	CHANGE	2009P	2008P	CHANGE
VISITOR DAYS	187,086	270,148	-30.7%	428,031	681,109	-37.2%
TOTAL VISITORS	22,116	25,635	-13.7%	41,438	63,334	-34.6%
ARRIVED BY SHIP	13,943	10,800	29.1%	24,045	23,532	2.2%
ARRIVED BY AIR	8,173	14,835	-44.9%	17,393	39,802	-56.3%
NUMBER OF SHIP ARRIVALS	7	8	-12.5%	13	17	-23.5%
ISLANDS VISITED						
O'ahu	22,116	25,635	-13.7%	41,438	63,334	-34.6%
Kaua'i	16,229	23,451	-30.8%	34,607	56,701	-39.0%
Maui County	16,229	23,451	-30.8%	34,607	59,377	-41.7%
Maui	16,229	23,451	-30.8%	34,607	59,377	-41.7%
Moloka'i	186	904	-79.4%	866	1,347	-35.7%
Lāna'i	394	440	-10.4%	1,380	1,014	36.1%
Big Island	16,229	23,844	-31.9%	35,551	59,081	-39.8%
Average Islands Visited	4.03	4.05	-0.6%	4.06	4.04	0.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.91	3.17	-8.3%	3.97	3.20	24.3%
Days in Hawai'i during Cruise	4.44	6.31	-29.6%	4.98	6.32	-21.2%
Days in Hawai'i after Cruise	1.11	1.06	4.8%	1.38	1.24	11.3%
Total days in Hawai'i	8.46	10.54	-19.7%	10.33	10.75	-3.9%
ACCOMMODATIONS						
Hotel	9,055	13,079	-30.8%	18,822	33,570	-43.9%
Hotel only	7,980	11,186	-28.7%	15,474	29,610	-47.7%
Condo	1,023	1,490	-31.3%	2,647	3,355	-21.1%
Condo only	395	311	26.9%	697	1,052	-33.8%
Timeshare	648	1,215	-46.6%	1,879	2,977	-36.9%
Timeshare Only	228	253	-10.2%	494	869	-43.2%
Bed & Breakfast	86	381	-77.5%	607	653	-7.0%
Bed & Breakfast only	29	106	-73.0%	39	106	-63.8%
Friends & relatives	499	403	23.7%	1,564	1,109	41.0%
Other accommodation	461	879	-47.6%	1,743	2,402	-27.4%
Accommodation (NET)	10,107	14,507	-30.3%	21,309	37,915	-43.8%
Cruise only	12,010	11,129	7.9%	20,129	25,420	-20.8%
TRAVEL STATUS						
% First timers	38.9	42.3	-3.38	35.3	39.8	-4.50
% Repeat visitors	61.1	57.7	3.38	64.7	60.2	4.50

Source: DBEDT

Table 9. Total Air Seats Operated to Hawai'i

FEBRUARY 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	LThu'e	%Chge
Total Seats	657,311	-19.9%	464,278	-19.0%	115,082	-26.9%	47,989	-4.8%	0	-100.0%	29,962	-17.1%
Scheduled Seats	646,191	-19.8%	459,238	-18.7%	112,042	-27.4%	46,469	-4.9%	0	-100.0%	28,442	-17.9%
Charter seats	11,120	-25.7%	5,040	-43.2%	3,040	0.0%	1,520	0.0%			1,520	0.0%
Domestic Seats	468,597	-22.9%	294,724	-22.7%	103,734	-28.6%	40,177	-4.6%	0	-100.0%	29,962	-17.1%
Scheduled Seats	459,477	-22.8%	291,684	-22.2%	100,694	-29.2%	38,657	-4.8%	0	-100.0%	28,442	-17.9%
...US West	400,377	-21.0%	241,508	-19.4%	91,770	-28.8%	38,657	-4.8%	0	-100.0%	28,442	-17.9%
...US East	59,100	-33.2%	50,176	-33.3%	8,924	-32.6%						
Charter seats	9,120	-27.4%	3,040	-53.1%	3,040	0.0%	1,520	0.0%			1,520	0.0%
International Seats	188,714	-11.3%	169,554	-11.8%	11,348	-6.6%	7,812	-5.5%				
Scheduled Seats	186,714	-11.2%	167,554	-11.8%	11,348	-6.6%	7,812	-5.5%				
...Japan	117,100	-11.1%	111,220	-11.5%			5,880	-3.4%				
...Canada	26,180	-24.7%	12,900	-36.9%	11,348	-6.6%	1,932	-11.2%				
...Other Asia	10,636	-2.8%	10,636	-2.8%								
...Aus./N. Zealand	11,974	-18.2%	11,974	-18.2%								
...Other	20,824	13.9%	20,824	13.9%								
Charter Seats	2,000	-16.7%	2,000	-16.7%								
YTD Thru FEB 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	LThu'e	%Chge
Total Seats	#####	-18.6%	990,786	-18.3%	244,275	-25.1%	104,293	0.4%	0	-100.0%	64,439	-14.3%
Scheduled Seats	#####	-17.7%	979,926	-16.7%	237,435	-25.8%	101,253	0.4%	0	-100.0%	61,399	-14.9%
Charter seats	23,780	-49.9%	10,860	-69.2%	6,840	11.8%	3,040	0.0%			3,040	0.0%
Domestic Seats	998,390	-21.0%	629,739	-20.9%	220,130	-26.5%	84,082	-3.6%	0	-100.0%	64,439	-14.3%
Scheduled Seats	979,010	-20.8%	623,279	-20.0%	213,290	-27.3%	81,042	-3.8%	0	-100.0%	61,399	-14.9%
...US West	851,129	-19.4%	514,249	-17.5%	194,439	-27.8%	81,042	-3.8%	0	-100.0%	61,399	-14.9%
...US East	127,881	-28.9%	109,030	-29.9%	18,851	-22.4%						
Charter seats	19,380	-33.4%	6,460	-61.8%	6,840	11.8%	3,040	0.0%			3,040	0.0%
International Seats	405,403	-11.7%	361,047	-13.2%	24,145	-9.0%	20,211	21.6%				
Scheduled Seats	401,003	-9.0%	356,647	-10.3%	24,145	-9.0%	20,211	21.6%				
...Japan	249,842	-10.1%	233,842	-11.8%			16,000	27.0%				
...Canada	55,451	-22.5%	27,095	-34.0%	24,145	-9.0%	4,211	4.8%				
...Other Asia	22,451	-1.5%	22,451	-1.5%								
...Aus./N. Zealand	28,540	-6.5%	28,540	-6.5%								
...Other	44,719	17.4%	44,719	17.4%								
Charter Seats	4,400	-76.1%	4,400	-76.1%								

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