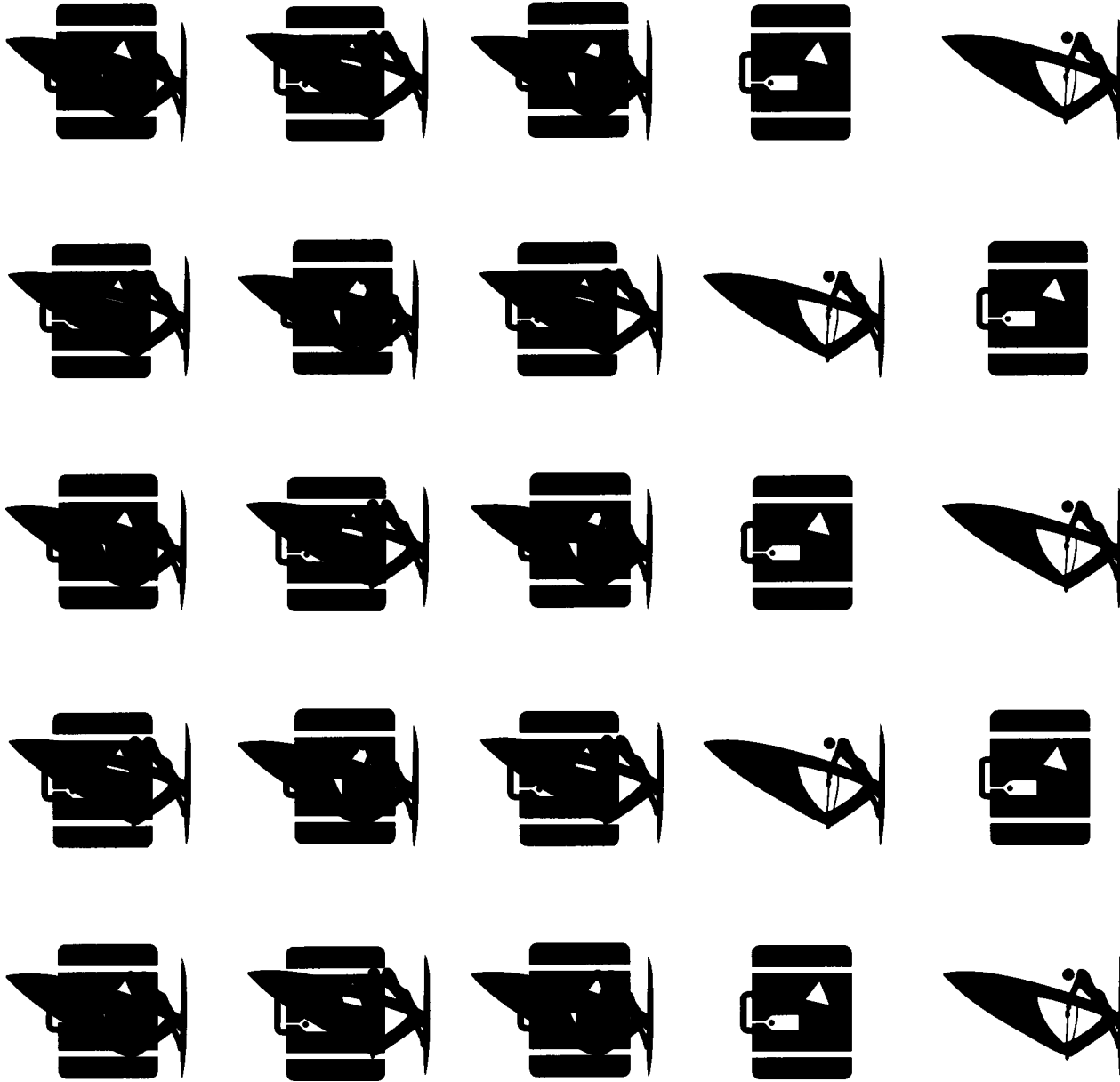


# Visitor Industry & Recreation



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## Section 10

# VISITOR INDUSTRY & RECREATION

This section presents statistics on numbers of visitors, visitor plant inventory, and visitor expenditures. In addition you will find information about recreation on the island including attendance at recreational events, and visitors to Maui County attractions.

Information on tourism is supplied primarily by the Hawaii Visitors and Convention Bureau.

## 10.1.1

### AVERAGE DAILY VISITOR CENSUS, BY COUNTIES

*Average number of visitors present in each county on any given day*

Year	State Total	Maui County	Hawaii County	Oahu*	Kauai County
1977	83,030	12,468	7,195	57,342	6,025
1978	92,034	14,492	8,094	62,379	7,069
1979	98,676	15,598	7,996	67,688	7,394
1980	96,417	15,363	7,195	66,680	7,259
1981	95,968	15,727	6,561	66,455	7,225
1982	105,310	18,090	6,725	73,445	7,050
1983	108,040	24,670	8,690	66,695	7,990
1984	118,660	32,790	7,570	67,370	10,930
1985	116,700	31,910	8,040	65,280	11,470
1986	132,910	34,330	9,870	73,870	14,840
1987	134,270	33,890	10,210	74,660	15,510
1988	141,410	33,870	10,690	80,450	16,400
1989	169,670	44,020	17,760	88,750	19,140
1990	162,070	39,500	16,970	87,400	18,200
1991	157,590	40,240	18,630	79,700	19,020
1992	153,390	42,220	19,320	78,390	13,460
1993	148,750	42,280	19,110	79,070	8,290
1994	159,200	43,070	19,310	83,400	13,420
1995	159,060	42,970	18,650	83,090	14,350
1996	161,610	42,640	19,150	84,500	15,330
1997 r	158,120	43,250	21,480	77,280	16,110
1998	159,840	44,780	23,120	74,630	17,310
1999 p	163,900	NA	NA	NA	NA

NOTES: Average daily census is based on intention to visit each island. Eastbound and northbound visitors counts are based on a 20 percent sample through 1983 and a 10 percent sample thereafter. Westbound visitor counts are based on the form distributed on all Hawaii-bound flights of all domestic airlines. Data beginning with 1997 are not strictly comparable to previous years.

\* All eastbound visitor days were attributed to Oahu through 1988.  
r: Revised. p: Preliminary. NA: Not available.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, "December 1999 Arrivals at a Glance;" Hawaii Visitors and Convention Bureau, *HVCB 1998 Annual Research Report*; and records.

## 10.1.2

### VISITOR ARRIVALS, MAUI COUNTY

*Data cover visitors to the state staying overnight or longer,  
and include one-day (non-overnight) trips*

Westbound Visitors			
1971		554,799	
1972		710,050	
1973		766,791	
1974		852,204	
1975		931,863	
1976		1,110,726	
1977		1,257,142	
1978		1,403,054	
1979		1,419,773	
1980		1,378,189	
1981		1,389,892	
1982		1,550,080	
1983		1,645,720	
1984		1,854,690	
1985		1,831,110	
1986		2,001,870	
1987	<b>Eastbound Visitors<sup>1</sup></b>	1,908,780	<b>Total Visitors</b>
1988		1,884,050	
1989	400,860	2,113,100	2,513,960
1990	394,810	1,995,160	2,389,970
1991	396,600	1,925,460	2,322,060
1992	482,660	1,859,680	2,342,340
1993	470,460	1,790,480	2,260,940
1994	454,250	1,900,330	2,354,580
1995	489,900	1,855,730	2,345,630
1996	494,890	1,830,140	2,325,030
1997 r	470,980	1,879,330	2,350,310
1998	416,160	1,944,220	2,360,380
1999 p	325,020	1,999,450	2,324,470

<sup>1</sup> County distribution for eastbound visitors not available before 1989.

r: Revised. p: Preliminary.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, "1999 Monthly Highlights," December 1999; Hawaii Visitors and Convention Bureau, *HVCB 1998 Annual Research Report*; and records.

10.1.3

**LENGTH OF STAY AND AVERAGE DAILY CENSUS  
EASTBOUND, WESTBOUND AND TOTAL,  
BY ISLAND, MAUI COUNTY**

	1994	1995	1996	1997 r	1998	1999 p
<b>Length of Stay (days)<sup>1</sup></b>						
<b>All Visitors</b>						
Maui	6.55	6.52	6.54	6.61	6.84	NA
Molokai	5.48	7.40	6.31	6.66	6.62	NA
Lanai	5.39	7.47	6.80	6.73	5.17	NA
<b>Westbound</b>						
Maui	7.38	7.39	7.37	7.48	7.48	7.34
Molokai	5.79	7.48	6.70	7.59	6.93	5.52
Lanai	5.66	7.56	7.03	7.12	5.35	4.37
<b>Eastbound</b>						
Maui	3.14	3.42	3.45	3.18	3.90	2.86
Molokai	2.17	1.97	2.03	1.48	3.39	2.13
Lanai	2.17	3.67	2.26	2.94	3.15	2.75
<b>Average Daily Census (visitors)</b>						
<b>Total</b>						
Maui	40,740	39,900	39,320	39,930	42,180	NA
Molokai	1,170	1,400	1,460	1,470	1,290	NA
Lanai	1,160	1,670	1,860	1,850	1,310	NA
<b>Westbound</b>						
Maui	36,770	35,410	34,930	35,810	37,720	NA
Molokai	1,130	1,360	1,450	1,420	1,230	NA
Lanai	1,120	1,640	1,840	1,770	1,240	NA
<b>Eastbound</b>						
Maui	3,970	4,490	4,390	4,120	4,460	NA
Molokai	40	40	10	50	60	NA
Lanai	40	30	20	80	70	NA

<sup>1</sup> Length of stay is the average number of days that visitors who travel to a specific island have stayed on that island.

r: Revised p: Preliminary NA: Not available.

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, "1999 Monthly Highlights," December 1999; Hawaii Visitors and Convention Bureau, Market Research Department, *HVCB 1998 Annual Research Report*, and records.

10.1.4

**WESTBOUND MAINLAND VISITORS  
TO MAUI COUNTY**

	Maui County	Maui	Molokai	Lanai
Alabama	7,570	7,360	360	470
Alaska	12,660	11,930	830	220
Arizona	43,470	42,320	1,490	2,100
Arkansas	4,990	4,900	160	230
California	579,840	564,290	14,930	21,310
Colorado	43,330	41,980	1,500	1,840
Connecticut	13,440	13,010	410	760
Delaware	1,980	1,920	90	90
Florida	38,950	37,910	2,080	2,720
Georgia	26,220	25,600	840	1,520
Idaho	9,170	8,900	320	390
Illinois	71,880	70,190	2,220	3,420
Indiana	22,320	21,890	790	1,110
Iowa	10,540	10,230	410	420
Kansas	10,320	10,070	320	520
Kentucky	9,450	9,240	410	530
Louisiana	7,750	7,550	340	480
Maine	2,820	2,720	110	160
Maryland	17,670	17,150	730	1,030
Massachusetts	23,760	23,140	830	1,170
Michigan	41,210	40,360	1,350	1,730
Minnesota	30,670	29,850	960	1,090
Mississippi	3,390	3,350	190	200
Missouri	21,290	20,680	740	1,190
Montana	5,660	5,430	350	270

## 10.1.4

CONTINUED

	Maui County	Maui	Molokai	Lanai
Nebraska	6,760	6,530	250	280
Nevada	19,600	19,060	650	870
New Hampshire	4,000	3,850	190	230
New Jersey	33,540	32,840	1,000	1,870
New Mexico	8,480	8,200	360	470
New York	55,510	54,090	1,740	3,200
North Carolina	16,390	16,050	620	900
North Dakota	2,360	2,330	50	40
Ohio	40,240	39,340	1,690	2,220
Oklahoma	8,890	8,610	380	610
Oregon	52,510	50,540	2,000	1,550
Pennsylvania	31,370	30,680	1,090	1,750
Rhode Island	2,740	2,660	90	130
South Carolina	7,270	7,140	290	430
South Dakota	2,270	2,200	120	80
Tennessee	14,420	14,040	560	790
Texas	72,240	70,130	2,200	4,460
Utah	23,470	22,950	670	850
Vermont	1,570	1,520	90	100
Virginia	23,430	22,700	940	1,460
Washington	115,760	112,370	3,560	3,350
Washington, D.C.	2,370	2,270	100	180
West Virginia	2,480	2,450	110	180
Wisconsin	22,490	21,890	810	1,120
Wyoming	2,250	2,180	60	80

NOTE: Intended visits to islands.

SOURCE: Hawaii Visitors and Convention Bureau, Market Research Department, *HVCB 1998 Annual Research Report*.

## 10.1.5

## VISITORS TO MAUI COUNTY BY MONTH

1999 Preliminary	Maui County	Maui	Molokai	Lanai
<b>Total Visitors</b>				
January	185,990	180,200	5,680	7,430
February	200,540	194,340	7,030	8,660
March	218,640	212,710	5,850	8,660
April	193,420	188,030	5,340	8,730
May	183,370	178,380	4,930	6,590
June	196,170	190,680	6,350	7,380
July	218,260	213,880	5,080	6,780
August	210,470	206,400	5,370	6,140
September	174,940	170,650	4,650	6,350
October	201,230	195,330	7,160	10,310
November	178,430	173,290	5,300	6,970
December	163,010	157,380	5,670	6,720
<b>Total</b>	<b>2,324,470</b>	<b>2,261,270</b>	<b>68,410</b>	<b>90,720</b>
<b>Westbound Visitors</b>				
January	156,540	151,570	5,030	6,860
February	169,410	163,860	6,070	8,080
March	191,790	186,380	5,590	8,200
April	164,910	160,350	5,210	7,970
May	151,350	146,760	4,780	6,240
June	174,460	170,470	4,820	7,010
July	189,480	185,230	4,950	6,650
August	181,420	177,630	5,050	6,000
September	148,530	144,970	4,550	5,450
October	179,410	174,000	6,640	9,950
November	155,640	150,570	4,980	6,780
December	136,510	131,330	5,510	6,400
<b>Total</b>	<b>1,999,450</b>	<b>1,943,120</b>	<b>63,180</b>	<b>85,590</b>
<b>Eastbound Visitors</b>				
January	29,450	28,630	650	570
February	31,130	30,480	960	580
March	26,850	26,330	260	460
April	28,510	27,680	130	760
May	32,020	31,620	150	350
June	21,710	20,210	1,530	370
July	28,780	28,650	130	130
August	29,050	28,770	320	140
September	26,410	25,680	100	900
October	21,820	21,330	520	360
November	22,790	22,720	320	190
December	26,500	26,050	160	320
<b>Total</b>	<b>325,020</b>	<b>318,150</b>	<b>5,230</b>	<b>5,130</b>

SOURCE: Hawaii State Department of Business, Economic Development and Tourism, Research and Economic Analysis Division, "1999 Monthly Highlights," January-December 1999, <http://www.state.hi.us.gov/dbedt/monthly/index99.html>.

## 10.1.6

## NATION OF RESIDENCE OF VISITORS TO MAUI COUNTY

1998 Region	MAUI			MOLOKAI			LANAI		
	Westbound	Eastbound	Total	Westbound	Eastbound	Total	Westbound	Eastbound	Total
<b>Total</b>	<b>1,890,960</b>	<b>411,800</b>	<b>2,302,760</b>	<b>66,590</b>	<b>6,320</b>	<b>72,910</b>	<b>86,750</b>	<b>7,640</b>	<b>94,390</b>
<b>U.S.</b>	<b>1,629,790</b>	<b>50,340</b>	<b>1,680,130</b>	<b>54,110</b>	<b>1,240</b>	<b>55,350</b>	<b>74,350</b>	<b>0</b>	<b>74,350</b>
<b>Canada</b>	<b>116,710</b>	<b>7,780</b>	<b>124,490</b>	<b>6,220</b>	<b>280</b>	<b>6,500</b>	<b>6,580</b>	<b>230</b>	<b>6,810</b>
<b>Asia</b>									
China	4,680	2,910	7,590	250	0	250	200	0	200
Hong Kong	1,280	3,600	4,880	80	0	80	140	150	290
Indonesia	520	1,910	2,430	20	0	20	40	0	40
Japan	10,790	312,740	323,530	450	2,260	2,710	540	4,290	4,830
Korea	1,540	2,280	3,820	80	0	80	60	300	360
Philippines	2,020	0	2,020	50	0	50	130	0	130
Singapore	240	1,200	1,440	0	250	250	20	250	270
Taiwan	2,070	7,550	9,620	100	1,100	1,200	30	840	870
Malaysia	90	290	380	10	0	10	10	0	10
Thailand	160	0	160	20	0	20	20	0	20
Other Asia	3,570	660	4,230	160	0	160	130	0	130
<b>Total Asia</b>	<b>26,960</b>	<b>333,130</b>	<b>360,090</b>	<b>1,230</b>	<b>3,610</b>	<b>4,840</b>	<b>1,290</b>	<b>5,820</b>	<b>7,110</b>
<b>Oceania</b>									
Australia	5,450	4,640	10,090	170	0	170	150	0	150
New Zealand <sup>1</sup>	2,410	0	2,410	180	0	180	120	0	120
Other Oceania	1,020	2,820	3,840	80	440	520	40	440	480
<b>Total Oceania</b>	<b>8,880</b>	<b>7,460</b>	<b>16,340</b>	<b>440</b>	<b>440</b>	<b>880</b>	<b>300</b>	<b>440</b>	<b>740</b>
<b>Europe</b>									
United Kingdom	24,790	5,490	30,280	930	510	1,440	1,160	510	1,670
Germany	29,730	5,550	35,280	1,540	0	1,540	1,110	0	1,110
France	5,140	630	5,770	160	0	160	200	630	830
Italy <sup>2</sup>	3,070	0	3,070	80	0	80	100	0	100
Switzerland	8,120	580	8,700	320	0	320	330	0	330
Norway	560	0	560	30	0	30	50	0	50
Sweden	2,920	0	2,920	70	0	70	120	0	120
Other Scandinavia	1,360	0	1,360	40	0	40	70	0	70
Other Europe	19,220	80	19,300	920	0	920	600	0	600
<b>Total Europe</b>	<b>94,910</b>	<b>12,330</b>	<b>107,240</b>	<b>4,090</b>	<b>510</b>	<b>4,600</b>	<b>3,740</b>	<b>1,140</b>	<b>4,880</b>
<b>Other Foreign</b>	<b>13,720</b>	<b>760</b>	<b>14,480</b>	<b>500</b>	<b>230</b>	<b>730</b>	<b>490</b>	<b>0</b>	<b>490</b>
<b>Total Foreign</b>	<b>261,170</b>	<b>361,450</b>	<b>622,620</b>	<b>12,480</b>	<b>5,080</b>	<b>17,560</b>	<b>12,400</b>	<b>7,640</b>	<b>20,040</b>

<sup>1</sup> Eastbound New Zealand counts are included in Eastbound Other Oceania.

<sup>2</sup> Eastbound Italy, Eastbound Norway, and Eastbound Other Scandinavia counts are included in Eastbound Other Europe.

SOURCE: Hawaii Visitors and Convention Bureau, Market Research Department, *HVCB 1998 Annual Research Report*.

10.2.1

**PKF-HAWAII  
OCCUPANCY AND ROOM RATES,  
FOOD AND BEVERAGE SALES,  
ISLANDS OF MAUI AND MOLOKAI**

*Includes condominium units in rental pools for transient occupancy*

Year	Percent Occupied	Average Daily Room Rate	Average Revenue per Available Room	AVERAGE DAILY SALES PER GUEST		
				Food	Beverage	Food Sales Per Cover
<b>Maui</b>						
1990	70.10	130.49	62.11	26.30	9.59	13.89
1991	63.35	125.05	58.58	26.36	9.47	14.15
1992	63.49	124.77	79.22	24.30	8.21	14.14
1993	67.56	122.88	83.02	23.04	7.16	14.17
1994	72.69	125.70	91.37	22.72	6.61	14.61
1995	73.53	144.36	106.15	25.72	7.23	15.99
1996	73.37	155.54	114.11	26.32	7.56	17.09
1997	71.58	156.37	111.93	26.92	7.94	17.11
1998	72.81	161.40	117.52	27.12	8.23	17.75
1999	77.25	167.08	129.06	28.62	9.05	19.16
<b>Molokai</b>						
1990	47.83	66.28	32.20	27.57	9.90	10.23
1991	37.47	71.35	33.35	36.79	12.05	10.02
1992	44.24	77.30	34.19	34.10	9.78	9.73
1993	42.66	74.69	31.87	32.27	10.45	10.66
1994	41.19	72.18	29.73	34.52	12.16	8.57
1995	37.47	71.85	26.92	42.40	15.26	10.00
1996	39.00	74.44	29.03	56.65	17.14	10.64
1997	40.42	74.02	29.92	47.17	17.31	10.04
1998	44.18	78.43	34.65	36.62	11.33	10.76
1999	41.08	74.54	30.62	NA	NA	NA

NOTE: PKF-Hawaii LLP publishes comparable statistics only for the last two years. Participating hotel and resort condominiums differ from year to year, so earlier survey statistics are not strictly comparable due to changes in the participants' number, type, location and size.

NA: Not available.

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 1999, and records.

## 10.2.2

### PKF-HAWAII TRENDS IN THE HOTEL INDUSTRY, MAUI COUNTY

1999	Total Maui	Kaanapali	West Maui	Other	Molokai
<b>Room Sales for the Total Market</b>					
Percent Occupied	77.25	80.77	78.28	72.31	41.08
Average Daily Room Rate	167.08	170.89	150.26	175.93	74.54
Revenue / Available Room	129.06	138.03	117.63	127.21	30.62
<b>Room Sales for the Hotel Market</b>					
Percent Occupied	78.31	81.57	77.37	73.55	N/A
Average Daily Room Rate	180.20	168.26	169.73	207.72	N/A
Revenue / Available Room	141.12	137.24	131.32	152.77	N/A
<b>Room Sales for the Resort Condo Market</b>					
Percent Occupied	74.91	75.08	79.06	70.15	50.56
Average Daily Room Rate	137.02	191.43	134.18	117.69	78.58
Revenue / Available Room	102.65	143.72	106.08	82.56	39.73
<b>Food Sales for the Total Market</b>					
Average Daily Food per Guest	28.62	22.61	39.96	36.29	N/A
Average Daily Beverage per Guest	9.05	7.33	13.60	10.61	N/A
Average Food Sales Per Cover	19.16	17.23	26.29	19.31	N/A

SOURCE: PKF-Hawaii LLP, *Trends in the Hotel Industry, Hawaii*, December 1999.

## 10.2.3

### PKF-HAWAII QUALITY AND SIZE REPORT, MAUI COUNTY

1999	MAUI					MOLOKAI
	Luxury	First Class	Deluxe	Standard	Budget	Standard
<b>Room Quality</b>						
Percent Occupied	77.22	78.71	77.94	76.08	61.20	40.48
Average Daily Room Rate	250.77	171.29	125.71	79.57	46.84	71.01
Revenue / Available Room	193.63	134.82	97.98	60.54	28.67	28.74
<b>Number of Rooms on Property</b>						
	Under 100	100 - 200	201 - 350	351 - 500	Over 500	Under 100
Percent Occupied	58.07	77.86	75.30	79.31	80.56	49.52
Average Daily Room Rate	143.97	114.31	154.14	209.73	174.74	74.89
Revenue / Available Room	83.61	89.00	116.07	166.34	140.77	37.08

## 10.2.4

**PRICewaterhouseCOOPERS  
HOSPITALITY REPORT, MAUI ISLAND**

1999	Occupancy	Average Daily Rate	Revenue per Available Room
<b>Total Maui</b>	<b>77.4%</b>	<b>160.11</b>	<b>123.93</b>
<b>By Area</b>			
Lahaina/Kaanapali/Kapalua	80.1%	152.64	122.26
Other Maui	73.8%	170.61	125.91
<b>By Price</b>			
Luxury	74.5%	272.20	202.79
Upscale	83.5%	175.16	146.26
Midprice	75.1%	118.91	89.30
Economy	75.4%	83.21	62.74
Budget	73.3%	61.78	45.28

SOURCE: Smith Travel Research in PricewaterhouseCoopers LLP, *Hawaii Hotel Flash Report*, December 1999.  
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## 10.2.5

**VISITOR PLANT INVENTORY BY ISLAND AND  
PRICE, MAUI COUNTY**

Class (Price per Night)	1997			1998		
	Units	% of Total	Properties	Units	% of Total	Properties
<b>Maui</b>						
Budget: \$100 or less	3,884	22.3%		3,464	19.7%	
Standard: \$101 to \$250	6,106	35.1%		6,545	37.3%	
Deluxe: \$251 to \$500	6,810	39.1%		6,924	39.5%	
Luxury: Over \$500	608	3.5%		618	3.5%	
<b>All levels</b>	<b>17,408</b>	<b>100.0%</b>	<b>196</b>	<b>17,551</b>	<b>100.0%</b>	<b>200</b>
<b>Molokai</b>						
Budget: \$100 or less	184	43.8%		167	42.9%	
Standard: \$101 to \$250	232	55.2%		218	56.1%	
Deluxe: \$251 to \$500	4	1.0%		4	1.0%	
<b>All levels</b>	<b>420</b>	<b>100.0%</b>	<b>9</b>	<b>389</b>	<b>100.0%</b>	<b>9</b>
<b>Lanai</b>						
Budget: \$100 or less	11	3.0%		12	3.2%	
Standard: \$101 to \$250	25	6.8%		5	1.4%	
Deluxe: \$251 to \$500	290	79.5%		270	73.2%	
Luxury: Over \$500	39	10.7%		82	22.2%	
<b>All levels</b>	<b>365</b>	<b>100.0%</b>	<b>5</b>	<b>369</b>	<b>100.0%</b>	<b>6</b>

SOURCE: Hawaii Visitors and Convention Bureau, Market Research Department, *1997 Visitor Plant Inventory* and *1998 Visitor Plant Inventory*.

## 10.2.6

## VISITOR PLANT INVENTORY BY ISLAND AND TYPE, MAUI COUNTY

	1993 u		1994 u		1996		1997		1998	
	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units	Prop- erties	Available Units
<b>Maui</b>										
Apartment/Hotel	1	39	4	50	4	50	4	50	5	58
Bed & Breakfast	24	203	21	183	21	96	26	115	31	136
Hostel	2	44	1	24	1	24	2	44	2	44
Hotel	28	8,901	30	8,934	26	8,172	24	8,786	27	8,565
Condominium										
Hotel	40	4,441	40	4,362	39	4,346	108	8,095	106	8,007
Condo	91	4,628	90	4,420	93	4,086	-	-	-	-
Individual Vacation Unit	-	-	-	-	-	-	46	328	48	331
Bungalow	1	20	1	20	2	65	-	-	-	-
Cottage	13	137	11	105	23	85	-	-	-	-
Lodge	1	5	1	5	1	5	-	-	-	-
Other	3	12	7	38	13	44	21	164	21	570
<b>Total</b>	<b>208</b>	<b>18,443</b>	<b>206</b>	<b>18,141</b>	<b>223</b>	<b>16,973</b>	<b>231</b>	<b>17,582</b>	<b>240</b>	<b>17,711</b>
<b>Molokai</b>										
Bed & Breakfast	-	-	-	-	-	-	1	1	1	1
Hotel	3	272	3	245	3	245	3	226	3	226
Condominium										
Hotel	1	108	1	91	1	81	5	310	5	279
Condo	4	195	4	176	4	149	-	-	-	-
Cottage	-	-	-	-	1	1	-	-	-	-
Other	1	4	1	4	2	5	2	64	2	64
<b>Total</b>	<b>9</b>	<b>579</b>	<b>9</b>	<b>516</b>	<b>11</b>	<b>481</b>	<b>11</b>	<b>601</b>	<b>11</b>	<b>570</b>
<b>Lanai</b>										
Bed & Breakfast	-	-	-	-	2	4	1	3	1	3
Hotel	3	363	3	363	3	363	3	363	3	363
Individual										
Vacation Unit	-	-	-	-	-	-	1	1	2	3
Cottage	2	4	2	4	2	3	-	-	-	-
Other	-	-	-	-	-	-	1	2	-	-
<b>Total</b>	<b>5</b>	<b>367</b>	<b>5</b>	<b>367</b>	<b>7</b>	<b>370</b>	<b>6</b>	<b>369</b>	<b>6</b>	<b>369</b>

NOTES: Categories vary in the way they are reported from year to year. HVCB did not conduct an update survey in 1995. Counts for Maui County between 1989 and 1994 were revised in 1996 due to double counting of certain units. These revisions are *not* reflected in this table.

INDIVIDUAL VACATION UNIT: Individual condominium unit (not in a hotel rental operation), house, cabin, villa or cottage with very limited service, often with only basic cleaning supplies provided.

- Not available, not reported or none. u: Unrevised.

SOURCE: Hawaii Visitors and Convention Bureau, Market Research Department, 1998 Visitor Plant Inventory and records.

## 10.2.7

**SUMMARY OF VISITOR PLANT INVENTORY BY  
AREA AND TYPE, MAUI COUNTY**

1998 Island/Area/Type	Available Units	Properties
<b>Maui</b>	<b>17,711</b>	<b>240</b>
<b>Hana</b>	<b>166</b>	<b>23</b>
Bed & Breakfast	2	1
Condominium Hotel	18	1
Hotel	93	1
Individual Vacation Unit	31	8
Other	22	12
<b>Kahului-Wailuku</b>	<b>481</b>	<b>9</b>
Bed & Breakfast	7	1
Hostel	44	2
Hotel	402	3
Other	28	3
<b>Kula-Makawao</b>	<b>108</b>	<b>24</b>
Bed & Breakfast	48	13
Condominium Hotel	12	1
Hotel	6	1
Individual Vacation Unit	27	6
Other	15	3
<b>Lahaina-Kaanapali-Napili-Kapalua</b>	<b>9,788</b>	<b>87</b>
Apartment/ Hotel	46	3
Bed & Breakfast	57	9
Condominium Hotel	4,366	50
Hotel	4,755	11
Individual Vacation Unit	75	9
Other	489	5
<b>Maalaea</b>	<b>282</b>	<b>9</b>
Condominium Hotel	277	8
Individual Vacation Unit	5	1
<b>Wailea-Kihei</b>	<b>6,886</b>	<b>88</b>
Apartment/ Hotel	12	2
Bed & Breakfast	22	7
Condominium Hotel	3,334	46
Hotel	3,309	11
Individual Vacation Unit	193	20
Other	16	2
<b>Molokai</b>	<b>570</b>	<b>11</b>
Bed & Breakfast	1	1
Condominium Hotel	279	5
Hotel	226	3
Other	64	2
<b>Lanai</b>	<b>369</b>	<b>6</b>
Bed & Breakfast	3	1
Hotel	363	3
Individual Vacation Unit	3	2

SOURCE: Hawaii Visitors Bureau, Market Research Department, 1998 Visitor Plant Inventory.

10.2.8

**VISITOR PLANT INVENTORY,  
MAUI COUNTY**

Year	Available Units
1965	1,231
1966	1,497
1967	1,714
1968	2,043
1969	2,415
1970	2,743
1971	3,695
1972	4,095
1973	4,075
1974	5,208
1975	5,830
1976	7,232
1977	8,037
1978	8,736
1979	9,472
1980	9,701
1981	11,359
1982	12,162
1983	12,749
1984	13,138
1985	14,152
1986	14,096
1987	13,849
1988	15,168
1989 r	15,708
1990 r	17,869
1991 r	18,702
1992 r	19,290
1993 r	19,127
1994 r	18,804
1995	NA
1996	17,824
1997	18,552
1998	18,650

NOTES: Includes hotels and condominiums available for transient rental. Counts for Maui County were revised in 1996 due to double counting of certain units. HVCB did not conduct an update survey in 1995.

r: revised NA: not available.

SOURCE: Hawaii Visitors and Convention Bureau, Market Research Department, *1998 Visitor Plant Inventory*.

## 10.2.9

## LARGEST HOTELS BY NUMBER OF SLEEPING ROOMS, MAUI COUNTY

	Number of Sleeping Rooms & Suites	Maximum Exhibit Area (sq. ft.)	Maximum Meeting/Banquet Seating Capacity	Number of Employees (or FTE)	Number of Restaurants
Hyatt Regency Maui Resort and Spa Lahaina, Maui	806	20,000	1,500	800	5
Grand Wailea Resort Hotel & Spa Wailea, Maui	780	28,000	1,400	975	6
The Westin Maui Lahaina, Maui	756	16,000	1,000	645	6
Maui Marriott Resort Lahaina, Maui	720	DND	1,700	508	5
The Ritz-Carlton Kapalua Kapalua, Maui	548	19,200	1,200	800	4
The Royal Lahaina Resort Lahaina, Maui	511	4,100	250	320	4
Sheraton Maui Lahaina, Maui	510	6,500	300-400	DND	3
Outrigger Wailea Resort Wailea, Maui	475	13,800	1,100	DND	2
Kaanapali Beach Hotel Lahaina, Maui	430	4,030	350	245	3
Kea Lani Hotel Suites & Villas Wailea, Maui	413	12,400	550	420	4
Four Seasons Resort Maui at Wailea Wailea, Maui	380	DND	500	DND	3
Renaissance Wailea Beach Resort Wailea, Maui	349	DND	400	400	4
The Westin Maui Prince Hotel, Makena Wailea, Maui	310	DND	350	DND	5
Maui Park Lahaina, Maui	288	DND	DND	DND	None
Maui Coast Hotel Kihei, Maui	265	750	50	75	2
Embassy Vacation Resort Kaanapali Beach <sup>1</sup> Lahaina, Maui	413	DND	DND	320	2
The Manele Bay Hotel Lanai City, Lanai	250	6,126	232	364	4
Maui Seaside Hotel Kahului, Maui	225	DND	DND	NA	1
Marc Royal Kahana Resort Lahaina, Maui	198	None	None	43	None
Kapalua Bay Hotel Lahaina, Maui	196	DND	NA	350	3
Maui Lu Kihei, Maui	120	DND	DND	33	DND
Lodge at Koele Lanai City, Lanai	102	4,514	128	165	3

DND: Did not disclose. NA: Not applicable / not available. FTE: Full time equivalent.

<sup>1</sup> Currently in the process of converting to timeshare units.

SOURCE: "Largest Maui County Hotels," *Pacific Business News*, January 14, 2000, p. 27.

## 10.3.1

## EXPENDITURES PER DAY BY VISITORS FROM THE MAINLAND AND JAPAN, BY EXPENDITURE TYPE, STATE OF HAWAII

*In dollars; excludes transpacific travel costs*

Expenditure Type	VISITORS FROM MAINLAND				VISITORS FROM JAPAN			
	1994	1995	1996	1997	1994	1995	1996	1997
<b>All Items</b>	<b>133.79</b>	<b>132.73</b>	<b>137.04</b>	<b>157.07</b>	<b>340.88</b>	<b>356.15</b>	<b>286.89</b>	<b>279.58</b>
<b>Food and Beverage</b>	<b>30.96</b>	<b>30.39</b>	<b>30.76</b>	<b>31.85</b>	<b>43.78</b>	<b>45.43</b>	<b>39.45</b>	<b>40.09</b>
Restaurants	21.74	20.61	20.61	18.49	23.92	25.24	24.77	21.71
Dinner Shows	2.94	3.16	3.70	5.07	4.54	5.29	3.34	5.81
Dinner or Lunch Cruises	1.02	0.99	1.10	3.02	7.55	6.11	5.32	6.04
Nightclubs/Bars	1.88	2.20	1.92	2.15	0.93	1.04	0.69	0.63
Groceries	3.38	3.43	3.43	3.12	6.84	7.75	5.32	5.89
<b>Entertainment</b>	<b>6.59</b>	<b>6.84</b>	<b>7.44</b>	<b>12.54</b>	<b>13.13</b>	<b>10.28</b>	<b>10.74</b>	<b>15.41</b>
Attractions	2.54	2.57	3.08	7.81	5.06	3.78	5.22	10.18
Sports and Recreation	3.55	3.76	3.90	3.37	7.66	6.01	5.25	5.05
Other Entertainment	0.50	0.51	0.46	1.36	0.41	0.49	0.27	0.18
<b>Transportation</b>	<b>18.36</b>	<b>17.69</b>	<b>20.05</b>	<b>23.96</b>	<b>16.81</b>	<b>18.25</b>	<b>12.21</b>	<b>16.52</b>
Ground Transportation	0.69	0.93	0.69	1.00	1.65	2.63	1.57	2.78
Rental Vehicles	8.74	7.99	8.58	7.29	2.56	2.56	1.24	2.49
Interisland Travel	4.36	4.00	4.71	6.01	6.13	5.66	4.11	3.32
Gasoline Purchased	0.91	0.84	1.01	1.27	0.24	0.15	0.07	0.15
Parking Expense	0.56	0.58	0.55	0.84	0.30	0.21	0.04	0.01
Sightseeing Tours	3.10	3.35	4.51	7.55	5.92	7.04	5.18	7.64
<b>Clothing</b>	<b>8.43</b>	<b>8.49</b>	<b>8.01</b>	<b>8.38</b>	<b>34.44</b>	<b>34.13</b>	<b>30.74</b>	<b>29.19</b>
<b>Other Fashion<sup>1</sup></b>	<b>7.49</b>	<b>5.84</b>	<b>5.95</b>	<b>6.23</b>	<b>78.81</b>	<b>79.79</b>	<b>69.39</b>	<b>66.98</b>
<b>Agriculture</b>	<b>1.64</b>	<b>1.67</b>	<b>1.79</b>	<b>1.79</b>	<b>5.60</b>	<b>5.21</b>	<b>4.58</b>	<b>5.13</b>
<b>Communication</b>	<b>0.74</b>	<b>0.77</b>	<b>0.68</b>	<b>0.64</b>	<b>1.08</b>	<b>1.09</b>	<b>0.62</b>	<b>0.76</b>
<b>Personal service</b>	<b>1.44</b>	<b>1.32</b>	<b>1.32</b>	<b>1.43</b>	<b>3.11</b>	<b>2.97</b>	<b>2.08</b>	<b>2.39</b>
<b>Lodging</b>	<b>49.89</b>	<b>49.07</b>	<b>49.33</b>	<b>59.78</b>	<b>84.45</b>	<b>89.94</b>	<b>73.49</b>	<b>79.60</b>
<b>Souvenirs</b>	<b>3.83</b>	<b>3.98</b>	<b>4.43</b>	<b>5.04</b>	<b>19.30</b>	<b>17.30</b>	<b>12.08</b>	<b>13.60</b>
<b>All other</b>	<b>2.76</b>	<b>4.96</b>	<b>5.56</b>	<b>3.81</b>	<b>8.02</b>	<b>8.25</b>	<b>7.81</b>	<b>7.30</b>
<b>Adjustment<sup>2</sup></b>	<b>1.68</b>	<b>1.71</b>	<b>1.72</b>	<b>1.62</b>	<b>32.35</b>	<b>43.51</b>	<b>23.70</b>	<b>2.61</b>

NOTE: Columns may not sum due to rounding.

<sup>1</sup> Jewelry, watches, cosmetics, perfumes, leather goods, etc.

<sup>2</sup> A per day estimate by each visitor concerning the dollar amount that he/she may have neglected to include in the listed categories.

SOURCE: Hawaii Visitors & Convention Bureau, *HVCB 1997 Annual Research Report*, and records.

### 10.3.2

## ECONOMIC ACTIVITY GENERATED BY VISITOR-RELATED EXPENDITURES, STATE OF HAWAII

Year	Visitor-Related Expenditures (\$ million) <sup>1</sup>	Gross State Product (\$ million) <sup>2</sup>	Household Income (\$ million) <sup>2</sup>	State and County Tax Revenues (\$ million) <sup>2</sup>	Jobs (1,000) <sup>3</sup>
1988	8,813.8	5,914.0	3,578.4	618.6	147.4
1989	9,613.4	6,450.6	3,903.1	680.3	156.7
1990	10,109.2	6,783.3	4,104.3	714.0	163.1
1991	11,039.5	7,407.5	4,482.1	797.6	168.1
1992	10,020.1	6,262.6	3,952.0	752.7	181.6
1993	9,125.1	5,703.2	3,599.0	687.2	176.3
1994	11,035.7	6,897.3	4,352.6	826.4	176.4
1995	12,027.0	7,516.9	4,743.5	912.0	177.7
1996	11,126.6	6,954.1	4,388.4	870.0	179.6
1997	11,231.7	7,019.8	4,429.9	880.0	180.7
1998 <sup>4</sup>	11,594.7	7,246.7	4,573.0	903.3	180.1

<sup>1</sup> Direct expenditures by visitors, airline and ship crews, and overseas airlines.

<sup>2</sup> Direct and indirect.

<sup>3</sup> Direct and indirect; includes self-employment.

<sup>4</sup> Preliminary estimate.

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, *Hawaii's Economy*, July 1999, p. 6.

### 10.3.3

## VISITOR EXPENDITURES BY ISLAND

*In thousands of dollars*

	1990 <sup>1</sup>	1991 <sup>1</sup>	1992	1993	1994
Maui	2,023,032	2,225,228	2,221,593	2,126,709	2,531,596
Molokai	58,985	89,838	78,917	68,227	68,334
Lanai	15,165	57,166	57,522	52,240	72,426
Oahu	5,441,149	5,353,171	5,525,217	4,870,071	6,107,237
Kauai	945,777	1,104,896	573,500	547,702	637,734
Hawaii	925,664	1,090,603	1,102,131	1,012,636	1,185,845
Total	9,409,772	9,920,902	9,558,880	8,677,585	10,603,172

<sup>1</sup> Unrevised estimates. The State totals were later revised (to \$9,738 million for 1990 and \$10,634 million for 1991) but estimates by islands were not corrected.

SOURCE: Hawaii Visitors Bureau, *1991 Island Supplement* (1992), p. 20; *1992 Island Supplement* (1993), p. 21; *Visitor Expenditures 1993* (1994), p. 59; *1994 Annual Research Report* (1996), p. 43.

## 10.4.1

### SUMMARY CHARACTERISTICS OF WESTBOUND AND EASTBOUND VISITORS TO MAUI COUNTY

	Total	Westbound	Eastbound
<b>Planned Destinations</b>			
Maui County	2,360,350	1,944,200	416,150
... Maui	2,302,760	1,890,960	411,800
... Molokai	72,910	66,590	6,320
... Lanai	94,390	86,750	7,640
Oahu	1,096,360	715,550	380,810
Kauai	430,120	370,740	59,380
Big Island	434,790	356,210	78,580
... Kona	353,860	309,440	44,420
... Hilo	199,560	157,560	42,000
One Island Only	1,010,610	983,970	26,640
Maui Only	990,060	963,970	26,090
Molokai Only	9,130	8,940	190
Lanai Only	11,420	11,060	360
Neighbor Is. Only	1,263,990	1,228,650	35,340
<b>Trips to Hawaii</b>			
First trip	945,540	757,930	187,610
Repeat	1,414,810	1,186,270	228,540
Average number of trips	4.02	4.22	3.06
<b>Party Size</b>			
One person	383,200	329,090	54,110
Two persons	1,187,530	1,010,820	176,710
Three or more persons	789,620	604,290	185,330
Average party size	2.01	1.97	2.23
<b>Accommodations</b>			
Hotel	1,513,430	1,163,810	349,620
... Hotel Only	1,330,700	1,005,590	325,110
Condo	702,210	652,020	50,190
... Condo Only	581,510	542,790	38,720
Apartment	32,280	29,900	2,380
Bed & Breakfast	38,080	31,150	6,930
Cruise Ship	63,190	62,650	540
Friends or Relatives	148,420	134,220	14,200
<b>Gender and Age</b>			
Male	1,339,880	1,017,450	322,430
Female	1,020,470	926,750	93,720
Average Age	42.42	43.95	35.28

SOURCE: Hawaii Visitors and Convention Bureau, Market Research Department, *HVCB 1998 Annual Research Report*.

## 10.5.1

## ATTENDANCE AT MUSEUMS AND OTHER CULTURAL ATTRACTIONS, MAUI COUNTY

*Calendar year unless otherwise specified*

Island and Cultural Attraction	1995	1996	1997	1998
<b>Maui</b>				
Alexander & Baldwin Sugar Museum	29,831	23,676	27,748	27,832
Halekii-Pihana Heiaus State Monument <sup>1</sup>	6,433	9,050	10,150	NA
Hana Cultural Center (Hale Wai Wai O Hana)	14,052	11,680	NA	NA
Hawaii Nature Center	11,400	10,600	25,200	55,699
Iao Valley State Monument <sup>1</sup>	624,200	651,600	710,000	NA
Kula Botanical Gardens	23,030	22,470	23,100	23,800
Lahaina Restoration Foundation	208,530	202,350	202,556	213,192
Baldwin Missionary Home Museum	53,600	48,250	50,180	56,703
Brig Carthaginian	65,160	65,300	62,688	57,673
Hale Pa'ahao (Old Lahaina Prison)	31,800	30,800	31,800	32,347
Hale Pa'i Printing House	8,430	8,200	10,578	4,020
Wo Hing Temple Museum	49,540	49,800	47,310	62,449
Maui Historical Society Bailey House Museum	13,511	14,140	14,000	14,000
Maui Ocean Center <sup>2</sup>	—	—	—	NA
Maui Tropical Plantation	307,774	NA	NA	NA
Maui Zoological & Botanical Gardens <sup>3</sup>	60,000	—	—	—
Whale Center of the Pacific	504,061	445,384	436,246	426,132
<b>Molokai</b>				
Kalaupapa Settlement	6,729	8,995	9,589	11,658
Molokai Ranch Wildlife Conservation Park <sup>4</sup>	1,891	—	—	—

NA: Not available, open. — : Not available, closed.

<sup>1</sup> Years ending June 30.

<sup>2</sup> Opened in March 1998.

<sup>3</sup> Closed permanently December 31, 1995.

<sup>4</sup> Closed permanently in 1996.

SOURCE: Hawaii State Department of Business, Economic Development & Tourism, Research and Economic Analysis Division, *State of Hawaii Data Book 1998*, Table 7.34 and records.

## 10.5.2

### NATIONAL AND STATE HISTORIC SITES, MAUI COUNTY

	Maui	Kahoolawe	Lanai	Molokai	Total Maui County
Listed Hawaii Register only	37	-	-	41	78
Listed National Register only	4	1	-	10	15
Listed both Hawaii and National Register	21	-	2	40	63
Eligible for National Register <sup>1</sup>	1	-	-	2	3
<b>Total sites</b>	<b>63</b>	<b>1</b>	<b>2</b>	<b>93</b>	<b>159</b>

<sup>1</sup> Sites declared eligible for National Register listing by the National Board.

SOURCE: Hawaii State Department of Land and Natural Resources, State Historic Preservation Division, records, 1998.

## 10.5.3

### NATIONAL, STATE AND COUNTY PARKS, MAUI COUNTY

Parks	1990	1991	1992	1993	1994
<b>National Parks<sup>1</sup></b>					
Number of areas	2	2	2	2	2
Acreage	38,252	38,252	38,252	38,252	38,252
Visits	1,289,903	1,261,378	NA	1,346,521	1,556,417
<b>State Parks &amp; Historic Sites<sup>2</sup></b>					
Number of areas	13	13	13	10	10
Acreage*	575	582	582	565	565
Visits (1,000)	3,692	2,770	2,259	2,318	1,967
<b>County Parks</b>					
Number of areas	107	109	109	117	135
Acreage	1,030	1,116	1,116	1,193	1,210

<sup>1</sup> As of December 31.

<sup>2</sup> Declines since 1992 reflect transfer of areas to county.

\* Figures rounded.

SOURCE: U.S. Department of the Interior, National Park Service, Pacific Area Office, records; Hawaii State Department of Land and Natural Resources, Division of State Parks, records. County data compiled by the Hawaii State Department of Business, Economic Development & Tourism from data provided by county parks and recreation departments.

10.6.1

**SEATING CAPACITIES OF SELECTED FACILITIES,  
MAUI COUNTY**

<b>Facility</b>	<b>Capacity</b>
<b>Stadiums, Auditoriums and Gymnasiums</b>	
War Memorial Complex	
Track & Football Stadium	6,000
Baseball Stadium	1,200
Gym	2,996
Maui High Gym	2,000
Baldwin High Auditorium	1,183
Wailuku Gym	600
<b>Civic Centers and Theaters</b>	
Lahaina Civic Center Convention Hall	4,050
Maui Arts & Cultural Center	
Ampitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	300
Community Hall	230
Classroom C	160
Mayor Eddie Tam Memorial Center	1,500
Mayor Eddie Tam Hall	380
Wailuku Community Center	500
Kahului Community Center	200
Haiku Community Center	250
Paia Community Center	250
Kula Community Center	180
Upcountry Community Center	556
Upcountry Community Center (2 halls each)	96
Maui Community College Student Center Lounge	100
<b>Movie Theaters</b>	
Kaahumanu Center Theaters (6 theaters)	
Kukui Mall Theatres (4 theaters)	
Front Street Theatres (4 theaters)	
Lahaina Cinemas (3 theaters)	
<b>Churches</b>	
First Assembly of God Maui (Puunene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
Makawao Union Church Hall	200
First Assembly of God Maui (Molokai)	200
Iao Congregational	175
Iao Congregational Hall	100
St. John Episcopal Church	100
St. John Episcopal Church Hall	200
Trinity Episcopal Church by the Sea	100

SOURCE: Officials of the facilities; *The State of Hawaii Data Book 1992*, table 680. Compiled by the Maui Economic Development Board, Inc.