

	TABLE 1. TOTAL VISITORS BY AIR					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	5,961,155	5,807,228	2.7%	36,080,342	38,797,909	-7.0%
TOTAL VISITORS	621,590	613,592	1.3%	3,783,463	4,123,487	-8.2%
DOMESTIC	475,570	457,186	4.0%	2,814,120	3,056,963	-7.9%
INTERNATIONAL	146,020	156,406	-6.6%	969,343	1,066,524	-9.1%
AVERAGE DAILY CENSUS	192,295	187,330	2.7%	170,190	182,150	-6.6%
TOTAL AIR SEATS (EST)	822,936	815,900	0.9%	5,228,697	5,698,937	-8.3%
TOTAL LOAD FACTOR (EST)	91.7%	91.0%	0.8	86.8%	86.3%	0.5
ISLANDS VISITED						
O'ahu	388,508	391,587	-0.8%	2,336,696	2,553,944	-8.5%
O'ahu only	276,294	271,887	1.6%	1,682,357	1,778,873	-5.4%
Kaua'i	95,975	100,030	-4.1%	557,853	650,437	-14.2%
Kaua'i only	47,206	47,365	-0.3%	287,146	303,074	-5.3%
Maui County	193,257	192,590	0.3%	1,158,182	1,333,972	-13.2%
Maui	189,908	188,514	0.7%	1,134,524	1,302,015	-12.9%
Maui only	112,926	105,237	7.3%	693,613	753,039	-7.9%
Moloka'i *	4,598	5,127	-10.3%	29,605	44,444	-33.4%
Moloka'i only *	528	613	-13.9%	4,103	5,449	-24.7%
Lāna'i *	5,461	6,011	-9.2%	36,938	51,638	-28.5%
Lāna'i only *	706	780	-9.4%	5,625	7,534	-25.3%
Big Island	119,353	115,433	3.4%	736,929	827,578	-11.0%
Kona side	99,782	95,659	4.3%	613,122	689,429	-11.1%
Hilo side	44,941	43,875	2.4%	271,993	320,905	-15.2%
Big Island only	50,716	44,476	14.0%	336,415	351,312	-4.2%
Any Neighbor Island	345,296	341,705	1.1%	2,101,106	2,344,614	-10.4%
NI only	233,082	222,005	5.0%	1,446,767	1,569,543	-7.8%
O'ahu & NI	112,214	119,700	-6.3%	654,339	775,071	-15.6%
Any one island only	488,376	470,358	3.8%	3,009,259	3,199,281	-5.9%
Multiple Islands	133,214	143,234	-7.0%	774,204	924,206	-16.2%
Avg. Islands Visited	1.29	1.31	-1.6%	1.28	1.32	-3.0%
Average Length of Stay in Hawai'i	9.59	9.46	1.3%	9.54	9.41	1.4%
ACCOMMODATIONS						
Plan to stay in Hotel	381,475	383,862	-0.6%	2,313,816	2,570,138	-10.0%
Hotel only	324,276	329,470	-1.6%	2,008,292	2,217,864	-9.4%
Plan to stay in Condo	109,263	113,068	-3.4%	659,823	754,567	-12.6%
Condo only	80,844	84,238	-4.0%	509,386	577,818	-11.8%
Plan to stay in Timeshare	71,259	63,379	12.4%	417,087	399,140	4.5%
Timeshare only	51,797	46,033	12.5%	316,673	298,950	5.9%
Cruise Ship	12,439	11,047	12.6%	75,166	114,122	-34.1%
Friends/Relatives	71,606	61,035	17.3%	413,679	402,318	2.8%
Bed & Breakfast	4,715	5,421	-13.0%	34,404	42,522	-19.1%
Other	10,878	11,303	-3.8%	66,889	72,580	-7.8%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	530,536	507,861	4.5%	3,126,876	3,346,039	-6.5%
Honeymoon	38,872	39,416	-1.4%	257,176	252,211	2.0%
Get Married	10,258	9,972	2.9%	65,098	72,911	-10.7%
Pleasure/Vacation	489,864	468,142	4.6%	2,865,490	3,089,296	-7.2%
Mtgs/Conventions/Incentive	22,332	27,150	-17.7%	223,211	291,439	-23.4%
Conventions	14,773	16,838	-12.3%	139,197	163,744	-15.0%
Corporate Meetings	4,298	4,691	-8.4%	41,512	58,730	-29.3%
Incentive	3,808	6,240	-39.0%	50,393	79,630	-36.7%
Other Business	18,789	18,022	4.3%	134,314	156,781	-14.3%
Visit Friends/Rel.	67,098	59,771	12.3%	377,966	379,425	-0.4%
Gov't/Military	8,940	10,697	-16.4%	59,401	64,903	-8.5%
Attend School	2,851	1,570	81.6%	12,382	10,055	23.1%
Sport Events	4,092	12,752	-67.9%	43,737	69,229	-36.8%
TRAVEL STATUS						
% First Timers **	34.0	35.1	-1.1	34.1	35.1	-1.0
% Repeaters **	66.0	64.9	1.1	65.9	64.9	1.0
Average # of Trips	5.01	4.81	4.0%	5.04	4.85	3.8%
Group Tour	46,330	66,129	-29.9%	336,725	468,942	-28.2%
Non-Group	575,261	547,463	5.1%	3,446,740	3,654,545	-5.7%
Package Trip	215,662	223,497	-3.5%	1,296,425	1,461,619	-11.3%
No Package	405,928	390,095	4.1%	2,487,039	2,661,868	-6.6%
Net True Independent	399,103	379,290	5.2%	2,432,875	2,580,392	-5.7%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (Visitors Arriving on Domestic Flights)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	4,784,234	4,679,995	2.2%	28,398,805	30,813,831	-7.8%
DOMESTIC VISITORS	475,570	457,186	4.0%	2,814,120	3,056,963	-7.9%
DOMESTIC AVERAGE DAILY CENSUS	154,330	150,968	2.2%	133,957	144,666	-7.4%
DOMESTIC AIR SEATS (EST)	618,117	610,373	1.3%	3,806,405	4,197,043	-9.3%
DOM LOAD FACTOR (EST)	94.6%	92.0%	2.6	90.3%	88.4%	1.9
ISLANDS VISITED						
O'ahu	251,954	243,254	3.6%	1,466,348	1,587,634	-7.6%
O'ahu only	167,611	155,861	7.5%	1,007,927	1,033,546	-2.5%
Kaua'i	89,654	92,481	-3.1%	515,428	594,283	-13.3%
Kaua'i only	46,616	46,417	0.4%	280,530	297,863	-5.8%
Maui County	176,951	174,517	1.4%	1,011,264	1,167,332	-13.4%
Maui	173,803	170,926	1.7%	989,915	1,138,371	-13.0%
Maui only	108,412	100,964	7.4%	637,061	697,875	-8.7%
Moloka'i *	3,982	4,328	-8.0%	24,377	33,679	-27.6%
Moloka'i only *	526	613	-14.2%	3,935	5,197	-24.3%
Lāna'i *	4,724	5,335	-11.5%	31,496	42,041	-25.1%
Lāna'i only *	703	776	-9.4%	5,418	7,462	-27.4%
Big Island	96,731	93,904	3.0%	579,152	655,987	-11.7%
Kona side	82,736	80,066	3.3%	498,598	561,887	-11.3%
Hilo side	34,611	33,310	3.9%	199,040	238,286	-16.5%
Big Island only	47,054	42,494	10.7%	308,096	320,550	-3.9%
Any Neighbor Island	307,959	301,325	2.2%	1,806,193	2,023,417	-10.7%
NI only	223,616	213,932	4.5%	1,347,772	1,469,329	-8.3%
O'ahu & NI	84,343	87,393	-3.5%	458,421	554,088	-17.3%
Any one island only	370,922	347,126	6.9%	2,242,967	2,362,493	-5.1%
Multiple Islands	104,648	110,060	-4.9%	571,153	694,470	-17.8%
Avg. Islands Visited	1.31	1.33	-2.2%	1.28	1.33	-3.3%
Average Length of Stay in Hawai'i	10.06	10.24	-1.7%	10.09	10.08	0.1%
ACCOMMODATIONS						
Plan to stay in Hotel	258,933	251,527	2.9%	1,526,793	1,683,833	-9.3%
Hotel only	210,557	202,930	3.8%	1,267,160	1,381,937	-8.3%
Plan to stay in Condo	93,296	96,474	-3.3%	549,051	629,761	-12.8%
Condo only	70,657	70,922	-0.4%	424,207	481,012	-11.8%
Plan to stay in Timeshare	65,678	60,770	8.1%	381,281	375,259	1.6%
Timeshare only	49,309	44,236	11.5%	293,390	281,884	4.1%
Cruise Ship	11,593	10,583	9.5%	67,756	103,110	-34.3%
Friends/Relatives	64,013	55,229	15.9%	370,255	366,272	1.1%
Bed & Breakfast	4,343	5,068	-14.3%	31,091	37,533	-17.2%
Other	8,459	9,796	-13.6%	52,385	59,288	-11.6%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	401,944	375,730	7.0%	2,277,302	2,435,555	-6.5%
Honeymoon	23,877	22,403	6.6%	116,659	120,557	-3.2%
Get Married	4,887	5,175	-5.6%	29,894	33,668	-11.2%
Pleasure/Vacation	378,545	353,583	7.1%	2,163,399	2,317,101	-6.6%
Mtgs/Conventions/Incentive	16,071	19,222	-16.4%	181,711	233,827	-22.3%
Conventions	10,682	13,250	-19.4%	115,134	143,460	-19.7%
Corporate Meetings	3,363	4,033	-16.6%	35,699	50,081	-28.7%
Incentive	2,488	2,281	9.1%	37,893	48,831	-22.4%
Other Business	15,766	17,077	-7.7%	119,794	141,488	-15.3%
Visit Friends/Rel.	60,416	53,556	12.8%	340,026	340,013	0.0%
Gov't/Military	7,471	9,246	-19.2%	49,327	53,789	-8.3%
Attend School	1,149	1,009	13.9%	6,418	7,134	-10.0%
Sport Events	2,665	9,408	-71.7%	29,015	50,571	-42.6%
TRAVEL STATUS						
% First Timers **	30.9	31.9	-1.0	29.9	31.1	-1.2
% Repeaters **	69.1	68.1	1.0	70.1	68.9	1.2
Average # of Trips	5.44	5.30	2.7%	5.59	5.37	4.1%
Group Tour	9,638	15,777	-38.9%	95,963	145,887	-34.2%
Non-Group	465,933	441,409	5.6%	2,718,159	2,911,076	-6.6%
Package Trip	125,074	120,768	3.6%	693,078	775,706	-10.7%
No Package	350,496	336,418	4.2%	2,121,043	2,281,257	-7.0%
Net True Independent	347,347	331,913	4.7%	2,093,328	2,242,363	-6.6%

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

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	1,176,921	1,127,233	4.4%	7,681,537	7,984,078	-3.8%
INTERNATIONAL VISITORS	146,020	156,406	-6.6%	969,343	1,066,524	-9.1%
INTERNATIONAL AVERAGE DAILY CENSUS	37,965	36,362	4.4%	36,234	37,484	-3.3%
INTERNATIONAL AIR SEATS (EST)	204,819	205,527	-0.3%	1,422,292	1,501,894	-5.3%
INT LOAD FACTOR (EST)	83.1%	87.8%	-4.7	77.2%	80.2%	-3.0
ISLANDS VISITED						
O'ahu	136,554	148,333	-7.9%	870,348	966,310	-9.9%
O'ahu only	108,683	116,025	-6.3%	674,430	745,327	-9.5%
Kaua'i	6,321	7,548	-16.3%	42,425	56,154	-24.4%
Kaua'i only	590	949	-37.8%	6,616	5,210	27.0%
Maui County	16,306	18,073	-9.8%	146,918	166,640	-11.8%
Maui	16,105	17,588	-8.4%	144,609	163,644	-11.6%
Maui only	4,514	4,272	5.7%	56,552	55,164	2.5%
Moloka'i *	616	800	-23.0%	5,228	10,765	-51.4%
Moloka'i only *	2	0	NA	168	252	-33.4%
Lāna'i *	737	676	9.1%	5,442	9,597	-43.3%
Lāna'i only *	3	4	-26.0%	207	73	184.7%
Big Island	22,622	21,528	5.1%	157,777	171,591	-8.1%
Kona side	17,046	15,593	9.3%	114,524	127,543	-10.2%
Hilo side	10,330	10,565	-2.2%	72,953	82,618	-11.7%
Big Island only	3,662	1,981	84.8%	28,319	30,762	-7.9%
Any Neighbor Island	37,337	40,381	-7.5%	294,913	321,197	-8.2%
NI only	9,466	8,073	17.3%	98,995	100,214	-1.2%
O'ahu & NI	27,871	32,307	-13.7%	195,918	220,983	-11.3%
Any one island only	117,454	123,232	-4.7%	766,292	836,788	-8.4%
Multiple Islands	28,566	33,174	-13.9%	203,051	229,736	-11.6%
Avg. Islands Visited	1.25	1.26	-0.3%	1.26	1.29	-2.1%
Average Length of Stay in Hawai'i	8.06	7.21	11.8%	7.92	7.49	5.9%
ACCOMMODATIONS						
Plan to stay in Hotel	122,542	132,335	-7.4%	787,023	886,305	-11.2%
Hotel only	113,719	126,539	-10.1%	741,132	835,927	-11.3%
Plan to stay in Condo	15,967	16,594	-3.8%	110,772	124,806	-11.2%
Condo only	10,187	13,315	-23.5%	85,179	96,807	-12.0%
Plan to stay in Timeshare	5,581	2,609	113.9%	35,806	23,880	49.9%
Timeshare only	2,488	1,797	38.4%	23,283	17,065	36.4%
Cruise Ship	846	464	82.3%	7,410	11,012	-32.7%
Friends/Relatives	7,593	5,805	30.8%	43,424	36,046	20.5%
Bed & Breakfast	372	352	5.5%	3,313	4,989	-33.6%
Other	2,419	1,507	60.5%	14,504	13,292	9.1%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.) (Visitors Arriving on International Flights)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	128,592	132,131	-2.7%	849,574	910,484	-6.7%
Honeymoon	14,995	17,013	-11.9%	140,517	131,654	6.7%
Get Married	5,371	4,797	12.0%	35,204	39,242	-10.3%
Pleasure/Vacation	111,319	114,559	-2.8%	702,091	772,195	-9.1%
Mtgs/Conventions/Incentive	6,261	7,928	-21.0%	41,500	57,612	-28.0%
Conventions	4,091	3,588	14.0%	24,063	20,284	18.6%
Corporate Meetings	935	659	41.9%	5,813	8,649	-32.8%
Incentive	1,320	3,959	-66.7%	12,500	30,799	-59.4%
Other Business	3,023	944	220.1%	14,520	15,293	-5.1%
Visit Friends/Rel.	6,682	6,215	7.5%	37,940	39,413	-3.7%
Gov't/Military	1,469	1,452	1.2%	10,074	11,113	-9.4%
Attend School	1,702	561	203.4%	5,964	2,921	104.2%
Sport Events	1,427	3,344	-57.3%	14,722	18,658	-21.1%
TRAVEL STATUS						
% First Timers **	44.1	44.5	-0.4	46.2	46.5	-0.3
% Repeaters **	55.9	55.5	0.4	53.8	53.5	0.3
Average # of Trips	3.59	3.40	5.6%	3.45	3.38	2.1%
Group Tour	36,692	50,352	-27.1%	240,762	323,055	-25.5%
Non-Group	109,328	106,054	3.1%	728,581	743,469	-2.0%
Package Trip	90,588	102,729	-11.8%	603,347	685,913	-12.0%
No Package	55,432	53,677	3.3%	365,996	380,611	-3.8%
Net True Independent	51,756	47,377	9.2%	339,547	338,029	0.4%

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

	T A B L E 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	431,302	411,173	4.9%	2,543,821	2,750,168	-7.5%
Pacific Region	227,051	209,883	8.2%	1,246,857	1,313,023	-5.0%
...California	180,364	173,026	4.2%	861,956	939,952	-8.3%
...Oregon	12,444	11,018	12.9%	102,345	106,244	-3.7%
...Washington	31,686	24,250	30.7%	243,385	234,287	3.9%
Mountain Region	49,623	47,519	4.4%	331,623	361,201	-8.2%
West North Central	13,083	12,714	2.9%	128,763	143,728	-10.4%
West South Central	37,208	31,862	16.8%	174,196	176,080	-1.1%
...Texas	30,115	25,626	17.5%	136,237	136,911	-0.5%
East North Central	26,526	28,668	-7.5%	206,476	241,445	-14.5%
East South Central	7,609	7,613	-0.1%	48,927	56,043	-12.7%
New England	8,738	8,946	-2.3%	60,399	67,175	-10.1%
Middle Atlantic	23,945	25,399	-5.7%	135,809	151,742	-10.5%
...New Jersey	6,922	7,068	-2.1%	35,213	38,191	-7.8%
...New York	10,615	11,503	-7.7%	61,586	67,792	-9.2%
South Atlantic	36,523	37,865	-3.5%	207,048	236,462	-12.4%
CANADA	9,318	5,989	55.6%	89,457	82,689	8.2%
EUROPE	15,798	17,417	-9.3%	68,181	72,527	-6.0%
France	1,007	1,029	-2.1%	3,978	4,202	-5.3%
Germany	2,732	2,696	1.3%	14,821	14,917	-0.6%
Ireland	375	646	-42.0%	1,551	2,268	-31.6%
Italy	1,073	1,100	-2.5%	3,482	4,014	-13.3%
Switzerland	1,252	1,132	10.6%	4,433	3,947	12.3%
United Kingdom	4,323	5,602	-22.8%	19,530	24,526	-20.4%
ASIA	3,087	4,071	-24.2%	22,512	31,169	-27.8%
People's Republic of China	1,089	1,431	-23.9%	9,758	16,197	-39.8%
Taiwan	96	217	-55.8%	840	1,020	-17.6%
Hong Kong	117	164	-28.7%	665	716	-7.1%
Indonesia	53	57	-6.4%	277	189	46.6%
Japan	497	664	-25.2%	3,431	4,553	-24.6%
Korea	599	726	-17.5%	3,171	4,213	-24.7%
Malaysia	8	4	79.4%	91	116	-21.5%
Philippines	288	309	-6.8%	1,850	1,922	-3.7%
Singapore	72	108	-33.3%	476	586	-18.8%
Thailand	47	32	45.6%	364	179	103.6%
CENTRAL AMERICA	876	1,150	-23.8%	3,679	5,114	-28.1%
Argentina	337	158	113.3%	1,874	1,760	6.5%
Brazil	773	776	-0.4%	4,201	4,387	-4.2%
Mexico	814	1,076	-24.3%	3,251	4,746	-31.5%
SOUTH AMERICA	1,532	1,382	10.8%	8,194	7,900	3.7%
OCEANIA	3,416	4,909	-30.4%	20,007	27,654	-27.7%
Australia	2,484	3,902	-36.3%	16,247	23,498	-30.9%
New Zealand	482	637	-24.3%	1,787	2,566	-30.4%

	TABLE 4. TOTAL U.S. WEST VISITORS BY AIR (Includes Pacific and Mountain States)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	2,707,273	2,581,276	4.9%	15,432,574	16,355,638	-5.6%
TOTAL VISITORS	282,734	262,545	7.7%	1,609,912	1,701,951	-5.4%
Domestic	276,674	257,401	7.5%	1,578,482	1,674,222	-5.7%
International	6,060	5,144	17.8%	31,430	27,729	13.3%
AVERAGE DAILY CENSUS	87,331	83,267	4.9%	72,795	76,787	-5.2%
ISLANDS VISITED						
O'ahu	131,600	118,791	10.8%	742,517	767,742	-3.3%
O'ahu only	97,305	85,517	13.8%	561,236	552,914	1.5%
Kaua'i	52,181	51,832	0.7%	287,522	319,547	-10.0%
Kaua'i only	34,141	33,802	1.0%	194,329	205,899	-5.6%
Maui County	101,284	97,353	4.0%	555,573	624,660	-11.1%
Maui	99,404	95,261	4.3%	543,883	608,456	-10.6%
Maui only	74,389	69,576	6.9%	411,992	446,588	-7.7%
Moloka'i *	2,249	2,089	7.6%	12,008	16,534	-27.4%
Moloka'i only *	373	367	1.8%	2,570	3,433	-25.1%
Lāna'i *	2,521	2,499	0.9%	14,461	19,160	-24.5%
Lāna'i only *	438	529	-17.2%	3,093	4,495	-31.2%
Big Island	50,841	46,501	9.3%	303,868	329,990	-7.9%
Kona side	44,637	40,731	9.6%	266,091	287,942	-7.6%
Hilo side	14,864	13,301	11.8%	86,525	97,569	-11.3%
Big Island only	32,008	28,388	12.8%	202,098	207,128	-2.4%
Any Neighbor Island	185,429	177,028	4.7%	1,048,676	1,149,037	-8.7%
NI only	151,134	143,754	5.1%	867,395	934,209	-7.2%
O'ahu & NI	34,295	33,274	3.1%	181,281	214,828	-15.6%
Any one island only	238,654	218,178	9.4%	1,375,318	1,420,457	-3.2%
Multiple Islands	44,080	44,367	-0.6%	234,594	281,494	-16.7%
Avg. Islands Visited	1.20	1.21	-0.7%	1.18	1.21	-2.3%
Average Length of Stay in Hawai'i	9.58	9.83	-2.6%	9.59	9.61	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	140,039	129,084	8.5%	793,000	847,298	-6.4%
Hotel only	115,806	105,369	9.9%	669,290	706,686	-5.3%
Plan to stay in Condo	62,480	64,383	-3.0%	356,550	406,198	-12.2%
Condo only	49,283	50,003	-1.4%	287,100	324,162	-11.4%
Plan to stay in Timeshare	44,408	40,776	8.9%	242,326	234,479	3.3%
Timeshare only	34,456	30,718	12.2%	192,572	181,970	5.8%
Cruise Ship	3,094	2,432	27.2%	17,174	25,107	-31.6%
Friends/Relatives	39,727	32,414	22.6%	220,561	213,731	3.2%
Bed & Breakfast	1,757	1,998	-12.1%	13,545	16,315	-17.0%
Other	4,785	5,593	-14.4%	30,652	33,479	-8.4%

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

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (CONT.)					
	(Includes Pacific and Mountain States)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	238,641	214,457	11.3%	1,319,176	1,367,917	-3.6%
Honeymoon	10,285	9,145	12.5%	50,921	50,521	0.8%
Get Married	2,786	2,796	-0.4%	16,326	18,025	-9.4%
Pleasure/Vacation	228,367	205,107	11.3%	1,268,415	1,316,875	-3.7%
Mtgs/Conventions/Incentive	7,324	8,861	-17.3%	77,324	98,239	-21.3%
Conventions	4,903	5,905	-17.0%	48,613	58,974	-17.6%
Corporate Meetings	1,751	2,214	-20.9%	17,494	24,736	-29.3%
Incentive	844	896	-5.8%	13,970	17,874	-21.8%
Other Business	11,203	10,550	6.2%	75,606	86,258	-12.3%
Visit Friends/Rel.	36,904	31,421	17.5%	198,733	196,006	1.4%
Gov't/Military	3,161	3,861	-18.1%	19,533	20,978	-6.9%
Attend School	767	525	46.0%	3,174	3,374	-5.9%
Sport Events	1,427	6,765	-78.9%	15,195	32,378	-53.1%
TRAVEL STATUS						
% First Timers **	19.6	20.5	-0.9	19.2	19.9	-0.7
% Repeaters **	80.4	79.5	0.9	80.8	80.1	0.7
Average # of Trips	6.63	6.52	1.6%	6.82	6.64	2.8%
Group Tour	3,724	8,596	-56.7%	32,015	49,067	-34.8%
Non-Group	279,010	253,949	9.9%	1,577,898	1,652,884	-4.5%
Package Trip	69,825	64,091	8.9%	356,131	378,917	-6.0%
No Package	212,909	198,454	7.3%	1,253,779	1,323,034	-5.2%
Net True Independent	211,647	195,788	8.1%	1,242,652	1,307,128	-4.9%

** 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)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,640,438	1,667,433	-1.6%	10,318,238	11,520,118	-10.4%
TOTAL VISITORS	158,046	158,450	-0.3%	985,637	1,100,328	-10.4%
Domestic	153,631	153,068	0.4%	961,620	1,072,677	-10.4%
International	4,415	5,382	-18.0%	24,017	27,651	-13.1%
AVERAGE DAILY CENSUS	52,917	53,788	-1.6%	48,671	54,085	-10.0%
ISLANDS VISITED						
O'ahu	100,181	102,158	-1.9%	597,680	670,408	-10.8%
O'ahu only	58,273	56,836	2.5%	364,786	382,374	-4.6%
Kaua'i	31,330	34,198	-8.4%	190,426	231,182	-17.6%
Kaua'i only	10,283	10,425	-1.4%	71,494	74,745	-4.3%
Mau'i County	60,885	62,447	-2.5%	371,141	444,770	-16.6%
Mau'i	59,854	61,150	-2.1%	363,070	434,649	-16.5%
Mau'i only	26,868	24,576	9.3%	179,944	198,340	-9.3%
Moloka'i *	1,457	2,027	-28.1%	10,078	14,343	-29.7%
Moloka'i only *	124	211	-41.3%	1,113	1,344	-17.2%
Lāna'i *	1,959	2,443	-19.8%	14,741	19,416	-24.1%
Lāna'i only *	218	195	11.8%	1,969	2,268	-13.2%
Big Island	37,480	38,509	-2.7%	224,731	269,328	-16.6%
Kona side	30,760	31,873	-3.5%	188,261	225,430	-16.5%
Hilo side	16,708	17,072	-2.1%	95,198	119,641	-20.4%
Big Island only	11,930	11,226	6.3%	84,208	90,241	-6.7%
Any Neighbor Island	99,773	101,613	-1.8%	620,851	717,955	-13.5%
NI only	57,865	56,291	2.8%	387,957	429,921	-9.8%
O'ahu & NI	41,908	45,322	-7.5%	232,894	288,034	-19.1%
Any one island only	107,696	103,469	4.1%	703,514	749,312	-6.1%
Multiple Islands	50,350	54,981	-8.4%	282,123	351,016	-19.6%
Avg. Islands Visited	1.47	1.52	-3.2%	1.42	1.49	-4.6%
Average Length of Stay in Hawai'i	10.38	10.52	-1.4%	10.47	10.47	0.0%
ACCOMMODATIONS						
Plan to stay in Hotel	97,221	99,065	-1.9%	601,955	678,942	-11.3%
Hotel only	77,030	77,434	-0.5%	488,787	542,334	-9.9%
Plan to stay in Condo	24,012	27,209	-11.8%	148,157	176,265	-15.9%
Condo only	16,251	17,458	-6.9%	102,502	119,427	-14.2%
Plan to stay in Timeshare	18,753	17,580	6.7%	121,606	122,032	-0.3%
Timeshare only	12,902	11,719	10.1%	88,019	85,568	2.9%
Cruise Ship	7,108	7,169	-0.9%	41,945	65,715	-36.2%
Friends/Relatives	21,285	18,935	12.4%	128,693	130,049	-1.0%
Bed & Breakfast	1,802	2,042	-11.7%	12,146	15,767	-23.0%
Other	3,303	3,286	0.5%	19,471	22,758	-14.4%

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

	TABLE 5. TOTAL U.S EAST VISITORS BY AIR (CONT.)					
	(Includes States East of Rocky Mountains)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	130,036	126,801	2.6%	768,710	846,803	-9.2%
Honeymoon	10,265	10,136	1.3%	52,711	56,085	-6.0%
Get Married	1,818	2,069	-12.1%	11,595	13,172	-12.0%
Pleasure/Vacation	120,094	117,001	2.6%	717,783	792,879	-9.5%
Mtgs/Conventions/Incentive	7,078	8,338	-15.1%	86,919	114,897	-24.4%
Conventions	4,466	5,859	-23.8%	54,836	70,857	-22.6%
Corporate Meetings	1,440	1,558	-7.6%	15,548	22,090	-29.6%
Incentive	1,468	1,056	39.0%	20,324	26,570	-23.5%
Other Business	5,107	5,410	-5.6%	39,757	46,655	-14.8%
Visit Friends/Rel.	21,154	18,534	14.1%	122,130	123,179	-0.9%
Gov't/Military	4,555	4,889	-6.8%	30,318	31,986	-5.2%
Attend School	313	283	10.7%	2,165	2,711	-20.1%
Sport Events	1,010	3,581	-71.8%	11,229	16,828	-33.3%
TRAVEL STATUS						
% First Timers **	45.1	46.3	-1.2	42.6	43.9	-1.3
% Repeaters **	54.9	53.7	1.2	57.4	56.1	1.3
Average # of Trips	3.75	3.61	3.9%	3.99	3.79	5.1%
Group Tour	4,764	9,261	-48.6%	48,076	76,471	-37.1%
Non-Group	153,282	149,189	2.7%	937,562	1,023,857	-8.4%
Package Trip	41,978	43,745	-4.0%	257,368	303,919	-15.3%
No Package	116,068	114,705	1.2%	728,272	796,409	-8.6%
Net True Independent	114,667	112,629	1.8%	715,951	778,827	-8.1%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	555,501	605,793	-8.3%	3,504,186	3,808,209	-8.0%
TOTAL VISITORS	93,476	102,970	-9.2%	602,500	674,810	-10.7%
Domestic	497	664	-25.2%	3,431	4,553	-24.6%
International	92,979	102,306	-9.1%	599,069	670,257	-10.6%
AVERAGE DAILY CENSUS	17,919	19,542	-8.3%	16,529	17,879	-7.5%
ISLANDS VISITED						
O'ahu	89,655	99,833	-10.2%	584,596	649,213	-10.0%
O'ahu only	75,028	80,932	-7.3%	479,060	534,297	-10.3%
Kaua'i	1,244	3,714	-66.5%	11,116	16,612	-33.1%
Kaua'i only	167	679	-75.4%	658	1,539	-57.2%
Maui County	4,883	6,278	-22.2%	30,128	39,217	-23.2%
Maui	4,778	6,085	-21.5%	29,485	38,278	-23.0%
Maui only	931	1,028	-9.4%	4,336	6,293	-31.1%
Moloka'i *	186	217	-14.4%	853	1,036	-17.7%
Moloka'i only *	0	0	NA	38	0	NA
Lāna'i *	117	111	5.6%	870	800	8.7%
Lāna'i only *	0	0	NA	45	0	NA
Big Island	13,342	13,582	-1.8%	93,419	99,065	-5.7%
Kona side	9,890	9,718	1.8%	63,509	68,826	-7.7%
Hilo side	4,175	5,109	-18.3%	36,980	39,876	-7.3%
Big Island only	2,481	1,226	102.4%	11,517	16,579	-30.5%
Any Neighbor Island	18,448	22,038	-16.3%	123,440	140,513	-12.2%
NI only	3,821	3,137	21.8%	17,904	25,597	-30.1%
O'ahu & NI	14,627	18,900	-22.6%	105,536	114,916	-8.2%
Any one island only	78,607	83,865	-6.3%	495,654	558,707	-11.3%
Multiple Islands	14,869	19,105	-22.2%	106,846	116,103	-8.0%
Avg. Islands Visited	1.17	1.20	-2.5%	1.20	1.19	0.2%
Average Length of Stay in Hawai'i	5.94	5.88	1.0%	5.82	5.64	3.1%
ACCOMMODATIONS						
Plan to stay in Hotel	82,065	92,004	-10.8%	537,871	614,380	-12.5%
Hotel only	79,820	90,152	-11.5%	528,248	602,712	-12.4%
Plan to stay in Condo	10,172	9,272	9.7%	51,617	52,106	-0.9%
Condo only	7,642	8,039	-4.9%	43,205	43,219	0.0%
Plan to stay in Timeshare	2,754	1,249	120.4%	13,279	7,133	86.2%
Timeshare only	1,729	909	90.1%	9,230	5,096	81.1%
Cruise Ship	0	150	-100.0%	454	777	-41.6%
Friends/Relatives	1,200	1,508	-20.4%	8,418	8,030	4.8%
Bed & Breakfast	61	138	-55.7%	468	657	-28.8%
Other	88	280	-68.6%	2,143	3,435	-37.6%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	87,830	93,266	-5.8%	556,094	604,352	-8.0%
Honeymoon	13,408	14,370	-6.7%	121,017	113,230	6.9%
Get Married	4,921	3,770	30.5%	31,745	34,649	-8.4%
Pleasure/Vacation	72,199	78,401	-7.9%	429,335	485,167	-11.5%
Mtgs/Conventions/Incentive	3,798	5,313	-28.5%	17,940	33,349	-46.2%
Conventions	1,850	1,457	27.0%	5,443	5,747	-5.3%
Corporate Meetings	831	591	40.5%	2,780	3,987	-30.3%
Incentive	1,117	3,542	-68.5%	10,018	24,539	-59.2%
Other Business	603	287	110.4%	3,634	5,102	-28.8%
Visit Friends/Rel.	1,773	1,946	-8.9%	12,640	11,654	8.5%
Gov't/Military	198	32	519.9%	356	326	9.2%
Attend School	145	200	-27.5%	860	1,369	-37.2%
Sport Events	1,311	1,726	-24.1%	12,181	12,300	-1.0%
TRAVEL STATUS						
% First Timers **	36.2	37.7	-1.5	43.0	44.3	-1.3
% Repeaters **	63.8	62.3	1.5	57.0	55.7	1.3
Average # of Trips	4.06	3.74	8.5%	3.70	3.52	5.2%
Group Tour	30,350	38,937	-22.1%	202,754	277,878	-27.0%
Non-Group	63,126	64,033	-1.4%	399,747	396,932	0.7%
Package Trip	70,950	81,623	-13.1%	478,309	545,497	-12.3%
No Package	22,526	21,347	5.5%	124,190	129,313	-4.0%
Net True Independent	20,019	16,926	18.3%	104,166	93,871	11.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	207,039	214,411	-3.4%	2,635,071	2,930,301	-10.1%
TOTAL VISITORS	17,662	18,308	-3.5%	207,308	226,746	-8.6%
Domestic	9,318	5,989	55.6%	89,457	82,689	8.2%
International	8,344	12,319	-32.3%	117,851	144,057	-18.2%
AVERAGE DAILY CENSUS	6,679	6,916	-3.4%	12,430	13,757	-9.6%
ISLANDS VISITED						
O'ahu	10,557	12,117	-12.9%	104,959	126,827	-17.2%
O'ahu only	6,676	6,995	-4.6%	68,007	73,806	-7.9%
Kaua'i	2,415	2,384	1.3%	27,194	34,408	-21.0%
Kaua'i only	543	501	8.5%	9,229	8,481	8.8%
Maui County	7,901	8,541	-7.5%	97,757	112,703	-13.3%
Maui	7,849	8,506	-7.7%	96,702	111,106	-13.0%
Maui only	4,528	4,082	10.9%	66,157	65,188	1.5%
Moloka'i *	183	186	-1.6%	2,087	5,288	-60.5%
Moloka'i only *	12	6	115.2%	162	387	-58.2%
Lāna'i *	379	223	70.2%	2,751	4,653	-40.9%
Lāna'i only *	14	12	19.5%	140	146	-4.1%
Big Island	3,401	3,782	-10.1%	40,918	47,835	-14.5%
Kona side	2,994	3,068	-2.4%	37,074	42,468	-12.7%
Hilo side	1,405	2,107	-33.3%	14,429	21,876	-34.0%
Big Island only	1,118	709	57.8%	18,063	16,392	10.2%
Any Neighbor Island	10,986	11,313	-2.9%	139,301	152,940	-8.9%
NI only	7,105	6,191	14.8%	102,349	99,919	2.4%
O'ahu & NI	3,881	5,122	-24.2%	36,952	53,021	-30.3%
Any one island only	12,891	12,304	4.8%	161,758	164,401	-1.6%
Multiple Islands	4,771	6,004	-20.5%	45,550	62,345	-26.9%
Avg. Islands Visited	1.40	1.49	-5.5%	1.32	1.46	-9.0%
Average Length of Stay in Hawai'i	11.72	11.71	0.1%	12.71	12.92	-1.6%
ACCOMMODATIONS						
Plan to stay in Hotel	10,408	11,067	-6.0%	108,187	117,149	-7.7%
Hotel only	8,036	8,891	-9.6%	84,360	87,196	-3.3%
Plan to stay in Condo	5,308	5,797	-8.4%	71,414	81,066	-11.9%
Condo only	3,986	4,106	-2.9%	56,737	63,207	-10.2%
Plan to stay in Timeshare	1,449	1,101	31.6%	23,051	20,519	12.3%
Timeshare only	849	838	1.3%	16,441	15,457	6.4%
Cruise Ship	485	354	36.9%	6,163	12,764	-51.7%
Friends/Relatives	1,181	1,102	7.1%	11,163	11,600	-3.8%
Bed & Breakfast	246	260	-5.5%	2,496	2,813	-11.3%
Other	332	296	12.2%	1,654	2,624	-37.0%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	15,757	16,280	-3.2%	189,972	207,630	-8.5%
Honeymoon	1,336	1,365	-2.1%	5,547	6,491	-14.5%
Get Married	261	264	-1.1%	1,747	2,341	-25.4%
Pleasure/Vacation	14,499	14,906	-2.7%	184,576	201,127	-8.2%
Mtgs/Conventions/Incentive	552	724	-23.8%	12,112	10,618	14.1%
Conventions	461	613	-24.9%	8,531	7,443	14.6%
Corporate Meetings	68	80	-15.1%	1,824	1,384	31.8%
Incentive	30	39	-22.3%	2,247	2,123	5.8%
Other Business	254	207	22.7%	2,024	2,473	-18.2%
Visit Friends/Rel.	1,011	863	17.1%	8,601	9,357	-8.1%
Gov't/Military	31	142	-78.2%	352	476	-26.0%
Attend School	57	122	-53.2%	248	309	-19.7%
Sport Events	107	252	-57.5%	1,788	2,447	-26.9%
TRAVEL STATUS						
% First Timers **	45.8	43.5	2.2	37.3	38.5	-1.2
% Repeaters **	54.2	56.5	-2.2	62.7	61.5	1.2
Average # of Trips	3.23	3.21	0.5%	3.95	3.80	3.7%
Group Tour	832	1,218	-31.7%	6,649	9,916	-32.9%
Non-Group	16,829	17,090	-1.5%	200,659	216,830	-7.5%
Package Trip	5,576	5,778	-3.5%	57,820	65,295	-11.4%
No Package	12,086	12,530	-3.5%	149,488	161,451	-7.4%
Net True Independent	11,846	12,061	-1.8%	147,548	159,305	-7.4%







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

July 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
July 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	624,140	1.5%	9.58	1.3%	5,980,121	2.8%	NA	NA	NA	NA	NA	NA
Total by Air	621,590	1.3%	9.59	1.3%	5,961,155	2.7%	149.8	-14.7%	1,436.7	-13.6%	893.0	-12.4%
U.S. West	282,734	7.7%	9.58	-2.6%	2,707,273	4.9%	125.9	-13.7%	1,205.2	-15.9%	340.8	-9.5%
U.S. East	158,046	-0.3%	10.38	-1.4%	1,640,438	-1.6%	163.4	-11.4%	1,695.8	-12.7%	268.0	-12.9%
Japan	93,476	-9.2%	5.94	1.0%	555,501	-8.3%	242.7	-13.3%	1,442.1	-12.4%	134.8	-20.5%
Canada	17,662	-3.5%	11.72	0.1%	207,039	-3.4%	132.1	-10.5%	1,548.6	-10.5%	27.4	-13.6%
All Others	69,672	-2.3%	12.21	18.0%	850,905	15.2%	143.5	-21.2%	1,752.3	-7.0%	122.1	-9.2%
Total by Ship	2,550	135.0%	7.44	12.1%	18,966	163.4%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	3,837,740	-8.1%	9.53	1.3%	36,577,381	-7.0%	NA	NA	NA	NA	NA	NA
Total by Air	3,783,463	-8.2%	9.54	1.4%	36,080,342	-7.0%	160.1	-9.7%	1,526.9	-8.4%	5,777.1	-16.0%
U.S. West	1,609,912	-5.4%	9.59	-0.2%	15,432,574	-5.6%	132.8	-11.0%	1,272.7	-11.2%	2,049.0	-16.0%
U.S. East	985,637	-10.4%	10.47	0.0%	10,318,238	-10.4%	165.0	-9.5%	1,727.1	-9.5%	1,702.3	-19.0%
Japan	602,500	-10.7%	5.82	3.1%	3,504,186	-8.0%	274.0	-5.1%	1,593.8	-2.2%	960.3	-12.7%
Canada	207,308	-8.6%	12.71	-1.6%	2,635,071	-10.1%	138.6	-11.3%	1,761.5	-12.8%	365.2	-20.3%
All Others	378,106	-9.9%	11.08	11.2%	4,190,273	0.2%	167.2	-10.2%	1,852.4	-0.2%	700.4	-10.0%
Total by Ship	54,277	0.7%	9.16	-4.1%	497,039	-3.4%	NA	NA	NA	NA	NA	NA

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







July 2009 Island Highlights

						
July 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	388,508 -0.8%	95,975 -4.1%	189,908 0.7%	4,598 -10.3%	5,461 -9.2%	119,353 3.4%
Total Visitor Days	2,936,278 2.9%	707,297 -3.0%	1,488,253 4.4%	18,255 -10.0%	18,092 -9.5%	792,980 4.6%
Total Expenditures (\$mil.)	443.4 -13.2%	95.4 -11.1%	233.7 -10.0%	1.8 -46.9%	3.3 -59.7%	115.4 -11.5%
PPPD Spending (\$)	151.0 -15.6%	134.9 -8.3%	157.0 -13.8%	100.7 -40.9%	180.3 -55.5%	145.5 -15.4%
Domestic Arrivals	251,954 3.6%	89,654 -3.1%	173,803 1.7%	3,982 -8.0%	4,724 -11.5%	96,731 3.0%
Int'l Arrivals	136,554 -7.9%	6,321 -16.3%	16,105 -8.4%	616 -23.0%	737 9.1%	22,622 5.1%
Total LOS	7.56 3.7%	7.37 1.1%	7.84 3.6%	3.97 0.4%	3.31 -0.4%	6.64 1.2%
Domestic LOS	7.95 0.4%	7.50 -0.5%	7.86 0.9%	4.40 -2.2%	3.55 -0.1%	7.33 0.3%
Int'l LOS	6.84 9.4%	5.55 33.2%	7.61 41.7%	1.20 18.0%	1.80 17.6%	3.72 11.3%
YTD Through July 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	2,336,696 -8.5%	557,853 -14.2%	1,134,524 -12.9%	29,605 -33.4%	36,938 -28.5%	736,929 -11.0%
Total Visitor Days	17,304,125 -4.8%	4,185,704 -7.8%	9,174,987 -9.1%	142,361 -27.4%	132,851 -23.2%	5,140,315 -8.5%
Total Expenditures (\$mil.)	2,901.5 -14.7%	602.1 -16.4%	1,485.9 -17.5%	15.1 -35.9%	37.1 -31.2%	735.5 -16.2%
PPPD Spending (\$)	167.7 -10.4%	143.8 -9.4%	162.0 -9.2%	105.7 -11.8%	279.3 -10.4%	143.1 -8.4%
Domestic Arrivals	1,466,348 -7.6%	515,428 -13.3%	989,915 -13.0%	24,377 -27.6%	31,496 -25.1%	579,152 -11.7%
Int'l Arrivals	870,348 -9.9%	42,425 -24.4%	144,609 -11.6%	5,228 -51.4%	5,442 -43.3%	157,777 -8.1%
Total LOS	7.41 4.0%	7.50 7.5%	8.09 4.3%	4.81 9.0%	3.60 7.3%	6.98 2.7%
Domestic LOS	7.92 3.0%	7.71 5.8%	8.14 2.7%	5.25 4.9%	3.86 2.7%	7.77 3.5%
Int'l LOS	6.54 5.8%	5.03 34.5%	7.71 18.5%	2.73 7.7%	2.10 32.5%	4.05 0.3%

* 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







July 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	1,029,235 8.4%	427,466 -2.1%	824,570 3.8%	10,260 -1.7%	8,941 -8.6%	406,201 6.7%
Total Arrivals	131,600 10.8%	52,181 0.7%	99,404 4.3%	2,249 7.6%	2,521 0.9%	50,841 9.3%
LOS	7.82 -2.1%	8.19 -2.8%	8.30 -0.5%	4.56 -8.7%	3.55 -9.4%	7.99 -2.5%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	782,252 -0.2%	199,265 -6.8%	412,369 -0.3%	5,566 -25.6%	6,426 -16.9%	234,054 -2.6%
Total Arrivals	100,181 -1.9%	31,330 -8.4%	59,854 -2.1%	1,457 -28.1%	1,959 -19.8%	37,480 -2.7%
LOS	7.81 1.7%	6.36 1.7%	6.89 1.8%	3.82 3.6%	3.28 3.6%	6.24 0.0%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	491,248 -7.6%	3,362 -74.6%	15,220 -24.3%	186 -14.3%	279 147.3%	45,043 11.3%
Total Arrivals	89,655 -10.2%	1,244 -66.5%	4,778 -21.5%	186 -14.4%	117 5.6%	13,342 -1.8%
LOS	5.48 2.9%	2.70 -24.2%	3.19 -3.5%	1.00 0.0%	2.39 134.6%	3.38 13.4%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	88,289 -12.1%	16,631 4.1%	75,902 0.3%	613 100.6%	1,106 100.5%	24,470 13.9%
Total Arrivals	10,557 -12.9%	2,415 1.3%	7,849 -7.7%	183 -1.6%	379 70.2%	3,401 -10.1%
LOS	8.36 0.9%	6.89 2.7%	9.67 8.7%	3.35 103.9%	2.92 18.0%	7.19 26.7%

* 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

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

						
YTD July 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	742,517 -3.3%	287,522 -10.0%	543,883 -10.6%	12,008 -27.4%	14,461 -24.5%	303,868 -7.9%
U.S. East	597,680 -10.8%	190,426 -17.6%	363,070 -16.5%	10,078 -29.7%	14,741 -24.1%	224,731 -16.6%
Japan	584,596 -10.0%	11,116 -33.1%	29,485 -23.0%	853 -17.7%	870 8.7%	93,419 -5.7%
Canada	104,959 -17.2%	27,194 -21.0%	96,702 -13.0%	2,087 -60.5%	2,751 -40.9%	40,918 -14.5%

* 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

	JULY			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	123,307	102,928	19.8%	1,228,134	1,653,010	-25.7%
TOTAL VISITORS	12,453	10,577	17.7%	123,667	160,379	-22.9%
ARRIVED BY SHIP	2,550	1,085	135.0%	54,277	53,894	0.7%
ARRIVED BY AIR	9,903	9,492	4.3%	69,390	106,485	-34.8%
NUMBER OF SHIP ARRIVALS	2	2	0.0%	32	36	-11.1%
ISLANDS VISITED						
O'ahu	12,453	10,577	17.7%	121,750	160,379	-24.1%
Kaua'i	9,903	9,492	4.3%	102,042	139,372	-26.8%
Maui County	11,806	9,492	24.4%	111,704	149,439	-25.3%
Maui	11,806	9,492	24.4%	111,704	149,439	-25.3%
Moloka'i	258	313	-17.6%	3,250	3,379	-3.8%
Lāna'i	197	290	-31.8%	3,938	3,155	24.8%
Big Island	9,903	9,492	4.3%	112,987	152,006	-25.7%
Average Islands Visited	3.6	4.1	-10.5%	4.0	4.0	-0.6%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.66	1.89	40.4%	3.23	2.71	19.2%
Days in Hawai'i during Cruise	5.95	6.49	-8.2%	5.58	6.30	-11.3%
Days in Hawai'i after Cruise	1.29	1.35	-4.4%	1.11	1.30	-14.3%
Total days in Hawai'i	9.90	9.73	1.8%	9.93	10.31	-3.6%
ACCOMMODATIONS						
Hotel	7,579	8,236	-8.0%	63,458	86,887	-27.0%
Hotel only	6,668	7,150	-6.7%	53,802	76,437	-29.6%
Condo	648	715	-9.5%	7,737	8,328	-7.1%
Condo only	236	113	109.6%	1,716	2,535	-32.3%
Timeshare	813	525	54.9%	6,440	6,928	-7.0%
Timeshare Only	236	64	268.3%	1,649	2,251	-26.7%
Bed & Breakfast	205	180	13.7%	2,726	1,490	83.0%
Bed & Breakfast only	0	0	NA	125	331	-62.2%
Friends & relatives	487	333	46.3%	5,257	3,775	39.3%
Other accommodation	521	333	56.3%	6,053	5,718	5.9%
Accommodation (NET)	8,546	8,567	-0.3%	71,011	97,096	-26.9%
Cruise only	3,908	2,010	94.4%	52,656	63,283	-16.8%
TRAVEL STATUS						
% First timers	46.7	45.2	1.5	40.8	43.7	-2.9
% Repeat visitors	53.3	54.8	-1.5	59.2	56.3	2.9

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

July 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	822,936	0.9%	570,627	1.0%	147,019	-3.3%	56,227	11.7%	0	NA	49,063	1.5%
Scheduled Seats	812,948	1.1%	565,959	1.0%	145,499	-1.8%	54,327	11.3%	0	NA	47,163	0.7%
Charter seats	9,988	-12.5%	4,668	1.9%	1,520	-60.0%	1,900	25.0%			1,900	25.0%
Domestic Seats	618,117	1.3%	375,320	1.3%	144,017	-2.6%	49,717	13.9%	0	NA	49,063	1.5%
Scheduled Seats	609,377	1.7%	371,900	1.5%	142,497	-1.1%	47,817	13.5%	0	NA	47,163	0.7%
...US West	523,436	4.3%	303,102	6.0%	125,354	-1.3%	47,817	13.5%	0	NA	47,163	0.7%
...US East	85,941	-11.8%	68,798	-14.5%	17,143	1.1%						
Charter seats	8,740	-20.7%	3,420	-18.2%	1,520	-60.0%	1,900	25.0%			1,900	25.0%
International Seats	204,819	-0.3%	195,307	0.3%	3,002	-28.3%	6,510	-2.8%				
Scheduled Seats	203,571	-0.8%	194,059	-0.1%	3,002	-28.3%	6,510	-2.8%				
...Japan	139,620	3.9%	133,110	4.2%			6,510	-2.8%				
...Canada	9,788	-33.6%	6,786	-35.7%	3,002	-28.3%						
...Other Asia	14,721	24.6%	14,721	24.6%								
...Aus./N. Zealand	15,233	-11.9%	15,233	-11.9%								
...Other	24,209	-9.9%	24,209	-9.9%								
Charter Seats	1,248	212.0%	1,248	212.0%								
<hr/>												
YTD Thru July 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	5,228,697	-8.3%	3,686,273	-8.5%	901,205	-13.8%	374,602	10.1%	0	-100.0%	266,617	-2.4%
Scheduled Seats	5,149,389	-7.8%	3,651,045	-7.8%	879,925	-14.1%	363,202	10.0%	0	-100.0%	255,217	-3.1%
Charter seats	79,308	-29.0%	35,228	-50.1%	21,280	-0.2%	11,400	15.4%			11,400	15.4%
Domestic Seats	3,806,405	-9.3%	2,378,433	-10.1%	843,230	-14.1%	318,125	11.2%	0	-100.0%	266,617	-2.4%
Scheduled Seats	3,739,145	-9.1%	2,355,253	-9.5%	821,950	-14.4%	306,725	11.1%	0	-100.0%	255,217	-3.1%
...US West	3,213,306	-7.2%	1,909,258	-6.9%	742,106	-13.7%	306,725	11.1%	0	-100.0%	255,217	-3.1%
...US East	525,839	-19.2%	445,995	-18.8%	79,844	-21.0%						
Charter seats	67,260	-20.8%	23,180	-47.2%	21,280	-0.2%	11,400	15.4%			11,400	15.4%
International Seats	1,422,292	-5.3%	1,307,840	-5.5%	57,975	-9.0%	56,477	4.3%				
Scheduled Seats	1,410,244	-4.4%	1,295,792	-4.5%	57,975	-9.0%	56,477	4.3%				
...Japan	918,490	-2.5%	870,360	-3.0%			48,130	6.2%				
...Canada	139,846	-24.9%	73,524	-35.3%	57,975	-9.0%	8,347	-5.7%				
...Other Asia	93,499	15.1%	93,499	15.1%								
...Aus./N. Zealand	97,201	-11.9%	97,201	-11.9%								
...Other	161,208	3.8%	161,208	3.8%								
Charter Seats	12,048	-54.9%	12,048	-54.9%								

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

Revised 2009 Preliminary Visitor Expenditures by MMA and Month

Total Expenditure (\$ mil.)	JAN	FEB	MAR*	APR*	MAY*	JUN*	JUL	Year-to-date
US West	290.4	276.8	258.5	281.2	271.8	329.5	340.8	2,049.0
US East	292.1	253.1	200.4	197.5	228.4	262.8	268.0	1,702.3
Japan	160.6	159.2	160.3	128.2	116.8	100.4	134.8	960.3
Canada	85.7	82.5	76.4	48.3	25.0	19.9	27.4	365.2
All others	120.9	81.0	79.8	101.6	90.9	104.2	122.1	700.4
Total	949.8	852.5	775.4	756.7	733.0	816.8	893.0	5,777.1

Per Person Per Day Spending (\$)	JAN	FEB	MAR*	APR*	MAY*	JUN*	JUL	Year-to-date
US West	137.0	146.3	133.4	135.8	128.8	127.0	125.9	132.8
US East	172.3	172.1	150.3	162.8	174.3	158.7	163.4	165.0
Japan	308.3	301.3	267.5	261.3	263.0	274.6	242.7	274.0
Canada	141.2	149.7	137.5	125.5	136.5	136.3	132.1	138.6
All others	213.5	184.7	168.3	150.2	173.0	158.0	143.5	167.2
Total	172.4	174.7	158.2	156.5	160.3	150.7	149.8	160.1

Per Person Per Trip Spending (\$)	JAN	FEB	MAR*	APR*	MAY*	JUN*	JUL	Year-to-date
US West	1,541.0	1,410.3	1,226.9	1,212.7	1,154.7	1,246.0	1,205.2	1,272.7
US East	2,157.0	1,817.9	1,453.5	1,571.3	1,713.2	1,683.9	1,695.8	1,727.1
Japan	1,811.9	1,715.5	1,560.8	1,518.7	1,499.5	1,603.8	1,442.1	1,593.8
Canada	2,038.7	1,956.5	1,766.6	1,482.2	1,448.8	1,613.9	1,548.6	1,761.5
All others	2,100.1	1,888.5	1,691.7	1,821.1	1,815.9	1,894.8	1,752.3	1,852.4
Total	1,854.5	1,660.8	1,431.4	1,426.9	1,426.1	1,483.9	1,436.7	1,526.9

* Statistics were revised.

Source: DBEDT/Hawai'i Tourism Authority, August 2009

Revised 2009 Preliminary Visitor Expenditures by Island and Month

Total Expenditure (\$ mil.)	JAN	FEB	MAR*	APR*	MAY*	JUN*	JUL	Year-to-date
O'ahu	461.7	420.1	377.9	401.9	409.5	387.1	443.4	2,901.5
Maui	253.0	228.3	205.8	185.6	156.4	223.1	233.7	1,485.9
Moloka'i	3.7	2.2	1.9	1.9	1.9	1.7	1.8	15.1
Lāna'i	7.5	7.3	4.5	3.5	6.1	5.0	3.3	37.1
Kaua'i	98.2	84.3	84.0	66.3	81.6	92.2	95.4	602.1
Hawai'i Island	125.6	110.3	101.4	97.6	77.6	107.7	115.4	735.5
Total	949.8	852.5	775.4	756.7	733.0	816.8	893.0	5,777.1

Per Person Per Day Spending (\$)	JAN	FEB	MAR*	APR*	MAY*	JUN*	JUL	Year-to-date
O'ahu	182.3	187.5	163.9	169.0	176.7	149.3	151.0	167.7
Maui	173.4	178.7	160.2	155.5	146.1	159.2	157.0	162.0
Moloka'i	112.2	100.1	92.0	115.2	123.8	96.8	100.7	105.7
Lāna'i	360.6	358.4	234.3	202.2	343.4	256.0	180.3	279.3
Kaua'i	161.7	150.6	155.6	125.4	139.8	140.0	134.9	143.8
Hawai'i Island	146.7	145.3	138.8	139.2	136.3	147.3	145.5	143.1
Total	172.4	174.7	158.2	156.5	160.3	150.7	149.8	160.1

Per Person Per Trip Spending (\$)	JAN	FEB	MAR*	APR*	MAY*	JUN*	JUL	Year-to-date
O'ahu	1,446.5	1,330.8	1,154.3	1,216.5	1,257.1	1,173.3	1,141.3	1,241.7
Maui	1,628.7	1,503.0	1,297.2	1,186.3	1,072.7	1,264.2	1,230.6	1,309.7
Moloka'i	762.1	502.2	429.9	461.0	505.8	466.2	399.9	508.4
Lāna'i	1,446.2	1,391.1	809.2	680.6	1,216.3	928.1	597.3	1,004.4
Kaua'i	1,400.0	1,169.8	1,142.2	868.5	995.4	1,050.5	994.5	1,079.3
Hawai'i Island	1,250.3	1,066.4	946.5	901.2	850.1	1,005.9	966.6	998.1
Total	1,854.5	1,660.8	1,431.4	1,426.9	1,426.1	1,483.9	1,436.7	1,526.9

* Statistics were revised.

Source: DBEDT/Hawai'i Tourism Authority, August 2009