

	TABLE 1. TOTAL VISITORS BY AIR					
	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	4,972,229	4,879,360	1.9%	10,687,751	10,389,639	2.9%
TOTAL VISITORS	517,554	513,279	0.8%	1,041,098	1,025,418	1.5%
Domestic	352,402	368,379	-4.3%	706,598	725,207	-2.6%
International	165,152	144,900	14.0%	334,500	300,211	11.4%
AVERAGE DAILY CENSUS	177,580	174,263	1.9%	181,148	176,096	2.9%
TOTAL AIR SEATS (EST)	689,906	657,311	5.0%	1,453,672	1,403,793	3.6%
TOTAL LOAD FACTOR (EST)	86.0%	89.7%	-3.7	84.5%	86.6%	-2.0
<b>ISLANDS VISITED</b>						
O'ahu	312,371	315,654	-1.0%	630,994	634,875	-0.6%
O'ahu only	226,645	229,641	-1.3%	460,173	459,408	0.2%
Kaua'i	69,896	72,064	-3.0%	141,014	142,213	-0.8%
Kaua'i only	35,357	35,810	-1.3%	70,683	70,550	0.2%
Maui County	166,594	155,499	7.1%	329,110	314,501	4.6%
Maui	162,892	151,916	7.2%	321,934	307,254	4.8%
Maui only	103,192	91,842	12.4%	203,866	185,559	9.9%
Moloka'i *	4,246	4,378	-3.0%	8,675	9,209	-5.8%
Moloka'i only *	657	634	3.6%	1,365	1,250	9.2%
Lāna'i *	5,789	5,241	10.5%	10,715	10,412	2.9%
Lāna'i only *	870	745	16.8%	1,752	1,558	12.4%
Big Island	102,635	103,402	-0.7%	207,979	203,887	2.0%
Kona side	84,461	87,210	-3.2%	171,260	170,255	0.6%
Hilo side	38,160	33,925	12.5%	78,945	70,513	12.0%
Big Island only	47,934	50,720	-5.5%	98,280	96,044	2.3%
Any Neighbor Island	290,909	283,638	2.6%	580,925	566,010	2.6%
NI only	205,183	197,625	3.8%	410,104	390,543	5.0%
O'ahu & NI	85,725	86,013	-0.3%	170,820	175,467	-2.6%
Any one island only	414,654	409,392	1.3%	836,118	814,369	2.7%
Multiple Islands	102,900	103,887	-1.0%	204,980	211,049	-2.9%
Avg. Islands Visited	1.27	1.27	0.0%	1.27	1.28	-0.5%
Average Length of Stay in Hawai'i	9.61	9.51	1.1%	10.27	10.13	1.3%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	321,878	315,372	2.1%	633,004	627,852	0.8%
Hotel only	280,241	274,493	2.1%	552,132	547,932	0.8%
Plan to stay in Condo	97,292	93,813	3.7%	196,507	187,365	4.9%
Condo only	76,550	72,903	5.0%	155,252	144,747	7.3%
Plan to stay in Timeshare	48,469	51,963	-6.7%	104,717	104,885	-0.2%
Timeshare only	36,295	39,142	-7.3%	79,089	79,212	-0.2%
Cruise Ship	9,091	8,723	4.2%	19,007	17,508	8.6%
Friends/Relatives	52,140	55,727	-6.4%	107,601	110,174	-2.3%
Bed & Breakfast	5,970	4,924	21.3%	11,665	10,528	10.8%
Other	9,540	8,526	11.9%	21,362	19,525	9.4%

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

	TABLE 1. TOTAL VISITORS BY AIR (CONT.)					
	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	427,790	419,154	2.1%	845,637	822,019	2.9%
Honeymoon	29,362	28,760	2.1%	57,432	56,470	1.7%
Get Married	7,850	9,090	-13.6%	14,316	15,616	-8.3%
Pleasure/Vacation	397,815	389,290	2.2%	787,447	764,744	3.0%
Mtgs/Conventions/Incentive	32,086	34,273	-6.4%	73,209	79,647	-8.1%
Conventions	16,844	20,027	-15.9%	47,226	51,316	-8.0%
Corporate Meetings	6,286	7,647	-17.8%	12,780	16,526	-22.7%
Incentive	10,249	7,866	30.3%	15,715	14,532	8.1%
Other Business	18,112	20,008	-9.5%	39,085	41,620	-6.1%
Visit Friends/Rel.	46,299	48,922	-5.4%	93,292	95,571	-2.4%
Gov't/Military	9,494	7,247	31.0%	21,383	17,057	25.4%
Attend School	1,065	941	13.1%	5,293	3,598	47.1%
Sport Events	4,351	14,314	-69.6%	10,226	21,423	-52.3%
<b>TRAVEL STATUS</b>						
% First Timers **	33.3	32.6	0.7	32.2	32.1	0.1
% Repeaters **	66.7	67.4	-0.7	67.8	67.9	-0.1
Average # of Trips	5.22	5.25	-0.7%	5.38	5.33	1.1%
Group Tour	56,057	56,659	-1.1%	107,033	107,778	-0.7%
Non-Group	461,497	456,620	1.1%	934,065	917,641	1.8%
Package Trip	173,273	174,978	-1.0%	334,448	339,737	-1.6%
No Package	344,280	338,301	1.8%	706,649	685,681	3.1%
Net True Independent	332,444	328,275	1.3%	685,874	667,207	2.8%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (Visitors Arriving on Domestic Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
DOMESTIC VISITOR DAYS	3,661,457	3,779,569	-3.1%	7,918,893	8,072,209	-1.9%
DOMESTIC VISITORS	352,402	368,379	-4.3%	706,598	725,207	-2.6%
DOMESTIC AVERAGE DAILY CENSUS	130,766	134,985	-3.1%	134,219	136,817	-1.9%
DOMESTIC AIR SEATS (EST)	478,226	468,597	2.1%	1,009,435	998,390	1.1%
DOM LOAD FACTOR (EST)	86.5%	92.0%	-5.6	85.2%	88.5%	-3.3
<b>ISLANDS VISITED</b>						
O'ahu	172,291	189,315	-9.0%	351,427	371,638	-5.4%
O'ahu only	118,199	130,224	-9.2%	241,345	254,862	-5.3%
Kaua'i	61,730	65,283	-5.4%	125,957	129,666	-2.9%
Kaua'i only	33,643	34,801	-3.3%	67,446	68,327	-1.3%
Maui County	134,821	132,487	1.8%	265,325	262,319	1.1%
Maui	131,755	129,348	1.9%	258,899	255,973	1.1%
Maui only	88,101	82,210	7.2%	170,639	162,960	4.7%
Moloka'i *	3,558	3,476	2.4%	7,392	7,410	-0.2%
Moloka'i only *	617	610	1.1%	1,297	1,203	7.8%
Lāna'i *	4,468	4,454	0.3%	9,046	8,730	3.6%
Lāna'i only *	845	737	14.7%	1,726	1,452	18.9%
Big Island	75,269	79,505	-5.3%	152,574	157,650	-3.2%
Kona side	65,109	68,966	-5.6%	131,719	136,534	-3.5%
Hilo side	25,383	25,288	0.4%	52,487	51,139	2.6%
Big Island only	41,855	44,410	-5.8%	83,500	87,009	-4.0%
Any Neighbor Island	234,203	238,155	-1.7%	465,253	470,345	-1.1%
NI only	180,111	179,064	0.6%	355,171	353,569	0.5%
O'ahu & NI	54,092	59,091	-8.5%	110,082	116,776	-5.7%
Any one island only	283,260	292,992	-3.3%	565,953	575,813	-1.7%
Multiple Islands	69,142	75,387	-8.3%	140,645	149,394	-5.9%
Avg. Islands Visited	1.27	1.28	-0.4%	1.28	1.28	-0.2%
Average Length of Stay in Hawai'i	10.39	10.26	1.3%	11.21	11.13	0.7%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	191,757	200,932	-4.6%	378,544	389,268	-2.8%
Hotel only	159,143	166,435	-4.4%	313,895	321,628	-2.4%
Plan to stay in Condo	73,566	74,666	-1.5%	148,059	149,087	-0.7%
Condo only	57,715	57,526	0.3%	115,864	114,840	0.9%
Plan to stay in Timeshare	43,220	45,652	-5.3%	90,113	93,311	-3.4%
Timeshare only	32,653	34,248	-4.7%	68,830	70,487	-2.4%
Cruise Ship	7,828	7,750	1.0%	16,998	15,724	8.1%
Friends/Relatives	45,556	50,349	-9.5%	90,215	97,373	-7.4%
Bed & Breakfast	4,566	4,597	-0.7%	9,166	9,653	-5.0%
Other	6,584	6,303	4.5%	14,776	14,333	3.1%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	285,356	290,248	-1.7%	560,643	565,126	-0.8%
Honeymoon	9,231	9,683	-4.7%	19,281	19,649	-1.9%
Get Married	3,035	3,418	-11.2%	5,837	6,327	-7.7%
Pleasure/Vacation	276,552	280,905	-1.5%	542,157	546,378	-0.8%
Mtgs/Conventions/Incentive	24,524	28,999	-15.4%	56,903	66,196	-14.0%
Conventions	13,062	17,777	-26.5%	36,603	44,260	-17.3%
Corporate Meetings	5,459	6,647	-17.9%	11,289	13,792	-18.1%
Incentive	7,103	5,619	26.4%	11,234	10,574	6.2%
Other Business	17,024	18,028	-5.6%	36,557	37,540	-2.6%
Visit Friends/Rel.	40,639	43,852	-7.3%	80,905	85,236	-5.1%
Gov't/Military	6,559	6,803	-3.6%	14,957	14,482	3.3%
Attend School	409	407	0.5%	2,677	2,426	10.3%
Sport Events	2,293	11,354	-79.8%	6,162	16,431	-62.5%
<b>TRAVEL STATUS</b>						
% First Timers **	27.0	27.0	0.0	26.3	26.8	-0.4
% Repeaters **	73.0	73.0	0.0	73.7	73.2	0.4
Average # of Trips	6.05	5.99	1.0%	6.18	6.08	1.7%
Group Tour	15,237	15,446	-1.4%	27,539	29,155	-5.5%
Non-Group	337,165	352,933	-4.5%	679,059	696,053	-2.4%
Package Trip	81,370	82,968	-1.9%	153,016	154,530	-1.0%
No Package	271,031	285,411	-5.0%	553,581	570,677	-3.0%
Net True Independent	266,694	280,911	-5.1%	545,200	561,812	-3.0%

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

	TABLE 2. DOMESTIC VISITORS BY AIR (CONT.) (Visitors Arriving on Domestic Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
UNITED STATES	311,158	329,380	-5.5%	624,662	643,452	-2.9%
Pacific Region	149,192	152,111	-1.9%	295,025	292,928	0.7%
...California	84,693	89,353	-5.2%	169,563	173,191	-2.1%
...Oregon	15,797	15,460	2.2%	32,171	30,521	5.4%
...Washington	40,606	39,546	2.7%	75,665	72,342	4.6%
Mountain Region	37,401	40,402	-7.4%	77,687	81,730	-4.9%
West North Central	23,992	25,222	-4.9%	47,962	50,983	-5.9%
West South Central	14,625	15,697	-6.8%	31,190	31,574	-1.2%
...Texas	11,330	11,743	-3.5%	24,079	23,769	1.3%
East North Central	31,789	35,638	-10.8%	62,097	66,400	-6.5%
East South Central	4,749	6,218	-23.6%	10,005	11,374	-12.0%
New England	9,868	10,269	-3.9%	18,158	19,278	-5.8%
Middle Atlantic	17,681	19,194	-7.9%	35,484	38,627	-8.1%
...New Jersey	3,967	4,156	-4.5%	8,471	8,960	-5.5%
...New York	8,785	9,507	-7.6%	16,854	18,512	-9.0%
South Atlantic	21,546	24,302	-11.3%	46,284	49,765	-7.0%
CANADA	19,258	18,628	3.4%	35,955	35,467	1.4%
EUROPE	7,692	7,403	3.9%	15,324	15,243	0.5%
France	532	472	12.7%	1,009	908	11.1%
Germany	1,635	1,691	-3.3%	3,285	3,324	-1.2%
Ireland	124	111	11.7%	224	284	-21.1%
Italy	285	280	1.8%	708	657	7.8%
Switzerland	491	449	9.4%	970	930	4.3%
United Kingdom	1,892	1,920	-1.5%	3,677	3,920	-6.2%
ASIA	3,620	2,610	38.7%	6,906	5,983	15.4%
People's Republic of China	2,073	1,393	48.8%	3,440	3,056	12.6%
Taiwan	84	66	27.3%	191	197	-3.0%
Hong Kong	94	38	147.4%	177	161	9.9%
Indonesia	12	26	-53.8%	49	43	14.0%
Japan	511	431	18.6%	971	876	10.8%
Korea	412	350	17.7%	1,134	839	35.2%
Malaysia	10	9	11.1%	27	19	42.1%
Philippines	143	147	-2.7%	346	398	-13.1%
Singapore	67	34	97.1%	133	125	6.4%
Thailand	22	31	-29.0%	67	72	-6.9%
Central America	383	317	20.8%	827	755	9.5%
Argentina	288	219	31.5%	712	483	47.4%
Brazil	841	551	52.6%	1,717	1,215	41.3%
Mexico	319	271	17.7%	684	659	3.8%
South America	1,366	1,009	35.4%	2,946	2,169	35.8%
OCEANIA	1,680	1,885	-10.9%	5,688	7,281	-21.9%
Australia	1,363	1,487	-8.3%	4,809	6,388	-24.7%
New Zealand	146	132	10.6%	454	420	8.1%

	TABLE 3: INTERNATIONAL VISITORS BY AIR (Visitors Arriving on International Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
INTERNATIONAL VISITOR DAYS	1,310,772	1,099,791	19.2%	2,768,859	2,317,429	19.5%
INTERNATIONAL VISITORS	165,152	144,900	14.0%	334,500	300,211	11.4%
INT'L AVERAGE DAILY CENSUS	46,813	39,278	19.2%	46,930	39,278	19.5%
INT'L AIR SEATS (EST)	211,680	188,714	12.2%	444,237	405,403	9.6%
INT LOAD FACTOR (EST)	85.1%	83.9%	1.2	82.8%	81.7%	1.1
<b>ISLANDS VISITED</b>						
O'ahu	140,080	126,339	10.9%	279,567	263,237	6.2%
O'ahu only	108,446	99,417	9.1%	218,828	204,546	7.0%
Kaua'i	8,166	6,781	20.4%	15,057	12,547	20.0%
Kaua'i only	1,714	1,009	69.9%	3,237	2,223	45.6%
Maui County	31,773	23,012	38.1%	63,785	52,182	22.2%
Maui	31,137	22,568	38.0%	63,035	51,281	22.9%
Maui only	15,091	9,632	56.7%	33,227	22,599	47.0%
Moloka'i *	688	902	-23.7%	1,283	1,799	-28.7%
Moloka'i only *	40	24	65.9%	68	47	44.3%
Lāna'i *	1,321	787	67.8%	1,669	1,682	-0.8%
Lāna'i only *	25	8	210.9%	26	106	-75.6%
Big Island	27,366	23,897	14.5%	55,405	46,237	19.8%
Kona side	19,352	18,244	6.1%	39,541	33,721	17.3%
Hilo side	12,777	8,637	47.9%	26,458	19,374	36.6%
Big Island only	6,079	6,310	-3.7%	14,780	9,035	63.6%
Any Neighbor Island	56,706	45,483	24.7%	115,672	95,665	20.9%
NI only	25,072	18,561	35.1%	54,933	36,974	48.6%
O'ahu & NI	31,633	26,922	17.5%	60,738	58,691	3.5%
Any one island only	131,394	116,400	12.9%	270,165	238,556	13.3%
Multiple Islands	33,758	28,500	18.4%	64,335	61,655	4.3%
Avg. Islands Visited	1.26	1.25	1.0%	1.24	1.26	-0.9%
Average Length of Stay in Hawai'i	7.94	7.59	4.6%	8.28	7.72	7.2%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	130,121	114,440	13.7%	254,460	238,584	6.7%
Hotel only	121,098	108,058	12.1%	238,237	226,304	5.3%
Plan to stay in Condo	23,726	19,147	23.9%	48,448	38,278	26.6%
Condo only	18,835	15,377	22.5%	39,388	29,907	31.7%
Plan to stay in Timeshare	5,249	6,311	-16.8%	14,604	11,574	26.2%
Timeshare only	3,642	4,894	-25.6%	10,259	8,725	17.6%
Cruise Ship	1,263	973	29.8%	2,009	1,784	12.6%
Friends/Relatives	6,584	5,378	22.4%	17,386	12,801	35.8%
Bed & Breakfast	1,404	327	329.5%	2,499	875	185.7%
Other	2,956	2,223	33.0%	6,586	5,192	26.9%

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

	TABLE 3. INTERNATIONAL VISITORS BY AIR (CONT.) (Visitors Arriving on International Flights)					
	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	142,434	128,906	10.5%	284,994	256,893	10.9%
Honeymoon	20,131	19,077	5.5%	38,151	36,821	3.6%
Get Married	4,815	5,672	-15.1%	8,479	9,289	-8.7%
Pleasure/Vacation	121,263	108,385	11.9%	245,290	218,366	12.3%
Mtgs/Conventions/Incentive	7,562	5,274	43.4%	16,306	13,451	21.2%
Conventions	3,782	2,250	68.1%	10,623	7,056	50.6%
Corporate Meetings	827	1,000	-17.3%	1,491	2,734	-45.5%
Incentive	3,146	2,247	40.0%	4,481	3,958	13.2%
Other Business	1,088	1,980	-45.0%	2,528	4,080	-38.0%
Visit Friends/Rel.	5,660	5,070	11.6%	12,387	10,335	19.9%
Gov't/Military	2,935	444	561.0%	6,426	2,575	149.6%
Attend School	656	534	22.8%	2,616	1,172	123.2%
Sport Events	2,058	2,960	-30.5%	4,064	4,992	-18.6%
<b>TRAVEL STATUS</b>						
% First Timers **	46.8	47.0	-0.2	44.5	44.9	-0.3
% Repeaters **	53.2	53.0	0.2	55.5	55.1	0.3
Average # of Trips	3.44	3.38	1.7%	3.70	3.51	5.5%
Group Tour	40,820	41,213	-1.0%	79,494	78,623	1.1%
Non-Group	124,332	103,687	19.9%	255,006	221,588	15.1%
Package Trip	91,903	92,010	-0.1%	181,432	185,207	-2.0%
No Package	73,249	52,890	38.5%	153,068	115,004	33.1%
Net True Independent	65,750	47,364	38.8%	140,674	105,395	33.5%

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

**TABLE 4. TOTAL U.S WEST VISITORS BY AIR**

**(Includes Pacific and Mountain States)**

	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	1,875,838	1,891,777	-0.8%	4,030,294	4,012,476	0.4%
TOTAL VISITORS	191,054	196,240	-2.6%	383,698	384,718	-0.3%
Domestic	186,593	192,513	-3.1%	372,712	374,658	-0.5%
International	4,461	3,727	19.7%	10,986	10,060	9.2%
AVERAGE DAILY CENSUS	66,994	67,563	-0.8%	68,310	68,008	0.4%
<b>ISLANDS VISITED</b>						
O'ahu	83,111	91,063	-8.7%	170,675	178,381	-4.3%
O'ahu only	62,973	68,871	-8.6%	130,187	134,961	-3.5%
Kaua'i	30,720	33,096	-7.2%	61,666	64,375	-4.2%
Kaua'i only	20,964	21,970	-4.6%	41,306	42,131	-2.0%
Maui County	70,093	65,551	6.9%	137,704	129,616	6.2%
Maui	68,328	63,898	6.9%	134,039	126,417	6.0%
Maui only	53,155	47,384	12.2%	103,314	94,053	9.8%
Moloka'i *	1,626	1,616	0.6%	3,470	3,289	5.5%
Moloka'i only *	368	394	-6.6%	772	736	4.9%
Lāna'i *	2,022	1,830	10.5%	4,223	3,553	18.9%
Lāna'i only *	575	418	37.6%	1,103	798	38.2%
Big Island	38,575	40,641	-5.1%	78,322	80,307	-2.5%
Kona side	33,621	35,432	-5.1%	68,562	69,899	-1.9%
Hilo side	10,878	11,108	-2.1%	22,642	22,121	2.4%
Big Island only	26,531	28,014	-5.3%	53,097	54,253	-2.1%
Any Neighbor Island	128,081	127,369	0.6%	253,511	249,757	1.5%
NI only	107,943	105,177	2.6%	213,023	206,337	3.2%
O'ahu & NI	20,138	22,192	-9.3%	40,488	43,420	-6.8%
Any one island only	164,566	167,051	-1.5%	329,779	326,932	0.9%
Multiple Islands	26,488	29,189	-9.3%	53,919	57,786	-6.7%
Avg. Islands Visited	1.17	1.18	-0.7%	1.18	1.19	-0.6%
Average Length of Stay in Hawaii	9.82	9.64	1.8%	10.50	10.43	0.7%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	92,714	96,130	-3.6%	182,203	186,890	-2.5%
Hotel only	78,729	81,033	-2.8%	154,288	157,091	-1.8%
Plan to stay in Condo	45,208	44,636	1.3%	91,507	88,657	3.2%
Condo only	36,963	35,763	3.4%	74,915	71,154	5.3%
Plan to stay in Timeshare	24,296	26,261	-7.5%	50,605	52,118	-2.9%
Timeshare only	19,143	20,643	-7.3%	39,889	41,035	-2.8%
Cruise Ship	1,732	1,809	-4.3%	4,113	3,578	15.0%
Friends/Relatives	27,343	29,142	-6.2%	55,140	55,878	-1.3%
Bed & Breakfast	2,011	2,064	-2.6%	4,436	4,181	6.1%
Other	3,698	3,490	6.0%	8,659	8,288	4.5%

\* 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)**

	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	155,304	155,982	-0.4%	305,738	302,353	1.1%
Honeymoon	4,316	4,150	4.0%	8,584	8,323	3.1%
Get Married	1,743	1,771	-1.6%	3,212	3,230	-0.6%
Pleasure/Vacation	151,284	151,918	-0.4%	297,492	294,314	1.1%
Mtgs/Conventions/Incentive	10,749	11,714	-8.2%	24,369	27,533	-11.5%
Conventions	6,313	6,696	-5.7%	16,096	18,072	-10.9%
Corporate Meetings	2,471	3,465	-28.7%	5,224	6,709	-22.1%
Incentive	2,351	2,152	9.2%	3,833	3,942	-2.8%
Other Business	10,516	10,973	-4.2%	22,182	22,210	-0.1%
Visit Friends/Rel.	23,301	24,270	-4.0%	46,762	47,567	-1.7%
Gov't/Military	2,525	2,680	-5.8%	6,540	5,426	20.5%
Attend School	185	164	12.8%	1,687	1,002	68.4%
Sport Events	1,506	5,840	-74.2%	3,458	8,259	-58.1%
<b>TRAVEL STATUS</b>						
% First Timers **	16.6	16.3	0.3	16.7	16.4	0.3
% Repeaters **	83.4	83.7	-0.3	83.3	83.6	-0.3
Average # of Trips	7.41	7.40	0.2%	7.47	7.44	0.4%
Group Tour	3,896	4,664	-16.5%	8,694	9,480	-8.3%
Non-Group	187,159	191,576	-2.3%	375,005	375,238	-0.1%
Package Trip	35,641	37,440	-4.8%	69,038	69,779	-1.1%
No Package	155,413	158,799	-2.1%	314,660	314,938	-0.1%
Net True Independent	153,816	157,239	-2.2%	311,472	311,691	-0.1%

\*\* 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)**

	TABLE 5. TOTAL U.S. EAST VISITORS BY AIR (Includes States East of Rocky Mountains)					
	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>VISITOR DAYS</b>	1,388,633	1,470,138	-5.5%	3,039,723	3,165,347	-4.0%
<b>TOTAL VISITORS</b>	127,816	139,213	-8.2%	259,631	274,624	-5.5%
Domestic	124,250	136,542	-9.0%	251,180	268,003	-6.3%
International	3,566	2,671	33.5%	8,451	6,621	27.6%
<b>AVERAGE DAILY CENSUS</b>	49,594	52,505	-5.5%	51,520	53,650	-4.0%
<b>ISLANDS VISITED</b>						
O'ahu	70,821	80,881	-12.4%	144,199	157,031	-8.2%
O'ahu only	42,871	49,901	-14.1%	87,793	95,666	-8.2%
Kaua'i	24,636	26,412	-6.7%	51,794	53,618	-3.4%
Kaua'i only	10,020	10,418	-3.8%	20,808	21,212	-1.9%
Maui County	52,227	54,069	-3.4%	104,130	107,747	-3.4%
Maui	51,045	52,842	-3.4%	101,742	105,161	-3.3%
Maui only	27,648	27,121	1.9%	55,439	55,004	0.8%
Moloka'i *	1,412	1,412	0.0%	2,907	3,265	-11.0%
Moloka'i only *	167	178	-6.2%	396	382	3.7%
Lāna'i *	2,118	2,212	-4.2%	4,052	4,468	-9.3%
Lāna'i only *	239	275	-13.1%	541	549	-1.5%
Big Island	29,116	30,975	-6.0%	59,401	62,448	-4.9%
Kona side	24,711	26,275	-6.0%	50,471	52,790	-4.4%
Hilo side	11,503	11,685	-1.6%	24,121	24,436	-1.3%
Big Island only	11,845	12,705	-6.8%	24,234	25,537	-5.1%
Any Neighbor Island	84,945	89,312	-4.9%	171,838	178,958	-4.0%
NI only	56,995	58,332	-2.3%	115,432	117,593	-1.8%
O'ahu & NI	27,950	30,980	-9.8%	56,406	61,365	-8.1%
Any one island only	92,790	100,598	-7.8%	189,211	198,350	-4.6%
Multiple Islands	35,026	38,615	-9.3%	70,420	76,274	-7.7%
Avg. Islands Visited	1.40	1.40	0.2%	1.40	1.41	-0.2%
Average Length of Stay in Hawai'i	10.86	10.56	2.9%	11.71	11.53	1.6%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	78,256	85,682	-8.7%	154,447	164,945	-6.4%
Hotel only	63,031	69,702	-9.6%	124,924	133,832	-6.7%
Plan to stay in Condo	20,496	22,254	-7.9%	43,279	45,266	-4.4%
Condo only	14,342	15,554	-7.8%	30,868	31,778	-2.9%
Plan to stay in Timeshare	16,494	17,537	-5.9%	34,439	35,852	-3.9%
Timeshare only	11,655	12,314	-5.4%	25,004	25,799	-3.1%
Cruise Ship	4,840	4,828	0.2%	10,374	9,793	5.9%
Friends/Relatives	16,679	18,107	-7.9%	32,025	34,806	-8.0%
Bed & Breakfast	1,652	1,712	-3.5%	3,445	3,860	-10.8%
Other	2,613	2,448	6.7%	5,968	5,537	7.8%

\* 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)**

	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	99,841	105,942	-5.8%	197,646	206,265	-4.2%
Honeymoon	3,918	4,419	-11.3%	8,369	8,987	-6.9%
Get Married	1,158	1,345	-13.9%	2,213	2,546	-13.1%
Pleasure/Vacation	96,188	101,727	-5.4%	189,816	197,805	-4.0%
Mtgs/Conventions/Incentive	11,878	15,180	-21.8%	27,778	33,478	-17.0%
Conventions	6,308	9,850	-36.0%	17,942	22,936	-21.8%
Corporate Meetings	2,433	2,915	-16.5%	5,046	6,016	-16.1%
Incentive	3,710	2,984	24.3%	5,982	5,741	4.2%
Other Business	5,584	6,177	-9.6%	12,463	13,463	-7.4%
Visit Friends/Rel.	15,076	16,547	-8.9%	29,739	31,662	-6.1%
Gov't/Military	4,755	4,058	17.2%	9,953	8,758	13.6%
Attend School	129	127	1.6%	1,848	962	92.1%
Sport Events	479	4,853	-90.1%	2,051	7,052	-70.9%
<b>TRAVEL STATUS</b>						
% First Timers **	36.4	37.4	-1.1	35.4	36.6	-1.2
% Repeaters **	63.6	62.6	1.1	64.6	63.4	1.2
Average # of Trips	4.63	4.48	3.4%	4.87	4.66	4.4%
Group Tour	7,587	7,982	-4.9%	14,817	14,809	0.1%
Non-Group	120,228	131,231	-8.4%	244,813	259,816	-5.8%
Package Trip	32,626	34,492	-5.4%	61,636	63,302	-2.6%
No Package	95,190	104,721	-9.1%	197,995	211,323	-6.3%
Net True Independent	93,234	102,627	-9.2%	194,207	207,195	-6.3%

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

**TABLE 6. TOTAL JAPANESE VISITORS BY AIR**

	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>VISITOR DAYS</b>	544,600	528,228	3.1%	1,051,755	1,049,093	0.3%
<b>TOTAL VISITORS</b>	95,141	92,789	2.5%	183,253	181,408	1.0%
Domestic	511	431	18.6%	971	876	10.8%
International	94,630	92,358	2.5%	182,282	180,532	1.0%
<b>AVERAGE DAILY CENSUS</b>	19,450	18,865	3.1%	17,827	17,782	0.3%
<b>ISLANDS VISITED</b>						
O'ahu	91,342	89,928	1.6%	174,709	176,346	-0.9%
O'ahu only	76,205	74,284	2.6%	145,761	144,682	0.7%
Kaua'i	1,817	1,935	-6.1%	3,164	3,493	-9.4%
Kaua'i only	82	85	-3.5%	108	113	-4.4%
Maui County	4,579	5,090	-10.0%	9,750	9,379	4.0%
Maui	4,493	4,955	-9.3%	9,606	9,201	4.4%
Maui only	673	723	-6.9%	1,697	1,255	35.2%
Moloka'i *	201	261	-23.0%	224	325	-31.1%
Moloka'i only *	1	21	-95.2%	1	21	-95.2%
Lāna'i *	239	155	54.2%	327	284	15.1%
Lāna'i only *	11	0	NA	12	43	-72.1%
Big Island	14,675	13,519	8.6%	28,995	27,526	5.3%
Kona side	9,822	9,602	2.3%	18,748	19,169	-2.2%
Hilo side	6,088	5,020	21.3%	12,743	10,737	18.7%
Big Island only	2,868	1,989	44.2%	6,384	3,377	89.0%
Any Neighbor Island	18,936	18,505	2.3%	37,492	36,726	2.1%
NI only	3,799	2,861	32.8%	8,544	5,062	68.8%
O'ahu & NI	15,137	15,644	-3.2%	28,948	31,664	-8.6%
Any one island only	79,840	77,102	3.6%	153,963	149,491	3.0%
Multiple Islands	15,301	15,687	-2.5%	29,290	31,917	-8.2%
Avg. Islands Visited	1.19	1.19	-0.7%	1.18	1.20	-1.1%
Average Length of Stay in Hawai'i	5.72	5.69	0.6%	5.74	5.78	-0.8%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	84,379	83,239	1.4%	161,302	163,474	-1.3%
Hotel only	83,093	81,637	1.8%	158,788	160,680	-1.2%
Plan to stay in Condo	8,257	7,775	6.2%	16,416	14,476	13.4%
Condo only	7,233	6,621	9.2%	14,410	12,520	15.1%
Plan to stay in Timeshare	1,486	1,660	-10.5%	4,147	3,052	35.9%
Timeshare only	1,182	1,320	-10.5%	3,298	2,273	45.1%
Cruise Ship	197	176	11.9%	406	240	69.2%
Friends/Relatives	1,385	1,294	7.0%	2,523	2,517	0.2%
Bed & Breakfast	346	21	1547.6%	494	88	461.4%
Other	90	326	-72.4%	185	573	-67.7%

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

**T A B L E 6. T O T A L J A P A N E S E V I S I T O R S B Y A I R (C O N T.)**

	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	82,642	86,258	-4.2%	162,989	162,368	0.4%
Honeymoon	16,186	17,437	-7.2%	28,947	33,724	-14.2%
Get Married	4,532	5,396	-16.0%	7,812	8,633	-9.5%
Pleasure/Vacation	65,229	67,345	-3.1%	132,334	126,983	4.2%
Mtgs/Conventions/Incentive	3,357	2,693	24.7%	5,071	5,221	-2.9%
Conventions	375	334	12.3%	1,239	935	32.5%
Corporate Meetings	493	601	-18.0%	715	1,025	-30.2%
Incentive	2,522	1,759	43.4%	3,150	3,263	-3.5%
Other Business	629	747	-15.8%	999	1,226	-18.5%
Visit Friends/Rel.	1,958	2,166	-9.6%	3,306	3,730	-11.4%
Gov't/Military	70	34	105.9%	175	104	68.3%
Attend School	253	256	-1.2%	314	262	19.8%
Sport Events	1,900	2,074	-8.4%	3,486	3,678	-5.2%
<b>TRAVEL STATUS</b>						
% First Timers **	46.4	46.9	-0.6	43.0	44.7	-1.7
% Repeaters **	53.6	53.1	0.6	57.0	55.3	1.7
Average # of Trips	3.41	3.32	2.7%	3.79	3.52	7.9%
Group Tour	34,167	34,049	0.3%	67,074	66,244	1.3%
Non-Group	60,974	58,739	3.8%	116,180	115,163	0.9%
Package Trip	70,605	73,844	-4.4%	135,632	145,369	-6.7%
No Package	24,536	18,944	29.5%	47,621	36,038	32.1%
Net True Independent	18,952	14,614	29.7%	38,092	27,970	36.2%

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

**TABLE 7. TOTAL CANADIAN VISITORS BY AIR**

	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>VISITOR DAYS</b>	652,949	550,752	18.6%	1,356,440	1,157,842	17.2%
<b>TOTAL VISITORS</b>	48,958	42,147	16.2%	98,439	84,192	16.9%
Domestic	19,258	18,628	3.4%	35,955	35,467	1.4%
International	29,700	23,519	26.3%	62,484	48,725	28.2%
<b>AVERAGE DAILY CENSUS</b>	23,320	19,670	18.6%	22,990	19,625	17.1%
<b>ISLANDS VISITED</b>						
O'ahu	22,290	20,072	11.1%	45,231	40,995	10.3%
O'ahu only	14,031	13,445	4.4%	29,756	27,852	6.8%
Kaua'i	7,277	5,526	31.7%	13,553	10,571	28.2%
Kaua'i only	2,916	2,044	42.7%	5,797	4,002	44.9%
Maui County	24,546	19,632	25.0%	47,505	40,050	18.6%
Maui	24,282	19,406	25.1%	47,129	39,490	19.3%
Maui only	17,094	13,592	25.8%	33,882	27,907	21.4%
Moloka'i *	521	430	21.2%	895	922	-2.9%
Moloka'i only *	74	29	155.2%	124	79	57.0%
Lāna'i *	645	556	16.0%	905	1,045	-13.4%
Lāna'i only *	23	27	-14.8%	36	53	-32.1%
Big Island	9,239	8,808	4.9%	18,697	15,679	19.2%
Kona side	8,278	8,093	2.3%	16,813	14,325	17.4%
Hilo side	3,572	2,746	30.1%	7,131	5,112	39.5%
Big Island only	4,221	4,396	-4.0%	9,001	7,327	22.8%
Any Neighbor Island	34,927	28,702	21.7%	68,683	56,340	21.9%
NI only	26,668	22,075	20.8%	53,208	43,197	23.2%
O'ahu & NI	8,259	6,627	24.6%	15,475	13,143	17.7%
Any one island only	38,359	33,533	14.4%	78,596	67,220	16.9%
Multiple Islands	10,599	8,614	23.0%	19,843	16,972	16.9%
Avg. Islands Visited	1.31	1.30	0.9%	1.28	1.29	-0.5%
Average Length of Stay in Hawaii	13.34	13.07	2.1%	13.78	13.75	0.2%
<b>ACCOMMODATIONS</b>						
Plan to stay in Hotel	24,291	21,282	14.1%	48,328	41,777	15.7%
Hotel only	18,832	16,857	11.7%	37,226	32,656	14.0%
Plan to stay in Condo	18,779	14,920	25.9%	36,790	29,895	23.1%
Condo only	15,058	12,265	22.8%	29,505	24,120	22.3%
Plan to stay in Timeshare	5,043	4,444	13.5%	11,634	10,209	14.0%
Timeshare only	3,497	3,303	5.9%	8,054	7,395	8.9%
Cruise Ship	1,372	1,203	14.0%	2,175	2,049	6.1%
Friends/Relatives	2,196	2,460	-10.7%	4,874	4,963	-1.8%
Bed & Breakfast	696	435	60.0%	1,313	867	51.4%
Other	369	208	77.4%	918	525	74.9%

\* 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.)**

	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
<b>PURPOSE OF TRIP</b>						
Pleasure (Net)	46,316	38,991	18.8%	91,992	77,690	18.4%
Honeymoon	751	583	28.8%	1,597	1,253	27.5%
Get Married	216	246	-12.2%	393	504	-22.0%
Pleasure/Vacation	45,592	38,461	18.5%	90,435	76,566	18.1%
Mtgs/Conventions/Incentive	2,119	2,238	-5.3%	5,095	5,012	1.7%
Conventions	1,293	1,658	-22.0%	3,559	3,498	1.7%
Corporate Meetings	352	233	51.1%	623	1,058	-41.1%
Incentive	671	377	78.0%	1,208	589	105.1%
Other Business	278	356	-21.9%	759	823	-7.8%
Visit Friends/Rel.	1,720	1,774	-3.0%	3,860	3,663	5.4%
Gov't/Military	76	81	-6.2%	182	163	11.7%
Attend School	10	8	25.0%	119	75	58.7%
Sport Events	218	517	-57.8%	434	972	-55.3%
<b>TRAVEL STATUS</b>						
% First Timers **	35.2	35.4	-0.2	33.6	32.5	1.0
% Repeaters **	64.8	64.6	0.2	66.4	67.5	-1.0
Average # of Trips	4.07	4.14	-1.7%	4.25	4.45	-4.4%
Group Tour	1,189	860	38.3%	2,764	2,157	28.1%
Non-Group	47,769	41,287	15.7%	95,675	82,035	16.6%
Package Trip	13,607	11,562	17.7%	26,681	21,798	22.4%
No Package	35,351	30,585	15.6%	71,759	62,394	15.0%
Net True Independent	35,024	30,295	15.6%	70,898	61,759	14.8%

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







### February 2010 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.)	
	2010p	% Chge	2010p	% Chge	2010p	% Chge	2010p	% Chge	2010p	% Chge	2010p	% Chge
February 2010												
Total	531,094	0.7%	9.56	1.3%	5,077,831	2.0%	NA	NA	NA	NA	NA	NA
Total by Air	517,554	0.8%	9.61	1.1%	4,972,229	1.9%	171.0	-2.1%	1,642.8	-1.1%	850.2	-0.3%
U.S. West	191,054	-2.6%	9.82	1.8%	1,875,838	-0.8%	142.1	-2.9%	1,395.3	-1.1%	266.6	-3.7%
U.S. East	127,816	-8.2%	10.86	2.9%	1,388,633	-5.5%	167.3	-2.8%	1,817.8	0.0%	232.3	-8.2%
Japan	95,141	2.5%	5.72	0.6%	544,600	3.1%	258.5	-14.2%	1,479.7	-13.7%	140.8	-11.6%
Canada	48,958	16.2%	13.34	2.1%	652,949	18.6%	145.8	-2.6%	1,944.2	-0.6%	95.2	15.4%
All Others	54,585	27.3%	9.35	-8.6%	510,209	16.4%	226.1	22.4%	2,113.3	11.9%	115.4	42.4%
Total by Ship	13,540	-2.9%	7.80	10.0%	105,602	6.8%	NA	NA	NA	NA	NA	NA
YTD Thru Feb 2010												
Total	1,063,831	1.4%	10.22	1.1%	10,875,760	2.5%	NA	NA	NA	NA	NA	NA
Total by Air	1,041,098	1.5%	10.27	1.3%	10,687,751	2.9%	171.6	-1.1%	1,761.2	0.2%	1,833.6	1.7%
U.S. West	383,698	-0.3%	10.50	0.7%	4,030,294	0.4%	144.3	2.1%	1,515.8	2.8%	581.6	2.5%
U.S. East	259,631	-5.5%	11.71	1.6%	3,039,723	-4.0%	169.7	-1.5%	1,986.8	0.1%	515.8	-5.4%
Japan	183,253	1.0%	5.74	-0.8%	1,051,755	0.3%	260.1	-14.7%	1,492.6	-15.3%	273.5	-14.5%
Canada	98,439	16.9%	13.78	0.2%	1,356,440	17.2%	148.2	2.1%	2,042.8	2.3%	201.1	19.6%
All Others	116,077	15.5%	10.42	4.2%	1,209,540	20.4%	216.2	7.6%	2,253.0	12.1%	261.5	29.5%
Total by Ship	22,733	-5.5%	8.27	-11.6%	188,009	-16.5%	NA	NA	NA	NA	NA	NA

Source: Hawai'i Tourism Authority

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

## February 2010 Island Highlights

						
February 2010	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	312,371 -1.0%	69,896 -3.0%	162,892 7.2%	4,246 -3.0%	5,789 10.5%	102,635 -0.7%
Total Visitor Days	2,242,838 0.1%	540,774 -3.4%	1,392,246 9.0%	21,959 0.0%	20,052 -1.4%	754,359 -0.6%
Total Expenditures (\$mil.)	401.6 -4.4%	78.6 -6.8%	248.9 9.0%	2.4 8.3%	5.2 -28.2%	113.6 3.0%
PPPD Spending (\$)	179.0 -4.5%	145.3 -3.5%	178.8 0.0%	108.4 8.3%	261.1 -27.1%	150.6 3.6%
Domestic Arrivals	172,291 -9.0%	61,730 -5.4%	131,755 1.9%	3,558 2.4%	4,468 0.3%	75,269 -5.3%
Int'l Arrivals	140,080 10.9%	8,166 20.4%	31,137 38.0%	688 -23.7%	1,321 67.9%	27,366 14.5%
Total LOS	7.18 1.2%	7.74 -0.4%	8.55 1.6%	5.17 3.1%	3.46 -10.8%	7.35 0.1%
Domestic LOS	7.89 2.7%	8.07 1.8%	8.66 0.1%	5.68 -1.7%	3.88 -0.8%	8.28 1.2%
Int'l LOS	6.30 1.3%	5.19 -16.0%	8.05 14.7%	2.53 22.2%	2.05 -44.7%	4.78 5.5%
YTD thr Feb 2010	O'ahu % Chge	Kaua'i % Chge	Maui % Chge	Moloka'i * % Chge	Lāna'i * % Chge	Big Island % Chge
Total Arrivals	630,994 -0.6%	141,014 -0.8%	321,934 4.8%	8,675 -5.8%	10,715 2.9%	207,979 2.0%
Total Visitor Days	4,873,540 2.1%	1,147,808 -1.7%	2,887,962 5.5%	56,225 2.7%	40,271 -2.0%	1,681,945 4.1%
Total Expenditures (\$mil.)	864.0 -2.0%	177.5 -2.7%	516.4 7.3%	6.3 6.5%	11.0 -25.7%	258.4 9.6%
PPPD Spending (\$)	177.3 -4.0%	154.7 -1.1%	178.8 1.7%	111.3 3.7%	272.4 -24.2%	153.7 5.2%
Domestic Arrivals	351,427 -5.4%	125,957 -2.9%	258,899 1.1%	7,392 -0.2%	9,046 3.6%	152,574 -3.2%
Int'l Arrivals	279,567 6.2%	15,057 20.0%	63,035 22.9%	1,283 -28.7%	1,669 -0.8%	55,405 19.8%
Total LOS	7.72 2.7%	8.14 -0.8%	8.97 0.7%	6.48 9.0%	3.76 -4.8%	8.09 2.1%
Domestic LOS	8.55 1.1%	8.48 0.3%	9.07 -0.3%	7.18 8.0%	4.09 -1.2%	9.20 2.2%
Int'l LOS	6.68 7.8%	5.30 -7.2%	8.55 7.4%	2.43 -20.6%	1.97 -33.5%	5.01 18.0%







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

\*\* PPPD - Per Person Per Day

Source: Hawai'i Tourism Authority

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







## February 2010 Island Highlights for Selected MMAs

						
	O'ahu	Kaua'i	Maui	Moloka'i *	Lāna'i *	Big Island
	% Chge	% Chge	% Chge	% Chge	% Chge	% Chge
<b>U.S. West</b>	O'ahu	Kaua'i	Maui	Moloka'i *	Lāna'i *	Big Island
Total Visitor Days	639,657	269,105	602,209	11,203	8,735	344,705
Total Arrivals	83,111	30,720	68,328	1,626	2,022	38,575
LOS	7.70	8.76	8.81	6.89	4.32	8.94
	-5.0%	-3.2%	6.0%	1.8%	10.7%	-2.8%
	-8.7%	-7.2%	6.9%	0.6%	10.5%	-5.1%
	4.1%	4.3%	-0.9%	1.2%	0.2%	2.4%
<b>U.S. East</b>	O'ahu	Kaua'i	Maui	Moloka'i *	Lāna'i *	Big Island
Total Visitor Days	565,661	180,873	416,766	6,368	7,467	211,349
Total Arrivals	70,821	24,636	51,045	1,412	2,118	29,116
LOS	7.99	7.34	8.16	4.51	3.53	7.26
	-8.8%	-5.0%	-1.4%	-2.8%	-7.8%	-4.8%
	-12.4%	-6.7%	-3.4%	0.0%	-4.2%	-6.0%
	4.2%	1.9%	2.1%	-2.8%	-3.7%	1.2%
<b>Japan</b>	O'ahu	Kaua'i	Maui	Moloka'i *	Lāna'i *	Big Island
Total Visitor Days	480,942	2,612	13,446	205	309	47,310
Total Arrivals	91,342	1,817	4,493	201	239	14,675
LOS	5.27	1.44	2.99	1.02	1.29	3.22
	2.4%	-33.8%	-4.9%	-40.5%	-12.2%	18.8%
	1.6%	-6.1%	-9.3%	-23.0%	54.2%	8.6%
	0.8%	-29.5%	4.9%	-22.7%	-43.0%	9.5%
<b>Canada</b>	O'ahu	Kaua'i	Maui	Moloka'i *	Lāna'i *	Big Island
Total Visitor Days	231,932	60,503	264,281	2,731	1,885	91,650
Total Arrivals	22,290	7,277	24,282	521	645	9,239
LOS	10.41	8.31	10.88	5.24	2.92	9.92
	9.6%	28.9%	27.4%	28.0%	-29.0%	14.8%
	11.1%	31.7%	25.1%	21.2%	16.0%	4.9%
	-1.3%	-2.1%	1.9%	5.7%	-38.8%	9.4%

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

Source: Hawai'i Tourism Authority

**Year-to-Date February 2010 - Arrivals by Island for Selected MMAs**

						
<b>YTD February 2010</b>	<b>O'ahu % Chge</b>	<b>Kaua'i % Chge</b>	<b>Maui % Chge</b>	<b>Moloka'i * % Chge</b>	<b>Lāna'i * % Chge</b>	<b>Big Island % Chge</b>
<b>U.S. West</b>	170,675 -4.3%	61,666 -4.2%	134,039 6.0%	3,470 5.5%	4,223 18.9%	78,322 -2.5%
<b>U.S. East</b>	144,199 -8.2%	51,794 -3.4%	101,742 -3.3%	2,907 -11.0%	4,052 -9.3%	59,401 -4.9%
<b>Japan</b>	174,709 -0.9%	3,164 -9.4%	9,606 4.4%	224 -31.1%	327 15.1%	28,995 5.3%
<b>Canada</b>	45,231 10.3%	13,553 28.2%	47,129 19.3%	895 -2.9%	905 -13.4%	18,697 19.2%

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

Source: Hawai'i Tourism Authority

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

**Table 8. VISITORS BY CRUISE SHIPS**

	FEBRUARY			YEAR-TO-DATE		
	2010P	2009P	% CHANGE	2010P	2009P	% CHANGE
VISITOR DAYS	202,266	187,086	8.1%	414,745	428,031	-3.1%
TOTAL VISITORS	22,416	22,116	1.4%	42,713	41,438	3.1%
ARRIVED BY SHIP	13,540	13,943	-2.9%	22,733	24,045	-5.5%
ARRIVED BY AIR	8,876	8,173	8.6%	19,980	17,393	14.9%
NUMBER OF SHIP ARRIVALS	10	7	42.9%	16	13	23.1%
<b>ISLANDS VISITED</b>						
Oahu	20,914	22,116	-5.4%	41,211	41,438	-0.5%
Kauai	16,422	16,229	1.2%	36,035	34,607	4.1%
Maui County	20,424	16,229	25.8%	40,081	34,607	15.8%
Maui	20,424	16,229	25.8%	40,081	34,607	15.8%
Molokai	369	186	98.3%	525	866	-39.4%
Lanai	540	394	36.9%	1,014	1,380	-26.5%
Big Island	19,947	16,229	22.9%	39,856	35,551	12.1%
Average Islands Visited	3.5	4.0	-13.0%	3.7	4.1	-8.4%
<b>AVERAGE LENGTH OF STAY</b>						
Days in Hawaii before Cruise	3.07	2.91	5.7%	3.07	3.97	-22.8%
Days in Hawaii during Cruise	4.61	4.44	3.9%	5.15	4.98	3.5%
Days in Hawaii after Cruise	1.34	1.11	20.5%	1.49	1.38	8.3%
Total days in Hawaii	9.02	8.46	6.7%	9.71	10.33	-6.0%
<b>ACCOMMODATIONS</b>						
Hotel	9,590	9,055	5.9%	20,005	18,822	6.3%
Hotel only	8,265	7,980	3.6%	17,584	15,474	13.6%
Condo	1,102	1,023	7.7%	2,133	2,647	-19.4%
Condo only	312	395	-20.9%	776	697	11.4%
Timeshare	667	648	2.9%	1,385	1,879	-26.3%
Timeshare Only	208	228	-8.6%	554	494	12.1%
Bed & Breakfast	110	86	28.6%	242	607	-60.1%
Bed & Breakfast only	29	29	0.5%	29	39	-25.1%
Friends & relatives	439	499	-12.1%	970	1,564	-38.0%
Other accommodation	282	461	-38.8%	669	1,743	-61.6%
Accommodation (NET)	10,506	10,107	4.0%	22,334	21,309	4.8%
Cruise only	11,910	12,010	-0.8%	20,379	20,129	1.2%
<b>TRAVEL STATUS</b>						
% First timers	36.2	38.9	-2.73	38.7	35.3	3.44
% Repeat visitors	63.8	61.1	2.73	61.3	64.7	-3.44

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

**Table 9. Total Air Seats Operated to Hawai'i**

<b>February 2010</b>	<b>Statewide %Chge</b>	<b>Honolulu %Chge</b>	<b>Kahului %Chge</b>	<b>Kona %Chge</b>	<b>Hilo %Chge</b>	<b>Lihue %Chge</b>
<b>Total Seats</b>	689,906 5.0%	483,804 4.2%	122,258 6.2%	52,162 8.7%	0 NA	31,682 5.7%
Scheduled Seats	679,146 5.1%	477,604 4.0%	120,358 7.4%	50,642 9.0%	0 NA	30,542 7.4%
Charter seats	10,760 -3.2%	6,200 23.0%	1,900 -37.5%	1,520 0.0%		1,140 -25.0%
<b>Domestic Seats</b>	478,226 2.1%	297,912 1.1%	105,850 2.0%	44,110 9.8%	0 NA	30,354 1.3%
Scheduled Seats	469,866 2.3%	294,112 0.8%	103,950 3.2%	42,590 10.2%	0 NA	29,214 2.7%
...US West	395,158 -1.3%	231,028 -4.3%	92,326 0.6%	42,590 10.2%	0 NA	29,214 2.7%
...US East	74,708 26.4%	63,084 25.7%	11,624 30.3%			
Charter seats	8,360 -8.3%	3,800 25.0%	1,900 -37.5%	1,520 0.0%		1,140 -25.0%
<b>International Seats</b>	211,680 12.2%	185,892 9.6%	16,408 44.6%	8,052 3.1%		1,328 NA
Scheduled Seats	209,280 12.1%	183,492 9.5%	16,408 44.6%	8,052 3.1%		1,328 NA
...Japan	126,515 8.0%	120,635 8.5%		5,880 0.0%		
...Canada	36,016 37.6%	16,108 24.9%	16,408 44.6%	2,172 12.4%		1,328 NA
...Other Asia	12,872 21.0%	12,872 21.0%				
...Aus./N. Zealand	12,133 1.3%	12,133 1.3%				
...Other	21,744 4.4%	21,744 4.4%				
Charter Seats	2,400 20.0%	2,400 20.0%				
<b>YTD Thru FEB 2010</b>	<b>Statewide %Chge</b>	<b>Honolulu %Chge</b>	<b>Kahului %Chge</b>	<b>Kona %Chge</b>	<b>Hilo %Chge</b>	<b>Lihue %Chge</b>
<b>Total Seats</b>	1,453,672 3.6%	1,026,197 3.6%	252,951 3.6%	107,780 3.3%	0 NA	66,744 3.6%
Scheduled Seats	1,430,632 3.7%	1,014,557 3.5%	247,251 4.1%	104,740 3.4%	0 NA	64,084 4.4%
Charter seats	23,040 -3.1%	11,640 7.2%	5,700 -16.7%	3,040 0.0%		2,660 -12.5%
<b>Domestic Seats</b>	1,009,435 1.1%	636,804 1.1%	218,250 -0.9%	90,459 7.6%	0 NA	63,922 -0.8%
Scheduled Seats	991,195 1.2%	629,964 1.1%	212,550 -0.3%	87,419 7.9%	0 NA	61,262 -0.2%
...US West	833,705 -2.0%	495,009 -3.7%	190,015 -2.3%	87,419 7.9%	0 NA	61,262 -0.2%
...US East	157,490 23.2%	134,955 23.8%	22,535 19.5%			
Charter seats	18,240 -5.9%	6,840 5.9%	5,700 -16.7%	3,040 0.0%		2,660 -12.5%
<b>International Seats</b>	444,237 9.6%	389,393 7.9%	34,701 43.7%	17,321 -14.3%		2,822 NA
Scheduled Seats	439,437 9.6%	384,593 7.8%	34,701 43.7%	17,321 -14.3%		2,822 NA
...Japan	262,729 5.2%	250,129 7.0%		12,600 -21.3%		
...Canada	76,270 37.5%	34,026 25.6%	34,701 43.7%	4,721 12.1%		2,822 NA
...Other Asia	27,161 21.0%	27,161 21.0%				
...Aus./N. Zealand	27,273 -4.4%	27,273 -4.4%				
...Other	46,004 2.9%	46,004 2.9%				
Charter Seats	4,800 9.1%	4,800 9.1%				

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

Notes: Air seats were revised for January 2010.