

	TABLE 1. TOTAL VISITORS BY AIR					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	4,574,013	4,811,110	-4.9%	24,699,085	27,251,399	-9.4%
TOTAL VISITORS	514,004	549,017	-6.4%	2,611,452	2,918,580	-10.5%
DOMESTIC	397,113	406,090	-2.2%	1,894,245	2,156,437	-12.2%
INTERNATIONAL	116,891	142,927	-18.2%	717,207	762,143	-5.9%
AVERAGE DAILY CENSUS	147,549	155,197	-4.9%	163,570	179,286	-8.8%
TOTAL AIR SEATS (EST)	739,422	739,140	0.0%	3,642,608	4,112,057	-11.4%
TOTAL LOAD FACTOR (EST)	84.6%	89.0%	-4.4	85.4%	84.2%	1.2
ISLANDS VISITED						
O'ahu	325,724	347,844	-6.4%	1,618,286	1,788,381	-9.5%
O'ahu only	237,899	245,631	-3.1%	1,177,049	1,241,904	-5.2%
Kaua'i	82,013	87,122	-5.9%	374,149	455,516	-17.9%
Kaua'i only	44,549	41,774	6.6%	194,357	210,087	-7.5%
Maui County	149,033	173,881	-14.3%	785,421	963,613	-18.5%
Maui	145,790	169,404	-13.9%	768,161	939,884	-18.3%
Maui only	87,237	97,564	-10.6%	474,140	550,073	-13.8%
Moloka'i *	3,709	5,831	-36.4%	21,447	35,549	-39.7%
Moloka'i only *	567	669	-15.2%	3,100	4,343	-28.6%
Lāna'i *	5,003	6,679	-25.1%	26,063	40,388	-35.5%
Lāna'i only *	797	1,141	-30.1%	4,086	5,538	-26.2%
Big Island	91,224	101,765	-10.4%	510,476	599,659	-14.9%
Kona side	74,485	82,743	-10.0%	424,552	500,313	-15.1%
Hilo side	36,080	41,411	-12.9%	187,321	235,951	-20.6%
Big Island only	40,042	40,704	-1.6%	238,113	255,352	-6.8%
Any Neighbor Island	276,105	303,386	-9.0%	1,434,403	1,676,676	-14.4%
NI only	188,280	201,173	-6.4%	993,166	1,130,199	-12.1%
O'ahu & NI	87,825	102,213	-14.1%	441,237	546,477	-19.3%
Any one island only	411,091	427,483	-3.8%	2,090,845	2,267,297	-7.8%
Multiple Islands	102,913	121,534	-15.3%	520,607	651,283	-20.1%
Avg. Islands Visited	1.27	1.31	-2.9%	1.27	1.32	-3.9%
Average Length of Stay in Hawai'i	8.90	8.76	1.5%	9.46	9.34	1.3%
ACCOMMODATIONS						
Plan to stay in Hotel	317,750	343,362	-7.5%	1,604,692	1,822,608	-12.0%
Hotel only	278,383	298,093	-6.6%	1,405,569	1,573,932	-10.7%
Plan to stay in Condo	78,803	92,363	-14.7%	455,570	535,248	-14.9%
Condo only	60,708	70,844	-14.3%	356,486	411,495	-13.4%
Plan to stay in Timeshare	61,443	58,628	4.8%	278,539	270,406	3.0%
Timeshare only	48,717	44,969	8.3%	214,771	203,823	5.4%
Cruise Ship	11,390	14,529	-21.6%	52,227	91,356	-42.8%
Friends/Relatives	56,871	52,806	7.7%	276,676	283,440	-2.4%
Bed & Breakfast	4,714	6,413	-26.5%	25,243	32,655	-22.7%
Other	8,126	9,275	-12.4%	46,176	47,971	-3.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	425,522	440,132	-3.3%	2,135,450	2,351,747	-9.2%
Honeymoon	45,046	44,387	1.5%	170,188	162,922	4.5%
Get Married	10,896	10,724	1.6%	44,707	50,048	-10.7%
Pleasure/Vacation	379,377	395,318	-4.0%	1,962,532	2,184,809	-10.2%
Mtgs/Conventions/Incentive	26,126	42,381	-38.4%	176,765	239,681	-26.2%
Conventions	16,473	21,749	-24.3%	108,316	131,006	-17.3%
Corporate Meetings	4,404	7,767	-43.3%	33,312	48,745	-31.7%
Incentive	6,023	14,345	-58.0%	41,916	69,310	-39.5%
Other Business	18,668	21,587	-13.5%	98,439	121,178	-18.8%
Visit Friends/Rel.	54,447	52,751	3.2%	249,854	264,817	-5.7%
Gov't/Military	9,010	9,029	-0.2%	41,451	41,468	0.0%
Attend School	1,154	1,612	-28.4%	7,980	7,209	10.7%
Sport Events	4,532	3,807	19.0%	35,566	41,832	-15.0%
TRAVEL STATUS						
% First Timers **	36.1	39.4	-3.3	33.8	35.2	-1.4
% Repeaters **	63.9	60.6	3.3	66.2	64.8	1.4
Average # of Trips	4.82	4.57	5.6%	5.07	4.87	4.2%
Group Tour	38,557	65,380	-41.0%	253,403	355,835	-28.8%
Non-Group	475,447	483,637	-1.7%	2,358,050	2,562,745	-8.0%
Package Trip	176,784	201,337	-12.2%	899,770	1,032,005	-12.8%
No Package	337,220	347,680	-3.0%	1,711,683	1,886,575	-9.3%
Net True Independent	331,685	336,184	-1.3%	1,671,300	1,822,581	-8.3%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
DOMESTIC VISITOR DAYS	3,728,891	3,833,490	-2.7%	19,082,660	21,511,374	-11.3%
DOMESTIC VISITORS	397,113	406,090	-2.2%	1,894,245	2,156,437	-12.2%
DOMESTIC AVERAGE DAILY CENSUS	120,287	123,661	-2.7%	126,375	141,522	-10.7%
DOMESTIC AIR SEATS (EST)	541,126	531,922	1.7%	2,620,281	3,012,087	-13.0%
DOM LOAD FACTOR (EST)	90.8%	93.2%	-2.5	88.1%	86.5%	1.5
ISLANDS VISITED						
O'ahu	216,975	216,615	0.2%	980,642	1,111,754	-11.8%
O'ahu only	153,381	143,126	7.2%	683,595	729,859	-6.3%
Kaua'i	78,118	81,198	-3.8%	343,146	412,471	-16.8%
Kaua'i only	44,067	41,296	6.7%	190,369	206,528	-7.8%
Maui County	132,628	151,801	-12.6%	668,830	823,372	-18.8%
Maui	129,869	147,864	-12.2%	653,610	801,696	-18.5%
Maui only	81,983	90,547	-9.5%	425,876	499,144	-14.7%
Moloka'i *	3,191	4,338	-26.4%	16,989	25,413	-33.1%
Moloka'i only *	552	618	-10.7%	2,942	4,132	-28.8%
Lāna'i *	4,298	5,718	-24.8%	21,760	30,882	-29.5%
Lāna'i only *	714	1,141	-37.4%	3,885	5,487	-29.2%
Big Island	74,492	80,758	-7.8%	393,934	469,077	-16.0%
Kona side	63,132	68,214	-7.5%	340,237	401,526	-15.3%
Hilo side	28,272	30,703	-7.9%	133,272	173,809	-23.3%
Big Island only	38,279	37,936	0.9%	216,976	233,669	-7.1%
Any Neighbor Island	243,732	262,964	-7.3%	1,210,650	1,426,578	-15.1%
NI only	180,138	189,475	-4.9%	913,603	1,044,683	-12.5%
O'ahu & NI	63,594	73,489	-13.5%	297,047	381,895	-22.2%
Any one island only	318,976	314,664	1.4%	1,523,643	1,678,819	-9.2%
Multiple Islands	78,137	91,426	-14.5%	370,602	477,618	-22.4%
Avg. Islands Visited	1.28	1.32	-3.4%	1.27	1.32	-3.8%
Average Length of Stay in Hawai'i	9.39	9.44	-0.5%	10.07	9.98	1.0%
ACCOMMODATIONS						
Plan to stay in Hotel	218,982	223,828	-2.2%	1,027,057	1,189,974	-13.7%
Hotel only	185,468	186,070	-0.3%	859,304	983,167	-12.6%
Plan to stay in Condo	68,690	78,338	-12.3%	368,761	439,388	-16.1%
Condo only	53,287	59,988	-11.2%	287,743	340,116	-15.4%
Plan to stay in Timeshare	57,130	54,664	4.5%	252,587	252,455	0.1%
Timeshare only	45,768	42,719	7.1%	196,176	192,104	2.1%
Cruise Ship	10,461	13,570	-22.9%	46,125	82,153	-43.9%
Friends/Relatives	51,534	48,386	6.5%	246,945	260,450	-5.2%
Bed & Breakfast	4,301	4,983	-13.7%	22,581	27,673	-18.4%
Other	7,088	7,494	-5.4%	35,434	40,079	-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)					
	2009P	MAY 2008P	% CHANGE	YEAR-TO-DATE		
			2009P	2008P	% CHANGE	
PURPOSE OF TRIP						
Pleasure (Net)	319,602	319,679	0.0%	1,505,547	1,699,178	-11.4%
Honeymoon	22,862	21,699	5.4%	67,726	72,887	-7.1%
Get Married	5,734	5,820	-1.5%	20,075	23,096	-13.1%
Pleasure/Vacation	297,242	298,400	-0.4%	1,439,630	1,627,774	-11.6%
Mtgs/Conventions/Incentive	22,450	32,584	-31.1%	147,276	194,643	-24.3%
Conventions	14,187	18,676	-24.0%	92,132	117,460	-21.6%
Corporate Meetings	4,132	6,883	-40.0%	28,909	41,303	-30.0%
Incentive	4,790	8,378	-42.8%	32,222	43,523	-26.0%
Other Business	16,898	18,255	-7.4%	88,242	106,749	-17.3%
Visit Friends/Rel.	49,494	47,929	3.3%	223,364	237,399	-5.9%
Gov't/Military	8,101	6,925	17.0%	35,412	36,743	-3.6%
Attend School	653	753	-13.3%	4,381	4,828	-9.3%
Sport Events	2,202	2,403	-8.4%	23,652	29,689	-20.3%
TRAVEL STATUS						
% First Timers **	33.2	34.7	-1.5	29.3	30.7	-1.4
% Repeaters **	66.8	65.3	1.5	70.7	69.3	1.4
Average # of Trips	5.25	5.05	4.0%	5.69	5.43	4.8%
Group Tour	10,867	18,691	-41.9%	73,699	113,194	-34.9%
Non-Group	386,246	387,399	-0.3%	1,820,547	2,043,243	-10.9%
Package Trip	101,671	108,177	-6.0%	449,888	538,108	-16.4%
No Package	295,442	297,913	-0.8%	1,444,358	1,618,329	-10.8%
Net True Independent	291,952	293,022	-0.4%	1,423,335	1,588,720	-10.4%

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

	TABLE 3: INTERNATIONAL VISITORS BY AIR					
	(Visitors Arriving on International Flights)					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
INTERNATIONAL VISITOR DAYS	845,122	977,621	-13.6%	5,616,425	5,740,025	-2.2%
INTERNATIONAL VISITORS	116,891	142,927	-18.2%	717,207	762,143	-5.9%
INTERNATIONAL AVERAGE DAILY CENSUS	27,262	31,536	-13.6%	37,195	37,763	-1.5%
INTERNATIONAL AIR SEATS (EST)	198,296	207,218	-4.3%	1,022,327	1,099,970	-7.1%
INT LOAD FACTOR (EST)	67.8%	78.3%	-10.4	78.5%	77.7%	0.8
ISLANDS VISITED						
O'ahu	108,749	131,229	-17.1%	637,644	676,627	-5.8%
O'ahu only	84,518	102,505	-17.5%	493,454	512,045	-3.6%
Kaua'i	3,895	5,924	-34.3%	31,003	43,045	-28.0%
Kaua'i only	482	478	0.8%	3,988	3,559	12.1%
Maui County	16,405	22,080	-25.7%	116,591	140,241	-16.9%
Maui	15,921	21,540	-26.1%	114,551	138,188	-17.1%
Maui only	5,254	7,017	-25.1%	48,264	50,929	-5.2%
Moloka'i *	518	1,493	-65.3%	4,458	10,136	-56.0%
Moloka'i only *	15	51	-70.6%	158	211	-25.1%
Lāna'i *	705	961	-26.6%	4,303	9,506	-54.7%
Lāna'i only *	83	0	NA	201	51	294.1%
Big Island	16,732	21,007	-20.4%	116,542	130,582	-10.8%
Kona side	11,353	14,529	-21.9%	84,315	98,787	-14.6%
Hilo side	7,808	10,708	-27.1%	54,049	62,142	-13.0%
Big Island only	1,763	2,768	-36.3%	21,137	21,683	-2.5%
Any Neighbor Island	32,373	40,422	-19.9%	223,753	250,098	-10.5%
NI only	8,142	11,698	-30.4%	79,563	85,516	-7.0%
O'ahu & NI	24,231	28,724	-15.6%	144,190	164,582	-12.4%
Any one island only	92,115	112,819	-18.4%	567,202	588,478	-3.6%
Multiple Islands	24,776	30,108	-17.7%	150,005	173,665	-13.6%
Avg. Islands Visited	1.25	1.27	-1.6%	1.27	1.32	-4.2%
Average Length of Stay in Hawai'i	7.23	6.84	5.7%	7.83	7.53	4.0%
ACCOMMODATIONS						
Plan to stay in Hotel	98,768	119,534	-17.4%	577,635	632,634	-8.7%
Hotel only	92,915	112,023	-17.1%	546,265	590,765	-7.5%
Plan to stay in Condo	10,113	14,025	-27.9%	86,809	95,860	-9.4%
Condo only	7,421	10,856	-31.6%	68,743	71,379	-3.7%
Plan to stay in Timeshare	4,313	3,964	8.8%	25,952	17,951	44.6%
Timeshare only	2,949	2,250	31.1%	18,595	11,719	58.7%
Cruise Ship	929	959	-3.1%	6,102	9,203	-33.7%
Friends/Relatives	5,337	4,420	20.7%	29,731	22,990	29.3%
Bed & Breakfast	413	1,430	-71.1%	2,662	4,982	-46.6%
Other	1,038	1,781	-41.7%	10,742	7,892	36.1%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	105,920	120,453	-12.1%	629,903	652,569	-3.5%
Honeymoon	22,184	22,688	-2.2%	102,462	90,035	13.8%
Get Married	5,162	4,904	5.3%	24,632	26,952	-8.6%
Pleasure/Vacation	82,135	96,918	-15.3%	522,902	557,035	-6.1%
Mtgs/Conventions/Incentive						
Conventions	3,676	9,797	-62.5%	29,489	45,038	-34.5%
Corporate Meetings	2,286	3,073	-25.6%	16,184	13,546	19.5%
Corporate Meetings	272	884	-69.2%	4,403	7,442	-40.8%
Incentive	1,233	5,967	-79.3%	9,694	25,787	-62.4%
Other Business						
Visit Friends/Rel.	1,770	3,332	-46.9%	10,197	14,429	-29.3%
Gov't/Military	4,953	4,822	2.7%	26,490	27,418	-3.4%
Attend School	909	2,104	-56.8%	6,039	4,725	27.8%
Sport Events	501	859	-41.7%	3,599	2,381	51.2%
Sport Events	2,330	1,404	66.0%	11,914	12,143	-1.9%
TRAVEL STATUS						
% First Timers **	46.0	52.9	-6.9	45.9	48.2	-2.2
% Repeaters **	54.0	47.1	6.9	54.1	51.8	2.2
Average # of Trips	3.38	3.20	5.6%	3.44	3.28	5.1%
Group Tour						
Group Tour	27,690	46,689	-40.7%	179,704	242,641	-25.9%
Non-Group	89,201	96,238	-7.3%	537,503	519,502	3.5%
Package Trip						
Package Trip	75,113	93,160	-19.4%	449,882	493,897	-8.9%
No Package	41,778	49,767	-16.1%	267,325	268,246	-0.3%
Net True Independent	39,733	43,162	-7.9%	247,965	233,861	6.0%

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

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

	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
UNITED STATES	362,391	366,196	-1.0%	1,699,283	1,929,568	-11.9%
Pacific Region	179,071	169,972	5.4%	813,147	907,643	-10.4%
...California	128,061	125,617	1.9%	522,491	614,398	-15.0%
...Oregon	14,000	13,781	1.6%	75,866	80,928	-6.3%
...Washington	32,889	27,762	18.5%	180,773	183,701	-1.6%
Mountain Region	52,635	52,893	-0.5%	228,349	258,916	-11.8%
West North Central	13,973	15,461	-9.6%	100,888	115,888	-12.9%
West South Central	27,341	27,377	-0.1%	100,353	109,239	-8.1%
...Texas	20,680	20,085	3.0%	76,715	83,341	-8.0%
East North Central	22,135	26,719	-17.2%	151,510	180,883	-16.2%
East South Central	8,817	10,972	-19.6%	32,019	38,529	-16.9%
New England	7,675	8,303	-7.6%	44,038	50,070	-12.0%
Middle Atlantic	18,175	19,236	-5.5%	93,088	106,556	-12.6%
...New Jersey	4,999	5,105	-2.1%	23,320	25,858	-9.8%
...New York	8,144	8,142	0.0%	43,655	48,853	-10.6%
South Atlantic	32,120	34,751	-7.6%	133,851	159,426	-16.0%
CANADA	9,233	7,461	23.8%	74,974	73,447	2.1%
EUROPE	8,989	9,122	-1.5%	42,953	45,302	-5.2%
France	499	523	-4.6%	2,512	2,593	-3.1%
Germany	2,380	2,503	-4.9%	10,219	10,465	-2.4%
Ireland	211	237	-11.0%	851	1,020	-16.6%
Italy	428	530	-19.2%	1,866	2,169	-14.0%
Switzerland	597	543	9.9%	2,568	2,326	10.4%
United Kingdom	2,826	3,221	-12.3%	12,287	15,517	-20.8%
ASIA	3,810	5,676	-32.9%	16,413	22,382	-26.7%
People's Republic of China	1,500	3,240	-53.7%	7,798	12,424	-37.2%
Taiwan	170	211	-19.4%	610	669	-8.8%
Hong Kong	98	104	-5.8%	426	447	-4.7%
Indonesia	52	18	188.9%	146	103	41.7%
Japan	528	723	-27.0%	2,422	3,125	-22.5%
Korea	458	533	-14.1%	2,076	2,851	-27.2%
Malaysia	16	17	-5.9%	67	85	-21.2%
Philippines	408	492	-17.1%	1,330	1,327	0.2%
Singapore	94	101	-6.9%	333	360	-7.5%
Thailand	89	35	154.3%	272	127	114.2%
CENTRAL AMERICA	489	577	-15.3%	2,197	3,423	-35.8%
Argentina	249	352	-29.3%	1,313	1,473	-10.9%
Brazil	617	565	9.2%	2,832	3,149	-10.1%
Mexico	448	550	-18.5%	1,927	3,175	-39.3%
SOUTH AMERICA	1,115	1,077	3.5%	5,500	5,718	-3.8%
OCEANIA	2,649	3,852	-31.2%	13,694	18,561	-26.2%
Australia	2,193	3,410	-35.7%	11,467	16,033	-28.5%
New Zealand	262	315	-16.8%	1,031	1,569	-34.3%

	TABLE 4. TOTAL U.S WEST VISITORS BY AIR (Includes Pacific and Mountain States)					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	2,110,713	2,056,291	2.6%	10,131,261	11,196,362	-9.5%
TOTAL VISITORS	235,434	226,283	4.0%	1,062,707	1,185,159	-10.3%
Domestic	231,707	222,865	4.0%	1,041,497	1,166,557	-10.7%
International	3,727	3,418	9.0%	21,210	18,602	14.0%
AVERAGE DAILY CENSUS	68,088	66,332	2.6%	67,090	73,663	-8.9%
ISLANDS VISITED						
O'ahu	113,766	103,492	9.9%	491,411	534,428	-8.0%
O'ahu only	87,964	74,104	18.7%	375,775	385,859	-2.6%
Kaua'i	45,556	45,246	0.7%	186,423	218,234	-14.6%
Kaua'i only	31,477	29,226	7.7%	127,337	140,541	-9.4%
Maui County	75,941	83,406	-9.0%	358,177	432,966	-17.3%
Maui	74,414	81,304	-8.5%	349,989	420,963	-16.9%
Maui only	55,862	59,243	-5.7%	266,472	309,718	-14.0%
Moloka'i *	1,540	2,168	-29.0%	8,153	12,518	-34.9%
Moloka'i only *	355	436	-18.6%	1,882	2,752	-31.6%
Lāna'i *	1,993	2,597	-23.3%	9,646	13,905	-30.6%
Lāna'i only *	423	575	-26.4%	2,225	3,246	-31.5%
Big Island	40,350	40,444	-0.2%	205,304	236,421	-13.2%
Kona side	35,102	35,121	-0.1%	179,467	205,345	-12.6%
Hilo side	12,540	12,454	0.7%	58,319	71,688	-18.6%
Big Island only	26,189	24,612	6.4%	139,207	149,378	-6.8%
Any Neighbor Island	147,470	152,179	-3.1%	686,932	799,300	-14.1%
NI only	121,668	122,791	-0.9%	571,296	650,731	-12.2%
O'ahu & NI	25,802	29,388	-12.2%	115,636	148,569	-22.2%
Any one island only	202,270	188,196	7.5%	912,898	991,494	-7.9%
Multiple Islands	33,164	38,087	-12.9%	149,809	193,665	-22.6%
Avg. Islands Visited	1.18	1.22	-3.1%	1.18	1.21	-2.9%
Average Length of Stay in Hawai'i	8.97	9.09	-1.3%	9.53	9.45	0.9%
ACCOMMODATIONS						
Plan to stay in Hotel	119,796	110,296	8.6%	522,955	593,788	-11.9%
Hotel only	103,484	92,889	11.4%	444,940	499,428	-10.9%
Plan to stay in Condo	46,337	52,004	-10.9%	235,101	279,480	-15.9%
Condo only	37,397	41,962	-10.9%	190,818	225,019	-15.2%
Plan to stay in Timeshare	37,849	35,595	6.3%	155,846	152,948	1.9%
Timeshare only	30,930	28,790	7.4%	125,072	120,345	3.9%
Cruise Ship	3,156	3,766	-16.2%	11,550	20,135	-42.6%
Friends/Relatives	30,804	27,696	11.2%	145,392	151,614	-4.1%
Bed & Breakfast	1,864	2,111	-11.7%	10,009	12,323	-18.8%
Other	4,544	4,226	7.5%	21,016	23,026	-8.7%

* 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)					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	192,063	180,783	6.2%	857,656	946,269	-9.4%
Honeymoon	9,971	8,934	11.6%	29,899	31,727	-5.8%
Get Married	3,145	3,185	-1.3%	10,676	12,296	-13.2%
Pleasure/Vacation	182,116	171,671	6.1%	828,008	914,297	-9.4%
Mtgs/Conventions/Incentive						
Conventions	10,486	12,712	-17.5%	61,496	79,114	-22.3%
Corporate Meetings	6,549	6,764	-3.2%	38,377	46,391	-17.3%
Incentive	2,117	3,364	-37.1%	13,715	19,608	-30.1%
Other Business	2,089	3,137	-33.4%	11,822	16,059	-26.4%
Other Business						
Visit Friends/Rel.	10,578	11,024	-4.0%	54,242	64,825	-16.3%
Gov't/Military	29,500	27,667	6.6%	128,901	136,742	-5.7%
Attend School	3,096	2,900	6.8%	13,581	13,936	-2.5%
Sport Events	308	275	12.0%	1,947	2,239	-13.0%
Sport Events	1,536	1,677	-8.4%	12,801	16,041	-20.2%
TRAVEL STATUS						
% First Timers **	22.2	22.5	-0.4	18.7	19.8	-1.0
% Repeaters **	77.8	77.5	0.4	81.3	80.2	1.0
Average # of Trips	6.38	6.38	0.0%	6.96	6.72	3.7%
Group Tour						
Group Tour	4,265	6,226	-31.5%	23,842	35,427	-32.7%
Non-Group	231,169	220,057	5.0%	1,038,866	1,149,732	-9.6%
Package Trip						
Package Trip	55,709	52,502	6.1%	222,359	255,843	-13.1%
No Package	179,724	173,781	3.4%	840,346	929,316	-9.6%
Net True Independent						
Net True Independent	178,199	171,868	3.7%	832,073	918,070	-9.4%

** 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)					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	1,310,508	1,433,114	-8.6%	7,022,476	8,093,870	-13.2%
TOTAL VISITORS	133,327	146,426	-8.9%	671,539	777,584	-13.6%
Domestic	130,237	142,817	-8.8%	655,750	760,589	-13.8%
International	3,090	3,609	-14.4%	15,789	16,995	-7.1%
AVERAGE DAILY CENSUS	42,274	46,229	-8.6%	46,502	53,246	-12.7%
ISLANDS VISITED						
O'ahu	85,982	92,000	-6.5%	399,596	465,692	-14.2%
O'ahu only	55,077	54,278	1.5%	249,422	270,034	-7.6%
Kaua'i	27,117	30,199	-10.2%	128,711	161,108	-20.1%
Kaua'i only	10,409	10,006	4.0%	50,950	52,643	-3.2%
Maui County	45,935	56,652	-18.9%	249,237	315,538	-21.0%
Maui	44,905	55,124	-18.5%	243,375	307,899	-21.0%
Maui only	20,867	25,155	-17.0%	125,247	147,168	-14.9%
Moloka'i *	1,287	1,827	-29.6%	7,167	10,356	-30.8%
Moloka'i only *	161	157	2.5%	860	1,040	-17.3%
Lāna'i *	1,947	2,721	-28.4%	10,245	14,361	-28.7%
Lāna'i only *	270	484	-44.2%	1,403	1,769	-20.7%
Big Island	27,497	33,253	-17.3%	151,461	189,814	-20.2%
Kona side	22,536	27,314	-17.5%	127,726	159,184	-19.8%
Hilo side	12,989	15,230	-14.7%	62,713	85,637	-26.8%
Big Island only	9,564	10,816	-11.6%	61,182	66,480	-8.0%
Any Neighbor Island	78,250	92,148	-15.1%	422,117	507,550	-16.8%
NI only	47,345	54,426	-13.0%	271,943	311,892	-12.8%
O'ahu & NI	30,905	37,722	-18.1%	150,174	195,658	-23.2%
Any one island only	96,348	100,896	-4.5%	489,064	539,134	-9.3%
Multiple Islands	36,979	45,530	-18.8%	182,475	238,450	-23.5%
Avg. Islands Visited	1.42	1.47	-3.6%	1.40	1.48	-5.2%
Average Length of Stay in Hawai'i	9.83	9.79	0.4%	10.46	10.41	0.5%
ACCOMMODATIONS						
Plan to stay in Hotel	81,975	90,896	-9.8%	409,720	479,020	-14.5%
Hotel only	67,705	73,738	-8.2%	336,290	385,756	-12.8%
Plan to stay in Condo	17,438	22,026	-20.8%	100,337	121,029	-17.1%
Condo only	12,127	14,833	-18.2%	70,567	83,830	-15.8%
Plan to stay in Timeshare	16,651	16,591	0.4%	83,265	84,654	-1.6%
Timeshare only	12,749	12,045	5.8%	61,363	60,214	1.9%
Cruise Ship	6,239	8,121	-23.2%	28,039	51,291	-45.3%
Friends/Relatives	17,407	17,712	-1.7%	86,505	92,220	-6.2%
Bed & Breakfast	1,637	2,153	-24.0%	8,505	11,401	-25.4%
Other	2,781	3,012	-7.7%	13,053	15,441	-15.5%

* 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)					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	103,662	110,729	-6.4%	512,461	587,402	-12.8%
Honeymoon	10,218	10,360	-1.4%	30,246	32,856	-7.9%
Get Married	2,121	2,183	-2.8%	7,684	8,877	-13.4%
Pleasure/Vacation	93,893	100,834	-6.9%	483,411	556,063	-13.1%
Mtgs/Conventions/Incentive						
Conventions	10,394	17,032	-39.0%	71,241	98,289	-27.5%
Corporate Meetings	7,043	10,026	-29.8%	44,348	59,774	-25.8%
Incentive	1,650	3,051	-45.9%	12,782	18,598	-31.3%
Other Business	2,020	4,652	-56.6%	17,265	23,902	-27.8%
Other Business						
Visit Friends/Rel.	5,715	5,714	0.0%	29,758	35,569	-16.3%
Gov't/Military	17,034	17,393	-2.1%	80,666	85,539	-5.7%
Attend School	4,920	4,475	9.9%	21,555	22,260	-3.2%
Sport Events	217	429	-49.4%	1,554	1,888	-17.7%
Sport Events	378	438	-13.7%	8,696	11,370	-23.5%
TRAVEL STATUS						
% First Timers **	47.6	49.2	-1.7	41.1	42.6	-1.5
% Repeaters **	52.4	50.8	1.7	58.9	57.4	1.5
Average # of Trips	3.55	3.39	4.5%	4.13	3.90	5.9%
Group Tour						
Group Tour	4,357	8,707	-50.0%	36,874	57,696	-36.1%
Non-Group	128,970	137,719	-6.4%	634,665	719,888	-11.8%
Package Trip						
Package Trip	34,545	42,468	-18.7%	171,632	213,247	-19.5%
No Package	98,782	103,958	-5.0%	499,909	564,337	-11.4%
Net True Independent						
Net True Independent	97,392	101,965	-4.5%	490,471	551,105	-11.0%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	444,249	509,907	-12.9%	2,583,063	2,648,966	-2.5%
TOTAL VISITORS	77,925	92,195	-15.5%	446,419	471,507	-5.3%
Domestic	528	723	-27.0%	2,422	3,125	-22.5%
International	77,397	91,472	-15.4%	443,997	468,382	-5.2%
AVERAGE DAILY CENSUS	14,331	16,449	-12.9%	17,111	17,423	-1.8%
ISLANDS VISITED						
O'ahu	75,246	89,121	-15.6%	434,140	453,551	-4.3%
O'ahu only	60,652	74,191	-18.2%	355,601	372,515	-4.5%
Kaua'i	1,579	1,582	-0.2%	8,789	10,118	-13.1%
Kaua'i only	98	50	96.0%	438	440	-0.5%
Maui County	4,345	5,178	-16.1%	22,384	27,944	-19.9%
Maui	4,275	5,016	-14.8%	21,907	27,361	-19.9%
Maui only	668	810	-17.5%	2,909	4,502	-35.4%
Moloka'i *	29	109	-73.4%	623	628	-0.8%
Moloka'i only *	10	0	NA	31	0	NA
Lāna'i *	166	131	26.7%	714	640	11.6%
Lāna'i only *	2	0	NA	45	0	NA
Big Island	12,732	12,902	-1.3%	69,018	72,051	-4.2%
Kona side	8,522	8,685	-1.9%	46,189	49,795	-7.2%
Hilo side	5,032	5,313	-5.3%	28,457	28,837	-1.3%
Big Island only	1,557	2,016	-22.8%	7,894	12,117	-34.9%
Any Neighbor Island	17,273	18,004	-4.1%	90,818	98,992	-8.3%
NI only	2,679	3,074	-12.8%	12,279	17,956	-31.6%
O'ahu & NI	14,594	14,930	-2.3%	78,539	81,036	-3.1%
Any one island only	62,987	77,067	-18.3%	366,918	389,574	-5.8%
Multiple Islands	14,938	15,128	-1.3%	79,501	81,933	-3.0%
Avg. Islands Visited	1.21	1.18	2.2%	1.20	1.20	0.2%
Average Length of Stay in Hawai'i	5.70	5.53	3.1%	5.79	5.62	3.0%
ACCOMMODATIONS						
Plan to stay in Hotel	69,360	83,355	-16.8%	399,933	430,423	-7.1%
Hotel only	68,284	81,920	-16.6%	393,608	422,438	-6.8%
Plan to stay in Condo	6,060	7,135	-15.1%	36,668	35,746	2.6%
Condo only	4,946	6,115	-19.1%	31,553	29,470	7.1%
Plan to stay in Timeshare	2,792	1,439	94.0%	8,940	4,810	85.9%
Timeshare only	1,955	1,102	77.4%	6,157	3,409	80.6%
Cruise Ship	77	33	133.3%	387	588	-34.2%
Friends/Relatives	1,052	846	24.3%	6,146	5,365	14.6%
Bed & Breakfast	104	33	215.2%	362	362	0.0%
Other	86	713	-87.9%	1,727	2,450	-29.5%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	73,912	82,538	-10.5%	410,056	423,444	-3.2%
Honeymoon	19,615	19,481	0.7%	89,926	77,961	15.3%
Get Married	4,790	4,450	7.6%	22,175	24,432	-9.2%
Pleasure/Vacation	52,927	62,375	-15.1%	316,883	340,666	-7.0%
Mtgs/Conventions/Incentive	1,875	4,852	-61.4%	12,131	21,048	-42.4%
Conventions	754	612	23.2%	2,908	2,972	-2.2%
Corporate Meetings	122	291	-58.1%	1,811	2,588	-30.0%
Incentive	1,106	4,068	-72.8%	7,714	16,082	-52.0%
Other Business	480	873	-45.0%	2,707	3,928	-31.1%
Visit Friends/Rel.	1,248	1,531	-18.5%	9,287	8,093	14.8%
Gov't/Military	4	100	-96.0%	140	229	-38.9%
Attend School	115	148	-22.3%	555	1,067	-48.0%
Sport Events	1,711	1,033	65.6%	9,627	8,194	17.5%
TRAVEL STATUS						
% First Timers **	42.6	44.5	-1.9	44.1	45.0	-0.9
% Repeaters **	57.4	55.5	1.9	55.9	55.0	0.9
Average # of Trips	3.86	3.71	4.0%	3.63	3.46	5.0%
Group Tour	23,571	36,524	-35.5%	152,099	197,987	-23.2%
Non-Group	54,354	55,671	-2.4%	294,321	273,520	7.6%
Package Trip	61,755	72,925	-15.3%	358,052	382,565	-6.4%
No Package	16,170	19,270	-16.1%	88,366	88,942	-0.6%
Net True Independent	14,490	14,478	0.1%	73,210	63,081	16.1%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
VISITOR DAYS	183,526	219,036	-16.2%	2,282,138	2,418,910	-5.7%
TOTAL VISITORS	17,285	19,743	-12.4%	177,327	184,320	-3.8%
Domestic	9,233	7,461	23.8%	74,974	73,447	2.1%
International	8,052	12,282	-34.4%	102,353	110,873	-7.7%
AVERAGE DAILY CENSUS	5,920	7,066	-16.2%	15,109	15,918	-5.1%
ISLANDS VISITED						
O'ahu	9,460	11,085	-14.7%	86,857	92,777	-6.4%
O'ahu only	6,046	6,181	-2.2%	56,512	53,104	6.4%
Kaua'i	2,399	3,284	-26.9%	23,065	27,976	-17.6%
Kaua'i only	1,009	697	44.8%	8,210	7,348	11.7%
Maui County	8,121	10,130	-19.8%	84,544	99,571	-15.1%
Maui	7,948	10,066	-21.0%	83,586	98,232	-14.9%
Maui only	5,210	6,014	-13.4%	58,595	62,989	-7.0%
Moloka'i *	245	455	-46.2%	1,840	4,258	-56.8%
Moloka'i only *	14	21	-33.3%	144	356	-59.6%
Lāna'i *	334	361	-7.5%	2,254	3,746	-39.8%
Lāna'i only *	25	9	177.8%	110	121	-9.1%
Big Island	2,766	3,474	-20.4%	35,354	36,964	-4.4%
Kona side	2,423	2,899	-16.4%	32,226	32,998	-2.3%
Hilo side	1,146	1,925	-40.5%	12,123	16,981	-28.6%
Big Island only	1,066	1,015	5.0%	16,191	12,945	25.1%
Any Neighbor Island	11,239	13,562	-17.1%	120,815	131,216	-7.9%
NI only	7,825	8,658	-9.6%	90,470	91,543	-1.2%
O'ahu & NI	3,414	4,904	-30.4%	30,345	39,673	-23.5%
Any one island only	13,370	13,937	-4.1%	139,762	136,863	2.1%
Multiple Islands	3,915	5,806	-32.6%	37,565	47,457	-20.8%
Avg. Islands Visited	1.34	1.45	-7.9%	1.31	1.43	-8.3%
Average Length of Stay in Hawai'i	10.62	11.09	-4.3%	12.87	13.12	-1.9%
ACCOMMODATIONS						
Plan to stay in Hotel	9,413	11,098	-15.2%	89,813	89,891	-0.1%
Hotel only	7,260	8,343	-13.0%	69,904	65,880	6.1%
Plan to stay in Condo	5,363	6,234	-14.0%	62,990	70,435	-10.6%
Condo only	4,038	4,436	-9.0%	50,494	56,384	-10.4%
Plan to stay in Timeshare	2,029	1,881	7.9%	20,771	17,352	19.7%
Timeshare only	1,591	1,396	14.0%	14,990	13,083	14.6%
Cruise Ship	601	1,065	-43.6%	5,527	10,989	-49.7%
Friends/Relatives	945	912	3.6%	9,122	9,010	1.2%
Bed & Breakfast	323	253	27.7%	2,087	2,326	-10.3%
Other	146	165	-11.5%	1,205	1,969	-38.8%

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

TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)

	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	15,673	16,955	-7.6%	163,064	170,094	-4.1%
Honeymoon	735	892	-17.6%	3,170	3,710	-14.6%
Get Married	363	413	-12.1%	1,353	1,870	-27.6%
Pleasure/Vacation	14,797	15,966	-7.3%	159,936	166,278	-3.8%
Mtgs/Conventions/Incentive	748	1,432	-47.8%	11,123	9,071	22.6%
Conventions	433	916	-52.7%	7,725	6,259	23.4%
Corporate Meetings	99	108	-8.3%	1,721	1,208	42.5%
Incentive	252	427	-41.0%	2,157	1,937	11.4%
Other Business	180	523	-65.6%	1,596	1,932	-17.4%
Visit Friends/Rel.	782	745	5.0%	6,845	7,164	-4.5%
Gov't/Military	27	58	-53.4%	291	314	-7.3%
Attend School	12	61	-80.3%	169	175	-3.4%
Sport Events	157	178	-11.8%	1,605	1,863	-13.8%
TRAVEL STATUS						
% First Timers **	45.4	48.4	-3.0	35.8	37.3	-1.5
% Repeaters **	54.6	51.6	3.0	64.2	62.7	1.5
Average # of Trips	3.40	3.05	11.5%	4.06	3.86	5.2%
Group Tour	377	1,534	-75.4%	5,575	7,779	-28.3%
Non-Group	16,909	18,209	-7.1%	171,753	176,541	-2.7%
Package Trip	4,894	5,980	-18.2%	48,131	52,170	-7.7%
No Package	12,391	13,763	-10.0%	129,196	132,150	-2.2%
Net True Independent	12,251	13,386	-8.5%	127,551	130,582	-2.3%







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

May 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
May 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	516,204	-6.9%	8.90	1.6%	4,594,291	-5.4%	NA	NA	NA	NA	NA	NA
Total by Air	514,004	-6.4%	8.90	1.5%	4,574,013	-4.9%	165.0	-10.6%	1,468.5	-9.2%	754.8	-15.0%
U.S. West	235,434	4.0%	8.97	-1.3%	2,110,713	2.6%	141.2	-13.6%	1,265.8	-14.8%	298.0	-11.3%
U.S. East	133,327	-8.9%	9.83	0.4%	1,310,508	-8.6%	171.0	-2.2%	1,680.4	-1.8%	224.0	-10.6%
Japan	77,925	-15.5%	5.70	3.1%	444,249	-12.9%	263.0	-7.8%	1,499.5	-5.0%	116.8	-19.7%
Canada	17,285	-12.4%	10.62	-4.3%	183,526	-16.2%	136.5	-7.4%	1,448.8	-11.4%	25.0	-22.4%
All Others	50,033	-22.3%	10.49	14.0%	525,017	-11.4%	173.0	-16.9%	1,815.9	-5.3%	90.9	-26.4%
Total by Ship	2,200	-59.1%	9.22	13.1%	20,278	-53.7%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	2,663,179	-10.3%	9.45	1.2%	25,177,158	-9.2%	NA	NA	NA	NA	NA	NA
Total by Air	2,611,452	-10.5%	9.46	1.3%	24,699,085	-9.4%	167.2	-7.8%	1,581.7	-6.6%	4,130.5	-16.4%
U.S. West	1,062,707	-10.3%	9.53	0.9%	10,131,261	-9.5%	141.6	-7.8%	1,349.9	-6.9%	1,434.5	-16.5%
U.S. East	671,539	-13.6%	10.46	0.5%	7,022,476	-13.2%	167.9	-8.3%	1,755.4	-7.8%	1,178.8	-20.4%
Japan	446,419	-5.3%	5.79	3.0%	2,583,063	-2.5%	280.7	-2.8%	1,624.1	0.1%	725.0	-5.2%
Canada	177,327	-3.8%	12.87	-1.9%	2,282,138	-5.7%	139.3	-11.2%	1,793.0	-12.9%	317.9	-16.2%
All Others	253,460	-15.5%	10.57	9.6%	2,680,146	-7.4%	176.9	-14.2%	1,870.8	-5.9%	474.2	-20.5%
Total by Ship	51,727	0.3%	9.24	-1.7%	478,073	-1.4%	NA	NA	NA	NA	NA	NA

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







MAY 2009 Island Highlights

						
MAY 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	325,724 -6.4%	82,013 -5.9%	145,790 -13.9%	3,709 -36.4%	5,003 -25.1%	91,224 -10.4%
Total Visitor Days	2,317,653 -0.9%	583,888 -0.1%	1,070,614 -12.2%	15,148 -29.1%	17,723 -23.2%	568,986 -9.0%
Total Expenditures (\$mil.)	405.6 -17.0%	83.0 -5.6%	180.7 -13.7%	1.4 -39.1%	6.0 -22.5%	78.1 -15.0%
PPPD Spending (\$)	175.0 -16.2%	142.2 -5.5%	168.7 -1.8%	94.5 -14.1%	338.5 0.9%	137.2 -6.6%
Domestic Arrivals	216,975 0.2%	78,118 -3.8%	129,869 -12.2%	3,191 -26.4%	4,298 -24.8%	74,492 -7.8%
Int'l Arrivals	108,749 -17.1%	3,895 -34.3%	15,921 -26.1%	518 -65.3%	705 -26.6%	16,732 -20.4%
Total LOS	7.12 5.9%	7.12 6.1%	7.34 2.1%	4.08 11.4%	3.54 2.6%	6.24 1.5%
Domestic LOS	7.59 3.4%	7.29 5.0%	7.45 0.9%	4.34 2.1%	3.74 -0.3%	6.92 1.8%
Int'l LOS	6.17 8.2%	3.71 5.4%	6.48 9.3%	2.51 27.4%	2.34 38.5%	3.20 -11.8%
YTD Through						
MAY 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	1,618,286 -9.5%	374,149 -17.9%	768,161 -18.3%	21,447 -39.7%	26,063 -35.5%	510,476 -14.9%
Total Visitor Days	11,775,270 -5.2%	2,820,079 -9.3%	6,285,702 -14.4%	106,960 -30.5%	95,130 -26.3%	3,615,943 -11.7%
Total Expenditures (\$mil.)	2,065.2 -11.0%	420.0 -15.4%	1,087.5 -21.7%	10.9 -42.8%	33.3 -33.1%	513.7 -23.1%
PPPD Spending (\$)	175.4 -6.1%	148.9 -6.7%	173.0 -8.4%	101.7 -17.7%	349.9 -9.3%	142.1 -12.9%
Domestic Arrivals	980,642 -11.8%	343,146 -16.8%	653,610 -18.5%	16,989 -33.1%	21,760 -29.5%	393,934 -16.0%
Int'l Arrivals	637,644 -5.8%	31,003 -28.0%	114,551 -17.1%	4,458 -56.0%	4,303 -54.7%	116,542 -10.8%
Total LOS	7.28 4.8%	7.54 10.4%	8.18 4.7%	4.99 15.3%	3.65 14.2%	7.08 3.7%
Domestic LOS	7.86 4.3%	7.78 8.4%	8.27 3.9%	5.51 7.5%	3.96 6.3%	7.93 4.9%
Int'l LOS	6.38 6.9%	4.90 41.0%	7.68 10.3%	2.98 29.2%	2.11 41.8%	4.23 0.5%

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

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







MAY 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	836,929 12.0%	363,081 4.1%	590,150 -7.3%	7,900 -23.9%	8,191 -16.8%	304,239 0.3%
Total Arrivals	113,766 9.9%	45,556 0.7%	74,414 -8.5%	1,540 -29.0%	1,993 -23.3%	40,350 -0.2%
LOS	7.36 1.9%	7.97 3.4%	7.93 1.2%	5.13 7.1%	4.11 8.4%	7.54 0.6%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	668,521 -1.2%	168,702 -5.1%	296,347 -18.9%	4,607 -27.0%	6,737 -31.2%	166,357 -15.9%
Total Arrivals	85,982 -6.5%	27,117 -10.2%	44,905 -18.5%	1,287 -29.6%	1,947 -28.4%	27,497 -17.3%
LOS	7.78 5.7%	6.22 5.7%	6.60 -0.5%	3.58 3.7%	3.46 -3.8%	6.05 1.7%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	392,917 -13.7%	2,427 -15.2%	12,817 -8.0%	77 -76.9%	176 -74.6%	36,333 -2.1%
Total Arrivals	75,246 -15.6%	1,579 -0.2%	4,275 -14.8%	29 -73.4%	166 26.7%	12,732 -1.3%
LOS	5.22 2.2%	1.54 -15.0%	3.00 8.0%	2.67 -13.3%	1.06 -80.0%	2.85 -0.8%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	76,329 -12.8%	17,516 -14.1%	68,619 -21.8%	1,148 6.7%	995 62.1%	18,920 -12.9%
Total Arrivals	9,460 -14.7%	2,399 -26.9%	7,948 -21.0%	245 -46.2%	334 -7.5%	2,766 -20.4%
LOS	8.07 2.2%	7.30 17.6%	8.63 -0.9%	4.69 98.1%	2.98 75.2%	6.84 9.4%

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

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

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

						
YTD May 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	491,411 -8.0%	186,423 -14.6%	349,989 -16.9%	8,153 -34.9%	9,646 -30.6%	205,304 -13.2%
U.S. East	399,596 -14.2%	128,711 -20.1%	243,375 -21.0%	7,167 -30.8%	10,245 -28.7%	151,461 -20.2%
Japan	434,140 -4.3%	8,789 -13.1%	21,907 -19.9%	623 -0.8%	714 11.6%	69,018 -4.2%
Canada	86,857 -6.4%	23,065 -17.6%	83,586 -14.9%	1,840 -56.8%	2,254 -39.8%	35,354 -4.4%

* 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

	MAY			YEAR-TO-DATE		
	2009P	2008P	% CHANGE	2009P	2008P	CHANGE
VISITOR DAYS	129,079	199,628	-35.3%	1,010,886	1,435,992	-29.6%
TOTAL VISITORS	13,265	21,146	-37.3%	101,570	138,782	-26.8%
ARRIVED BY SHIP	2,200	5,382	-59.1%	51,727	51,593	0.3%
ARRIVED BY AIR	11,065	15,764	-29.8%	49,843	87,189	-42.8%
NUMBER OF SHIP ARRIVALS	2	3	-33.3%	30	32	-6.3%
ISLANDS VISITED						
O'ahu	13,265	21,146	-37.3%	99,653	138,782	-28.2%
Kaua'i	11,065	16,408	-32.6%	82,495	120,103	-31.3%
Maui County	13,020	18,554	-29.8%	90,254	129,747	-30.4%
Maui	13,020	18,554	-29.8%	90,254	129,747	-30.4%
Moloka'i	209	706	-70.3%	2,929	2,776	5.5%
Lāna'i	244	626	-61.0%	3,691	2,576	43.3%
Big Island	13,265	21,146	-37.3%	93,440	132,318	-29.4%
Average Islands Visited	4.0	4.1	-0.7%	4.1	4.0	0.7%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.19	2.62	-16.6%	3.46	2.87	20.6%
Days in Hawai'i during Cruise	6.44	5.62	14.6%	5.41	6.26	-13.7%
Days in Hawai'i after Cruise	1.10	1.20	-8.0%	1.09	1.21	-10.6%
Total days in Hawai'i	9.73	9.44	3.1%	9.95	10.35	-3.8%
ACCOMMODATIONS						
Hotel	8,340	11,160	-25.3%	48,310	70,373	-31.4%
Hotel only	7,404	10,052	-26.3%	40,246	62,199	-35.3%
Condo	714	922	-22.6%	6,711	7,269	-7.7%
Condo only	253	100	154.1%	1,381	2,253	-38.7%
Timeshare	657	801	-18.0%	5,335	6,087	-12.3%
Timeshare Only	162	229	-29.4%	1,371	1,953	-29.8%
Bed & Breakfast	254	164	55.4%	2,390	1,368	74.7%
Bed & Breakfast only	27	49	-45.3%	79	333	-76.3%
Friends & relatives	501	301	66.6%	4,471	2,455	82.2%
Other accommodation	506	743	-31.9%	5,129	5,317	-3.5%
Accommodation (NET)	9,165	12,231	-25.1%	54,417	79,744	-31.8%
Cruise only	4,100	8,915	-54.0%	47,153	59,037	-20.1%
TRAVEL STATUS						
% First timers	48.5	47.5	1.0	39.2	42.1	-3.0
% Repeat visitors	51.5	52.5	-1.0	60.8	57.9	3.0

Source: DBEDT

Table 9. Total Air Seats Operated to Hawai'i

MAY 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	739,422	0.0%	535,445	-1.5%	115,974	-4.9%	50,449	23.8%	0	NA	37,554	13.7%
Scheduled Seats	727,942	0.1%	530,805	-1.4%	112,174	-5.1%	48,929	24.8%	0	NA	36,034	14.4%
Charter seats	11,480	-2.9%	4,640	-6.8%	3,800	0.0%	1,520	0.0%			1,520	0.0%
Domestic Seats	541,126	1.7%	347,204	-0.5%	112,429	-3.2%	43,939	29.6%	0	NA	37,554	13.7%
Scheduled Seats	531,246	2.0%	344,164	-0.1%	108,629	-3.3%	42,419	31.0%	0	NA	36,034	14.4%
...US West	451,748	5.5%	274,921	3.2%	98,374	0.4%	42,419	31.0%	0	NA	36,034	14.4%
...US East	79,498	-14.1%	69,243	-11.5%	10,255	-28.5%						
Charter seats	9,880	-10.3%	3,040	-27.3%	3,800	0.0%	1,520	0.0%			1,520	0.0%
International Seats	198,296	-4.3%	188,241	-3.2%	3,545	-39.4%	6,510	-4.9%				
Scheduled Seats	196,696	-4.7%	186,641	-3.7%	3,545	-39.4%	6,510	-4.9%				
...Japan	134,776	0.0%	128,266	0.0%			6,510	0.0%				
...Canada	10,663	-42.0%	7,118	-41.6%	3,545	-39.4%	0	-100.0%				
...Other Asia	14,337	21.3%	14,337	21.3%								
...Aus./N. Zealand	13,869	-17.8%	13,869	-17.8%								
...Other	23,051	-6.5%	23,051	-6.5%								
Charter Seats	1,600	100.0%	1,600	100.0%								
YTD Thru MAY 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihue	%Chge
Total Seats	3,642,608	-11.4%	2,581,182	-11.6%	621,231	-18.0%	266,417	9.4%	0	-100.0%	173,778	-4.5%
Scheduled Seats	3,583,168	-10.9%	2,554,042	-10.6%	604,511	-18.7%	258,817	9.4%	0	-100.0%	165,798	-5.3%
Charter seats	59,440	-33.4%	27,140	-56.1%	16,720	21.9%	7,600	11.1%			7,980	16.7%
Domestic Seats	2,620,281	-13.0%	1,654,493	-13.6%	569,260	-18.8%	222,750	10.1%	0	-100.0%	173,778	-4.5%
Scheduled Seats	2,571,641	-12.8%	1,638,153	-12.9%	552,540	-19.6%	215,150	10.1%	0	-100.0%	165,798	-5.3%
...US West	2,212,882	-11.1%	1,327,801	-10.8%	504,133	-18.5%	215,150	10.1%	0	-100.0%	165,798	-5.3%
...US East	358,759	-22.0%	310,352	-20.6%	48,407	-29.9%						
Charter seats	48,640	-22.7%	16,340	-54.0%	16,720	21.9%	7,600	11.1%			7,980	16.7%
International Seats	1,022,327	-7.1%	926,689	-7.6%	51,971	-6.9%	43,667	6.1%				
Scheduled Seats	1,011,527	-5.8%	915,889	-6.2%	51,971	-6.9%	43,667	6.1%				
...Japan	645,023	-4.9%	609,703	-5.6%			35,320	9.3%				
...Canada	120,647	-23.2%	60,329	-34.7%	51,971	-6.9%	8,347	-5.7%				
...Other Asia	64,152	10.8%	64,152	10.8%								
...Aus./N. Zealand	68,782	-11.2%	68,782	-11.2%								
...Other	112,923	9.4%	112,923	9.4%								
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