

	TABLE 1. TOTAL VISITORS BY AIR					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	4,307,819	4,079,905	5.6%	45,864,765	48,400,845	-5.2%
TOTAL VISITORS	485,036	450,500	7.7%	4,876,919	5,180,323	-5.9%
DOMESTIC	333,372	312,035	6.8%	3,591,757	3,802,160	-5.5%
INTERNATIONAL	151,664	138,465	9.5%	1,285,162	1,378,163	-6.7%
AVERAGE DAILY CENSUS	143,594	135,997	5.6%	168,003	176,645	-4.9%
TOTAL AIR SEATS (EST)	649,009	650,270	-0.2%	6,676,139	7,161,028	-6.8%
TOTAL LOAD FACTOR (EST)	90.0%	85.0%	5.0	87.5%	86.3%	1.1
ISLANDS VISITED						
O'ahu	327,871	294,147	11.5%	3,049,830	3,227,217	-5.5%
O'ahu only	239,185	213,116	12.2%	2,209,846	2,263,635	-2.4%
Kaua'i	71,796	70,419	2.0%	716,341	812,307	-11.8%
Kaua'i only	33,024	33,919	-2.6%	364,620	383,722	-5.0%
Maui County	137,961	136,260	1.2%	1,476,304	1,656,887	-10.9%
Maui	134,932	132,593	1.8%	1,446,259	1,615,786	-10.5%
Maui only	76,540	75,548	1.3%	878,497	933,933	-5.9%
Moloka'i *	3,545	4,570	-22.4%	36,813	55,556	-33.7%
Moloka'i only *	390	381	2.5%	4,992	6,233	-19.9%
Lāna'i *	4,689	5,537	-15.3%	46,672	63,493	-26.5%
Lāna'i only *	897	831	8.0%	7,276	9,605	-24.2%
Big Island	86,138	78,608	9.6%	932,070	1,024,654	-9.0%
Kona side	70,590	64,477	9.5%	775,098	852,876	-9.1%
Hilo side	34,345	30,858	11.3%	345,746	393,973	-12.2%
Big Island only	32,037	29,423	8.9%	418,934	433,172	-3.3%
Any Neighbor Island	245,851	237,384	3.6%	2,667,073	2,916,688	-8.6%
NI only	157,165	156,353	0.5%	1,827,089	1,953,106	-6.5%
O'ahu & NI	88,686	81,031	9.4%	839,984	963,582	-12.8%
Any one island only	382,073	353,217	8.2%	3,884,165	4,030,300	-3.6%
Multiple Islands	102,963	97,283	5.8%	992,754	1,150,023	-13.7%
Avg. Islands Visited	1.30	1.30	-0.3%	1.28	1.31	-2.7%
Average Length of Stay in Hawai'i	8.88	9.06	-1.9%	9.40	9.34	0.7%
ACCOMMODATIONS						
Plan to stay in Hotel	322,221	297,967	8.1%	3,025,541	3,254,044	-7.0%
Hotel only	283,771	265,731	6.8%	2,634,887	2,822,114	-6.6%
Plan to stay in Condo	71,826	69,338	3.6%	830,681	929,255	-10.6%
Condo only	55,296	53,629	3.1%	641,312	713,159	-10.1%
Plan to stay in Timeshare	52,465	49,442	6.1%	537,271	513,015	4.7%
Timeshare only	40,851	38,570	5.9%	410,017	387,393	5.8%
Cruise Ship	13,208	8,985	47.0%	98,919	134,230	-26.3%
Friends/Relatives	41,279	36,216	14.0%	512,270	492,286	4.1%
Bed & Breakfast	4,624	4,804	-3.7%	44,221	53,118	-16.7%
Other	7,601	8,150	-6.7%	83,688	90,622	-7.7%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	402,085	364,165	10.4%	4,056,746	4,225,554	-4.0%
Honeymoon	46,586	46,630	-0.1%	341,321	336,587	1.4%
Get Married	7,555	9,533	-20.7%	79,972	91,491	-12.6%
Pleasure/Vacation	355,091	316,428	12.2%	3,711,578	3,883,280	-4.4%
Mtgs/Conventions/Incentive	34,350	26,118	31.5%	272,046	340,710	-20.2%
Conventions	27,380	16,621	64.7%	175,877	194,135	-9.4%
Corporate Meetings	4,329	4,781	-9.5%	49,094	68,152	-28.0%
Incentive	3,272	5,278	-38.0%	55,993	90,451	-38.1%
Other Business	16,638	19,104	-12.9%	168,411	193,190	-12.8%
Visit Friends/Rel.	39,925	36,474	9.5%	473,798	468,316	1.2%
Gov't/Military	7,689	10,310	-25.4%	75,914	86,529	-12.3%
Attend School	1,522	828	83.7%	17,334	14,858	16.7%
Sport Events	8,250	6,681	23.5%	56,998	81,934	-30.4%
TRAVEL STATUS						
% First Timers **	37.6	38.1	-0.4	34.2	35.1	-0.9
% Repeaters **	62.4	61.9	0.4	65.8	64.9	0.9
Average # of Trips	4.71	4.70	0.2%	5.01	4.85	3.2%
Group Tour	52,988	51,910	2.1%	437,213	577,276	-24.3%
Non-Group	432,048	398,590	8.4%	4,439,708	4,603,047	-3.5%
Package Trip	193,472	180,713	7.1%	1,710,295	1,869,515	-8.5%
No Package	291,564	269,787	8.1%	3,166,625	3,310,808	-4.4%
Net True Independent	283,629	262,136	8.2%	3,097,773	3,213,627	-3.6%

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

	TABLE 2. DOMESTIC VISITORS BY AIR					
	(Visitors Arriving on Domestic Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
DOMESTIC VISITOR DAYS	3,203,705	3,042,541	5.3%	35,880,782	38,066,346	-5.7%
DOMESTIC VISITORS	333,372	312,035	6.8%	3,591,757	3,802,160	-5.5%
DOMESTIC AVERAGE DAILY CENSUS	106,790	101,418	5.3%	131,431	138,928	-5.4%
DOMESTIC AIR SEATS (EST)	453,986	459,531	-1.2%	4,849,467	5,244,001	-7.5%
DOM LOAD FACTOR (EST)	92.2%	87.2%	5.0	90.6%	88.4%	2.2
ISLANDS VISITED						
O'ahu	186,263	165,881	12.3%	1,885,262	1,975,093	-4.5%
O'ahu only	124,799	112,106	11.3%	1,294,207	1,294,509	0.0%
Kaua'i	66,655	64,811	2.8%	662,491	744,175	-11.0%
Kaua'i only	32,778	33,460	-2.0%	357,473	377,271	-5.2%
Maui County	122,840	117,963	4.1%	1,297,390	1,448,270	-10.4%
Maui	120,018	115,260	4.1%	1,270,176	1,413,233	-10.1%
Maui only	71,228	69,555	2.4%	812,154	866,644	-6.3%
Moloka'i *	3,186	2,986	6.7%	31,082	40,374	-23.0%
Moloka'i only *	390	376	3.8%	4,824	5,974	-19.3%
Lāna'i *	4,257	4,337	-1.8%	40,224	52,010	-22.7%
Lāna'i only *	829	805	3.0%	6,978	9,377	-25.6%
Big Island	62,988	58,121	8.4%	728,655	801,685	-9.1%
Kona side	53,290	49,040	8.7%	626,394	686,831	-8.8%
Hilo side	25,187	22,236	13.3%	254,582	289,413	-12.0%
Big Island only	27,945	26,431	5.7%	381,150	391,562	-2.7%
Any Neighbor Island	208,573	199,929	4.3%	2,297,550	2,507,651	-8.4%
NI only	147,109	146,154	0.7%	1,706,495	1,827,067	-6.6%
O'ahu & NI	61,464	53,775	14.3%	591,055	680,583	-13.2%
Any one island only	257,969	242,732	6.3%	2,856,786	2,945,337	-3.0%
Multiple Islands	75,403	69,303	8.8%	734,971	856,823	-14.2%
Avg. Islands Visited	1.33	1.32	0.9%	1.29	1.32	-2.7%
Average Length of Stay in Hawai'i	9.61	9.75	-1.4%	9.99	10.01	-0.2%
ACCOMMODATIONS						
Plan to stay in Hotel	196,150	180,828	8.5%	1,975,869	2,108,695	-6.3%
Hotel only	165,092	153,552	7.5%	1,646,541	1,739,799	-5.4%
Plan to stay in Condo	56,252	54,654	2.9%	685,703	765,965	-10.5%
Condo only	42,874	41,900	2.3%	529,474	585,964	-9.6%
Plan to stay in Timeshare	46,777	46,011	1.7%	489,837	481,522	1.7%
Timeshare only	36,443	36,272	0.5%	378,216	365,261	3.5%
Cruise Ship	11,963	8,338	43.5%	89,908	121,709	-26.1%
Friends/Relatives	34,722	32,148	8.0%	454,576	445,652	2.0%
Bed & Breakfast	3,854	4,007	-3.8%	39,552	46,565	-15.1%
Other	5,790	5,801	-0.2%	65,989	73,229	-9.9%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.)					
	(Visitors Arriving on Domestic Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	265,301	246,829	7.5%	2,920,423	3,044,133	-4.1%
Honeymoon	29,193	28,971	0.8%	175,127	177,058	-1.1%
Get Married	4,722	4,667	1.2%	39,455	44,533	-11.4%
Pleasure/Vacation	236,805	218,346	8.5%	2,749,650	2,869,952	-4.2%
Mtgs/Conventions/Incentive	29,968	19,697	52.1%	222,697	270,302	-17.6%
Conventions	25,653	12,780	100.7%	147,320	166,293	-11.4%
Corporate Meetings	2,832	4,509	-37.2%	41,405	58,699	-29.5%
Incentive	2,083	2,968	-29.8%	41,971	54,934	-23.6%
Other Business	14,776	16,760	-11.8%	150,655	174,242	-13.5%
Visit Friends/Rel.	34,084	31,427	8.5%	421,669	417,255	1.1%
Gov't/Military	6,690	7,839	-14.7%	63,376	69,106	-8.3%
Attend School	1,117	612	82.6%	10,451	11,011	-5.1%
Sport Events	4,247	3,105	36.8%	36,478	57,567	-36.6%
TRAVEL STATUS						
% First Timers **	34.1	35.1	-1.0	30.5	31.5	-1.1
% Repeaters **	65.9	64.9	1.0	69.5	68.5	1.1
Average # of Trips	5.29	5.23	1.1%	5.53	5.35	3.4%
Group Tour	11,784	12,746	-7.5%	116,976	170,537	-31.4%
Non-Group	321,588	299,289	7.5%	3,474,783	3,631,623	-4.3%
Package Trip	92,353	88,109	4.8%	912,087	982,333	-7.2%
No Package	241,019	223,926	7.6%	2,679,671	2,819,827	-5.0%
Net True Independent	237,107	220,386	7.6%	2,645,206	2,773,674	-4.6%

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

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
INTERNATIONAL VISITOR DAYS	1,104,114	1,037,363	6.4%	9,983,982	10,334,499	-3.4%
INTERNATIONAL VISITORS	151,664	138,465	9.5%	1,285,162	1,378,163	-6.7%
INTERNATIONAL AVERAGE DAILY CENSUS	36,804	34,579	6.4%	36,571	37,717	-3.0%
INTERNATIONAL AIR SEATS (EST)	195,023	190,739	2.2%	1,826,672	1,917,027	-4.7%
INT LOAD FACTOR (EST)	84.8%	79.5%	5.3	79.1%	80.6%	-1.5
ISLANDS VISITED						
O'ahu	141,608	128,266	10.4%	1,164,568	1,252,124	-7.0%
O'ahu only	114,386	101,011	13.2%	915,639	969,126	-5.5%
Kaua'i	5,141	5,608	-8.3%	53,850	68,132	-21.0%
Kaua'i only	246	459	-46.4%	7,147	6,451	10.8%
Maui County	15,121	18,297	-17.4%	178,914	208,617	-14.2%
Maui	14,914	17,333	-14.0%	176,083	202,553	-13.1%
Maui only	5,312	5,993	-11.4%	66,343	67,288	-1.4%
Moloka'i *	359	1,583	-77.3%	5,731	15,182	-62.3%
Moloka'i only *	0	5	-100.0%	168	259	-35.2%
Lāna'i *	432	1,200	-64.0%	6,448	11,483	-43.8%
Lāna'i only *	68	26	165.2%	298	228	30.8%
Big Island	23,150	20,487	13.0%	203,415	222,969	-8.8%
Kona side	17,300	15,437	12.1%	148,704	166,045	-10.4%
Hilo side	9,158	8,622	6.2%	91,164	104,560	-12.8%
Big Island only	4,092	2,992	36.8%	37,784	41,610	-9.2%
Any Neighbor Island	37,278	37,454	-0.5%	369,523	409,037	-9.7%
NI only	10,056	10,199	-1.4%	120,594	126,039	-4.3%
O'ahu & NI	27,222	27,255	-0.1%	248,929	282,999	-12.0%
Any one island only	124,104	110,485	12.3%	1,027,379	1,084,963	-5.3%
Multiple Islands	27,560	27,980	-1.5%	257,783	293,200	-12.1%
Avg. Islands Visited	1.22	1.26	-2.9%	1.25	1.29	-2.6%
Average Length of Stay in Hawai'i	7.28	7.49	-2.8%	7.77	7.50	3.6%
ACCOMMODATIONS						
Plan to stay in Hotel	126,071	117,139	7.6%	1,049,672	1,145,349	-8.4%
Hotel only	118,679	112,179	5.8%	988,346	1,082,315	-8.7%
Plan to stay in Condo	15,574	14,684	6.1%	144,978	163,290	-11.2%
Condo only	12,422	11,730	5.9%	111,838	127,194	-12.1%
Plan to stay in Timeshare	5,688	3,432	65.8%	47,434	31,493	50.6%
Timeshare only	4,408	2,297	91.9%	31,801	22,132	43.7%
Cruise Ship	1,245	646	92.7%	9,011	12,522	-28.0%
Friends/Relatives	6,557	4,068	61.2%	57,694	46,634	23.7%
Bed & Breakfast	770	797	-3.4%	4,669	6,552	-28.7%
Other	1,811	2,349	-22.9%	17,699	17,393	1.8%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.)					
	(Visitors Arriving on International Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	136,784	117,336	16.6%	1,136,323	1,181,420	-3.8%
Honeymoon	17,393	17,659	-1.5%	166,194	159,529	4.2%
Get Married	2,833	4,866	-41.8%	40,517	46,958	-13.7%
Pleasure/Vacation	118,286	98,081	20.6%	961,928	1,013,328	-5.1%
Mtgs/Conventions/Incentive	4,382	6,421	-31.8%	49,349	70,408	-29.9%
Conventions	1,727	3,841	-55.0%	28,557	27,842	2.6%
Corporate Meetings	1,497	272	450.2%	7,689	9,453	-18.7%
Incentive	1,189	2,311	-48.5%	14,022	35,517	-60.5%
Other Business	1,862	2,343	-20.5%	17,756	18,948	-6.3%
Visit Friends/Rel.	5,841	5,047	15.7%	52,129	51,061	2.1%
Gov't/Military	999	2,471	-59.6%	12,538	17,423	-28.0%
Attend School	405	217	86.9%	6,883	3,848	78.9%
Sport Events	4,003	3,577	11.9%	20,520	24,367	-15.8%
TRAVEL STATUS						
% First Timers **	45.3	44.6	0.7	44.7	44.9	-0.2
% Repeaters **	54.7	55.4	-0.7	55.3	55.1	0.2
Average # of Trips	3.44	3.51	-2.0%	3.54	3.48	1.8%
Group Tour	41,204	39,164	5.2%	320,237	406,739	-21.3%
Non-Group	110,460	99,301	11.2%	964,925	971,424	-0.7%
Package Trip	101,119	92,604	9.2%	798,208	887,182	-10.0%
No Package	50,545	45,861	10.2%	486,954	490,981	-0.8%
Net True Independent	46,522	41,750	11.4%	452,567	439,954	2.9%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
UNITED STATES	296,746	271,973	9.1%	3,237,944	3,406,642	-5.0%
Pacific Region	156,590	140,837	11.2%	1,639,329	1,674,555	-2.1%
...California	112,915	104,600	7.9%	1,158,449	1,221,650	-5.2%
...Oregon	12,940	10,564	22.5%	130,575	130,094	0.4%
...Washington	28,049	23,773	18.0%	305,878	286,438	6.8%
Mountain Region	34,653	32,623	6.2%	402,775	428,885	-6.1%
West North Central	10,064	9,399	7.1%	147,982	163,036	-9.2%
West South Central	20,819	16,254	28.1%	218,701	215,354	1.6%
...Texas	16,264	12,711	28.0%	172,452	168,882	2.1%
East North Central	20,643	19,854	4.0%	248,025	284,421	-12.8%
East South Central	5,659	5,647	0.2%	59,417	66,371	-10.5%
New England	6,299	6,529	-3.5%	76,132	83,090	-8.4%
Middle Atlantic	15,988	15,242	4.9%	179,149	195,540	-8.4%
...New Jersey	4,134	3,823	8.1%	47,375	50,463	-6.1%
...New York	7,180	6,852	4.8%	82,464	88,671	-7.0%
South Atlantic	25,607	25,241	1.5%	261,660	291,212	-10.1%
CANADA	6,987	4,939	41.5%	107,149	95,485	12.2%
EUROPE	14,262	15,404	-7.4%	101,313	108,316	-6.5%
France	575	560	2.7%	5,849	6,129	-4.6%
Germany	3,280	3,368	-2.6%	21,567	21,750	-0.8%
Ireland	329	430	-23.5%	2,224	3,231	-31.2%
Italy	943	926	1.8%	7,845	8,367	-6.2%
Switzerland	784	777	0.9%	5,958	5,334	11.7%
United Kingdom	4,892	5,833	-16.1%	29,719	36,784	-19.2%
ASIA	3,011	3,611	-16.6%	28,883	38,754	-25.5%
People's Republic of China	1,274	1,876	-32.1%	12,103	19,437	-37.7%
Taiwan	103	103	0.0%	1,078	1,294	-16.7%
Hong Kong	94	46	104.3%	891	910	-2.1%
Indonesia	57	37	53.2%	347	256	35.3%
Japan	592	734	-19.3%	4,783	6,119	-21.8%
Korea	386	337	14.5%	4,184	5,262	-20.5%
Malaysia	4	14	-70.9%	105	155	-32.5%
Philippines	266	222	19.7%	2,377	2,451	-3.0%
Singapore	42	53	-20.8%	603	707	-14.7%
Thailand	22	17	32.0%	460	233	97.2%
CENTRAL AMERICA	497	652	-23.8%	5,138	6,427	-20.1%
Argentina	222	238	-6.7%	2,278	2,245	1.5%
Brazil	880	640	37.5%	5,516	5,420	1.8%
Mexico	450	573	-21.5%	4,603	5,928	-22.4%
SOUTH AMERICA	1,400	1,188	17.9%	10,555	10,019	5.4%
OCEANIA	3,475	5,835	-40.4%	26,178	37,762	-30.7%
Australia	2,932	5,112	-42.6%	21,171	31,958	-33.8%
New Zealand	334	519	-35.6%	2,400	3,546	-32.3%

TABLE 4. TOTAL U.S WEST VISITORS BY AIR

(Includes Pacific and Mountain States)

	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,773,361	1,637,143	8.3%	19,749,521	20,414,173	-3.3%
TOTAL VISITORS	194,369	176,460	10.1%	2,083,405	2,139,189	-2.6%
Domestic	191,243	173,460	10.3%	2,042,106	2,103,438	-2.9%
International	3,126	3,000	4.2%	41,299	35,751	15.5%
AVERAGE DAILY CENSUS	59,112	54,571	8.3%	72,342	74,504	-2.9%
ISLANDS VISITED						
O'ahu	92,777	79,422	16.8%	966,714	962,253	0.5%
O'ahu only	69,194	59,298	16.7%	732,305	697,694	5.0%
Kaua'i	36,377	35,941	1.2%	371,434	405,148	-8.3%
Kaua'i only	23,714	23,919	-0.9%	250,978	264,127	-5.0%
Maui County	69,773	64,907	7.5%	724,487	785,078	-7.7%
Maui	68,200	63,415	7.5%	709,498	765,545	-7.3%
Maui only	50,428	46,967	7.4%	537,524	563,491	-4.6%
Moloka'i *	1,616	1,405	15.0%	15,440	19,828	-22.1%
Moloka'i only *	288	221	30.2%	3,153	3,945	-20.1%
Lāna'i *	1,979	2,053	-3.6%	18,596	23,808	-21.9%
Lāna'i only *	469	540	-13.1%	4,014	5,695	-29.5%
Big Island	32,702	29,030	12.6%	382,840	405,902	-5.7%
Kona side	28,422	25,143	13.0%	335,553	355,187	-5.5%
Hilo side	10,169	8,910	14.1%	109,913	118,575	-7.3%
Big Island only	19,876	17,847	11.4%	252,746	256,109	-1.3%
Any Neighbor Island	125,175	117,162	6.8%	1,351,100	1,441,495	-6.3%
NI only	101,592	97,038	4.7%	1,116,691	1,176,936	-5.1%
O'ahu & NI	23,583	20,124	17.2%	234,409	264,559	-11.4%
Any one island only	163,969	148,792	10.2%	1,780,720	1,791,061	-0.6%
Multiple Islands	30,400	27,668	9.9%	302,685	348,128	-13.1%
Avg. Islands Visited	1.20	1.20	0.4%	1.18	1.21	-2.0%
Average Length of Stay in Hawai'i	9.12	9.28	-1.7%	9.48	9.54	-0.7%
ACCOMMODATIONS						
Plan to stay in Hotel	101,227	90,138	12.3%	1,042,934	1,070,821	-2.6%
Hotel only	86,391	77,487	11.5%	884,524	897,357	-1.4%
Plan to stay in Condo	39,616	37,205	6.5%	452,715	499,573	-9.4%
Condo only	31,598	29,645	6.6%	364,395	399,139	-8.7%
Plan to stay in Timeshare	32,907	30,938	6.4%	318,747	307,063	3.8%
Timeshare only	26,660	25,207	5.8%	254,256	240,727	5.6%
Cruise Ship	3,134	1,971	59.0%	23,542	29,853	-21.1%
Friends/Relatives	22,168	19,899	11.4%	273,781	263,451	3.9%
Bed & Breakfast	1,607	1,367	17.6%	17,083	19,564	-12.7%
Other	3,254	3,386	-3.9%	38,734	41,545	-6.8%

* 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	154,959	140,525	10.3%	1,714,158	1,727,430	-0.8%
Honeymoon	12,185	12,155	0.2%	75,952	74,370	2.1%
Get Married	2,661	2,862	-7.0%	21,768	24,423	-10.9%
Pleasure/Vacation	142,852	128,144	11.5%	1,638,811	1,652,257	-0.8%
Mtgs/Conventions/Incentive	13,096	9,445	38.7%	95,670	115,338	-17.1%
Conventions	10,455	6,021	73.6%	62,153	69,566	-10.7%
Corporate Meetings	2,033	2,472	-17.8%	21,136	29,326	-27.9%
Incentive	853	1,186	-28.1%	15,533	20,242	-23.3%
Other Business	9,226	10,302	-10.4%	95,562	106,576	-10.3%
Visit Friends/Rel.	22,528	19,010	18.5%	250,787	243,487	3.0%
Gov't/Military	3,086	3,177	-2.9%	25,549	27,939	-8.6%
Attend School	546	219	149.1%	5,335	5,375	-0.7%
Sport Events	2,327	1,802	29.2%	19,897	37,038	-46.3%
TRAVEL STATUS						
% First Timers **	21.2	21.6	-0.5	19.6	20.0	-0.4
% Repeaters **	78.8	78.4	0.5	80.4	80.0	0.4
Average # of Trips	6.61	6.66	-0.7%	6.75	6.63	1.8%
Group Tour	3,899	3,683	5.9%	39,845	57,566	-30.8%
Non-Group	190,470	172,777	10.2%	2,043,561	2,081,623	-1.8%
Package Trip	46,559	42,188	10.4%	477,120	487,259	-2.1%
No Package	147,810	134,272	10.1%	1,606,283	1,651,930	-2.8%
Net True Independent	146,241	132,899	10.0%	1,592,364	1,632,957	-2.5%

** 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)

	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	1,078,533	1,023,498	5.4%	12,692,982	13,897,065	-8.7%
TOTAL VISITORS	107,996	101,010	6.9%	1,223,109	1,334,266	-8.3%
Domestic	105,081	98,164	7.0%	1,191,070	1,299,025	-8.3%
International	2,915	2,846	2.4%	32,039	35,241	-9.1%
AVERAGE DAILY CENSUS	35,951	34,117	5.4%	46,491	50,719	-8.3%
ISLANDS VISITED						
O'ahu	71,093	62,457	13.8%	748,710	813,493	-8.0%
O'ahu only	41,747	36,692	13.8%	454,979	465,594	-2.3%
Kaua'i	24,287	23,145	4.9%	241,043	282,875	-14.8%
Kaua'i only	7,274	7,585	-4.1%	87,598	91,548	-4.3%
Maui County	41,923	41,260	1.6%	461,677	537,997	-14.2%
Maui	40,912	40,194	1.8%	451,561	525,705	-14.1%
Maui only	16,943	17,823	-4.9%	218,205	237,735	-8.2%
Moloka'i *	1,137	1,287	-11.6%	12,420	17,291	-28.2%
Moloka'i only *	86	125	-31.3%	1,363	1,551	-12.1%
Lāna'i *	1,786	1,816	-1.7%	18,338	23,575	-22.2%
Lanai only *	305	215	41.8%	2,515	2,810	-10.5%
Big Island	23,358	21,733	7.5%	279,256	324,503	-13.9%
Kona side	19,163	17,856	7.3%	233,684	271,670	-14.0%
Hilo side	11,741	10,373	13.2%	120,089	143,684	-16.4%
Big Island only	36,903	38,553	-4.3%	474,399	520,774	-8.9%
Any Neighbor Island	66,249	64,319	3.0%	768,130	868,673	-11.6%
NI only	36,903	38,553	-4.3%	474,399	520,774	-8.9%
O'ahu & NI	29,346	25,765	13.9%	293,731	347,899	-15.6%
Any one island only	72,886	68,707	6.1%	866,490	907,947	-4.6%
Multiple Islands	35,110	32,303	8.7%	356,619	426,319	-16.3%
Avg. Islands Visited	1.51	1.49	0.9%	1.43	1.49	-3.9%
Average Length of Stay in Hawai'i	9.99	10.13	-1.4%	10.38	10.42	-0.4%
ACCOMMODATIONS						
Plan to stay in Hotel	70,910	65,503	8.3%	754,390	827,693	-8.9%
Hotel only	57,955	53,911	7.5%	613,974	663,480	-7.5%
Plan to stay in Condo	13,891	13,841	0.4%	179,634	209,515	-14.3%
Condo only	9,572	9,231	3.7%	124,121	141,824	-12.5%
Plan to stay in Timeshare	12,595	12,839	-1.9%	150,249	150,730	-0.3%
Timeshare only	9,070	9,173	-1.1%	108,972	106,155	2.7%
Cruise Ship	7,130	5,045	41.3%	54,427	77,045	-29.4%
Friends/Relatives	10,910	10,187	7.1%	154,593	155,570	-0.6%
Bed & Breakfast	1,445	1,748	-17.3%	15,110	19,584	-22.8%
Other	2,040	2,091	-2.4%	23,981	27,946	-14.2%

* 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)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	81,446	76,391	6.6%	956,372	1,029,006	-7.1%
Honeymoon	12,051	13,036	-7.6%	76,852	80,564	-4.6%
Get Married	1,626	1,548	5.1%	14,788	16,830	-12.1%
Pleasure/Vacation	69,758	63,751	9.4%	882,084	951,256	-7.3%
Mtgs/Conventions/Incentive	15,496	8,427	83.9%	106,812	130,808	-18.3%
Conventions	13,420	5,578	140.6%	70,928	80,791	-12.2%
Corporate Meetings	1,375	1,626	-15.4%	17,972	25,412	-29.3%
Incentive	998	1,498	-33.4%	22,189	29,754	-25.4%
Other Business	4,811	5,296	-9.2%	49,310	57,045	-13.6%
Visit Friends/Rel.	10,741	10,493	2.4%	148,202	149,374	-0.8%
Gov't/Military	3,813	4,693	-18.8%	38,561	42,012	-8.2%
Attend School	316	159	98.6%	3,321	3,849	-13.7%
Sport Events	1,242	799	55.4%	13,070	18,260	-28.4%
TRAVEL STATUS						
% First Timers **	48.6	49.6	-1.0	43.5	44.5	-1.1
% Repeaters **	51.4	50.4	1.0	56.5	55.5	1.1
Average # of Trips	3.55	3.55	0.1%	3.91	3.76	4.2%
Group Tour	5,433	5,575	-2.5%	56,504	86,777	-34.9%
Non-Group	102,562	95,435	7.5%	1,166,605	1,247,489	-6.5%
Package Trip	30,494	29,399	3.7%	323,069	367,322	-12.0%
No Package	77,502	71,611	8.2%	900,043	966,944	-6.9%
Net True Independent	75,475	70,175	7.6%	884,777	946,604	-6.5%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	617,989	545,095	13.4%	4,825,229	5,118,915	-5.7%
TOTAL VISITORS	110,634	94,773	16.7%	824,933	891,583	-7.5%
Domestic	592	734	-19.3%	4,783	6,119	-21.8%
International	110,042	94,039	17.0%	820,150	885,464	-7.4%
AVERAGE DAILY CENSUS	20,600	18,170	13.4%	17,675	18,682	-5.4%
ISLANDS VISITED						
O'ahu	107,068	90,530	18.3%	798,288	855,212	-6.7%
O'ahu only	90,637	74,438	21.8%	660,868	704,294	-6.2%
Kaua'i	2,177	1,791	21.6%	14,810	20,548	-27.9%
Kaua'i only	197	145	35.6%	973	1,993	-51.2%
Maui County	4,478	5,781	-22.5%	40,435	52,981	-23.7%
Maui	4,356	5,512	-21.0%	39,389	51,583	-23.6%
Maui only	1,236	1,651	-25.1%	7,040	9,928	-29.1%
Moloka'i *	28	110	-74.5%	894	1,339	-33.2%
Moloka'i only *	0	0	NA	38	0	NA
Lāna'i *	228	244	-6.6%	1,413	1,243	13.6%
Lāna'i only *	67	24	174.4%	135	128	5.5%
Big Island	14,735	13,911	5.9%	122,231	131,498	-7.0%
Kona side	10,949	10,484	4.4%	85,378	92,175	-7.4%
Hilo side	4,869	4,465	9.1%	45,827	51,470	-11.0%
Big Island only	2,000	2,215	-9.7%	16,910	22,653	-25.4%
Any Neighbor Island	19,997	20,335	-1.7%	164,065	187,289	-12.4%
NI only	3,566	4,243	-16.0%	26,645	36,371	-26.7%
O'ahu & NI	16,431	16,092	2.1%	137,420	150,917	-8.9%
Any one island only	94,137	78,473	20.0%	685,964	738,997	-7.2%
Multiple Islands	16,497	16,300	1.2%	138,969	152,586	-8.9%
Avg. Islands Visited	1.16	1.18	-1.7%	1.18	1.19	-0.5%
Average Length of Stay in Hawai'i	5.59	5.75	-2.9%	5.85	5.74	1.9%
ACCOMMODATIONS						
Plan to stay in Hotel	97,053	83,989	15.6%	730,260	802,001	-8.9%
Hotel only	94,726	82,177	15.3%	714,117	785,531	-9.1%
Plan to stay in Condo	10,989	8,695	26.4%	77,055	77,297	-0.3%
Condo only	8,550	7,483	14.3%	62,961	64,735	-2.7%
Plan to stay in Timeshare	3,791	1,927	96.7%	21,369	11,803	81.1%
Timeshare only	2,909	1,557	86.8%	14,764	8,585	72.0%
Cruise Ship	134	17	687.9%	591	885	-33.2%
Friends/Relatives	1,258	1,309	-3.9%	11,559	11,003	5.1%
Bed & Breakfast	70	247	-71.7%	724	1,036	-30.1%
Other	138	470	-70.6%	2,337	4,290	-45.5%

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

	TABLE 6. TOTAL JAPANESE VISITORS BY AIR (CONT.)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	105,423	85,963	22.6%	769,830	805,923	-4.5%
Honeymoon	14,108	14,614	-3.5%	141,638	135,815	4.3%
Get Married	2,446	4,395	-44.3%	36,227	41,443	-12.6%
Pleasure/Vacation	90,540	69,830	29.7%	621,669	662,578	-6.2%
Mtgs/Conventions/Incentive	1,466	2,574	-43.0%	20,157	39,462	-48.9%
Conventions	347	720	-51.8%	5,977	7,782	-23.2%
Corporate Meetings	584	69	741.0%	3,613	4,261	-15.2%
Incentive	537	1,786	-69.9%	10,881	28,370	-61.6%
Other Business	197	376	-47.6%	4,096	5,795	-29.3%
Visit Friends/Rel.	2,226	1,944	14.5%	17,416	15,439	12.8%
Gov't/Military	105	64	63.5%	539	463	16.5%
Attend School	135	165	-18.0%	1,383	1,837	-24.7%
Sport Events	3,752	3,337	12.4%	17,451	17,128	1.9%
TRAVEL STATUS						
% First Timers **	41.0	40.1	0.9	40.6	41.8	-1.2
% Repeaters **	59.0	59.9	-0.9	59.4	58.2	1.2
Average # of Trips	3.77	3.73	0.9%	3.87	3.69	5.0%
Group Tour	36,469	31,584	15.5%	274,811	349,082	-21.3%
Non-Group	74,165	63,189	17.4%	550,123	542,501	1.4%
Package Trip	84,203	74,856	12.5%	640,836	711,009	-9.9%
No Package	26,432	19,917	32.7%	184,098	180,574	2.0%
Net True Independent	23,503	17,322	35.7%	157,356	138,693	13.5%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	152,221	163,679	-7.0%	2,993,658	3,337,093	-10.3%
TOTAL VISITORS	13,833	13,951	-0.8%	239,941	260,421	-7.9%
Domestic	6,987	4,939	41.5%	107,149	95,485	12.2%
International	6,846	9,012	-24.0%	132,792	164,936	-19.5%
AVERAGE DAILY CENSUS	5,074	5,456	-7.0%	10,966	12,180	-10.0%
ISLANDS VISITED						
O'ahu	8,130	8,438	-3.7%	124,453	147,353	-15.5%
O'ahu only	4,938	5,211	-5.2%	80,176	85,966	-6.7%
Kaua'i	2,021	1,804	12.0%	31,576	38,777	-18.6%
Kaua'i only	510	457	11.6%	10,354	9,527	8.7%
Maui County	6,703	6,591	1.7%	113,015	128,848	-12.3%
Maui	6,630	6,474	2.4%	111,783	126,986	-12.0%
Maui only	3,786	3,570	6.0%	74,930	73,906	1.4%
Moloka'i *	146	228	-35.9%	2,390	5,787	-58.7%
Moloka'i only *	2	12	-83.1%	185	406	-54.4%
Lāna'i *	218	224	-2.7%	3,207	5,151	-37.7%
Lāna'i only *	22	5	369.0%	173	163	6.2%
Big Island	2,697	2,702	-0.2%	47,013	54,656	-14.0%
Kona side	2,227	2,304	-3.4%	42,247	48,288	-12.5%
Hilo side	1,431	1,371	4.4%	17,498	24,997	-30.0%
Big Island only	787	782	0.6%	19,928	18,197	9.5%
Any Neighbor Island	8,895	8,740	1.8%	159,765	174,455	-8.4%
NI only	5,703	5,513	3.4%	115,488	113,068	2.1%
O'ahu & NI	3,192	3,227	-1.1%	44,277	61,387	-27.9%
Any one island only	10,045	10,037	0.1%	185,746	188,165	-1.3%
Multiple Islands	3,788	3,914	-3.2%	54,195	72,256	-25.0%
Avg. Islands Visited	1.43	1.42	0.7%	1.34	1.45	-8.2%
Average Length of Stay in Hawai'i	11.00	11.73	-6.2%	12.48	12.81	-2.6%
ACCOMMODATIONS						
Plan to stay in Hotel	8,515	8,196	3.9%	128,178	137,008	-6.4%
Hotel only	6,670	6,552	1.8%	100,332	103,162	-2.7%
Plan to stay in Condo	3,614	3,683	-1.9%	80,009	90,446	-11.5%
Condo only	2,771	2,740	1.1%	63,350	70,098	-9.6%
Plan to stay in Timeshare	1,163	1,501	-22.5%	25,854	23,932	8.0%
Timeshare only	891	991	-10.1%	18,527	17,759	4.3%
Cruise Ship	880	591	49.0%	7,720	13,805	-44.1%
Friends/Relatives	645	901	-28.4%	12,862	13,578	-5.3%
Bed & Breakfast	203	257	-21.1%	2,851	3,372	-15.5%
Other	163	178	-8.5%	1,989	3,192	-37.7%

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

	TABLE 7. TOTAL CANADIAN VISITORS BY AIR (CONT.)					
	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
PURPOSE OF TRIP						
Pleasure (Net)	12,510	12,300	1.7%	220,100	237,783	-7.4%
Honeymoon	1,743	1,761	-1.0%	9,048	9,990	-9.4%
Get Married	271	154	76.0%	2,251	2,800	-19.6%
Pleasure/Vacation	10,705	10,590	1.1%	211,196	227,684	-7.2%
Mtgs/Conventions/Incentive	634	659	-3.8%	12,925	11,905	8.6%
Conventions	511	554	-7.7%	9,148	8,562	6.9%
Corporate Meetings	50	77	-35.2%	1,888	1,498	26.0%
Incentive	88	33	170.7%	2,396	2,181	9.8%
Other Business	201	218	-7.6%	2,349	2,803	-16.2%
Visit Friends/Rel.	480	507	-5.3%	9,957	10,814	-7.9%
Gov't/Military	39	15	154.6%	439	646	-32.1%
Attend School	28	49	-42.8%	302	390	-22.6%
Sport Events	289	274	5.4%	2,212	3,403	-35.0%
TRAVEL STATUS						
% First Timers **	51.5	50.2	1.3	38.9	39.9	-1.1
% Repeaters **	48.5	49.8	-1.3	61.1	60.1	1.1
Average # of Trips	3.08	3.34	-7.8%	3.84	3.71	3.5%
Group Tour	494	334	48.0%	7,421	11,050	-32.8%
Non-Group	13,339	13,617	-2.0%	232,520	249,371	-6.8%
Package Trip	4,703	4,263	10.3%	68,810	76,628	-10.2%
No Package	9,131	9,688	-5.8%	171,132	183,793	-6.9%
Net True Independent	9,001	9,597	-6.2%	168,988	181,442	-6.9%







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

September 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
September 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	494,376	7.2%	8.89	-2.2%	4,396,498	4.8%	NA	NA	NA	NA	NA	NA
Total by Air	485,036	7.7%	8.88	-1.9%	4,307,819	5.6%	171.1	-8.1%	1,519.7	-9.9%	737.1	-3.0%
U.S. West	194,369	10.1%	9.12	-1.7%	1,773,361	8.3%	133.7	-12.6%	1,220.1	-14.1%	237.2	-5.3%
U.S. East	107,996	6.9%	9.99	-1.4%	1,078,533	5.4%	173.8	-6.1%	1,735.6	-7.5%	187.4	-1.1%
Japan	110,634	16.7%	5.59	-2.9%	617,989	13.4%	254.5	-12.9%	1,421.5	-15.4%	157.3	-1.3%
Canada	13,833	-0.8%	11.00	-6.2%	152,221	-7.0%	157.8	-6.5%	1,736.1	-12.3%	24.0	-13.1%
All Others	58,204	-9.5%	11.78	6.6%	685,715	-3.5%	191.4	2.3%	2,254.7	9.1%	131.2	-1.3%
Total by Ship	9,340	-11.2%	9.49	-12.5%	88,679	-22.3%	NA	NA	NA	NA	NA	NA
Y-T-D 2009	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge	2009p	% Chge
Total	4,940,535	-5.8%	9.40	0.6%	46,450,483	-5.3%	NA	NA	NA	NA	NA	NA
Total by Air	4,876,919	-5.9%	9.40	0.7%	45,864,765	-5.2%	160.3	-9.9%	1,507.2	-9.3%	7,350.3	-14.6%
U.S. West	2,083,405	-2.6%	9.48	-0.7%	19,749,521	-3.3%	133.0	-10.5%	1,260.4	-11.1%	2,626.0	-13.4%
U.S. East	1,223,109	-8.3%	10.38	-0.4%	12,692,982	-8.7%	164.8	-10.4%	1,710.6	-10.7%	2,092.3	-18.1%
Japan	824,933	-7.5%	5.85	1.9%	4,825,229	-5.7%	264.2	-6.6%	1,545.3	-4.8%	1,274.8	-11.9%
Canada	239,941	-7.9%	12.48	-2.6%	2,993,658	-10.3%	139.7	-10.8%	1,743.3	-13.2%	418.3	-20.0%
All Others	505,531	-8.9%	11.08	9.2%	5,603,374	-0.5%	167.6	-10.0%	1,857.4	-1.7%	939.0	-10.5%
Total by Ship	63,616	-4.3%	9.21	-5.3%	585,718	-9.3%	NA	NA	NA	NA	NA	NA

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







September 2009 Island Highlights

						
September 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	327,871 11.5%	71,796 2.0%	134,932 1.8%	3,545 -22.4%	4,689 -15.3%	86,138 9.6%
Total Visitor Days	2,289,265 13.0%	478,441 -3.1%	966,478 -5.1%	15,433 4.4%	17,344 -8.0%	540,857 6.3%
Total Expenditures (\$mil.)	412.4 1.2%	76.1 4.4%	161.6 -9.7%	2.1 -14.1%	4.7 -15.7%	80.2 -12.9%
PPPD Spending (\$)	180.2 -10.5%	159.0 7.7%	167.2 -4.9%	134.1 -17.8%	273.2 -8.3%	148.3 -18.1%
Domestic Arrivals	186,263 12.3%	66,655 2.8%	120,018 4.1%	3,186 6.7%	4,257 -1.8%	62,988 8.4%
Int'l Arrivals	141,608 10.4%	5,141 -8.3%	14,914 -14.0%	359 -77.3%	432 -64.0%	23,150 13.0%
Total LOS	6.98 1.4%	6.66 -5.0%	7.16 -6.8%	4.35 34.6%	3.70 8.6%	6.28 -3.0%
Domestic LOS	7.38 -0.2%	6.94 -5.0%	7.34 -4.3%	4.69 8.8%	3.83 -0.4%	7.22 -2.0%
Int'l LOS	6.46 3.8%	3.09 -14.8%	5.74 -25.9%	1.37 13.2%	2.41 32.3%	3.72 -5.5%
YTD Thr Sep 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	3,049,830 -5.5%	716,341 -11.8%	1,446,259 -10.5%	36,813 -33.7%	46,672 -26.5%	932,070 -9.0%
Total Visitor Days	22,415,446 -2.3%	5,269,751 -7.0%	11,441,693 -7.9%	172,603 -25.1%	167,069 -22.8%	6,398,203 -7.5%
Total Expenditures (\$mil.)	3,757.6 -12.8%	763.9 -14.2%	1,851.1 -16.5%	18.7 -35.6%	45.8 -31.6%	913.3 -16.3%
PPPD Spending (\$)	167.6 -10.8%	145.0 -7.8%	161.8 -9.4%	108.6 -14.0%	274.1 -11.4%	142.7 -9.5%
Domestic Arrivals	1,885,262 -4.5%	662,491 -11.0%	1,270,176 -10.1%	31,082 -23.0%	40,224 -22.7%	728,655 -9.1%
Int'l Arrivals	1,164,568 -7.0%	53,850 -21.0%	176,083 -13.1%	5,731 -62.3%	6,448 -43.8%	203,415 -8.8%
Total LOS	7.35 3.4%	7.36 5.5%	7.91 2.9%	4.69 13.0%	3.58 5.0%	6.86 1.6%
Domestic LOS	7.86 2.3%	7.58 4.3%	7.99 1.7%	5.07 4.1%	3.82 0.7%	7.67 2.8%
Int'l LOS	6.53 5.2%	4.62 23.3%	7.32 12.7%	2.61 17.4%	2.10 24.6%	3.99 -5.2%

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

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







September 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	672,897 16.2%	287,015 -1.9%	536,850 4.2%	9,227 37.9%	8,114 -5.5%	258,949 10.4%
Total Arrivals	92,777 16.8%	36,377 1.2%	68,200 7.5%	1,616 15.0%	1,979 -3.6%	32,702 12.6%
LOS	7.25 -0.6%	7.89 -3.1%	7.87 -3.1%	5.71 19.9%	4.10 -2.0%	7.92 -2.0%
U.S. East	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	520,262 11.1%	139,242 -2.0%	267,302 -0.3%	4,309 -9.9%	6,519 4.7%	140,916 5.1%
Total Arrivals	71,093 13.8%	24,287 4.9%	40,912 1.8%	1,137 -11.6%	1,786 -1.7%	23,358 7.5%
LOS	7.32 -2.4%	5.73 -6.6%	6.53 -2.0%	3.79 1.9%	3.65 6.4%	6.03 -2.2%
Japan	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	548,928 16.3%	4,954 18.8%	17,297 -4.6%	30 -72.7%	777 -27.6%	45,470 -8.4%
Total Arrivals	107,068 18.3%	2,177 21.6%	4,356 -21.0%	28 -74.5%	228 -6.6%	14,735 5.9%
LOS	5.13 -1.7%	2.28 -2.2%	3.97 20.7%	1.07 7.1%	3.41 -22.5%	3.09 -13.5%
Canada	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Visitor Days	62,604 -9.8%	11,930 0.4%	59,193 1.2%	354 -38.5%	560 -2.0%	17,609 -22.8%
Total Arrivals	8,130 -3.7%	2,021 12.0%	6,630 2.4%	146 -35.9%	218 -2.7%	2,697 -0.2%
LOS	7.70 -6.3%	5.90 -10.4%	8.93 -1.1%	2.42 -4.4%	2.57 0.7%	6.53 -22.6%

* 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 September 2009 - Total Visitor Arrivals by Selected MMAs

						
YTD September 2009	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
U.S. West	966,714 0.5%	371,434 -8.3%	709,498 -7.3%	15,440 -22.1%	18,596 -21.9%	382,840 -5.7%
U.S. East	748,710 -8.0%	241,043 -14.8%	451,561 -14.2%	12,420 -28.2%	18,338 -22.2%	279,256 -13.9%
Japan	798,288 -6.7%	14,810 -27.9%	39,389 -23.6%	894 -33.2%	1,413 13.6%	122,231 -7.0%
Canada	124,453 -15.5%	31,576 -18.6%	111,783 -12.0%	2,390 -58.7%	3,207 -37.7%	47,013 -14.0%

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

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

Hawai'i Tourism Authority

Table 8. VISITORS BY CRUISE SHIPS

	SEPTEMBER			YEAR-TO-DATE		
	2009P	2008	% CHANGE	2009P	2008	% CHANGE
VISITOR DAYS	204,839	210,511	-2.7%	1,564,071	2,005,636	-22.0%
TOTAL VISITORS	20,673	19,798	4.4%	156,655	193,930	-19.2%
ARRIVED BY SHIP	9,340	10,516	-11.2%	63,616	66,465	-4.3%
ARRIVED BY AIR	11,333	9,282	22.1%	93,039	127,465	-27.0%
NUMBER OF SHIP ARRIVALS	5	7	-28.6%	37	45	-17.8%
ISLANDS VISITED						
O'ahu	18,133	19,798	-8.4%	152,198	193,864	-21.5%
Kaua'i	16,081	15,808	1.7%	130,438	166,878	-21.8%
Maui County	20,673	17,847	15.8%	144,692	180,974	-20.0%
Maui	20,673	17,847	15.8%	144,692	180,974	-20.0%
Moloka'i	754	890	-15.3%	4,216	4,480	-5.9%
Lāna'i	812	948	-14.4%	4,859	4,279	13.6%
Big Island	20,673	19,798	4.4%	145,975	185,557	-21.3%
Average Islands Visited	3.8	4.1	-7.6%	4.0	4.0	-1.4%
AVERAGE LENGTH OF STAY						
Days in Hawai'i before Cruise	2.81	3.60	-22.1%	3.10	2.80	10.5%
Days in Hawai'i during Cruise	5.88	5.68	3.4%	5.73	6.24	-8.1%
Days in Hawai'i after Cruise	1.22	1.35	-9.4%	1.16	1.30	-11.1%
Total days in Hawai'i	9.91	10.63	-6.8%	9.98	10.34	-3.5%
ACCOMMODATIONS						
Hotel	10,546	10,174	3.7%	82,918	106,801	-22.4%
Hotel only	8,975	8,316	7.9%	70,742	93,546	-24.4%
Condo	1,336	1,687	-20.8%	9,682	10,719	-9.7%
Condo only	328	426	-23.0%	2,337	3,083	-24.2%
Timeshare	1,193	1,392	-14.3%	8,586	9,479	-9.4%
Timeshare Only	336	263	27.7%	2,248	3,125	-28.1%
Bed & Breakfast	559	751	-25.5%	3,521	2,417	45.7%
Bed & Breakfast only	27	23	14.2%	152	354	-57.2%
Friends & relatives	911	1,104	-17.5%	6,625	5,343	24.0%
Other accommodation	1,042	1,219	-14.6%	7,612	7,417	2.6%
Accommodation (NET)	11,825	11,498	2.8%	92,827	119,457	-22.3%
Cruise only	8,848	8,300	6.6%	63,828	74,473	-14.3%
TRAVEL STATUS						
% First timers	42.5	36.8	5.7	41.9	42.6	-0.7
% Repeat visitors	57.5	63.2	-5.7	58.1	57.4	0.7

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

Table 9. Total Air Seats Operated to Hawai'i

SEPTEMBER 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihu'e	%Chge
Total Seats	649,009	-0.2%	486,217	-0.8%	93,644	-2.4%	37,548	11.7%	0	NA	31,600	3.3%
Scheduled Seats	638,632	-0.1%	482,300	-0.7%	90,984	-2.1%	35,648	12.4%	0	NA	29,700	2.2%
Charter seats	10,377	-2.8%	3,917	-7.2%	2,660	-12.5%	1,900	0.0%			1,900	25.0%
Domestic Seats	453,986	-1.2%	300,496	-2.7%	90,642	-2.5%	31,248	14.4%	0	NA	31,600	3.3%
Scheduled Seats	444,866	-1.1%	297,836	-2.4%	87,982	-2.2%	29,348	15.5%	0	NA	29,700	2.2%
...US West	378,199	1.1%	239,231	0.6%	79,920	-2.2%	29,348	15.5%	0	NA	29,700	2.2%
...US East	66,667	-12.0%	58,605	-13.2%	8,062	-1.8%						
Charter seats	9,120	-7.7%	2,660	-22.2%	2,660	-12.5%	1,900	0.0%			1,900	25.0%
International Seats	195,023	2.2%	185,721	2.4%	3,002	0.5%	6,300	0.0%				
Scheduled Seats	193,766	2.0%	184,464	2.1%	3,002	0.5%	6,300	0.0%				
...Japan	135,140	6.2%	128,840	6.5%			6,300	0.0%				
...Canada	9,200	-30.9%	6,198	-40.0%	3,002	0.5%						
...Other Asia	13,398	33.5%	13,398	33.5%								
...Aus./N. Zealand	14,355	-9.4%	14,355	-9.4%								
...Other	21,673	-7.6%	21,673	-7.6%								
Charter Seats	1,257	57.1%	1,257	57.1%								
YTD Thru SEP 2009	Statewide	%Chge	Honolulu	%Chge	Kahului	%Chge	Kona	%Chge	Hilo	%Chge	Lihu'e	%Chge
Total Seats	6,676,139	-6.8%	4,734,362	-7.0%	1,130,937	-12.2%	467,297	10.7%	0	-100.0%	343,543	-1.6%
Scheduled Seats	6,574,736	-6.3%	4,688,439	-6.3%	1,105,097	-12.3%	452,477	10.7%	0	-100.0%	328,723	-2.3%
Charter seats	101,403	-28.1%	45,923	-47.0%	25,840	-8.2%	14,820	11.4%			14,820	14.7%
Domestic Seats	4,849,467	-7.5%	3,041,167	-8.2%	1,066,747	-12.4%	398,010	12.1%	0	-100.0%	343,543	-1.6%
Scheduled Seats	4,764,727	-7.3%	3,011,907	-7.6%	1,040,907	-12.5%	383,190	12.1%	0	-100.0%	328,723	-2.3%
...US West	4,090,891	-5.3%	2,439,512	-4.9%	939,466	-11.8%	383,190	12.1%	0	-100.0%	328,723	-2.3%
...US East	673,836	-17.9%	572,395	-17.8%	101,441	-18.6%						
Charter seats	84,740	-19.1%	29,260	-41.9%	25,840	-8.2%	14,820	11.4%			14,820	14.7%
International Seats	1,826,672	-4.7%	1,693,195	-4.8%	64,190	-9.2%	69,287	3.2%				
Scheduled Seats	1,810,009	-3.8%	1,676,532	-3.8%	64,190	-9.2%	69,287	3.2%				
...Japan	1,196,825	-1.5%	1,135,885	-1.8%			60,940	4.5%				
...Canada	159,045	-25.8%	86,508	-35.9%	64,190	-9.2%	8,347	-5.7%				
...Other Asia	121,618	18.0%	121,618	18.0%								
...Aus./N. Zealand	126,214	-12.3%	126,214	-12.3%								
...Other	206,307	1.1%	206,307	1.1%								
Charter Seats	16,663	-54.1%	16,663	-54.1%								

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