

	TABLE 1. TOTAL VISITORS BY AIR					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	4,900,400	5,879,563	-16.7%	15,290,038	17,689,965	-13.6%
TOTAL VISITORS	541,714	653,852	-17.2%	1,567,132	1,831,135	-14.4%
DOMESTIC	381,257	489,256	-22.1%	1,106,464	1,345,192	-17.7%
INTERNATIONAL	160,457	164,596	-2.5%	460,668	485,943	-5.2%
AVERAGE DAILY CENSUS	158,077	189,663	-16.7%	169,889	194,395	-12.6%
TOTAL AIR SEATS (EST)	758,308	911,910	-16.8%	2,162,101	2,636,838	-18.0%
TOTAL LOAD FACTOR (EST)	84.3%	84.9%	-0.6	85.8%	85.8%	-0.1
ISLANDS VISITED						
O'ahu	327,357	391,208	-16.3%	962,232	1,112,523	-13.5%
O'ahu only	242,839	273,747	-11.3%	702,247	764,431	-8.1%
Kaua'i	73,571	97,734	-24.7%	215,784	282,450	-23.6%
Kaua'i only	40,094	49,150	-18.4%	110,644	127,318	-13.1%
Maui County	162,308	218,895	-25.9%	476,809	613,574	-22.3%
Maui	158,683	213,935	-25.8%	465,937	598,631	-22.2%
Maui only	104,168	133,100	-21.7%	289,727	350,025	-17.2%
Moloka'i *	4,325	6,774	-36.2%	13,534	21,074	-35.8%
Moloka'i only *	673	973	-30.8%	1,923	2,968	-35.2%
Lāna'i *	5,538	7,915	-30.0%	15,950	24,094	-33.8%
Lāna'i only *	948	1,382	-31.4%	2,506	3,362	-25.5%
Big Island	107,100	130,123	-17.7%	310,987	391,602	-20.6%
Kona side	88,384	107,158	-17.5%	258,639	328,491	-21.3%
Hilo side	39,257	50,632	-22.5%	109,770	151,909	-27.7%
Big Island only	53,627	57,196	-6.2%	149,671	168,294	-11.1%
Any Neighbor Island	298,875	380,105	-21.4%	864,885	1,066,704	-18.9%
NI only	214,357	262,644	-18.4%	604,900	718,612	-15.8%
O'ahu & NI	84,518	117,461	-28.0%	259,985	348,092	-25.3%
Any one island only	442,349	515,548	-14.2%	1,256,718	1,416,398	-11.3%
Multiple Islands	99,365	138,304	-28.2%	310,414	414,737	-25.2%
Avg. Islands Visited	1.25	1.30	-3.7%	1.27	1.33	-4.6%
Average Length of Stay in Hawai'i	9.05	8.99	0.6%	9.76	9.66	1.0%
ACCOMMODATIONS						
Plan to stay in Hotel	330,390	401,330	-17.7%	958,242	1,140,330	-16.0%
Hotel only	290,653	347,115	-16.3%	838,585	979,666	-14.4%
Plan to stay in Condo	100,420	127,283	-21.1%	287,785	347,662	-17.2%
Condo only	80,668	99,158	-18.6%	225,415	265,849	-15.2%
Plan to stay in Timeshare	54,102	60,541	-10.6%	158,987	160,362	-0.9%
Timeshare only	41,268	46,111	-10.5%	120,480	119,261	1.0%
Cruise Ship	9,011	18,011	-50.0%	26,519	63,015	-57.9%
Friends/Relatives	58,336	61,744	-5.5%	168,510	179,322	-6.0%
Bed & Breakfast	5,186	7,312	-29.1%	15,714	20,586	-23.7%
Other	8,511	11,073	-23.1%	28,036	30,690	-8.6%

* 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.)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	450,901	543,189	-17.0%	1,272,920	1,478,594	-13.9%
Honeymoon	30,154	28,439	6.0%	86,624	80,739	7.3%
Get Married	8,301	8,635	-3.9%	23,917	28,309	-15.5%
Pleasure/Vacation	420,969	514,253	-18.1%	1,185,713	1,394,792	-15.0%
Mtgs/Conventions/Incentive	31,272	39,928	-21.7%	110,919	149,830	-26.0%
Conventions	18,279	20,708	-11.7%	69,595	88,997	-21.8%
Corporate Meetings	5,571	10,215	-45.5%	22,097	30,212	-26.9%
Incentive	8,478	11,298	-25.0%	23,010	36,409	-36.8%
Other Business	19,587	24,280	-19.3%	61,207	75,074	-18.5%
Visit Friends/Rel.	52,094	59,434	-12.3%	147,665	164,567	-10.3%
Gov't/Military	7,377	9,017	-18.2%	24,434	25,323	-3.5%
Attend School	1,043	1,694	-38.4%	4,641	4,764	-2.6%
Sport Events	6,449	5,774	11.7%	27,872	35,215	-20.9%
TRAVEL STATUS						
% First Timers **	34.3	34.3	0.0	32.8	33.4	-0.6
% Repeaters **	65.7	65.7	0.0	67.2	66.6	0.6
Average # of Trips	4.92	4.82	2.1%	5.19	5.02	3.4%
Group Tour	55,438	73,874	-25.0%	163,216	226,644	-28.0%
Non-Group	486,276	579,978	-16.2%	1,403,917	1,604,491	-12.5%
Package Trip	192,530	227,887	-15.5%	532,267	636,764	-16.4%
No Package	349,185	425,965	-18.0%	1,034,866	1,194,371	-13.4%
Net True Independent	340,948	414,612	-17.8%	1,008,155	1,152,729	-12.5%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
DOMESTIC VISITOR DAYS	3,660,067	4,599,006	-20.4%	11,732,277	13,897,788	-15.6%
DOMESTIC VISITORS	381,257	489,256	-22.1%	1,106,464	1,345,192	-17.7%
DOMESTIC AVERAGE DAILY CENSUS	118,067	148,355	-20.4%	130,359	152,723	-14.6%
DOMESTIC AIR SEATS (EST)	548,172	685,682	-20.1%	1,546,562	1,949,847	-20.7%
DOMESTIC LOAD FACTOR (EST)	84.4%	85.9%	-1.5	87.1%	88.3%	-1.2
ISLANDS VISITED						
O'ahu	186,087	242,689	-23.3%	557,725	684,832	-18.6%
O'ahu only	132,127	161,421	-18.1%	386,989	444,170	-12.9%
Kaua'i	65,666	89,495	-26.6%	195,332	254,982	-23.4%
Kaua'i only	39,187	48,861	-19.8%	107,514	125,260	-14.2%
Maui County	136,674	189,448	-27.9%	398,993	519,481	-23.2%
Maui	133,509	184,754	-27.7%	389,482	505,565	-23.0%
Maui only	92,665	121,690	-23.9%	255,625	314,481	-18.7%
Moloka'i *	3,144	5,480	-42.6%	10,554	16,692	-36.8%
Moloka'i only *	649	929	-30.1%	1,852	2,813	-34.2%
Lāna'i *	4,325	6,866	-37.0%	13,055	19,845	-34.2%
Lāna'i only *	944	1,369	-31.0%	2,396	3,331	-28.1%
Big Island	79,966	103,963	-23.1%	237,616	306,863	-22.6%
Kona side	69,762	88,399	-21.1%	206,296	263,444	-21.7%
Hilo side	24,798	38,150	-35.0%	75,937	113,680	-33.2%
Big Island only	48,178	54,178	-11.1%	135,187	154,121	-12.3%
Any Neighbor Island	249,130	327,835	-24.0%	719,475	901,022	-20.1%
NI only	195,170	246,567	-20.8%	548,739	660,360	-16.9%
O'ahu & NI	53,960	81,268	-33.6%	170,736	240,662	-29.1%
Any one island only	313,750	388,448	-19.2%	889,563	1,044,176	-14.8%
Multiple Islands	67,507	100,808	-33.0%	216,901	301,016	-27.9%
Avg. Islands Visited	1.24	1.29	-4.2%	1.27	1.33	-4.6%
Average Length of Stay in Hawai'i	9.60	9.40	2.1%	10.60	10.33	2.6%
ACCOMMODATIONS						
Plan to stay in Hotel	200,506	266,055	-24.6%	589,774	738,503	-20.1%
Hotel only	168,355	221,618	-24.0%	489,983	606,502	-19.2%
Plan to stay in Condo	78,242	103,583	-24.5%	227,329	279,969	-18.8%
Condo only	62,441	81,890	-23.8%	177,281	216,850	-18.2%
Plan to stay in Timeshare	49,595	57,160	-13.2%	142,906	149,713	-4.5%
Timeshare only	38,538	43,627	-11.7%	109,025	112,300	-2.9%
Cruise Ship	7,207	17,256	-58.2%	22,931	55,748	-58.9%
Friends/Relatives	52,632	57,350	-8.2%	150,005	165,242	-9.2%
Bed & Breakfast	4,308	5,618	-23.3%	13,961	17,784	-21.5%
Other	7,153	8,971	-20.3%	21,486	25,556	-15.9%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	307,380	399,268	-23.0%	872,506	1,059,676	-17.7%
Honeymoon	11,235	12,432	-9.6%	30,884	34,562	-10.6%
Get Married	3,808	4,457	-14.6%	10,135	12,221	-17.1%
Pleasure/Vacation	296,312	387,053	-23.4%	842,690	1,026,037	-17.9%
Mtgs/Conventions/Incentive	25,076	33,434	-25.0%	91,272	125,625	-27.3%
Conventions	14,167	19,317	-26.7%	58,427	80,834	-27.7%
Corporate Meetings	4,982	7,866	-36.7%	18,774	25,353	-25.9%
Incentive	6,921	7,585	-8.8%	17,495	23,883	-26.7%
Other Business	17,037	21,872	-22.1%	54,577	67,221	-18.8%
Visit Friends/Rel.	46,840	50,831	-7.9%	132,076	146,442	-9.8%
Gov't/Military	6,582	8,274	-20.4%	21,064	22,962	-8.3%
Attend School	653	684	-4.5%	3,079	3,450	-10.8%
Sport Events	2,991	4,186	-28.5%	19,422	25,494	-23.8%
TRAVEL STATUS						
% First Timers **	28.8	29.9	-1.1	27.5	28.9	-1.5
% Repeaters **	71.2	70.1	1.1	72.5	71.1	1.5
Average # of Trips	5.56	5.37	3.5%	5.90	5.60	5.4%
Group Tour	14,848	25,860	-42.6%	44,003	72,652	-39.4%
Non-Group	366,409	463,396	-20.9%	1,062,462	1,272,540	-16.5%
Package Trip	90,141	123,257	-26.9%	244,671	322,261	-24.1%
No Package	291,117	365,999	-20.5%	861,794	1,022,931	-15.8%
Net True Independent	287,042	359,499	-20.2%	848,854	1,003,815	-15.4%

** 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)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,240,333	1,280,557	-3.1%	3,557,762	3,792,177	-6.2%
INTERNATIONAL VISITORS	160,457	164,596	-2.5%	460,668	485,943	-5.2%
INTERNATIONAL AVERAGE DAILY CENSUS	40,011	41,308	-3.1%	39,531	41,672	-5.1%
INTERNATIONAL AIR SEATS (EST)	210,136	226,228	-7.1%	615,539	686,991	-10.4%
INTERNATIONAL LOAD FACTOR (EST)	84.0%	82.0%	1.9	82.5%	79.4%	3.1
ISLANDS VISITED						
O'ahu	141,270	148,519	-4.9%	404,507	427,691	-5.4%
O'ahu only	110,712	112,326	-1.4%	315,258	320,261	-1.6%
Kaua'i	7,905	8,239	-4.1%	20,452	27,468	-25.5%
Kaua'i only	907	289	213.8%	3,130	2,058	52.1%
Maui County	25,634	29,447	-12.9%	77,816	94,093	-17.3%
Maui	25,174	29,181	-13.7%	76,455	93,066	-17.8%
Maui only	11,503	11,410	0.8%	34,102	35,544	-4.1%
Moloka'i *	1,181	1,294	-8.7%	2,980	4,382	-32.0%
Moloka'i only *	24	44	-45.5%	71	155	-54.2%
Lāna'i *	1,213	1,049	15.6%	2,895	4,249	-31.9%
Lāna'i only *	4	13	-69.2%	110	31	254.8%
Big Island	27,134	26,160	3.7%	73,371	84,739	-13.4%
Kona side	18,622	18,759	-0.7%	52,343	65,047	-19.5%
Hilo side	14,459	12,482	15.8%	33,833	38,229	-11.5%
Big Island only	5,449	3,018	80.6%	14,484	14,173	2.2%
Any Neighbor Island	49,745	52,270	-4.8%	145,410	165,682	-12.2%
NI only	19,187	16,077	19.3%	56,161	58,252	-3.6%
O'ahu & NI	30,558	36,193	-15.6%	89,249	107,430	-16.9%
Any one island only	128,599	127,100	1.2%	367,155	372,222	-1.4%
Multiple Islands	31,858	37,496	-15.0%	93,513	113,721	-17.8%
Avg. Islands Visited	1.27	1.30	-2.5%	1.26	1.32	-4.5%
Average Length of Stay in Hawai'i	7.73	7.78	-0.6%	7.72	7.80	-1.0%
ACCOMMODATIONS						
Plan to stay in Hotel	129,884	135,275	-4.0%	368,468	401,827	-8.3%
Hotel only	122,298	125,497	-2.5%	348,602	373,164	-6.6%
Plan to stay in Condo	22,178	23,700	-6.4%	60,456	67,693	-10.7%
Condo only	18,227	17,268	5.6%	48,134	48,999	-1.8%
Plan to stay in Timeshare	4,507	3,381	33.3%	16,081	10,649	51.0%
Timeshare only	2,730	2,484	9.9%	11,455	6,961	64.6%
Cruise Ship	1,804	755	138.9%	3,588	7,267	-50.6%
Friends/Relatives	5,704	4,394	29.8%	18,505	14,080	31.4%
Bed & Breakfast	878	1,694	-48.2%	1,753	2,802	-37.4%
Other	1,358	2,102	-35.4%	6,550	5,134	27.6%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	143,521	143,921	-0.3%	400,414	418,918	-4.4%
Honeymoon	18,919	16,007	18.2%	55,740	46,177	20.7%
Get Married	4,493	4,178	7.5%	13,782	16,088	-14.3%
Pleasure/Vacation	124,657	127,200	-2.0%	343,023	368,755	-7.0%
Mtgs/Conventions/Incentive	6,196	6,494	-4.6%	19,647	24,205	-18.8%
Conventions	4,112	1,391	195.6%	11,168	8,163	36.8%
Corporate Meetings	589	2,349	-74.9%	3,323	4,859	-31.6%
Incentive	1,557	3,713	-58.1%	5,515	12,526	-56.0%
Other Business	2,550	2,408	5.9%	6,630	7,853	-15.6%
Visit Friends/Rel.	5,254	8,603	-38.9%	15,589	18,125	-14.0%
Gov't/Military	795	743	7.0%	3,370	2,361	42.7%
Attend School	390	1,010	-61.4%	1,562	1,314	18.9%
Sport Events	3,458	1,588	117.8%	8,450	9,721	-13.1%
TRAVEL STATUS						
% First Timers **	47.4	47.5	-0.1	45.8	45.7	0.0
% Repeaters **	52.6	52.5	0.1	54.2	54.3	0.0
Average # of Trips	3.41	3.20	6.6%	3.47	3.40	2.1%
Group Tour	40,590	48,014	-15.5%	119,213	153,992	-22.6%
Non-Group	119,867	116,582	2.8%	341,455	331,951	2.9%
Package Trip	102,389	104,630	-2.1%	287,596	314,503	-8.6%
No Package	58,068	59,966	-3.2%	173,072	171,440	1.0%
Net True Independent	53,906	55,113	-2.2%	159,301	148,914	7.0%

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

TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)
(Visitors Arriving on Domestic Flights)

	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
UNITED STATES	341,754	438,550	-22.1%	985,206	1,199,210	-17.8%
Pacific Region	154,554	206,363	-25.1%	447,482	550,700	-18.7%
...California	89,601	140,197	-36.1%	262,792	359,147	-26.8%
...Oregon	18,076	18,670	-3.2%	48,597	52,605	-7.6%
...Washington	39,182	40,570	-3.4%	111,524	117,038	-4.7%
Mountain Region	52,159	62,681	-16.8%	133,889	160,532	-16.6%
West North Central	24,233	29,143	-16.8%	75,216	86,764	-13.3%
West South Central	23,941	25,975	-7.8%	55,515	62,616	-11.3%
...Texas	19,196	20,547	-6.6%	42,965	48,227	-10.9%
East North Central	33,667	45,668	-26.3%	100,067	127,395	-21.5%
East South Central	6,745	7,360	-8.4%	18,119	21,104	-14.1%
New England	7,984	8,535	-6.5%	27,262	30,479	-10.6%
Middle Atlantic	15,294	20,523	-25.5%	53,921	65,484	-17.7%
...New Jersey	3,585	5,107	-29.8%	12,545	15,312	-18.1%
...New York	7,029	8,609	-18.4%	25,541	29,632	-13.8%
South Atlantic	22,776	31,748	-28.3%	72,541	92,662	-21.7%
CANADA	18,693	19,070	-2.0%	54,160	56,431	-4.0%
EUROPE	7,593	8,789	-13.6%	22,836	25,977	-12.1%
France	407	429	-5.1%	1,315	1,453	-9.5%
Germany	1,893	2,288	-17.3%	5,217	5,947	-12.3%
Ireland	179	190	-5.8%	463	529	-12.5%
Italy	335	315	6.3%	992	1,160	-14.5%
Switzerland	443	471	-5.9%	1,373	1,231	11.5%
United Kingdom	2,168	3,102	-30.1%	6,088	8,200	-25.8%
ASIA	2,973	4,389	-32.3%	8,956	11,985	-25.3%
People's Republic of China	1,373	2,581	-46.8%	4,429	6,357	-30.3%
Taiwan	138	153	-9.8%	335	351	-4.6%
Hong Kong	104	91	14.3%	265	265	0.0%
Indonesia	25	16	56.3%	68	65	4.6%
Japan	538	672	-19.9%	1,414	1,762	-19.8%
Korea	373	466	-20.0%	1,212	1,870	-35.2%
Malaysia	26	27	-3.7%	45	49	-8.2%
Philippines	171	205	-16.6%	569	552	3.1%
Singapore	80	75	6.7%	205	210	-2.4%
Thailand	42	19	121.1%	114	60	90.0%
CENTRAL AMERICA	332	1,014	-67.3%	1,087	2,092	-48.0%
Argentina	302	268	12.7%	785	861	-8.8%
Brazil	465	565	-17.7%	1,680	1,976	-15.0%
Mexico	293	970	-69.8%	952	1,921	-50.4%
SOUTH AMERICA	920	1,040	-11.5%	3,089	3,554	-13.1%
OCEANIA	1,543	2,498	-38.2%	8,824	10,867	-18.8%
Australia	1,110	2,113	-47.5%	7,498	9,383	-20.1%
New Zealand	124	192	-35.4%	544	837	-35.0%

	TABLE 4. TOTAL U.S. WEST VISITORS BY AIR					
	(Includes Pacific and Mountain States)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	1,937,800	2,463,930	-21.4%	5,950,276	7,012,859	-15.2%
TOTAL VISITORS	210,692	272,592	-22.7%	595,410	723,132	-17.7%
Domestic	206,713	269,044	-23.2%	581,371	711,231	-18.3%
International	3,979	3,548	12.1%	14,039	11,901	18.0%
AVERAGE DAILY CENSUS	62,510	79,482	-21.4%	66,111	77,067	-14.2%
ISLANDS VISITED						
O'ahu	92,027	118,456	-22.3%	270,408	325,132	-16.8%
O'ahu only	70,692	86,060	-17.9%	205,653	234,406	-12.3%
Kaua'i	35,575	49,374	-27.9%	99,950	129,445	-22.8%
Kaua'i only	25,148	33,360	-24.6%	67,279	82,287	-18.2%
Maui County	72,492	101,528	-28.6%	202,108	263,525	-23.3%
Maui	70,759	98,914	-28.5%	197,176	255,871	-22.9%
Maui only	55,664	74,912	-25.7%	149,717	188,076	-20.4%
Moloka'i *	1,511	2,764	-45.3%	4,800	8,203	-41.5%
Moloka'i only *	422	620	-31.9%	1,158	1,860	-37.7%
Lāna'i *	1,861	3,022	-38.4%	5,414	8,757	-38.2%
Lāna'i only *	519	793	-34.6%	1,317	2,027	-35.0%
Big Island	42,719	53,666	-20.4%	123,026	151,196	-18.6%
Kona side	37,447	46,232	-19.0%	107,346	131,413	-18.3%
Hilo side	11,317	16,357	-30.8%	33,438	45,791	-27.0%
Big Island only	30,728	34,850	-11.8%	84,981	95,906	-11.4%
Any Neighbor Island	140,000	186,532	-24.9%	389,757	488,726	-20.3%
NI only	118,665	154,136	-23.0%	325,002	398,000	-18.3%
O'ahu & NI	21,335	32,396	-34.1%	64,755	90,726	-28.6%
Any one island only	183,173	230,595	-20.6%	510,105	604,562	-15.6%
Multiple Islands	27,519	41,997	-34.5%	85,305	118,570	-28.1%
Avg. Islands Visited	1.16	1.20	-3.0%	1.18	1.21	-3.1%
Average Length of Stay in Hawai'i	9.20	9.04	1.8%	9.99	9.70	3.0%
ACCOMMODATIONS						
Plan to stay in Hotel	100,709	137,145	-26.6%	287,599	364,362	-21.1%
Hotel only	85,376	115,544	-26.1%	242,467	305,666	-20.7%
Plan to stay in Condo	49,325	65,793	-25.0%	137,982	170,995	-19.3%
Condo only	40,477	53,219	-23.9%	111,631	137,140	-18.6%
Plan to stay in Timeshare	29,687	34,868	-14.9%	81,805	86,056	-4.9%
Timeshare only	23,719	27,205	-12.8%	64,754	66,695	-2.9%
Cruise Ship	1,771	4,357	-59.4%	5,349	13,391	-60.1%
Friends/Relatives	30,013	32,885	-8.7%	85,891	95,474	-10.0%
Bed & Breakfast	2,077	2,657	-21.8%	6,258	8,016	-21.9%
Other	4,065	5,222	-22.2%	12,353	14,494	-14.8%

* 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)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	172,081	224,737	-23.4%	474,434	575,522	-17.6%
Honeymoon	5,124	5,933	-13.6%	13,447	15,390	-12.6%
Get Married	1,999	2,282	-12.4%	5,229	6,392	-18.2%
Pleasure/Vacation	166,902	218,830	-23.7%	461,216	559,959	-17.6%
Mtgs/Conventions/Incentive	11,017	14,862	-25.9%	38,550	51,483	-25.1%
Conventions	6,039	8,668	-30.3%	24,111	32,423	-25.6%
Corporate Meetings	2,349	3,667	-35.9%	9,058	12,078	-25.0%
Incentive	3,090	3,051	1.3%	7,032	8,697	-19.1%
Other Business	10,435	13,570	-23.1%	32,645	40,456	-19.3%
Visit Friends/Rel.	26,445	29,036	-8.9%	74,012	83,363	-11.2%
Gov't/Military	2,418	3,028	-20.1%	7,844	8,486	-7.6%
Attend School	299	420	-28.8%	1,301	1,618	-19.6%
Sport Events	1,625	2,230	-27.1%	9,884	13,099	-24.5%
TRAVEL STATUS						
% First Timers **	19.2	19.7	-0.6	17.4	18.5	-1.2
% Repeaters **	80.8	80.3	0.6	82.6	81.5	1.2
Average # of Trips	6.77	6.57	3.1%	7.21	6.89	4.6%
Group Tour	4,458	8,470	-47.4%	13,938	21,998	-36.6%
Non-Group	206,235	264,122	-21.9%	581,473	701,134	-17.1%
Package Trip	44,655	60,574	-26.3%	114,434	149,558	-23.5%
No Package	166,037	212,018	-21.7%	480,975	573,574	-16.1%
Net True Independent	164,349	209,426	-21.5%	476,040	566,482	-16.0%

** 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)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	1,333,403	1,664,715	-19.9%	4,498,751	5,362,490	-16.1%
TOTAL VISITORS	137,888	172,452	-20.0%	412,512	496,772	-17.0%
Domestic	134,640	168,952	-20.3%	402,643	486,504	-17.2%
International	3,248	3,500	-7.2%	9,869	10,268	-3.9%
AVERAGE DAILY CENSUS	43,013	53,700	-19.9%	49,982	58,931	-15.2%
ISLANDS VISITED						
O'ahu	78,643	101,260	-22.3%	235,674	291,272	-19.1%
O'ahu only	51,221	59,681	-14.2%	146,887	166,494	-11.8%
Kaua'i	24,957	33,102	-24.6%	78,575	103,664	-24.2%
Kaua'i only	11,449	12,041	-4.9%	32,661	33,919	-3.7%
Maui County	50,812	69,973	-27.4%	158,559	205,178	-22.7%
Maui	49,484	68,328	-27.6%	154,645	200,274	-22.8%
Maui only	28,095	34,829	-19.3%	83,099	96,882	-14.2%
Moloka'i *	1,396	2,219	-37.1%	4,661	6,839	-31.8%
Moloka'i only *	184	216	-14.8%	566	691	-18.1%
Lāna'i *	2,007	3,110	-35.5%	6,475	9,278	-30.2%
Lāna'i only *	369	463	-20.3%	918	1,013	-9.4%
Big Island	29,128	40,923	-28.8%	91,576	126,127	-27.4%
Kona side	24,697	33,891	-27.1%	77,487	106,611	-27.3%
Hilo side	11,569	18,288	-36.7%	36,005	56,502	-36.3%
Big Island only	13,181	15,086	-12.6%	38,718	45,505	-14.9%
Any Neighbor Island	86,667	112,771	-23.1%	265,625	330,278	-19.6%
NI only	59,245	71,192	-16.8%	176,838	205,500	-13.9%
O'ahu & NI	27,422	41,579	-34.0%	88,787	124,778	-28.8%
Any one island only	104,499	122,316	-14.6%	302,849	344,504	-12.1%
Multiple Islands	33,389	50,136	-33.4%	109,663	152,268	-28.0%
Avg. Islands Visited	1.35	1.44	-6.7%	1.39	1.48	-6.7%
Average Length of Stay in Hawai'i	9.67	9.65	0.2%	10.91	10.79	1.0%
ACCOMMODATIONS						
Plan to stay in Hotel	82,713	103,995	-20.5%	247,658	302,752	-18.2%
Hotel only	68,581	84,713	-19.0%	202,413	242,101	-16.4%
Plan to stay in Condo	20,846	27,369	-23.8%	66,112	79,929	-17.3%
Condo only	15,008	19,621	-23.5%	46,786	55,688	-16.0%
Plan to stay in Timeshare	16,473	18,969	-13.2%	52,325	53,846	-2.8%
Timeshare only	12,251	13,634	-10.1%	38,050	37,915	0.4%
Cruise Ship	4,582	10,460	-56.2%	14,375	34,823	-58.7%
Friends/Relatives	19,802	20,538	-3.6%	54,608	58,995	-7.4%
Bed & Breakfast	1,519	2,404	-36.8%	5,379	7,254	-25.8%
Other	2,477	3,354	-26.1%	8,014	10,029	-20.1%

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

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (CONT.)					
	(Includes States East of Rocky Mountains)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	107,635	135,878	-20.8%	313,900	375,302	-16.4%
Honeymoon	5,155	5,081	1.5%	14,142	15,023	-5.9%
Get Married	1,445	1,735	-16.7%	3,991	4,839	-17.5%
Pleasure/Vacation	102,613	131,020	-21.7%	300,418	361,101	-16.8%
Mtgs/Conventions/Incentive	11,452	15,815	-27.6%	44,930	63,798	-29.6%
Conventions	6,385	9,159	-30.3%	29,321	41,425	-29.2%
Corporate Meetings	2,219	3,511	-36.8%	8,235	11,503	-28.4%
Incentive	3,285	3,860	-14.9%	9,026	13,232	-31.8%
Other Business	5,442	6,813	-20.1%	18,905	23,245	-18.7%
Visit Friends/Rel.	17,779	18,345	-3.1%	49,441	53,438	-7.5%
Gov't/Military	4,148	5,042	-17.7%	12,906	13,834	-6.7%
Attend School	190	197	-3.6%	1,152	1,286	-10.4%
Sport Events	974	1,433	-32.0%	8,026	10,641	-24.6%
TRAVEL STATUS						
% First Timers **	40.1	41.8	-1.7	37.8	39.6	-1.8
% Repeaters **	59.9	58.2	1.7	62.2	60.4	1.8
Average # of Trips	4.07	3.82	6.5%	4.46	4.15	7.7%
Group Tour	8,059	12,733	-36.7%	22,868	39,063	-41.5%
Non-Group	129,829	159,719	-18.7%	389,645	457,709	-14.9%
Package Trip	35,633	47,075	-24.3%	98,935	131,665	-24.9%
No Package	102,256	125,377	-18.4%	313,579	365,107	-14.1%
Net True Independent	100,305	122,605	-18.2%	307,500	356,109	-13.7%

** 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					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	599,327	578,414	3.6%	1,648,420	1,705,476	-3.3%
TOTAL VISITORS	102,699	102,039	0.6%	284,107	301,764	-5.9%
Domestic	538	672	-19.9%	1,414	1,762	-19.8%
International	102,161	101,367	0.8%	282,693	300,002	-5.8%
AVERAGE DAILY CENSUS	19,333	18,659	3.6%	18,318	18,743	-2.3%
ISLANDS VISITED						
O'ahu	99,831	99,544	0.3%	276,177	289,932	-4.7%
O'ahu only	82,269	81,949	0.4%	226,951	235,821	-3.8%
Kaua'i	2,341	2,331	0.4%	5,834	6,979	-16.4%
Kaua'i only	213	67	217.9%	326	348	-6.3%
Maui County	4,828	5,442	-11.3%	14,207	19,473	-27.0%
Maui	4,700	5,355	-12.2%	13,901	19,086	-27.2%
Maui only	701	761	-7.9%	1,956	3,263	-40.1%
Moloka'i *	168	244	-31.1%	493	466	5.8%
Moloka'i only *	0	0	NA	21	0	NA
Lāna'i *	203	173	17.3%	487	440	10.7%
Lāna'i only *	0	0	NA	43	0	NA
Big Island	15,911	15,380	3.5%	43,437	47,613	-8.8%
Kona side	10,144	9,985	1.6%	29,313	32,866	-10.8%
Hilo side	7,023	7,147	-1.7%	17,760	19,349	-8.2%
Big Island only	1,772	1,520	16.6%	5,149	7,669	-32.9%
Any Neighbor Island	20,430	20,090	1.7%	57,156	65,943	-13.3%
NI only	2,868	2,495	14.9%	7,930	11,832	-33.0%
O'ahu & NI	17,562	17,595	-0.2%	49,226	54,111	-9.0%
Any one island only	84,955	84,297	0.8%	234,446	247,101	-5.1%
Multiple Islands	17,744	17,742	0.0%	49,661	54,663	-9.2%
Avg. Islands Visited	1.20	1.21	-0.5%	1.20	1.21	-0.8%
Average Length of Stay in Hawai'i	5.84	5.67	2.9%	5.80	5.65	2.7%
ACCOMMODATIONS						
Plan to stay in Hotel	90,650	92,770	-2.3%	254,124	275,118	-7.6%
Hotel only	89,233	90,336	-1.2%	249,913	269,594	-7.3%
Plan to stay in Condo	9,461	8,334	13.5%	23,937	23,857	0.3%
Condo only	8,415	6,693	25.7%	20,935	19,340	8.2%
Plan to stay in Timeshare	1,679	931	80.3%	4,731	2,695	75.5%
Timeshare only	939	695	35.1%	3,212	1,769	81.6%
Cruise Ship	49	175	-72.0%	289	554	-47.8%
Friends/Relatives	1,826	1,365	33.8%	4,343	3,694	17.6%
Bed & Breakfast	129	189	-31.7%	217	205	5.9%
Other	631	728	-13.3%	1,204	1,465	-17.8%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	95,723	94,356	1.4%	258,091	270,190	-4.5%
Honeymoon	15,908	13,035	22.0%	49,632	40,366	23.0%
Get Married	4,268	3,844	11.0%	12,901	14,308	-9.8%
Pleasure/Vacation	79,944	80,666	-0.9%	206,927	226,738	-8.7%
Mtgs/Conventions/Incentive	2,275	2,991	-23.9%	7,496	12,890	-41.8%
Conventions	1,000	383	161.1%	1,935	2,100	-7.9%
Corporate Meetings	317	468	-32.3%	1,342	1,598	-16.0%
Incentive	992	2,154	-53.9%	4,255	9,519	-55.3%
Other Business	505	523	-3.4%	1,731	2,328	-25.6%
Visit Friends/Rel.	2,380	1,871	27.2%	6,110	5,157	18.5%
Govt/Military	3	71	-95.8%	107	127	-15.7%
Attend School	95	752	-87.4%	357	878	-59.3%
Sport Events	3,142	1,077	191.7%	6,820	6,366	7.1%
TRAVEL STATUS						
% First Timers **	44.0	44.8	-0.8	44.5	44.6	-0.1
% Repeaters **	56.0	55.2	0.8	55.5	55.4	0.1
Average # of Trips	3.65	3.21	13.7%	3.56	3.42	4.3%
Group Tour	35,522	42,169	-15.8%	101,766	129,457	-21.4%
Non-Group	67,178	59,870	12.2%	182,341	172,307	5.8%
Package Trip	81,359	84,073	-3.2%	226,728	245,719	-7.7%
No Package	21,340	17,966	18.8%	57,378	56,045	2.4%
Net True Independent	17,967	13,668	31.5%	45,937	39,422	16.5%

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

	T A B L E 7. T O T A L C A N A D I A N V I S I T O R S B Y A I R					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	555,708	585,181	-5.0%	1,713,550	1,838,727	-6.8%
TOTAL VISITORS	43,249	44,956	-3.8%	127,441	134,072	-4.9%
Domestic	18,693	19,070	-2.0%	54,160	56,431	-4.0%
International	24,556	25,886	-5.1%	73,281	77,641	-5.6%
AVERAGE DAILY CENSUS	17,926	18,877	-5.0%	19,042	20,203	-5.7%
ISLANDS VISITED						
O'ahu	18,904	21,435	-11.8%	59,899	65,376	-8.4%
O'ahu only	12,153	13,538	-10.2%	40,005	37,565	6.5%
Kaua'i	5,324	4,833	10.2%	15,895	20,390	-22.0%
Kaua'i only	1,991	1,781	11.8%	5,993	5,723	4.7%
Maui County	21,106	24,062	-12.3%	61,156	73,543	-16.8%
Maui	20,949	23,787	-11.9%	60,439	72,437	-16.6%
Maui only	15,758	17,114	-7.9%	43,665	47,304	-7.7%
Moloka'i *	444	924	-51.9%	1,366	3,244	-57.9%
Moloka'i only *	38	99	-61.6%	117	320	-63.4%
Lāna'i *	396	733	-46.0%	1,441	2,914	-50.5%
Lāna'i only *	10	29	-65.5%	63	90	-30.0%
Big Island	9,266	7,582	22.2%	24,945	27,373	-8.9%
Kona side	8,529	6,853	24.5%	22,854	24,844	-8.0%
Hilo side	2,687	3,029	-11.3%	7,799	12,076	-35.4%
Big Island only	4,887	3,042	60.7%	12,214	9,577	27.5%
Any Neighbor Island	31,096	31,418	-1.0%	87,436	96,507	-9.4%
NI only	24,345	23,521	3.5%	67,542	68,696	-1.7%
O'ahu & NI	6,751	7,897	-14.5%	19,894	27,811	-28.5%
Any one island only	34,837	35,603	-2.2%	102,057	100,579	1.5%
Multiple Islands	8,412	9,353	-10.1%	25,384	33,493	-24.2%
Avg. Islands Visited	1.28	1.32	-3.1%	1.29	1.43	-10.0%
Average Length of Stay in Hawai'i	12.85	13.02	-1.3%	13.45	13.71	-2.0%
ACCOMMODATIONS						
Plan to stay in Hotel	21,114	20,303	4.0%	62,891	63,378	-0.8%
Hotel only	16,682	15,466	7.9%	49,338	45,773	7.8%
Plan to stay in Condo	16,758	19,241	-12.9%	46,653	53,409	-12.6%
Condo only	13,824	16,103	-14.2%	37,944	43,399	-12.6%
Plan to stay in Timeshare	4,638	3,735	24.2%	14,847	12,119	22.5%
Timeshare only	3,260	3,108	4.9%	10,655	9,201	15.8%
Cruise Ship	841	1,558	-46.0%	2,890	8,741	-66.9%
Friends/Relatives	1,921	2,175	-11.7%	6,884	6,546	5.2%
Bed & Breakfast	540	390	38.5%	1,407	1,688	-16.6%
Other	279	547	-49.0%	804	1,630	-50.7%

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

	T A B L E 7. T O T A L C A N A D I A N V I S I T O R S B Y A I R (C O N T.)					
	MARCH			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	40,276	42,278	-4.7%	117,966	125,218	-5.8%
Honeymoon	499	488	2.3%	1,752	1,856	-5.6%
Get Married	225	381	-40.9%	729	1,135	-35.8%
Pleasure/Vacation	39,799	41,761	-4.7%	116,365	123,254	-5.6%
Mtgs/Conventions/Incentive	2,377	1,349	76.2%	7,389	5,800	27.4%
Conventions	1,672	833	100.7%	5,170	4,381	18.0%
Corporate Meetings	243	185	31.4%	1,301	711	83.0%
Incentive	524	351	49.3%	1,113	820	35.7%
Other Business	298	269	10.8%	1,121	1,074	4.4%
Visit Friends/Rel.	1,379	1,632	-15.5%	5,042	5,026	0.3%
Govt/Military	59	31	90.3%	222	209	6.2%
Attend School	41	9	355.6%	116	106	9.4%
Sport Events	354	674	-47.5%	1,326	1,546	-14.2%
TRAVEL STATUS						
% First Timers **	32.8	32.6	0.3	32.6	34.0	-1.3
% Repeaters **	67.2	67.4	-0.3	67.4	66.0	1.3
Average # of Trips	4.13	4.14	-0.4%	4.34	4.15	4.6%
Group Tour	1,307	2,118	-38.3%	3,464	4,762	-27.3%
Non-Group	41,942	42,838	-2.1%	123,977	129,310	-4.1%
Package Trip	11,011	12,217	-9.9%	32,809	37,548	-12.6%
No Package	32,238	32,739	-1.5%	94,632	96,524	-2.0%
Net True Independent	31,818	32,438	-1.9%	93,577	95,635	-2.2%







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

March 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
March 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	555,902	-16.6%	9.04	0.5%	5,024,949	-17.1%	NA	NA	NA	NA	NA	NA
Total by Air	541,714	-17.2%	9.05	0.6%	4,900,400	-16.7%	163.3	-9.3%	1,476.9	-8.8%	800.1	-24.4%
U.S. West	210,692	-22.7%	9.20	1.8%	1,937,800	-21.4%	140.8	-3.0%	1,295.3	-1.3%	272.9	-23.7%
U.S. East	137,888	-20.0%	9.67	0.2%	1,333,403	-19.9%	158.0	-14.7%	1,527.5	-14.6%	210.6	-31.7%
Japan	102,699	0.6%	5.84	2.9%	599,327	3.6%	267.5	-6.8%	1,560.8	-4.0%	160.3	-3.4%
Canada	43,249	-3.8%	12.85	-1.3%	555,708	-5.0%	137.5	-16.2%	1,766.6	-17.3%	76.4	-20.4%
All Others	47,186	-23.7%	10.05	5.8%	474,162	-19.3%	168.3	-24.2%	1,691.7	-19.8%	79.8	-38.8%
Total by Ship	14,188	15.2%	8.78	-5.5%	124,549	-41.0%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	1,605,365	-14.0%	9.74	0.9%	15,639,626	-13.6%	NA	NA	NA	NA	NA	NA
Total by Air	1,567,132	-14.4%	9.76	1.0%	15,290,038	-13.6%	170.2	-5.1%	1,660.5	-4.1%	2,602.3	-17.9%
U.S. West	595,410	-17.7%	9.99	3.0%	5,950,276	-15.2%	141.2	-5.3%	1,411.0	-2.4%	840.1	-19.6%
U.S. East	412,512	-17.0%	10.91	1.0%	4,498,751	-16.1%	168.0	-8.6%	1,832.2	-7.7%	755.8	-23.3%
Japan	284,107	-5.9%	5.80	2.7%	1,648,420	-3.3%	291.2	0.2%	1,689.7	2.9%	480.0	-3.2%
Canada	127,441	-4.9%	13.45	-2.0%	1,713,550	-6.8%	142.7	-10.5%	1,919.2	-12.2%	244.6	-16.6%
All Others	147,662	-15.8%	10.02	-0.8%	1,479,042	-16.5%	190.5	-4.1%	1,908.1	-4.8%	281.8	-19.9%
Total by Ship	38,233	6.7%	9.14	-2.4%	349,588	-12.9%	NA	NA	NA	NA	NA	NA

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







MARCH 2009 Island Highlights

						
MARCH 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	327,357 -16.3%	73,571 -24.7%	158,683 -25.8%	4,325 -36.2%	5,538 -30.0%	107,100 -17.7%
Total Visitor Days	2,305,819 -13.6%	540,029 -17.9%	1,284,754 -21.9%	20,219 -32.5%	19,124 -33.9%	730,455 -14.0%
Total Expenditures (\$mil.)	376.7 -20.2%	80.8 -26.8%	228.2 -29.8%	2.0 -46.1%	6.8 -44.9%	105.5 -21.9%
PPPD Spending (\$)	163.4 -7.6%	149.7 -10.8%	177.6 -10.1%	99.5 -20.1%	356.2 -16.7%	144.4 -9.2%
Domestic Arrivals	186,087 -23.3%	65,666 -26.6%	133,509 -27.7%	3,144 -42.6%	4,325 -37.0%	79,966 -23.1%
Int'l Arrivals	141,270 -4.9%	7,905 -4.1%	25,174 -13.7%	1,181 -8.7%	1,213 15.6%	27,134 3.7%
Total LOS	7.04 3.3%	7.34 9.0%	8.10 5.3%	4.67 5.7%	3.45 -5.5%	6.82 4.5%
Domestic LOS	7.59 5.9%	7.72 9.5%	8.15 4.9%	5.22 15.2%	4.07 4.6%	7.75 8.8%
Int'l LOS	6.33 1.3%	4.21 28.7%	7.83 8.9%	3.23 -18.4%	1.26 -40.0%	4.09 -1.7%
YTD Through						
MARCH 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	962,232 -13.5%	215,784 -23.6%	465,937 -22.2%	13,534 -35.8%	15,950 -33.8%	310,987 -20.6%
Total Visitor Days	7,079,719 -10.1%	1,707,391 -13.1%	4,021,706 -17.4%	74,989 -30.0%	60,208 -25.9%	2,346,025 -16.1%
Total Expenditures (\$mil.)	1,258.6 -10.8%	263.3 -17.6%	709.5 -24.2%	7.9 -40.1%	21.6 -31.3%	341.4 -26.0%
PPPD Spending (\$)	177.8 -0.7%	154.2 -5.2%	176.4 -8.3%	105.2 -14.4%	358.5 -7.3%	145.5 -11.8%
Domestic Arrivals	557,725 -18.6%	195,332 -23.4%	389,482 -23.0%	10,554 -36.8%	13,055 -34.2%	237,616 -22.6%
Int'l Arrivals	404,507 -5.4%	20,452 -25.5%	76,455 -17.8%	2,980 -32.0%	2,895 -31.9%	73,371 -13.4%
Total LOS	7.36 4.0%	7.91 13.8%	8.63 6.2%	5.54 9.0%	3.77 12.0%	7.54 5.6%
Domestic LOS	8.17 6.2%	8.21 12.4%	8.77 6.3%	6.22 12.5%	4.11 10.0%	8.58 8.5%
Int'l LOS	6.24 2.4%	5.13 38.2%	7.91 6.4%	3.13 -7.1%	2.25 36.9%	4.19 -3.6%

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

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







MARCH 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	679,441 -19.9%	294,315 -22.6%	594,940 -24.6%	9,383 -34.8%	8,151 -36.1%	351,294 -16.2%
Total Arrivals	92,027 -22.3%	35,575 -27.9%	70,759 -28.5%	1,511 -45.3%	1,861 -38.4%	42,719 -20.4%
LOS	7.38 3.1%	8.27 7.5%	8.41 5.3%	6.21 19.2%	4.38 36.0%	8.22 5.3%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	589,710 -17.9%	172,244 -13.2%	365,675 -24.0%	5,255 -31.9%	7,647 -30.3%	192,928 -22.2%
Total Arrivals	78,643 -22.3%	24,957 -24.6%	49,484 -27.6%	1,396 -37.1%	2,007 -35.5%	29,128 -28.8%
LOS	7.50 5.7%	6.90 15.1%	7.39 4.9%	3.76 8.2%	3.81 7.9%	6.62 9.2%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	530,270 2.5%	5,070 24.7%	13,950 -4.1%	168 -34.1%	211 -54.8%	50,016 18.1%
Total Arrivals	99,831 0.3%	2,341 0.4%	4,700 -12.2%	168 -31.1%	203 17.3%	15,911 3.5%
LOS	5.31 2.2%	2.17 24.2%	2.97 9.3%	1.00 -4.3%	1.04 -61.5%	3.14 14.2%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	207,634 -10.4%	42,840 23.6%	217,665 -13.7%	3,445 -39.8%	1,026 -42.7%	83,280 41.7%
Total Arrivals	18,904 -11.8%	5,324 10.2%	20,949 -11.9%	444 -51.9%	396 -46.0%	9,266 22.2%
LOS	10.98 1.6%	8.05 12.2%	10.39 -2.0%	7.76 25.3%	2.59 6.0%	8.99 15.9%

* 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 March 2009 - Total Visitor Arrivals by Selected MMAs

						
YTD March 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	270,408 -16.8%	99,950 -22.8%	197,176 -22.9%	4,800 -41.5%	5,414 -38.2%	123,026 -18.6%
U.S. East	235,674 -19.1%	78,575 -24.2%	154,645 -22.8%	4,661 -31.8%	6,475 -30.2%	91,576 -27.4%
Japan	276,177 -4.7%	5,834 -16.4%	13,901 -27.2%	493 5.8%	487 10.7%	43,437 -8.8%
Canada	59,899 -8.4%	15,895 -22.0%	60,439 -16.6%	1,366 -57.9%	1,441 -50.5%	24,945 -8.9%

* 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

	MARCH			YEAR-TO-DATE		
	2009P	2008P	CHANGE	2009P	2008P	CHANGE
VISITOR DAYS	210,267	322,390	-34.8%	638,297	1,003,500	-36.4%
TOTAL VISITORS	22,600	31,685	-28.7%	64,038	95,019	-32.6%
ARRIVED BY SHIP	14,188	12,315	15.2%	38,233	35,847	6.7%
ARRIVED BY AIR	8,412	19,370	-56.6%	25,805	59,172	-56.4%
NUMBER OF SHIP ARRIVALS	9	7	28.6%	22	24	-8.3%
ISLANDS VISITED						
O'ahu	22,600	31,685	-28.7%	64,038	95,019	-32.6%
Kaua'i	16,484	24,377	-32.4%	51,091	81,078	-37.0%
Maui County	20,357	29,199	-30.3%	54,964	88,576	-37.9%
Maui	20,357	29,199	-30.3%	54,964	88,576	-37.9%
Moloka'i	1,083	371	191.6%	1,949	1,718	13.4%
Lāna'i	1,147	515	122.7%	2,527	1,529	65.3%
Big Island	20,357	29,474	-30.9%	55,908	88,555	-36.9%
Average Islands Visited	4.10	4.03	1.8%	4.07	4.03	0.9%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	3.43	2.58	32.7%	3.78	2.99	26.4%
Days in Hawai'i during Cruise	5.13	6.41	-20.0%	5.03	6.35	-20.8%
Days in Hawai'i after Cruise	0.75	1.18	-36.8%	1.16	1.22	-5.2%
Total days in Hawai'i	9.30	10.17	-8.6%	9.97	10.56	-5.6%
ACCOMMODATIONS						
Hotel	9,896	15,013	-34.1%	28,718	48,583	-40.9%
Hotel only	8,054	13,292	-39.4%	23,527	42,901	-45.2%
Condo	1,509	2,194	-31.2%	4,156	5,549	-25.1%
Condo only	80	944	-91.6%	776	1,996	-61.1%
Timeshare	1,472	1,322	11.3%	3,351	4,299	-22.1%
Timeshare Only	267	463	-42.3%	761	1,332	-42.9%
Bed & Breakfast	810	316	156.0%	1,416	969	46.2%
Bed & Breakfast only	0	72	-100.0%	39	178	-78.4%
Friends & relatives	1,189	666	78.5%	2,753	1,775	55.1%
Other accommodation	1,596	1,455	9.7%	3,340	3,857	-13.4%
Accommodation (NET)	11,190	17,819	-37.2%	32,499	55,734	-41.7%
Cruise only	11,410	13,866	-17.7%	31,539	39,285	-19.7%
TRAVEL STATUS						
% First timers	39.9	43.3	-3.4	36.9	41.0	-4.1
% Repeat visitors	60.1	56.7	3.4	63.1	59.0	4.1

Source: DBEDT

Table 9. Total Air Seats Operated to Hawai'i

MARCH 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Līhu'e	%Chge
Total Seats	758,308	-16.8%	529,814	-14.7%	136,042	-27.0%	56,573	-2.0%	0	-100.0%	35,879	-15.6%
Scheduled Seats	746,008	-16.7%	523,594	-14.2%	133,002	-27.6%	55,053	-2.7%	0	-100.0%	34,359	-16.9%
Charter seats	12,300	-23.8%	6,220	-44.5%	3,040	14.3%	1,520	33.3%			1,520	33.3%
Domestic Seats	548,172	-20.1%	340,917	-18.3%	123,381	-28.8%	47,995	-1.0%	0	-100.0%	35,879	-15.6%
Scheduled Seats	538,672	-20.0%	337,497	-17.7%	120,341	-29.5%	46,475	-1.8%	0	-100.0%	34,359	-16.9%
...US West	463,737	-19.5%	272,489	-17.3%	110,414	-28.2%	46,475	-1.8%	0	-100.0%	34,359	-16.9%
...US East	74,935	-23.1%	65,008	-19.2%	9,927	-41.5%						
Charter seats	9,500	-21.9%	3,420	-52.6%	3,040	14.3%	1,520	33.3%			1,520	33.3%
International Seats	210,136	-7.1%	188,897	-7.4%	12,661	-3.0%	8,578	-7.3%				
Scheduled Seats	207,336	-6.7%	186,097	-6.9%	12,661	-3.0%	8,578	-7.3%				
...Japan	129,436	-6.9%	122,926	-7.1%			6,510	-2.8%				
...Canada	28,123	-24.0%	13,394	-37.4%	12,661	-3.0%	2,068	-19.0%				
...Other Asia	14,040	16.4%	14,040	16.4%								
...Aus./N. Zealand	12,770	-11.8%	12,770	-11.8%								
...Other	22,967	16.4%	22,967	16.4%								
Charter Seats	2,800	-29.6%	2,800	-29.6%								
<hr/>												
YTD Thru MAR 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Līhu'e	%Chge
Total Seats	#####	-18.0%	#####	-17.2%	380,317	-25.7%	160,866	-0.2%	0	-100.0%	100,318	-14.5%
Scheduled Seats	#####	-17.3%	#####	-15.9%	370,437	-26.5%	156,306	-0.7%	0	-100.0%	95,758	-15.6%
Charter seats	36,080	-44.3%	17,080	-65.0%	9,880	17.6%	4,560	20.0%			4,560	20.0%
Domestic Seats	#####	-20.7%	970,656	-20.1%	343,511	-27.3%	132,077	-2.4%	0	-100.0%	100,318	-14.5%
Scheduled Seats	#####	-20.5%	960,776	-19.2%	333,631	-28.1%	127,517	-3.1%	0	-100.0%	95,758	-15.6%
...US West	#####	-19.4%	786,738	-17.5%	304,853	-27.9%	127,517	-3.1%	0	-100.0%	95,758	-15.6%
...US East	202,816	-26.9%	174,038	-26.3%	28,778	-30.2%						
Charter seats	28,880	-29.3%	9,880	-60.3%	9,880	17.6%	4,560	20.0%			4,560	20.0%
International Seats	615,539	-10.4%	549,944	-11.5%	36,806	-7.0%	28,789	11.3%				
Scheduled Seats	608,339	-8.2%	542,744	-9.2%	36,806	-7.0%	28,789	11.3%				
...Japan	379,278	-9.0%	356,768	-10.2%			22,510	16.6%				
...Canada	83,574	-23.0%	40,489	-35.1%	36,806	-7.0%	6,279	-4.5%				
...Other Asia	36,491	4.7%	36,491	4.7%								
...Aus./N. Zealand	41,310	-8.2%	41,310	-8.2%								
...Other	67,686	17.1%	67,686	17.1%								
Charter Seats	7,200	-69.9%	7,200	-69.9%								

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