

	TABLE 1. TOTAL VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	5,510,279	6,163,863	-10.6%	5,510,279	6,163,863	-10.6%
TOTAL VISITORS	512,139	584,394	-12.4%	512,139	584,394	-12.4%
Domestic	356,828	419,342	-14.9%	356,828	419,342	-14.9%
International	155,311	165,052	-5.9%	155,311	165,052	-5.9%
AVERAGE DAILY CENSUS	177,751	198,834	-10.6%	177,751	198,834	-10.6%
TOTAL AIR SEATS (EST)	746,482	903,351	-17.4%	746,482	903,351	-17.4%
TOTAL LOAD FACTOR (EST)	83.8%	79.4%	4.4	83.8%	79.4%	4.4
<b>ISLANDS VISITED</b>						
O'ahu	319,221	360,375	-11.4%	319,221	360,375	-11.4%
O'ahu only	229,767	244,292	-5.9%	229,767	244,292	-5.9%
Kaua'i	70,149	94,881	-26.1%	70,149	94,881	-26.1%
Kaua'i only	34,740	37,249	-6.7%	34,740	37,249	-6.7%
Maui County	159,002	194,670	-18.3%	159,002	194,670	-18.3%
Maui	155,338	189,810	-18.2%	155,338	189,810	-18.2%
Maui only	93,717	105,304	-11.0%	93,717	105,304	-11.0%
Moloka'i *	4,831	7,116	-32.1%	4,831	7,116	-32.1%
Moloka'i only *	616	1,025	-39.9%	616	1,025	-39.9%
Lāna'i *	5,171	7,975	-35.2%	5,171	7,975	-35.2%
Lāna'i only *	813	911	-10.8%	813	911	-10.8%
Big Island	100,485	135,820	-26.0%	100,485	135,820	-26.0%
Kona side	83,045	114,687	-27.6%	83,045	114,687	-27.6%
Hilo side	36,588	55,985	-34.6%	36,588	55,985	-34.6%
Big Island only	45,324	56,591	-19.9%	45,324	56,591	-19.9%
Any Neighbor Island	282,372	340,102	-17.0%	282,372	340,102	-17.0%
NI only	192,918	224,019	-13.9%	192,918	224,019	-13.9%
O'ahu & NI	89,454	116,083	-22.9%	89,454	116,083	-22.9%
Any one island only	404,977	445,372	-9.1%	404,977	445,372	-9.1%
Multiple Islands	107,162	139,022	-22.9%	107,162	139,022	-22.9%
Avg. Islands Visited	1.28	1.36	-6.1%	1.28	1.36	-6.1%
Average Length of Stay in Hawai'i	10.76	10.55	2.0%	10.76	10.55	2.0%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	312,480	361,518	-13.6%	312,480	361,518	-13.6%
Hotel only	273,439	307,527	-11.1%	273,439	307,527	-11.1%
Plan to stay in Condo	93,552	110,399	-15.3%	93,552	110,399	-15.3%
Condo only	71,844	85,254	-15.7%	71,844	85,254	-15.7%
Plan to stay in Timeshare	52,922	50,037	5.8%	52,922	50,037	5.8%
Timeshare only	40,070	36,518	9.7%	40,070	36,518	9.7%
Cruise Ship	8,785	28,808	-69.5%	8,785	28,808	-69.5%
Friends/Relatives	54,447	57,539	-5.4%	54,447	57,539	-5.4%
Bed & Breakfast	5,604	6,613	-15.3%	5,604	6,613	-15.3%
Other	10,999	10,536	4.4%	10,999	10,536	4.4%

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

	T A B L E 1. T O T A L V I S I T O R S B Y A I R (C O N T.)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	402,865	464,421	-13.3%	402,865	464,421	-13.3%
Honeymoon	27,710	24,717	12.1%	27,710	24,717	12.1%
Get Married	6,526	8,172	-20.1%	6,526	8,172	-20.1%
Pleasure/Vacation	375,454	439,176	-14.5%	375,454	439,176	-14.5%
Mtgs/Conventions/Incentive	45,374	55,254	-17.9%	45,374	55,254	-17.9%
Conventions	31,289	36,846	-15.1%	31,289	36,846	-15.1%
Corporate Meetings	8,879	9,606	-7.6%	8,879	9,606	-7.6%
Incentive	6,666	10,402	-35.9%	6,666	10,402	-35.9%
Other Business	21,612	26,184	-17.5%	21,612	26,184	-17.5%
Visit Friends/Rel.	46,649	51,997	-10.3%	46,649	51,997	-10.3%
Gov't/Military	9,810	8,668	13.2%	9,810	8,668	13.2%
Attend School	2,657	2,347	13.2%	2,657	2,347	13.2%
Sport Events	7,109	9,376	-24.2%	7,109	9,376	-24.2%
<b>TRAVEL STATUS</b>						
% First Timers **	31.5	32.3	-0.9	31.5	32.3	-0.9
% Repeaters **	68.5	67.7	0.9	68.5	67.7	0.9
Average # of Trips	5.40	5.24	3.1%	5.40	5.24	3.1%
Group Tour	51,119	74,669	-31.5%	51,119	74,669	-31.5%
Non-Group	461,021	509,725	-9.6%	461,021	509,725	-9.6%
Package Trip	164,759	205,820	-19.9%	164,759	205,820	-19.9%
No Package	347,380	378,574	-8.2%	347,380	378,574	-8.2%
Net True Independent	338,932	366,821	-7.6%	338,932	366,821	-7.6%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (Visitors Arriving on Domestic Flights)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
DOMESTIC VISITOR DAYS	4,292,641	4,897,915	-12.4%	4,292,641	4,897,915	-12.4%
DOMESTIC VISITORS	356,828	419,342	-14.9%	356,828	419,342	-14.9%
DOMESTIC AVERAGE DAILY CENSUS	138,472	157,997	-12.4%	138,472	157,997	-12.4%
DOMESTIC AIR SEATS (EST)	529,793	656,876	-19.3%	529,793	656,876	-19.3%
DOMESTIC LOAD FACTOR (EST)	85.4%	81.2%	4.2	85.4%	81.2%	4.2
<b>ISLANDS VISITED</b>						
O'ahu	182,323	217,141	-16.0%	182,323	217,141	-16.0%
O'ahu only	124,638	135,510	-8.0%	124,638	135,510	-8.0%
Kaua'i	64,383	83,889	-23.3%	64,383	83,889	-23.3%
Kaua'i only	33,526	36,511	-8.2%	33,526	36,511	-8.2%
Maui County	129,832	164,611	-21.1%	129,832	164,611	-21.1%
Maui	126,625	160,153	-20.9%	126,625	160,153	-20.9%
Maui only	80,750	93,373	-13.5%	80,750	93,373	-13.5%
Moloka'i *	3,934	5,727	-31.3%	3,934	5,727	-31.3%
Moloka'i only *	593	973	-39.1%	593	973	-39.1%
Lāna'i *	4,276	6,515	-34.4%	4,276	6,515	-34.4%
Lāna'i only *	715	900	-20.6%	715	900	-20.6%
Big Island	78,145	104,563	-25.3%	78,145	104,563	-25.3%
Kona side	67,568	90,361	-25.2%	67,568	90,361	-25.2%
Hilo side	25,851	41,031	-37.0%	25,851	41,031	-37.0%
Big Island only	42,599	50,087	-14.9%	42,599	50,087	-14.9%
Any Neighbor Island	232,190	283,832	-18.2%	232,190	283,832	-18.2%
NI only	174,505	202,201	-13.7%	174,505	202,201	-13.7%
O'ahu & NI	57,685	81,631	-29.3%	57,685	81,631	-29.3%
Any one island only	282,821	317,354	-10.9%	282,821	317,354	-10.9%
Multiple Islands	74,007	101,988	-27.4%	74,007	101,988	-27.4%
Avg. Islands Visited	1.29	1.38	-6.5%	1.29	1.38	-6.5%
Average Length of Stay in Hawai'i	12.03	11.68	3.0%	12.03	11.68	3.0%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	188,336	227,967	-17.4%	188,336	227,967	-17.4%
Hotel only	155,193	183,209	-15.3%	155,193	183,209	-15.3%
Plan to stay in Condo	74,421	87,288	-14.7%	74,421	87,288	-14.7%
Condo only	57,314	67,003	-14.5%	57,314	67,003	-14.5%
Plan to stay in Timeshare	47,659	45,820	4.0%	47,659	45,820	4.0%
Timeshare only	36,239	34,036	6.5%	36,239	34,036	6.5%
Cruise Ship	7,974	24,096	-66.9%	7,974	24,096	-66.9%
Friends/Relatives	47,024	51,751	-9.1%	47,024	51,751	-9.1%
Bed & Breakfast	5,056	6,034	-16.2%	5,056	6,034	-16.2%
Other	8,030	8,865	-9.4%	8,030	8,865	-9.4%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	274,878	321,782	-14.6%	274,878	321,782	-14.6%
Honeymoon	9,966	11,629	-14.3%	9,966	11,629	-14.3%
Get Married	2,909	3,343	-13.0%	2,909	3,343	-13.0%
Pleasure/Vacation	265,473	310,734	-14.6%	265,473	310,734	-14.6%
Mtgs/Conventions/Incentive	37,197	48,833	-23.8%	37,197	48,833	-23.8%
Conventions	26,483	34,168	-22.5%	26,483	34,168	-22.5%
Corporate Meetings	7,145	8,999	-20.6%	7,145	8,999	-20.6%
Incentive	4,955	7,199	-31.2%	4,955	7,199	-31.2%
Other Business	19,512	23,200	-15.9%	19,512	23,200	-15.9%
Visit Friends/Rel.	41,384	45,925	-9.9%	41,384	45,925	-9.9%
Gov't/Military	7,679	7,459	2.9%	7,679	7,459	2.9%
Attend School	2,019	2,247	-10.1%	2,019	2,247	-10.1%
Sport Events	5,077	5,400	-6.0%	5,077	5,400	-6.0%
<b>TRAVEL STATUS</b>						
% First Timers **	26.5	28.2	-1.7	26.5	28.2	-1.7
% Repeaters **	73.5	71.8	1.7	73.5	71.8	1.7
Average # of Trips	6.17	5.80	6.4%	6.17	5.80	6.4%
Group Tour	13,709	23,647	-42.0%	13,709	23,647	-42.0%
Non-Group	343,120	395,695	-13.3%	343,120	395,695	-13.3%
Package Trip	71,562	96,640	-25.9%	71,562	96,640	-25.9%
No Package	285,266	322,702	-11.6%	285,266	322,702	-11.6%
Net True Independent	280,901	316,691	-11.3%	280,901	316,691	-11.3%

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

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,217,638	1,265,949	-3.8%	1,217,638	1,265,949	-3.8%
INTERNATIONAL VISITORS	155,311	165,052	-5.9%	155,311	165,052	-5.9%
INT'L AVERAGE DAILY CENSUS	39,279	40,837	-3.8%	39,279	40,837	-3.8%
INT'L AIR SEATS (EST)	216,689	246,475	-12.1%	216,689	246,475	-12.1%
INTERNATIONAL LOAD FACTOR (EST)	79.8%	74.4%	5.3	79.8%	74.4%	5.3
<b>ISLANDS VISITED</b>						
O'ahu	136,898	143,234	-4.4%	136,898	143,234	-4.4%
O'ahu only	105,129	108,782	-3.4%	105,129	108,782	-3.4%
Kaua'i	5,766	10,992	-47.5%	5,766	10,992	-47.5%
Kaua'i only	1,214	738	64.5%	1,214	738	64.5%
Maui County	29,170	30,059	-3.0%	29,170	30,059	-3.0%
Maui	28,713	29,657	-3.2%	28,713	29,657	-3.2%
Maui only	12,967	11,931	8.7%	12,967	11,931	8.7%
Moloka'i *	897	1,389	-35.4%	897	1,389	-35.4%
Moloka'i only *	23	52	-55.8%	23	52	-55.8%
Lāna'i *	895	1,460	-38.7%	895	1,460	-38.7%
Lāna'i only *	98	11	790.9%	98	11	790.9%
Big Island	22,340	31,257	-28.5%	22,340	31,257	-28.5%
Kona side	15,477	24,326	-36.4%	15,477	24,326	-36.4%
Hilo side	10,737	14,954	-28.2%	10,737	14,954	-28.2%
Big Island only	2,725	6,504	-58.1%	2,725	6,504	-58.1%
Any Neighbor Island	50,182	56,270	-10.8%	50,182	56,270	-10.8%
NI only	18,413	21,818	-15.6%	18,413	21,818	-15.6%
O'ahu & NI	31,769	34,452	-7.8%	31,769	34,452	-7.8%
Any one island only	122,156	128,018	-4.6%	122,156	128,018	-4.6%
Multiple Islands	33,155	37,034	-10.5%	33,155	37,034	-10.5%
Avg. Islands Visited	1.26	1.32	-4.7%	1.26	1.32	-4.7%
Average Length of Stay in Hawai'i	7.84	7.67	2.2%	7.84	7.67	2.2%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	124,144	133,551	-7.0%	124,144	133,551	-7.0%
Hotel only	118,246	124,318	-4.9%	118,246	124,318	-4.9%
Plan to stay in Condo	19,131	23,111	-17.2%	19,131	23,111	-17.2%
Condo only	14,530	18,251	-20.4%	14,530	18,251	-20.4%
Plan to stay in Timeshare	5,263	4,217	24.8%	5,263	4,217	24.8%
Timeshare only	3,831	2,482	54.4%	3,831	2,482	54.4%
Cruise Ship	811	4,712	-82.8%	811	4,712	-82.8%
Friends/Relatives	7,423	5,788	28.2%	7,423	5,788	28.2%
Bed & Breakfast	548	579	-5.4%	548	579	-5.4%
Other	2,969	1,671	77.7%	2,969	1,671	77.7%

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

	T A B L E 3. I N T E R N A T I O N A L V I S I T O R S B Y A I R ( C O N T . )					
	( V i s i t o r s A r r i v i n g o n I n t e r n a t i o n a l F l i g h t s )					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	127,987	142,639	-10.3%	127,987	142,639	-10.3%
Honeymoon	17,744	13,088	35.6%	17,744	13,088	35.6%
Get Married	3,617	4,829	-25.1%	3,617	4,829	-25.1%
Pleasure/Vacation	109,981	128,442	-14.4%	109,981	128,442	-14.4%
Mtgs/Conventions/Incentive	8,177	6,421	27.3%	8,177	6,421	27.3%
Conventions	4,806	2,678	79.5%	4,806	2,678	79.5%
Corporate Meetings	1,734	607	185.7%	1,734	607	185.7%
Incentive	1,711	3,203	-46.6%	1,711	3,203	-46.6%
Other Business	2,100	2,984	-29.6%	2,100	2,984	-29.6%
Visit Friends/Rel.	5,265	6,072	-13.3%	5,265	6,072	-13.3%
Gov't/Military	2,131	1,209	76.3%	2,131	1,209	76.3%
Attend School	638	100	538.0%	638	100	538.0%
Sport Events	2,032	3,976	-48.9%	2,032	3,976	-48.9%
<b>TRAVEL STATUS</b>						
% First Timers **	42.9	42.8	0.1	42.9	42.8	0.1
% Repeaters **	57.1	57.2	-0.1	57.1	57.2	-0.1
Average # of Trips	3.63	3.80	-4.5%	3.63	3.80	-4.5%
Group Tour	37,410	51,022	-26.7%	37,410	51,022	-26.7%
Non-Group	117,901	114,030	3.4%	117,901	114,030	3.4%
Package Trip	93,197	109,180	-14.6%	93,197	109,180	-14.6%
No Package	62,114	55,872	11.2%	62,114	55,872	11.2%
Net True Independent	58,031	50,130	15.8%	58,031	50,130	15.8%

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

	T A B L E 2. D O M E S T I C V I S I T O R S B Y A I R ( C O N T . ) ( Visitors Arriving on Domestic Flights )					
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
UNITED STATES	314,072	370,483	-15.2%	314,072	370,483	-15.2%
Pacific Region	140,817	165,638	-15.0%	140,817	165,638	-15.0%
...California	83,838	105,771	-20.7%	83,838	105,771	-20.7%
...Oregon	15,061	17,375	-13.3%	15,061	17,375	-13.3%
...Washington	32,796	34,137	-3.9%	32,796	34,137	-3.9%
Mountain Region	41,328	49,245	-16.1%	41,328	49,245	-16.1%
West North Central	25,761	29,513	-12.7%	25,761	29,513	-12.7%
West South Central	15,877	17,960	-11.6%	15,877	17,960	-11.6%
...Texas	12,026	13,467	-10.7%	12,026	13,467	-10.7%
East North Central	30,762	38,650	-20.4%	30,762	38,650	-20.4%
East South Central	5,156	6,795	-24.1%	5,156	6,795	-24.1%
New England	9,009	9,940	-9.4%	9,009	9,940	-9.4%
Middle Atlantic	19,433	21,329	-8.9%	19,433	21,329	-8.9%
...New Jersey	4,804	5,170	-7.1%	4,804	5,170	-7.1%
...New York	9,005	9,561	-5.8%	9,005	9,561	-5.8%
South Atlantic	25,463	30,909	-17.6%	25,463	30,909	-17.6%
CANADA	16,839	18,534	-9.1%	16,839	18,534	-9.1%
EUROPE	7,840	8,396	-6.6%	7,840	8,396	-6.6%
France	436	408	6.9%	436	408	6.9%
Germany	1,633	1,691	-3.4%	1,633	1,691	-3.4%
Ireland	173	178	-2.8%	173	178	-2.8%
Italy	377	478	-21.1%	377	478	-21.1%
Switzerland	481	384	25.3%	481	384	25.3%
United Kingdom	2,000	2,558	-21.8%	2,000	2,558	-21.8%
ASIA	3,373	4,218	-20.0%	3,373	4,218	-20.0%
People's Republic of China	1,663	2,240	-25.8%	1,663	2,240	-25.8%
Taiwan	131	110	19.1%	131	110	19.1%
Hong Kong	123	82	50.0%	123	82	50.0%
Indonesia	17	37	-54.1%	17	37	-54.1%
Japan	445	524	-15.1%	445	524	-15.1%
Korea	489	785	-37.7%	489	785	-37.7%
Malaysia	10	10	0.0%	10	10	0.0%
Philippines	251	158	58.9%	251	158	58.9%
Singapore	91	71	28.2%	91	71	28.2%
Thailand	41	16	156.3%	41	16	156.3%
CENTRAL AMERICA	438	502	-12.7%	438	502	-12.7%
Argentina	264	329	-19.8%	264	329	-19.8%
Brazil	664	683	-2.8%	664	683	-2.8%
Mexico	388	433	-10.4%	388	433	-10.4%
SOUTH AMERICA	1,160	1,240	-6.5%	1,160	1,240	-6.5%
OCEANIA	5,396	5,811	-7.1%	5,396	5,811	-7.1%
Australia	4,901	5,190	-5.6%	4,901	5,190	-5.6%
New Zealand	288	425	-32.2%	288	425	-32.2%

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (Includes Pacific and Mountain States)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	2,120,700	2,369,887	-10.5%	2,120,700	2,369,887	-10.5%
TOTAL VISITORS	188,478	219,875	-14.3%	188,478	219,875	-14.3%
Domestic	182,145	214,883	-15.2%	182,145	214,883	-15.2%
International	6,333	4,992	26.9%	6,333	4,992	26.9%
AVERAGE DAILY CENSUS	68,410	76,448	-10.5%	68,410	76,448	-10.5%
<b>ISLANDS VISITED</b>						
O'ahu	87,318	101,096	-13.6%	87,318	101,096	-13.6%
O'ahu only	66,090	71,146	-7.1%	66,090	71,146	-7.1%
Kaua'i	31,279	40,137	-22.1%	31,279	40,137	-22.1%
Kaua'i only	20,161	23,496	-14.2%	20,161	23,496	-14.2%
Maui County	64,065	80,197	-20.1%	64,065	80,197	-20.1%
Maui	62,519	77,793	-19.6%	62,519	77,793	-19.6%
Maui only	46,669	54,798	-14.8%	46,669	54,798	-14.8%
Moloka'i *	1,673	2,730	-38.7%	1,673	2,730	-38.7%
Moloka'i only *	342	600	-43.0%	342	600	-43.0%
Lāna'i *	1,723	2,880	-40.2%	1,723	2,880	-40.2%
Lāna'i only *	380	543	-30.0%	380	543	-30.0%
Big Island	39,666	49,587	-20.0%	39,666	49,587	-20.0%
Kona side	34,467	43,124	-20.1%	34,467	43,124	-20.1%
Hilo side	11,013	15,878	-30.6%	11,013	15,878	-30.6%
Big Island only	26,239	30,158	-13.0%	26,239	30,158	-13.0%
Any Neighbor Island	122,388	148,729	-17.7%	122,388	148,729	-17.7%
NI only	101,160	118,779	-14.8%	101,160	118,779	-14.8%
O'ahu & NI	21,228	29,950	-29.1%	21,228	29,950	-29.1%
Any one island only	159,881	180,741	-11.5%	159,881	180,741	-11.5%
Multiple Islands	28,597	39,134	-26.9%	28,597	39,134	-26.9%
Avg. Islands Visited	1.19	1.25	-4.6%	1.19	1.25	-4.6%
Average Length of Stay in Hawaii	11.25	10.78	4.4%	11.25	10.78	4.4%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	90,760	108,845	-16.6%	90,760	108,845	-16.6%
Hotel only	76,058	90,545	-16.0%	76,058	90,545	-16.0%
Plan to stay in Condo	44,021	51,857	-15.1%	44,021	51,857	-15.1%
Condo only	35,391	41,508	-14.7%	35,391	41,508	-14.7%
Plan to stay in Timeshare	25,857	25,701	0.6%	25,857	25,701	0.6%
Timeshare only	20,392	19,897	2.5%	20,392	19,897	2.5%
Cruise Ship	1,769	6,016	-70.6%	1,769	6,016	-70.6%
Friends/Relatives	26,736	30,199	-11.5%	26,736	30,199	-11.5%
Bed & Breakfast	2,117	2,596	-18.5%	2,117	2,596	-18.5%
Other	4,798	4,899	-2.1%	4,798	4,899	-2.1%

\* 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)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	146,371	169,884	-13.8%	146,371	169,884	-13.8%
Honeymoon	4,173	5,036	-17.1%	4,173	5,036	-17.1%
Get Married	1,459	1,646	-11.4%	1,459	1,646	-11.4%
Pleasure/Vacation	142,396	165,026	-13.7%	142,396	165,026	-13.7%
Mtgs/Conventions/Incentive	15,819	19,489	-18.8%	15,819	19,489	-18.8%
Conventions	11,376	13,657	-16.7%	11,376	13,657	-16.7%
Corporate Meetings	3,244	4,140	-21.6%	3,244	4,140	-21.6%
Incentive	1,790	2,186	-18.1%	1,790	2,186	-18.1%
Other Business	11,237	13,761	-18.3%	11,237	13,761	-18.3%
Visit Friends/Rel.	23,297	26,327	-11.5%	23,297	26,327	-11.5%
Gov't/Military	2,746	2,818	-2.6%	2,746	2,818	-2.6%
Attend School	838	957	-12.4%	838	957	-12.4%
Sport Events	2,419	2,804	-13.7%	2,419	2,804	-13.7%
<b>TRAVEL STATUS</b>						
% First Timers	16.5	17.8	-1.3	16.5	17.8	-1.3
% Repeaters	83.5	82.2	1.3	83.5	82.2	1.3
Average # of Trips	7.49	7.16	4.7%	7.49	7.16	4.7%
Group Tour	4,816	6,437	-25.2%	4,816	6,437	-25.2%
Non-Group	183,662	213,438	-14.0%	183,662	213,438	-14.0%
Package Trip	32,339	42,612	-24.1%	32,339	42,612	-24.1%
No Package	156,139	177,263	-11.9%	156,139	177,263	-11.9%
Net True Independent	154,452	175,115	-11.8%	154,452	175,115	-11.8%

\*\* 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)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	1,695,209	1,960,341	-13.5%	1,695,209	1,960,341	-13.5%
TOTAL VISITORS	135,411	159,034	-14.9%	135,411	159,034	-14.9%
Domestic	131,461	155,096	-15.2%	131,461	155,096	-15.2%
International	3,950	3,938	0.3%	3,950	3,938	0.3%
AVERAGE DAILY CENSUS	54,684	63,237	-13.5%	54,684	63,237	-13.5%
<b>ISLANDS VISITED</b>						
O'ahu	76,150	92,766	-17.9%	76,150	92,766	-17.9%
O'ahu only	45,765	50,462	-9.3%	45,765	50,462	-9.3%
Kaua'i	27,206	36,049	-24.5%	27,206	36,049	-24.5%
Kaua'i only	10,794	10,234	5.5%	10,794	10,234	5.5%
Maui County	53,678	68,382	-21.5%	53,678	68,382	-21.5%
Maui	52,319	66,819	-21.7%	52,319	66,819	-21.7%
Maui only	27,883	30,603	-8.9%	27,883	30,603	-8.9%
Moloka'i *	1,853	2,397	-22.7%	1,853	2,397	-22.7%
Moloka'i only *	204	280	-27.1%	204	280	-27.1%
Lāna'i *	2,256	3,055	-26.2%	2,256	3,055	-26.2%
Lāna'i only *	274	258	6.2%	274	258	6.2%
Big Island	31,473	44,507	-29.3%	31,473	44,507	-29.3%
Kona side	26,515	38,203	-30.6%	26,515	38,203	-30.6%
Hilo side	12,751	21,073	-39.5%	12,751	21,073	-39.5%
Big Island only	12,832	15,647	-18.0%	12,832	15,647	-18.0%
Any Neighbor Island	89,646	108,572	-17.4%	89,646	108,572	-17.4%
NI only	59,261	66,268	-10.6%	59,261	66,268	-10.6%
O'ahu & NI	30,385	42,304	-28.2%	30,385	42,304	-28.2%
Any one island only	97,752	107,484	-9.1%	97,752	107,484	-9.1%
Multiple Islands	37,659	51,550	-26.9%	37,659	51,550	-26.9%
Avg. Islands Visited	1.41	1.54	-8.5%	1.41	1.54	-8.5%
Average Length of Stay in Hawai'i	12.52	12.33	1.6%	12.52	12.33	1.6%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	79,263	95,597	-17.1%	79,263	95,597	-17.1%
Hotel only	64,130	74,365	-13.8%	64,130	74,365	-13.8%
Plan to stay in Condo	23,012	25,955	-11.3%	23,012	25,955	-11.3%
Condo only	16,224	18,075	-10.2%	16,224	18,075	-10.2%
Plan to stay in Timeshare	18,315	16,633	10.1%	18,315	16,633	10.1%
Timeshare only	13,485	11,595	16.3%	13,485	11,595	16.3%
Cruise Ship	4,965	15,170	-67.3%	4,965	15,170	-67.3%
Friends/Relatives	16,699	18,516	-9.8%	16,699	18,516	-9.8%
Bed & Breakfast	2,148	2,415	-11.1%	2,148	2,415	-11.1%
Other	3,089	3,652	-15.4%	3,089	3,652	-15.4%

\* 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)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	100,323	116,079	-13.6%	100,323	116,079	-13.6%
Honeymoon	4,568	5,231	-12.7%	4,568	5,231	-12.7%
Get Married	1,201	1,349	-11.0%	1,201	1,349	-11.0%
Pleasure/Vacation	96,078	111,141	-13.6%	96,078	111,141	-13.6%
Mtgs/Conventions/Incentive	18,298	25,468	-28.2%	18,298	25,468	-28.2%
Conventions	13,086	17,572	-25.5%	13,086	17,572	-25.5%
Corporate Meetings	3,101	4,304	-28.0%	3,101	4,304	-28.0%
Incentive	2,757	4,486	-38.5%	2,757	4,486	-38.5%
Other Business	7,286	8,636	-15.6%	7,286	8,636	-15.6%
Visit Friends/Rel.	15,115	16,940	-10.8%	15,115	16,940	-10.8%
Gov't/Military	4,700	4,526	3.8%	4,700	4,526	3.8%
Attend School	835	898	-7.0%	835	898	-7.0%
Sport Events	2,199	2,170	1.3%	2,199	2,170	1.3%
<b>TRAVEL STATUS</b>						
% First Timers **	35.8	37.9	-2.1	35.8	37.9	-2.1
% Repeaters **	64.2	62.1	2.1	64.2	62.1	2.1
Average # of Trips	4.85	4.46	8.6%	4.85	4.46	8.6%
Group Tour	6,827	13,809	-50.6%	6,827	13,809	-50.6%
Non-Group	128,585	145,225	-11.5%	128,585	145,225	-11.5%
Package Trip	28,810	41,623	-30.8%	28,810	41,623	-30.8%
No Package	106,602	117,411	-9.2%	106,602	117,411	-9.2%
Net True Independent	104,568	114,467	-8.6%	104,568	114,467	-8.6%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	520,865	585,501	-11.0%	520,865	585,501	-11.0%
TOTAL VISITORS	88,619	101,551	-12.7%	88,619	101,551	-12.7%
Domestic	445	524	-15.1%	445	524	-15.1%
International	88,174	101,027	-12.7%	88,174	101,027	-12.7%
AVERAGE DAILY CENSUS	16,802	18,887	-11.0%	16,802	18,887	-11.0%
<b>ISLANDS VISITED</b>						
O'ahu	86,418	96,174	-10.1%	86,418	96,174	-10.1%
O'ahu only	70,398	77,968	-9.7%	70,398	77,968	-9.7%
Kaua'i	1,558	2,617	-40.5%	1,558	2,617	-40.5%
Kaua'i only	28	136	-79.4%	28	136	-79.4%
Maui County	4,289	6,940	-38.2%	4,289	6,940	-38.2%
Maui	4,246	6,708	-36.7%	4,246	6,708	-36.7%
Maui only	532	1,165	-54.3%	532	1,165	-54.3%
Moloka'i *	64	156	-59.0%	64	156	-59.0%
Moloka'i only *	0	0	NA	0	0	NA
Lāna'i *	129	127	1.6%	129	127	1.6%
Lāna'i only *	43	0	NA	43	0	NA
Big Island	14,007	17,353	-19.3%	14,007	17,353	-19.3%
Kona side	9,567	11,846	-19.2%	9,567	11,846	-19.2%
Hilo side	5,717	7,076	-19.2%	5,717	7,076	-19.2%
Big Island only	1,388	3,834	-63.8%	1,388	3,834	-63.8%
Any Neighbor Island	18,221	23,583	-22.7%	18,221	23,583	-22.7%
NI only	2,201	5,377	-59.1%	2,201	5,377	-59.1%
O'ahu & NI	16,020	18,206	-12.0%	16,020	18,206	-12.0%
Any one island only	72,389	83,103	-12.9%	72,389	83,103	-12.9%
Multiple Islands	16,230	18,448	-12.0%	16,230	18,448	-12.0%
Avg. Islands Visited	1.20	1.21	-1.0%	1.20	1.21	-1.0%
Average Length of Stay in Hawai'i	5.88	5.77	1.9%	5.88	5.77	1.9%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	80,235	90,527	-11.4%	80,235	90,527	-11.4%
Hotel only	79,043	88,618	-10.8%	79,043	88,618	-10.8%
Plan to stay in Condo	6,701	10,001	-33.0%	6,701	10,001	-33.0%
Condo only	5,899	8,163	-27.7%	5,899	8,163	-27.7%
Plan to stay in Timeshare	1,392	1,236	12.6%	1,392	1,236	12.6%
Timeshare only	953	784	21.6%	953	784	21.6%
Cruise Ship	64	314	-79.6%	64	314	-79.6%
Friends/Relatives	1,223	1,545	-20.8%	1,223	1,545	-20.8%
Bed & Breakfast	67	2	3250.0%	67	2	3250.0%
Other	247	154	60.4%	247	154	60.4%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	76,110	91,598	-16.9%	76,110	91,598	-16.9%
Honeymoon	16,287	10,915	49.2%	16,287	10,915	49.2%
Get Married	3,237	4,440	-27.1%	3,237	4,440	-27.1%
Pleasure/Vacation	59,638	79,649	-25.1%	59,638	79,649	-25.1%
Mtgs/Conventions/Incentive	2,528	3,858	-34.5%	2,528	3,858	-34.5%
Conventions	601	625	-3.8%	601	625	-3.8%
Corporate Meetings	424	263	61.2%	424	263	61.2%
Incentive	1,504	3,006	-50.0%	1,504	3,006	-50.0%
Other Business	479	626	-23.5%	479	626	-23.5%
Visit Friends/Rel.	1,564	2,093	-25.3%	1,564	2,093	-25.3%
Gov't/Military	70	12	483.3%	70	12	483.3%
Attend School	6	6	0.0%	6	6	0.0%
Sport Events	1,604	2,452	-34.6%	1,604	2,452	-34.6%
<b>TRAVEL STATUS</b>						
% First Timers **	42.4	38.9	3.5	42.4	38.9	3.5
% Repeaters **	57.6	61.1	-3.5	57.6	61.1	-3.5
Average # of Trips	3.72	4.01	-7.2%	3.72	4.01	-7.2%
Group Tour	32,195	43,103	-25.3%	32,195	43,103	-25.3%
Non-Group	56,424	58,448	-3.5%	56,424	58,448	-3.5%
Package Trip	71,525	82,013	-12.8%	71,525	82,013	-12.8%
No Package	17,094	19,538	-12.5%	17,094	19,538	-12.5%
Net True Independent	13,356	14,682	-9.0%	13,356	14,682	-9.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	607,090	635,503	-4.5%	607,090	635,503	-4.5%
TOTAL VISITORS	42,045	44,124	-4.7%	42,045	44,124	-4.7%
Domestic	16,839	18,534	-9.1%	16,839	18,534	-9.1%
International	25,206	25,590	-1.5%	25,206	25,590	-1.5%
AVERAGE DAILY CENSUS	19,584	20,500	-4.5%	19,584	20,500	-4.5%
<b>ISLANDS VISITED</b>						
O'ahu	20,923	21,522	-2.8%	20,923	21,522	-2.8%
O'ahu only	14,407	11,005	30.9%	14,407	11,005	30.9%
Kaua'i	5,045	8,767	-42.5%	5,045	8,767	-42.5%
Kaua'i only	1,958	2,009	-2.5%	1,958	2,009	-2.5%
Maui County	20,418	25,255	-19.2%	20,418	25,255	-19.2%
Maui	20,084	24,881	-19.3%	20,084	24,881	-19.3%
Maui only	14,315	14,737	-2.9%	14,315	14,737	-2.9%
Moloka'i *	492	1,277	-61.5%	492	1,277	-61.5%
Moloka'i only *	50	113	-55.8%	50	113	-55.8%
Lāna'i *	489	1,275	-61.6%	489	1,275	-61.6%
Lāna'i only *	26	38	-31.6%	26	38	-31.6%
Big Island	6,871	10,883	-36.9%	6,871	10,883	-36.9%
Kona side	6,232	9,908	-37.1%	6,232	9,908	-37.1%
Hilo side	2,366	5,062	-53.3%	2,366	5,062	-53.3%
Big Island only	2,931	3,262	-10.1%	2,931	3,262	-10.1%
Any Neighbor Island	27,638	33,119	-16.5%	27,638	33,119	-16.5%
NI only	21,122	22,602	-6.5%	21,122	22,602	-6.5%
O'ahu & NI	6,516	10,517	-38.0%	6,516	10,517	-38.0%
Any one island only	33,687	31,164	8.1%	33,687	31,164	8.1%
Multiple Islands	8,358	12,960	-35.5%	8,358	12,960	-35.5%
Avg. Islands Visited	1.28	1.55	-17.5%	1.28	1.55	-17.5%
Average Length of Stay in Hawaii	14.44	14.40	0.3%	14.44	14.40	0.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	20,495	21,109	-2.9%	20,495	21,109	-2.9%
Hotel only	15,799	14,303	10.5%	15,799	14,303	10.5%
Plan to stay in Condo	14,975	16,661	-10.1%	14,975	16,661	-10.1%
Condo only	11,855	13,366	-11.3%	11,855	13,366	-11.3%
Plan to stay in Timeshare	5,765	4,467	29.1%	5,765	4,467	29.1%
Timeshare only	4,092	3,207	27.6%	4,092	3,207	27.6%
Cruise Ship	846	4,475	-81.1%	846	4,475	-81.1%
Friends/Relatives	2,503	2,056	21.7%	2,503	2,056	21.7%
Bed & Breakfast	432	608	-28.9%	432	608	-28.9%
Other	317	540	-41.3%	317	540	-41.3%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	JANUARY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	38,699	41,014	-5.6%	38,699	41,014	-5.6%
Honeymoon	670	627	6.9%	670	627	6.9%
Get Married	258	250	3.2%	258	250	3.2%
Pleasure/Vacation	38,105	40,423	-5.7%	38,105	40,423	-5.7%
Mtgs/Conventions/Incentive	2,774	1,980	40.1%	2,774	1,980	40.1%
Conventions	1,840	1,651	11.4%	1,840	1,651	11.4%
Corporate Meetings	825	206	300.5%	825	206	300.5%
Incentive	212	161	31.7%	212	161	31.7%
Other Business	467	428	9.1%	467	428	9.1%
Visit Friends/Rel.	1,889	1,499	26.0%	1,889	1,499	26.0%
Gov't/Military	82	71	15.5%	82	71	15.5%
Attend School	67	88	-23.9%	67	88	-23.9%
Sport Events	455	456	-0.2%	455	456	-0.2%
TRAVEL STATUS						
% First Timers **	29.7	34.5	-4.9	29.7	34.5	-4.9
% Repeaters **	70.3	65.5	4.9	70.3	65.5	4.9
Average # of Trips	4.75	4.23	12.3%	4.75	4.23	12.3%
Group Tour	1,297	1,512	-14.2%	1,297	1,512	-14.2%
Non-Group	40,748	42,612	-4.4%	40,748	42,612	-4.4%
Package Trip	10,236	12,468	-17.9%	10,236	12,468	-17.9%
No Package	31,809	31,656	0.5%	31,809	31,656	0.5%
Net True Independent	31,464	31,399	0.2%	31,464	31,399	0.2%







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

### January 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
January 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	522,241	-12.5%	10.79	2.4%	5,636,462	-10.4%	NA	NA	NA	NA	NA	NA
Total by Air	512,139	-12.4%	10.76	2.0%	5,510,279	-10.6%	172.4	-3.4%	1,854.5	-1.4%	949.8	-13.6%
U.S. West	188,478	-14.3%	11.25	4.4%	2,120,700	-10.5%	137.0	-8.5%	1,541.0	-4.5%	290.4	-18.2%
U.S. East	135,411	-14.9%	12.52	1.6%	1,695,209	-13.5%	172.3	-8.1%	2,157.0	-6.6%	292.1	-20.5%
Japan	88,619	-12.7%	5.88	1.9%	520,865	-11.0%	308.3	8.4%	1,811.9	10.5%	160.6	-3.6%
Canada	42,045	-4.7%	14.44	0.3%	607,090	-4.5%	141.2	-12.9%	2,038.7	-12.6%	85.7	-16.8%
All Others	57,586	-3.7%	9.84	-4.0%	566,415	-7.5%	213.5	21.4%	2,100.1	16.6%	120.9	12.2%
Total by Ship	10,102	-20.7%	12.49	24.4%	126,183	-1.3%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	522,241	-12.5%	10.79	2.4%	5,636,462	-10.4%	NA	NA	NA	NA	NA	NA
Total by Air	512,139	-12.4%	10.76	2.0%	5,510,279	-10.6%	172.4	-3.4%	1,854.5	-1.4%	949.8	-13.6%
U.S. West	188,478	-14.3%	11.25	4.4%	2,120,700	-10.5%	137.0	-8.5%	1,541.0	-4.5%	290.4	-18.2%
U.S. East	135,411	-14.9%	12.52	1.6%	1,695,209	-13.5%	172.3	-8.1%	2,157.0	-6.6%	292.1	-20.5%
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Canada	42,045	-4.7%	14.44	0.3%	607,090	-4.5%	141.2	-12.9%	2,038.7	-12.6%	85.7	-16.8%
All Others	57,586	-3.7%	9.84	-4.0%	566,415	-7.5%	213.5	21.4%	2,100.1	16.6%	120.9	12.2%
Total by Ship	10,102	-20.7%	12.49	24.4%	126,183	-1.3%	NA	NA	NA	NA	NA	NA

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







### JANUARY 2009 Island Highlights

						
JANUARY 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	319,221 -11.4%	70,149 -26.1%	155,338 -18.2%	4,831 -32.1%	5,171 -35.2%	100,485 -26.0%
Total Visitor Days	2,533,303 -6.6%	607,554 -9.1%	1,459,192 -10.6%	32,804 -23.3%	20,741 -23.4%	856,685 -20.8%
Total Expenditures (\$mil.)	461.7 -5.9%	98.2 -7.6%	253.0 -16.2%	3.7 -30.6%	7.5 -24.5%	125.6 -32.2%
PPPD Spending (\$) **	182.3 0.7%	161.7 1.7%	173.4 -6.4%	112.2 -9.5%	360.6 -1.4%	146.7 -14.4%
Domestic Arrivals	182,323 -16.0%	64,383 -23.3%	126,625 -20.9%	3,934 -31.3%	4,276 -34.4%	78,145 -25.3%
Int'l Arrivals	136,898 -4.4%	5,766 -47.5%	28,713 -3.2%	897 -35.4%	895 -38.7%	22,340 -28.5%
Total LOS	7.94 5.4%	8.66 22.9%	9.39 9.3%	6.79 13.0%	4.01 18.1%	8.53 7.1%
Domestic LOS	9.27 8.2%	8.98 19.3%	9.56 8.6%	7.42 9.9%	4.37 16.5%	9.84 10.4%
Int'l LOS	6.17 3.9%	5.16 54.0%	8.69 16.3%	4.05 37.3%	2.31 27.6%	3.95 -17.5%
YTD Through						
JANUARY 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	319,221 -11.4%	70,149 -26.1%	155,338 -18.2%	4,831 -32.1%	5,171 -35.2%	100,485 -26.0%
Total Visitor Days	2,533,303 -6.6%	607,554 -9.1%	1,459,192 -10.6%	32,804 -23.3%	20,741 -23.4%	856,685 -20.8%
Total Expenditures (\$mil.)	461.7 -5.9%	98.2 -7.6%	253.0 -16.2%	3.7 -30.6%	7.5 -24.5%	125.6 -32.2%
PPPD Spending (\$) **	182.3 0.7%	161.7 1.7%	173.4 -6.4%	112.2 -9.5%	360.6 -1.4%	146.7 -14.4%
Domestic Arrivals	182,323 -16.0%	64,383 -23.3%	126,625 -20.9%	3,934 -31.3%	4,276 -34.4%	78,145 -25.3%
Int'l Arrivals	136,898 -4.4%	5,766 -47.5%	28,713 -3.2%	897 -35.4%	895 -38.7%	22,340 -28.5%
Total LOS	7.94 5.4%	8.66 22.9%	9.39 9.3%	6.79 13.0%	4.01 18.1%	8.53 7.1%
Domestic LOS	9.27 8.2%	8.98 19.3%	9.56 8.6%	7.42 9.9%	4.37 16.5%	9.84 10.4%
Int'l LOS	6.17 3.9%	5.16 54.0%	8.69 16.3%	4.05 37.3%	2.31 27.6%	3.95 -17.5%

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

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







### JANUARY 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	755,627 -6.3%	301,348 -10.2%	628,472 -11.3%	14,354 -28.8%	7,857 -31.5%	412,085 -15.3%
Total Arrivals	87,318 -13.6%	31,279 -22.1%	62,519 -19.6%	1,673 -38.7%	1,723 -40.2%	39,666 -20.0%
LOS	8.65 8.5%	9.63 15.2%	10.05 10.3%	8.58 16.2%	4.56 52.8%	10.39 5.9%
<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	713,046 -11.4%	223,050 -5.6%	468,241 -14.8%	11,536 -15.1%	8,358 -23.2%	270,705 -21.8%
Total Arrivals	76,150 -17.9%	27,206 -24.5%	52,319 -21.7%	1,853 -22.7%	2,256 -26.2%	31,473 -29.3%
LOS	9.36 8.0%	8.20 25.1%	8.95 8.9%	6.23 9.8%	3.70 4.1%	8.60 10.6%
<b>Japan</b>	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	467,182 -6.6%	2,393 -52.7%	10,844 -48.7%	64 -83.8%	430 233.0%	40,217 -31.8%
Total Arrivals	86,418 -10.1%	1,558 -40.5%	4,246 -36.7%	64 -59.0%	129 1.6%	14,007 -19.3%
LOS	5.41 3.9%	1.54 -20.6%	2.55 -18.9%	1.00 -60.5%	3.33 227.8%	2.87 -15.5%
<b>Canada</b>	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	231,797 6.3%	49,614 -8.7%	243,012 -8.0%	4,300 -29.9%	1,526 -36.5%	76,723 -15.1%
Total Arrivals	20,923 -2.8%	5,045 -42.5%	20,084 -19.3%	492 -61.5%	489 -61.6%	6,871 -36.9%
LOS	11.08 9.4%	9.83 58.6%	12.10 14.0%	8.74 82.0%	3.12 65.5%	11.17 34.4%

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

						
<b>YTD January 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>	87,318 -13.6%	31,279 -22.1%	62,519 -19.6%	1,673 -38.7%	1,723 -40.2%	39,666 -20.0%
<b>U.S. East</b>	76,150 -17.9%	27,206 -24.5%	52,319 -21.7%	1,853 -22.7%	2,256 -26.2%	31,473 -29.3%
<b>Japan</b>	86,418 -10.1%	1,558 -40.5%	4,246 -36.7%	64 -59.0%	129 1.6%	14,007 -19.3%
<b>Canada</b>	20,923 -2.8%	5,045 -42.5%	20,084 -19.3%	492 -61.5%	489 -61.6%	6,871 -36.9%

\* 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

	JANUARY			YEAR-TO-DATE		
	2009P	2008P	CHANGE	2009P	2008P	CHANGE
VISITOR DAYS	240,945	410,962	-41.4%	240,945	410,962	-41.4%
TOTAL VISITORS	19,322	37,699	-48.7%	19,322	37,699	-48.7%
ARRIVED BY SHIP	10,102	12,732	-20.7%	10,102	12,732	-20.7%
ARRIVED BY AIR	9,220	24,967	-63.1%	9,220	24,967	-63.1%
NUMBER OF SHIP ARRIVALS	6	9	-33.3%	6	9	-33.3%
<b>ISLANDS VISITED</b>						
Oahu	19,322	37,699	-48.7%	19,322	37,699	-48.7%
Kauai	18,378	33,250	-44.7%	18,378	33,250	-44.7%
Maui County	18,378	35,926	-48.8%	18,378	35,926	-48.8%
Maui	18,378	35,926	-48.8%	18,378	35,926	-48.8%
Molokai	680	443	53.4%	680	443	53.4%
Lanai	986	574	71.8%	986	574	71.8%
Big Island	19,322	35,237	-45.2%	19,322	35,237	-45.2%
Average Islands Visited	4.1	4.0	1.5%	4.1	4.0	1.5%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawaii before Cruise	5.19	3.21	61.6%	5.19	3.21	61.6%
Days in Hawaii during Cruise	5.59	6.33	-11.6%	5.59	6.33	-11.6%
Days in Hawaii after Cruise	1.69	1.36	23.9%	1.69	1.36	23.9%
Total days in Hawaii	12.47	10.90	14.4%	12.47	10.90	14.4%
<b>ACCOMMODATIONS</b>						
Hotel	9,767	20,491	-52.3%	9,767	20,491	-52.3%
Hotel only	7,493	18,424	-59.3%	7,493	18,424	-59.3%
Condo	1,624	1,865	-12.9%	1,624	1,865	-12.9%
Condo only	302	741	-59.3%	302	741	-59.3%
Timeshare	1,231	1,762	-30.1%	1,231	1,762	-30.1%
Timeshare Only	266	616	-56.8%	266	616	-56.8%
Bed & Breakfast	521	272	91.6%	521	272	91.6%
Bed & Breakfast only	10	0	NA	10	0	NA
Friends & relatives	1,065	706	50.9%	1,065	706	50.9%
Other accommodation	1,282	1,523	-15.8%	1,282	1,523	-15.8%
Accommodation (NET)	11,202	23,408	-52.1%	11,202	23,408	-52.1%
Cruise only	8,119	14,291	-43.2%	8,119	14,291	-43.2%
<b>TRAVEL STATUS</b>						
% First timers	31.1	38.1	-6.93	31.1	38.1	-6.93
% Repeat visitors	68.9	61.9	6.94	68.9	61.9	6.94

Source: DBEDT

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

<b>JANUARY 2009</b>	<b>Statewide</b>	<b>%Chge</b>	<b>Honolulu</b>	<b>%Chge</b>	<b>Kahului</b>	<b>%Chge</b>	<b>Kona</b>	<b>%Chge</b>	<b>Hilo</b>	<b>%Chge</b>	<b>Lihue</b>	<b>%Chge</b>
<b>Total Seats</b>	746,482	-17.4%	526,508	-17.6%	129,193	-23.4%	56,304	5.3%	0	-100.0%	34,477	-11.7%
Scheduled Seats	733,822	-15.7%	520,688	-15.0%	125,393	-24.3%	54,784	5.5%	0	-100.0%	32,957	-12.1%
Charter seats	12,660	-61.1%	5,820	-78.0%	3,800	23.4%	1,520	0.0%			1,520	0.0%
<b>Domestic Seats</b>	529,793	-19.3%	335,015	-19.3%	116,396	-24.6%	43,905	-2.7%	0	-100.0%	34,477	-11.7%
Scheduled Seats	519,533	-18.9%	331,595	-18.0%	112,596	-25.6%	42,385	-2.8%	0	-100.0%	32,957	-12.1%
...US West	450,752	-17.9%	272,741	-15.9%	102,669	-26.8%	42,385	-2.8%	0	-100.0%	32,957	-12.1%
...US East	68,781	-24.8%	58,854	-26.8%	9,927	-10.2%						
Charter seats	10,260	-38.0%	3,420	-67.2%	3,800	23.4%	1,520	0.0%			1,520	0.0%
<b>International Seats</b>	216,689	-12.1%	191,493	-14.4%	12,797	-11.0%	12,399	48.4%				
Scheduled Seats	214,289	-7.0%	189,093	-9.0%	12,797	-11.0%	12,399	48.4%				
...Japan	132,742	-9.1%	122,622	-12.2%			10,120	55.5%				
...Canada	29,271	-20.5%	14,195	-31.1%	12,797	-11.0%	2,279	23.6%				
...Other Asia	11,815	-0.3%	11,815	-0.3%								
...Aus./N. Zealand	16,566	4.3%	16,566	4.3%								
...Other	23,895	20.6%	23,895	20.6%								
Charter Seats	2,400	-85.0%	2,400	-85.0%								
<b>YTD Thru JAN 2009</b>	<b>Statewide</b>	<b>%Chge</b>	<b>Honolulu</b>	<b>%Chge</b>	<b>Kahului</b>	<b>%Chge</b>	<b>Kona</b>	<b>%Chge</b>	<b>Hilo</b>	<b>%Chge</b>	<b>Lihue</b>	<b>%Chge</b>
<b>Total Seats</b>	746,482	-17.4%	526,508	-17.6%	129,193	-23.4%	56,304	5.3%	0	-100.0%	34,477	-11.7%
Scheduled Seats	733,822	-15.7%	520,688	-15.0%	125,393	-24.3%	54,784	5.5%	0	-100.0%	32,957	-12.1%
Charter seats	12,660	-61.1%	5,820	-78.0%	3,800	23.4%	1,520	0.0%			1,520	0.0%
<b>Domestic Seats</b>	529,793	-19.3%	335,015	-19.3%	116,396	-24.6%	43,905	-2.7%	0	-100.0%	34,477	-11.7%
Scheduled Seats	519,533	-18.9%	331,595	-18.0%	112,596	-25.6%	42,385	-2.8%	0	-100.0%	32,957	-12.1%
...US West	450,752	-17.9%	272,741	-15.9%	102,669	-26.8%	42,385	-2.8%	0	-100.0%	32,957	-12.1%
...US East	68,781	-24.8%	58,854	-26.8%	9,927	-10.2%						
Charter seats	10,260	-38.0%	3,420	-67.2%	3,800	23.4%	1,520	0.0%			1,520	0.0%
<b>International Seats</b>	216,689	-12.1%	191,493	-14.4%	12,797	-11.0%	12,399	48.4%				
Scheduled Seats	214,289	-7.0%	189,093	-9.0%	12,797	-11.0%	12,399	48.4%				
...Japan	132,742	-9.1%	122,622	-12.2%			10,120	55.5%				
...Canada	29,271	-20.5%	14,195	-31.1%	12,797	-11.0%	2,279	23.6%				
...Other Asia	11,815	-0.3%	11,815	-0.3%								
...Aus./N. Zealand	16,566	4.3%	16,566	4.3%								
...Other	23,895	20.6%	23,895	20.6%								
Charter Seats	2,400	-85.0%	2,400	-85.0%								

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