

	TABLE 1. TOTAL VISITORS BY AIR					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	5,420,102	5,582,440	-2.9%	30,119,187	32,990,681	-8.7%
TOTAL VISITORS	550,421	580,625	-5.2%	3,161,873	3,509,895	-9.9%
DOMESTIC	444,305	439,895	1.0%	2,338,550	2,599,777	-10.0%
INTERNATIONAL	106,116	140,730	-24.6%	823,323	910,118	-9.5%
AVERAGE DAILY CENSUS	180,670	186,081	-2.9%	166,404	181,267	-8.2%
TOTAL AIR SEATS (EST)	763,153	770,980	-1.0%	4,405,761	4,883,037	-9.8%
TOTAL LOAD FACTOR (EST)	87.9%	90.8%	-2.8	85.8%	85.5%	0.3
ISLANDS VISITED						
O'ahu	329,902	362,440	-9.0%	1,948,188	2,162,357	-9.9%
O'ahu only	229,014	248,191	-7.7%	1,406,063	1,506,986	-6.7%
Kaua'i	87,729	96,017	-8.6%	461,878	550,407	-16.1%
Kaua'i only	45,583	45,533	0.1%	239,940	255,708	-6.2%
Maui County	179,504	188,555	-4.8%	964,925	1,141,383	-15.5%
Maui	176,455	184,407	-4.3%	944,616	1,113,501	-15.2%
Maui only	106,547	102,228	4.2%	580,687	647,803	-10.4%
Moloka'i *	3,560	6,042	-41.1%	25,007	39,317	-36.4%
Moloka'i only *	475	451	5.3%	3,575	4,836	-26.1%
Lāna'i *	5,414	7,217	-25.0%	31,477	45,626	-31.0%
Lāna'i only *	833	1,199	-30.5%	4,919	6,755	-27.2%
Big Island	107,100	111,765	-4.2%	617,576	712,145	-13.3%
Kona side	88,788	94,232	-5.8%	513,340	593,770	-13.5%
Hilo side	39,731	40,230	-1.2%	227,052	277,029	-18.0%
Big Island only	47,586	46,262	2.9%	285,699	306,836	-6.9%
Any Neighbor Island	321,407	332,434	-3.3%	1,755,810	2,002,909	-12.3%
NI only	220,519	218,185	1.1%	1,213,685	1,347,538	-9.9%
O'ahu & NI	100,888	114,249	-11.7%	542,125	655,371	-17.3%
Any one island only	430,038	443,863	-3.1%	2,520,883	2,728,923	-7.6%
Multiple Islands	120,383	136,762	-12.0%	640,990	780,972	-17.9%
Avg. Islands Visited	1.29	1.32	-2.4%	1.27	1.32	-3.3%
Average Length of Stay in Hawai'i	9.85	9.61	2.4%	9.53	9.40	1.3%
ACCOMMODATIONS						
Plan to stay in Hotel	327,649	361,185	-9.3%	1,932,341	2,186,275	-11.6%
Hotel only	278,447	310,235	-10.2%	1,684,016	1,888,394	-10.8%
Plan to stay in Condo	94,990	105,044	-9.6%	550,560	641,500	-14.2%
Condo only	72,056	77,988	-7.6%	428,542	493,581	-13.2%
Plan to stay in Timeshare	67,289	64,778	3.9%	345,828	335,760	3.0%
Timeshare only	50,105	47,770	4.9%	264,876	252,917	4.7%
Cruise Ship	10,500	10,486	0.1%	62,727	103,075	-39.1%
Friends/Relatives	65,397	54,846	19.2%	342,073	341,284	0.2%
Bed & Breakfast	4,446	5,267	-15.6%	29,689	37,101	-20.0%
Other	9,835	11,402	-13.7%	56,011	61,276	-8.6%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	460,890	474,113	-2.8%	2,596,340	2,838,178	-8.5%
Honeymoon	48,116	47,953	0.3%	218,304	212,794	2.6%
Get Married	10,133	11,676	-13.2%	54,840	62,938	-12.9%
Pleasure/Vacation	413,094	426,079	-3.0%	2,375,626	2,621,154	-9.4%
Mtgs/Conventions/Incentive	24,114	29,970	-19.5%	200,879	264,289	-24.0%
Conventions	16,108	16,012	0.6%	124,424	146,906	-15.3%
Corporate Meetings	3,902	6,284	-37.9%	37,214	54,039	-31.1%
Incentive	4,669	8,520	-45.2%	46,585	73,390	-36.5%
Other Business	17,086	19,383	-11.9%	115,525	138,760	-16.7%
Visit Friends/Rel.	61,014	54,319	12.3%	310,868	319,655	-2.7%
Govt/Military	9,010	10,076	-10.6%	50,461	54,205	-6.9%
Attend School	1,551	1,450	7.0%	9,531	8,485	12.3%
Sport Events	4,079	14,376	-71.6%	39,645	56,477	-29.8%
TRAVEL STATUS						
% First Timers **	35.2	36.6	-1.4	34.1	35.1	-1.0
% Repeaters **	64.8	63.4	1.4	65.9	64.9	1.0
Average # of Trips	4.92	4.70	4.8%	5.05	4.86	3.8%
Group Tour	36,992	60,515	-38.9%	290,395	402,813	-27.9%
Non-Group	513,429	520,110	-1.3%	2,871,479	3,107,082	-7.6%
Package Trip	180,993	207,607	-12.8%	1,080,763	1,238,123	-12.7%
No Package	369,428	373,018	-1.0%	2,081,111	2,271,772	-8.4%
Net True Independent	362,472	362,590	0.0%	2,033,772	2,201,102	-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)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	4,531,911	4,591,259	-1.3%	23,614,571	26,133,836	-9.6%
DOMESTIC VISITORS	444,305	439,895	1.0%	2,338,550	2,599,777	-10.0%
DOMESTIC AVERAGE DAILY CENSUS	151,064	153,042	-1.3%	130,467	143,593	-9.1%
DOMESTIC AIR SEATS (EST)	568,007	574,583	-1.1%	3,188,288	3,586,670	-11.1%
DOM LOAD FACTOR (EST)	96.1%	93.7%	2.4	89.5%	87.8%	1.7
ISLANDS VISITED						
O'ahu	233,752	232,328	0.6%	1,214,394	1,344,380	-9.7%
O'ahu only	156,721	147,767	6.1%	840,316	877,684	-4.3%
Kaua'i	82,628	89,150	-7.3%	425,774	501,802	-15.2%
Kaua'i only	43,545	44,856	-2.9%	233,914	251,447	-7.0%
Maui County	165,483	169,233	-2.2%	834,313	992,816	-16.0%
Maui	162,502	165,557	-1.8%	816,112	967,446	-15.6%
Maui only	102,773	97,746	5.1%	528,649	596,911	-11.4%
Moloka'i *	3,406	3,928	-13.3%	20,395	29,351	-30.5%
Moloka'i only *	467	451	3.5%	3,409	4,584	-25.6%
Lāna'i *	5,012	5,807	-13.7%	26,772	36,705	-27.1%
Lāna'i only *	830	1,197	-30.7%	4,715	6,686	-29.5%
Big Island	88,487	89,722	-1.4%	482,421	562,082	-14.2%
Kona side	75,625	77,134	-2.0%	415,862	481,821	-13.7%
Hilo side	31,157	30,650	1.7%	164,429	204,976	-19.8%
Big Island only	44,066	41,540	6.1%	261,042	278,056	-6.1%
Any Neighbor Island	287,584	292,128	-1.6%	1,498,234	1,722,093	-13.0%
NI only	210,553	207,567	1.4%	1,124,156	1,255,397	-10.5%
O'ahu & NI	77,031	84,561	-8.9%	374,078	466,696	-19.8%
Any one island only	348,402	333,557	4.5%	1,872,045	2,015,367	-7.1%
Multiple Islands	95,903	106,338	-9.8%	466,505	584,410	-20.2%
Avg. Islands Visited	1.30	1.33	-2.8%	1.28	1.32	-3.6%
Average Length of Stay in Hawai'i	10.20	10.44	-2.3%	10.10	10.05	0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	240,803	240,623	0.1%	1,267,860	1,432,306	-11.5%
Hotel only	197,299	194,388	1.5%	1,056,603	1,179,007	-10.4%
Plan to stay in Condo	86,994	93,119	-6.6%	455,755	533,288	-14.5%
Condo only	65,807	69,351	-5.1%	353,550	410,090	-13.8%
Plan to stay in Timeshare	63,016	61,560	2.4%	315,603	314,489	0.4%
Timeshare only	47,905	45,160	6.1%	244,081	237,649	2.7%
Cruise Ship	10,038	10,369	-3.2%	56,163	92,527	-39.3%
Friends/Relatives	59,297	50,172	18.2%	306,242	311,043	-1.5%
Bed & Breakfast	4,167	4,715	-11.6%	26,748	32,464	-17.6%
Other	8,492	9,332	-9.0%	43,926	49,492	-11.2%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	369,811	357,823	3.4%	1,875,358	2,059,825	-9.0%
Honeymoon	25,056	25,188	-0.5%	92,782	98,154	-5.5%
Get Married	4,932	5,375	-8.2%	25,007	28,493	-12.2%
Pleasure/Vacation	345,224	332,995	3.7%	1,784,854	1,963,518	-9.1%
Mtgs/Conventions/Incentive	18,364	19,569	-6.2%	165,640	214,605	-22.8%
Conventions	12,320	12,522	-1.6%	104,452	130,210	-19.8%
Corporate Meetings	3,427	4,650	-26.3%	32,336	46,049	-29.8%
Incentive	3,183	2,938	8.4%	35,405	46,550	-23.9%
Other Business	15,786	17,533	-10.0%	104,028	124,411	-16.4%
Visit Friends/Rel.	56,246	48,717	15.5%	279,610	286,457	-2.4%
Gov't/Military	6,444	7,792	-17.3%	41,856	44,544	-6.0%
Attend School	888	1,289	-31.1%	5,269	6,125	-14.0%
Sport Events	2,698	11,446	-76.4%	26,350	41,163	-36.0%
TRAVEL STATUS						
% First Timers **	31.5	32.5	-1.0	29.7	31.0	-1.3
% Repeaters **	68.5	67.5	1.0	70.3	69.0	1.3
Average # of Trips	5.32	5.14	3.5%	5.62	5.38	4.4%
Group Tour	12,626	16,782	-24.8%	86,325	130,110	-33.7%
Non-Group	431,679	423,113	2.0%	2,252,226	2,469,667	-8.8%
Package Trip	118,116	116,138	1.7%	568,004	654,938	-13.3%
No Package	326,189	323,757	0.8%	1,770,547	1,944,839	-9.0%
Net True Independent	322,646	319,025	1.1%	1,745,981	1,910,450	-8.6%

** 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 (Visitors Arriving on International Flights)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	888,191	991,181	-10.4%	6,504,616	6,856,845	-5.1%
INTERNATIONAL VISITORS	106,116	140,730	-24.6%	823,323	910,118	-9.5%
INT'L AVERAGE DAILY CENSUS	29,606	33,039	-10.4%	35,937	37,675	-4.6%
INTERNATIONAL AIR SEATS (EST)	195,146	196,397	-0.6%	1,217,473	1,296,367	-6.1%
INT'L LOAD FACTOR (EST)	64.2%	82.2%	-18.0	76.2%	79.0%	-2.8
ISLANDS VISITED						
O'ahu	96,150	130,112	-26.1%	733,794	817,977	-10.3%
O'ahu only	72,293	100,424	-28.0%	565,747	629,302	-10.1%
Kaua'i	5,101	6,868	-25.7%	36,104	48,605	-25.7%
Kaua'i only	2,038	677	201.1%	6,026	4,262	41.4%
Maui County	14,021	19,322	-27.4%	130,612	148,567	-12.1%
Maui	13,953	18,850	-26.0%	128,504	146,056	-12.0%
Maui only	3,774	4,482	-15.8%	52,038	50,891	2.3%
Moloka'i *	154	2,114	-92.7%	4,612	9,966	-53.7%
Moloka'i only *	8	0	NA	166	252	-34.2%
Lāna'i *	402	1,410	-71.5%	4,705	8,921	-47.3%
Lāna'i only *	3	2	43.3%	204	69	197.1%
Big Island	18,613	22,042	-15.6%	135,155	150,063	-9.9%
Kona side	13,163	17,099	-23.0%	97,478	111,949	-12.9%
Hilo side	8,574	9,580	-10.5%	62,623	72,053	-13.1%
Big Island only	3,520	4,722	-25.5%	24,657	28,780	-14.3%
Any Neighbor Island	33,823	40,306	-16.1%	257,576	280,816	-8.3%
NI only	9,966	10,618	-6.1%	89,529	92,141	-2.8%
O'ahu & NI	23,857	29,688	-19.6%	168,047	188,676	-10.9%
Any one island only	81,636	110,306	-26.0%	648,838	713,556	-9.1%
Multiple Islands	24,480	30,424	-19.5%	174,485	196,562	-11.2%
Avg. Islands Visited	1.27	1.29	-1.8%	1.27	1.30	-2.4%
Average Length of Stay in Hawai'i	8.37	7.04	18.8%	7.90	7.53	4.9%
ACCOMMODATIONS						
Plan to stay in Hotel	86,846	120,562	-28.0%	664,481	753,969	-11.9%
Hotel only	81,148	115,847	-30.0%	627,413	709,387	-11.6%
Plan to stay in Condo	7,996	11,925	-32.9%	94,805	108,212	-12.4%
Condo only	6,249	8,637	-27.7%	74,992	83,491	-10.2%
Plan to stay in Timeshare	4,273	3,218	32.8%	30,225	21,271	42.1%
Timeshare only	2,200	2,610	-15.7%	20,795	15,268	36.2%
Cruise Ship	462	117	294.6%	6,564	10,548	-37.8%
Friends/Relatives	6,100	4,674	30.5%	35,831	30,241	18.5%
Bed & Breakfast	279	552	-49.4%	2,941	4,637	-36.6%
Other	1,343	2,071	-35.1%	12,085	11,784	2.6%

* 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)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	91,079	116,290	-21.7%	720,982	778,353	-7.4%
Honeymoon	23,060	22,765	1.3%	125,522	114,640	9.5%
Get Married	5,201	6,301	-17.5%	29,833	34,445	-13.4%
Pleasure/Vacation	67,870	93,084	-27.1%	590,772	657,636	-10.2%
Mtgs/Conventions/Incentive	5,750	10,401	-44.7%	35,239	49,684	-29.1%
Conventions	3,788	3,490	8.6%	19,972	16,696	19.6%
Corporate Meetings	475	1,634	-70.9%	4,878	7,990	-38.9%
Incentive	1,486	5,582	-73.4%	11,180	26,839	-58.3%
Other Business	1,300	1,851	-29.8%	11,497	14,349	-19.9%
Visit Friends/Rel.	4,768	5,601	-14.9%	31,258	33,198	-5.8%
Gov't/Military	2,566	2,283	12.4%	8,605	9,662	-10.9%
Attend School	663	161	311.7%	4,262	2,360	80.6%
Sport Events	1,381	2,930	-52.9%	13,295	15,314	-13.2%
TRAVEL STATUS						
% First Timers **	50.9	49.7	1.2	46.6	46.9	-0.3
% Repeaters **	49.1	50.3	-1.2	53.4	53.1	0.3
Average # of Trips	3.26	3.31	-1.5%	3.42	3.37	1.5%
Group Tour	24,366	43,733	-44.3%	204,070	272,703	-25.2%
Non-Group	81,750	96,997	-15.7%	619,253	637,415	-2.8%
Package Trip	62,877	91,469	-31.3%	512,759	583,185	-12.1%
No Package	43,239	49,261	-12.2%	310,564	326,933	-5.0%
Net True Independent	39,826	43,566	-8.6%	287,791	290,652	-1.0%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	413,236	406,768	1.6%	2,112,519	2,338,995	-9.7%
Pacific Region	206,659	193,844	6.6%	1,019,806	1,103,140	-7.6%
... California	159,101	151,120	5.3%	681,592	766,926	-11.1%
... Oregon	14,035	14,215	-1.3%	89,901	95,226	-5.6%
... Washington	30,926	26,183	18.1%	211,699	210,037	0.8%
Mountain Region	53,651	54,250	-1.1%	282,000	313,682	-10.1%
West North Central	14,792	14,971	-1.2%	115,680	131,014	-11.7%
West South Central	36,635	34,841	5.1%	136,988	144,218	-5.0%
... Texas	29,407	27,833	5.7%	106,122	111,285	-4.6%
East North Central	28,440	31,670	-10.2%	179,950	212,777	-15.4%
East South Central	9,299	9,862	-5.7%	41,318	48,430	-14.7%
New England	7,623	8,090	-5.8%	51,661	58,229	-11.3%
Middle Atlantic	18,776	19,645	-4.4%	111,864	126,343	-11.5%
... New Jersey	4,971	5,234	-5.0%	28,291	31,123	-9.1%
... New York	7,316	7,380	-0.9%	50,971	56,289	-9.4%
South Atlantic	36,674	38,978	-5.9%	170,525	198,597	-14.1%
CANADA	5,165	3,133	64.9%	80,139	76,700	4.5%
EUROPE	9,430	9,734	-3.1%	52,383	55,111	-4.9%
France	459	577	-20.5%	2,971	3,173	-6.4%
Germany	1,870	1,736	7.7%	12,089	12,221	-1.1%
Ireland	325	600	-45.8%	1,176	1,621	-27.5%
Italy	543	743	-26.9%	2,409	2,914	-17.3%
Switzerland	613	484	26.7%	3,181	2,815	13.0%
United Kingdom	2,920	3,380	-13.6%	15,207	18,924	-19.6%
ASIA	3,012	4,711	-36.1%	19,425	27,098	-28.3%
People's Republic of China	871	2,342	-62.8%	8,669	14,766	-41.3%
Taiwan	134	134	0.0%	744	803	-7.3%
Hong Kong	122	105	16.2%	548	552	-0.7%
Indonesia	78	29	170.7%	224	132	69.2%
Japan	512	762	-32.8%	2,934	3,889	-24.6%
Korea	496	635	-21.9%	2,572	3,487	-26.2%
Malaysia	16	26	-37.3%	83	112	-25.6%
Philippines	232	284	-18.4%	1,562	1,613	-3.1%
Singapore	71	118	-39.8%	404	478	-15.5%
Thailand	45	20	124.0%	317	147	116.4%
CENTRAL AMERICA	606	531	14.1%	2,803	3,964	-29.3%
Argentina	224	128	75.0%	1,537	1,602	-4.1%
Brazil	596	461	29.3%	3,428	3,611	-5.1%
Mexico	510	486	4.9%	2,437	3,670	-33.6%
SOUTH AMERICA	1,162	796	46.0%	6,662	6,518	2.2%
OCEANIA	2,897	4,181	-30.7%	16,591	22,745	-27.1%
Australia	2,296	3,561	-35.5%	13,763	19,596	-29.8%
New Zealand	274	359	-23.7%	1,305	1,929	-32.3%

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	2,594,039	2,557,003	1.4%	12,725,300	13,774,363	-7.6%
TOTAL VISITORS	264,471	252,004	4.9%	1,327,178	1,439,406	-7.8%
Domestic	260,311	248,094	4.9%	1,301,808	1,416,821	-8.1%
International	4,160	3,910	6.4%	25,370	22,585	12.3%
AVERAGE DAILY CENSUS	86,468	85,233	1.4%	70,306	75,683	-7.1%
ISLANDS VISITED						
O'ahu	119,506	114,349	4.5%	610,917	648,952	-5.9%
O'ahu only	88,156	81,211	8.6%	463,931	467,397	-0.7%
Kaua'i	48,918	49,336	-0.8%	235,341	267,715	-12.1%
Kaua'i only	32,851	31,493	4.3%	160,188	172,096	-6.9%
Maui County	96,112	94,482	1.7%	454,289	527,307	-13.8%
Maui	94,490	92,383	2.3%	444,479	513,195	-13.4%
Maui only	71,131	67,262	5.8%	337,603	377,012	-10.5%
Moloka'i *	1,606	1,918	-16.3%	9,759	14,445	-32.4%
Moloka'i only *	315	314	0.3%	2,197	3,067	-28.4%
Lāna'i *	2,294	2,745	-16.4%	11,940	16,661	-28.3%
Lāna'i only *	430	718	-40.1%	2,655	3,965	-33.0%
Big Island	47,723	44,991	6.1%	253,027	283,489	-10.7%
Kona side	41,987	39,874	5.3%	221,454	247,211	-10.4%
Hilo side	13,342	12,260	8.8%	71,661	84,268	-15.0%
Big Island only	30,883	27,514	12.2%	170,090	178,740	-4.8%
Any Neighbor Island	176,315	170,793	3.2%	863,247	972,009	-11.2%
NI only	144,965	137,655	5.3%	716,261	790,454	-9.4%
O'ahu & NI	31,350	33,138	-5.4%	146,986	181,554	-19.0%
Any one island only	223,766	208,513	7.3%	1,136,664	1,202,278	-5.5%
Multiple Islands	40,705	43,491	-6.4%	190,514	237,128	-19.7%
Avg. Islands Visited	1.19	1.21	-2.0%	1.18	1.21	-2.7%
Average Length of Stay in Hawai'i	9.81	10.15	-3.3%	9.59	9.57	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	130,006	123,232	5.5%	652,961	718,213	-9.1%
Hotel only	108,544	100,778	7.7%	553,484	601,317	-8.0%
Plan to stay in Condo	58,969	61,830	-4.6%	294,070	341,815	-14.0%
Condo only	46,999	48,662	-3.4%	237,817	274,160	-13.3%
Plan to stay in Timeshare	42,072	40,438	4.0%	197,918	193,703	2.2%
Timeshare only	33,044	30,664	7.8%	158,116	151,252	4.5%
Cruise Ship	2,530	2,538	-0.3%	14,080	22,675	-37.9%
Friends/Relatives	35,442	29,387	20.6%	180,834	181,318	-0.3%
Bed & Breakfast	1,779	1,951	-8.8%	11,788	14,317	-17.7%
Other	4,851	5,007	-3.1%	25,867	27,886	-7.2%

* 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)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	222,879	205,219	8.6%	1,080,535	1,153,460	-6.3%
Honeymoon	10,737	9,602	11.8%	40,636	41,377	-1.8%
Get Married	2,864	2,917	-1.8%	13,540	15,229	-11.1%
Pleasure/Vacation	212,040	195,547	8.4%	1,040,048	1,111,768	-6.5%
Mtgs/Conventions/Incentive	8,504	10,173	-16.4%	70,000	89,379	-21.7%
Conventions	5,333	6,665	-20.0%	43,710	53,069	-17.6%
Corporate Meetings	2,028	2,864	-29.2%	15,743	22,522	-30.1%
Incentive	1,304	884	47.5%	13,126	16,978	-22.7%
Other Business	10,161	10,772	-5.7%	64,403	75,708	-14.9%
Visit Friends/Rel.	32,928	27,570	19.4%	161,829	164,585	-1.7%
Gov't/Military	2,791	3,176	-12.1%	16,372	17,117	-4.4%
Attend School	460	596	-22.8%	2,407	2,849	-15.5%
Sport Events	967	9,555	-89.9%	13,768	25,613	-46.2%
TRAVEL STATUS						
% First Timers **	20.7	20.1	0.7	19.1	19.8	-0.7
% Repeaters **	79.3	79.9	-0.7	80.9	80.2	0.7
Average # of Trips	6.47	6.38	1.3%	6.86	6.66	3.1%
Group Tour	4,449	4,988	-10.8%	28,291	40,471	-30.1%
Non-Group	260,022	247,016	5.3%	1,298,888	1,398,935	-7.2%
Package Trip	63,947	58,555	9.2%	286,306	314,826	-9.1%
No Package	200,524	193,449	3.7%	1,040,870	1,124,580	-7.4%
Net True Independent	198,932	191,478	3.9%	1,031,005	1,111,340	-7.2%

** 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)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,655,325	1,745,276	-5.2%	8,677,801	9,852,685	-11.9%
TOTAL VISITORS	156,052	162,473	-4.0%	827,591	941,878	-12.1%
Domestic	152,239	158,058	-3.7%	807,989	919,609	-12.1%
International	3,813	4,415	-13.6%	19,602	22,269	-12.0%
AVERAGE DAILY CENSUS	55,177	58,076	-5.0%	47,944	54,136	-11.4%
ISLANDS VISITED						
O'ahu	97,903	101,722	-3.8%	497,499	568,250	-12.5%
O'ahu only	57,091	54,839	4.1%	306,513	325,538	-5.8%
Kaua'i	30,385	35,786	-15.1%	159,096	196,984	-19.2%
Kaua'i only	10,261	11,645	-11.9%	61,211	64,321	-4.8%
Maui County	61,019	66,547	-8.3%	310,256	382,323	-18.8%
Maui	59,841	65,370	-8.5%	303,216	373,500	-18.8%
Maui only	27,829	26,577	4.7%	153,076	173,764	-11.9%
Moloka'i *	1,454	1,955	-25.6%	8,621	12,316	-30.0%
Moloka'i only *	129	93	39.3%	989	1,132	-12.7%
Lāna'i *	2,537	2,602	-2.5%	12,782	16,973	-24.7%
Lāna'i only *	348	302	15.1%	1,751	2,073	-15.5%
Big Island	35,790	39,963	-10.4%	187,251	230,819	-18.9%
Kona side	29,775	33,367	-10.8%	157,501	193,557	-18.6%
Hilo side	15,777	16,684	-5.4%	78,490	102,568	-23.5%
Big Island only	11,096	11,738	-5.5%	72,278	79,016	-8.5%
Any Neighbor Island	98,961	107,634	-8.1%	521,078	616,342	-15.5%
NI only	58,149	60,751	-4.3%	330,092	373,630	-11.7%
O'ahu & NI	40,812	46,883	-12.9%	190,986	242,712	-21.3%
Any one island only	106,754	105,195	1.5%	595,818	645,843	-7.7%
Multiple Islands	49,298	57,278	-13.9%	231,773	296,035	-21.7%
Avg. Islands Visited	1.46	1.52	-4.1%	1.41	1.49	-4.9%
Average Length of Stay in Hawai'i	10.61	10.74	-1.3%	10.49	10.46	0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	95,014	99,684	-4.7%	504,734	579,877	-13.0%
Hotel only	75,467	78,157	-3.4%	411,757	464,900	-11.4%
Plan to stay in Condo	23,808	27,794	-14.3%	124,145	149,056	-16.7%
Condo only	15,684	18,005	-12.9%	86,251	101,969	-15.4%
Plan to stay in Timeshare	19,588	19,571	0.1%	102,853	104,452	-1.5%
Timeshare only	13,754	13,517	1.8%	75,117	73,849	1.7%
Cruise Ship	6,798	7,251	-6.3%	34,837	58,546	-40.5%
Friends/Relatives	20,903	18,684	11.9%	107,408	111,115	-3.3%
Bed & Breakfast	1,839	2,301	-20.1%	10,344	13,725	-24.6%
Other	3,115	3,939	-20.9%	16,168	19,472	-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)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	126,213	131,276	-3.9%	638,674	720,001	-11.3%
Honeymoon	12,200	13,066	-6.6%	42,446	45,949	-7.6%
Get Married	2,093	2,216	-5.6%	9,777	11,103	-11.9%
Pleasure/Vacation	114,278	118,518	-3.6%	597,689	675,878	-11.6%
Mtgs/Conventions/Incentive	8,600	8,039	7.0%	79,841	106,559	-25.1%
Conventions	6,022	5,072	18.7%	50,370	64,997	-22.5%
Corporate Meetings	1,326	1,892	-29.9%	14,108	20,532	-31.3%
Incentive	1,591	1,562	1.8%	18,856	25,514	-26.1%
Other Business	4,892	5,575	-12.3%	34,650	41,245	-16.0%
Visit Friends/Rel.	20,310	18,924	7.3%	100,976	104,644	-3.5%
Gov't/Military	4,208	4,835	-13.0%	25,763	27,097	-4.9%
Attend School	298	537	-44.5%	1,852	2,428	-23.7%
Sport Events	1,523	1,801	-15.4%	10,219	13,247	-22.9%
TRAVEL STATUS						
% First Timers **	46.3	47.9	-1.6	42.1	43.5	-1.4
% Repeaters **	53.7	52.1	1.6	57.9	56.5	1.4
Average # of Trips	3.62	3.47	4.5%	4.03	3.82	5.4%
Group Tour	6,438	9,425	-31.7%	43,312	67,211	-35.6%
Non-Group	149,615	153,048	-2.2%	784,280	874,667	-10.3%
Package Trip	43,758	46,619	-6.1%	215,390	260,174	-17.2%
No Package	112,295	115,854	-3.1%	612,204	681,704	-10.2%
Net True Independent	110,813	113,616	-2.5%	601,284	666,198	-9.7%

** 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					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	365,622	514,598	-28.9%	2,948,685	3,202,416	-7.9%
TOTAL VISITORS	62,605	93,228	-32.8%	509,024	571,840	-11.0%
Domestic	512	762	-32.8%	2,934	3,889	-24.6%
International	62,093	92,466	-32.8%	506,090	567,951	-10.9%
AVERAGE DAILY CENSUS	12,187	17,153	-28.9%	16,291	17,596	-7.4%
ISLANDS VISITED						
O'ahu	60,801	88,496	-31.3%	494,941	549,380	-9.9%
O'ahu only	48,431	73,540	-34.1%	404,032	453,365	-10.9%
Kaua'i	1,083	2,624	-58.7%	9,872	12,898	-23.5%
Kaua'i only	53	412	-87.1%	491	860	-42.9%
Maui County	2,861	4,569	-37.4%	25,245	32,938	-23.4%
Maui	2,800	4,419	-36.6%	24,707	32,193	-23.3%
Maui only	496	689	-28.1%	3,405	5,265	-35.3%
Moloka'i *	44	174	-74.7%	667	819	-18.6%
Moloka'i only *	7	0	NA	38	0	NA
Lāna'i *	39	35	11.2%	753	689	9.3%
Lāna'i only *	0	0	NA	45	0	NA
Big Island	11,059	14,102	-21.6%	80,077	85,483	-6.3%
Kona side	7,430	10,414	-28.7%	53,619	59,109	-9.3%
Hilo side	4,348	5,476	-20.6%	32,805	34,767	-5.6%
Big Island only	1,142	3,540	-67.7%	9,036	15,353	-41.1%
Any Neighbor Island	14,174	19,688	-28.0%	104,992	118,475	-11.4%
NI only	1,804	4,732	-61.9%	14,083	22,460	-37.3%
O'ahu & NI	12,370	14,956	-17.3%	90,909	96,016	-5.3%
Any one island only	50,129	78,181	-35.9%	417,047	474,842	-12.2%
Multiple Islands	12,476	15,047	-17.1%	91,977	96,998	-5.2%
Avg. Islands Visited	1.21	1.18	2.8%	1.20	1.19	0.7%
Average Length of Stay in Hawai'i	5.84	5.52	5.8%	5.79	5.60	3.4%
ACCOMMODATIONS						
Plan to stay in Hotel	55,873	85,388	-34.6%	455,806	522,377	-12.7%
Hotel only	54,820	83,707	-34.5%	448,428	512,560	-12.5%
Plan to stay in Condo	4,777	6,571	-27.3%	41,445	42,834	-3.2%
Condo only	4,010	5,291	-24.2%	35,563	35,180	1.1%
Plan to stay in Timeshare	1,585	1,009	57.1%	10,525	5,884	78.9%
Timeshare only	1,344	738	82.1%	7,501	4,187	79.2%
Cruise Ship	67	25	169.4%	454	627	-27.6%
Friends/Relatives	1,072	1,077	-0.4%	7,218	6,522	10.7%
Bed & Breakfast	45	148	-69.6%	407	519	-21.6%
Other	328	698	-53.0%	2,055	3,155	-34.9%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	58,208	81,108	-28.2%	468,264	511,085	-8.4%
Honeymoon	17,683	19,672	-10.1%	107,609	98,861	8.8%
Get Married	4,649	6,049	-23.1%	26,824	30,879	-13.1%
Pleasure/Vacation	40,253	60,879	-33.9%	357,136	406,766	-12.2%
Mtgs/Conventions/Incentive	2,011	6,728	-70.1%	14,142	28,036	-49.6%
Conventions	685	1,307	-47.6%	3,593	4,290	-16.3%
Corporate Meetings	138	795	-82.6%	1,949	3,395	-42.6%
Incentive	1,187	4,671	-74.6%	8,901	20,997	-57.6%
Other Business	324	837	-61.3%	3,031	4,816	-37.1%
Visit Friends/Rel.	1,580	1,489	6.1%	10,867	9,708	11.9%
Gov't/Military	18	63	-71.6%	158	294	-46.3%
Attend School	160	70	129.4%	715	1,169	-38.8%
Sport Events	1,243	2,295	-45.8%	10,870	10,574	2.8%
TRAVEL STATUS						
% First Timers **	45.4	47.7	-2.3	44.2	45.4	-1.2
% Repeaters **	54.6	52.3	2.3	55.8	54.6	1.2
Average # of Trips	3.65	3.52	3.9%	3.63	3.48	4.5%
Group Tour	20,305	37,951	-46.5%	172,404	238,940	-27.8%
Non-Group	42,300	55,277	-23.5%	336,621	332,900	1.1%
Package Trip	49,307	75,245	-34.5%	407,359	463,874	-12.2%
No Package	13,298	17,983	-26.1%	101,664	107,966	-5.8%
Net True Independent	10,937	13,131	-16.7%	84,147	76,946	9.4%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	145,894	151,453	-3.7%	2,428,032	2,715,890	-10.6%
TOTAL VISITORS	12,319	13,759	-10.5%	189,646	208,438	-9.0%
Domestic	5,165	3,133	64.9%	80,139	76,700	4.5%
International	7,154	10,626	-32.7%	109,507	131,738	-16.9%
AVERAGE DAILY CENSUS	4,863	5,048	-3.7%	13,415	14,922	-10.1%
ISLANDS VISITED						
O'ahu	7,545	9,337	-19.2%	94,402	114,710	-17.7%
O'ahu only	4,819	6,012	-19.8%	61,331	66,811	-8.2%
Kaua'i	1,714	1,336	28.3%	24,779	32,025	-22.6%
Kaua'i only	476	350	36.0%	8,686	7,980	8.8%
Maui County	5,312	5,978	-11.1%	89,856	104,163	-13.7%
Maui	5,267	5,872	-10.3%	88,853	102,601	-13.4%
Maui only	3,034	2,861	6.0%	61,629	61,106	0.9%
Moloka'i *	64	277	-76.9%	1,904	5,102	-62.7%
Moloka'i only *	6	6	7.9%	150	382	-60.7%
Lāna'i *	118	192	-38.7%	2,372	4,430	-46.5%
Lāna'i only *	16	17	-3.0%	126	134	-6.1%
Big Island	2,163	2,018	7.2%	37,517	44,053	-14.8%
Kona side	1,854	1,677	10.5%	34,080	39,401	-13.5%
Hilo side	901	631	42.8%	13,024	19,769	-34.1%
Big Island only	754	568	32.9%	16,945	15,683	8.0%
Any Neighbor Island	7,500	7,747	-3.2%	128,315	141,627	-9.4%
NI only	4,774	4,422	8.0%	95,244	93,728	1.6%
O'ahu & NI	2,726	3,325	-18.0%	33,071	47,899	-31.0%
Any one island only	9,105	9,813	-7.2%	148,867	152,097	-2.1%
Multiple Islands	3,214	3,946	-18.6%	40,779	56,341	-27.6%
Avg. Islands Visited	1.37	1.38	-1.0%	1.32	1.45	-9.4%
Average Length of Stay in Hawai'i	11.84	11.01	7.6%	12.80	13.03	-1.7%
ACCOMMODATIONS						
Plan to stay in Hotel	7,966	8,042	-0.9%	97,779	106,082	-7.8%
Hotel only	6,420	6,868	-6.5%	76,324	78,305	-2.5%
Plan to stay in Condo	3,116	3,433	-9.2%	66,106	75,269	-12.2%
Condo only	2,257	2,596	-13.0%	52,751	59,101	-10.7%
Plan to stay in Timeshare	831	1,123	-26.0%	21,602	19,418	11.2%
Timeshare only	602	894	-32.6%	15,592	14,619	6.7%
Cruise Ship	151	97	55.2%	5,678	12,410	-54.2%
Friends/Relatives	860	932	-7.8%	9,982	10,498	-4.9%
Bed & Breakfast	163	125	30.3%	2,250	2,553	-11.9%
Other	117	143	-18.3%	1,322	2,328	-43.2%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	11,151	11,693	-4.6%	174,215	191,350	-9.0%
Honeymoon	1,041	1,305	-20.2%	4,211	5,127	-17.9%
Get Married	133	131	1.9%	1,486	2,077	-28.5%
Pleasure/Vacation	10,141	10,519	-3.6%	170,077	186,221	-8.7%
Mtgs/Conventions/Incentive	437	569	-23.2%	11,560	9,894	16.8%
Conventions	345	249	38.7%	8,070	6,829	18.2%
Corporate Meetings	35	93	-62.5%	1,756	1,304	34.7%
Incentive	60	227	-73.6%	2,217	2,085	6.4%
Other Business	174	218	-20.1%	1,770	2,266	-21.9%
Visit Friends/Rel.	745	919	-19.0%	7,590	8,494	-10.6%
Gov't/Military	30	24	23.0%	321	333	-3.7%
Attend School	22	4	409.5%	191	187	2.2%
Sport Events	76	87	-12.4%	1,681	2,195	-23.4%
TRAVEL STATUS						
% First Timers **	46.2	46.5	-0.3	36.5	38.1	-1.6
% Repeaters **	53.8	53.5	0.3	63.5	61.9	1.6
Average # of Trips	3.36	3.62	-7.0%	4.01	3.86	4.1%
Group Tour	242	222	9.0%	5,817	8,698	-33.1%
Non-Group	12,077	13,537	-10.8%	183,830	199,740	-8.0%
Package Trip	4,113	3,825	7.5%	52,244	59,517	-12.2%
No Package	8,206	9,934	-17.4%	137,402	148,921	-7.7%
Net True Independent	8,151	9,858	-17.3%	135,702	147,244	-7.8%







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

June 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
June 2009												
Total	550,421	-5.2%	9.85	2.4%	5,420,102	-2.9%	NA	NA	NA	NA	NA	NA
Total by Air	550,421	-5.2%	9.85	2.4%	5,420,102	-2.9%	155.7	-13.6%	1,533.2	-11.5%	843.9	-16.1%
U.S. West	264,471	4.9%	9.81	-3.3%	2,594,039	1.4%	138.0	-7.5%	1,353.6	-10.6%	358.0	-6.1%
U.S. East	156,052	-4.0%	10.61	-1.3%	1,655,325	-5.2%	157.9	-17.0%	1,675.4	-18.0%	261.5	-21.2%
Japan	62,605	-32.8%	5.84	5.8%	365,622	-28.9%	274.6	-7.2%	1,603.8	-1.8%	100.4	-34.0%
Canada	12,319	-10.5%	11.84	7.6%	145,894	-3.7%	136.3	-15.4%	1,613.9	-9.0%	19.9	-18.5%
All Others	54,974	-7.1%	11.99	15.5%	659,222	7.3%	158.0	-16.0%	1,894.8	-3.0%	104.2	-9.9%
Total by Ship	0	NA	0.00	NA	0	NA	NA	NA	NA	NA	NA	NA
Y-T-D 2009												
Total	3,213,600	-9.8%	9.52	1.3%	30,597,260	-8.7%	NA	NA	NA	NA	NA	NA
Total by Air	3,161,873	-9.9%	9.53	1.3%	30,119,187	-8.7%	165.2	-7.0%	1,573.2	-5.7%	4,974.4	-15.1%
U.S. West	1,327,178	-7.8%	9.59	0.2%	12,725,300	-7.6%	140.9	-5.9%	1,350.6	-5.8%	1,792.5	-13.1%
U.S. East	827,591	-12.1%	10.49	0.2%	8,677,801	-11.9%	166.0	-8.8%	1,740.3	-8.6%	1,440.3	-19.7%
Japan	509,024	-11.0%	5.79	3.4%	2,948,685	-7.9%	279.9	-3.6%	1,621.6	-0.3%	825.4	-11.3%
Canada	189,646	-9.0%	12.80	-1.7%	2,428,032	-10.6%	139.1	-11.4%	1,781.4	-12.9%	337.8	-20.8%
All Others	308,434	-11.5%	10.83	9.5%	3,339,368	-3.1%	173.2	-7.4%	1,875.0	1.4%	578.3	-10.2%
Total by Ship	51,727	-2.0%	9.24	-3.8%	478,073	-5.7%	NA	NA	NA	NA	NA	NA

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







JUNE 2009 Island Highlights

						
JUNE 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	329,902 -9.0%	87,729 -8.6%	176,455 -4.3%	3,560 -41.1%	5,414 -25.0%	107,100 -4.2%
Total Visitor Days	2,592,578 -3.2%	658,327 -5.3%	1,401,032 -1.3%	17,145 -19.6%	19,629 -24.9%	731,392 -1.3%
Total Expenditures (\$mil.)	387.8 -21.4%	97.3 -10.6%	245.8 -5.9%	1.7 -51.0%	6.9 -15.5%	104.3 -19.9%
PPPD Spending (\$)	149.6 -18.8%	147.8 -5.6%	175.4 -4.6%	98.3 -39.1%	351.9 12.6%	142.7 -18.8%
Domestic Arrivals	233,752 0.6%	82,628 -7.3%	162,502 -1.8%	3,406 -13.3%	5,012 -13.7%	88,487 -1.4%
Int'l Arrivals	96,150 -26.1%	5,101 -25.7%	13,953 -26.0%	154 -92.7%	402 -71.5%	18,613 -15.6%
Total LOS	7.86 6.3%	7.50 3.7%	7.94 3.1%	4.82 36.4%	3.63 0.0%	6.83 3.0%
Domestic LOS	8.16 -0.3%	7.65 1.7%	7.93 0.2%	4.96 3.7%	3.71 -10.0%	7.56 1.9%
Int'l LOS	7.13 19.5%	5.16 45.7%	8.07 38.3%	1.65 36.6%	2.58 63.3%	3.36 -2.1%
YTD Through						
JUNE 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	1,948,188 -9.9%	461,878 -16.1%	944,616 -15.2%	25,007 -36.4%	31,477 -31.0%	617,576 -13.3%
Total Visitor Days	14,367,847 -6.2%	3,478,406 -8.7%	7,686,734 -11.3%	124,106 -29.4%	114,759 -25.0%	4,347,335 -10.6%
Total Expenditures (\$mil.)	2,453.0 -15.1%	517.4 -15.6%	1,333.2 -13.4%	12.6 -37.3%	40.2 -12.4%	618.0 -17.4%
PPPD Spending (\$)	170.7 -9.5%	148.7 -7.5%	173.4 -2.4%	101.2 -11.2%	350.2 16.9%	142.2 -7.6%
Domestic Arrivals	1,214,394 -9.7%	425,774 -15.2%	816,112 -15.6%	20,395 -30.5%	26,772 -27.1%	482,421 -14.2%
Int'l Arrivals	733,794 -10.3%	36,104 -25.7%	128,504 -12.0%	4,612 -53.7%	4,705 -47.3%	135,155 -9.9%
Total LOS	7.37 4.1%	7.53 8.8%	8.14 4.6%	4.96 11.0%	3.65 8.7%	7.04 3.1%
Domestic LOS	7.92 3.5%	7.75 7.1%	8.20 3.2%	5.42 6.6%	3.91 3.3%	7.86 4.2%
Int'l LOS	6.48 5.1%	4.94 34.4%	7.72 16.2%	2.94 10.4%	2.15 35.1%	4.11 -0.8%

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

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







JUNE 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	967,250 0.2%	415,778 0.5%	794,426 1.9%	9,411 -9.5%	9,015 -24.3%	398,244 6.0%
Total Arrivals	119,506 4.5%	48,918 -0.8%	94,490 2.3%	1,606 -16.3%	2,294 -16.4%	47,723 6.1%
LOS	8.09 -4.2%	8.50 1.3%	8.41 -0.3%	5.86 8.1%	3.93 -9.4%	8.34 -0.1%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	784,923 -1.6%	193,908 -14.6%	432,337 -4.4%	5,831 -17.5%	9,078 -9.6%	228,672 -8.9%
Total Arrivals	97,903 -3.8%	30,385 -15.1%	59,841 -8.5%	1,454 -25.6%	2,537 -2.5%	35,790 -10.4%
LOS	8.02 2.2%	6.38 0.6%	7.22 4.4%	4.01 11.0%	3.58 -7.3%	6.39 1.7%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	328,211 -27.0%	2,686 -61.1%	7,580 -35.5%	73 -60.7%	117 234.3%	27,163 -41.2%
Total Arrivals	60,801 -31.3%	1,083 -58.7%	2,800 -36.6%	44 -74.7%	39 11.2%	11,059 -21.6%
LOS	5.40 6.3%	2.48 -5.8%	2.71 1.7%	1.67 55.4%	3.00 200.0%	2.46 -25.1%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	71,216 -7.8%	11,856 36.1%	45,957 -8.1%	289 -64.4%	354 -42.8%	16,216 15.3%
Total Arrivals	7,545 -19.2%	1,714 28.3%	5,267 -10.3%	64 -76.9%	118 -38.7%	2,163 7.2%
LOS	9.44 14.1%	6.92 6.1%	8.73 2.5%	4.52 54.2%	3.00 -6.9%	7.50 7.6%

* 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 June 2009 - Total Visitor Arrivals by Selected MMAs

						
YTD June 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	610,917 -5.9%	235,341 -12.1%	444,479 -13.4%	9,759 -32.4%	11,940 -28.3%	253,027 -10.7%
U.S. East	497,499 -12.5%	159,096 -19.2%	303,216 -18.8%	8,621 -30.0%	12,782 -24.7%	187,251 -18.9%
Japan	494,941 -9.9%	9,872 -23.5%	24,707 -23.3%	667 -18.6%	753 9.3%	80,077 -6.3%
Canada	94,402 -17.7%	24,779 -22.6%	88,853 -13.4%	1,904 -62.7%	2,372 -46.5%	37,517 -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

Table 8. VISITORS BY CRUISE SHIPS

	JUNE			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	CHANGE
VISITOR DAYS	93,942	96,002	-2.1%	1,104,828	1,550,082	-28.7%
TOTAL VISITORS	9,644	9,792	-1.5%	111,214	149,802	-25.8%
ARRIVED BY SHIP	0	0	NA	51,727	52,809	-2.0%
ARRIVED BY AIR	9,644	9,792	-1.5%	59,487	96,993	-38.7%
NUMBER OF SHIP ARRIVALS	0	0	NA	30	34	-11.8%
ISLANDS VISITED						
O'ahu	9,644	9,792	-1.5%	109,297	149,802	-27.0%
Kaua'i	9,644	9,792	-1.5%	92,139	129,879	-29.1%
Maui County	9,644	9,792	-1.5%	99,898	139,947	-28.6%
Maui	9,644	9,792	-1.5%	99,898	139,947	-28.6%
Moloka'i	63	0	NA	2,992	3,065	-2.4%
Lāna'i	50	204	-75.5%	3,741	2,866	30.5%
Big Island	9,644	9,792	-1.5%	103,084	142,514	-27.7%
Average Islands Visited	4.0	4.0	-0.2%	4.1	4.0	0.5%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	1.60	1.48	8.3%	3.30	2.77	19.0%
Days in Hawai'i during Cruise	6.98	7.00	-0.3%	5.54	6.28	-11.8%
Days in Hawai'i after Cruise	1.16	1.33	-12.7%	1.09	1.29	-15.6%
Total days in Hawai'i	9.74	9.80	-0.6%	9.93	10.35	-4.0%
ACCOMMODATIONS						
Hotel	7,569	7,369	2.7%	55,879	78,650	-29.0%
Hotel only	6,887	6,281	9.7%	47,133	69,287	-32.0%
Condo	378	395	-4.3%	7,089	7,613	-6.9%
Condo only	99	259	-62.0%	1,479	2,422	-38.9%
Timeshare	292	312	-6.5%	5,627	6,403	-12.1%
Timeshare Only	43	203	-78.9%	1,413	2,187	-35.4%
Bed & Breakfast	132	0	NA	2,521	1,310	92.5%
Bed & Breakfast only	46	0	NA	125	331	-62.2%
Friends & relatives	299	720	-58.4%	4,770	3,442	38.6%
Other accommodation	403	178	126.6%	5,533	5,385	2.7%
Accommodation (NET)	8,049	7,886	2.1%	62,465	88,529	-29.4%
Cruise only	1,595	1,906	-16.3%	48,749	61,273	-20.4%
TRAVEL STATUS						
% First timers	51.0	56.9	-5.86	40.2	43.6	-3.45
% Repeat visitors	49.0	43.1	5.86	59.8	56.4	3.45

Source: DBEDT

Total Air Seats Operated to Hawai'i

JUNE 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	763,153	-1.0%	534,464	-2.0%	132,955	-2.5%	51,958	12.1%	0	NA	43,776	1.8%
Scheduled Seats	753,273	-0.9%	531,044	-1.9%	129,915	-2.0%	50,058	11.6%	0	NA	42,256	1.9%
Charter seats	9,880	-10.3%	3,420	-18.2%	3,040	-20.0%	1,900	25.0%			1,520	0.0%
Domestic Seats	568,007	-1.1%	348,620	-2.8%	129,953	-2.1%	45,658	13.9%	0	NA	43,776	1.8%
Scheduled Seats	558,127	-1.0%	345,200	-2.7%	126,913	-1.6%	43,758	13.5%	0	NA	42,256	1.9%
...US West	476,988	1.4%	278,355	0.6%	112,619	-1.1%	43,758	13.5%	0	NA	42,256	1.9%
...US East	81,139	-12.8%	66,845	-14.2%	14,294	-5.3%						
Charter seats	9,880	-10.3%	3,420	-18.2%	3,040	-20.0%	1,900	25.0%			1,520	0.0%
International Seats	195,146	-0.6%	185,844	-0.3%	3,002	-17.7%	6,300	0.0%				
Scheduled Seats	195,146	-0.6%	185,844	-0.3%	3,002	-17.7%	6,300	0.0%				
...Japan	133,847	3.1%	127,547	3.2%			6,300	0.0%				
...Canada	9,411	-34.2%	6,409	-39.9%	3,002	-17.7%						
...Other Asia	14,626	27.0%	14,626	27.0%								
...Aus./N. Zealand	13,186	-15.3%	13,186	-15.3%								
...Other	24,076	-4.3%	24,076	-4.3%								
Charter Seats	0	NA	0	NA								
<hr/>												
YTD Thru JUNE 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	4,405,761	-9.8%	3,115,646	-10.1%	754,186	-15.6%	318,375	9.9%	0	-100.0%	217,554	-3.3%
Scheduled Seats	4,336,441	-9.3%	3,085,086	-9.2%	734,426	-16.2%	308,875	9.7%	0	-100.0%	208,054	-3.9%
Charter seats	69,320	-30.9%	30,560	-53.7%	19,760	12.8%	9,500	13.6%			9,500	13.6%
Domestic Seats	3,188,288	-11.1%	2,003,113	-11.9%	699,213	-16.2%	268,408	10.7%	0	-100.0%	217,554	-3.3%
Scheduled Seats	3,129,768	-10.9%	1,983,353	-11.3%	679,453	-16.8%	258,908	10.6%	0	-100.0%	208,054	-3.9%
...US West	2,689,870	-9.1%	1,606,156	-9.0%	616,752	-15.8%	258,908	10.6%	0	-100.0%	208,054	-3.9%
...US East	439,898	-20.5%	377,197	-19.6%	62,701	-25.5%						
Charter seats	58,520	-20.8%	19,760	-50.2%	19,760	12.8%	9,500	13.6%			9,500	13.6%
International Seats	1,217,473	-6.1%	1,112,533	-6.5%	54,973	-7.6%	49,967	5.3%				
Scheduled Seats	1,206,673	-5.0%	1,101,733	-5.3%	54,973	-7.6%	49,967	5.3%				
...Japan	778,870	-3.6%	737,250	-4.2%			41,620	7.8%				
...Canada	130,058	-24.1%	66,738	-35.2%	54,973	-7.6%	8,347	-5.7%				
...Other Asia	78,778	13.5%	78,778	13.5%								
...Aus./N. Zealand	81,968	-11.8%	81,968	-11.8%								
...Other	136,999	6.7%	136,999	6.7%								
Charter Seats	10,800	-59.0%	10,800	-59.0%								

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